



VSBA

Virginia School Boards Association

Leadership • Advocacy • Support

2025 VSBA Media Honor Roll Guide



Participation in VSBA initiatives and observances is optional. School boards in Virginia have the discretion on whether to participate locally. Any related materials from the Association are shared as suggested ideas for implementation for any member board that may choose to do so.

2025 VSBA Media Honor Roll

Dear School Board Member/Superintendent:

Reporters and local media outlets play an important role in public education. School division leaders rely on responsible reporting by local media representatives so that community members receive timely information about division initiatives and programs. Considering the impact that media coverage can have on community attitudes and beliefs, the VSBA Media Honor Roll was created to recognize fair and balanced reporting about our schools and Virginia's public education system.

The Media Honor Roll recognizes media representatives in four categories: print, radio, digital, and television. Criteria for honorees include the following:

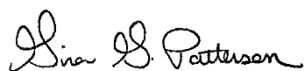
1. Makes the effort to get to know the superintendent and board chair.
2. Understands the division's mission and goals.
3. Reports school news in a manner that is fair, accurate, and balanced.
4. Gives a high-profile position to good news about schools.
5. Regularly visits the schools, attends board meetings, etc.
6. Maintains a policy of "no surprises" by sharing information with school representatives.

If you are working with a reporter who deserves Media Honor Roll recognition, your division can add their name(s) to the Media Honor Roll by passing a resolution (sample enclosed) and submitting the online form. Please note that in addition to submitting individual reporters, you also can submit entire news stations or newspapers. The deadline for receipt of the submission form and resolution is **September 12, 2025**. A **unanimous vote** must be made by the nominating school board for **all nominees** and a resolution signed by the **entire** school board must be submitted when filling out the online submission form.

Later this year, VSBA will publish the Media Honor Roll in the VSBA Newsletter to recognize those honored through this program. We will also send personalized certificates, electronically, that are suitable for presentation to recipients at a board meeting. **Please note, all nominations are approved by a local school board and nominated reporters, stations, and newspapers are not individually vetted by the VSBA.**

We appreciate your participation in this effort. Please contact communications@vsba.org or 800-446-8722 if you have any questions.

Sincerely,



Gina G. Patterson
Executive Director

****Please note, all nominations are approved by a local school board and nominated reporters, stations, and newspapers are not individually vetted by the VSBA.**

2025 VSBA Media Honor Roll

2025 VSBA Media Honor Roll Nomination

- ☐ Submit the nomination form online: <https://www.surveymonkey.com/r/2025media>
- ☐ The submission deadline is **September 12, 2025**.
- ☐ Divisions may nominate up to three media representatives.
- ☐ **Please note, all nominations are approved by a local school board and nominated reporters, stations, and newspapers are not individually vetted by the VSBA.**
- ☐ A signed resolution (see below) from the entire school board must be submitted.

Sample Resolution

2025 VIRGINIA SCHOOL BOARDS ASSOCIATION MEDIA HONOR ROLL

WHEREAS, in each community, the public schools are shaped by the community to provide the most appropriate and effective education for the children who attend those schools; and

WHEREAS, public schools are dependent on the community's support in countless ways, including support in setting goals for the education of our children, in establishing successful volunteer and booster programs at the schools, for annual funding of operations, in periodic bond elections, in the election of qualified school board members; and

WHEREAS, much of the community's knowledge and opinions about the public schools rely on responsible reporting by local media representatives who decide which news to share with the community, how much attention will be focused on various issues, and what the tone of the reporting will be;

NOW, THEREFORE, BE IT RESOLVED that by a unanimous vote, the _____ (name of school division) School Board place the name of

_____ (media/reporter) on the statewide VSBA Media Honor Roll, calling attention to the ongoing responsible and exemplary nature of reporting on this community's public schools. We express our appreciation for your balanced and accurate approach to sharing with this community both the challenges facing our schools and the successes achieved by the teachers and students. Your work has aided this community in focusing on the goal of providing the best public schools we can for the children who attend them.

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