

# Leading with Purpose

**Superintendent of the Year** calls on media to reduce school shooting coverage

**SESSION:** Superintendent of the Year

**Honoree:** Ron Walsh, district administrator, Elk Mound Area School District



**R**on Walsh, superintendent of the Elk Mound Area School District, is the first to tell you that any success that has been achieved in his district is the cumulative work of many. His modesty was evident during a luncheon hosted by the Wisconsin Association of School District Administrators that honored Walsh as Wisconsin Superintendent of the year.

Walsh was quick to give recognition to his school board, which includes Tim Sivertson, Gary Bodenburg, Kyle Jenson, Loren Hanson, Bill Moore, James Holte and Margeret Dieter. He also recognized his family and all of the staff in his district.

“This award is more about the

people who are around me and work with kids,” Walsh said.

In his role as district administrator, Walsh said one of the most important aspects of his job is helping to provide the day-to-day needs of his students. One of these most important needs is having a safe place to learn.

Dismayed by the increase in media coverage surrounding recent school shootings, Walsh said the media needs to have a better understanding of how reporting of such events may actually encourage others to carry out similar acts. Citing evidence that school shooters have relied upon and perhaps been motivated by media profiles of school shooters and the details of how

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— Ron Walsh, Elk Mound Area School District

they carried out the crime, Walsh said the media needs to reconsider its detailed coverage of school shootings.

“If we’re going to prevent the spectacle of mass shootings, we need to prevent them from being spectacles,” Walsh said.

For Walsh, standing up for his students’ safety and well-being is an important duty. He emphasized that school leaders are in a unique position to shape the future of their district and community.

“We have the honor of taking part in meaningful decisions that affect so many lives,” Walsh said. “And when it gets difficult we can walk into a preschool classroom and remember why we do this.” ■

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