

# SURF'S UP

TSPRA STAR  
awards  
banquet  
2013





# PRINT CATEGORIES



## BEST OF CATEGORY

### Lamar CISD

#### GOLD

Humble ISD  
Lamar CISD

#### SILVER

Midland ISD  
Region 16 ESC  
Tomball ISD

## CATEGORY 1 Internal Newsletter All Divisions



### LAMAR VIEW

The Foundation: Inspiring Minds beyond the books  
LAMAR VIEW

October 2011 MISD Employee Newsletter  
Heads Up  
InTouch

### Phillip Sulak & Mike Rockwood

Jamie Mount & Robin McAdams  
Phillip Sulak & Mike Rockwood

Elizabeth York  
Lynda Queen  
Staci Stanfield



## BEST OF CATEGORY

### Sheldon ISD

#### GOLD

Hillsboro ISD  
La Porte ISD  
Sheldon ISD

#### SILVER

Barbers Hill ISD  
Bay City ISD  
Channelview ISD  
Sharyland ISD  
Sharyland ISD  
Weatherford ISD

#### BRONZE

Huntsville ISD

## CATEGORY 2 External Newsletter Less than 10,000 students



### The Lifelong Learner

Connections  
The Leader  
The Lifelong Learner

Eagle i Newsletter  
Paw Prints, March 2012  
ChannelViews  
The Rattler Review  
The Rattler Review-Back to School  
The Communicator - Summer 2011

Huntsville ISD Buzzin' Around External Newsletter

### Victor Bushfield & Mike Rockwood

Katharine Matthys  
Terri Cook & Kimberly Culver  
Victor Bushfield & Mike Rockwood

Carla Rabalais  
Allison Sliva  
Mark Kramer  
Rocio N. Landin  
Rocio N. Landin  
Derik Moore

Shannon Duncan

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

## BEST OF CATEGORY

### Spring ISD

#### GOLD

Mesquite ISD  
Pearland ISD  
Round Rock ISD  
Socorro ISD  
Spring ISD

#### SILVER

Coppell ISD  
Mesquite ISD  
Ysleta ISD

#### BRONZE

Arlington ISD

### Spring Times - Winter 2012

Report Card Newsletter  
"Progress" District Newsletter  
Bond Update  
@Socorro Newsletter  
Spring Times - Winter 2012

e-XPRESS mini  
College Awareness Week Newsletter  
Communicator August 2011

Arlington ISD Connection

### Regina Curry & Karen Garrison

Allison Lewallyn  
Kim Hocott  
Linda Aschenbrener & JoyLynn Occhiuzzi

Regina Curry & Karen Garrison

Tamerah Ringo  
Communications Department  
Patricia Ayala

Amy Casas, Leslie Johnston & McKenzie Stokes



# CATEGORY 3 Flyer



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

## BEST OF CATEGORY

### Laredo ISD

#### GOLD

Eagle Mountain-Saginaw ISD  
Krum ISD  
Laredo ISD  
Laredo ISD  
Mission CISD  
Mission CISD

#### SILVER

Goose Creek CISD  
Harlandale ISD  
Harlandale ISD  
Harlandale ISD

#### BRONZE

Dickinson ISD  
Harlandale ISD

### Kiwanis Club Meeting Flyer

Your Community.Your Voice.  
It's a Big World Out There  
Kiwanis Club Meeting Flyer  
Laredo ISD Budget Instruction Manual cover  
STAAR Information Flyer  
What Did Your Child Bring To School Today?

Goose Creek PROUD  
Cultural Arts Festival  
Remembering Our Heroes  
Saddle Up for a Cure

One Site - Four New Facilities  
Retiree & Employee Recognition Ceremony

### Jack Nelson

Kristin Courtney  
Chelbie Birdwell  
Jack Nelson  
Jack Nelson  
Craig Verley,Aaron Cantu & Irene Garza  
Craig Verley,Aaron Cantu & Irene Garza

Mima Trujillo  
Leslie Ann Garza  
Leslie Ann Garza & Leticia Saavedra  
Leslie Ann Garza & Leticia Saavedra

Tammy Dowdy  
Leslie Ann Garza & Leticia Saavedra

## More than 30,000 students

## BEST OF CATEGORY

### HCDE Client Development Services

#### GOLD

Fort Bend ISD  
Garland ISD

HCDE Client Development Services  
Mansfield ISD  
Mesquite ISD  
Mesquite ISD  
Pasadena ISD Education Foundation

#### SILVER

Pharr-San Juan-Alamo ISD  
Region 4 ESC  
Region 16 ESC  
United ISD

### lead4ward Flyer

Family Access  
STAAR Q&A for 8th and 9th Grade Parents

lead4ward Flyer  
By the Numbers Infographic  
Parent Connect Flyer  
Profile of a Graduate  
McDonalds Texas INvitational

PSJA ISD Points of Pride Flier  
Score Big Savings  
Art & Media Communication Workshop  
Employee Banquet Flyer

### Amy Guillory

Becky Walker  
Judy Kriehn, Chris Moore  
& Jasmine Preston  
Amy Guillory  
Richie Escovedo  
Communications Department  
Communications Department  
Bruce Stone & Cindy Parmer

Santiago Zavala III & Arianna Vazquez-Herandez  
Barbara Hannah & Charlotte Cikatello  
Niki Brown  
Paola Arcos



## BEST OF CATEGORY

## Flour Bluff ISD

**GOLD**

Flour Bluff ISD  
La Porte ISD

## Foundation Innovation

## SILVER

Ennis ISD

Foundation Innovation  
Highland Park ISD  
Pine Tree ISD  
Sharyland ISD  
Sheldon ISD

## BRONZE

La Porte Education Foundation  
Sharyland ISD

## CATEGORY 4

## Brochure

### Less than 10,000 students



## URL Pocket Guides

URL Pocket Guides	Lynn Kaylor
25th Anniversary Celebration La Porte HS	Kathy Booth
State Basketball Championship	
Shallowater Education Foundation Brochure	Milli Christner, PhD & Laurie Cromwell

## Ennis ISD: Inspiring Our Children to Succeed for a Lifetime

Henry Martinez

Canton Educational Foundation Brochure	Milli Christner, PhD & Laurie Cromwell
Learner for the Future	Cristy Angulo, Helen Williams & David Hicks
ExCEL Campus Brochure	Vickie Echols
2010-2011 AEIS Summary Report	Rocio N. Landin
Sheldon Early College High School Brochure	Victor Bushfield & Mike Rockwood

2012-2013 Annual Partner Program  
Sharyland High School Pathway to Engineering

Terri Cook & Kathy Booth  
Rocio N. Landin

## 10,000 to 30,000 students

## BEST OF CATEGORY

## Pearland ISD

**GOLD**

Lubbock ISD  
New Caney ISD  
New Caney ISD  
Pearland ISD

## SILVER

Harlandale ISD

Lubbock ISD  
Tyler ISD

## BRONZE

Eagle Mountain-Saginaw ISD  
Ector County ISD  
Goose Creek CISD

## Northern Brazoria County Education Alliance

**Kim Hocott**

Lubbock ISD Foundation for Excellence Golf Tournament  
School Bond 2012  
School Bond 2012 Voter Information Guide  
Northern Brazoria County Education Alliance brochure

Linsey McCutchin  
Kelley Mattlage  
Kelley Mattlage  
Kim Hocott

## Celebrate Texas Public Schools

Leslie Ann Garza, Leticia Saavedra  
& Daniel Segura

## What will the STAAR Test mean to Me?

### 2020 Vision: Long Range Plan

Nancy Sharp & Brian Morris  
Sandra Stanley

## EM-S ISD Recuritment Brochure Students First

# A Guide to the High School Testing Program STAAR

Tammy Castleberry  
ECISD Communications Dept.  
Mima Trujillo



## Category 4 - Brochure cont.

More than 30,000 students

### BEST OF CATEGORY

#### Humble ISD

#### GOLD

HCDE Client Development Services  
Humble ISD  
Katy ISD  
Lewisville ISD  
Mesquite ISD  
Texas Education Agency  
Texas Education Agency

#### Extreme Makeover-Playground Edition

HCDE Double-Front Brochure  
Safe Secure Schools brochure  
Extreme Makeover-Playground Edition  
Partners in Education Marketing Brochure: A World of Difference  
LISD Life  
Dressing the Part  
Fill it up  
Texas Permanent School Fund

#### Robin McAdams

Amy Guillory, Louise Henry, APR  
& Noemi Lopez  
Amy Guillory & Louise Henry, APR  
Robin McAdams  
Janet Theis  
Tristen Wilson & Lee Ann Bandy  
MISD Communications Dept.  
Debbie Ratcliffe & TEA staff  
TEA staff & Debbie Ratcliffe

### Category 4 Brochure More than 30,000 students cont.

#### SILVER

Aldine ISD  
Harris Co. Dept. of Education  
Mesquite ISD  
Plano ISD

Aldine ISD Athletic Complex Brochure  
26th Annual Early Childhood Winter Conference  
MISD Education Foundation Invest in the Quest  
2011-12 Attendance Boundary Map

Chris Labod  
Carol Vaughn  
Communications Department  
Karla Oliver, Lesley Range-Stanton,  
Mary Gorden & Bill Gilkison  
Communication and Production  
Chris Krebs  
Chris Krebs  
TASB Communications

Region 13 ESC  
Region 20 ESC  
Region 20 ESC  
Texas Assoc. of School Boards

Language Leaders Program brochure  
First Time Campus Administrator Academy  
Head Start  
Executive Search Services Brochure

#### BRONZE

Aldine ISD  
Klein Education Foundation  
Foundation Innovation

Aldine ISD Athletic Department Brochure  
Klein Education Foundation Brochure  
Leander ISD Educational Excellence Foundation Brochure

Chris Labod  
Cindy Doyle  
Milli Christner, PhD &  
Laurie Cromwell  
Alma C. Godoy

Region 20 ESC

Transformational Leaders Institute (TLI):  
Building Teacher Efficacy through Leadership Actions





## BEST OF CATEGORY

### Canutillo SD

#### GOLD

Canutillo SD  
Dickinson ISD  
La Porte ISD  
Midway ISD

#### SILVER

Bay City ISD

# CATEGORY 5

## Booklet

Less than 10,000 students



### 2012 TASA School Board Awards Nomination

### Gustavo Reveles

2012 TASA School Board Awards Nomination Gustavo Reveles & Kimberle Guzman  
Seeds of Excellence Academic Recognition Gala Tammy Dowdy & Jeannie Thielemann  
Memory Book of Li'l Abner Kathy Booth  
Midway Bond Completion Traci Marlin

Facts & Figures 2011

Allison Sliva

## 10,000 to 30,000 students

## BEST OF CATEGORY

### Coppell ISD

#### GOLD

Coppell ISD  
Northwest ISD

#### SILVER

Eagle Mountain-Saginaw ISD

### Honoring the Past by Seizing the Future

### Tamerah Ringo

Honoring the Past by Seizing the Future  
2012-2013 Adopted Budget

Tamerah Ringo  
Jerhea Nail

Realtor Marketing Folder

Tammy Castleberry & Kristin Courtney

## More than 30,000 students

## BEST OF CATEGORY

### Pasadena ISD Ed Foundation

#### GOLD

Aldine ISD

Garland ISD  
Klein ISD  
Northside ISD  
Pasadena ISD

### Shining Stars Gala

### Bruce Stone & Cindy Parmer

Aldine ISD Honor Board Nomination: The Bottom Line Ben Wilson, Mike Keeney,  
Leticia Fehling & Chris Labod  
2011 8-ring Circus of Assets! Workbook Judy Kriehn  
Team of 8 Judy Rimato  
Welcome to Northside Independent School District 2012 Leslie Rodriguez  
Passport to Pasadena ISD - Inspiring the Journey Bruce Stone, Candace Ahlfinger,  
Britta Gamino, Jessica Bennett,  
LaVonna Alexander-Carew & Al Carter  
Bruce Stone & Cindy Parmer

Pasadena ISD Education Foundation  
Region 20 ESC  
Region 20 ESC  
Region 20 ESC  
Region 20 ESC  
Region 20 ESC  
Region 20 ESC  
Region 20 ESC  
Texas Assoc. of School Boards  
Texas Classroom Teachers Assoc.  
Texas Classroom Teachers Assoc.

Shining Stars Gala  
2012 State Professional Development  
CSCOPE District Services brochure  
ELPS Academy Linguistic Instructional Alignment Guide Chris Krebs & Alma Godoy  
English Language Arts and Reading STAAR Resource Guide Gregory DuValle  
NCLB 100% Highly Qualified Alma C. Godoy  
Project Share Chris Krebs  
STAAR Item Analysis Guide Alma C. Godoy, Chris Krebs & Gregory DuValle  
TASB Catalog TASB Communications  
2011-12 TCTA Survival Guide Amy Francisco  
TCTA 2012 Texas Primary Elections Guide Amy Francisco

#### SILVER

Arlington ISD  
Corpus Christi ISD  
HCDE Client Development Services  
Region 13 ESC  
Region 16 ESC  
Socorro ISD  
Socorro ISD

Board Handbook Amy Casas, Leslie Johnston & McKenzie Stokes  
Back2School Publication Lorette Williams, Kim Sneed & Tanis Acosta  
HCDE Purchasing Cooperative School Supply Catalog Amy Guillory  
2012-2013 Region 13 Services & Product Catalog Communication and Production  
i3 Conference Program Niki Brown  
2011-12 Socorro ISD Leadership Directory Communication Dept.  
2012-13 Proposed Budget Communication Dept.

#### BRONZE

Region 13 ESC

Instructional Planning Tool

Communication and Production



## CATEGORY 6

### Calendar/Planner

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



#### BEST OF CATEGORY

##### Lamar CISD

##### GOLD

Goose Creek CISD  
Goose Creek CISD  
Huntsville ISD  
Lamar CISD

##### BRONZE

Rockwall ISD

##### Lamar CISD Classroom Calendar

2012-2013 Instructional Calendar  
2012-2013 Instructional Calendar (Spanish)  
Huntsville ISD 2011-2012 Academic Calendar  
Lamar CISD Classroom Calendar

##### Mike Rockwood & Phillip Sulak

Mima Trujillo  
Mima Trujillo  
Shannon Duncan  
Mike Rockwood & Phillip Sulak

2011-2012 District Calendar

Sheri Fowler

#### More than 30,000 students

#### BEST OF CATEGORY

##### Pasadena ISD

##### GOLD

Harris Co. Dept. of Education

Northside ISD  
Pasadena ISD  
Pharr-San Juan-Alamo ISD  
Region 4 ESC  
United ISD

##### SILVER

Region 16 ESC

##### Child Nutrition Calendar Menu

Ring the Bell! Back to School Calendar

Northside ISD 2012-2013 Elementary School Menu  
Child Nutrition Calendar Menu  
Pharr-San Juan-Alamo ISD 2011-2012 Calendar  
2011-12 Calendar Menu  
2011-2012 District Calendar

We Have an APP for That!

##### LaVonna Alexander-Carew

Tammy Lanier, Carol Vaughn  
& Amanda Arnold  
Leslie Rodriguez  
LaVonna Alexander-Carew  
Santiago Zavala III  
Barbara Hannah & Charlotte Cicatello  
Rocio G. Moore

Lynda Queen



## CATEGORY 7

### Programs

Less than 10,000 students



#### BEST OF CATEGORY

##### Corsicana ISD Ed. Foundation CEF's Menus of Giving

##### GOLD

Corsicana ISD Ed. Foundation  
La Porte ISD

CEF's Menus of Giving  
Top 100 Academic Achievers Class of 2012  
La Porte High School

##### Kristin Zastoupil

Kristin Zastoupil  
Kimberly Culver

##### SILVER

DeSoto ISD  
Flour Bluff ISD  
Friendswood ISD Ed. Foundation  
Hillsboro ISD Ed. Foundation  
La Porte ISD  
San Marcos CISD

DoSoto ISD Inaugural Hall of Honor Program  
Shine With the Stars! 2012 Employee Service Awards  
Bluebonnet Ball Program  
Eagle Legacy Awards Banquet Program  
Let's Take a Cruise! The La Porte ISD Service Awards  
Premier Foundation for a Premier Education Program

Elizabeth Trimble  
Lynn Kaylor  
Karolyn Gephart  
Katharine Matthys  
Kimberly Culver  
Iris Campbell

##### BRONZE

Galveston ISD

Teacher and Employee of the Year  
Awards Celebration Program  
High "C's" on the Bay: 2011 Convocation Program  
La Porte HS Theatre & Music Departments Present Li'l Abner  
LPISD - Creating the Future New Teacher Luncheon Program

Johnston Farrow, Caroline Raines  
& Dyann Polzin  
Kathy Booth  
Kathy Booth  
Kathy Booth

La Porte ISD  
La Porte ISD  
La Porte ISD

## Category 7 - Programs cont.

10,000 to 30,000 students

### BEST OF CATEGORY Harlandale ISD

#### GOLD

Eagle Mountain-Saginaw ISD  
Harlandale ISD  
McKinney ISD  
McKinney ISD

#### SILVER

Birdville ISD

Lamar CISD  
Waco ISD  
Wylie ISD

#### BRONZE

Harlandale ISD

Laredo ISD  
Tyler ISD

### BEST OF CATEGORY Garland ISD

#### GOLD

Corpus Christi ISD  
Garland ISD  
Lewisville ISD  
Northside ISD  
Region 20 ESC  
Texas Assoc. of School Boards

#### SILVER

Corpus Christi ISD  
Harris Co. Dept. of Education  
Mesquite ISD  
Pasadena ISD  
Plano ISD

#### BRONZE

Keller ISD  
  
Pharr-San Juan-Alamo ISD  
  
United ISD

### HEF Scholarship Gala

CTHS Dedication Ceremony Program  
HEF Scholarship Gala  
2012 Distinguished Student Award Dinner Program  
2012 Teacher of the Year Awards Banquet Program

Puttin' on the Ritz' 2012 Golden Gala  
Awards Banquet Program  
Lamar CISD Employee Banquet: Safari Adventure  
2012 H-E-B Celebrity Cook Off Program  
Galaxy Awards Banquet Program

Cultural Arts Parade and Fair

The 24th Annual J.W. Nixon High School Marching Band  
Teacher of the Year Program

### More than 30,000 students

### PTA Luncheon Program

Teacher of the Year Program  
PTA Luncheon Program  
Employee Banquet Program  
Retirement Celebration of John Folks  
TALAE Fiesta Conference Program  
2012 Risk Management Members' Conference Program

Academic Achievers Program  
Early Childhood Winter Conference Program  
Apple Corps Gala Program  
Pasadena Memorial High School Spring Concert  
2012 Teacher of the Year Gala Program

Ridgeview Elementary Dedication Program

Marcia R. Garza Elementary Dedication Program

Arndt Veteran's Arbor Day Ceremony

### HISD Communications Dept.

Tammy Castleberry & Kristin Courtney  
HISD Communications Dept.  
Shane Mauldin  
Shane Mauldin

Mark Thomas & Stephanie Whitlock

Mike Rockwood & Phillip Sulak  
Amber George  
Marcia Coker

Leslie Garza, Leticia Saavedra  
& Daniel Segura  
Jack Nelson  
Sandra Stanley

### Judy Kriehn

Lorette Williams & Tanis Acosta  
Judy Kriehn  
Lee Ann Bandy  
Leslie Rodriguez  
Chris Krebs  
Communications Dept.

Lorette Williams & Tanis Acosta  
Carol Vaughn & Amanda Arnold  
Communications Department  
LaVonna Alexander-Carew  
Karla Oliver, Lesley Range-Stanton,  
Mary Gorden & Bill Gillkison

Bryce Nieman, Shellie Johnson  
& Nicolle McCollum  
Santiago Zavala III  
& Arianna Vazquez-Hernandez  
Veronica R. Cantu-Yunes  
& Paola Arcos







**BEST OF CATEGORY**  
**Weatherford ISD**  
**Education Foundation**

**GOLD**

Dickinson ISD  
 Friendswood ISD  
 Friendswood ISD  
 Hillsboro ISD Ed. Foundation  
 La Porte ISD  
 Weatherford ISD Ed. Foundation

**SILVER**

Belton ISD  
 Belton ISD  
 Dickinson ISD  
 Dickinson ISD

**BEST OF CATEGORY**  
**Lamar CISD**

**GOLD**

Birdville ISD  
 Eagle Mountain-Saginaw ISD  
 Lamar CISD  
 Laredo ISD  
 Rockwall ISD  
 Wylie ISD

**SILVER**

Eagle Mountain-Saginaw ISD  
 Eagle Mountain-Saginaw ISD  
 Eagle Mountain-Saginaw ISD  
 Ector County ISD  
 Laredo ISD

Laredo ISD  
 Tyler ISD  
 Waco ISD  
 Waco ISD

**CATEGORY 8**  
**Invitations/Announcements**  
**Less than 10,000 students**

**Gold Star Gala Invitation**

High School Expansion Dedication Invitation  
 Bluebonnet Ball invitation  
 Retirement Invitation for Sherry Green  
 Eagle Legacy Awards Banquet Invitation  
 Farewell Dinner Nankai High School Invitation  
 Gold Star Gala Invitation

Belton ISD Bond Information Card  
 Celebrate Texas Public Schools Luncheon Invitation  
 "Fiesta" Service Awards Invitation  
 Retirement Celebration Invitation

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

**Employee Banquet: Safari Adventure****Mike Rockwood & Phillip Sulak**

Puttin' on the Ritz' 2012 Golden Gala  
 Boswell 50th Anniversary  
 Employee Banquet: Safari Adventure  
 LISD Transportation Department dedication ceremony  
 Memorial Day Ceremony Invitation  
 Galaxy Awards Invitation

Building the Future!  
 CTHS Dedication Ceremony Invitation  
 Save the Date - Realtor Lunch  
 Grant Giveaway Invitation  
 Laredo ISD Employee Awards  
 Shirley Field dedication ceremony  
 Teacher of the Year Invitation and Ticket  
 H-E-B Celebrity Cook Off Ticket  
 SURPRIZE PATROL: Racing Past A Million

**Charlotte LaGrone**

Tammy Dowdy  
 Karolyn Gephart  
 Karolyn Gephart  
 Katharine Matthys  
 Kathy Booth  
 Charlotte LaGrone

Judy Owens  
 Judy Owens  
 Tammy Dowdy  
 Tammy Dowdy

Mark Thomas & Stephanie Whitlock  
 Kristin Courtney  
 Mike Rockwood & Phillip Sulak  
 Jack Nelson  
 Sheri Fowler  
 Marcia Coker

Tammy Castleberry  
 Tammy Castleberry  
 Tammy Castleberry  
 Communications Department  
 Jack Nelson, Veronica Castillon, Claudia Rodriguez,  
 Mimi Valdez-Rodriguez & Roberto W. Trevino  
 Jack Nelson  
 Sandra Stanley  
 Amber George  
 Amber George



## Category 8 - Invitations/Announcements

### More than 30,000 students

#### **BEST OF CATEGORY** **Plano ISD**

#### **2012 Teacher of the Year Gala Invitation**

**Karla Oliver, Lesley Range-Stanton,  
Mary Gorden & Bill Gilkison**

#### **GOLD**

Fort Bend ISD  
HCDE Client Development Services  
Pharr-San Juan-Alamo ISD  
Pharr-San Juan-Alamo ISD

Lights, Camera, Action Gala  
Powerful Tools invitation  
Marcia R. Garza Elementary Dedication Invitation  
Online Student Registration Announcement

Becky Walker  
Amy Guillory  
Santiago Zavala III  
Santiago Zavala III  
& Arianna Vazquez-Hernandez  
Santiago Zavala III  
& Arianna Vazquez-Hernandez  
Karla Oliver, Lesley Range-Stanton,  
Mary Gorden & Bill Gilkison  
Gregory DuValle

Pharr-San Juan-Alamo ISD

PSJA Thomas Jefferson T-STEM Early College HS  
VIP Reception & Tour Invitation  
2012 Teacher of the Year Gala Invitation

Plano ISD

Region 20 ESC

Education Service Center, Region 20 Product Show

#### **SILVER**

Mesquite ISD  
Pharr-San Juan-Alamo ISD

Veterans Day Breakfast Invitation  
Pre-K/Kinder Orientation Invitation

Communications Department  
Santiago Zavala III  
& Arianna Vazquez-Hernandez  
Paola Arcos

United ISD

January Graduation 2012

#### **BRONZE**

Keller ISD

KISD Employee Appreciation Invitation

Bryce Nieman, Shellie Johnson  
& Nicole McCollom  
Lee Ann Bandy  
Rosie Rocha

Lewisville ISD  
United ISD

Employee Banquet Invitation  
District Athletic Pass



## CATEGORY 9

### Posters

Less than 10,000 students



#### **BEST OF CATEGORY** **Highland Park ISD**

#### **Learner for the Future**

**Cristy Angulo, Helen Williams  
& David Hicks**

#### **GOLD**

Galveston ISD Ed. Foundation

Festival of Lights Concert

Johnston Farrow, Dyann Polzin  
& Caroline Raines

Highland Park ISD

Learner for the Future

Cristy Angulo, Helen Williams  
& David Hicks

Pine Tree ISD  
Sharyland ISD  
Sharyland ISD  
Weatherford ISD Ed. Foundation

Beacon Awards Poster  
Every EOC Counts for me!  
Rattlers Choose to Care  
Community Poster

Vickie Echols  
Rocio N. Landin  
Rocio N. Landin  
Charlotte LaGrone

#### **SILVER**

DeSoto ISD  
DeSoto ISD  
Friendswood ISD Ed. Foundation  
Galveston ISD

DHS Academies Grand Opening and Ribbon Cutting  
The STAARt of Something Big  
Adopt a Grant  
College and Career Night

Elizabeth Trimble  
Elizabeth Trimble  
Karolyn Gephart  
Johnston Farrow, Toni Pearson  
& Dyann Polzin  
Johnston Farrow, Dyann Polzin  
& Caroline Raines

Galveston ISD

Galveston ISD Teacher/Employee of the Year  
Awards Ceremony

#### **BRONZE**

Friendswood ISD

Early Registration for pre-k-New to first grade  
with emphasis on kindergarten  
Crayons to Careers

Karolyn Gephart

Mount Pleasant ISD

Judith Saxton, Ph.D., APR

## Category 9 - Posters

### 10,000 to 30,000 students

#### **BEST OF CATEGORY** **Rockwall ISD**

##### **GOLD**

Eagle Mountain-Saginaw ISD  
Hurst-Euless-Bedford ISD  
Laredo ISD  
Rockwall ISD  
Waco ISD  
Waco ISD

##### **SILVER**

Eagle Mountain-Saginaw ISD  
Eagle Mountain-Saginaw ISD  
Harlandale ISD

#### **Memorial Day Ceremony**

Learning. For Life.  
Perfect Attendance  
Educating Young Minds with Science Pays off!  
Memorial Day Ceremony  
District Drive 2011: Knocking Out Budget Shortfalls  
Let's Peace it Together

#### **Sheri Fowler**

Kristin Courtney  
Carolyn Marcantel  
Jack Nelson  
Sheri Fowler  
Amber George  
Mary Senter

Building the Future!  
Come Laugh With Us!  
Got Talent?

Tammy Castleberry  
Tammy Castleberry & Kristin Courtney  
Leslie Ann Garza & Leticia Saavedra

### More than 30,000 students

#### **BEST OF CATEGORY** **Texas Education Agency**

##### **GOLD**

Corpus Christi ISD  
Region 20 ESC  
Region 20 ESC  
Fort Bend ISD  
Mesquite ISD  
Northside ISD  
Region 16 ESC  
Texas Education Agency

##### **SILVER**

Klein ISD  
Pasadena ISD  
Pharr-San Juan-Alamo ISD  
Spring Branch ISD

##### **BRONZE**

United ISD

#### **2011 Gold Seal Award Collection**

Athletic Poster  
Be Yourself  
ESC-20 Mission, Vision, Beliefs Poster  
Leading in Character  
EOC Exam Poster Series  
Spirit of Northside  
STAAR Trek Leadership Academy  
2011 Gold Seal Award Collection

#### **Debbie Ratcliffe & TEA staff**

Tanis Acosta  
Gregory DuValle  
Communications Dept  
Becky Walker  
Communications Department  
Leslie Rodriguez  
Niki Brown  
Debbie Ratcliffe & TEA staff

Paint the Community with Peace  
Vanguard  
Drink Pink!  
Be the Change

Judy Rimato  
LaVonna Alexander-Carew & Britta Gamino  
Santiago Zavala III  
Melissa Wiland

Got Attendance?

Paola Arcos





**BEST OF CATEGORY  
DeSoto ISD**

**GOLD**

DeSoto ISD  
Galveston ISD

Huntsville ISD  
La Porte ISD  
La Porte ISD

**BEST OF CATEGORY  
Lamar CISD**

**GOLD**

Lamar CISD  
Laredo ISD

**SILVER**

Ector County ISD  
Laredo ISD  
Rockwall ISD

**BEST OF CATEGORY  
Plano ISD**

**GOLD**

Lewisville ISD  
Plano ISD

**SILVER**

Pasadena ISD  
United ISD

**BRONZE**

Harris Co. Dept. of Education

# CATEGORY 10

## Holiday

**Less than 10,000 students**

**Happy Holidays from DeSoto ISD**

Happy Holidays from DeSoto ISD  
Festival of Lights Concert

Huntsville ISD Holiday Card  
District Holiday Greeting Card  
Communications Dept Holiday Greeting Card

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

**Lamar CISD Holiday Card**

Lamar CISD Holiday Card  
Invitation to Holiday Social

SLT Holiday Card  
Christmas Card  
2011 Holiday Card

**More than 30,000 students**

**2011 Holiday Greeting Card**

Veterans Day Poster and Postcard  
2011 Holiday Greeting Card

Pasadena Memorial High School Veterans Day Program  
Pink Cancer Awareness Day

Seasons Greetings from HCDE



**Elizabeth Trimble**

Elizabeth Trimble  
Johnston Farrow, Caroline Raine  
& Dyann Polzin  
Shannon Duncan  
Terri Cook & Kathy Booth  
Kathy Booth & Kimberly Culver

**Lamar CISD Community Relations**

Lamar CISD Community Relations  
Jack Nelson & Claudia Rodriguez

Communications Department  
Jack Nelson  
Sheri Fowler

**Karla Oliver, Lesley Range-Stanton,  
Mary Gorden & Bill Gilkison**

Lee Ann Bandy  
Karla Oliver, Lesley Range-Stanton,  
Mary Gorden & Bill Gilkison

LaVonna Alexander-Carew  
Paola Arcos  
& Veronica R. Cantu-Yunes

Carol Vaughn, Tammy Lanier  
& Amanda Arnold







# CATEGORY 11

## Non-English Speaking Audience

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



### BEST OF CATEGORY

#### Waco ISD

#### GOLD

Goose Creek CISD  
Lamar CISD  
Waco ISD

#### SILVER

Goose Creek CISD  
Mission CISD

Mission CISD

Sheldon ISD

#### BRONZE

Goose Creek CISD

### Calendario Escolar 2012-2013

2012-2013 Instructional Calendar  
Lamar CISD Student Handbook: Spanish Edition  
Calendario Escolar 2012-2013

2011-2012 Goose Creek CISD Annual Report  
Que llevo su nino a la escuela hoy?

STAAR Information Flyer

El Estudiante De Por Vida

A Guide to the High School Testing Program STAAR

### Mary Senter

Mima Trujillo  
Community Relations  
Mary Senter

Mima Trujillo  
Craig Verley, Aaron Cantu  
& Irene Garza

Craig Verley, Aaron Cantu  
& Irene Garza

Victor Bushfield & Mike Rockwood

Mima Trujillo

### More than 30,000 students

### BEST OF CATEGORY

#### Mesquite ISD

#### GOLD

Lewisville ISD  
Mesquite ISD  
Pharr-San Juan-Alamo ISD  
Region 12 ESC

Region 20 ESC

Spring ISD

#### SILVER

Aldine ISD

Aldine ISD

Arlington ISD

Pasadena ISD

Round Rock ISD

Socorro ISD

United ISD

#### BRONZE

Aldine ISD

Harris Co. Dept. of Education

### Elementary Menu

Pre-K Registration Poster  
Elementary Menu  
Tax Ratification Election (Spanish)  
GEAR UP College Link  
Program Brochure for Parents  
Head Start brochure  
Spring Times - Winter 2012

5 Colegios de AISD entre las mejores  
escuelas secundarias de EE UU en ranking 2012  
InsideAldine.com  
Connection Dual-Language Newsletter

Bond Newsletter  
Retirement Plan Meeting  
@Socorro Newsletter  
Matias De Llano "Builds Character" with School Play

College 'Decision Day' Celebrated at MacArthur Senior High  
Heads Up Head Start Newsletter

### Communications Department

Lee Ann Bandy  
Communications Department  
Arianna Vazquez-Hernandez & Santiago Zavala III  
Jennifer Marshall-Higgins & Rachel Lott

Chris Krebs  
Regina Curry & Karen Garrison

Leticia Fehling  
Leticia Fehling  
Amy Casas, Leslie Johnston  
& McKenzie Stokes

Bruce Stone, Britta Gamino & Candace Ahlfinger  
Linda Aschenbrener & JoyLynn Occhiuzzi

Paola Arcos

Leticia Fehling  
Carol Vaughn & Amanda Arnold





## CATEGORY 12

### Annual Report

Less than 10,000 students



**BEST OF CATEGORY**  
**Alamo Heights ISD**  
**Pawlik-Perales**

**GOLD**

Alamo Heights ISD  
Friendswood ISD Ed. Foundation  
La Porte Ed. Foundation

**SILVER**

Goose Creek CISD

**BRONZE**

Sheldon ISD

**2011 Annual Performance Report**

**Dr. Dick Smith & Patti**

2011 Annual Performance Report  
Annual Report for previous fiscal year  
2011 Annual Report

Dr. Dick Smith & Patti Pawlik-Perales  
& Karolyn Gephart  
Terri Cook, Kimberly Culver & Kathy Booth

2011-2012 Annual Report

David Bloom, Kathy Clausen & Mima Trujillo

2010-2011 Annual Report

Victor Bushfield & Mike Rockwood

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

**BEST OF CATEGORY**  
**Fort Worth ISD**

**2010-2011 Annual Report,  
Making Every Second Count.**

**Communications Department**

**GOLD**

Amarillo ISD  
Fort Worth ISD

AISD Portraits  
2010-2011 Annual Report,  
Making Every Second Count.  
2011 Annual Report

Holly Shelton, Denise Blanchard & Susan Hoyl  
Communications Department

Plano ISD

Karla Oliver, Lesley Range-Stanton,  
Mary Gorden & Bill Gilkison  
SISD Communications Depart.  
Patricia Ayala

Socorro ISD  
Ysleta ISD

2010-2011 Annual Report  
2011 Annual Report

**SILVER**

Aldine ISD

2010-2011 Annual Performance Report

Ben Wilson, Mike Keeney,  
Leticia Fehling & Chris Labod  
Carol Vaughn & Amanda Arnold  
Judy Rimato  
Lesley Weaver  
TASB Communications

Harris Co. Dept. of Education  
Klein ISD  
Northwest ISD  
Texas Assoc. of School Boards

Watching Us Grow: Head Start Annual Report  
Annual Performance Report  
Annual Report  
2011 Annual Report

**BRONZE**

Harris Co. Dept. of Education  
Pasadena ISD Education Foundation  
Waco ISD

HCDE Popular Annual Financial Report  
Education Foundation Annual Report  
2010-2011 Waco ISD Education Foundation Community Report

Tammy Lanier  
Bruce Stone & Cindy Farmer  
Amber George



## CATEGORY 13

### Communication Plan

All Divisions



**BEST OF CATEGORY**  
**Corpus Christi**  
**Education Foundation**

**CCEF Strategic Marketing**  
**(Communication) Plan**

**Crystal Matern & Lorette Williams**

**GOLD**

Corpus Christi Ed. Foundation  
Sheldon ISD

CCEF Strategic Marketing (Communication) Plan  
Sheldon ISD Strategic Plan

Crystal Matern & Lorette Williams  
Victor Bushfield & Mike Rockwood

**BRONZE**

Hillsboro ISD

Communications Study

Katharine Matthys



**BEST OF CATEGORY**  
**Amarillo ISD**  
**GOLD**

Amarillo ISD  
Texas Assoc. of School Boards  
Texas Classroom Teachers Assoc.

**SILVER**

Alvarado ISD  
Ennis ISD

**CATEGORY 14**  
**Magazine**  
**All Divisions**

**AISD Portraits**

AISD Portraits  
Texas Lone Star Magazine  
The Classroom Teacher

Indian Insider  
Inside Ennis ISD Magazine

**Holly Shelton, Denise Blanchard & Susan Hoyl**

Holly Shelton, Denise Blanchard & Susan Hoyl  
TASB Communications  
Amy Francisco

Tommy Brown  
Henry Martinez



**BEST OF CATEGORY**  
**Mission CISD**  
**GOLD**

Mission CISD  
Region 12 ESC  
Region 20 ESC

**SILVER**

Garland ISD  
Harris Co. Dept. of Education  
Lamar CISD  
Region 20 ESC

**BRONZE**

Keller ISD  
Region 4 ESC

**CATEGORY 15**  
**Handbook/Manual**  
**All Divisions**

**Career & Technical Education Registration Program**

Career & Technical Education Registration Program  
Social Media Handbook  
ELPS Academy Linguistic Instructional Alignment Guide

Respons to Intervention (Rtl) Handbook  
HCDE Employee Recognition Program  
Lamar CISD Student Handbook  
Student Response to Intervention confidential folder

KISD Student Code of Conduct  
2011-12 Project Book

**Aaron Cantu**

Aaron Cantu  
Rachel Lott  
Chris Krebs & Alma Godoy

Judy Kriehn  
Tammy Lanier  
LCISD Community Relations  
Gregory L. DuValle

Bryce Nieman  
Barbara Hannah & Charlotte Cicatello



**BEST OF CATEGORY**  
**Friendswood ISD Ed. Found.**  
**GOLD**

DeSoto ISD  
Friendswood ISD Ed. Foundation  
La Porte ISD  
Lake Travis ISD  
Sharyland ISD

**SILVER**

Texas City ISD  
Foundation for the Future

**CATEGORY 16**  
**Image/Adentity Package**  
**Less than 10,000 students**

**Identity Package Bluebonnet Ball**

The STAARt of Something Big - Identity Package  
Identity Package Bluebonnet Ball  
Let's Take a Cruise! The La Porte ISD Service Awards  
Lake Travis ISD 30th Anniversary Celebration  
Every EOC Counts for me!

Image/Identity Update

**Karolyn Gephart**

Elizabeth Trimble  
Karolyn Gephart  
Kimberly Culver  
Marco Alvarado & Michele Wu  
Rocio N. Landin



**BEST OF CATEGORY**  
**Eagle Mountain-Saginaw ISD**  
**GOLD**

Eagle Mountain-Saginaw ISD  
Eagle Mountain-Saginaw ISD  
Northwest ISD

**SILVER**

Ector County ISD

**Building the Future!**

Building the Future!  
Come Laugh With Us!  
Northwest ISD Image/Identity

Awards for Excellence

**Tammy Castleberry & Kristin Courtney**

Tammy Castleberry & Kristin Courtney  
Kristin Courtney & Tammy Castleberry  
Lesley Weaver

ECISD Communications Dept.

## Category 16- Image/Adentity Package

More than 30,000 students

### BEST OF CATEGORY Lewisville ISD

### Strategic Design Identity

**Karen Permetti, Tristen Wilson,  
Lee Ann Bandy, Greg Davis  
& Nick Rooney**

### GOLD

Arlington ISD  
Corpus Christi ISD  
Garland ISD  
HCDE Client Development Services  
Lewisville ISD

It Starts With Me! Image Package  
End Bullying...You're the App for That!  
GISD Letterhead & Business Card Package  
2011 HCDE Purchasing Cooperative Vendor Exhibit  
Strategic Design Identity

Leslie Johnston & McKenzie Stokes  
Lorette Williams & Tanis Acosta  
Judy Kriehn  
Amy Guillory  
Karen Permetti, Tristen Wilson,  
Lee Ann Bandy, Greg Davis  
& Nick Rooney  
Santiago Zavala III  
Jennifer Marshall-Higgins  
& Rachel Lott  
Alma C. Godoy  
Alma C. Godoy

Pharr-San Juan-Alamo ISD  
Region 12 ESC

PSJA College3 Logo Package  
Child Find Promotional Package

Region 20 ESC  
Region 20 ESC

STAAR Item Analysis Guides (8)  
Transformational Leaders Institute (TLI):  
Building Teacher Efficacy through Leadership Actions  
TXEIS (business and student administrative software)  
2012 Partners in Education Recognition  
2012 Teacher of the Year Gala  
Socorro ISD 50th Anniversary

Gregory DuValle  
SISD Communications Dept  
SISD Communications Dept  
SISD Communications Dept

Region 20 ESC  
Socorro ISD  
Socorro ISD  
Socorro ISD

Spring Branch ISD

Share a Smile-Identity Package

Linda Buchman, Becky Wuerth  
& Melissa Wiland  
TASB Communications  
Paola Arcos

Texas Assoc. of School Boards  
United ISD

BuyBoard Ad Campaign  
Tech Mobile

### SILVER

Harris Co. Dept. of Education

Back to School:

Tammy Lanier, Carol Vaughn  
& Amanda Arnold

Region 12 ESC

Harris County Department of Education  
Center publications (Event Catalogs,

Jennifer Marshall-Higgins  
& Rachel Lott

Region 12 ESC

Directory, Annual Performance Report & Profile)  
Summer Leadership Conference Package

Jennifer Marshall-Higgins  
& Rachel Lott  
Gregory DuValle

Region 20 ESC

Food Based Menu Pattern posters

### BRONZE

Mansfield ISD

Passport to Kindergarten

Abby Cloud & Richie Escovedo





# WRITING CATEGORIES



## BEST OF CATEGORY Ennis ISD GOLD

Alvarado ISD  
Ennis ISD  
Galveston ISD

## SILVER

Channelview ISD  
Lake Travis ISD  
Weatherford ISD

## BEST OF CATEGORY McKinney ISD GOLD

Comal ISD

Harlandale ISD  
McKinney ISD  
McKinney ISD

## SILVER

Comal ISD  
Comal ISD  
Goose Creek CISD

Goose Creek CISD  
Hurst-Euleless-Bedford ISD  
Hurst-Euleless-Bedford ISD  
Laredo ISD

McKinney ISD  
Rockwall ISD  
Tomball ISD  
Tyler ISD  
Wylie ISD  
Wylie ISD

## BRONZE

Harlandale ISD

## CATEGORY 17

### Writing

Less than 10,000 students

#### Memory of Young EISD Teacher

Summer Plans for AJH,AHS  
Memory of Young EISD Teacher Spurs Outpouring of Support  
The pressure is on with STAAR

A Teacher's Influence is Never Forgotten  
Lake Travis Lighthouse - Susan Bohn  
WISD joins coalition to declare state funding cuts 'unconstitutional'

#### Henry Martinez

Tommy Brown  
Henry Martinez  
Johnston Farrow

Mark Kramer  
Marco Alvarado  
Derik Moore

10,000 to 30,000 students

#### Lessons in Giving at Evans Middle School

Rachel's Challenge message lives on  
through Comal ISD students  
A tale of two sisters  
Lessons in Giving at Evans Middle School  
Minshaw Elementary Honored at the White House

Algebra's version of March Madness hits Comal ISD  
An incredible week of giving  
Bowie Elementary + blood cancer lessons =  
\$4,300 to find a cure  
Highlands Junior seventh-grader wins District spelling bee  
A World Class Education  
Jeff Burnett announces retirement from Board of Trustees  
Local teachers participate in National Guard  
Orient Shield 2011 training exercises  
An Interview with Karen Morman, Texas Teacher of the Year  
Convocation Keynote Address  
A New Chapter and New Traditions  
Commencement 2012 Robert E. Lee High School  
MyWyFi-Wylie ISD to Offer Instruction "In the Cloud"  
Wylie ISD-Getting Better All the Time!

Athletics motivates students in the classroom

#### Shane Mauldin

Jason Gordon

Leslie Ann Garza  
Shane Mauldin  
Shane Mauldin

Jason Gordon  
Jason Gordon  
David Bloom

David Bloom  
Judy Everett Ramos  
Judy Everett Ramos  
Roberto W. Trevino

Shane Mauldin  
Sheri Fowler  
Staci Stanfield  
Rachel Frost  
Marcia Coker  
Marcia Coker

Daniel Segura

More than 30,000 students

## BEST OF CATEGORY Texas Assoc. of School Boards Liftoff at Leon Elementary GOLD

Mesquite ISD  
Mesquite ISD

Texas Assoc. of School Boards  
Texas Assoc. of School Boards

## SILVER

Harris Co. Dept. of Education  
Klein ISD

Superintendent's Commencement Address  
Superintendent's Commencement Address  
to the Mesquite Academy  
Liftoff at Leon Elementary  
No Longer A 'Throwaway School'

Volunteer Bobbye Burke Earns National Hines Award  
Baseball is Changing Lives at Epps Island Elementary School

#### Roger White

Allison Lewallyn  
Allison Lewallyn

Roger White  
Roger White

Carol Vaughn  
Judy Rimato



**BEST OF CATEGORY**  
**Highland Park ISD**  
**GOLD**

Highland Park ISD  
 Highland Park ISD  
 Highland Park ISD

**SILVER**

Alvarado ISD  
 Alvarado ISD  
 Bay City ISD  
 Carroll ISD  
 Cleburne ISD  
 Galveston ISD

Highland Park ISD  
 Lake Travis ISD

Highland Park ISD

**BRONZE**

La Porte ISD

Weatherford ISD

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



**What is the measure of a child?**

HP grad inspires faculty at back-to-school celebration  
 HPHS students experience sobering mock car wreck  
 What is the measure of a child?

Connection Inspires Senior  
 Kids Inquiry Conference  
 Rowland named Roberts teacher of the year  
 Gilley's Race Against the  
 New Best Friend is Dancing Star  
 Schools of Choice Application Guide

Fame Arrives in the blink of a shutter  
 Serene Hills Elementary School reels  
 in Rakefish lesson  
 HPMS teachers experiment with NASA,  
 return to Earth  
 Dogs or Dads? Maybe Both

Student Sarah Pilkinton paints school spirit mural  
 for La Porte Junior High  
 Missing DynaVox unit found in  
 Weatherford High School Cafeteria

**Helen Williams**

Helen Williams  
 Helen Williams  
 Helen Williams

Tommy Brown  
 Tommy Brown  
 Allison Sliva

Lisa Magers  
 Johnston Farrow, Caroline Raines,  
 Dyann Polzin & Annette Scott  
 Helen Williams  
 Marco Alvarado

Helen Williams, David Hicks,  
 Jacki Moran & Cristy Angulo  
 Chelbie Birdwell

Terri Cook

Derik Moore

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

**BEST OF CATEGORY**  
**Pearland ISD**  
**GOLD**

Comal ISD

Comal ISD

Goose Creek CISD

McAllen ISD  
 Pearland ISD

**SILVER**

Laredo ISD

Laredo ISD

**BRONZE**

Comal ISD  
 Comal ISD

Goose Creek CISD

Goose Creek CISD

Laredo ISD  
 Tomball ISD  
 Tyler ISD

**Richards Finds Home Sweet Home behind the Wheel**

**Kim Hocott**

Searching for the next Warren Buffett  
 at Canyon High School  
 Students investing in global citizenship  
 with Kiva Project  
 Travis teachers volunteer time to work  
 with at-risk student  
 New device helps first graders master fluency skills  
 Richards Finds Home Sweet Home behind the Wheel

Local student attend Lorenzo DeZavalla  
 Youth Legislative Session  
 Nixon High School student to attend  
 INTEL Science Fair

An incredible week of giving  
 Rachel's Challenge message lives on  
 through Comal ISD students  
 Businessman donates \$300,000 to  
 San Jacinto Elementary School  
 Lee grads christen track, unveil monument  
 in honor of beloved coach  
 Cigarroa High School students garner state honors  
 Outstanding Librarian  
 The Link - Because It Makes Cents

Jason Gordon

Jason Gordon

David Bloom

Kim Hocott

Roberto W.Trevino

Roberto W.Trevino

Jason Gordon  
 Jason Gordon

David Bloom

David Bloom

Maribel Valdez  
 Staci Stanfield  
 Rachel Frost

## Category 18 Published News or Feature cont.

More than 30,000 students

### BEST OF CATEGORY

#### Pasadena ISD

#### GOLD

Lewisville ISD

Northside ISD

Pasadena ISD

#### SILVER

Harris Co. Dept. of Education

Klein ISD

Lewisville ISD

#### BRONZE

Aldine ISD

Aldine ISD

Arlington ISD

United ISD

### A Dozen Days Before Christmas

Lakeview, Griffin Collaborate on New Learning Initiative

A walk to remember: Dreams come true for Brandeis graduate

A Dozen Days Before Christmas and All Through the School...

Two Rehabbed Cars for Two Deserving Families

Klein High School Underclassmen Defy Disabilities -

Yuri Day and Oswaldo Guzman

Is the Grass Greener?

College 'Decision Day' Celebrated at MacArthur Senior High

Rayford Road Intermediate students' inspiration leads to

taking part in Holocaust project

Big Changes in the AISD Thanks to Bond Improvements

United South High School TAFE Students hold

"The Look Good...Feel Better" Day Event

### Britta Gamino

Laura Madison

Karen Adler

Britta Gamino

Carol Vaughn

Judy Rimato

Sarah Marcus

Leticia Fehling

Mike Keeney

Leslie Johnston

Paola Arcos



### BEST OF CATEGORY

#### Lake Travis ISD

#### GOLD

Highland Park ISD

Lake Travis ISD

#### SILVER

Highland Park ISD

Lake Travis ISD

Lake Travis ISD

## CATEGORY 19

### Published News Release, Edited

Less than 10,000 students



### Lake Travis Cavalier Band earns trip to state

HPISD pursues long- & short-term strategies

to tackle school finance

Lake Travis Cavalier Band earns trip to state

Spring semester brings exciting developments

District preps for 30th anniversary celebration

District underscores LT logo guidelines

### Marco Alvarado

Helen Williams

Marco Alvarado

Helen Williams

Marco Alvarado

Marco Alvarado

10,000 to 30,000 students

### BEST OF CATEGORY

#### Tyler ISD

#### GOLD

Comal ISD

Comal ISD

Tyler ISD

#### SILVER

Comal ISD

Laredo ISD

### John Tyler HS Student Selected to Speak

An incredible week of giving

Rachel's Challenge message lives on through Comal ISD students

John Tyler HS Student Selected to Speak at AVID Summer Institute

Students investing in global citizenship with Kiva Project

NHS Thespian Club to travel to Scotland

### Rachel Frost

Jason Gordon

Jason Gordon

Rachel Frost

Jason Gordon

Roberto W. Trevino

More than 30,000 students

### BEST OF CATEGORY

#### Harris Co. Dept. of Ed.

#### GOLD

Harris Co. Dept. of Education

Pasadena ISD

Pasadena ISD

#### SILVER

Arlington ISD

Spring Branch ISD

United ISD

### Pedro's Fast-Track Career

Pedro's Fast-Track Career

Arriving Freshmen Officially Launch College Program

From Behind the Scenes, Morgan Moves

to Front of Board Tenure Pack

### Carol Vaughn

Carol Vaughn

Britta Gamino

Britta Gamino

Arlington ISD selected to receive Texas Literacy Initiative grant

Westchester Academy -Blue Ribbon School

United South High School, May I help you?

Leslie Johnston

Steven Brunsman

Rocio G. Moore

# PHOTOGRAPHY CATEGORIES



## **BEST OF CATEGORY** **Weatherford ISD**

### **GOLD**

Krum ISD  
Lake Travis ISD  
Midway ISD  
Weatherford ISD

### **SILVER**

Alvarado ISD  
Alvarado ISD  
DeSoto ISD  
Krum ISD  
Midway ISD  
Weatherford ISD

## **CATEGORY 20** **Photo - Sports Subjects** **Less than 10,000 students**

### **Run for Your Life**

Leader of the Pack  
Tennis State Champs  
Heels Over Head  
Run for Your Life

Basketball Whiff  
Safe  
Touchdown Celebration  
Bobcat Fight Never Dies  
CATCH Me If You Can  
Rounding Second



### **Derik Moore**

Chelbie Birdwell  
Michele Wu  
Traci Marlin  
Derik Moore

Tommy Brown  
Tommy Brown  
Elizabeth Trimble  
Chelbie Birdwell  
Traci Marlin  
Derik Moore

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

## **BEST OF CATEGORY** **Pasadena ISD**

### **GOLD**

Harris Co Dept of Education  
Pasadena ISD  
Pasadena ISD

### **SILVER**

Mesquite ISD  
Tomball ISD  
United ISD  
Klein ISD

### **BRONZE**

United ISD

### **Game Defining Dunk**

CASE Grand Slam Tennis Jam  
Game Defining Dunk  
Right Down the Alley

Reaching  
The Breakthrough  
Fun Day  
Shape Up Schultz

Soccer Player

### **Al Carter**

Amanda Arnold  
Al Carter  
Al Carter

Wade Odom  
Staci Stanfield  
Rocio G. Moore  
Denise McLean

Rocio G. Moore







# CATEGORY 21

## Photo - Other Subjects

### Less than 10,000 students



#### BEST OF CATEGORY

##### La Porte ISD

##### GOLD

DeSoto ISD  
Highland Park ISD  
Hillsboro ISD  
La Porte ISD  
La Porte ISD  
Lake Travis ISD  
Midway ISD  
Midway ISD

##### SILVER

Alvarado ISD  
Barbers Hill ISD

Belton ISD  
Belton ISD  
Canutillo SD  
Channelview ISD  
Highland Park ISD  
Highland Park ISD  
Highland Park ISD  
Highland Park ISD  
Krum ISD  
Lake Travis ISD  
Lake Travis ISD

##### BRONZE

Alvarado ISD

#### Head Over Heels

First Day of School - Boarding the Bus  
What a great book!  
Portrait of Achievement  
Head Over Heels  
Pigtails at Play  
Lake Travis High School Artists  
The First Day of School  
The Power of One

There It IS  
Hello Summer! – Barbers Hill Primary students celebrate  
Summer and Sunflowers  
iPad Discovery  
Remembrance Day  
I Pledge....  
Graduation Day  
First Day of School with the Superintendent  
HPHS students experience sobering mock car wreck  
Students at Work  
The graduation of Isabel Chaltas  
Cirque du Bobcats  
Don't Forget the Cherry on Top  
Special Olympics Annual Award Ceremony

Salute

#### Terri Cook

Elizabeth Trimble  
Helen Williams  
Katharine Matthys  
Terri Cook  
Terri Cook  
Michele Wu  
Traci Marlin  
Traci Marlin

Tommy Brown  
Carla Rabalais

Judy Owens  
Judy Owens  
Gustavo Reveles & Kimberle Guzman  
Mark Kramer  
Helen Williams  
Helen Williams  
Helen Williams  
Cristy Angulo  
Chelbie Birdwell  
Michele Wu  
Michele Wu

Tommy Brown

### 10,000 to 30,000 students

#### BEST OF CATEGORY

##### Lubbock ISD

##### GOLD

Comal ISD  
Laredo ISD  
Laredo ISD  
Lubbock ISD  
Midland ISD  
Pearland ISD  
Pearland ISD

##### SILVER

Comal ISD  
Comal ISD  
Coppell ISD  
Ector County ISD  
McAllen ISD  
Pearland ISD  
Waco ISD

##### BRONZE

Comal ISD  
Ector County ISD

#### Historic Lubbock High School at Sunset

Teamwork: Don't get tired!  
Honoring the memory of 9-11 10th Anniversary  
Valedictorian Celebration  
Historic Lubbock High School at Sunset  
Girl Jumping Rope  
Naval JROTC Graduation Photo  
Shadycrest Elementary bubble girl photo

Healthy students, healthy community  
Pucker up: The principal and the pig  
"The Better to See You With"  
Camp SIP shark dissection  
Memorial High School pays tribute to fallen soldier  
Massey Ranch Elementary drummer photo  
Snaggletooth

Smiles and strikes  
Math and Music!

#### Brian Morris

Jason Gordon  
Roberto W. Trevino  
Roberto W. Trevino  
Brian Morris  
Elizabeth York  
Kim Hocott  
Kim Hocott

Jason Gordon  
Jason Gordon  
Tamerah Ringo  
Communications Dept.  
Communications Dept.  
Kim Hocott  
Mary Senter

Jason Gordon  
Communications Dept.

## Category 21 Photo - Other Subjects cont.

More than 30,000 students

### BEST OF CATEGORY Region 16 ESC

#### GOLD

Mesquite ISD  
Mesquite ISD  
Pasadena ISD  
Region 16 ESC

#### SILVER

Harris Co. Dept. of Education  
Harris Co. Dept. of Education  
Harris Co. Dept. of Education

Klein ISD  
Klein ISD  
Mesquite ISD  
Mesquite ISD  
Pasadena ISD  
Pasadena ISD  
Pasadena ISD  
United ISD  
United ISD  
United ISD  
Ysleta ISD

#### BRONZE

Harris Co. Dept. of Education  
Harris Co. Dept. of Education  
Mesquite ISD  
Mesquite ISD  
Pasadena ISD  
Pasadena ISD  
United ISD  
United ISD  
United ISD

### Last Splash of Summer

At Attention  
High Five  
Inspiring the Journey for Our Students  
Last Splash of Summer

All Earth EcoBot Challenge "Bot-Off"  
Exceptional Service Award  
Kids' Day at Northwestern Mutual Foundation  
World of Health  
Veterans Day 2011  
Veterans Day 2011  
It's Over!  
Real.Texas.Results  
A Christmas Homecoming  
Friday Night Sounds  
Kinder Ribbon Cutter  
"Hands On" Cadets  
The Future Cowgirl  
The Legacy of Pocahontas  
2011 Veteran's Day Photo

Head Start - Operation School Bell  
Kids' Day at Hobby Center  
Big Stage  
Real.Texas.Innovation  
Airborne Educator  
The Face of Graduation  
Brotherly Talent  
Smiling Cupcakes  
The Sprint of Joy

### Lynda Queen

Wade Odom  
Wade Odom  
Britta Gamino  
Lynda Queen

Amanda Arnold  
Amanda Arnold  
Amanda Arnold

Denise McLean  
Denise McLean  
Wade Odom  
Wade Odom  
Britta Gamino  
Britta Gamino  
Al Carter  
Alex S. Meyer  
Alex S. Meyer  
Alex S. Meyer  
Patricia Ayala

Amanda Arnold  
Amanda Arnold  
Wade Odom  
Wade Odom  
Al Carter  
Britta Gamino  
Alex S. Meyer  
Alex S. Meyer  
Alex S. Meyer



# GRAPHICS CATEGORIES



## CATEGORY 22

### Logo, Trademark, Symbol

Less than 10,000 students



#### BEST OF CATEGORY

##### Lake Travis ISD

#### GOLD

Belton ISD  
Corsicana ISD  
Lake Travis ISD  
Lake Travis ISD  
Mount Pleasant ISD  
Sharyland ISD  
Weatherford ISD

#### SILVER

Belton ISD  
Pine Tree ISD

##### Lake Travis ISD Bond

Logo - Belton New Tech High School @ Waskow  
Power of One  
Lake Travis ISD 30th Anniversary Celebration  
Lake Travis ISD Bond  
Crayons to Careers Graphic  
Every EOC Counts for me! Logo  
Weatherford ISD Logo, Trademark, Symbol

##### Marco Alvarado & Michele Wu

Judy Owens & Renee Cervantes  
Kristin Zastoupil  
Marco Alvarado & Michele Wu  
Marco Alvarado & Michele Wu  
Judith Saxton, Ph.D., APR  
Rocio N. Landin  
Charlotte LaGrone & Derik Moore

### 10,000 to 30,000 students

#### BEST OF CATEGORY

##### Eagle Mountain-Saginaw ISD

#### GOLD

Eagle Mountain-Saginaw ISD  
Eagle Mountain-Saginaw ISD  
Mission CISD

#### SILVER

Birdville ISD  
Eagle Mountain-Saginaw ISD  
Ector County ISD  
Laredo ISD  
Mission CISD

##### Aspire 2022 Logo

All for One Logo  
Aspire 2022 Logo  
New Mission CISD Logo

##### Kristin Courtney

Kristin Courtney  
Kristin Courtney  
Craig Verley & Aaron Cantu

All Roads Lead to Birdville  
Boswell 50th Anniversary Logo  
Awards for Excellence logo  
LISD Thankfully Fit  
Mission Collegiate High School Seal

Mark Thomas & Stephanie Whitlock  
Kristin Courtney  
Communications Department  
Jack Nelson  
Craig Verley & Aaron Cantu

### More than 30,000 students

#### BEST OF CATEGORY

##### Region 20 ESC

#### GOLD

Corpus Christi ISD  
Corpus Christi ISD  
Region 20 ESC  
Region 20 ESC  
Region 20 ESC

Fort Bend ISD  
Garland ISD  
Garland ISD  
HCDE Client Development Services  
Klein ISD  
Mesquite ISD  
Pharr-San Juan-Alamo ISD

#### SILVER

Pasadena ISD

##### iDRIVE ISD.net

Kolda Elementary School Logo  
Wake  
iDRIVE ISD.net  
It Only Takes A Minute  
Tech Fiesta:  
Waves of Change, Oceans of Opportunity  
TSPRA 50 Years Logo  
GISD Logo  
PEACE Conference Logo  
Choice Partners logo  
Zwink Elementary Logo  
Be Proud Texas Logo  
PSJA College3 Logo

##### Gregory DuValle

Tanis Acosta  
Lorette Williams & Tanis Acosta  
Gregory DuValle  
Gregory DuValle  
School Support Services

Becky Walker  
Judy Kriehn  
Judy Kriehn  
Amy Guillory & Louise Henry, APR  
Judy Rimato  
Communications Dept  
Santiago Zavala III

Carmen Orozco Dedication Program

LaVonna Alexander-Carew,  
Britta Gamino, Jessica Bennett,  
Bruce Stone & Al Carter

Round Rock ISD

Rodeo Roundup logo

Linda Aschenbrener & JoyLynn Occhiuzzi



**BEST OF CATEGORY  
Corsicana ISD**

**GOLD**

Corsicana ISD  
Lake Travis ISD  
Midway ISD  
Pine Tree ISD  
Sharyland ISD

Weatherford ISD

**BEST OF CATEGORY  
Wylie ISD**

**GOLD**

Ector County ISD  
Wylie ISD

**SILVER**

Laredo ISD

**BEST OF CATEGORY  
Region 20 ESC**

**GOLD**

Region 20 ESC  
Region 20 ESC  
Region 20 ESC  
Region 20 ESC

Texas Assoc. of School Boards  
United ISD  
United ISD  
United ISD



**BEST OF CATEGORY  
Sharyland ISD**

**GOLD**

Barbers Hill ISD  
Bay City ISD

Midway ISD  
Sharyland ISD  
Sharyland ISD

Sheldon ISD  
Weatherford ISD

# CATEGORY 23

## Original Art

Less than 10,000 students

**Destination Drane**

Destination Drane  
Happy Campers  
The Evolution of Track & Field  
Beacon Logo  
Sharyland Soccer 2012 Class 5 A UIL State Champions  
Newspaper AD  
Weatherford ISD Circular Collage

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

**Birmingham Scholar Medal**

Raku Art  
Birmingham Scholar Medal

Leadership Summit 2011

**More than 30,000 students**

**Education Service Center, Region 20 Product Show Gregory DuValle**

Education Service Center, Region 20 Product Show  
Research: Know it All - cover  
STAAR Item Analysis Guides  
Transformational Leaders Institute (TLI):  
Building Teacher Efficacy through Leadership Actions  
Engage Advertisement  
Berry Butterfly  
Five Petals Flower  
Graduation & Grading



**Kristin Zastoupil**

Kristin Zastoupil  
Michele Wu  
Traci Marlin  
Vickie Echols  
Rocio N. Landin

Derik Moore

**Doug Bellamy**

Communications Department  
Doug Bellamy

Jack Nelson

Gregory DuValle  
Chris Krebs  
Alma C. Godoy  
Alma C. Godoy

TASB Communications  
Paola Arcos  
Rocio G. Moore  
Rocio G. Moore

# CATEGORY 24

## Published Print Ad

Less than 10,000 students

**Sharyland Soccer 2012 Class 5 A UIL  
State Champions Newspaper AD**

Welcome to the Hill - Dockline Magazine  
Bay City ISD: Giving students a jump start on college;  
saving families money  
Experience Midway  
2012 Class 5 A UIL State Soccer Champs AD  
Sharyland Soccer 2012 Class 5 A UIL State Champions  
Newspaper AD  
Sheldon ISD Advertisement  
Weatherford High School Blue/White Game Advertisement



**Rocio N. Landin**

Carla Rabalais  
Allison Sliva

Traci Marlin  
Rocio N. Landin  
Rocio N. Landin

Victor Bushfield  
Derik Moore



## Category 24 - Published Print Ad cont.

10,000 to 30,000 students

### BEST OF CATEGORY

#### Laredo ISD

#### GOLD

Laredo ISD  
Rockwall ISD  
Waco ISD

#### Building a Brighter Future for Tomorrow's Leaders

Building a Brighter Future for Tomorrow's Leaders  
"impact the future"  
Fired Up! 2012 H-E-B Celebrity Cook Off

**Jack Nelson**

Jack Nelson  
Sheri Fowler  
Amber George

More than 30,000 students

### BEST OF CATEGORY

#### Mesquite ISD

#### GOLD

Arlington ISD  
HCDE Client Development Services  
HCDE Client Development Services  
Mesquite ISD  
Mesquite ISD

#### Be Proud Ad for Experience Mesquite Communications Department

It Starts With Well-Rounded Students  
Choice Facility Partners ad  
HCDE ad  
Be Proud Ad for Experience Mesquite  
Congratulations Graduates Ad

McKenzie Stokes  
Amy Guillory & Louise Henry, APR  
Amy Guillory & Louise Henry, APR  
Communications Department  
Communications Department



### BEST OF CATEGORY

#### Midway ISD

#### GOLD

Huntsville ISD

Midway ISD

#### SILVER

Galveston ISD

## CATEGORY 25

### Advertisement - Other

Less than 10,000 students



#### Better Watch Us

Huntsville ISD Exhibit & Promo Items for  
Chamber of Commerce Trade Expo  
Better Watch Us

**Traci Marlin**

Shannon Duncan

Traci Marlin

Galveston ISD Congratulations to Our  
Teachers & Employees of the Year

Johnston Farrow, Toni Pearson,  
& Dyann Polzin

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

### BEST OF CATEGORY

#### HCDE Client Development Services

#### GOLD

Aldine ISD  
HCDE Client Development Services  
HCDE Client Development Services  
Mesquite ISD  
Mission CISD  
Pharr-San Juan-Alamo ISD

#### Choice Partners Exhibit Banners

Aldine ISD Employment Billboard  
Choice Partners Exhibit Banners  
HCDE Exhibit Banners  
Mesquite ISD Billboard Series  
Elect Mission CISD  
Fine Arts - We Have it All Billboard

#### Amy Guillory & Louise Henry, APR

Chris Labod  
Amy Guillory & Louise Henry, APR  
Amy Guillory & Louise Henry, APR  
Communications Department  
Craig Verley  
Santiago Zavala III  
& Arianna Vazquez-Hernandez  
Santiago Zavala III

Pharr-San Juan-Alamo ISD

PSJA North High School 2012  
Top 10 Graduation Billboard  
PSJA Southwest Early College High School -  
College Starts Here Billboard

Santiago Zavala III

Region 20 ESC

Exploring 21st Century Career Day:  
Your Path to...Success

Alma C. Godoy

Region 20 ESC

Tech Fiesta:  
Waves of Change, Oceans of Opportunity  
TCTA Teach, Learn, Succeed PSA Billboards

School Support Services

Texas Classroom Teachers Assoc.

Amy Francisco

# VIDEO/CABLE TV CATEGORIES



## BEST OF CATEGORY Weslaco ISD

### GOLD

TISD-TV, Tyler ISD  
Weslaco ISD  
Weslaco ISD

### SILVER

Laredo ISD- ITV

Laredo ISD- ITV

Lubbock ISD

## BEST OF CATEGORY Arlington ISD

### GOLD

Arlington ISD  
Fort Worth ISD  
Mesquite ISD

### SILVER

Arlington ISD  
Lewisville ISD  
Mesquite ISD  
Mesquite ISD  
Pharr-San Juan-Alamo ISD  
United ISD ITV Department  
United ISD ITV Department  
United ISD ITV Department  
United ISD ITV Department  
United ISD ITV Department

## CATEGORY 26

### Video - News/Information

10,000 to 30,000 students



## WHS Honors Sgt Rudy Rodriguez

TISD News Briefs October, 2011  
Pay it 4ward at Gonzalez  
WHS Honors Sgt Rudy Rodriguez

Campus News

Classroom and Beyond

LISD in Action

More than 30,000 students

## AISD-TV News Special Report - STAAR

AISD-TV News Special Report - STAAR  
AMP Café - Economy  
Stories Not to Be Missed Spring 2012

Conversations #199  
Insights  
Stories Not To Be Missed January 2012  
Stories Not to Be Missed Squared  
Tax Ratification Election Video  
United ISD Student Newscast #1  
United ISD Student Newscast #2  
United ISD Student Newscast #6  
United ISD Student Newscast #7  
United ISD Student Newscast #19

Angela Jenkins, Greg McRae & Jacob Walker  
Julian Olivarez  
Julian Olivarez

Julio Ovando, Robert Alba, Esteban Borjas Jr.,  
David Flores, Jose Mendiola,  
Ruben Vela & Jeannette G. Martinez  
Julio Ovando, Robert Alba, Esteban Borjas Jr.,  
David Flores, Jose Mendiola,  
Ruben Vela & Jeannette G. Martinez  
Kenneth Dixon

## Robert Spence & McKenzie Stokes

Robert Spence & McKenzie Stokes  
AMP / EdTV  
Clifton Cotton

Robert Spence & McKenzie Stokes  
Greg Davis  
Clifton Cotton  
Clifton Cotton  
David Bourbois  
ITV Department  
ITV Department  
ITV Department  
ITV Department  
ITV Department





## CATEGORY 27

### Video - News Release/News Package

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



#### **BEST OF CATEGORY** **McAllen ISD**

##### **GOLD**

McAllen ISD

##### **SILVER**

Carroll ISD

##### **BRONZE**

Highland Park ISD

#### **Jackson Elementary Fluency Lesson**

Jackson Elementary Fluency Lesson

Wild About Learning

My Tec News Package

#### **Communications Dept**

Communications Dept

Jayne Rodriguez

Kelly Snowden

#### **More than 30,000 students**

#### **BEST OF CATEGORY** **Northside ISD**

##### **GOLD**

Fort Worth ISD

Garland ISD

Northside ISD

##### **SILVER**

Fort Worth ISD

#### **High School Bowling 2012 Julie Ann Matonis & Keith Van Prooyen**

South Hi Mount Chopper Visit -

Scott JuVette

The Waiting is the Hardest Part

North Garland Students attend the YALSA Conference

Delbert Richardson

High School Bowling 2012

Julie Ann Matonis & Keith Van Prooyen

Softball Challenge: Close Play at the Plate

Scott JuVette



## CATEGORY 28

### Video - Documentary

Less than 10,000 students



#### **BEST OF CATEGORY** **Sharyland ISD**

##### **GOLD**

Galveston ISD

Sharyland ISD

Sharyland ISD

##### **SILVER**

Carroll ISD

Highland Park ISD

#### **State Of Mind**

Ike: A Documentary - The Story of a Torn City

Rebuilt By Everyday Heroes

Soccer: A Love Story

State Of Mind

Dragons Fighting Cancer

Senioritis Documentary

#### **Manuel Rodriguez**

Communications Dept. &

Educational Foundation

Manuel Rodriguez

Manuel Rodriguez

Jayne Rodriguez

Kelly Snowden

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

#### **BEST OF CATEGORY** **TISD-TV, Tyler ISD**

##### **GOLD**

TISD-TV, Tyler ISD

Weslaco ISD

##### **SILVER**

Hurst-Euless-Bedford ISD

Laredo ISD- ITV

#### **TISD-TV Profile**

#### **Angela Jenkins, Greg McRae & Jacob Walker**

TISD-TV Profile

Angela Jenkins, Greg McRae & Jacob Walker

Soccer In the Rio Grande Valley

Julian Olivarez

Yichang takes on Cow Town

Judge Diana Saldana: Living The American Dream

Carolyn Marcantel

Jeannette G. Martinez

& Ruben Vela

Shirley Field: Then and Now

Karen Hartford's Teacher of the Year Vignette

The Battle for Weslaco WHS vs. WEHS

Ruben Vela & Jeannette G. Martinez

Karla Schumacher

Don Ramirez

Laredo ISD- ITV

McKinney ISD

Weslaco ISD

## Category 28 - Video - Documentary cont.

### More than 30,000 students

#### **BEST OF CATEGORY** **Region 20 ESC** **GOLD**

Fort Worth ISD

Northside ISD  
Region 20 ESC

#### **SILVER**

Harris Co. Dept. of Education  
Pasadena ISD  
Spring ISD

United ISD ITV Department  
United ISD ITV Department

#### **BRONZE**

Aldine ISD  
Klein ISD  
United ISD ITV Department

#### **The Zedler Mill**

CIP - Straight to the Classroom:  
A Promised Delivered  
Dr. John Folks Retirement Tribute  
The Zedler Mill

Helping out with a hand up  
San Jacinto Intermediate Netbooks Program  
Middle and High School Students Compete and Learn  
at the Spring ISD Science Olympiad  
Externship Video  
Special Olympics Video

Aldine ISD Tuskegee Airmen Visit  
Digital Learning Day  
Toy Drive Video

#### **School Support Services**

Communications Department / Ed TV

Julie Ann Matonis & Tim Irvin  
School Support Services

Joe Perez & Jaime Salinas  
Jessica Bennett & Britta Gamino  
Jim Wineman

ITV Department  
ITV Department

Chris Labod  
Denise McLean  
ITV Department



#### **BEST OF CATEGORY** **Highland Park ISD**

#### **GOLD**

Belton ISD  
Belton ISD

Cleburne ISD  
Highland Park ISD

Highland Park ISD  
Highland Park ISD

#### **SILVER**

Highland Park ISD  
Highland Park ISD

Highland Park ISD  
Highland Park ISD  
Sheldon ISD

## CATEGORY 29

### Video - Special Interest/Feature Series

### Less than 10,000 students



#### **Betsy Bogdovitz: Armstrong Elementary's** **2012-13 Teacher of the Year**

Digital Learning at South Belton Middle School  
Health Science Students Partner with  
Scott & White Health Care  
School Board Recognition  
Betsy Bogdovitz: Armstrong Elementary's  
2012-13 Teacher of the Year  
Centennial Celebration Trailer  
Students blast into the future with rocket program

Armstrong students reflect on leadership program  
Bradfield students cherish reading & writing  
with the Bronco Express  
Jay Harris: HPHS 2012-13 Teacher of the Year  
Speed of Life  
Sheldon ISD Convocation 2011

#### **Helen Williams**

Renee Cervantes  
Renee Cervantes

Lisa Magers  
Helen Williams

Helen Williams  
Cristy Angulo

Cristy Angulo  
Cristy Angulo

Helen Williams  
Kelly Snowden  
Mike Rockwood



## Category 29 - Video - Special Interest/Feature Series cont.

10,000 to 30,000 students

### BEST OF CATEGORY

#### Waco ISD

#### GOLD

Lubbock ISD  
McAllen ISD

McKinney ISD  
Northwest ISD  
Rockwall ISD  
TISD-TV, Tyler ISD  
TISD-TV, Tyler ISD  
TISD-TV, Tyler ISD

Waco ISD  
Weslaco ISD

#### SILVER

Hurst-Euless-Bedford ISD  
Laredo ISD- ITV  
Laredo ISD- ITV

Laredo ISD- ITV

Laredo ISD- ITV

McKinney ISD  
McKinney ISD  
McKinney ISD  
Pearland ISD  
Rockwall ISD  
TISD-TV, Tyler ISD  
TISD-TV, Tyler ISD

#### BRONZE

TISD-TV, Tyler ISD

### iCivics-The Baylor Model Jesse Botello, Dale Caffey & Mary Senter

Out & About: Teacher Dancing for Make-A-Wish  
Transforming Learning in the Classroom,  
Campus & Community

Ray Rush & Nancy Sharp  
Communications Dept.

Balloons with Origami Haikus  
In the Spotlight

Karla Schumacher  
Emily Conklin  
Sheri Fowler

A Collage of Cultures

Jack Elementary: The Leader in Me  
Moore Magnet School: Mosaic Mustangs

Angela Jenkins, Greg McRae & Jacob Walker  
Jacob Walker

Tyler ISD's Galaxy of Stars:  
Our Teachers Light the Way

Angela Jenkins, Greg McRae & Jacob Walker

iCivics-The Baylor Model

Jesse Botello, Dale Caffey & Mary Senter

WISD 21st Century Learners

Julian Olivarez, Don Ramirez,  
Darline Gracia & Steve Valdez

Trinity High School GAP Club  
George Hill and Avery Johnson Skills Camp  
Grab and Go Breakfast

Carolyn Marcantel  
Ruben Vela & Jeannette G. Martinez  
David Flores, Ruben Vela  
& Jeannette G. Martinez

Organized Team Activity

Robert Alba, Esteban Borjas Jr.,  
David Flores, Jose Mendiola,

Rachel's Challenge at LISD

Ruben Vela & Jeannette G. Martinez  
Julio Ovando, Robert Alba, Esteban Borjas Jr.,  
David Flores, Jose Mendiola,  
Ruben Vela & Jeannette G. Martinez

Jared Critchfield's American Idol  
Kids Say the Funniest Things  
Zombies Attack  
Youth Art Month Art Walk Video  
Writers for Fighters  
Head Start  
John Tyler: Campus Profile

Karla Schumacher  
Karla Schumacher  
Karla Schumacher  
Kim Hocott  
Sheri Fowler  
Greg McRae  
Greg McRae

Healthy Lifestyles: Eating Right

Angela Jenkins & Jacob Walker





## Category 29 Video - Special Interest/Feature Series cont.

More than 30,000 students

### BEST OF CATEGORY

#### Fort Worth ISD

#### GOLD

Corpus Christi ISD  
Fort Worth ISD  
Fort Worth ISD  
Klein ISD Ed Foundation  
Lewisville ISD  
Mesquite ISD  
Mesquite ISD  
Mesquite ISD  
Mesquite ISD  
Northside ISD  
Northside ISD  
Pasadena ISD  
Pharr-San Juan-Alamo ISD  
Plano ISD

Plano ISD

Spring ISD

United ISD ITV Department  
United ISD ITV Department  
United ISD ITV Department  
United ISD ITV Department

#### SILVER

Harris Co. Dept. of Education

North East ISD

North East ISD

United ISD ITV Department

### Campus Teacher of the Year vignettes Scott JuVette & Charles Ellis

Teacher of the Year Video-Timothy Gloria  
Campus Teacher of the Year vignettes  
TABS - Gold Seal POC  
Klein Education Foundation Celebration Express  
Veterans Day Package  
Alyssa The Author  
Austin the Preacher  
Life Skills Derby  
Terrell Brown's Love for Mesquite ISD  
Brandeis Ballet Company  
Jim Cain  
Van Gogh with the Flow  
Library Media Services Video  
Gardening at Plano ISD

JROTC Units Earn Gold Star

Spring ISD Students Train for Emergencies  
at the Harris County Fire Academy  
Let's Move Video  
The Genie and the Seven Wishes  
United Rockers Pass the STAAR Exam  
United Stronger Video

Lorette Williams & Lyndall Gathright  
Scott JuVette & Charles Ellis  
Scott JuVette  
Denise McLean  
Greg Davis  
Clifton Cotton  
Clifton Cotton  
Clifton Cotton  
Clifton Cotton  
Julie Ann Matonis & Keith Van Prooyen  
Julie Ann Matonis & Tim Irvin  
Jessica Bennett  
Mark Vasquez & David Bourbois  
Karla Oliver, Lesley Range-Stanton,  
Mary Gorden & Bill Gilkison  
Karla Oliver, Lesley Range-Stanton,  
Mary Gorden & Bill Gilkison  
Jim Wineman

ITV Department  
ITV Department  
ITV Department  
ITV Department

Joe Perez, Daniel Villarreal  
& Jaime Salinas

Victor J. Garcia, Jimmy O'Halligan  
& Carlos Elizando

Victor J. Garcia, Jimmy O'Halligan  
& Carlos Elizando  
ITV Department



### BEST OF CATEGORY

#### Highland Park ISD

#### GOLD

Garland ISD

Highland Park ISD  
Pine Tree ISD  
Pine Tree ISD  
Sheldon ISD

#### SILVER

Weatherford ISD

## CATEGORY 30 Video - Promotional/Marketing

Less than 10,000 students

### Pay it Forward PSA

Bus Princess - Shoes

Pay it Forward PSA  
Junior High campus Promotion Video  
Primary Campus Promotion Video  
Sheldon ISD Early Learning Center

Weatherford ISD Cinema Advertisement



### Kelly Snowden

Larry Grimes, Homer Clayton  
& Delbert Richardson  
Kelly Snowden  
Vickie Echols  
Vickie Echols  
Mike Rockwood

Charlotte LaGrone & Derik Moore

## Category 30 Video - Promotional/Marketing cont.

10,000 to 30,000 students

### BEST OF CATEGORY

**Eagle Mountain-Saginaw ISD**

**Because of You!**

**Jerome Butler & Kristin Courtney**

### GOLD

College Station ISD Ed. Foundation

College Station ISD Education Foundation -  
Linking Community, Educators & Students

Teresa Benden

Eagle Mountain-Saginaw ISD

Because of You!

Jerome Butler & Kristin Courtney

Laredo ISD- ITV

Kindness: Pass It On

Julio Ovando, Esteban Borjas Jr.

& Jeannette G. Martinez

Laredo ISD- ITV

The Flu Ends With You

Julio Ovando, Robert Alba,

Esteban Borjas Jr., David Flores,

Jose Mendiola, Ruben Vela

& Jeannette G. Martinez

Laredo ISD- ITV

Water Safety

Julio Ovando, Robert Alba,

Jose Mendiola & Jeannette G. Martinez

Ray Rush

Lubbock ISD

College and Career Readiness PSA

Communications Dept.

McAllen ISD

Imagine

Communications Dept.

McAllen ISD

McAllen ISD Getting Ready

Communications Dept.

McAllen ISD

Teacher of the Year

Communications Dept.

Northwest ISD

Ready for College

Emily Conklin

Pearland ISD

Northern Brazoria County Education Alliance

Kim Hocott

TISD-TV, Tyler ISD

Board Appreciation Month

Jacob Walker & Angela Jenkins

TISD-TV, Tyler ISD

Dia de la Educacion

Greg McRae

TISD-TV, Tyler ISD

First Day of School

Jacob Walker

TISD-TV, Tyler ISD

Foundation Grants

Greg McRae

TISD-TV, Tyler ISD

Gil Hitt PSA

Greg McRae

TISD-TV, Tyler ISD

Pencils of Promise

Greg McRae

TISD-TV, Tyler ISD

Red Ribbon Week

Angela Jenkins, Greg McRae

& Jacob Walker

TISD-TV, Tyler ISD

Welcome!

Angela Jenkins, Greg McRae

& Jacob Walker

Waco ISD

Drop Back In To School PSA

Jesse Botello, Amber George

& Dale Caffey

Waco ISD

H-E-B Celebrity Cookoff 2012 PSA

Amber George, Jesse Botello

& Dale Caffey

Weslaco ISD

Friday Night Heroes, The WISD Sponsors

Don Ramirez & Steve Valdez

Weslaco ISD

TAKS to STARR Transition

Julian Olivarez, Don Ramirez,

Steve Valdez & Darline Gracia

Weslaco ISD

Weslaco High Football

Julian Olivarez & Don Ramirez

Weslaco ISD

Weslaco HS Vs. Weslaco East HS PSA

Don Ramirez & Steve Valdez



## Category 30 Video - Promotional/Marketing cont.

More than 30,000 students

### BEST OF CATEGORY Fort Worth ISD

### Students Say Thank You

### Rebecca Slack, Scott JuVette & Charles Ellis

#### GOLD

Fort Worth ISD	FWISD Print Shop: Hours Not Days	Charles Ellis & Scott JuVette
Fort Worth ISD	It's Not Okay PSA	Communications Department
Fort Worth ISD	Students Say Thank You	Rebecca Slack, Scott JuVette & Charles Ellis
Fort Worth ISD	Words for Wheels	Charles Ellis, Scott JuVette & Rebecca Slack
Garland ISD	Camp GISD Promo	Homer Clayton & Larry Grimes
Harris Co. Dept. of Education	Raise a Champion	Joe Perez & Daniel Villarreal
Lewisville ISD	Bring Your Own Technology	Greg Davis
Mesquite ISD	60 Seconds of Beauty	Clifton Cotton
Mesquite ISD	Click With Mesquite ISD	Wade Odom
Mesquite ISD	Destination Imagination	Wade Odom
Mesquite ISD	For Kids For Tomorrow	Wei Tung Chou
Mesquite ISD	Kindness - Pass It On	Wade Odom
Mesquite ISD	Kindness Begins With Us	Wade Odom
Mesquite ISD	My Future - Be Prepared	Wade Odom
Northside ISD	Business Careers High School Recruiting Video	Julie Ann Matonis & Tim Irvin
Pasadena ISD	Inspiring the Journey Through Child Nutrition	Jessica Bennett, LaVonna Alexander-Carew & Britta Gamino
Pharr-San Juan-Alamo ISD	Dual Language Enrichment Program	Mark Vasquez & Arianna Vazquez-Hernandez
Pharr-San Juan-Alamo ISD	Standardized Dress Code Video	Mark Vasquez & Arianna Vazquez-Hernandez
Region 13 ESC	BCLI Migrant Program - Experience in Democracy	Communication & Production
Region 16 ESC	Connect	Matt Koumalats
Socorro ISD	Make It Count Video	
Spring ISD	Spring ISD's Gifted and Talented Expo	Jim Wineman
	Brings a Big Community Turnout	
United ISD ITV Department	Annual Region 14 UIL Marching Band Competition	ITV Department
United ISD ITV Department	Cherish Center Video	ITV Department
United ISD ITV Department	College Night PSA	ITV Department
United ISD ITV Department	Crime Stoppers PSA	ITV Department
United ISD ITV Department	Energy PSA	ITV Department
United ISD ITV Department	GEAR UP Student PSA	ITV Department
United ISD ITV Department	GEAR UP with Congressman Cuellar PSA	ITV Department
United ISD ITV Department	Never Be Absent PSA	ITV Department
United ISD ITV Department	Partners for Scholars 5K Run PSA	ITV Department
United ISD ITV Department	Reading PSA with Pat Campos	ITV Department
United ISD ITV Department	School Safety with Rodriguez & Garner PSA	ITV Department
United ISD ITV Department	School Uniform Drive with Pat Campos PSA	ITV Department
United ISD ITV Department	Summer Feeding Program PSA	ITV Department
United ISD ITV Department	United Pride	ITV Department
United ISD ITV Department	USSBA Marching Band Competition PSA	ITV Department
Ysleta ISD	2011 Convocation Opening Video	Patricia Ayala





# CATEGORY 31

## Video Training/Instructional

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



### BEST OF CATEGORY TISD-TV, Tyler ISD

#### GOLD

Hurst-Euless-Bedford ISD  
TISD-TV, Tyler ISD

#### SILVER

Laredo ISD- ITV

Laredo ISD- ITV

McAllen ISD

#### BRONZE

Laredo ISD- ITV

Laredo ISD- ITV

Midlothian ISD Ed. Foundation  
TISD-TV, Tyler ISD

### College Application Process Made Clear

Seven Rules of the Salad Bar Carolyn Marcantel  
College Application Process Made Clear Angela Jenkins, Greg McRae & Jacob Walker

Inventory Control Training

Super 8

App Showcase

Spin A Fact

Spin A Fact Jr.

Grant Writing Workshop  
School Fusion

### Angela Jenkins, Greg McRae & Jacob Walker

Julio Ovando, Jose Mendiola,  
& Jeannette G. Martinez

Julio Ovando, Robert Alba, Esteban Borjas Jr., David Flores,  
Jose Mendiola, Ruben Vela & Jeannette G. Martinez  
Communications Dept.

Julio Ovando, Robert Alba, Esteban Borjas Jr., David Flores,  
Jose Mendiola, Ruben Vela & Jeannette G. Martinez  
Jeannette G. Martinez, Julio Ovando, Esteban Borjas Jr.,  
Robert Alba, David Flores, Jose Mendiola & Ruben Vela

Kristin Zastoupil  
Jacob Walker

### More than 30,000 students

### BEST OF CATEGORY Garland ISD

#### GOLD

Arlington ISD  
Fort Worth ISD

Garland ISD  
Garland ISD  
Garland ISD  
Region 20 ESC

#### SILVER

Garland ISD  
Garland ISD

Harris Co. Dept. of Education  
Lewisville ISD  
Mesquite ISD  
Plano ISD

United ISD ITV Department  
Ysleta ISD

#### BRONZE

Mesquite ISD  
Mesquite ISD  
Mesquite ISD  
United ISD ITV Department  
United ISD ITV Department  
United ISD ITV Department  
United ISD ITV Department  
United ISD ITV Department  
United ISD ITV Department  
United ISD ITV Department

### GISD STAAR Video Larry Grimes, Chris Moore & Amarae Daylett

The Amazing Art Show #74 Robert Spence & McKenzie Stokes  
Fort Worth ISD Parents Invited to Join  
the Parent Portal Communications Department / EdTV

21st Century Scholar Amorae Daylett  
Electronic Media Policy Amorae Daylett  
GISD STAAR Video Larry Grimes, Chris Moore & Amarae Daylett  
MASTERS, Grades 4-5 School Support Services

AEDs in Schools Larry Grimes, Homer Clayton & Delbert Richardson  
GISD Enrollment Videos 2012 Homer Clayton, Larry Grimes,  
Delbert Richardson & Chris Mathis

Technology Training Joe Perez & Jaime Salinas  
End of Course Exam Training Greg Davis  
Let's Read Together Wade Odom  
Save a Life Video Karla Oliver, Lesley Range-Stanton,  
Mary Gorden & Bill Gilkison

U-First Video ITV Department  
Sexual Harassment Video Patricia Ayala

Jammin Minute Wade Odom  
Process Monitoring Wei Tung Chou  
Suicide Awareness Wei Tung Chou  
Knowledge for College Game Show #1 ITV Department  
Knowledge for College Game Show #2 ITV Department  
Knowledge for College Game Show #3 ITV Department  
Knowledge for College Game Show #6 ITV Department  
Knowledge for College Game Show #7 ITV Department  
Knowledge for College Game Show #8 ITV Department  
Knowledge for College Game Show #9 ITV Department

## Category 31 Video Training/Instructional

More than 30,000 students

### **BRONZE** *CONTINUED*

United ISD ITV Department  
United ISD ITV Department  
United ISD ITV Department  
Ysleta ISD

Ruiz Elementary Leadership Video  
STAAR Question and Answer Video  
Student Code of Conduct  
Wiley Bear Science Episode

ITV Department  
ITV Department  
ITV Department  
Patricia Ayala



### **BEST OF CATEGORY** **Weslaco ISD**

### **GOLD**

Weslaco ISD

### **SILVER**

Carroll ISD  
TISD-TV, Tyler ISD

### **BRONZE**

McAllen ISD

### **BEST OF CATEGORY** **Mesquite ISD**

### **GOLD**

Mesquite ISD  
Garland ISD

### **SILVER**

Mesquite ISD

## CATEGORY 32 Video - Sports Event

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



### **Football WHS vs. PSJA Memorial**

Football WHS vs. PSJA Memorial

Dragon Football 2011: Tradition Protected  
Coach's Corner: Robert E. Lee High School

Football Night in McAllen

**More than 30,000 students**

### **Mesquite High vs. Garland**

Mesquite High vs. Garland  
GISD Football Rowlett vs Copperas Cove

Poteet Football Intro Video

### **Julian Olivarez, Don Ramirez, Steve Valdez & Darline Gracia**

Julian Olivarez, Don Ramirez,  
Steve Valdez & Darline Gracia

Rick Herrin  
Greg McRae

### **Clifton Cotton**

Clifton Cotton  
Delbert Richardson, Homer Clayton,  
Larry Grimes, Chris Mathis  
& Chris Moore

Clifton Cotton







## CATEGORY 33

### Video - Live Event (Non-Sports)

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



#### **BEST OF CATEGORY** **McAllen ISD**

#### **GOLD**

Laredo ISD- ITV

#### **Pigskin Band Jubilee**

Laredo Early College High School Graduation

#### **Communications Dept.**

Julio Ovando, Robert Alba,  
Esteban Borjas Jr., David Flores,  
Jose Mendiola, Ruben Vela  
& Jeannette G. Martinez  
Communications Dept.  
Communications Dept.  
Communications Dept.

McAllen ISD  
McAllen ISD  
McAllen ISD

Choral Festival  
Pigskin Band Jubilee  
TLC3 Launch (pronounced 'T.L.C. cubed')

#### **SILVER**

Highland Park ISD  
Weslaco ISD

Shattered Dreams  
Convocation Inspiring 21st Century Learners

Kelly Snowden  
Julian Olivarez, Don Ramirez,  
Steve Valdez & Darline Gracia

#### **More than 30,000 students**

#### **BEST OF CATEGORY** **Ysleta ISD**

#### **GOLD**

Fort Worth ISD  
Garland ISD

#### **2011 Reindeer Revue**

Whiz Quiz 2011-2012 6th Grade Finals  
GISD Spelling Bee 2011-12

#### **Patricia Ayala**

Communications Department / EdTV  
Delbert Richardson, Homer Clayton,  
Larry Grimes & Chris Mathis  
Karen Permetti, Tristen Wilson,  
Greg Davis, Nicholas Rooney,  
Lee Ann Bandy, Sarah Marcus,  
Laura Madison & Lee Burns  
Patricia Ayala

Lewisville ISD

Town Hall Live

Ysleta ISD

2011 Reindeer Revue

#### **SILVER**

North East ISD

Live! Reagan High School Graduation

Jimmy O'Halligan, Carlos Elizando  
& Victor J. Garcia



## CATEGORY 34

### Video Streaming

All Divisions



#### **BEST OF CATEGORY** **Highland Park ISD**

#### **Highland Park ISD Video YouTube Channel**

#### **David Hicks & Cristy Angulo**

#### **GOLD**

Fort Worth ISD  
Highland Park ISD

Whiz Quiz 2011-2012 Middle School Finals  
Highland Park ISD Video YouTube Channel

Communications Department / EdTV  
David Hicks & Cristy Angulo

#### **SILVER**

North East ISD

Message from the Superintendent

Jimmy O'Halligan, Victor J. Garcia  
& Carlos Elizando

#### **BRONZE**

Laredo ISD- ITV

Laredo ISD Instructional Television

Jeannette G. Martinez



# COMPUTERIZED/ELECTRONIC COMMUNICATION CATEGORIES



## **BEST OF CATEGORY** **McKinney ISD**

### **GOLD**

McKinney ISD  
Midway ISD

### **SILVER**

Brownwood ISD

## CATEGORY 35

### **Mobile App**

All Divisions

#### **misdGO**

misdGO  
iMidway

Brownwood ISD Mobile App



#### **Cody Cunningham**

Cody Cunningham  
Traci Marlin

Charles Musgrove



## **BEST OF CATEGORY** **Region 20 ESC**

### **GOLD**

Fort Bend ISD

Garland ISD

Hurst-Euless-Bedford ISD  
Pasadena ISD

Region 13 ESC

Region 20 ESC

Region 20 ESC  
Weatherford ISD

## CATEGORY 36

### **Computerized Presentation**

All Divisions

#### **Research: Know it All**

FBISD Partners Annual Report

STARR Q&A for 8th and 9th Grade Parents

Introducing STAAR!  
Shining Star Presentation of Awarded Students

Texas College and Career Readiness Center  
Profile Planning Guide

Progress Monitoring in a Deaf Education Classroom:  
A Formative Assessment

Research: Know it All  
Superintendent's 'State-of-the-District' Presentation



#### **Chris Krebs**

Becky Walker, Keryn Miles,  
Stacey Crews & Nancy Porter  
Judy Kriehn, Chris More  
& Jasmine Preston  
Carolyn Marcantel  
Jessica Bennett, Cindy Parmer  
& Bruce Stone  
Communication and Production

Chris Krebs

Chris Krebs  
Derik Moore





# CATEGORY 37

## E-Newsletter Internal



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

### BEST OF CATEGORY Lubbock ISD

### Lubbock ISD E-Reporter

**Sarah Ancell, Linsey McCutchin,  
Brian Morris & Nancy Sharp**

#### GOLD

Lubbock ISD

Lubbock ISD E-Reporter

Sarah Ancell, Linsey McCutchin,  
Brian Morris & Nancy Sharp  
Emily Conklin

Northwest ISD

The Source Staff Newsletter

#### SILVER

Harlandale ISD

Harlandale ISD

Laredo ISD

A+ News December 2011

Leslie Ann Garza, Leticia Saavedra & Daniel Segura  
Jack Nelson, Claudia Rodriguez, Roberto W. Trevino,  
Veronica Castillon & Maribel Valdez

Laredo ISD

A+ News Fall 2011

Jack Nelson, Claudia Rodriguez, Veronica Castillon,  
Roberto W. Trevino & Maribel Valdez  
Derik Moore

Weatherford ISD

Weatherford ISD e-Insider

#### SILVER

Ector County ISD

ECISD News e-mail

Tyler ISD

Inside Tyler ISD

Communications Department  
Sandra Stanley

### More than 30,000 students

### BEST OF CATEGORY Plano ISD

### Plano ISD District Digest

**Karla Oliver, Lesley Range-Stanton,  
Mary Gorden & Bill Gilkison**

#### GOLD

Fort Bend ISD

FBISD E-News

Klein ISD

Klein Connects

Mesquite ISD

In Touch Online Newsletter

Plano ISD

Plano ISD District Digest

Keryn Miles, Becky Walker,  
Stacey Crews & Nancy Porter  
Judy Rimato & Denise McLean  
Communications Department  
Karla Oliver, Lesley Range-Stanton,  
Mary Gorden & Bill Gilkison

#### SILVER

Corpus Christi ISD

Intercom Employee Newsletter

Kim Sneed

#### BRONZE

Socorro ISD

Leadership Matters

Socorro ISD

MySISD

Communications Dept.  
Communications Dept.





# CATEGORY 38

## E-Newsletter External

### Less than 10,000 studentsGOLD



#### BEST OF CATEGORY

##### Eanes ISD

##### GOLD

Eanes ISD

##### SILVER

Brownwood ISD

#### Eanes ISD Community Newsletter

Eanes ISD Community Newsletter

**Claudia McWhorter**

Claudia McWhorter

Inside the Pride - E-Newsletter

Charles Musgrove

### 10,000 to 30,000 students

#### BEST OF CATEGORY

##### Laredo ISD

##### GOLD

Laredo ISD

Rockwall ISD

Tomball ISD

##### SILVER

Ector County ISD

Goose Creek CISD

##### BRONZE

Northwest ISD

#### Las Escuelas

Las Escuelas

2011 Back-to-School E-newsletter  
TISD TODAY

ECISD e-news  
Goose Creek CISD Journal

Northwest News

**Jack Nelson, Claudia Rodriguez,  
Roberto W. Trevino, Veronica Castillon  
& Maribel Valdez**

Jack Nelson, Claudia Rodriguez,  
Roberto W. Trevino, Veronica Castillon  
& Maribel Valdez  
Sheri Fowler  
Staci Stanfield

Communications Department  
Mima Trujillo

Emily Conklin

### More than 30,000 students

#### BEST OF CATEGORY

##### Lewisville ISD

##### GOLD

Lewisville ISD

Plano ISD

##### SILVER

Spring Branch ISD

Texas Classroom Teachers Assoc.

##### BRONZE

Aldine ISD

Arlington ISD

Fort Bend ISD

Harris Co. Dept. of Education

#### Pride Weekly, Pride Daily

Pride Weekly, Pride Daily

Plano ISD eNews

eCurrent: Spring Branch ISD eNewsletter

TCTA eUpdate

InsideAldine.com

AISD Access  
FBISD ExPress  
Tuesday Bulletin External E-Newsletter

**Karen Permetti, Tristen Wilson,  
Sarah Marcus & Laura Madison**

Karen Permetti, Tristen Wilson,  
Sarah Marcus & Laura Madison  
Karla Oliver, Lesley Range-Stanton,  
Mary Gorden & Bill Gillkison

Steven Brunsman, Melissa Wiland,  
& Linda Buchman  
Amy Francisco

Mike Keeney, Leticia Fehling  
& Chris Labod  
Amy Casas & Leslie Johnston  
Keryn Miles  
Carol Vaughn & Amanda Arnold





**BEST OF CATEGORY  
Hillsboro ISD  
GOLD**

Hillsboro ISD  
Krum ISD  
Sheldon ISD

**SILVER**

Flour Bluff ISD  
La Porte Education Foundation  
Midway ISD

**BRONZE**

Highland Park ISD

# CATEGORY 39 Web Site

**Less than 10,000 studentsGOLD**

**Hillsboro ISD Web Site Re-design**

Hillsboro ISD Web Site Re-design - [www.hillsboroisd.org](http://www.hillsboroisd.org)  
Krum ISD Website - [www.krumisd.net](http://www.krumisd.net)  
[www.sheldonisd.com](http://www.sheldonisd.com)

[www.flourbluffschoools.net](http://www.flourbluffschoools.net)  
La Porte Education Foundation Web Site  
Modern Upgrade - [www.midwayisd.org](http://www.midwayisd.org)

[www.hs.hpisd.org](http://www.hs.hpisd.org)

**Katharine Matthys**

Katharine Matthys  
Chelbie Birdwell  
Victor Bushfield

Lynn Kaylor  
Terri Cook & Kathy Booth  
Traci Marlin

David Hicks & Helen Williams

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

**BEST OF CATEGORY  
Rockwall ISD  
GOLD**

Laredo ISD  
Northwest ISD  
Rockwall ISD  
Tyler ISD

**SILVER**

Lubbock ISD

**BRONZE**

Waco ISD

**Rockwall ISD Website**

Laredo ISD Office of Communication Website  
Northwest ISD website [www.nisdtx.org](http://www.nisdtx.org)  
Rockwall ISD Website  
Tyler ISD District Website

All-Lubbock ISD Marching Band –  
2012 Tournament of Roses Parade Fan Page

District & Campus websites

**James VanDyke**

Jack Nelson  
Lesley Weaver  
James VanDyke  
Jessica Poe

Sarah Ancell, Kenneth Dixon, Brian Morris,  
Ray Rush & Nancy Sharp

Skip Filgo, Dale Caffey, Mary Senter,  
Jesse Botello & Amber George

**More than 30,000 students**

**BEST OF CATEGORY  
Corpus Christi Ed. Foundation Web Site  
GOLD**

Corpus Christi Ed. Foundation  
Plano ISD

Region 20 ESC

**SILVER**

Fort Bend ISD

Garland ISD  
Mesquite ISD  
Northside ISD  
Northside ISD  
Northside ISD  
Region 16 ESC  
Texas Assoc. of School Boards  
Texas Assoc. of School Boards

**BRONZE**

Corpus Christi ISD  
Fort Bend ISD

Lewisville ISD  
Texas Classroom Teachers Assoc.

Web Site  
Plano ISD Website

Transformational Leaders Institute (TLI):  
Building Teacher Efficiency through Leadership Actions

iAchieve [www.iachieveatfortbendisd.com](http://www.iachieveatfortbendisd.com)

[www.garlandisd.net](http://www.garlandisd.net)  
Community Education Website  
Learning Tree After-School Enrichment  
Northside Adult & Community Education  
Welcome, Northside Military Families!  
Region 16 ESC Website [www.esc16.net](http://www.esc16.net)  
[mytexaspublicschool.org](http://mytexaspublicschool.org)  
[tasbpartners.org](http://tasbpartners.org)

CCISD Website...[www.ccisd.us](http://www.ccisd.us)  
FBISD District Website [www.fortbendisd.com](http://www.fortbendisd.com)

[www.lisd.net](http://www.lisd.net)  
TCTA's TexasTeachersVote.org website

**Crystal Matern & Lorette Williams**

Crystal Matern & Lorette Williams  
Karla Oliver, Lesley Range-Stanton,  
Mary Gorden & Bill Gilkison  
School Support Services

Anthony Henderson, Becky Walker,  
& Nancy Porter  
Jasmine Preston, Ali Syed & Alyssa Beal  
Communications Department  
Stacie Kimrey & Albert Thomas  
Stacie Kimrey & Albert Thomas  
Stacie Kimrey & Albert Thomas  
Matt Koumalats & Niki Brown  
TASB Communications  
TASB Communications

Lyndall Gathright & Tanis Acosta  
Anthony Henderson, Becky Walker,  
& Nancy Porter  
Karen Permetti & Nicholas Rooney  
Amy Francisco







## CATEGORY 40

### Online Foundation Donation Page

All Divisions



#### **BEST OF CATEGORY**

**Friendswood ISD Ed Foundation Foundation Donor Page**

**Karoyln Gephart**

#### **GOLD**

Friendswood ISD Ed Foundation

Foundation Donor Page

Karoyln Gephart

## CAMPAIGN/EVENT CATEGORIES



## CATEGORY 41

### Marketing Campaign

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



#### **BEST OF CATEGORY**

**Lake Travis ISD**

#### **GOLD**

Ector County ISD  
Galveston ISD

Lake Travis ISD  
Waco ISD

**Lake Travis ISD 2011 Bond**

Parent Portal  
Schools of Choice Marketing Campaign

Lake Travis ISD 2011 Bond  
Drop Back In To School

**Marco Alvarado & Michele Wu**

Communications Department  
Johnston Farrow, Dyann Polzin,  
& Julie Schmid  
Marco Alvarado & Michele Wu  
Dale Caffey, Amber George,  
Jesse Botello, Mary Senter & Skip Filgo

**More than 30,000 students**

#### **BEST OF CATEGORY**

**Mesquite ISD**

#### **GOLD**

Klein ISD  
Mesquite ISD  
Mesquite ISD

#### **SILVER**

Socorro ISD  
Spring Branch ISD

Spring Branch ISD

**Kindness KARES Campaign**

Attendance Counts  
Kindness KARES Campaign  
STAAR EOC Campaign

Make it Count Attendance Campaign  
Marketing Campaign-The SBISD Bond Program

SKY: A partnership for change

**Communications Department**

Judy Rimato  
Communications Department  
Communications Department  
Linda Buchman, Steven Brunsman,  
Melissa Wiland & Paul Bryant  
Linda Buchman, Steven Brunsman,  
Melissa Wiland & Paul Bryant



## CATEGORY 42

### Foundation Campaign

All Divisions



#### **BEST OF CATEGORY**

**Friendswood ISD  
Education Foundation**

#### **GOLD**

Corpus Christi Ed. Foundation

Friendswood ISD Ed. Foundation  
Waco ISD Ed. Foundation

**Adopt a Grant from the Friendswood ISD  
Education Foundation**

CCEF Foundation Development/  
Fundraising Campaign  
Adopt a Grant from the Friendswood ISD Education Foundation  
Knocking Out Budget Shortfalls

**Karolyn Gephart**

Crystal Matern & Lorette Williams

Karolyn Gephart  
Amber George





**BEST OF CATEGORY**  
**Mesquite ISD**  
**GOLD**

Corpus Christi ISD

Mesquite ISD

**CATEGORY 43**  
**Social Media Campaign**  
**More than 30,000 students**

**Click with Mesquite ISD**

Social Media Campaign: Firework Lip Dub

Click with Mesquite ISD



**Communications Department**

Lorette Williams, Lyndall Gathright,  
Kim Sneed, Tanis Acosta  
& Crystal Matern  
Communications Department



**BEST OF CATEGORY**  
**Lake Travis ISD**

**GOLD**

DeSoto ISD  
Huntsville ISD

Lake Travis ISD

**SILVER**

DeSoto ISD  
Huntsville ISD  
Lake Travis ISD

**CATEGORY 44**  
**Special Event**  
**Less than 10,000 students**

**Lake Travis ISD 30th Anniversary - Marco Alvarado & Michele Wu**  
**Employee Convocation**

DeSoto ISD Inaugural Hall of Honor  
Take 'Steak' In Our Youth Benefit Fundraiser Dinner  
& Auction for the HISD Buyers Group  
Lake Travis ISD 30th Anniversary -  
Employee Convocation

Elizabeth Trimble  
Shannon Duncan

Marco Alvarado & Michele Wu

The STAARt of Something Big Convocation  
Rise & Shine Staff Breakfast & Recognition Program  
Lake Travis ISD 30th Anniversary Celebration

Elizabeth Trimble  
Shannon Duncan  
Marco Alvarado & Michele Wu

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

**BEST OF CATEGORY**  
**Rockwall ISD**

**GOLD**

Amarillo ISD  
Arlington ISD

Eagle Mountain-Saginaw ISD  
Garland ISD  
Harris Co. Dept. of Education

Mesquite ISD  
Rockwall ISD  
Ysleta ISD

**SILVER**

Amarillo ISD  
United ISD

Ysleta ISD  
Ysleta ISD

**BRONZE**

United ISD

**Teacher of the Year Celebration**

Teacher of the Year Breakfast  
Operation Graduation

Building the Future Realtor Event  
PTA Luncheon  
12th Annual After-School Partnership Fair:  
After-School Discoveries  
Lone Star Legacy with Sara Evans  
Teacher of the Year Celebration  
2012 Employee Recognition Program

Partners in Education Banquet  
"Let's Move for Scholars" Benefit  
5K Run or One Mile Walk  
2011 Back to School Rally  
2012 Parental Involvement Conference

Commissioner Todd Staples and Summer  
Food Service Program Kick-Off At Killam Elementary School

**Sheri Fowler**

Denise Blanchard  
Amy Casas, Leslie Johnston  
& Robert Spence

Tammy Castleberry & Kristin Courtney  
Judy Kriehn  
Carol Vaughn & Amanda Arnold

Communications Department  
Sheri Fowler  
Patricia Ayala

Denise Blanchard  
Veronica R. Cantu-Yunes, Rocio G. Moore  
& Paola Arcos  
Patricia Ayala  
Patricia Ayala

Veronica R. Cantu-Yunes  
& Paola Arcos

**CATEGORY 45 - Celebrate Texas Public Schools - No Entries**

# CRYSTAL COMMENDATION ENTRIES

All divisions judged together

## ★ CATEGORY 46 ★ Bond Elections

### CRYSTAL COMMENDATION

Wylie ISD

Restoring Trust and Unifying a Community -  
Wylie ISD 2012 Bond Election

Ian Halperin,  
Marcia Coker,  
Doug Bellamy & Diane Neel

### CRYSTAL CERTIFICATE OF MERIT

Lake Travis ISD

Lake Travis ISD 2011 Bond

Marco Alvarado & Michele Wu

## ★ CATEGORY 47 ★ Parent Involvement/Volunteer Program

### CRYSTAL COMMENDATION

Katy ISD Partners in Education "Call Us Maybe" Volunteer Recruitment Video

Janet Theis

### CRYSTAL CERTIFICATE OF MERIT

Round Rock ISD

What is a Day Worth?

Linda Aschenbrener & JoyLynn Occhiuzzi

## ★ CATEGORY 48 ★ School/Community Partnership

### CRYSTAL COMMENDATION

Lewisville ISD

The Community Conversation

Karen Permetti, Tristen Wilson,  
Nicholas Rooney, Lee Burns, Greg Davis,  
Lee Ann Bandy, Sarah Marcus & Laura Madison

### CRYSTAL CERTIFICATES OF MERIT

Arlington ISD

Dr. Martin Luther King Jr. "Sharing the Dream"  
Celebration 2012

Leslie Johnston  
& Robert Spence

Fort Worth ISD

Fort Worth Chamber State of Education/  
Straight to the Classroom

Communications Dept  
& EdTV

Galveston ISD

Galveston Chamber of Commerce-

Galveston Public Schools Education Committee

Communications Dept

## ★ CATEGORY 49 ★ Staff/Student Recognition

### CRYSTAL COMMENDATION

Lamar CISD

Lamar CISD Employee Banquet:  
Safari Adventure

Mike Rockwood & Phillip Sulak

### CRYSTAL CERTIFICATE OF MERIT

Midway ISD

Hitting the High Notes

Traci Marlin

United ISD

Aplauso

Rocio G. Moore

## ★ CATEGORY 50 ★ District/Assoc Special Event/Celebration

### CRYSTAL COMMENDATION

Northside ISD

Retirement Celebration of John Folks:  
A firebrand among educators, a champion  
for children

Northside ISD  
Communications Dept

### CRYSTAL CERTIFICATE OF MERIT

DeSoto ISD

Grand Opening Ceremonies for the DHS  
College and Career Academies

Elizabeth Trimble

**No entries in Category 51 Foundation Special Event/Celebration  
or Category 52 Foundation Annual Campaign**



# **PLATINUM AWARD ENTRIES**



## **CATEGORY 53**

**All divisions judged together**

### **PLATINUM AWARD**

**Waco ISD**

**Waco Independent School District Enroll Online Registration**

**Mary Senter, Amber George, Skip Filgo & Dale Caffey**

### **PLATINUM CERTIFICATE OF MERIT**

**Fort Worth ISD**

**It's Not Okay Community Launch**

**Communications Department/EDTV**

