



**Texas Association of School Boards**

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*Serving Texas School Boards Since 1949*

July 2005

Dear Superintendent:

Please accept our sincere thanks for your involvement in the 2005 Media Honor Roll; we think the response has been tremendous. Media representatives from approximately 500 Texas newspapers and radio and television stations were honored by their local school districts.

Enclosed are the certificates and a sample release for your local media. We encourage you to present the certificates at a posted school board meeting so the reporters or media representatives can be personally and publicly thanked for their balanced reporting of news about public schools. You can download the release from the TASB Web Site at [www.tasb.org](http://www.tasb.org). Select Communications & PR, Recognition Programs, and More Options. Call 800-580-8272, ext. 6260, if you need assistance.

Please send localized news releases to the appropriate newspapers in your area and carry this information in your district newsletter. In addition, a complete list of all districts and media representatives will appear in the August/September issue of TASB's *Texas Lone Star* magazine.

If every district took the time to acknowledge media when they do a good job, the view of public schools could be drastically different. As you do, we appreciate these reporters for their fair and accurate approach to sharing both the challenges facing our schools and the successes achieved by local teachers and students. Their work aids local communities in focusing on the goal of providing the best public schools we can for every child.

Again, thank you for sharing the good news.

Sincerely,

Barbara Williams  
Public Information Officer

Enclosures