

SAMPLE NEWS RELEASE 2013 MEDIA HONOR ROLL

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LOCAL MEDIA HONORED

(AUSTIN) — Stan Metcalf of the Kinney County Post was named to the 2013 Media Honor Roll, a program sponsored by the Texas Association of School Boards (TASB), by the Brackett Independent School District. The Media Honor Roll recognizes media representatives statewide for fair and balanced reporting of news about public schools. Media representatives from more than 450 Texas newspapers, radio and television stations, and online publications were honored by their local school districts.

Criteria for the district selection included the media representative's efforts to get to know the superintendent, board president, and the district's mission and goals; report school news in a fair, accurate, and balanced manner; give a high profile to positive news about schools; visit the schools; and maintain a policy of no surprises by sharing information with school officials.

“Districts across Texas appreciate these reporters for their balanced and accurate approach to sharing both the challenges facing our schools and the successes achieved by local teachers, students, and school boards. Their work aids local communities in focusing on the goal of providing the best public schools we can for every child,” said Viola Garcia, TASB president.

In most cases, local school boards passed a formal resolution and presented a personalized certificate to their nominated news media.

TASB is a nonprofit organization established in 1949 to serve local Texas school districts. School board members are the largest group of publicly elected officials in the state. The districts they represent serve more than 4.9 million public school students.

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