



## Texas School Public Relations Association

406 East 11<sup>th</sup> Street, Suites 101-105, Austin, Texas 78701-2617

Phone (512) 474-9107 or (800) 880-9107 • Fax (512) 477-0906 • [www.tspra.org](http://www.tspra.org)

Contact: Janet Crock  
Phone: 512-474-9107  
email: [janet@tspra.org](mailto:janet@tspra.org)

### FOR IMMEDIATE RELEASE

#### **TSPRA members honored with 2020 Star Awards**

AUSTIN, TEXAS (February 24, 2021) – Texas School Public Relations Association (TSPRA) members from across the state received honors from the association for their outstanding work in education communications earning Gold Star, Silver Star, Bronze Star, Best of Category, Certificate of Merit, Crystal Commendation and/or Platinum awards. The awards were announced at TSPRA’s annual Star Awards Celebration held February 24, 2021 at the Embassy Suites in Denton, Texas during the association’s 59th annual conference.

Intrado SchoolMessenger, a provider of communication solutions for thousands of school districts, colleges, private schools and other institutions, is the sponsor for the 2020 Platinum Star Awards.

ParentSquare, a platform for all district/school-to-home communications including classroom messaging, urgent alerts, attendance, grades, payments and more, is the sponsor for the 2020 Crystal Awards.

This year the Pasadena Independent School District won the top Platinum Award for its entry McDonald’s Texas Invitational – Media Transformation. A full list of winners is available in the Star Awards Archive on TSPRA’s website at: <https://tspra.org/awards/star-awards/833-2/>.

Each year, TSPRA recognizes communicators in school districts, education foundations, education associations and organizations for their work in print and electronic media categories. There are 51 main categories covering various media such as newsletters, programs, posters, reports, writing, image/identity packages, photography, graphics, video, electronic presentations, mobile apps, campaigns, events and web sites. Larger, more comprehensive projects and special programs are entered in one of ten Crystal Commendation categories or in the Platinum Award category. The Platinum Award honors a year-long project that exhibits the highest standards of excellence in all facets according to research, analysis, communication and evaluation.

This year, 1,406 entries were received. For the first 51 categories, the entries are divided into three divisions based on the number of students the district, foundation or organizations serves - under 10,000 students; 10,000 to 30,000 students; and over 30,000 students. Independent judges evaluate and score each entry based on its own merit. Bronze, Silver and Gold Stars are awarded based on set criteria. Finally, the judges review their highest scoring Gold Star winners and select a Best of Category for each division in each of the 51 categories.

Crystal and Platinum entries are not split into divisions and there is only one Crystal winner in each category. Judges are permitted to award Certificates of Merit to Crystal entries that deserve some recognition, although they did not receive the main award. The Crystal categories are: Video Portfolio, Photography Portfolio, Bond Elections; Parent Involvement/Volunteer Programs; Staff/Student Recognitions; School/Community Partnerships;

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District/Association Special Events/Celebrations; Marketing; Foundation Special Events/Celebrations; and Foundation Annual Campaigns. No Bronze, Silver or Gold Stars are awarded in the Crystal categories.

Of the 1,406 entries this year, the judges awarded one Platinum Award, four Platinum Certificates of Merit, eight Crystal Commendations, 32 Crystal Certificates of Merit, 125 Best of Categories, 823 Gold Stars, 393 Silver Stars and 92 Bronze Stars. Since TSPRA members enter only their best work, it is not uncommon for there to be very few entries that do not earn any type of award.

The Texas School Public Relations Association (TSPRA) is a nonprofit, professional organization dedicated to promoting public schools through effective communications. TSPRA, an award-winning chapter of the National School Public Relations Association (NSPRA), was chartered in 1962 and incorporated in 1977. With more than 900 members, TSPRA is comprised primarily of public information and communications professionals who serve the public school districts and education organizations of Texas. The membership also includes superintendents, administrators, principals, web/technology/ electronic media and graphic professionals, education foundation executive directors and their boards, association executive directors, school consultants, vendors and others who support public education in the state. TSPRA provides professional development, resources and networking opportunities for members and others in the education community.

For additional information contact the TSPRA state office at 512-474-9107; [info@tspra.org](mailto:info@tspra.org)

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