## SAMPLE NEWS RELEASE — 2024 OSBA MEDIA HONOR ROLL

**FOR RELEASE:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Date)

**CONTACT**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**School board recognizes local journalists**

 (District name) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ recently named (reporter or broadcaster’s name) \_\_\_\_\_\_\_\_\_\_ of (media outlet name) \_\_\_\_\_\_\_\_\_\_\_\_\_\_ to the Ohio School Boards Association 2024 Media Honor Roll. The Media Honor Roll recognizes media representatives statewide for fair and balanced reporting of news about public schools. Media representatives from more than 100 Ohio newspapers and radio and television stations were honored by their local school districts.

Criteria for selection by the local school districts include the media representative’s efforts to get to know the superintendent, board president, and district mission and goals; report school news in a fair, accurate and balanced manner; give a high profile to positive news about schools; visit the schools; and maintain a policy of “no surprises” by sharing information with school officials.

“OSBA is proud to join our member districts around the state in thanking their local media honorees for the work they do,” said OSBA Chief Executive Officer Kathy McFarland. “Fair and accurate news reporting is crucial in helping our communities understand the opportunities public schools create and the challenges they face. Congratulations to all those honored this year.”

OSBA sends personalized certificates to school boards to help them honor reporters, editors and news outlets. OSBA also recognizes the honorees in its Journal magazine and on its website.

Founded in 1955, OSBA leads the way to educational excellence by serving Ohio’s public school board members and the diverse districts they represent through superior service, unwavering advocacy and creative solutions.

-30-