



Texas School Public Relations Association

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

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

2019-2020 Officers

President

Monica Faulkenbery, APR
Northside ISD

President-Elect

Veronica Castillon, APR
Laredo ISD

Immediate Past President

Kristin Zastoupil
Forney ISD

Executive Director

Linsae Snider
TSPRA

Vice Presidents

Gulf Coast

Craig Verley
Mission CISD

Houston/Beaumont

Tammy Dowdy
Dickinson ISD

East Texas

Jaime Fails
Willis ISD

North Central

Megan Overman, CPC
Eagle Mt.-Saginaw ISD

West Central

Kyle DeBeer
Waco ISD

Central

Corey Ryan
Leander ISD

Northwest

Andy Penney
Frenship ISD

Far West

Melissa Martinez, CPC
El Paso ISD

San Antonio

Anne Marie Espinoza
Uvalde ISD

At-Large Position 1

Rebecca Villarreal, APR
New Braunfels ISD

At-Large Position 2

Kristyn Hunt Cathey
Port Arthur ISD

At-Large Position 3

Arianna Vazques-Hernandez, CPC
Pharr-San Juan-Alamo ISD

Contact: Janet Crock

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

email: janet@tspra.org

FOR IMMEDIATE RELEASE

TSPRA members honored with 2018 Star Awards

CEDAR CREEK, TEXAS (February 20, 2019) – 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, Bronze Star, Best of Category, Certificate of Merit, Crystal Commendation and/or Platinum awards. The awards were announced at TSPRA's annual Star Awards Celebration held February 20, 2019 at the Hyatt Regency Lost Pines Hotel and in Cedar Creek, Texas during the association's 57th annual conference.

West, a provider of communication solutions for thousands of school districts, colleges, private schools and other institutions, is the sponsor for the 2018 Crystal and Platinum awards.

This year the Socorro Independent School District won the top Platinum Award for its entry “#TeamSISD Endless Opportunities Campaign.”

A full list of winners is available 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 print and electronic media categories. There are 48 main categories covering various media such as newsletters, programs, posters, reports, writing, image/identity packages, photography, graphics, video, electronic presentations, mobile apps, campaigns, events and web sites. Larger, more comprehensive projects and special programs are entered in one of ten 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, 1,460 entries were received which is the highest number of entries ever received since the Star Award program began. For the first 48 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 evaluate and score each entry based on its own merit. Bronze, 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 48 categories.

-more-

Texas School Public Relations Association

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

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

Crystal and Platinum entries are not split into divisions and there is only one Crystal winner in each category. Judges are permitted to award a Certificate of Merit to Crystal entries that deserve some recognition, although they did not receive the main award. The Crystal categories are: Video Portfolio, Photography Portfolio, Bond Elections; Parent Involvement/Volunteer Programs; Staff/Student Recognitions; School/Community Partnerships; District/Association Special Events/Celebrations; Marketing; Foundation Special Events/Celebrations; and Foundation Annual Campaigns. No Bronze, Silver or Gold Stars are awarded in the Crystal categories.

Of the 1,460 entries this year, the judges awarded one Platinum Award, six Platinum Certificates of Merit, ten Crystal Commendations, 22 Crystal Certificates of Merit, 120 Best of Categories, 617 Gold Stars, 531 Silver Stars and 114 Bronze 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 900 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

###

