



MEDIA CONTACT:
Sonya T. Gordon, APR
Public Information Officer,
Department for
Communications &
Community Engagement
(225) 922-5611 office
(225) 328-4763 cell
sgordon@ebrschools.org

Press Release

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Tara High School Needs Your Vote on Facebook: Kohl's Could Fund a State-of-the-Art Ed Broadcasting Center

Baton Rouge, La. – Tara High School Principal Luanne Estess has a dream for her school, and it's a pretty big one. She wants to create a cutting-edge centralized broadcasting center for students to learn about careers in radio and television, as well as in all facets of the film industry. And she wants to do it without charging taxpayers a dime.

All she needs is several thousand votes from community supporters – five per person – on Kohl's Department Stores' Facebook page. It's part of the Kohl's Cares philanthropic program that supports children's health and education. The company is encouraging community's to dream big for children in a K-12 school and distribute half a million dollars each (\$10 million total nationwide) to school programs with the highest Facebook votes throughout the country.

Votes will be accepted through September 3 at www.facebook.com/kohls. Instructions and a link also are available on the school Web site, <http://tara.ebrschools.org/>. The top 20 vote-getting schools that meet contest criteria as outlined in the Official Rules and have school officials provide information on how the school will use the money to support educational programs or initiatives will win \$500,000 each. Winning schools will be announced in late September.

Instructions on how to vote for the Tara High School project (it takes about 3 minutes) are:

- Go to a Facebook page
- Search "Tara High School Radio"
- On that page, click the "Kohl's Cares" button
- Go to the "Vote now find your school" page
- Click to the search box and type in "Tara High School Baton Rouge, La."
- When asked, click "like" on the Kohl's page button
- Then, on the voting page, click the voting box for Tara five times
- Afterwards, click the share button with the Facebook logo
- Ask your friends to vote in the box

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KOHL'S TARA VOTE/2

Estess and Social Studies/Journalism teacher Jay Redmond heard about the Kohl's Cares funding project and thought it would be ideal for their broadcasting center. They want to start out slowly by creating **a world-class radio station and studio for student learning** – just like the school had in the mid-'70s through mid-'80s. The radio studio still exists on campus but has since been stripped of its out-of-date equipment. For an FM signal licensing, equipment and labor, Redmond guesses the radio station could cost about \$175,000 to get it up and running. The rest of the funding then could be used to develop a learning television and video editing suite and studio, as well as a film studio to be developed over a three-year period. The center would be linked to the Journalism curriculum, as well.

“Our goal is to create a full range student media center at Tara High School. Putting the radio station on the air is just the first step in the process,” Estess said. “When it is all said and done, we intend to have a student-run TV operation and a computer platform that mimics the functions of Newsy.com. In addition, we plan to create a separate branch of student media that trains our youth to work on a motion picture set. Once operational, the Tara student media center will become one of the most innovative high school journalism programs in the nation and, as such, will provide colleges and universities with a steady stream of highly qualified young journalist for many years to come.”

Estess wants to remind the public that, if funded by the Kohl's Cares program, the center would not cost taxpayers one cent. The school is not asking for money or donations – **just five votes per person between now and September 3 on Facebook.** The school also is working on a promotional video for You Tube. **For more information, contact Estess at Tara High School, (225) 927-6100 or lestess@ebschools.org. Official Rules are at www.facebook.com/kohls for all program and prizing details. For more information on Kohl's philanthropic efforts, visit www.kohls.com/cares.**

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