



T S P R A



**2017 Star Awards Celebration**

**7 p.m. February 21, 2018**

# PRINT CATEGORIES

## CATEGORY 1

### Internal Newsletter

All Divisions



#### BEST OF CATEGORY

Weslaco ISD

#### GOLD

Livingston ISD

Weslaco ISD

#### SILVER

Arlington ISD

Bay City ISD

#Newschat

Livingston ISD Board Report

#Newschat

My AISD Newsletters

Paw Prints BCISD newsletter May 2017 edition



Carlos Robledo

Jennifer Birdwell

Carlos Robledo

Anthony Andro, Ryan Pierce, Mercedes Mayer,  
Leslie Johnston & Robert Spence

Allison Sliva



#### BEST OF CATEGORY

Red Oak ISD

#### GOLD

Barbers Hill ISD

Highland Park ISD

Livingston ISD

Livingston ISD

Red Oak ISD

Sheldon ISD

Texas City ISD

Hawk Headliner

Barbers Hill ISD August Newsletter

HP Update

Livingston ISD State of the District

The Roar Newsletter

Hawk Headliner

Sheldon ISD Spotlight

Teletype: Summer 2017

## CATEGORY 2

### External Newsletter

Less than 10,000 students



Communications Dept.

Carla Rabalais, Valerie Hull & Beverly Stephenson

Communications Dept.

Jennifer Birdwell

Jennifer Birdwell

Communications Dept.

Derik Moore

Clarissa Silva & Melissa Tortorici

#### 10,000 to 30,000 students

#### BEST OF CATEGORY

Alvin ISD

#### GOLD

Alvin ISD

Laredo ISD

Alvin ISD Community Connection

Alvin ISD Community Connection

Laredo ISD Las Escuelas Newsletter

Rachel Moore

Rachel Moore

Veronica Castillon, APR, Bobby Trevino,  
Claudia Rodriguez & Mimi Valdez

#### SILVER

Galena Park ISD

Northwest ISD

Southwest ISD

#### BRONZE

Pearland ISD

GPS (Galena Park Schools)

Northwest Vision

We Are Southwest

"Progress" Newsletter

Chris Gause & Elyse Rountree

Rachel Bobbitt & Emily Conklin

Communications

Communications Dept.

#### More than 30,000 students

#### BEST OF CATEGORY

Mesquite ISD

#### GOLD

Garland ISD

Lamar CISD

Mesquite ISD

Socorro ISD

United ISD

#### SILVER

Socorro ISD

MISD Matters

ConnectEd

A Proud Tradition, A Bright Future:

Lamar CISD Spring Newsletter

MISD Matters

@Socorro

Parent Connection Newsletter

Kids Inc.

Angela Roe & Kristin Odom

Tiffany Veno, Caren Rodriguez & Judy Kriehn  
Community Relations

Angela Roe & Kristin Odom

Daniel Escobar

Office of Communications

Daniel Escobar



# CATEGORY 3

## Flyer

Less than 10,000 students



### BEST OF CATEGORY

Community ISD

#### GOLD

Community ISD

Manor ISD

Texas City ISD

Foundation for the Future

#### SILVER

Alvarado ISD

Carroll ISD

Corsicana Ed. Foundation

La Porte ISD

Lancaster ISD

Lufkin ISD

Point Isabel ISD

Roma ISD

Sharyland ISD

#### BRONZE

Barbers Hill ISD

Burnet CISD

Carroll ISD

Copperas Cove ISD

Decatur ISD

DeSoto ISD

ESC Region 11 & Decatur ISD

Everman ISD

Everman ISD

Everman ISD

Galveston ISD

Galveston ISD

Galveston ISD

Galveston ISD

Galveston ISD

Highland Park ISD

Lake Travis ISD

Lake Travis ISD

Lake Travis ISD

Lake Travis ISD

Lancaster ISD

Sherman ISD

2016-17 Back-to-School Flyer

2016-17 Back-to-School Flyer

Innovation & Beyond Flyer

6th Street Shopping Extravaganza

A-F One Pager

Carroll ISD Kindergarten Enrollment Postcard

Corsicana Education Foundation 2017 Menu of Giving

La Porte ISD Certified Teacher Job Fair

Social Media Do's & Don'ts

Slam Dunk Literacy Night Flyer

Don't Let It Go Unsaid!

Back to School Bash Save the Date

Sharyland ISD Superintendent's Scholarship Golf Classic

2017 BHISD Bond Election

End of School Year Spotlight

Carroll ISD Fast Facts Infographic

CCISD Stuff the Bus Flyer

Who We Are

Coffee TALK

Who Are We

College Day

Everman ISD Rangers Night

National Bully Prevention Month/

Red Ribbon Week

2017 GISD Elementary and High School

Schools of Choice Process for Parents

Ball High School College Night Flyer

Communications Department Flyer

Galveston Lemonade Day Kick Off Flyer

The Ball High School Hospitality Program Flyer

Scots Cafe

Lake Travis ISD - Baseball Regional Quarterfinal Playoff

Lake Travis ISD - Boys and Girls Golf State Tournament

Lake Travis ISD - State Track Meet

Lake Travis ISD - Tennis State Tournament

Lancaster ISD Points of Pride

Ready Rosie

Sabreana Smith

Sabreana Smith

Scott Thomas & Zoheb Hassanali

Deborah Laine & Clarissa Silva

Tommy Brown

Jill Webb

Kristin Zastoupil

Kimberly Culver

Sonya Cole-Hamilton, Kimberly Simpson

& Aaron Libby

Sheila Adams

Josephine Torres

Helen Escobar

Rocio N. Landin

Carla Rabalais & Beverly Stephenson

Sharon Schwartz

Hayley Herring

Wendy Sledd

Holly Fuller

Beth Trimble

Elizabeth Harwood & Holly Fuller

Nikita Russell & Derrick Thompson II

Nikita Russell & Derrick Thompson II

Nikita Russell & Derrick Thompson II

Communications Dept.

Communications Dept.

Communications Dept.

Communications Dept.

Communications Dept.

Communications Dept.

Cheryal Loosmore

Cheryal Loosmore

Cheryal Loosmore

Cheryal Loosmore

Communications Dept.

Emily Parks & Sean Vanderveer



**Category 3 - Flyer, continued**  
**10,000 to 30,000 students**

**BEST OF CATEGORY**

Grand Prairie ISD	“The Future is Now” – GPISD Firefighter Academy	Carolyn Parker
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**GOLD**

Grand Prairie ISD	“The Future is Now” – GPISD Firefighter Academy	Carolyn Parker
Region 7 ESC	Dynawriter Series	Communications Dept.
Region 7 ESC	High School US History Series	Communications Dept.
Rockwall ISD	Rockwall ISD Education Foundation Bowling Fundraiser Flyer	Steven Offield

**SILVER**

Dickinson ISD	Fine Arts Fiesta	Jenna Simsen
Duncanville ISD	Jobs! Jobs! Jobs!	Kris Hill
Goose Creek CISD	Parent Resource Fair Flyer	Mima Trujillo
Lubbock ISD	Tax Ratification Election - Golden Pennies (English and Spanish)	Nancy Sharp
McAllen ISD	Enrollment EduFest	Community Information Office
Pearland ISD	Pearland ISD Job Fair Flyer	Lexi Marshall
Weslaco ISD	Meet The Middle Schools Night	Samantha Holley
Wichita Falls ISD	Human Resources Recruitment Postcard	Community Relations
Wylie ISD	Back to School the Wylie Way	Doug Bellamy

**BRONZE**

Eagle Mountain-Saginaw ISD	2017 Legislative Priorities	Megan Overman
Laredo ISD	Bowling Tournament Flyer	Claudia Rodriguez

**More than 30,000 students**

**BEST OF CATEGORY**

Arlington ISD	<b>BOND 2014 Update Flyer</b>	<b>Ryan Pierce &amp; Leslie Johnston</b>
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**GOLD**

Arlington ISD	BOND 2014 Update Flyer	Ryan Pierce & Leslie Johnston
Arlington ISD	Teacher Recruitment Flier	Leslie Johnston & Mercedes Mayer
Corpus Christi ISD	CCISD Brief Facts	Atanislao Acosta
ESC Region 20	2017 TAPPEstry Promotional Flyers	Mark Hill
Garland ISD	Gilbreath-Reed Career and Technical Center FAQs	Mida Milligan, Tiffany Veno, Caren Rodriguez & Judy Kriehn
Garland ISD	New School Hours Notice	Mida Milligan, Tiffany Veno, Caren Rodriguez & Judy Kriehn
Garland ISD	Ready 1:1 Meetings	Mida Milligan, Tiffany Veno, Caren Rodriguez & Judy Kriehn
Garland ISD Ed. Foundation	Garland ISD Education Foundation Giving Campaign	Lisa Cox, Tiffany Veno & Judy Kriehn
Leander ISD	Human Resources: Transportation Flyer	Kaitlin Paonessa
Leander ISD	INCubatoredu Flyer	Kaitlin Paonessa
Region 4 ESC	Region 4 Aspiring Superintendent & Leadership Academy	Jasmine Camble
Region 4 ESC	Region 4 Digital Learning Conference Flyer	Region 4 Digital Learning, Communications & Publishing Office of Communications
Spring ISD	Facts About Spring ISD	

**SILVER**

Arlington ISD	Bus driver recruitment flier	Leslie Johnston & Mercedes Mayer
Garland ISD	Bond Update	Mida Milligan, Tiffany Veno & Judy Kriehn
Houston ISD	Houston ISD: Recapture Flyer	Rebecca Suarez
Mesquite ISD	Live in an Extraordinary Community	Kristin Odom
Pasadena ISD	At-A-Glance Pasadena ISD	Bruce Stone & Reesha Brown
Region 4 ESC	Region 4 Preschool Summer Institute: Saddle Up for Success Flyer	Region 4 Special Education, Communications & Publishing

**BRONZE**

Edinburg CISD	ECISD Welcome Back Flyer	Mark Montemayor & Romeo Cantu
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# CATEGORY 4

## Brochure

Less than 10,000 students



**BEST OF CATEGORY**  
Lancaster ISD

Lancaster STEM Early College High School

Aaron Libby, Jacquinette Murphy  
& Sonya Cole-Hamilton

**GOLD**

DeSoto ISD  
Lancaster ISD

DeSoto ISD Magnet Academies  
Lancaster STEM Early College High School

Beth Trimble  
Aaron Libby, Jacquinette Murphy  
& Sonya Cole-Hamilton  
Christina Courson

Lockhart ISD

Look at Lockhart ISD Recruitment Brochure

**SILVER**

Bay City ISD  
Galveston ISD  
Lancaster ISD

Bay City ISD promotional brochure Jan 2017  
Ball High School Promotional Folder  
Lancaster ISD Summer Bridge Brochure

Allison Sliva  
Communications Dept.  
Aaron Libby, Jacquinette Murphy  
& Sonya Cole-Hamilton

**BRONZE**

Copperas Cove ISD  
Hillsboro ISD  
Sheldon ISD

Copperas Cove ISD Military Impact Aid  
At A Glance Brochure  
Teacher Recruitment Tri-Fold

Wendy Sledd  
Cami Steele  
Derik Moore

### 10,000 to 30,000 students

**BEST OF CATEGORY**

Harlingen CISD

We are HCISD brochure

HCISD Public Relations Dept.

**GOLD**

Galena Park ISD  
Grand Prairie ISD  
Harlingen CISD  
Pearland ISD  
Tomball ISD

Leading...Learning...Serving Recruitment Folder  
GPISD End-of-Year Success Mailer  
We are HCISD brochure  
Pearland ISD Profile Brochure  
Tomball Star Academy – Early College High School Brochure

Chris Gause, Elyse Rountree  
Carolyn Parker  
HCISD Public Relations Dept.  
Lexi Marshall  
Staci Stanfield

**SILVER**

Alvin ISD  
Galena Park ISD  
Hays CISD

Alvin ISD Brochure  
Galena Park ISD Quick Facts  
Hays CISD 2017 Bond Brochure

Rachel Moore  
Chris Gause  
Tim Savoy

**BRONZE**

McAllen ISD

Celebrating 109 Year Legacy of Excellence

Community Information Office

### More than 30,000 students

**BEST OF CATEGORY**

Region 16 ESC

An Educator's Field Guide to Virtual Field Trips

Haley McCall & Matt Koumalats

**GOLD**

Cypress-Fairbanks ISD  
ESC Region 20  
Garland ISD  
Garland ISD  
Garland ISD  
Harris Co. Dept. of Ed.  
Houston ISD  
Humble ISD

2016-2017 CFISD District Map  
Pleasanton ISD Education Foundation Brochure  
Global Business, Language and Leadership  
GRCTC Brochure  
PATH  
HCDE-Choice Partners Marketing Brochure  
Houston ISD: Elementary School Survival Guide  
Humble ISD Academy for Advancing Leaders

Austin Dunson  
Shannon Jones  
Tiffany Veno, Caren Rodriguez & Judy Kriehn  
Tiffany Veno, Caren Rodriguez & Judy Kriehn  
Tiffany Veno, Judy Kriehn & Caren Rodriguez  
Juan Lopez  
Rebecca Suarez  
Kiana Rios, Jerri Monbaron  
& Christy Tarkington

Humble ISD  
Lamar CISD  
Leander ISD  
Mesquite ISD  
Mesquite ISD  
Mesquite ISD  
Pasadena ISD  
Region 16 ESC

Spanish Immersion Brochure  
Points of Pride  
Human Resources:Transportation Brochure  
Mesquite ISD Teacher Job Fair  
ReadPlayTalk  
We Are Mesquite ISD  
Hancock Elementary Dedication  
An Educator's Field Guide to Virtual Field Trips

Jonathan Frey  
Lamar CISD Community Relations  
Kaitlin Paonessa  
Kristin Odom  
Kristin Odom  
Kristin Odom  
Bruce Stone  
Haley McCall & Matt Koumalats

**Category 4 - Brochure, continued**  
**More than 30,000 students**

**GOLD, cont.**

Region 16 ESC  
Round Rock ISD  
Spring ISD  
Texas Assoc. of School Boards

Title I Statewide School Support and  
Community Engagement Initiative Tri-Fold Brochure  
Campus Brochure  
Dyslexia Trifold  
Superintendent of the Year Award 2017 brochure

Patricia Meyer  
Dianne Foletto & Zac Colquitt,  
Office of Communications  
TASB Communications

**SILVER**

ESC Region 11  
Pasadena ISD

What is TREC? Brochure  
TXI Sponsor Card Trifold Brochure

Elizabeth Harwood  
Jade Wise

**BRONZE**

Garland ISD  
Region 16 ESC

Milestone Map  
2016 Parental Involvement Conference Registration

Tiffany Veno & Caren Rodriguez  
Patricia Meyer



**BEST OF CATEGORY**

Livingston ISD

**GOLD**

Livingston ISD  
Roma ISD

**SILVER**

Argyle ISD  
Galveston ISD  
Galveston ISD

Career and Technical Education Booklet

Jennifer Birdwell

Career and Technical Education Booklet  
Golf Tournament Booklet

Jennifer Birdwell  
Helen Escobar

AISD Informational Booklet  
2016 GISD Back to School Conference  
Back to School Guide 2016

Pamela Arrington  
Communications Dept.  
Communications Dept.



**CATEGORY 5**  
**Booklet**  
**Less than 10,000 students**

**10,000 to 30,000 students**

**BEST OF CATEGORY**

Galena Park ISD

**GOLD**

Alvin ISD  
Galena Park ISD

Magnolia ISD  
McAllen ISD  
Rockwall ISD

**SILVER**

Harlingen CISD

**BRONZE**

Northwest ISD

Galena Park ISD 2017  
Honor Board Nomination

Chris Gause, Sherrhonda Johnson,  
Terri Moore & Elyse Rountree

REAdy Activities Book for Parents  
Galena Park ISD 2017 Honor Board Nomination  
Terri Moore & Elyse Rountree  
District Profile 2017  
Sponsorship Opportunities  
2017 Sports Marketing Book

Ana Pasarella & Rachel Moore  
Chris Gause, Sherrhonda Johnson,

Denise Meyers  
Community Information Office  
Steven Offield & Chris Curtis

HCISD Athletic Sponsorship

Public Relations Dept.

2017-18 Adopted Budget

NISD Communications

**More than 30,000 students**

**BEST OF CATEGORY**

ESC Region 12

**GOLD**

ESC Region 12  
Mesquite ISD  
Pharr-San Juan-Alamo ISD,  
South Texas ISD & Region 1 ESC  
Texas Assoc. of School Boards

Print Center Sales Book

Communications Dept.

Print Center Sales Book  
Steel Beamer  
STEM & ME

Communications Dept.  
Kristin Odom

TASB Risk Management Fund  
Stewardship Report 2015-16

Santiago Zavala III, Arianna Vazquez-Hernandez,  
Amanda Odom, Jaclyn Buelow & Annette Garcia  
TASB Communications



**Category 5 - Booklet, continued**  
**More than 30,000 students**

**SILVER**

Fort Worth ISD  
 North East ISD  
 Round Rock ISD  
 Socorro ISD

**BRONZE**

El Paso ISD  
 Region 4 ESC  
 Region 10 ESC

JROTC South Dakota Staff Ride Book  
 NEISD Welcome Booklet  
 Destination School Guide 2017-2018  
 Operation College Bound

In Unison  
 Science Collaborative Year-End Celebration Book  
 Region 10 Offerings and Services booklet

Communications Dept.  
 Kristina Martinez  
 Dianne Foletto  
 Daniel R. Escobar

Community Engagement  
 Communication Dept.  
 Grant Rampy



**BEST OF CATEGORY**

Alvarado ISD

**GOLD**

Alvarado ISD  
 Livingston ISD

**SILVER**

Burnet CISD  
 La Porte ISD  
 Lake Travis ISD  
 Quinlan ISD  
 Texas City ISD

**CATEGORY 6**  
**Calendar/Planner**  
**Less than 10,000 students**



District Wall Calendar

Tommy Brown

District Wall Calendar  
 Livingston ISD School Calendar

Tommy Brown  
 Debbie Dickerson

Burnet Consolidated ISD School Year Calendar  
 La Porte ISD 2017-18 Calendar  
 #LTStrong 2016-2017 Academic Calendar  
 Quinlan ISD Calendar  
 2017-18 District Calendar

Sharon Schwartz  
 Kimberly Culver  
 Marco Alvarado & Cheryal Loosmore  
 Tiffany Upchurch  
 Clarissa Silva & Melissa Tortorici

**10,000 to 30,000 students**

**BEST OF CATEGORY**

Prosper ISD

**GOLD**

Goose Creek CISD  
 Laredo ISD  
 Prosper ISD  
 Weslaco ISD

2017-2018 Prosper ISD Academic Calendar

Christal Hankey

GCCISD Instructional Calendar  
 2017-2018 Scholastic Calendar  
 2017-2018 Prosper ISD Academic Calendar  
 2016-2017 Academic Calendar

Mima Trujillo & Carrie Pryor-Newman  
 Claudia Rodriguez  
 Christal Hankey  
 Samantha Holley

**More than 30,000 students**

**BEST OF CATEGORY**

Lamar CISD

**GOLD**

El Paso ISD  
 Houston ISD  
 Lamar CISD  
 Mesquite ISD  
 Region 4 ESC  
 Region 16 ESC

Lamar CISD Classroom Calendar

Community Relations

Discover EPISD Calendar  
 Houston ISD: 2017 State of the Schools Planner  
 Lamar CISD Classroom Calendar  
 Explore the World of Good Nutrition  
 Region 4 Child Nutrition Charter School Calendar  
 Region 16 Calendar & Directory - STEAM

Community Engagement  
 Rebecca Suarez  
 Community Relations  
 Kristin Odom  
 Communication Dept.  
 Haley McCall & Matt Koumalats

**SILVER**

Edinburg CISD

**BRONZE**

Leander ISD

Edinburg CISD District Planner 2016-2017

Mark Montemayor

District Calendar

Kaitlin Paonessa







**BEST OF CATEGORY**

Flour Bluff ISD

**GOLD**

Boerne ISD  
Corsicana Ed. Foundation  
Flour Bluff ISD  
Sharyland ISD Ed. Foundation

Texas City ISD  
Foundation for the Future

**SILVER**

DeSoto ISD  
Friendswood ISD Ed. Foundation  
Galveston ISD  
Lancaster ISD  
Region 16 ESC

**BRONZE**

La Porte ISD

**CATEGORY 7**

**Program**

**Less than 10,000 students**



**Employee Service Awards Program**

Fabra Elementary Dedication Program  
2017 Distinguished Scholars Banquet  
Employee Service Awards Program  
Sharyland ISD Education Foundation  
Denim & Diamonds Gala Program  
2017 Principal's Honors Breakfast

Hector Zapata

David Boggan  
Kristin Zastoupil  
Hector Zapata  
Rocio N. Landin & Judith Ramirez

Deborah Laine & Clarissa Silva

Hall of Honor Induction Ceremony  
Friendswood ISD Education Foundation, Shanghai Gala  
GISD Teacher and Employee of the Year Award Program  
Lancaster ISD 2017 National Signing Day Program  
2016 Parental Involvement Conference Program

Beth Trimble  
Paige Ridout  
Communications Dept.  
Aaron Libby  
Patricia Meyer

New Teachers Luncheon

Kimberly Culver

**10,000 to 30,000 students**

**BEST OF CATEGORY**

Goose Creek CISD

**GOLD**

Deer Park ISD  
Eagle Mountain-Saginaw ISD

Goose Creek CISD

Pflugerville ISD  
Region 7 ESC  
Region 7 ESC  
Rockwall ISD  
Wichita Falls ISD  
Wylie ISD

**SILVER**

Deer Park ISD  
Deer Park ISD  
Duncanville ISD  
Hays CISD

**BRONZE**

Mission CISD

**World Class Teacher of the Year Gala  
Carrie Pryor-Newman & Susan Passmore**

2017 Employee Service Awards  
Employee Awards Banquet Program 2017

World Class Teacher of the Year Gala  
Carrie Pryor-Newman & Susan Passmore  
Teacher of the Year Banquet Program  
2017 Bilingual/ESL Summer Institute Program  
2017 Curriculum Extravaganza Program  
Teacher of the Year Program  
Teacher of the Year Program  
TSPRA Conference Program

Beth Dombrowa, Mima Trujillo

Cheryl Leon  
Jorge Garza, Jr., Megan Overman  
& Amanda Moore  
Beth Dombrowa, Mima Trujillo

David Sanchez & Tamra Spence  
Communications Dept.  
Communications Dept.  
Steven Offield  
Community Relations  
Doug Bellamy, Haley Dudrow  
& Ian Halperin

2016 Salute to Education  
2017 Academic Honors Dinner  
Our employees are out of this world!  
McCormick Ribbon Cutting Program

Cheryl Leon  
Cheryl Leon  
Kris Hill  
Tim Savoy & Christina Courson

Mission Collegiate High School  
Commencement Program 2017

Aaron Cantu & Craig Verley





**Category 7 - Program, continued**  
**More than 30,000 students**

**BEST OF CATEGORY**

Plano ISD

Teacher of the Year Gala Program: The Greatest Show  
in Plano: Strong Teachers. Strong Students | 2017

Communications Dept.

**GOLD**

Edinburg CISD  
Houston ISD  
Katy ISD  
Pasadena ISD  
Plano ISD

Edinburg CISD Teacher of the Year Program  
Houston ISD: 2016-2017 Educators of the Year  
2017 Student Excellence Event Program  
2017 Vanguard Stars of Service  
Teacher of the Year Gala Program: The Greatest Show  
in Plano: Strong Teachers. Strong Students | 2017

Mark Montemayor & Romeo Cantu  
Rebecca Suarez  
Communications Dept.  
Jade Wise  
Communications Dept.

Region 4 ESC

Region 4 Preschool Summer Institute:  
Saddle Up for Success

Reg. 4 Special Education,  
Communications & Publishing

**SILVER**

Corpus Christi ISD &  
Corpus Christi Ed. Foundation

State of the District Program

Atanislao Acosta, Eloisa Dowiat & Lyndall Gathright

Katy ISD

2017 "Of the Year" Program

Communications Dept.

Katy ISD

Bethke Elementary Dedication Program

Communications Dept.

Lamar CISD

Fulshear High School & Leaman Jr. High Dedication

Community Relations

Mesquite ISD

Valedictorian & Salutatorian Luncheon

Kristin Odom

Pharr-San Juan-Alamo ISD,

PSJA ISD Capstone Project Exhibition

James Jenson

South Texas ISD & Region I ESC

Region 4 Deaf or Hard of Hearing

Reg. 4 Special Education & Publishing

Region 4 ESC

Student Fair: Getting to the End Zone

**BRONZE**

Corpus Christi ISD  
Cypress-Fairbanks ISD  
Spring ISD

Teacher of the Year Program  
2017 VIPS Event Program  
Texas Association of Future Educators

Atanislao Acosta  
Austin Dunson  
Office of Communications



**CATEGORY 8**  
**Invitation/Announcement**  
**Less than 10,000 students**



**BEST OF CATEGORY**

Hillsboro ISD Ed. Foundation

Casino Night Invitation and Tickets

Deb Hanson

**GOLD**

Coppearas Cove ISD  
Decatur Ed. Foundation  
DeSoto ISD  
Flour Bluff ISD  
Hillsboro ISD Ed. Foundation  
Roma ISD  
Roma ISD

CCISD 2017 State of the District Invitation  
Education Foundation Gala: Invitation  
DeSoto ISD Hall of Honor Induction Ceremony  
New Employee Orientation  
Casino Night Invitation and Tickets  
Teacher of the Year Dinner Invitation  
Top 10 Percent Dinner Invitation

Wendy Sledd  
Holly Fuller  
Beth Trimble  
Hector Zapata  
Deb Hanson  
Helen Escobar  
Helen Escobar

**SILVER**

Corsicana Ed. Foundation  
Everman ISD  
Everman ISD  
Sheldon ISD

2016 C&B Seen Gala Invitation: Once Upon a Time  
Christmas Open House  
Convocation Invitation  
Sheldon ISD Education Foundation 11x17 Placemat

Kristin Zastoupil  
Nikita Russell & Derrick Thompson II  
Nikita Russell & Derrick Thompson II  
Derik Moore

**BRONZE**

Boerne ISD  
Friendswood ISD Ed. Foundation  
La Porte ISD  
Lancaster ISD

Fabra Elementary Dedication Invitation  
Friendswood ISD Education Foundation, Shanghai Gala  
2016 Volleyball Banquet  
Lancaster ISD National College Academic Signing Day

David Boggan  
Paige Ridout  
Kimberly Culver  
Aaron Libby



**Category 8 - Invitation/Announcement, continued**  
**10,000 to 30,000 students**

**BEST OF CATEGORY**

Alvin ISD Ed. Foundation	Alvin ISD Education Foundation Evening Under the Stars Gala	Sheila Olson
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**GOLD**

Alvin ISD Ed. Foundation	Alvin ISD Education Foundation Evening Under the Stars Gala	Sheila Olson
Birdville ISD	2017 Teachers of the Year Gala Invitation	Mark Thomas, Stephanie Whitlock & Michelle DoPorto

Hays CISD

McCormick Middle School Invitation	Tim Savoy
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**SILVER**

Alvin ISD	Alvin ISD We Are One Employee Recognition Ceremony	Rachel Moore
Brazosport ISD	Brazosport ISD Staff Recognition Dinner Invitation	BISD Communications Dept.

Dickinson ISD	Lobit Village Invitation	Jenna Simsen
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Laredo ISD	Alfredo Montemayor Gymnasium Invitation	Veronica Castillon, APR & Claudia Rodriguez
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Laredo ISD	Graciela Ramirez Invitation	Veronica Castillon, APR & Claudia Rodriguez
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Laredo ISD	Laredo ISD Employee Service Awards Invitation	Claudia Rodriguez
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McAllen ISD	...In Appreciation	Community Information Office
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**BRONZE**

Deer Park ISD	2017 Employee Service Awards Invitation	Cheryl Leon
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Deer Park ISD	Every Picture Tells a Story	Joe Perez
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Judson ISD	Crestview Blue Ribbon Nominee Celebration	David L. Rhoads III
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**More than 30,000 students**

**BEST OF CATEGORY**

Garland ISD	Homer B. Johnson Retirement Celebration Invitation	Tiffany Veno, Caren Rodriguez, & Judy Kriehn
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**GOLD**

Arlington ISD	AISD Agricultural Science Center Groundbreaking	Ryan Pierce & Leslie Johnston
Corpus Christi ISD	Academic Achievers Invitation	Atanislao Acosta

Garland ISD	Homer B. Johnson Retirement Celebration Invitation	Tiffany Veno, Caren Rodriguez, & Judy Kriehn
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Garland ISD Ed. Foundation	Garland ISD Education Foundation Golf Tournament Invitation	Lisa Cox, Tiffany Veno & Judy Kriehn
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Keller ISD	2017 Board Appreciation Celebration Invite	Nicole McCollum
Plano ISD	Teacher of the Year Gala Invite: The Greatest Show in Plano: Strong Teachers. Strong Students.   2017	Communications Dept.

Spring ISD	Rookie Teacher of the Year	Office of Communications
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**SILVER**

Corpus Christi ISD & Corpus Christi Ed. Foundation	State of the District - Save the Date	Atanislao Acosta, Eloisa Dowiat & Lyndall Gathright
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Edinburg CISD	Richard R. Flores Stadium Dedication Invitation	Mark Montemayor & Romeo Cantu
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**CATEGORY 9**

**Poster**

**Less than 10,000 students**

**BEST OF CATEGORY**

Lancaster ISD	Lancaster ISD School Board of Trustees Believes	Aaron Libby & Kimberly Simpson
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**GOLD**

Decatur ISD	DHS Athletic Wall of Fame	Holly Fuller
DeSoto ISD	DeSoto ISD Male Leadership Symposium	Beth Trimble

Lancaster ISD	Lancaster ISD School Board of Trustees Believes	Aaron Libby & Kimberly Simpson
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Midway ISD	Job Fair Poster	Magen Davis
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Red Oak ISD	CTE Poster Campaign	Communications Dept.
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Sharyland ISD Ed. Foundation	Sharyland ISD Education Foundation 1st Annual Spring Market Day	Rocio N. Landin & Judith Ramirez
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**Category 9 - Poster, continued**  
**Less than 10,000 students**

**SILVER**

Community ISD	CISD Pride Tribe Poster	Sabreana Smith
Corsicana ISD	Corsicana Football Schedule Poster	Rob Ludwig
Kerrville ISD	Kerrville ISD Profile of a Graduate	Holly Vogt
Lockhart ISD	Small town. Big Impact. Lockhart ISD Recruitment Banner	Christina Courson
Manor ISD	Reading On The Go! poster	Scott Thomas & Zoheb Hassanali

**BRONZE**

Copperas Cove ISD	CCISD-Workplace of Distinction	Wendy Sledd
DeSoto ISD	3v3 Tournament	Beth Trimble
DeSoto ISD	Superintendent's Toy Drive	Beth Trimble
Friendswood ISD Ed. Foundation	Friendswood ISD Education Foundation, Adopt a Grant Program	Paige Ridout
Galveston ISD	GISD Schools of Choice Application Process	Communications Dept.
Galveston ISD	K-TOR on My Bay Area Radio Show Poster	Communications Dept.
Roma ISD	School Board Appreciation	Helen Escobar

**10,000 to 30,000 students**

**BEST OF CATEGORY**

Galena Park ISD	Excellence In All, For All, By All	Chris Gause
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**GOLD**

Crowley ISD	Teachers of the Year	Jaime Handy
Deer Park ISD	Deer Park State Champs	Joe Perez
Galena Park ISD	Excellence In All, For All, By All	Chris Gause
Mission CISD	Mission CISD College Acceptance Posters	Aaron Cantu

**SILVER**

Laredo ISD	Banner for Graciela Ramirez Library Dedication Ceremony	Claudia Rodriguez
Laredo ISD	Graciela Ramirez Memoirs	Claudia Rodriguez
Pearland ISD	#willASK poster series	Lexi Marshall
Pflugerville ISD	"All In" Annual Poster	David Sanchez

**More than 30,000 students**

**BEST OF CATEGORY**

Region 16 ESC	Mission Education	Haley McCall & Matt Koumalats
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**GOLD**

ESC Region 11	"What's Your Superpower?" CTE Poster Series	Elizabeth Harwood
Garland ISD	Crosswalk Safety Posters	Mida Milligan, Tiffany Veno, Judy Kriehn & Caren Rodriguez
Garland ISD	Duke TIP Poster	Judy Kriehn
Garland ISD	PATH Poster	Tiffany Veno, Judy Kriehn & Caren Rodriguez
Garland ISD	PSAT Day Promo	Tiffany Veno, Judy Kriehn & Caren Rodriguez
Garland ISD Ed. Foundation	Garland ISD Education Foundation Grant Poster	Lisa Cox, Tiffany Veno & Judy Kriehn
Harris Co. Dept. of Education	Scholastic Art and Writing Commemorative Poster	Angela Hider & Juan Lopez
Klein ISD	Klein ISD Reaches 51,000 Students	Chelsea Ceballos
Region 4 ESC	Region 4 Preschool Summer Institute: Saddle Up for Success - Selfie Station	Region 4 Special Education, Communications & Publishing
Region 16 ESC	Mission Education	Haley McCall & Matt Koumalats
Region 16 ESC	Painting Brighter Futures	Haley McCall & Matt Koumalats
Region 16 ESC	Teach Me - I'm Yours	Haley McCall & Matt Koumalats



**Category 9 - Poster, continued**  
**More than 30,000 students**

**SILVER**

Corpus Christi ISD  
 Cypress-Fairbanks ISD  
 Houston ISD  
 Leander ISD  
 Leander ISD  
 Pasadena ISD Ed. Foundation  
 Spring ISD

Bond 2016 Poster  
 Fourth Annual Superintendent's Fun Run Poster  
 Houston ISD: Barbara Jordan Career Center Recruitment Poster  
 Choral Showcase  
 Festival of Bands  
 Texas Invitational Poster  
 The Fraud Hotline

Atanislao Acosta  
 Austin Dunson  
 Rebecca Suarez  
 Kaitlin Paonessa  
 Kaitlin Paonessa  
 Bruce Stone  
 Office of Communications

**BRONZE**

Edinburg CISD  
 Pasadena ISD

Edinburg CISD Board Appreciation Poster  
 Capture the Moment Poster

Mark Montemayor & Romeo Cantu  
 Jade Wise



**BEST OF CATEGORY**

Carroll ISD

Carroll ISD Holiday Postcard 2016

Jill Webb

**GOLD**

Brownwood ISD  
 Carroll ISD  
 Copperas Cove ISD  
 DeSoto ISD  
 Highland Park ISD  
 La Porte ISD  
 Midway ISD  
 Texas City ISD

Brownwood ISD Holiday Card by Gabriella Tucknott  
 Carroll ISD Holiday Postcard 2016  
 CCISD Holiday Card  
 DeSoto ISD Holiday Card  
 HPISD Birthday Card  
 School Board Recognition Month Baseball Cards  
 Merry & Bright at Midway  
 2016 TCISD Christmas Card

Charles Musgrove  
 Jill Webb  
 Wendy Sledd  
 Beth Trimble  
 Communications Dept.  
 Kimberly Culver  
 Magen Davis & Traci Marlin  
 Clarissa Silva & Melissa Tortorici

**SILVER**

Brownwood Ed. Foundation  
 Friendswood ISD

Blessings for the Season Holiday Card  
 Retirement Graphic for Superintendent

Priscilla Monson  
 Dayna Owen

**BRONZE**

Crandall ISD  
 Sharyland ISD

Tis the season to be Jolly  
 Sharyland ISD Christmas Card

Erin McCann  
 Rocio N. Landin

**10,000 to 30,000 students**

**BEST OF CATEGORY**

Dickinson ISD

Dickinson ISD 2016 Christmas Card

Tammy Dowdy

**GOLD**

Brazosport ISD  
 Dickinson ISD  
 Goose Creek CISD  
 Laredo ISD

Christmas Card  
 Dickinson ISD 2016 Christmas Card  
 2016 Board of Trustees Christmas Card  
 Merry Christmas from Laredo ISD

Communications Dept.  
 Tammy Dowdy  
 Carrie Pryor-Newman  
 Veronica Castillon, APR & Claudia Rodriguez

**SILVER**

Birdville ISD

Birdville ISD Holiday Card

Mark Thomas, Stephanie Whitlock  
 & Michelle DoPorto

Laredo ISD  
 McAllen ISD

Bookmarked for Graciela Ramirez Library Dedication  
 Happy Holidays!

Claudia Rodriguez  
 Community Information Dept.

**More than 30,000 students**

**BEST OF CATEGORY**

Plano ISD

Plano ISD Holiday Greeting Card Joyful Sights, Holiday Lights Communications Dept.

**GOLD**

Klein ISD  
 Lamar CISD  
 Plano ISD

A Salute to Our Veterans  
 Lamar CISD Holiday Card  
 Plano ISD Holiday Greeting Card Joyful Sights, Holiday Lights

Chelsea Ceballos  
 Community Relations  
 Communications Dept.

**SILVER**

Spring ISD

Happy Holidays!

Office of Communications



**BEST OF CATEGORY**

Duncanville ISD

**GOLD**

Alvin ISD  
Duncanville ISD  
Goose Creek CISD  
Southwest ISD  
Weslaco ISD

**SILVER**

Cleveland ISD

**BRONZE**

Everman ISD

**CATEGORY 11**

**Non-English Speaking Audience**

**Less than 10,000 & 10,000 to 30,000 students**



Kris Hill

Rodeo de Pre K

Libro de Actividades para Padres- READy Program  
Rodeo de Pre K  
Invitation to Academies Meeting (Spanish)  
El Boletin De Somos Southwest  
Pre-K and Kindergarten Registration Ad

Ana Pasarella & Rachel Moore  
Kris Hill  
Mlma Trujillo  
Communications  
Samantha Holley

Parent Bond Flyer Spanish

Susan Ard

EISD Spanish Materials

Nikita Russell & Derrick Thompson II

**More than 30,000 students**

Spanish GRCTC FAQs

Tiffany Veno, Caren Rodriguez & Judy Kriehn

Choice of School Spanish Bus Wrap Banners

Tiffany Veno, Caren Rodriguez  
& Judy Kriehn

Prekindergarten and Kindergarten  
Enrollment Information – Spanish language

Tiffany Veno, Caren Rodriguez & Judy Kriehn

Spanish GRCTC FAQs

Tiffany Veno, Caren Rodriguez & Judy Kriehn

Junta De Consejo

Chelsea Ceballos

Manual De La Escuelas Secundarias

Community Relations

Houston ISD: Secondary School Survival Guide

Rebecca Suarez



**BEST OF CATEGORY**

Alamo Heights ISD

**GOLD**

Alamo Heights ISD  
Everman ISD  
Hutto ISD  
Midway ISD  
Roysce City ISD

**CATEGORY 12**

**Annual Report**

**Less than 10,000 students**



2016 Annual Performance Report

Rosalinda Montero Patti & Pawlik-Perales

2016 Annual Performance Report

Rosalinda Montero Patti & Pawlik-Perales

EISD Annual Report

Nikita Russell, Ed.D. & Derrick Thompson II

Hutto ISD Year in Review

Cassandra Balderas & Todd Robison

MISD Community Report 2017

Magen Davis & Traci Marlin

Roysce City ISD Annual Report 2016

Jerri Monbaron, Christy Tarkington & Kiana Rios

**10,000 to 30,000 & More than 30,000 students**

**BEST OF CATEGORY**

Fort Worth ISD

**GOLD**

Fort Worth ISD  
Humble ISD Ed. Foundation  
Mansfield ISD  
Prosper ISD  
Region 10 ESC  
Socorro ISD  
Texas Assoc. of School Boards

Preparing All Students/2015-2016  
Fort Worth ISD Annual Report

Rebecca Slack & Erica Weaver

Preparing All Students/2015-2016  
Fort Worth ISD Annual Report

Rebecca Slack & Erica Weaver

Report to the Community

Jerri Monbaron, Christy Tarkington & Kiana Rios

Mansfield ISD State of the District

Communications & Marketing Dept.

2016 Prosper ISD Annual Report

Christal Hankey

Region 10 Year In Review booklet

Grant Rampy

2016 Annual Report

Daniel Escobar

TASB 2016 Annual Report

TASB Communications

**Category 12 - Annual Report, continued**  
**10,000 to 30,000 & More than 30,000 students**

**SILVER**

Cypress-Fairbanks ISD  
 Harris Co Dept. Education  
 Plano ISD

CFISD State of the District 2016  
 Building Stronger Foundations -  
 Families - Employees - Community  
 2016 Annual Report

Austin Dunson, Rosario Meehan,  
 Joel Weckerly & Gary Durrenberger  
 Lindsey Sanders and Angela Hider  
 Communications Dept.

**BRONZE**

Northwest ISD

Northwest ISD Annual Report

Emily Conklin & Rachel Bobbitt



**BEST OF CATEGORY**

Humble ISD

**CATEGORY 13**

**Communication Plan**

**Less than 10,000 & More than 30,000 students**



Humble Independent School District  
 Campus Communication Plan

Lori Maugans & Jaime Mount

**GOLD**

Crandall ISD  
 Humble ISD

2017 Bond Communication Plan  
 Humble Independent School District  
 Campus Communication Plan  
 Mobile App Launch - Communication Plan

Erin McCann  
 Lori Maugans & Jaime Mount

Spring ISD

Office of Communications



**BEST OF CATEGORY**

Flour Bluff ISD

**CATEGORY 14**

**Handbook/Manual**

**Less than 10,000 students**



Flour Bluff ISD Print Shop Handbook

Hector Zapata

**GOLD**

Community ISD  
 Flour Bluff ISD  
 Willis ISD

2016 Community ISD Strategic Plan  
 Flour Bluff ISD Print Shop Handbook  
 Willis ISD Style Guide

Sabreana Smith  
 Hector Zapata  
 Jamie Fails & Justin Wolever

**10,000 to 30,000 students**

**BEST OF CATEGORY**

McAllen ISD

McAllen ISD Strategic Plan

Community Information Office

**GOLD**

Brazosport ISD  
 McAllen ISD  
 Prosper ISD

BISD High School Education Planning Guide  
 McAllen ISD Strategic Plan  
 Key to Your Future

Communications Dept.  
 Community Information Office  
 Christal Hankey

**More than 30,000 students**

**BEST OF CATEGORY**

Houston ISD

Houston ISD: Recapture Toolkit

Rebecca Suarez

**GOLD**

El Paso ISD  
 ESC Region 20  
 ESC Region 20  
 Houston ISD  
 Lamar CISD  
 Spring ISD

EPISD Principals Communication Guide  
 SAISD MTSS Handbook  
 Title III Parental Outreach Guiding and Planning Companion  
 Houston ISD: Recapture Toolkit  
 Lamar CISD General Information Handbook  
 2016 -17 School Guide

Community Engagement  
 Mark Hill  
 Shannon Jones  
 Rebecca Suarez  
 Community Relations  
 Office of Communications







# CATEGORY 15

## Magazine

Less than 10,000 students



### BEST OF CATEGORY

Carroll ISD

#### GOLD

Argyle ISD  
Carroll ISD  
Kerrville ISD

Inside Carroll Magazine Volume 2

Argyle ISD Insights Magazine  
Inside Carroll Magazine Volume 2  
Kerrville ISD Connections

Board & Community Relations

Pamela Arrington  
Board & Community Relations  
Holly Vogt

#### SILVER

Sherman ISD

Sherman School & Family Magazine

Emily Parks & Sean Vanderveer

### 10,000 to 30,000 students

### BEST OF CATEGORY

Denton ISD

Denton ISD Magazine:  
Our Impact in Your Community

Mario Zavala Jr., Clif Cotton,  
Melissa Green, Courtney Martin  
& Julie Zwahr

#### GOLD

Denton ISD

Denton ISD Magazine: Our Impact in Your Community

Mario Zavala Jr., Clif Cotton,  
Melissa Green, Courtney Martin  
& Julie Zwahr

#### SILVER

Crowley ISD

Crowley ISD Connections Magazine

Anthony Kirchner, Jaime Handy,  
Megan Middleton & Matt Hoover  
Public Relations Dept.

Harlingen CISD

Experience HCISD: The Magazine

### More than 30,000 students

### BEST OF CATEGORY

Amarillo ISD

Portraits Magazine

Communications Dept.

#### GOLD

Amarillo ISD  
Fort Bend ISD

Portraits Magazine  
FBISD News Magazine

Communications Dept.  
Veronica Sopher, Amanda Bubela, Keryn Miles,  
Natalie Rivera, Rachel Ross,  
Genaro Serna & Becky Walker  
TASB Communications

Texas Assoc. of School Boards

Texas Lone Star Magazine

#### SILVER

Arlington ISD  
Leander ISD  
Mansfield ISD

Arlington School & Family Magazine  
The Compass  
Mansfield School & Family Magazine -  
Spring 2017

Communications Dept.  
Jennifer Bailey, Kaitlin Paonessa & Daniel Cernero  
Communications & Marketing Dept.



# CATEGORY 16

## Image/Identity Package

Less than 10,000 & 10,000 to 30,000 students



### BEST OF CATEGORY

Grand Prairie ISD

GPIISD Kaleidoscope

Carolyn Parker

#### GOLD

Boerne ISD  
Dickinson ISD  
Goose Creek CISD

Boerne ISD Image/Identity Package  
Dickinson ISD Re-Branding Package  
Goose Creek CISD Brand

David Boggan & David Sanchez  
Jenna Simsen  
Beth Dombrowa, Mima Trujillo,  
Carrie Pryor-Newman & Susan Passmore  
Carolyn Parker

Grand Prairie ISD  
Lancaster ISD  
Mission CISD  
Mission CISD  
Pearland ISD

GPIISD Kaleidoscope  
Lancaster ISD We Believe  
Mission CISD Reads Initiative  
Mustangville - Mission CISD  
#iwillASK

Communications Dept.  
Craig Verley & Aaron Cantu  
Aaron Cantu  
Kim Hocott & Lexi Marshall



**Category 16 - Image/Identity, continued**  
**More than 30,000 students**

**BEST OF CATEGORY**

Fort Worth ISD <b>GOLD</b>	Fort Worth ISD Gold Seal Programs of Choice	Erica Weaver
El Paso ISD	Discover EPISD	Community Engagement
ESC Region 12	Educator Preparation & Certification Program Campaign	Communications Dept.
ESC Region 13	Texas Lesson Study	Ana Amezcua
Fort Worth ISD	Fort Worth ISD Gold Seal Programs of Choice	Erica Weaver
Katy ISD	Stockdick Junior High Branding	Communications Dept.
Mesquite ISD	ReadPlayTalk	Kristin Odom
Pasadena ISD	ECHS Identity Package	Jade Wise
Pharr-San Juan-Alamo ISD	PSJA ISD College For All Conference 2016	James Jenson
Socorro ISD	2017 Partners in Education Recognition	Daniel Escobar
Spring ISD	Now Hiring Bus Drivers	Office of Communications
United ISD	We are United	Office of Communications

**WRITING CATEGORIES**

**CATEGORY 17**

**Writing**

**Less than 10,000 students**



**BEST OF CATEGORY**

Copperas Cove ISD <b>GOLD</b>	2017 Convocation: Fired Up for Student Success!	Wendy Sledd
Copperas Cove ISD	2017 Convocation: Fired Up for Student Success!	Wendy Sledd
Lancaster ISD	Lancaster High School Homecoming King Continues Legacy	Kimberly Simpson
Lancaster ISD	Lancaster ISD and City of Lancaster Unite to Provide Free Internet Access to Students	Sonya Cole-Hamilton
Lancaster ISD	Lancaster ISD Trustees Make History as the First Board From the Best Southwest to Win Number One Board in Texas	Sonya Cole-Hamilton
Lockhart ISD	Roar Report	Christina Courson
<b>SILVER</b>		
Lancaster ISD	Lancaster ISD Hosts 'Thanks For the Memories' Goodbye Events for West Main & Pleasant Run Elementary Campuses	Sonya Cole-Hamilton
<b>BRONZE</b>		
Everman ISD	Superintendent's Monthly Message Blog	Nikita Russell & Derrick Thompson II

**10,000 to 30,000 students**

**BEST OF CATEGORY**

Eagle Mt-Saginaw ISD <b>GOLD</b>	Script: Provisional A-F Ratings System	Megan Overman
Brazosport ISD	Brazoswood Football First Responders Game Script	Communications Dept.
Brazosport ISD	We're rolling out the RED carpet for you! The Brazosport ISD Annual Staff Recognition Dinner	Communications Dept.
Comal ISD	Family personifies Comal ISD 60-year anniversary celebration	Jason Gordon
Deer Park ISD	DPHS Culinary Arts students find all the ingredients for success	Matt Lucas
Denton ISD	The Coach	Julie Zwahr
Eagle Mountain-Saginaw ISD	Script: Provisional A-F Ratings System	Megan Overman
Laredo ISD	Script for dedication ceremony of the Graciela Ramirez Library at Christen Middle School	Veronica Castillon, APR
Northwest ISD	Shears of Steele offers quality, affordable haircuts from students	Anthony Tosie
<b>SILVER</b>		
Duncanville ISD	Quarterback Sidelines as Cosmetology Student	Lari Barager
Goose Creek CISD	50th Anniversary of The Game Documentary Script	Beth Dombrowa

**Category 17 - Writing, continued**  
**More than 30,000 students**

**BEST OF CATEGORY**

Houston ISD	Houston ISD: State of the Schools Graduate Features	Rebecca Suarez
<b>GOLD</b>		
Amarillo ISD	Time in a Tissue Roll	April Brownlee
Fort Bend ISD	Congressman Pete Olson rallies support for Parks Elementary Crossing Guard	Keryn Miles
Fort Bend ISD	FBISD Partnerships: Enriching Students Beyond Words	Trey Serna
Fort Bend ISD	FBISD's Mission of Inclusion: Students of all learning capabilities have the support they need to excel	Rachel Ross
Houston ISD	Houston ISD: State of the Schools Graduate Features	Rebecca Suarez
Pasadena ISD	Dr. Iraj Jabbarly Captures the American Dream	Reesha Brown
Spring ISD	Bonds of Family, Friendship Keep Eagle Scouts Striving for Success	Office of Communications

**SILVER**

Edinburg CISD	Edinburg CISD, Food Bank RGV Launch School Food Pantry Program	Romeo Cantu & Mark Montemayor
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Fort Bend ISD

Fort Bend ISD's Profile of a Graduate	Trey Serna
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**BRONZE**

Harris Co. Dept. of Education	Aging Workforce, robust construction climate fuel need for apprenticeship programs for adult learners	Carol Vaughn
Katy ISD	Superintendent's Keynote Speech at Katy Chamber of Commerce Teach of the Year Celebration	Communications
Mesquite ISD	MISD Retiree Luncheon Script	Angela Roe



**CATEGORY 18**  
**Published News or Feature**  
**Less than 10,000 students**



**BEST OF CATEGORY**

Sherman ISD	Language of Excellence	Emily Parks
<b>GOLD</b>		
Cleburne ISD	Reading Railroad	Lisa Magers
Sherman ISD	Language of Excellence	Emily Parks
Sherman ISD	Sydney Cleveland struts her stuff at Nationals	Emily Parks
<b>SILVER</b>		
Cleburne ISD	1941 Player Honored at 75th Anniversary of Stadium	Lisa Magers
La Porte ISD	Martha Love, Mary Pat Wells Recall their Years in La Porte ISD	Terri Cook
Lancaster ISD	Lancaster High School First Time Voters Stroll to the Polls During Early Voting	Jacquinetta Murphy
Midway ISD	Thank you, Panther Nation!	Traci Marlin
<b>BRONZE</b>		
Channelview ISD	New CHS baseball coach comes "home"	Mark Kramer
Copperas Cove ISD	Cove ISD STAAR scores out of this world	Wendy Sledd
Forney ISD	Parents in Forney ISD Stay in Touch With Their Child's Education with Skyward and Canvas	Larry Coker
Galveston ISD	Galveston ISD convocation kicks off 2016-17 school year with a bang	Communications Dept.
Galveston ISD	Meet our Galveston ISD community: Ball High innovation and entrepreneurship	Communications Dept.
Galveston ISD	Moulton hired as Galveston's new superintendent	Communications Dept.
La Porte ISD	Lloyd Wells: Veteran, Musician, Educator	Terri Cook



**Category 18 - Published News or Feature, continued  
10,000 to 30,000 students**

**BEST OF CATEGORY**

Goose Creek CISD	School Cafe Manager Sticks to School Menu Diet, Loses 100 Pounds	Beth Dombrowa
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**GOLD**

Comal ISD	Couple attend Senior Proms at Canyon High School 56 years apart	Jason Gordon
Crowley ISD	Giving Students a Choice	Megan Middleton
Goose Creek CISD	School Cafe Manager Sticks to School Menu Diet, Loses 100 Pounds	Beth Dombrowa

**SILVER**

Bryan ISD	Coach Rose Gregg's 51 Years at Bryan ISD	Brandon Webb & Matt Kennedy
Bryan ISD	Fluent in Six Languages, Bryan Collegiate Student Will 'Never Stop Learning'	Brandon Webb & Matt Kennedy
Crowley ISD	Hard Work Pays Off	Megan Middleton
Crowley ISD	ManiAAC Music Teacher	Jaime Handy & Megan Middleton
Crowley ISD	Three Generations of Crowley Graduates	Megan Middleton
Dickinson ISD	Dickinson student athletic trainers play vital role in athletics	Tammy Dowdy
Goose Creek CISD	Music Leads from Baytown to Broadway	Susan Passmore
Goose Creek CISD	Rally for Thailly	Susan Passmore
Laredo ISD	Dr. Rios named sole finalist for LISD Superintendent	Veronica Castillon, APR
Laredo ISD	Trevino Magnet student's artwork draws national attention	Roberto Trevino
Laredo ISD	Valdez High School receives Ford Driving Dream Grant	Roberto Trevino
Weslaco ISD	Grant expands manufacturing machinery	Arminda Muñoz

**BRONZE**

Comal ISD	Speaker stirs emotions during Cerebral Palsy Awareness Month	Jason Gordon
Dickinson ISD	Community-based instruction providing Dickinson ISD WAVE students with important life skills	Tammy Dowdy
Goose Creek CISD	Harlem Elementary P.E. Teacher Selected to Officiate State Championship	Beth Dombrowa
Goose Creek CISD	Lane's Birthday Mission	Susan Passmore
Harlingen CISD	HCISD and City of Harlingen come together in all-inclusive playground project	Public Relations Dept.
Laredo ISD	Aguirre named Student Hero	Veronica Castillon, APR
Laredo ISD	Sir, yes sir! Ramirez learns about nation's best fighting force	Veronica Castillon, APR

**More than 30,000 students**

**BEST OF CATEGORY**

Texas Assoc. of School Boards	Flying High with the Space Cowboys	Roger White
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**GOLD**

Amarillo ISD	Gifted.	April Brownlee
Arlington ISD	Bree knows value of education	Anthony Andro
Cypress-Fairbanks ISD	Sharing a bond, Team Cypress Strong seeks to eliminate cancer	Joel Weckerly
El Paso ISD	Wiggs orchestra director earns Texas top award	Community Engagement
Fort Bend ISD	Creating Worlds of Art	Keryn Miles
Houston ISD	Houston ISD: National Disability Employment Month Feature Series	Rebecca Suarez
Mansfield ISD	Mansfield ISD Student Nutrition Feature	Hope Boyd
Texas Assoc. of School Boards	A Career of Service, a Lifetime of Involvement	Roger White
Texas Assoc. of School Boards	Flying High with the Space Cowboys	Roger White



**Category 18 - Published News or Feature, continued**  
**More than 30,000 students**

**SILVER**

Arlington ISD	Jones Academy in two words	Ryan Pierce, Leslie Johnston & Mercedes Mayer
Edinburg CISD	Edinburg North High School Band performs in China	Romeo Cantu & Mark Montemayor
El Paso ISD	'God needed another track coach in heaven'	Community Engagement
Harris Co. Dept. of Education	Thriving vs. Surviving in Secondary School	Lindsey Sanders
Humble ISD	An Humble Tradition Restored	Valonia Walker
Humble ISD	Kickstart Kids Earn Purple Belts at End of Year Ceremony	Valonia Walker
Mesquite ISD	Vouchers: A Bad Idea for Mesquite Public Schools	Angela Roe & Kristin Odom
Pasadena ISD	Oliver Foundation Grant Provides Standing Desks for Turner Students	Reesha Brown
Pasadena ISD	Pasadena ISD Girls on the Run Puts Students on Fast Track to Success	Reesha Brown
Pharr-San Juan-Alamo ISD	PSJA ISD team experiment selected to fly to the International Space Station	Claudia V. Lemus-Campos
Spring ISD	Two Spring Early College Academy Students Named to Dell Scholars Program	Office of Communications

**BRONZE**

Edinburg CISD	ECISD Principal inducted into Mexican Football Hall of Fame	Romeo Cantu & Mark Montemayor
Pasadena ISD	Tweens Read Fest attracts over 2,300 book enthusiasts, 32 authors	Reesha Brown



**BEST OF CATEGORY**

Copperas Cove ISD

**GOLD**

Copperas Cove ISD

**SILVER**

Channelview ISD

Lancaster ISD

**BRONZE**

Midway ISD

**CATEGORY 19**  
**Published News Release, Edited**  
**Less than 10,000 students**



Copperettes dance in the Big Apple	Wendy Sledd
Copperettes dance in the Big Apple	Wendy Sledd
OnRamps gives students jump start on college credits	Mark Kramer
Lancaster Middle School Students Use Acquaponics to Grow Food	Jacquinetta Murphy & Kimberly Simpson
National Professional Development School Partnership Award	Traci Marlin

**10,000 to 30,000 students**

**BEST OF CATEGORY**

Laredo ISD

**GOLD**

Comal ISD

Laredo ISD

LISD Students take on the world of Coding through Computer Science	Maribel "Mimi" Valdez
Freiheit Spelling Bee goes down to the wire before champion is crowned	Jason Gordon
LISD Students take on the world of Coding through Computer Science	Maribel "Mimi" Valdez



**Category 19 - Published New Release Edited, continued  
10,000 to 30,000 students**

**SILVER**

Comal ISD	All-Girls Rocket Team Blasts Off at Smithson Valley Middle School	Jason Gordon
Comal ISD	CLHS teacher Charles Van Houten receives KENS5 ExCEL Award	Jason Gordon
Duncanville ISD	DHS Gets a New Boss	Lari Barager
Duncanville ISD	Little Free Library Project	Lari Barager
Goose Creek CISD	GCCISD Responds to High Demand for Technicians With Advanced Automotive Academy	Susan Passmore
Goose Creek CISD	Goose Creek to Complete Bond Ahead of Schedule, Under Budget	Beth Dombrowa
Goose Creek CISD	Patriot Partners Program Seeks to Improve Opportunities for Underperforming Students	Beth Dombrowa
Magnolia ISD	MJH Mustang Money	Denise Meyers

**BRONZE**

Magnolia ISD	Bond Refunding for \$6.2 Million Savings	Denise Meyers
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**More than 30,000 students**

**BEST OF CATEGORY**

Pasadena ISD	Teague teacher receives phone call from two-time Super Bowl champ Peyton Manning	Reesha Brown
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**GOLD**

Humble ISD	Fifth Graders Use Class Project to Build Prosthetic Hand for First Grader	Valonia Walker
Pasadena ISD	Teague teacher receives phone call from two-time Super Bowl champ Peyton Manning	Reesha Brown
Socorro ISD	Digital Learning Day	Daniel Escobar

**SILVER**

Arlington ISD	Superintendent of the Year press release	Leslie Johnston
Cypress-Fairbanks ISD	Middle school student builds homemade salsa enterprise	Joel Weckerly

**BRONZE**

Edinburg CISD	Edinburg CISD Culinary Arts Students compete in Cupcake Wars	Romeo Cantu & Mark Montemayor
Pharr-San Juan-Alamo ISD	First Cohort of Nursing High School Students in the Nation Graduate from South Texas College	Claudia V. Lemus-Campos
Plano ISD	Plano ISD CORE Store Grand Opening	Communications Dept.
Spring ISD	Spring High Navy JROTC Regiment 5th Largest in Nation	Office of Communications



**CATEGORY 20**

**Specialty/Novelty Writing**

**Less than 10,000 & More than 30,000 students**



**BEST OF CATEGORY**

Harris Co. Dept. of Education	Turning from anger to success: Amari Harrison shares her high school story	Carol Vaughn
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**GOLD**

Arlington ISD	First Day Tweet-along	Mercedes Mayer & Robert Spence
Copperas Cove ISD	2017 Convocation: Get Fired Up for Student Success!	Wendy Sledd
Harris Co. Dept. of Education	Turning from anger to success: Amari Harrison shares her high school story	Carol Vaughn

**SILVER**

Katy ISD	Cast Away Video Script	Communications
Katy ISD	Heigh Ho Video Script	Communications
La Porte ISD	Dedication of Musical to Sonja Angelo	Terri Cook
Pasadena ISD	The Hug Felt Around the World: Lady Gaga Shares a Warm Embrace with Dobie Student	Reesha Brown

**BRONZE**

Katy ISD	Jenks Dedication Program	Communications
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# PHOTOGRAPHY CATEGORIES

## CATEGORY 21

### Photo - Sports Subjects

Less than 10,000 students



#### BEST OF CATEGORY

Crandall ISD

#### GOLD

Corsicana ISD

Corsicana ISD

Corsicana ISD

Crandall ISD

Sheldon ISD

#### SILVER

Cleveland ISD

Corsicana ISD

Crandall ISD

Red Oak ISD

#### BRONZE

Burnet CISD

Copperas Cove ISD

Track Action

Easing over the bar

Keeping an eye on the ball

Lost ball and glove

Track Action

Tough Loss

CHS Indian Football

Clearing a hurdle

Crandall Spike

Swimming his way to State!

Up in the Air

CCHS JROTC Bulldawg Battalion Push Ball Competition

Erin McCann

Rob Ludwig

Rob Ludwig

Rob Ludwig

Erin McCann

Derik Moore

Susan Ard

Rob Ludwig

Erin McCann

Red Oak ISD Communications Dept.

Sharon Schwartz

Wendy Sledd

#### 10,000 to 30,000 students

#### BEST OF CATEGORY

Pflugerville ISD

#### GOLD

Judson ISD

Pflugerville ISD

Rockwall ISD

#### SILVER

Denton ISD

Galena Park ISD

Goose Creek CISD

Goose Creek CISD

Goose Creek CISD

Laredo ISD

#### BRONZE

Goose Creek CISD

State championship girls soccer team

Given To Fly

State championship girls soccer team

Rockwall-Heath Walks Off Playoff Victory

The Coach: Lyndon LaPlante

Headed to Texas

And He's Off!

Got It!

Protected

Jumping Hurdles

Back At You

Marcial Guajardo

David L. Rhoads III

Marcial Guajardo

Chris Curtis

Mario Zavala Jr.

Chris Gause

Carrie Pryor-Newman

Carrie Pryor-Newman

Carrie Pryor-Newman

Roberto Trevino

Carrie Pryor-Newman

#### More than 30,000 students

#### BEST OF CATEGORY

Cypress-Fairbanks ISD

#### GOLD

Cypress-Fairbanks ISD

Cypress-Fairbanks ISD

Houston ISD

Pasadena ISD

#### SILVER

Mesquite ISD

United ISD

#### BRONZE

United ISD

Missed by inches

Missed by inches

Tears from Trelon

Houston ISD: Lamar Texans High School Football Game

PMHS Lady Mavs Slide Photo

Taking Flight

Game Face

Fun on the Green

Gary Durrenberger

Gary Durrenberger

Joel Weckerly

Rebecca Suarez

Jade Wise

Wade Odom

Office of Communications

Carmen Rendon



# CATEGORY 22

## Photo - Academic/Classroom Subjects

### Less than 10,000 students

#### **BEST OF CATEGORY**

Texas City ISD

#### **GOLD**

Copperas Cove ISD

La Porte ISD

Lake Travis ISD

Lake Travis ISD

Texas City ISD

#### **SILVER**

Alvarado ISD

Angleton ISD

Angleton ISD

South San Antonio ISD

#### **BRONZE**

Alvarado ISD

Kohfeldt Surgery Day

Pre-K Donut Detectives

New School Year, New School Supplies

Teacher of the Year - Bee Cave Elementary School

Teacher of the Year - Lakeway Elementary School

Kohfeldt Surgery Day

I See It

AHS Wildcat Roundup

Rancho Isabella STEAM Day

Students enjoy a Super story

Finger Bears

Clarissa Silva

Wendy Sledd

Terri Cook

Marco Alvarado

Cheryal Loosmore

Clarissa Silva

Tommy Brown

Hanna Chalmers

Brittany Blanchard

Jocelyn Durand

Tommy Brown

### 10,000 to 30,000 students

#### **BEST OF CATEGORY**

Goose Creek CISD

#### **GOLD**

Galena Park ISD

Goose Creek CISD

Goose Creek CISD

Goose Creek CISD

Goose Creek CISD

Hays CISD

Hays CISD

Judson ISD

Judson ISD

Judson ISD

Tomball ISD

Tomball ISD

#### **SILVER**

Hays CISD

Judson ISD

Pearland ISD

Prosper ISD

Rockwall ISD

#### **BRONZE**

Judson ISD

Our First Graduation

Sparking Interest in Welding

A Super Troop

Blow Me One Last Kiss

Get My Point?

Our First Graduation

Best Friends

Engaged in Learning

Crestview Elementary Seeing Blue

Fire Away On STEM Day

Physics Is Fun! JEF Grant In Action.

3rd Annual Special Rodeo

Graduation 2017

The World is Ours

Jingle Bell Jamboree Fun

Solarized Win!

The Mid Morning After 10, But Still Just Before Lunch Show

The Joy of Learning and the Passion for Teaching

Spooky Stories At Park Village

Carrie Pryor-Newman

Chris Gause

Carrie Pryor-Newman

Carrie Pryor-Newman

Carrie Pryor-Newman

Carrie Pryor-Newman

Jim Cullen

Jim Cullen

David L. Rhoads III

David L. Rhoads III

David L. Rhoads III

Staci Stanfield

Staci Stanfield

Jim Cullen

David L. Rhoads III

Jeri Martinez

Christal Hankey

Steven Offield

David L. Rhoads III

### More than 30,000 students

#### **BEST OF CATEGORY**

El Paso ISD

#### **GOLD**

El Paso ISD

Houston ISD

North East ISD

Pharr-San Juan-Alamo ISD

United ISD

United ISD

Teddy Bear Clinic

Teddy Bear Clinic

Houston ISD : Student Jazlyn Cruz Loves Her Books

Eisenhower Middle School students enjoy new library

STEM Student Looking through a Microscope

Proud to be Blue

Valedictorian & Salutatorian Photograph

Community Engagement

Community Engagement

Rebecca Suarez

Daniel J. Segura

Santiago Zavala, III

Karla de la Garza

Ricardo Rangel



**Category 22 -Photo - Academic/Classroom Subjects, continued  
More than 30,000 students**

**SILVER**

Cypress-Fairbanks ISD  
El Paso ISD  
Leander ISD  
Leander ISD  
Mesquite ISD  
Mesquite ISD  
Socorro ISD

Love  
Silva Health Magnet Students in the Lab  
Thinking Hard  
Working Together in Art Class  
I Voted  
Kids Teaching Kids  
WIN Academy Classroom Photo

Joel Weckerly  
Community Engagement  
Kaitlin Paonessa  
Daniel Cernero  
Wade Odom  
Wade Odom  
Daniel Escobar

**BRONZE**

Edinburg CISD

Edinburg CISD Hour of Code

Mark Montemayor



**BEST OF CATEGORY**

Barbers Hill ISD

**GOLD**

Alvarado ISD  
Barbers Hill ISD  
Community ISD  
Copperas Cove ISD  
Kerrville ISD  
Lake Travis ISD  
Manor ISD  
Sheldon ISD  
South San Antonio ISD

Painting a Bright Future

Oh My Gosh  
Painting a Bright Future  
Once a Brave, Always a Brave - Kindergarten Graduation/Senior Walk  
Friday Night Lights  
Our Heroes  
Lake Travis High School Class of 2017 - The Chest Bump  
ShadowGlen Elementary Color Run  
Honoring America  
Indulge in Creativity

Valerie Hull

Tommy Brown  
Valerie Hull  
Sabreana Smith  
Wendy Sledd  
Holly Vogt  
Marco Alvarado  
Scott Thomas & Zoheb Hassanali  
Derik Moore  
Carissa Valdez

**SILVER**

Cleveland ISD  
Community ISD  
Corsicana ISD  
Lake Travis ISD  
Red Oak ISD  
Red Oak ISD  
Royse City ISD  
Texas City ISD

Kinder Braves  
2017 Kindergarten Graduation  
Graduates visit elementary students  
Lake Travis High School Class of 2017 - The Hug  
Field Day Fun!  
Go Vote!  
100 Days of Fun  
Heights Memorial Day

Susan Ard  
Sabreana Smith  
Rob Ludwig  
Cheryal Loosmore  
Communications Dept.  
Communications Dept.  
Chris Kingsley  
Clarissa Silva

**10,000 to 30,000 students**

**BEST OF CATEGORY**

Waco ISD

**GOLD**

Deer Park ISD  
Denton ISD  
Duncanville ISD  
Goose Creek CISD  
Judson ISD  
Judson ISD  
Laredo ISD  
Prosper ISD  
Prosper ISD  
Rockwall ISD  
Tomball ISD  
Waco ISD

I Pledge Allegiance

Arrr  
Sixth Graders Meet a Super Guest  
Touching the Future  
Apple for the Teacher  
2016 Convocation: It's A Super Hero Thing!  
Spring Meadows Soldier Surprise  
Welcoming a Hero Home  
A Staff of Super Heroes  
Officer Jaxon  
Rockwall ISD Honors First Responders  
Challenge Day 2017  
I Pledge Allegiance

Mary Senter

Matt Lucas  
Clif Cotton  
Lari Barager  
Carrie Pryor-Newman  
David L. Rhoads III  
David L. Rhoads III  
Roberto Trevino  
Christal Hankey  
Christal Hankey  
Alyssa Suniga  
Staci Stanfield  
Mary Senter



**Category 23 - Photo - Other Subjects, contined  
10,000 to 30,000 students**

**SILVER**

Denton ISD  
Goose Creek CISD  
Goose Creek CISD  
Judson ISD  
Pearland ISD  
Pearland ISD

Selfie Social Promo  
A Super Helper  
Principals - Past and Present  
Senior Citizens Boogie Down At Prom  
Colors United  
Yee-Haw!

Mario Zavala Jr.  
Susan Passmore  
Carrie Pryor-Newman  
David L. Rhoads III  
Jeri Martinez  
Jeri Martinez

**BRONZE**

Brazosport ISD  
Hays CISD  
Laredo ISD  
Laredo ISD  
Laredo ISD  
Pflugerville ISD  
Prosper ISD  
Prosper ISD  
Prosper ISD

BISD's Gutierrez - HEB Excellence in Education Award  
Lunch is Fun  
Learning to Swim  
Salute to our Veterans  
Team Christian Angels Journey  
The Dead Dance at the Capital  
Deconstructed Thin Mint  
Homecoming Parade  
More than a Bus Driver

Communications Dept.  
Jim Cullen  
Roberto Trevino  
Roberto Trevino  
Maribel "Mimi" Valdez  
Marcial Guajardo  
Christal Hankey  
Christal Hankey  
Christal Hankey

**More than 30,000 students**

**BEST OF CATEGORY**

Mesquite ISD

Big Blue Flag

Wade Odom

**GOLD**

Arlington ISD  
El Paso ISD  
Harris Co. Dept. of Education  
Houston ISD  
Mesquite ISD  
Mesquite ISD  
Mesquite ISD  
North East ISD  
Pharr-San Juan-Alamo ISD  
Socorro ISD  
Socorro ISD

Jones Academy of Fine Arts and Dual Language at dusk  
Stanton hero  
Head Start Student Receives School Supplies  
Houston ISD: Graduate Dreamer  
Big Blue Flag  
Let's Play  
On Air  
Military Dad Comes Home  
Graduation Embrace  
Eastlake Band at Marchfest  
Health Professions Academy group photo

Ryan Pierce  
Community Engagement  
Lindsey Sanders  
Rebecca Suarez  
Wade Odom  
Wade Odom  
Wade Odom  
Daniel J. Segura  
Claudia Lemus-Campos  
Daniel Escobar  
Daniel Escobar

**SILVER**

Arlington ISD  
Arlington ISD  
Arlington ISD  
Cypress-Fairbanks ISD  
Leander ISD  
Mesquite ISD

Agricultural Science Center Ground Breaking  
Starrett Elementary's dynamic duo  
Step team performs at Parent University  
Daddy, you did it.  
The Gold Crayon Award  
Girl with a Bow

Robert Spence  
Robert Spence  
Robert Spence  
Gary Durrenberger  
Daniel Cernero  
Wade Odom

**BRONZE**

Edinburg CISD

Richard R. Flores Stadium Dedication

Mark Montemayor



# GRAPHICS CATEGORIES

## CATEGORY 24

### Logo, Trademark, Symbol

Less than 10,000 students



#### BEST OF CATEGORY

Boerne ISD

#### GOLD

Boerne ISD  
Flour Bluff ISD  
Hutto ISD  
Lake Travis ISD  
Loosmore  
Lufkin ISD  
Manor ISD  
Red Oak ISD  
Sharyland ISD

#### SILVER

Lake Travis ISD  
Lockhart ISD  
Lufkin ISD  
Willis ISD

#### BRONZE

Galveston ISD  
Galveston ISD  
Galveston ISD  
Galveston ISD

Boerne ISD Logo

Boerne ISD Logo  
UP High School Logo  
Hutto ISD 2016-17 Theme - Remember The Hippo  
Serene Hills Elementary School - 10th Anniversary Logo

Soul to Soul Logo  
Reading On The Go logo  
Learning Spaces  
Sharyland ISD Excellence is Our Tradition Logo

Lake Travis Elementary - 35th Anniversary Logo  
Heart of Lockhart ISD - Employee Recognition  
Mom2Mom Logo  
Logo Redesign

Ball High School Biomedical Logo  
Ball High School Engineering and Mathematics Logo  
Ball High School Innovation and Entrepreneurship Logo  
Ball High School Media Arts and Digital Technology Logo

David Boggan & David Sanchez

David Boggan & David Sanchez  
Hector Zapata  
Cassandra Balderas & Todd Robison  
Marco Alvarado & Cheryal

Sheila Adams  
Scott Thomas & Zoheb Hassanli  
Communications Dept.  
Rocio N. Landin

Marco Alvarado & Cheryal Loosmore  
Christina Courson  
Sheila Adams  
Jamie Fails & Justin Wolever

Communications Dept.  
Communications Dept.  
Communications Dept.  
Communications Dept.

### 10,000 to 30,000 students

#### BEST OF CATEGORY

Weslaco ISD

#### GOLD

Alvin ISD  
Grand Prairie ISD  
Tomball ISD  
Weslaco ISD

#### SILVER

Hays CISD  
Laredo ISD  
Mission CISD  
Mission CISD  
Pflugerville ISD

#### BRONZE

Crowley ISD  
Dickinson ISD  
Goose Creek CISD  
Southwest ISD  
Southwest ISD

WISD The Right Choice Logo

Alvin ISD Parent University Logo  
GPISD Kaleidoscope Logo  
Tomball Star Academy Owl Logo  
WISD The Right Choice Logo

Hays CISD 50th Anniversary Parade Logo  
Leadership Logo  
Mission CISD Reads Logo  
Mission CISD Science Fair Logo  
Weiss High School Logo

Child Development Center  
DISD District Choir Logo  
Logo for the 50th Anniversary of The Game  
ACE Race  
SWISD-TV

Carlos Robledo

Rachel Moore & Ana Pasarella  
Carolyn Parker  
Staci Stanfield  
Carlos Robledo

Tim Savoy  
Claudia Rodriguez  
Aaron Cantu  
Aaron Cantu  
David Sanchez

Matt Hoover  
Jenna Simsen  
Mima Trujillo  
Roger Campos  
Roger Campos



**Category 24 - Logo, Trademark, Symbol, continued**  
**More than 30,000 students**

**BEST OF CATEGORY**

ESC Region 20

**GOLD**

Austin ISD  
 Corpus Christi ISD  
 Corpus Christi ISD  
 El Paso ISD  
 ESC Region 11  
 ESC Region 11  
 ESC Region 20  
 ESC Region 20  
 Fort Worth ISD  
 Katy ISD  
 North East ISD  
 Pasadena ISD  
 Region 16 ESC

**SILVER**

Austin ISD  
 Cypress-Fairbanks ISD

Houston ISD  
 North East ISD

**BRONZE**

Garland ISD  
 Mansfield ISD

2nd Grade STEAM Conference

AISD in 3 Logo  
 Calk-Wilson Elementary School Logo  
 Lunch with a Cop Logo  
 EPISD Seal  
 Lone Star Literacy Logo  
 TheNetwork Charter School Summer Summit Logo  
 2nd Grade STEAM Conference  
 CareerCon 2017  
 100X25 FWTX  
 Bryant Elementary Logo  
 Jerry Comalander's Fore! the Kids Golf Tournament  
 PISD Athletics Logo  
 Establishing Roots

Austin ISD Sports Scene  
 Northwest Harris County Cooperative  
 for the Deaf and Hard of Hearing  
 Houston ISD: Friends of HISD  
 NEISD Media Production Logo

GRCTC Logo  
 Mansfield ISD Power of Choice

Shannon Jones

Austin ISD  
 Atanislao Acosta  
 Atanislao Acosta  
 Community Engagement  
 Elizabeth Harwood  
 Elizabeth Harwood  
 Shannon Jones  
 Mark Hill  
 Erica Weaver  
 Communications Dept.  
 Jason Gatell & Amy Lane  
 Jade Wise  
 Haley McCall & Matt Koumalats

Communications Dept.  
 Austin Dunson

Rebecca Suarez  
 Jason Gatell

Judy Kriehn  
 Communications & Marketing Dept.



**BEST OF CATEGORY**

Manor ISD

**GOLD**

Hutto ISD  
 Manor ISD

**SILVER**

La Porte ISD  
 Lake Travis ISD

Reading On The Go Bus Wrap

Howard Norman Elementary School Plaque  
 Reading On The Go Bus Wrap

District of Innovation  
 Lake Travis ISD - New Website: Coming Soon!

Scott Thomas,& Zoheb Hassanli

Cassandra Balderas & Todd Robison  
 Scott Thomas,& Zoheb Hassanli

Kimberly Culver  
 Cheryal Loosmore

**10,000 to 30,000 & More than 30,000 students**

**BEST OF CATEGORY**

Crowley ISD

**GOLD**

Crowley ISD  
 Crowley ISD  
 Dickinson ISD  
 Pflugerville ISD  
 Prosper ISD  
 Wylie ISD

**SILVER**

Garland ISD

Panther Olympics

May The Fourth Be With You  
 Panther Olympics  
 2016 Dickinson Gators Football Calendar  
 Elementary Showcase Art  
 Professional Learning Center  
 Wylie ISD School Board Trading Cards

Going the Extra Mile - GEM

Matt Hoover

Matt Hoover  
 Matt Hoover  
 Jenna Simsen  
 David Sanchez  
 Christal Hankey  
 Doug Bellamy

Judy Kriehn

**CATEGORY 25**

**Original Art**

**Less than 10,000 students**





# CATEGORY 26

## Published Print Ad Less than 10,000 students



### BEST OF CATEGORY

Lufkin ISD	Lufkin ISD Charm Magazine Holiday Ad	Sheila Adams
<b>GOLD</b>		
Bay City ISD	Bay City ISD - A Hometown School with Big City Opportunities Ad	Allison Sliva
Community ISD	2016 Community Braves Football Program	Sabreana Smith
Community ISD	2017 Lavon Area Chamber Guide	Sabreana Smith
Lufkin ISD	Lufkin ISD Charm Magazine Holiday Ad	Sheila Adams
Roma ISD	CTE Month Ad	Helen Escobar
<b>SILVER</b>		
Carroll ISD	2017 National Merit Scholars Magazine Ad	Jill Webb
Carroll ISD	Dragons Go Red Magazine Ad	Jill Webb
Hutto ISD	Hutto ISD FYI Magazine Ad	Cassandra Balderas & Todd Robison
Hutto ISD	Hutto ISD Robotics Ad	Cassandra Balderas & Todd Robison
Hutto ISD	Hutto ISD Student and Employee Recognition Ad	Cassandra Balderas & Todd Robison
Lufkin ISD	Lufkin ISD Charm Magazine Ad Dedicated to Dez Bryant	Sheila Adams
Sharyland ISD	Sharyland ISD RGV Sports Advertisement	Rocio N. Landin
<b>BRONZE</b>		
Angleton ISD	Inside AISD	Hanna Chalmers & Brittany Blanchard
Brownwood ISD	Your District of Opportunity - Brown County Living Ad	Charles Musgrove & Priscilla Monson
Galveston ISD	Ball High School Advertisement	Communcations Dept.
Sharyland ISD	Sharyland ISD #1 in South Texas Newspaper AD	Rocio N. Landin
Sharyland ISD	Sharyland ISD UIL Regional Academic Champions & State Qualifiers AD	Rocio N. Landin

### 10,000 to 30,000 students

### BEST OF CATEGORY

Grand Prairie ISD	"It's YOUR Choice" – D Magazine Ad	Carolyn Parker
<b>GOLD</b>		
Brazosport ISD	Ad Published in Chamber Directory	Communications Dept.
Brazosport ISD	Ad Published in Newcomers Magazine	Communications Dept.
Brazosport ISD	Full Page Ad Published in Guide to Brazoria County	Communications Dept.
Crowley ISD	Back To School	Matt Hoover
Goose Creek CISD	GCCISD Celebrates Grads	Mima Trujillo & Carrie Pryor-Newman
Grand Prairie ISD	"It's YOUR Choice" – D Magazine Ad	Carolyn Parker
Laredo ISD	Graduation AD	Claudia Rodriguez
McAllen ISD	Legacy of Excellence	Community Information Office
Tomball ISD	Calling All 8th Graders	Staci Stanfield
<b>SILVER</b>		
Rockwall ISD	Advertisement for Nation Merit Students in LIVING Magazine	Steven Offield
Tomball ISD	Tomball ISD Offers Limited Open Enrollment	Staci Stanfield
Weslaco ISD	Pigskin Division I Ratings Ad	Samantha Holley, Arminda Munoz & Darline Gracia

### More than 30,000 students

### BEST OF CATEGORY

Region 4 ESC	Gulf Coast Teacher Job Fair Print Ad	Jasmine Camble
<b>GOLD</b>		
Corpus Christi ISD	Corpus Christi Newcomers Guide Advertisement	Atanislao Acosta
Region 4 ESC	Gulf Coast Teacher Job Fair Print Ad	Jasmine Camble
<b>SILVER</b>		
Cypress-Fairbanks ISD	"Show Your Spirit" newspaper insert	Community Engagement Dept.
Garland ISD	Garland GUIDE Full-Page Advertisement	Tiffany Veno, Caren Rodriguez & Judy Kriehn
<b>BRONZE</b>		
Arlington ISD	Pre-K roundup advertisement	Leslie Johnston & Mercedes Mayer
Edinburg CISD	Edinburg CISD Board Appreciation Ad	Mark Montemayor & Romeo Cantu
Garland ISD	Diversity in Education Full-Page Advertisement	Tiffany Veno, Caren Rodriguez & Judy Kriehn



# CATEGORY 27

## Advertisement - Other

Less than 10,000 students



### BEST OF CATEGORY

Community ISD

#### GOLD

Community ISD  
Lufkin ISD

#### BRONZE

Copperas Cove ISD  
Decatur ISD  
Everman ISD  
Red Oak ISD  
Red Oak ISD  
Sharyland ISD

Branded Activity Busses

Branded Activity Busses  
Summer Camps Banner

CCISD Pop up Banner Design  
Welcome to Eagle Country  
Attendance Month - September  
Pure Gold Billboard  
Soaring to New Heights Billboard  
Sharyland ISD Superintendent's Scholarship Golf Classic Billboard

Sabreana Smith

Sabreana Smith  
Sheila Adams

Wendy Sledd  
Holly Fuller

Nikita Russell, Ed.D. & Derrick Thompson II  
Communications Dept.  
Communications Dept.  
Rocio N. Landin

### 10,000 to 30,000 students

### BEST OF CATEGORY

Mission CISD

#### GOLD

Grand Prairie ISD  
Judson ISD  
Mission CISD  
Mission CISD  
Wichita Falls ISD

#### SILVER

Brazosport ISD  
Harlingen CISD  
Weslaco ISD

Mission CISD Reads Billboard

Reserve Your Future  
Future Home: New JISD Elementary School  
Healthiest Schools Billboard  
Mission CISD Reads Billboard  
WFISD Billboard

Brazosport ISD HR Recruiting Banner  
HCISD Academies Airport Ad  
The Right Choice - WISD

Aaron Cantu & Craig Verley

Carolyn Parker  
David L. Rhoads III  
Craig Verley & Aaron Cantu  
Aaron Cantu & Craig Verley  
Community Relations

Communications Dept.  
Public Relations Dept.  
Carlos Robledo

### More than 30,000 students

### BEST OF CATEGORY

Region 16 ESC

#### GOLD

Garland ISD  
Harris Co. Dept. of Ed.  
Mesquite ISD  
Region 4 ESC  
Region 16 ESC

#### SILVER

Arlington ISD  
Cypress-Fairbanks ISD

Cypress-Fairbanks ISD  
Cypress-Fairbanks ISD  
Garland ISD  
Houston ISD  
Pharr-San Juan-Alamo ISD  
Texas Assoc. of School Boards

#### BRONZE

Edinburg CISD  
Keller ISD

Mission Education

Reading with Rodney Bus Wrap  
Lead Now!  
"Read Play Talk" Bus Signs  
Inspire Texas Route to Teacher Certification Infographic  
Mission Education

Teacher recruiting pull-up banner  
"Giving Our Community Lots to Cheer About"  
window clings  
"Show Your Spirit" billboard  
"Show Your Spirit" selfie frame  
Ready 1:1 Bus Wrap Ad  
Houston ISD :Teacher Recruitment Billboard  
Early College High schools Billboard  
TASB Facility Services Bond Election Banner

Edinburg CISD 2 National Blue Ribbon Schools  
Stay on Track Athlete Addiction Billboard

Haley McCall & Matt Koumalats

Judy Kriehn  
Carol Vaughn & Dave Einsel  
Kristin Odom & Wade Odom  
Jasmine Camble  
Haley McCall & Matt Koumalats

Leslie Johnston & Mercedes Mayer  
Community Engagement Dept.

Community Engagement Dept.  
Community Engagement Dept.  
Tiffany Veno and Judy Kriehn  
Rebecca Suarez  
Santiago Zavala, III  
TASB Communications

Mark Montemayor & Romeo Cantu  
Bryce Nieman



# VIDEO/CABLE TV CATEGORIES



## CATEGORY 28

### Video - News/Information

Less than 10,000 students



#### BEST OF CATEGORY

Galveston ISD

#### GOLD

Galveston ISD

#### SILVER

Cleveland ISD

Friendswood ISD

Good Morning Ball High 4.21.17

Good Morning Ball High 4.21.17

Understanding and Promoting our Cleveland ISD Bond  
Calendar Video

Communications Dept.

Communications Dept.

Susan Ard  
Dayna Owen

#### 10,000 to 30,000 students

#### BEST OF CATEGORY

La Joya ISD

#### GOLD

Allen ISD

Duncanville ISD

La Joya ISD

La Joya ISD

Southwest ISD

Weslaco ISD

#### SILVER

Laredo ISD-ITV

Southwest ISD

La Joya ISD Scholar of Success

Cody Gambill Feature

Duncanville ISD Superintendent Good News\_October

La Joya ISD Scholar of Success

Why La Joya? Sports and Learning Complex

The Southwest Report

WISD Live - May 2017

KIJS TV-17

Jesse Oquist

Kris Hill

KIJS TV-17

KIJS TV-17

SWISD-TV

Carlos Robledo

Campus News

The Southwest Spotlight

Laredo ISD- ITV

SWISD-TV

#### More than 30,000 students

#### BEST OF CATEGORY

Fort Worth ISD

#### GOLD

Austin ISD

Austin ISD

Cypress-Fairbanks ISD Cinema

Fort Worth ISD

Klein ISD

Mesquite ISD

#### SILVER

Austin ISD

Cypress-Fairbanks ISD Cinema

Pharr-San Juan-Alamo ISD

#### BRONZE

Austin ISD

El Paso ISD

Houston ISD

Lamar CISD

North East ISD

North East ISD

Fort Worth ISD Superintendent's June Message

Austin ISD - Inside AISD S05E04

Austin ISD Sports Scene Premier

Beyond the Score

Fort Worth ISD Superintendent's June Message

90 Seconds with Bret

Technology Intergration Plan

Austin ISD - Inside AISD S5E1

Up to Speed

Up to Date with PSJA: June 8

AISD in 3

EPISD Live

Houston ISD: Weekly News Segment - Edúcalos

The Randle Report

February 2017 - NE360

November 2016 - NE360

Scott JuVette, John Papa,  
Rebecca Slack

Communications Dept.

Communications Dept.

Dave DeJohn, Mitzi Loera,  
Vanessa Koch & John Taylor

Scott JuVette, John Papa,  
Rebecca Slack

Kim Foster & Judy Rimato

Wei-Tung Chou

Communications Dept.

Dave DeJohn, Mitzi Loera,  
Vanessa Koch & John Taylor

Melinda Garza & Mark Vasquez

Communications Dept.

Community Engagement

Rebecca Suarez

Justin Terry & Mike Rockwood

Jason Gatell, Jimmy O'Halligan,

Josue Campos & Melissa Gratkowski

Jason Gatell, Jimmy O'Halligan,

Josue Campos & Melissa Gratkowski





# CATEGORY 29

## Video - News Package

Less than 10,000 students



### BEST OF CATEGORY

Highland Park ISD

**GOLD**

Highland Park ISD

Highland Park ISD

**SILVER**

Everman ISD

Highland Park Highlight

Highland Park Highlight

Parade of Champions

Everman is Going to Full Day PK

Nikita Russell, Ed.D. & Derrick Thompson II

Communications Dept.

Communications Dept.

Communications Dept.

### 10,000 to 30,000 students

### BEST OF CATEGORY

Weslaco ISD

**GOLD**

La Joya ISD

Weslaco ISD

**SILVER**

Deer Park ISD

Deer Park ISD

Southwest ISD

Weslaco ISD

Weslaco's Water Tower Tradition

La Joya Juarez-Lincoln High School Salutatorian

Weslaco's Water Tower Tradition

Deepwater Junior High Senior walk

DPHS Culinary Arts Team advances to nationals

Sky Harbour Career Day

Gunner's Mate 2nd Class Noe Hernandez

Carlos Robledo

KIJS-TV-17

Carlos Robledo

Joe Perez

Joe Perez

SWISD-TV

Carlos Robledo

### More than 30,000 students

### BEST OF CATEGORY

Fort Worth ISD

**GOLD**

Edinburg CISD

Fort Worth ISD

Mesquite ISD

North East ISD

North East ISD

Pharr-San Juan-Alamo ISD

**SILVER**

Austin ISD

Houston ISD

Dunbar HS Aviation Hangar Dedication

Economedes High School Student Remembered

Dunbar HS Aviation Hangar Dedication

Wheelchair-bound Hero of AC New

2017 Cardboard Boat Race

Softball with the Superintendent

PSJA Snap Story: Elementary Special Olympics at PSJA

Austin ISD Short - MLK Day March

Houston ISD: Special Ed Parent Summit

Scott JuVette & John Papa

Romeo Cantu & Mark Montemayor

Scott JuVette & John Papa

Wei-Tung Chou

Jimmy O'Halligan, Jason Gatell

& Josue Campos

Josue Campos, Jason Gatell

& Jimmy O'Halligan

Melinda Garza

Communications Dept.

Rebecca Suarez



# CATEGORY 30

## Video - Documentary

Less than 10,000 students



### BEST OF CATEGORY

DeSoto ISD

**GOLD**

DeSoto ISD

Forney ISD

Highland Park ISD

Lake Travis ISD

Cockrell Hill's Mandarin Chinese

Cockrell Hill's Mandarin Chinese

Forney Focus 2.0

Scots Cafe

2017 LT Learning Together Conference

Beth Trimble

Beth Trimble

Wesley Benjamin

Communications Dept.

Marco Alvarado & Cheryal Loosmore



**Category 30 - Video Documentary, continued  
10,000 to 30,000 students**

**BEST OF CATEGORY**

Goose Creek CISD

The Game - 50th Anniversary

Carrie Pryor-Newman, Beth Dombrowa,  
Mima Trujillo & Susan Passmore

**GOLD**

Goose Creek CISD

The Game - 50th Anniversary

Carrie Pryor-Newman, Beth Dombrowa,  
Mima Trujillo & Susan Passmore

La Joya ISD

The Journey to the State Tournament

KIJS TV-17

**SILVER**

Allen ISD

Transportation Innovations

Jesse Oquist

Crowley ISD

Crowley High School 50th Anniversary

Megan Middleton

Laredo ISD-ITV

Saluting Our Veterans

Laredo ISD-ITV

Lubbock ISD TV

KIDZ TV Coming of Age

Ray Rush

Weslaco ISD

Tinaco Bowl IV - A Thunder Reunion

Julian Olivarez

**BRONZE**

Southwest ISD

A Tribute to our Retirees (Central Office)

SWISD-TV

**More than 30,000 students**

**BEST OF CATEGORY**

Klein ISD

Crossing the Line

Judy Rimato, Justin Elbert & Kate Hope

**GOLD**

Austin ISD

Austin ISD - MLK Day Events

Communications Dept.

Cypress-Fairbanks ISD Cinema

Leadership Video 2016

Dave DeJohn, Mitzi Loera,

Vanessa Koch & John Taylor

Edinburg CISD

Edinburg High School Band Celebrates  
100-Year Anniversary

Romeo Cantu & Mark Montemayor

Fort Worth ISD

Fort Worth ISD JROTC South Dakota Trip Day 4

John Papa

Garland ISD

GISD Ready Rising Stars - Ms. Varassi

Delbert Richardson

Garland ISD

Viking Leadership Challenge at Jackson Technology Center

Jon Cook & Larry Grimes

Houston ISD

Texas' First African-American Female Aviator

Rebecca Suarez

Klein ISD

Crossing the Line

Judy Rimato, Justin Elbert & Kate Hope

Mesquite ISD

Show Circle: An Emotional Song and Dance

Wade Odom

Mesquite ISD

Show Circle: Butterflies

Wade Odom

Mesquite ISD

Show Circle: Getting Started

Wade Odom

Mesquite ISD

Show Circle: Show Day

Wade Odom

Mesquite ISD

Show Circle: The Beast

Wade Odom

Round Rock ISD

Innovations Grant Documentary Video

Dianne Foletto

Spring ISD

USTAR - A Spring ISD and Texas A&M University Partnership

Communications Dept.

United ISD

United Longhorns Football Coach Speech

ITV Department



**BEST OF CATEGORY**

Royse City ISD

Rewind! A Look Back at 2016-17

Chris Kingsley

**GOLD**

Alvarado ISD

Buddies

Tommy Brown

Boerne ISD

Boerne ISD Teacher Appreciation Week - You Raise Me Up

David Boggan

DeSoto ISD

DeSoto ISD Male Leadership Symposium

Beth Trimble

Forney ISD

2017-2018 Balanced Instructional Calendar

Wesley Benjamin

Highland Park ISD

HP Profiles - Field Parsons

Communications Dept.

Royse City ISD

Rewind! A Look Back at 2016-17

Chris Kingsley

School District

Ennis ISD - I Believe in You

Bill Honza

Sherman ISD

4th Grade Field Day

Sean Vanderveer

Willis ISD

Go Be Awesome

Jamie Fails

Willis ISD

The Gift

Jamie Fails & Justin Wolever

**CATEGORY 31**

**Video - General Interest/Feature Series**

**Less than 10,000 students**



**Category 31 - Video General Interest/Feature Series, continued**  
**Less than 10,000 students**

**SILVER**

Alamo Heights ISD	AHHS Freshman Paralympic to Compete UIL State Track	Rosalinda Montero Patti & Pawlik-Perales
Anna ISD	Welcome to Anna ISD Video	Melane Woodbury
Bonham ISD	Bonham ISD Appreciation Video	Jordan Thompson
Decatur ISD	Hometown Hero	Holly Fuller
DeSoto ISD	DeSoto ISD Academic Signing Day	Beth Trimble
DeSoto ISD	TCU Community Scholars	Beth Trimble
Friendswood ISD	Convocation Welcome Back Video	Dayna Owen
Harris Co. Dept. of Ed.	18th Annual HCDE / Bates Car Give Away!	Daniel Villarreal
Lancaster ISD	#WeBelieve: Featuring Coach Joshua Hairston	Kimberly Simpson
Lancaster ISD	Never Too Early!	Kimberly Simpson
Livingston ISD	The Reason I Teach	Jennifer Birdwell
Manor ISD	Partners In Education - Mentor of the Years	Zoheb Hassanali & Scott Thomas
Royse City ISD	A Day in the Life at RCTV	Chris Kingsley
Weatherford ISD	More Than a Grade	John Tarrant
Willis ISD	September 2016 MVP's	Jamie Fails

**BRONZE**

Alamo Heights ISD	AHJS Art to Make History	Rosalinda Montero Patti & Pawlik-Perales
Alamo Heights ISD	Big Red Project	Rosalinda Montero Patti & Pawlik-Perales
Everman ISD	Bishop Elementary - Military Surprise	Nikita Russell, Ed.D. & Derrick Thompson II
Everman ISD	Dual Credit in Everman	Nikita Russell, Ed.D. & Derrick Thompson II
Galveston ISD	TOR Report - Flash Mob Proposal at Mardi Gras 2017 in Galveston!	Communications Dept.
Texas City ISD	Manuel Guajardo, Jr. Elementary School Dedication	Clarissa Silva

**10,000 to 30,000 students**

**BEST OF CATEGORY**

McAllen ISD	Your Child is Family: Katie Blackwell	Community Information Dept.
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**GOLD**

Brazosport ISD	BISD Education Foundation's Prize Patrol	Communications Dept.
Brazosport ISD	Summer Reading in Brazosport ISD	Communications Dept.
Crowley ISD	Elementary Teacher of the Year	Megan Middleton
Crowley ISD	Mark Jones Baseball Field Dedication	Megan Middleton
Crowley ISD	Million Father March	Megan Middleton
Crowley ISD	"Touchdown, Kamron!"	Jaime Handy & Megan Middleton
Judson ISD	Sherrill Choir Hall Dedication at Judson High School	David L. Rhoads III & Steve Linscomb
La Joya ISD	La Joya ISD Helping Hands of Hope	KLJS TV-17
La Joya ISD	The Year of La Joya	KLJS TV-17
Laredo ISD-ITV	Teachers Believing in Students	Laredo ISD-ITV
Lubbock ISD TV	Reel Enforcement - Kissell and BAD	Ray Rush
McAllen ISD	Your Child is Family	Community Information Dept.
McAllen ISD	Your Child is Family: Katie Blackwell	Community Information Dept.
Pflugerville ISD	Andrew Gula   Elementary Teacher of the Year	Kyndall Jirasek
Weslaco ISD	Xitatlaly Hernandez Make History at WISD	Carlos Robledo

**SILVER**

Denton ISD	Braswell High School Dedication	Clif Cotton
Denton ISD	Denton ISD Honors Catherine Bell	Clif Cotton
Denton ISD	Jamie Covey - Denton ISD Teacher Secondary Teacher of the Year	Clif Cotton
Eagle Mountain-Saginaw ISD	The Power of Texas Schools - "Straight Talk with KJ"	Jorge Garza, Jr.
Goose Creek CISD	The Twelve Days of Christmas Message to Staff	Carrie Pryor-Newman & Susan Passmore
Judson ISD	JISD's Senior Citizen Prom Was The Cat's Meow!	David L. Rhoads III
La Joya ISD	Campus Spotlight Bentsen Elementary	KLJS TV-17
La Joya ISD	La Joya ISD Band Students Workshop	KLJS TV-17
Rockwall ISD	Rockwall ISD Welcome To Convocation	Chris Curtis

**Category 31 - Video General Interest/Feature Series, continued**  
**10,000 to 30,000 students**

**BRONZE**

Brazosport ISD	BISD School Board Appreciation from Students	Communications Dept.
Bryan ISD	The Bryan ISD Student-Led Bach String Academy	Brandon Webb & Matt Kennedy
Dickinson ISD	Innovation Series - DHS Sports Medicine	Jenna Simsen
Goose Creek CISD	Students Choice Awards Video	Carrie Pryor-Newman & Susan Passmore
HarlingenCISD	Superintendent Serving Up Smiles	Public Relations Dept.
Laredo ISD-ITV	Principals Believing in Teachers	Laredo ISD-ITV
Northwest ISD	On the Grow - Adams Middle School	Rachel Bobbitt
Southwest ISD	A Tribute to our Retirees	SWISD-TV

**More than 30,000 students**

**BEST OF CATEGORY**

<b>ESC Region 13</b>	<b>Instructional Coaching Conference Wrap Up</b>	<b>Ana Amezcua</b>
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**GOLD**

Austin ISD	Austin ISD - Blackshear ES Garden Beautification Day	Communications Dept.
ESC Region 13	Instructional Coaching Conference Wrap Up	Ana Amezcua
Fort Worth ISD	Fort Worth ISD Superintendent's Spring Message	Scott JuVette, John Papa & Rebecca Slack
Katy ISD	Welcome Home Dr. Hindt Convocation Video	Communications Dept.
Plano ISD	"You Are Loved" Clark High School Mural	Communications Dept.

**SILVER**

Austin ISD	Austin ISD - 2016 Teacher of the Year for High Schools	Communications Dept.
Austin ISD	Austin ISD - 2016-17 Teacher of the Year Nominees	Communications Dept.
Austin ISD	Austin ISD - McCallum Fashion Show	Communications Dept.
Austin ISD	Austin ISD - SEL Compilation	Communications Dept.
Austin ISD	Austin ISD - Tamalada 2016	Communications Dept.
Corpus Christi ISD	Teacher of the Year Video	Lyndall Gathright
ESC Region 13	Strategic Planning - Port Arthur	Ana Amezcua
Fort Bend ISD	2017-18 - FBISD Budget Update	Kristoffer Smith & Amanda Bubela
Garland ISD	Escape the Bus	Jon Cook
Houston ISD	Houston ISD: Graduate Yemile Bazaldua is going to Harvard	Rebecca Suarez
Keller ISD	Board Appreciation 2017: An All-Star Team	Matt Hill, Morgan Mizell, Bryce Nieman & Nicole McCollum
Keller ISD	IT'S Award - October 2016	Matt Hill, Morgan Mizell & Nicole McCollum
Klein ISD	Klein ISD Strategic Plan - Overview	Denise McLean
Lamar CISD	Fifth-Grade Orchestra	Justin Terry
Lamar CISD	Success for All Students	Justin Terry
Leander ISD	Transportation Appreciation Week	Daniel Cernero
Mesquite ISD	Graduate Walk	Wade Odom
Mesquite ISD	Laura Flynn, Grade A Teacher	Ted Madden & Wei-tung Chou
Mesquite ISD	Maestros in Minivans: Eric Whitacre	Wade Odom
Mesquite ISD	Maestros in Minivans: Gary Green	Wade Odom
Mesquite ISD	Math Measurement Hospital	Wade Odom
Mesquite ISD	Mesquite Horn Speedsters	Ted Madden
Mesquite ISD	The Beasley Book Drive	Wade Odom
Mesquite ISD	The Thinkery at Henrie	Wei-Tung Chou
North East ISD	Feb. 2017 - NE360 FOCUS (Hailey De Leon)	Jason Gatell, Jimmy O'Halligan, Josue Campos & Melissa Gratkowski
North East ISD	Nov. 2016 - NE360 FOCUS (Phantom)	Jason Gatell, Jimmy O'Halligan, Josue Campos & Melissa Gratkowski
North East ISD	Sept. 2016 NE360 FOCUS (Kickers)	Jason Gatell, Jimmy O'Halligan, Josue Campos & Melissa Gratkowski
North East ISD	Tim Kitterman - December 2016 Teacher Feature	Jason Gatell, Jimmy O'Halligan & Josue Campos
Pasadena ISD	Not Your Average Kid_Redefining Success with Maria Cortes	Reesha Brown & Rob Smith
Pharr-San Juan-Alamo ISD	Natalie Contreras: First PSJA Sotomayor ECHS Associate Degree Graduate	Mark Vasquez & Melinda Garza

**Category 31 Video - General Interest/Feature Story, continued**  
**More than 30,000 students**

**SILVER, cont.**

Plano ISD	Constitution Day 2016	Communications Dept.
Plano ISD	“On The Line” English Language Arts Summer Theatre Camp	Communications Dept.
Plano ISD	Teacher of the Year 2016 Profile - Bryan Yee	Communications Dept.
Round Rock ISD	Round Rock ISD “One Family” Story	Communications & Community Relations Dept.
Round Rock ISD	Round Rock ISD Graduation 2017	Communications & Community Relations Dept.
Spring ISD	Exceptional Achievement - Bryce Cruz, Dekaney High School	Office of Communications
Spring ISD	Innovation and Engagement in the Classroom	Office of Communications
Spring ISD	Karla Villela - Booker Elementary School	Office of Communications
United ISD	The Magnificent Seven, Board Appreciate video	ITV Department

**BRONZE**

Argyle ISD	Austin ISD - AISD Short: Vetri Community Partnership Grants for AISD	Pamela Arrington
Austin ISD	Austin ISD - Chopped Culinary Competition	Communications Dept.
Edinburg CISD	Richard R. Flores Stadium Dedication	Romeo Cantu & Mark Montemayor
Fort Bend ISD	Profile of a Graduate - Life-long Learner - Clements Alum Astronaut Loral O’Hara	Kristoffer Smith & Trey Serna
Garland ISD	Homer B. Johnson Tribute	Delbert Richardson
Katy ISD	K9 Officers Marcel and Juno	Communications Dept.
Katy ISD	Superintendent’s Message – April 2017	Communications Dept.
Leander ISD	Custodian Appreciation Week	Daniel Cernero
Mesquite ISD	ReadPlay Talk Fair	Wei-Tung Chou
Pasadena ISD	Moore Elementary School Playground	Rob Smith
Pharr-San Juan-Alamo ISD	School Board Recognition Month 2017	Mark Vasquez & Jim Zavala



**BEST OF CATEGORY**

Decatur Ed. Foundation

**GOLD**

Decatur Ed. Foundation  
 Forney ISD  
 Lancaster ISD  
 Region 10 ESC  
 Royse City ISD  
 Weatherford ISD

**SILVER**

Alamo Heights ISD  
 Alamo Heights ISD  
 Alamo Heights ISD  
 Galveston ISD  
 Harris Co. Dept. of Ed.  
 Highland Park ISD  
 Lake Travis ISD  
 Livingston ISD  
 Manor ISD  
 Red Oak ISD  
 Red Oak ISD

**BRONZE**

Everman ISD

Education Foundation Gala

Education Foundation Gala  
 Future Ready  
 Our Students Matter  
 Bells ISD – We Are Panther Proud  
 A Newer Bolder Bruno  
 You Got This

Science Department at AHISD  
 Shaping the Future of Texas  
 The Most Fiscally Responsible Man in the World  
 K-TOR the Tornado - A Preview!  
 HCDE’s Classrooms  
 Passport to Spanish  
 Outlook 2017: State of the District  
 Livingston ISD Green & White Run  
 Innovation and Beyond  
 A Plan for the Future - 2017 ROISD Bond  
 What are the Red Oak ISD Learning Commons?

Truancy Awareness in Tarrant County

**CATEGORY 32**  
**Video - Promotional/Marketing**  
**Less than 10,000 students**



Holly Fuller

Holly Fuller  
 Wesley Benjamin  
 Kimberly Simpson  
 Grant Rampy  
 Chris Kingsley  
 John Tarrant

Rosalinda Montero Patti & Pawlik-Perales  
 Rosalinda Montero Patti & Pawlik-Perales  
 Rosalinda Montero Patti & Pawlik-Perales  
 Communications Dept.  
 Daniel Villarreal & Carol Vaughn  
 Communications Department  
 Marco Alvarado & Cheryal Loosmore  
 Jennifer Birdwell  
 Zoheb Hassanali & Scott Thomas  
 Communications Dept.  
 Communications Dept.

Nikita Russell, Ed.D. & Derrick Thompson II



**Category 32 - Video Promotional/Marketing, continued  
10,000 to 30,000 students**

**BEST OF CATEGORY**

Deer Park ISD	2016 Convocation - Smile	Jared Creel & David Barney
<b>GOLD</b>		
Crowley ISD	Let This Be The Year	Megan Middleton
Deer Park ISD	2016 Convocation - Smile	Jared Creel & David Barney
Dickinson ISD	Limitless Opportunities	Jenna Simsen
La Joya ISD	La Joya High School 35th Anniversary Celebration	KIJS TV-17
Laredo ISD	Hammer Bowl Time	Laredo ISD-ITV
Laredo ISD	Make Your Voice Count	Laredo ISD-ITV
Lubbock ISD	2017 Lubbock ISD Informational Video	Lubbock ISD-TV
McAllen ISD	Enroll with McAllen ISD	Community Information Office
McAllen ISD	Welcome to Warrior Nation!	Community Information Office
Northwest ISD	2017 Bond Video	Rachel Bobbitt
Rockwall ISD	Math Pathways Announcement and Overview	Steven Offield
Southwest ISD	SW Legacy High School Preview - (Exterior)	SWISD-TV
Weslaco ISD	The Right Choice: Dr. Klarissa Renteria	Carlos Robledo & Orlando Don Ramirez
Weslaco ISD	WHS Lady Panthers Basketball 2016 Hype Video	Orlando Don Ramirez

**SILVER**

Brazosport ISD	BISD Kindergarten Roundup Video	Communications Dept.
Crowley ISD	School Board Appreciation	Megan Middleton
Denton ISD	DISD Twitter and Facebook is Your Source for Bad Weather Updates	Clif Cotton
Eagle Mountain-Saginaw ISD	Texas Public Schools Week 2017	Jorge Garza, Jr.
Galena Park ISD	School Bus Safety "The Danger Zone"	John Lewis
La Joya ISD	La Joya ISD Loves to Read	KIJS TV-17
Laredo ISD	Go Strong with Fine Arts	Laredo ISD-ITV
McAllen ISD	McAllen HS Mariachi Oro 4x State Champions	Community Information Office
McAllen ISD	McAllen ISD Division I Athletes	Community Information Office
Mission CISD	When I Grow Up video ad	Craig Verley & Aaron Cantu
Pflugerville ISD	Real World Learning	Kyndall Jirasek
Southwest ISD	SW Legacy High School Preview - (Interior)	SWISD-TV
Weslaco ISD	The Right Choice: Rene Hinojosa	Carlos Robledo
Wylie ISD	What's Cooking at Cafe 544	Haley Dudrow

**More than 30,000 students**

**BEST OF CATEGORY**

Houston ISD	Houston ISD: Invest In Me Promo	Rebecca Suarez
<b>GOLD</b>		
Houston ISD	Houston ISD: Invest In Me Promo	Rebecca Suarez
Mansfield ISD	Mansfield ISD Vision 2020	Communications & Marketing Dept.
Mesquite ISD	Mesquite ISD Fast Facts	Wade Odom
Mesquite ISD	Stay Here	Wade Odom
Plano ISD	"Come Home to Plano ISD" HR Recruitment Video	Communications Dept.
<b>SILVER</b>		
Austin ISD	Austin ISD - Convocation 2016	Communications Dept.
Austin ISD	Austin ISD - Nacho Average Pre-Opening	Communications Dept.
Cypress-Fairbanks ISD	"Show Your Spirit" commercial	Community Engagement Dept.
El Paso ISD	I am EPISD	Community Engagement
ESC Region 11	TheNetwork Summer Summit Video	Matthew Fisher
Fort Worth ISD	Fort Worth ISD Leadership Academies Recruitment Video	Scott JuVette, John Papa & Rebecca Slack
Garland ISD	Centerville Elementary Fishing Field Trip	Homer Clayton
Garland ISD	Garland ISD Go Red 2017	Jon Cook & Homer Clayton
Garland ISD	JA BizTown	Larry Grimes, Homer Clayton, Jon Cook, Delbert Richardson & Tiffany Veno
Keller ISD	Keller 101: Get Connected	Communications Dept.
Keller ISD	My School: Parkwood Hill Intermediate	Communications Dept.
Lamar CISD	Transitioning to the Digital Storefront	Justin Terry
Lamar CISD	Why Lamar CISD?	Justin Terry



**Category 32 - Video Promotional/Marketing, continued  
More than 30,000 students**

**SILVER, cont.**

Mansfield ISD	Mansfield ISD Power of Choice	Communications & Marketing Dept.
Mesquite ISD	2016 BB&T Amazing TechniColor 5K Run	Wei-Tung Chou
Mesquite ISD	Mesquite ISD Core Values: Continuous Learning	Wade Odom
Mesquite ISD	Mesquite ISD Job Fair	Ted Madden
Mesquite ISD	My Dream My Future: Steven Contreras	Wade Odom
Mesquite ISD	Why Read Play Talk?	Wade Odom
North East ISD	2016 Jerry Comalander's "Fore! the Kids" Commercial	Jason Gatell, Jimmy O'Halligan
		Josue Campos & Amy Lane
North East ISD	2016 Jerry Comalander's Fore! the Kids Tournament Promo	Jason Gatell, Jimmy O'Halligan
		Josue Campos & Amy Lane
Pasadena ISD	¿Por qué Pre-Kínder?	Rob Smith
Pasadena ISD	24/7 Reading - Slide Into Summer Reading in Pasadena ISD!	Rob Smith
Region 10 ESC	News@10 Video Series	Grant Rampy
Region 16 ESC	Vega ISD Teacher Recruitment	Matt Koumalats & Haley McCall
Socorro ISD	2017 Partners in Education Recognition Thank You Video	Daniel Escobar
United ISD	Sexting, Think Before You Post	ITV Dept.

**BRONZE**

Cypress-Fairbanks ISD Cinema	Mannequin Challenge	Dave DeJohn, Mitzi Loera, Vanessa Koch & John Taylor Kim Foster
Klein ISD	Voter Registration PSA	
Pharr-San Juan-Alamo ISD	Creativity Through LivingTree	Mark Vasquez, Danny Ramos & Melinda Garza
Spring ISD	The Spring ISD Education Foundation A Community of Support	Office of Communications



**BEST OF CATEGORY**

Forney ISD	How We Learn	Wesley Benjamin
<b>GOLD</b>		
Forney ISD	How We Learn	Wesley Benjamin
Hillsboro ISD	Hillsboro High School Shattered Dreams	Cami Steele
<b>SILVER</b>		
Lake Travis ISD	New LTISD Websites	Marco Alvarado & Cheryal Loosmore

**CATEGORY 33  
Video - Training/Instructional  
Less than 10,000 students**



**BEST OF CATEGORY**

Rockwall ISD	Arena Scheduling Basics Sitcom	Steven Offield
<b>GOLD</b>		
Laredo ISD	Raising a Successful Reader	Laredo ISD-ITV
Rockwall ISD	Arena Scheduling Basics Sitcom	Steven Offield
<b>SILVER</b>		
Bryan ISD	BEST: Bryan ISD's Excellence for Students & Teachers Compensation Plan	Brandon Webb
Crowley ISD	Guided Reading	Megan Middleton & Jaime Handy
Weslaco ISD	Weslaco High School - Small Learning Communities	Orlando Don Ramirez





**Category 33 - Video Training/Instructional, continued  
More than 30,000 students**

**BEST OF CATEGORY**

Keller ISD	Congratulations to our Campus Teachers of the Year	Communications Dept.
<b>GOLD</b>		
Cypress-Fairbanks ISD Cinema	Up to Speed - P-DAS to CFTESS	Dave DeJohn, Mitzi Loera, Vanessa Koch & John Taylor
ESC Region 11	Charter School Network Compliance Video - Fingerprinting	Matthew Fisher
ESC Region 11	Math4Texas - Integer Addition with Colored Counters Video	Matthew Fisher
Fort Worth ISD	Fort Worth ISD Middle School Gold Seal Video	Scott JuVette, John Papa & Rebecca Slack
Garland ISD	Crosswalk Safety	Larry Grimes, Homer Clayton, Judy Kriehn & Mida Milligan
Harris Co. Dept. of Education	Internal Hub Announcement from the Superintendent	Daniel Villarreal & Joe Perez
Houston ISD	Houston ISD: Employee OnBoarding Video	Rebecca Suarez
Keller ISD	Congratulations to our Campus Teachers of the Year	Communications Dept.
Keller ISD	Let's Get Real: Sunset Valley ES Pride Rallies	Communications Dept.
Mesquite ISD	Recognize Positive Character	Wade Odom
Mesquite ISD	Let's Play Together	Wade Odom
Mesquite ISD	Let's Talk Together	Wade Odom
Mesquite ISD	The A-F Accountability System	Wade Odom
North East ISD	Nutrition Services Introducing Alissa Hitt	Jason Gatell, Jimmy O'Halligan & Josue Campos
North East ISD	Special Olympics/Heroes Stadium Info	Jason Gatell, Jimmy O'Halligan & Josue Campos
Pharr-San Juan-Alamo ISD	How to Make Cucumber Lime Water	Daniel Ramos & Melinda Garza
Pharr-San Juan-Alamo ISD	Stay Updated! Important Changes to Financial Aid Process-English	Daniel Ramos, Melinda Garza & Jim Zavala
Region 10 ESC	Hillside – Library Partner	Grant Rampy
Region 10 ESC	Region 10 Capacity Building video series	Grant Rampy



**BEST OF CATEGORY**

McAllen ISD

**GOLD**

Garland ISD

La Joya ISD

La Joya ISD

McAllen ISD

Rockwall ISD

Weslaco ISD

**CATEGORY 34**

**Video - Sports Event**

**10,000 to 30,000 & More than 30,000 students**



Football Night in McAllen

(McAllen High School vs McAllen Memorial 1st Half)

Community Information Office

GISD Football Rowlett vs Lakeview

Delbert Richardson, Homer Clayton,

Larry Grimes & Jonathan Cook

KLJS TV-17

Football Game Highlights

Juarez-Lincoln Huskies vs. La Joya Coyotes

Football Game Highlights

Palmview Lobos vs. La Joya Coyotes

KLJS TV-17

Football Night in McAllen

(McAllen High School vs McAllen Memorial 1st Half)

Community Information Office

Rockwall Sportscenter Update Halloween Edition

Weslaco East vs Brownsville Hanna Pregame Show

Chris Curtis

Carlos Robledo





# CATEGORY 35

## Video - Live Event (Non-Sports)

Less than 10,000 & 10,000 to 30,000 students



### BEST OF CATEGORY

McAllen ISD

McAllen ISD Choral Festival 2017

Community Information Office

### GOLD

Allen ISD

Star Spangled Banner

Jesse Oquist

Lancaster ISD

Mixtape Live at the Majestic

Kimberly Simpson

McAllen ISD

McAllen ISD Choral Festival 2017

Community Information Office

### BRONZE

Grand Prairie ISD

2016 GPISD Convocation

Louis Tovar

Laredo ISD

Back to School Celebration

Laredo ISD-ITV

### More than 30,000 students

### BEST OF CATEGORY

Garland ISD

GISD BandFest 2016

Larry Grimes, Homer Clayton,

Jon Cook & Delbert Richardson

### GOLD

Fort Worth ISD

Fort Worth ISD Whiz Quiz

Communications Department

Garland ISD

GISD BandFest 2016

Larry Grimes, Homer Clayton,

Jon Cook & Delbert Richardson

Houston ISD

Houston ISD: Live "Listen and Learn"

Rebecca Suarez

with Superintendent Richard Carranza

### SILVER

Edinburg CISD

LIVE – South Middle School Fine Arts

Romeo Cantu & Mark Montemayor

Makes History - March 31, 2017

Garland ISD

2017 GISD Black History Highlights

Homer Clayton

Garland ISD

2017 GISD Spelling Bee

Delbert Richardson, Homer Clayton,

Larry Grimes & Jonathan Cook

Keller ISD

Brown Bag Lunch: Video Highlights

Communications Dept.

Klein ISD

Klein LIVE (Klein Cain HS)

Communications Team

Plano ISD

Under the Big Top: Strong Teachers. Strong Students.

Communications Dept.

### BRONZE

Austin ISD

Austin ISD - 2017 Salute: A Tribute to Excellence

Communications Dept.

Mesquite ISD

May 2017 School Board Meeting

Wei-Tung Chou

# COMPUTERIZED/ELECTRONIC COMMUNICATION CATEGORIES



# CATEGORY 36

## Mobile App

All Divisions



### BEST OF CATEGORY

Wylie ISD

Wylie ISD Mobile App

Communications Dept.

### GOLD

Everman ISD

Everman ISD Mobile App

Nikita Russell, Ed.D. & Derrick Thompson II

Wylie ISD

Wylie ISD Mobile App

Communications Dept.



# CATEGORY 37

## Computerized Presentation

Less than 10,000 & 10,000 to 30,000 students



### BEST OF CATEGORY

Crosby ISD

#### GOLD

Crosby ISD

Crowley ISD

Crowley ISD

#### BRONZE

Everman ISD

Goose Creek CISD

Pearland ISD

Crosby ISD District Magazine

Crosby ISD District Magazine

Happy Holidays from North Crowley High School

Play Ball!

Everman ISD Happy Birthday Monthly Celebrations

& Derrick Thompson II

Goose Creek CISD TRE Video

Pearland ISD 2017 Graduation Snapchat Filter

Viviana Killion

Viviana Killion

Matt Hoover

Matt Hoover

Nikita Russell

Carrie Pryor-Newman, Mima Trujillo

& Beth Dombrowa

Lexi Marshall

### More than 30,000 students

### BEST OF CATEGORY

Houston ISD

#### GOLD

Arlington ISD

Cypress-Fairbanks ISD

ESC Region 13

Fort Worth ISD

Houston ISD

Keller ISD

Leander ISD

Texas Assoc. of School Boards

#### SILVER

Corpus Christi ISD

Katy ISD

Region 4 ESC

Houston ISD: Superintendent Carranza Shares

Report on Listen & Learn Tour

Bond Dashboard

Engage Your Community While Increasing Revenue

SIM: Engagement Activities for All

Fort Worth ISD Leadership Academies Evite Video

Houston ISD: Superintendent Carranza Shares

Report on Listen & Learn Tour

Telling the Story of Keller ISD Prezi

Superintendent Entry Plan

TASB Talks Podcast

Academic Achievers Presentation

State of the District Prezi

Region 4 Rewind Company e-Newsletter

Rebecca Suarez

Ryan Pierce

Community Engagement Dept.

Ana Amezcua

Scott JuVette, John Papa

& Rebecca Slack

Rebecca Suarez

Bryce Nieman & Shellie Johnson

Kaitlin Paonessa

TASB Communications

Lyndall Gathright & Atanislao Acosta

Katy ISD Communications Dept.

Communication Dept.



# CATEGORY 38

## E-Newsletter Internal

Less than 10,000 students



### BEST OF CATEGORY

Lancaster ISD

#### GOLD

Copperas Cove ISD

Lancaster ISD

Livingston ISD

#### BRONZE

Cleveland ISD

This Week in Lancaster ISD - Employee Newsletter

CCISD Paw Prints Internal Newsletter

This Week in Lancaster ISD - Employee Newsletter

Lions Leading Learning

Weekly Tribal Pow Wow

Jacquinetta Murphy

Wendy Sledd

Jacquinetta Murphy

Jennifer Birdwell

Susan Ard



**Category 38 - eNewsletter Internal, continued  
10,000 to 30,000 students**

**BEST OF CATEGORY**

Judson ISD

**GOLD**

Judson ISD

Laredo ISD

Southwest ISD

Weslaco ISD

Wichita Falls ISD

**SILVER**

Southwest ISD

**BRONZE**

Brazosport ISD

The Judson Post

Steve Linscomb & David L. Rhoads III

The Judson Post

Steve Linscomb & David L. Rhoads III

A+ News, Summer 2017 Newsletter

Veronica Castillon, APR, Claudia Rodriguez,

Bobby Trevino & Mimi Valdez

Communications

Arminda Muñoz

Community Relations Dept.

Monday Message

InSiDe Weslaco ISD

District In Pictures

Weekly Board Updates

Janice Hernandez

Board Brief October 2016

Communications Dept.

**More than 30,000 students**

**BEST OF CATEGORY**

United ISD

**GOLD**

Mesquite ISD

United ISD

**SILVER**

Fort Bend ISD

United ISD

**BRONZE**

Houston ISD

United ISD

January 2017 United Insider

Carmen Rendon

In Touch Employee News

Angela Roe

January 2017 United Insider

Carmen Rendon

In the Zone electronic newsletters

Keryn Miles, Natalie Rivera,

Rachel Ross & Trey Serna

Ricardo Rangel

May 2017 United Insider

Houston ISD: Weekly Teacher Download

Rebeca Suarez

June 2017 United Insider

Office of Communications



**BEST OF CATEGORY**

Willis ISD

**GOLD**

Highland Park ISD

Lancaster ISD

Midway ISD

Texas City ISD

Willis ISD

**SILVER**

Argyle ISD

Flour Bluff ISD

**BRONZE**

Cleveland ISD

District Dynamics Newsletter

Jamie Fails

Highland Park ISD eNewsletter

Communications Dept.

Linked-Lancaster ISD Parent Newsletter

Jacquinetta Murphy & Sonya Cole-Hamilton

100 Days in Midway

Traci Marlin

TCISD Today

Melissa Tortorici

District Dynamics Newsletter

Jamie Fails

AlSD Week at a Glance

Pamela Arrington

Flour Bluff ISD The Latest Buzz

Kim Sneed & Hector Zapata

Cleveland ISD Star Students

Susan Ard

**10,000 to 30,000 students**

**BEST OF CATEGORY**

Magnolia ISD

**GOLD**

Magnolia ISD

Northwest ISD

**SILVER**

Brazosport ISD

Pearland ISD

**BRONZE**

Dickinson ISD

Bond Newsletter

Denise Meyers

Bond Newsletter

Denise Meyers

Northwest News

Anthony Tosie

B\*Braggin'

Communications Dept.

Pearland ISD e-News

Communications Dept.

Dickinson ISD E-Newsletter "Gator Bytes"

Tammy Dowdy

**CATEGORY 39**

**E-Newsletter External**

**Less than 10,000 students**



**Category 39 - eNewsletter External, continued  
More than 30,000 students**

**BEST OF CATEGORY**

Cypress-Fairbanks ISD

CFISD Connection for Community Newsletter

Austin Dunson, Jennifer Ongoco  
& Rosario Meehan

**GOLD**

Arlington ISD  
Arlington ISD

Achieving Excellence E-Newsletter  
AISD Bond Newsletter

Communications Dept.  
Ryan Pierce, Leslie Johnston,  
Mercedes Mayer & Anthony Andro  
Austin Dunson, Jennifer Ongoco  
& Rosario Meehan

Cypress-Fairbanks ISD

CFISD Connection for Community Newsletter

Ana Amezcua  
Rebecca Suarez  
Communications Dept.  
Patricia Meyer  
Patricia Meyer  
TASB Communications

ESC Region 13  
Houston ISD  
Katy ISD  
Region 16 ESC  
Region 16 ESC  
Texas Assoc. of School Boards

SIM: Splash into Summer  
Houston ISD: HISD's Guide to Summer  
Katy ISD Update: January 2017  
La conexión de la participación de los padres  
The Parental Involvement Connection Newsletter  
TASB's The Star



**BEST OF CATEGORY**

Flour Bluff ISD

Flour Bluff ISD Redesigned Website

Hector Zapata & Kim Sneed

**GOLD**

Flour Bluff ISD

Flour Bluff ISD Redesigned Website

Hector Zapata & Kim Sneed

**SILVER**

Cleveland ISD

Cleveland ISD Website

Susan Ard

**CATEGORY 40  
Web Site - Original Design  
Less than 10,000 students**



**BEST OF CATEGORY**

ESC Region 13

Accommodation Central

Erin O'Keiff

**GOLD**

El Paso ISD  
ESC Region 13  
Garland ISD

New EPISD Website  
Accommodation Central  
www.garlandisd.net

ECommunity Engagement  
Erin O'Keiff  
Jasmine Preston, Ali Syed,  
Amorae Daylett & Larry Clem  
Lisa Cox, Jasmine Preston, Ali Syed,  
Larry Clem & Amorae Daylett  
Region 4 ESC

Garland ISD & Ed. Foundation

www.gisdedfoundation.org

Region 4 ESC

Region 4 Digital Learning Conference:  
Pioneers of Possibility Website

**SILVER**

ESC Region 13  
Houston ISD  
Northwest ISD  
Region 10 ESC  
Round Rock ISD

Blanco CoAPT website design  
HISD: 12 Days of Code  
Northwest ISD Website  
New Region10.org Website  
Round Rock ISD Homepage

Erin O'Keiff  
Rebecca Suarez  
Melissa Shawn  
Grant Rampy  
Communications Dept.





**BEST OF CATEGORY**

Texas City ISD

**GOLD**

Midway ISD

Texas City ISD

**SILVER**

Burnet CISD

Everman ISD

Pine Tree ISD

**BRONZE**

Channelview ISD

**CATEGORY 41**  
**Web Site - Template Driven Design**  
**Less than 10,000 students**



tcisd.org

Melissa Tortorici

Responsive to Digital Demands  
tcisd.org

Traci Marlin & Magen Davis  
Melissa Tortorici

Burnet Consolidated ISD Website  
Everman ISD Web Site  
Pine Tree Independent School District Website

Sharon Schwartz  
Nikita Russell, Ed.D. & Derrick Thompson II  
Mary Whitton

Channelview ISD District Website

Mark Kramer

**10,000 to 30,000 students**

**BEST OF CATEGORY**

Brazosport ISD

**GOLD**

Brazosport ISD

Bryan ISD

**SILVER**

Lubbock ISD

Rockwall ISD

Wichita Falls ISD

**BRONZE**

Dickinson ISD

Brazosport ISD Website

Communications Dept.

Brazosport ISD Website  
Bryanisd.org – A Gateway to Children First.Always.

Communications Dept.  
Brandon Webb & Matt Kennedy

Lubbock Independent School District Website  
Rockwall ISD Website  
WFISD Website

Nancy Sharp & Sarah Ancell  
Alyssa Suniga  
Community Relations Dept.

Dickinson ISD Website

Jenna Simsen

**More than 30,000 students**

**BEST OF CATEGORY**

Plano ISD

**GOLD**

Arlington ISD

Cypress-Fairbanks ISD

Klein ISD

Plano ISD

**SILVER**

Fort Worth ISD

**BRONZE**

Arlington ISD

Spring ISD

Spring ISD

Plano ISD Website

Communications Dept.

New AISD Bond website  
CFISD - www.cfid.net  
Promise2Purpose Vision Website  
Plano ISD Website

Ryan Pierce  
Community Engagement Dept.  
Justin Elbert  
Communications Dept.

Fort Worth ISD Website

John Cope, Thomas Ketchersid & Erica Weaver

Arlington ISD website  
Attendance Boundaries website  
Bond 2016 website

Communications Dept.  
Office of Communications  
Office of Communications



# CAMPAIGN/EVENT CATEGORIES

## CATEGORY 42

### Marketing Campaign Less than 10,000 students



#### BEST OF CATEGORY

Lockhart ISD	Look at Lockhart ISD Marketing Campaign	Christina Courson
<b>GOLD</b>		
Lockhart ISD	Look at Lockhart ISD Marketing Campaign	Christina Courson
<b>SILVER</b>		
Quinlan ISD	Brookshires 10K Texting Challenge	Tiffany Upchurch
Royse City ISD	Strategic Planning 2.0 - Sharing Our Plan	Adi Bryant & Chris Kingsley
<b>BRONZE</b>		
Copperas Cove ISD	CCISD 2nd Annual Stuff the Bus event	Wendy Sledd
Everman ISD	Everman ISD is the Place to Be	Nikita Russell, Ed.D. & Derrick Thompson II
Flour Bluff ISD	It All Starts Here Campaign	Kim Sneed & Hector Zapata
Quinlan ISD	QISD Backs the Blue	Tiffany Upchurch
Waxahachie ISD	WISD A-Z	Jenny Bridges & Candace Ahlfinger

#### 10,000 to 30,000 students

#### BEST OF CATEGORY

Weslaco ISD	Weslaco ISD The Right Choice	Carlos Robledo, Julian Olivarez, Don Ramirez, Darline Gracia, Mindy Munoz & Samantha Holley
<b>GOLD</b>		
Crowley ISD	MyChoice Programs	Anthony Kirchner, Jaime Handy, Megan Middleton & Matt Hoover
Weslaco ISD	Weslaco ISD The Right Choice	Carlos Robledo, Julian Olivarez, Don Ramirez, Darline Gracia, Mindy Munoz & Samantha Holley
<b>SILVER</b>		
Wylie ISD	Wylie ISD Mobile App Launch	Haley Dudrow & Doug Bellamy
<b>BRONZE</b>		
Brazosport ISD	BISD The Heart of the Community	Communications Dept.

#### More than 30,000 students

#### BEST OF CATEGORY

Spring ISD	Smart Kid Cool Car	Office of Communications
<b>GOLD</b>		
Garland ISD	FAFSA Fun Nights	Tiffany Veno, Caren Rodriguez & Judy Kriehn Rebecca Suarez
Houston ISD	Houston ISD : Marketing Plan of Selection and Introduction of New Superintendent	
Region 4 ESC	Region 4 Digital Learning Conference: Pioneers of Possibility Marketing Campaign	Region 4 Digital Learning, Communications & Publishing Office of Communications
Spring ISD	Smart Kid Cool Car	
<b>SILVER</b>		
Fort Bend ISD	Communicating Change: Fort Bend ISD moves high school commencement ceremonies to new venue amid ticketing, parking challenges.	Veronica Sopher, Amanda Bubela, Stacey Crews, Keryn Miles, Natalie Rivera, Rachel Ross, Trey Serna, Kristoffer Smith, Tonya Thomas & Becky Walker
Klein ISD	More Than A Rating: We're Klein ISD	Kim Foster, Kate Hope & Denise McLean
Region 4 ESC	Region 4 Back to School Catalog	Communication Department
Texas Assoc. of School Boards	TASB Risk Management Fund Value of Membership	TASB Communications
<b>BRONZE</b>		
Arlington ISD	Staff recruitment marketing campaign	Leslie Johnston & Mercedes Mayer





**BEST OF CATEGORY**  
Midway ISD Ed. Foundation  
**GOLD**

Duncanville ISD  
Midway ISD Ed. Foundation

**SILVER**

Angleton ISD  
Pharr-San Juan-Alamo ISD

**CATEGORY 43**  
**Foundation/Partnership Campaign**  
All Divisions

I'm Invested

Heart of Duncanville 5K  
I'm Invested

Angleton ISD Anti Sex Trafficking Campaign  
PSJA Community Connect Program

Suzi Pagel & Magen Davis

Brooke Rawlinson  
Suzi Pagel & Magen Davis

Hanna Chalmers & Brittany Blanchard  
Crystal Villarreal-De La Paz



**BEST OF CATEGORY**  
Lancaster ISD  
**GOLD**

Lancaster ISD  
Terrell ISD

**BRONZE**

Red Oak ISD

**CATEGORY 44**  
**Social Media Campaign**  
Less than 10,000 students

We Believe

We Believe  
Terrell ISD Tiger Triumphs

#iAmRO Campaign

Communications Dept.

Communications Dept.  
Rachel Frost & Olivia Rice

Communications Dept.



**BEST OF CATEGORY**  
Grand Prairie ISD  
**GOLD**

Grand Prairie ISD  
Pearland ISD

**SILVER**

Dickinson ISD

**10,000 to 30,000 students**

Power in GPISD Public Schools

Power in GPISD Public Schools  
Pearland ISD Bond: Building on a Firm Foundation

Gator Football Social Media Campaign

Public Engagement Dept.

Public Engagement Dept.  
Kim Hocott

Jenna Simsen

**More than 30,000 students**

Summer Graduation LIVE: Social Campaign

Community Cheerleaders  
Summer Graduation LIVE: Social Campaign  
PSJA ISD 2017 Graduations

#MaxImpactKISD

Houston ISD: Power of Public: Student Stories  
Exemplify Public School Success

Communications Team

Community Engagement Dept.  
Communications Team  
PSJA Public Relations/KTRI Dept.

Nicole Lyons

Rebecca Suarez

**BEST OF CATEGORY**  
Klein ISD  
**GOLD**

Cypress-Fairbanks ISD  
Klein ISD  
Pharr-San Juan-Alamo ISD

**SILVER**

Keller ISD

**BRONZE**

Houston ISD

**CATEGORY 45**  
**Special Event**  
Less than 10,000 students

2016 C&B Seen Gala

2016 C&B Seen Gala  
EISD Back to School Bash  
La Porte ISD's Centennial Celebration

Red Oak ISD Senior Citizen Luncheon

Kristin Zastoupil

Kristin Zastoupil  
Nikita Russell, Ed.D. & Derrick Thompson II  
Terri Cook, Kimberly Culver  
& Adam Holland

Communications Dept.



**BEST OF CATEGORY**  
Corsicana Ed. Foundation  
**GOLD**

Corsicana Ed. Foundation  
Everman ISD  
La Porte ISD

**SILVER**

Red Oak ISD



**Category 45 - Special Event, continued  
10,000 to 30,000 students**

**BEST OF CATEGORY**

Hays CISD

Hays CISD 50th Anniversary Parade

Tim Savoy, David Bowe,  
Angie Mendez & Linda Rosebrock

**GOLD**

Hays CISD

Hays CISD 50th Anniversary Parade

Tim Savoy, David Bowe,  
Angie Mendez & Linda Rosebrock  
Community Information Office

McAllen ISD  
Rockwall ISD

General Assembly -McTALKS  
First Responder Recognition Ceremony

Chris Curtis, April Guest, Kassie Maxwell,  
Renae Murphy, Steven Offield  
& Alyssa Suniga  
Community Relations Dept.

Wichita Falls ISD

Teacher of the Year Banquet

Community Relations Dept.

**SILVER**

Pearland ISD  
Wichita Falls ISD

#iwillASK event  
West Teaching Excellence Awards Banquet

Kim Hocott & Lexi Marshall  
Community Relations Dept.

**BRONZE**

Brazosport ISD

It's Time to Be Our Guest -  
Top Volunteer of the Year Luncheon

Communications Dept.

**More than 30,000 students**

**BEST OF CATEGORY**

Region 4 ESC

Region 4 ESC Take Our Daughters & Sons to Work Day

Jasmine Camble

**GOLD**

Corpus Christi ISD

Academic Achievers Banquet

Lyndall Gathright, Tanis Acosta  
& Adriana Knight  
Rachel Ross & Becky Walker

Fort Bend ISD

District and city officials dedicate new  
Spark Park at Ridgemont Elementary

MISD Communications  
Jasmine Camble

Mesquite ISD  
Region 4 ESC

ReadPlayTalk Fair  
Region 4 ESC Take Our Daughters & Sons to Work Day

**SILVER**

Arlington ISD

AISD Back to School Kickoff

Leslie Johnston, Mercedes Mayer  
& Robert Spence  
Community Engagement Dept.  
Community Engagement  
Communications Team  
Kristina Martinez

Cypress-Fairbanks ISD

Back to School Expo

El Paso ISD

Fiestas EPISD - EPISD Teacher of the Year Celebration

Klein ISD

Olympic Kickoff

North East ISD

Superintendent's Awards Reception

**BRONZE**

Cypress-Fairbanks ISD

Health Expo

Community Engagement Dept.

Cypress-Fairbanks ISD

Leadership Expo

Community Engagement Dept.



# CRYSTAL COMMENDATION ENTRIES

All divisions judged together

## ★ CATEGORY 46

### Video Portfolio

#### CRYSTAL COMMENDATION AWARD

**Forney ISD**

**A Visual Journey of Education in Forney ISD**

**Wesley Benjamin**

#### CRYSTAL CERTIFICATES OF MERIT

Crowley ISD  
ESC Region 13  
Fort Worth ISD  
Highland Park ISD  
Houston ISD  
Keller ISD

Crowley ISD  
Texas Educator Ethics  
Fort Worth ISD Video Portfolio  
HPISD Video Portfolio  
Houston ISD Video Portfolio  
Keller ISD Video Portfolio

Megan Middleton  
Ana Amezcua  
Fort Worth ISD EdTV  
Highland Park ISD Communications Dept.  
Rebecca Suarez  
Communications Department

## ★ CATEGORY 47

### Photography Portfolio

#### CRYSTAL COMMENDATION AWARD

**Willis ISD**

**Willis ISD Photography Portfolio**

**Jamie Fails & Justin Wolever**

#### CRYSTAL CERTIFICATES OF MERIT

Crowley ISD  
Houston ISD  
Klein ISD  
Sherman ISD  
Wylie ISD

Crowley ISD Photography Portfolio  
Houston ISD: Photography Portfolio  
Our Promise2Purpose Journey  
Sherman ISD photography  
Wylie ISD Districtwide Photography

Jaime Handy  
Rebecca Suarez  
Justin Elbert & Chelsea Ceballos  
Emily Parks & Sean Vanderveer  
Ian Halperin & Doug Bellamy

## ★ CATEGORY 48

### Bond Election

#### CRYSTAL COMMENDATION AWARD

**Pearland ISD**

**Pearland ISD Bond: Building on a Firm Foundation**

**Communications Department**

#### CRYSTAL CERTIFICATES OF MERIT

Corpus Christi ISD  
Crandall ISD  
Mansfield ISD  
Spring ISD

Bond 2016  
2017 Crandall ISD Bond Election  
Mansfield ISD Bond 2017  
2016 Spring ISD Bond Election

Communications Department  
Erin McCann  
Communications & Marketing Department  
Office of Communications

★ **CATEGORY 49 Parent Involvement/Volunteer Program**

**CRYSTAL COMMENDATION AWARD**  
**Cypress-Fairbanks ISD**  
**VIPS Appreciation Event**  
**Community Engagement Department**

**CRYSTAL CERTIFICATE OF MERIT**

Alvin ISD & Alvin ISD  
 Education Foundation

Alvin ISD READY Program- Getting  
 Preschoolers Ready for Success

Ana Pasarella, Sheila Olson & Rachel Moore

★ **CATEGORY 50 Staff/Student Recognition**

**CRYSTAL COMMENDATION AWARD**  
**Pharr-San Juan-Alamo ISD**  
**PSJA Student Profiles**  
**PSJA Public Relations/KTRI Department**

**CRYSTAL CERTIFICATES OF MERIT**

Corsicana Ed. Foundation  
 & Corsicana ISD

2017 Staff End of Year Celebration: Happy Camper

District & Education Foundation

Crowley ISD

Heartbeat Team Award  
 Megan Middleton & Matt Hoover

Anthony Kirchner, Jaime Handy,

Pasadena ISD

Vanguard Community Service Awards

Reesha Brown, Jade Wise & Rob Smith

Terrell ISD

Terrell ISD Students of Character

Rachel Frost & Olivia Rice

★ **CATEGORY 51 School/Community Partnership**

**CRYSTAL COMMENDATION AWARD**  
**Terrell ISD**  
**Terrell ISD' Adopt a Classroom Project**  
**Rachel Frost & Olivia Rice**

**CRYSTAL CERTIFICATES OF MERIT**

Crandall ISD

Community Tailgate

Erin McCann

Cypress-Fairbanks ISD

"Bus Buddies"

Community Engagement Department

Pharr-San Juan-Alamo ISD

2017 H-E-B Community Challenge at PSJA

PSJA Public Relations/KTRI Department

Wichita Falls ISD

West Teaching Excellence Awards Banquet

Community Relations Department



★ CATEGORY 52

**District/Association  
Special Event/Celebration**

**CRYSTAL COMMENDATION AWARD  
Garland ISD**

**Homer B. Johnson Retirement  
Mida Milligan, Tiffany Veno, Caren Rodriguez, Judy Kriehn, Lisa Cox,  
Jasmine Preston, Amorae Daylett, Ali Syed,  
Delbert Richardson, Homer Clayton, Larry Grimes & Jon Cook**

**CRYSTAL CERTIFICATES OF MERIT**

Grapevine-Colleyville ISD      GCISD Soars      Kristin Snively  
La Porte ISD      La Porte ISD's Centennial Celebration      Terri Cook, Kimberly Culver & Adam Holland

★ CATEGORY 53

**Marketing**

**CRYSTAL COMMENDATION AWARD  
Klein ISD**

**Promise2Purpose  
Klein ISD Communications Team**

**CRYSTAL CERTIFICATES OF MERIT**

Pharr-San Juan-Alamo ISD      2016 PSJA Votes Campaign      PSJA Public Relations/KTRI Department  
Texas Assoc. of School Boards      TASB Legislative Advertising Campaign 2017      TASB Communications  
Weslaco ISD      Weslaco ISD The Right Choice      Carlos Robledo, Julian Olivarez, Don Ramirez,  
Darline Gracia, Mindy Munoz & Samantha Holley

★ CATEGORY 54

**Foundation/Partnership  
Special Event/Celebration**

**CRYSTAL COMMENDATION AWARD  
Humble ISD Ed. Foundation**

**On the Roof Again  
Jerri Monbaron, Christy Tarkington & Kiana Rios**

**CRYSTAL CERTIFICATES OF MERIT**

Corsicana Ed. Foundation      2016 C&B Seen Gala      Kristin Zastoupil  
Friendswood ISD Ed. Foundation      Harvey Relief Fund      Paige Ridout  
Houston ISD      Houston ISD: State of the Schools Partnership Special Event      Rebecca Suarez  
United ISD      UISD Zumba Untamed      Office of Communications

★ CATEGORY 55

**Foundation Annual Campaign**

**CRYSTAL COMMENDATION AWARD  
Humble ISD Ed. Foundation 2016-2017 Education Foundation  
Employee Campaign - The Incredible Superheroes of Humble ISD  
Christy Tarkington, Jerri Monbaron & Kiana Rios**

**CRYSTAL CERTIFICATES OF MERIT**

United ISD      United ISD Golf Tournament "Fore" Our Students      Office of Communications

# **PLATINUM AWARD ENTRIES**

## **CATEGORY 56**

**All divisions judged together  
PLATINUM AWARD**

**Klein ISD**

**Entering with a Promise: A District Transformation**

**Communications Team**

### **PLATINUM CERTIFICATES OF MERIT**

Alamo Heights ISD	Shaping the Future of Texas	Rosalinda Montero Patti & Pawlik-Perales
Fort Worth ISD	Fort Worth ISD Water Testing Program	Barbara Griffith & Clint Bond
Houston ISD	Houston ISD: Recapture and HISD	Rebecca Suarez

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and their scores and comments will be available  
on the Star Awards website where you entered.***

***A gallery of the award winners is also available.***

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