



**Texas Association of School Boards**

P.O. Box 400 • Austin, Texas 78767-0400 • 512.467.0222  
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*Serving Texas Schools Since 1949*



October 2012

~ **MEDIA HONOR ROLL** ~

Dear Board President and Superintendent:

To help promote the fact that public schools are quality places to educate Texas schoolchildren, the Texas Association of School Boards (TASB) is again facilitating the **Media Honor Roll**.

This program recognizes representatives in print, radio, television, and electronic media who (1) make the effort to get to know the superintendent, board president, and district's mission and goals; (2) report school news in a manner that is fair, accurate, and balanced; (3) give a high-profile position to good news about schools; (4) visit the schools; and (5) maintain a policy of no surprises by sharing information with school representatives.

If you work with reporters who deserve recognition, your district can add their names to the honor roll. You can submit the names of radio or television stations, newspapers, online publications, or individual reporters. Find this year's nomination form and sample resolution at **tasb.org**: Place the cursor on the Services tab at top of the page and click on Communications + PR; select Recognition Programs from the left menu and then Media Honor Roll.

- Download the nomination form, and complete it by keying in your nominee(s) information. Return it to TASB using one of the following methods:
  - E-mail: **pr@tasb.org**
  - Fax: 512.483.7159
  - Mail: Barbara Williams, Texas Association of School Boards, P.O. Box 400, Austin, Texas 78767-0400
- Additional copies of the form can be submitted for more than three nominees.
- Use the online sample resolution to make your presentation to the news media honorees; however, **it is not required when submitting your nominations** to TASB.
- In **mid-May, we will send you personalized certificates to present to your honorees** and a sample news release to share with the media.
- Nominees will be listed at **tasb.org**.
- **Submission deadline for this year's nominations is April 1, 2013.**

We appreciate your participation in this recognition effort. Call me at **800.580.8272**, extension 6418, or e-mail **shelley.stoll@tasb.org** if you have questions about this process.

Sincerely,

Barbara Williams  
Public Information Officer