

California School News is an **online media service** developed to **promote media coverage** of events, programs and services in California schools – **creating a coordinated pipeline** of school news that is **diverse, thorough and accurate.**



### Norwalk-La Mirada Unified students to benefit from \$11million federal grant

California School News is a service provided by VMA Communications. For nearly 20 years, VMA has served school districts and their students, highlighting the benefits of public schools, and promoting positive academic performance and community support.

To subscribe to CaSN or for further information:

**Claremont:**  
(909) 445-1001

**Southeast:**  
(562) 789-4047

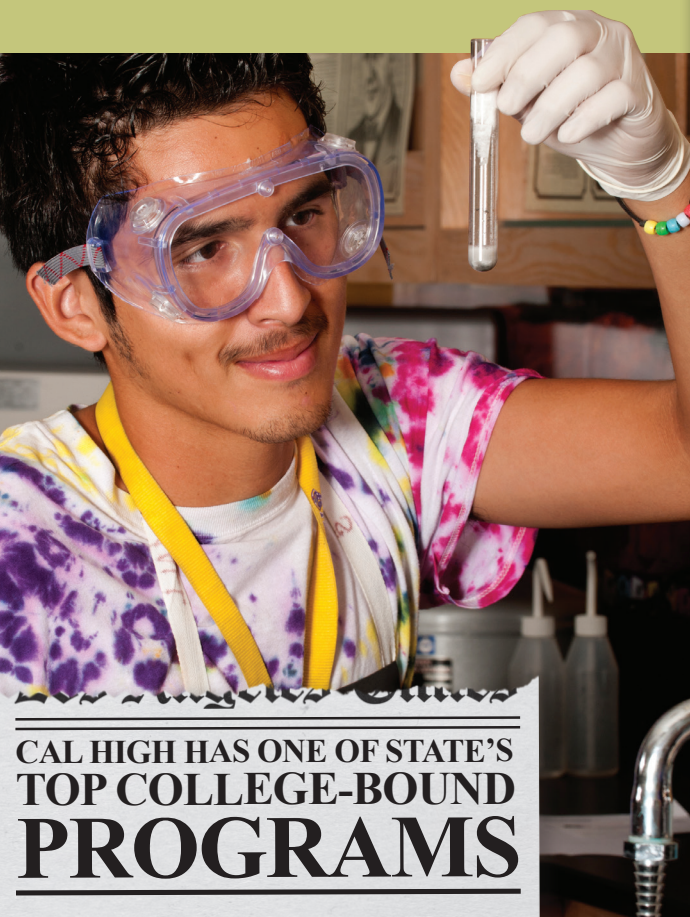
[www.caschoolnews.net](http://www.caschoolnews.net)

California  
**School News**



# California School News

**Current, diverse and thorough in its coverage,** CaSN is ready to bring **your** school news to the forefront.



CAL HIGH HAS ONE OF STATE'S  
TOP COLLEGE-BOUND  
PROGRAMS

[www.caschoolnews.net](http://www.caschoolnews.net)





# API Test Scores: Schools reaching benchmark

## HOW IT WORKS:

### CaSN Facilitates Media Coverage –

Through our website, social media and frequent e-blasts, CaSN informs media of upcoming events, programs and student success to facilitate media coverage and **promote community-driven news**.

### CaSN Allows Schools to Tell Their Story –

Direct access to our website allows schools to **showcase the stories** they want to highlight.

**CaSN Builds Community** – CaSN **fosters relationships** between school districts and regional media to promote current, relevant coverage of local schools.

## WHO WILL BENEFIT:

**School Districts** – Positive press coverage leads to enhanced academic performance, augmented community support, retention of effective teachers, enrollment increases, and greater access to grants.

### Community Members and Stakeholders –

Parents, community and local leaders can consistently read about student accomplishments, programs and services, further emphasizing the importance of our schools as a community resource.

**Students** – Achievement measures consistently improve with increased media coverage.

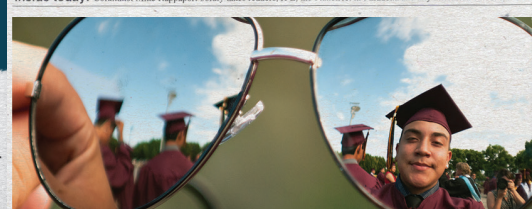
**Regional News Providers** – CaSN ensures media is aware of events in schools throughout the region to facilitate coverage, while also providing well-written press releases for use by local news outlets.



Abbott Elementary  
records top API  
score in Lynwood



Inside today: Columnist Mike Rappaport boldly takes readers, JPL, the Planetfest in Pasadena and any interested onlookers to Ma...



HIGH SCHOOLS BOOST  
GRADUATION RATES BY  
DOUBLE DIGITS

\$1.00 DESIGNATED AREAS HIGHER 82 PAGES

WUHSD students receive  
\$38,000 in scholarships

Rio Hondo Student  
wins Entrepreneur  
of the Year Contest

