



Texas School Public Relations Association

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TSPRA members honored with 2010 Star Awards

AUSTIN (March 7, 2011) – Texas School Public Relations Association (TSPRA) members from across the state received honors from the association for their outstanding work in education communications earning Gold Star, Silver Star, Best of Category, Crystal Commendation and/or Platinum awards. The awards were announced at TSPRA's annual Star Awards Celebration held February 24, 2011 at the Sheraton Arlington Hotel in Arlington, Texas during the association's 49th annual conference.



This year the Grand Prairie Independent School District received the top Platinum Award for the district's "Freestyle My Future" project. For a full list of winners, visit TSPRA's website at <http://www.tspra.org/awards/star-awards/star-awards-archive> and select the 2010 Star Awards link.

Each year, TSPRA recognizes communicators in school districts, education foundations, education associations and organizations for their work in 44 print and electronic media categories. There are 36 main categories covering various media such as newsletters, programs, posters, reports, image/identity packages, photography, writing, graphics, video, electronic presentations and web sites. Larger, more comprehensive projects and special programs are entered in one of seven Crystal Commendation categories or the Platinum Award category. The Platinum Award honors a year-long project that exhibits the highest standards of excellence in all facets according to research, analysis, communication and evaluation.

This year, 1076 entries were received. For the first 36 categories, the entries are divided into three divisions based on the number of students the district, foundation or organizations serves - under 10,000 students; 10,000 to 30,000 students; and over 30,000 students. Independent judges, not affiliated with TSPRA, evaluate and score each entry based on its own merit. Silver and Gold Stars are awarded based on set criteria. Finally, the judges review their highest scoring Gold Star winners and select a Best of Category for each division in each of the 36 categories.

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Crystal and Platinum entries are not split into divisions and there is only one winner in each category. The Crystal categories are: Bond Elections; Parent Involvement/Volunteer Programs; School/Community Partnerships; Staff/Student Recognitions; District/Association Special Events/Celebrations; Foundation Special Events/Celebrations; and Foundation Annual Campaigns. No Silver or Gold Stars are awarded in these categories.

Of the 1,076 entries this year, the judges awarded 91 Best of Categories, 616 Gold Stars and 262 Silver Stars. Since TSPRA members enter only their best work, it is not uncommon for there to be very few entries that do not earn any type of award.

The Texas School Public Relations Association (TSPRA) is a nonprofit, professional organization dedicated to promoting public schools through effective communications. TSPRA, an award winning chapter of the National School Public Relations Association (NSPRA), was chartered in 1962 and incorporated in 1977. With more than 950 members, TSPRA is comprised primarily of public information and communications professionals who serve the public school districts and education organizations of Texas. In 2004, TSPRA opened its membership to education foundation staff and boards that support our public schools. The membership also includes superintendents, school administrators, principals, executive directors, web/technology/electronic media and graphic professionals, school consultants, vendors and others who support public education in the state. TSPRA provides professional development, resources and networking opportunities for members and others in the education community.

For additional information contact the TSPRA state office at 512-474-9107; 800-880-9107; info@tspra.org

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