

BATH COUNTY SCHOOL BOARD

AGENDA ITEM: INFORMATION { } ACTION { X } CLOSED MEETING { }

SUBJECT: **SUPERINTENDENT’S REPORT - ACTION**

Media Honor Roll

BACKGROUND: **Last year, the School Board recognized Larry O’Rourke, the Virginian Review, Mike Bollinger, the Recorder, and Bonnie Ralston, Alleghany Mountain Radio (WCHG) for their contributions of reporting education issues.**

RECOMMENDATION: **Continued Media Honor Roll recognition of Larry O’Rourke of the Virginian Review, Mike Bollinger of the Recorder, and Bonnie Ralston of Alleghany Mountain Radio (WCHG) is recommended.**

RESOLUTION

2012 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 school 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; and

NOW BE IT RESOLVED that the Bath County School Board place the names of Larry O'Rourke, the Virginian Review; Mike Bollinger, the Recorder; and Bonnie Ralston, Allegheny Mountain Radio, on the statewide 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.

Resolution approved by Bath County School Board members on August 7, 2012.

Amy Gwin, Chairman

Bill Manion

Rhonda Grimm, Vice-Chairman

Cathy Lowry

Ellen Miller

Patsy Chestnut

Subject: FW: VSBA Media Honor Roll
Attachments: ChairmanSUPmemo2012.doc; Sample Resolution2012.pdf; 2012 NOMINATION FORM.pdf

From: Gina Patterson [<mailto:gina@vsba.org>]
Sent: Wednesday, May 23, 2012 2:15 PM
To: Gina Patterson
Subject: VSBA Media Honor Roll

To: School Board members
Division Superintendents

From: Barbara Coyle, Executive Director
Gina Patterson, Assistant Executive Director

re: VSBA Media Honor Roll

Reporters have the power to shape community attitudes about public schools, and the Media Honor Roll is a way to recognize fair and balanced reporting about our schools. As student advocates, we should not be opposed to reporters who cover our schools shortcomings fairly. We should oppose unfair "schooling bashing."

The Media Honor Roll recognizes media representatives in three categories: print, radio, and television. Criteria for honorees include: (1) make the effort to get to know the superintendent, board chairman, division'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 surprise by sharing information with school representatives.

If you are working with a reporter who deserves Honor Roll recognition, your district can add a name(s) to the Honor Roll by passing a resolution (sample enclosed) and submitting the attached form to us at: gina@vsba.org or (434) 295-8785 fax. You can submit station names, whole newspapers, or individual reporters. Deadline for receipt of the form is **August 31, 2012**.

Later this year, VSBA will publish the Media Honor Roll in the *VSBA Newsletter* and issue a news release about those honored through this program. We also will send you personalized certificates suitable for presentation to reporters at a board meeting. We appreciate your participation in this effort. Please contact me at 800-446-8722 if you have any questions about this process.

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