



Texas Association of School Boards

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Serving Texas Schools Since 1949

February 2017

Attention: Board President and Superintendent

Media Honor Roll deadline is May 31, 2017.

In an effort to promote the fact that our public schools are quality places to educate Texas schoolchildren, TASB is again facilitating the **Media Honor Roll**.

Reporters have the power to shape community attitudes about public schools, and the Media Honor Roll is a way for districts to recognize fair and balanced reporting about our schools.

The Media Honor Roll recognizes representatives in print, radio, television, and online media who (1) make the effort to get to know the superintendent, board president, district's mission, and district's 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.

Submit names online

If you work with reporters or news organizations that deserve recognition, your district can add their names to the Media Honor Roll. Submit the names of radio or television stations, newspapers, online publications, or individual reporters. Go to tasb.org/mhr and complete and submit the online nomination form for each individual or organization you want to recognize. **Submission deadline for this school year is May 31, 2017.**

Receive certificates by mail

In mid-July, a personalized certificate for each name submitted will be mailed to the district superintendent. The online sample resolution can be included with the certificate presentation made to each honoree, and the online sample media release can be forwarded to local news outlets for publication and adapted for use on the district website. Find both documents at tasb.org/mhr.

See honoree names online

Honored media will be posted on the TASB website in late July.

We appreciate your participation in this recognition effort. Call me at **800.580.8272**, extension 2933, or e-mail barbara.williams@tasb.org if you have questions about this process.

Sincerely,

Barbara Williams
Public Information Officer