



Texas School Public Relations Association

406 East 11th St., Suites 101-105, Austin, Texas 78701-2617

Phone (512) 474-9107 or (800) 880-9107 • Fax (512) 477-0906 • www.tspra.org

Contact: Janet Crock

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Phone: 512-474-9107; 800-880-9107

email: janet@tspra.org

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TSPRA members honored with 2011 Star Awards

AUSTIN (February 17, 2012) – 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 14, 2012 at the Sheraton Austin Hotel at the Capitol during the association’s 50th annual conference.



This year the Texas Association of School Administrators and the Texas Association of School Boards won the top Platinum Award for their joint entry “Make Education a Priority”.

A full list of winners will be available next week on TSPRA’s website at <http://www.tspra.org/awards/star-awards/star-awards-archive>.

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, 839 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 839 entries this year, the judges awarded six Crystal Commendations, 88 Best of Categories, 476 Gold Stars and 260 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 850 members, TSPRA is comprised primarily of public information and communications professionals who serve the public school districts and education organizations of Texas. The membership also includes superintendents, administrators, principals, web/technology/electronic media and graphic professionals, education foundation executive directors and their boards, association executive directors, 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; info@tspra.org

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