



Texas School Public Relations Association

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FOR IMMEDIATE RELEASE

TSPRA members honored with 2021 Star Awards

AUSTIN, TEXAS (February 23, 2022) – 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 23, 2022 at the Kalahari Resort and Conference Center in Round Rock, Texas during the association’s 60th 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 2021 Crystal and Platinum Star Awards.

This year the Socorro Independent School District won the top Platinum Award for its entry Socorro ISD COVID-19 Communication Campaign. A full list of winners is available in the Star Awards section of TSPRA’s website www.tspra.org.

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 47 main categories covering various media such as newsletters, programs, posters, reports, writing, image/identity packages, photography, graphics, video, electronic presentations, 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, a record setting 1,662 entries were received. For the first 47 categories, the entries are divided into three divisions based on the number of students the district, foundation or organizations serves - under 15,000 students; 15,000 to 40,000 students; and over 40,000 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 47 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 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 1,662 entries this year, the judges awarded one Platinum Award, five Platinum Certificates of Merit, nine Crystal Commendations, 50 Crystal Certificates of Merit, 126 Best of Categories, 993 Gold Stars, 449 Silver Stars and 102 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 1,000 members, TSPRA is comprised primarily of public information and communications professionals who serve the public school districts and education organizations of Texas. The membership also includes superintendents, administrators, principals, web/technology/ electronic media and graphic professionals, education foundation executive directors and their boards, association executive directors, school consultants, vendors and others who support public education in the state. TSPRA provides professional development, resources and networking opportunities for members and others in the education community.

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

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