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DATE: June 20, 2016

ACTION ITEM

SUBJECT	VSBA Media Honor Roll
RATIONALE	<p>School division leaders rely on responsible reporting by local media representatives so that our community members receive timely information about division initiatives and programs. Considering the impact that media coverage can have on community attitudes and beliefs, the <i>Media Honor Roll</i> was created to recognize fair and balanced reporting about our schools and Virginia's public education system. Criteria for honorees include the following:</p> <ol style="list-style-type: none"> 1. Makes the effort to get to know the superintendent and board chairman. 2. Understands the division's mission and goals. 3. Reports school news in a manner that is fair, accurate, and balanced. 4. Gives a high-profile position to good news about schools. 5. Regularly visits the schools, attends board meetings, etc. 6. Maintains a policy of "no surprises" by sharing information with school representatives.
ESTIMATED COSTS	n/a
BUDGET CATEGORY	n/a
LEGAL REFERENCE	n/a
STAFF CONTACTS	Gene Kotulka
SUPERINTENDENT'S RECOMMENDATION	

Attached: VSBA Media Honor Roll Resolution