

Keep
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STAR AWARDS CELEBRATION
7 PM - FEBRUARY 19, 2014
OMNI SOUTHPARK HOTEL, AUSTIN, TX

PRINT CATEGORIES

CATEGORY 1

Internal Newsletter

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



BEST OF CATEGORY

Galena Park ISD

InSight

Jonathan Frey

GOLD

Bay City ISD
Galena Park ISD

Paw Prints March 2013
InSight

Allison Sliva
Jonathan Frey

SILVER

Rio Grande City CISD

Bites and Chomps

Helen Escobar

More than 30,000 students

BEST OF CATEGORY

Region 16 ESC

Heads Up Newsletter

Lynda Queen

GOLD

Region 16 ESC

Heads Up Newsletter

Lynda Queen

SILVER

Arlington ISD
Pasadena ISD

Engaged for Student Success
64th Annual Service Awards

Leslie Johnston & McKenzie Stokes
Bruce Stone

BRONZE

Alief ISD

Alief Points of Pride

Tracy Lau & Craig Eichhorn

CATEGORY 2

External Newsletter

Less than 10,000 students



BEST OF CATEGORY

Barbers Hill ISD

Eagle i Newsletter

Carla Rabalais

GOLD

Barbers Hill ISD
Channelview ISD

Eagle i Newsletter
ChannelViews newsletter

Carla Rabalais
Mark Kramer

SILVER

Sheldon ISD

The Lifelong Learner

Ashley Shibley & Victor Bushfield

BRONZE

Huntsville ISD
La Porte ISD
Quinlan ISD

Huntsville ISD Buzzin' Around External Newsletter
The Leader
Summer Publication

Shannon Duncan
Terri Cook & Kimberly Culver
Kathy Goleman

10,000 to 30,000 students

BEST OF CATEGORY

Galena Park ISD

Galena Park Schools (GPS)

Jonathan Frey

GOLD

Galena Park ISD
Northwest ISD
Pearland ISD

Galena Park Schools (GPS)
Northwest Vision
"Progress" Newsletter

Jonathan Frey
Emily Conklin & Rachel Bobbitt
Kim Hocott

SILVER

Edgewood ISD
Lamar CISD
Rio Grande City CISD

The Edgewood Historian
Lamar CISD: A Proud Tradition, A Bright Future
Rio Grande City CISD Newsletter

Yvonne Peña
Phillip Sulak & Mike Rockwood
Cynthia Ybarra & Helen Escobar

BRONZE

Goose Creek CISD
Laredo ISD

2012-2013 Back to School Newsletter
Laredo ISD Las Escuelas Newsletter

Communications Department
Veronica Castillon, Roberto Treviño
& Maribel Rodriguez

Category 2 External Newsletter cont.

More than 30,000 students

BEST OF CATEGORY

San Antonio ISD

Vision Community Newspaper

Leslie Price

GOLD

Alief ISD

Alief Communicator

Tracy Lau & Craig Eichhorn

Mesquite ISD

College Awareness Week Newsletter

Communications

San Antonio ISD

Vision Community Newspaper

Leslie Price

SILVER

Mesquite ISD

Report Card Newsletter

Allison Lewallyn

Spring ISD

Spring Schools - Winter 2013 - Community Connections

Steve Brunzman

Spring Branch ISD

Back to School 2012-13/Regreso a la escuela 2012-13

Steve Brunzman

United ISD

Parent Connection - Congratulations Class of 2013

Paola Arcos

United ISD

Parent Connection - Winter Edition

Paola Arcos



CATEGORY 3

Flyer

Less than 10,000 students



BEST OF CATEGORY

Hillsboro ISD Ed Foundation

Get on the Bus! Campaign Flyer

Katharine Matthys

GOLD

Brownwood ISD

Brownwood ISD Promotional Flyer

Charles Musgrove

Hillsboro ISD Ed Foundation

Get on the Bus! Campaign Flyer

Katharine Matthys

BRONZE

Friendswood ISD

Fast Facts Flyer about Friendswood ISD

Karolyn Gephart

Lancaster ISD

Come Explore With Us! 2012-2013 New Student

Sonya Cole-Hamilton

Quinlan ISD

Registration Information Flyer

Kathy Goleman

Homecoming Flyer

10,000 to 30,000 students

BEST OF CATEGORY

Coppell ISD

e-XPRESS District Highlights

Tamerah Ringo & Bria Jones

GOLD

Coppell ISD

e-XPRESS District Highlights

Tamerah Ringo & Bria Jones

Hurst-Euless-Bedford ISD

Viridian Welcome Flyer

Carolyn Marcantel

SILVER

Deer Park ISD

San Jacinto Elementary Tourguide

Matt Lucas

Lamar CISD

Common Threads: CLOTHES FOR A CAUSE

Community Relations

Lubbock ISD

An APPropriate idea!

Brian Morris & Sarah Ancell

BRONZE

Goose Creek CISD

A Dozen or So Great Reasons to

Kathy Clausen, Carrie Pryor-Newman

Choose Goose Creek CISD

& Susan Passmore

Pearland ISD

Project Lead the Way Engineering Flyer

Kim Hocott

Rockwall ISD

2013 National Walking Day Flyer

Jovan Overshown

Sharyland ISD

Sharyland ISD Simply the Best Flyer

Rocio N. Landin

More than 30,000 students

BEST OF CATEGORY

Fort Bend ISD

What's New For Lunch

Becky Walker & Stacey Crews

GOLD

ESC Region 20

Conference of Hope

Communications Department

Fort Bend ISD

What's New For Lunch

Becky Walker & Stacey Crews

HCDE Client Development Services

Choice Partners Hurricane Preparedness Flyer

Amy Swik & Louise Henry, APR

Mesquite ISD

ALIVE Program Flyer

Communications

Category 3 Flyer cont.
More than 30,000 students - Silver

SILVER

Corpus Christi ISD
 Corpus Christi ISD
 Garland ISD
 HCDE Client Development Services
 Keller ISD
 Northside ISD
 United ISD

Emergency Notification Flyer
 School Leadership Services Flyer
 Garland ISD District Profile
 Choice Partners Facilities Flyer
 Keller ISD Budget At A Glance Flyer
 Northside Education Foundation 5K
 School Supplies List 2012-2013

Lorette Williams & Tanis Acosta
 Tanis Acosta
 Tiffany Graber, Judy Kriehn & Chris Moore
 Amy Swik & Louise Henry, APR
 Shellie Johnson & Bryce Nieman
 Leslie Rodriguez
 Rocio Moore

BRONZE

ESC Region 20
 Irving ISD
 Richardson ISD
 United ISD

Back to School Nurse Conference
 Human Resources Recruitment Flyer
 RISD Brag Sheet
 Parent Portal

Communications
 Julie Baur & Nicholas Love
 Tim Clark
 Paola Arcos



CATEGORY 4
Brochure

Less than 10,000 students



BEST OF CATEGORY

Galveston ISD Ed Foundation

Galveston ISD Educational Foundation (GEF) Brochure

Eliza Quigley

GOLD

Channelview ISD Ed Foundation
 Foundation Innovation &
 Connally Cadets Ed Foundation
 Foundation Innovation &
 Malakoff Ed Foundation
 Galveston ISD Ed Foundation
 Huntsville ISD
 Willis ISD

CISD Foundation Brochure
 Connally Cadets Education Foundation Brochure
 & Laurie Cromwell
 Malakoff Education Foundation Brochure

Mark Kramer
 Milli Christner, PhD

Milli Christner, PhD
 & Laurie Cromwell
 Eliza Quigley
 Shannon Duncan
 Erin Kleinecke

Galveston ISD Educational Foundation (GEF) Brochure
 Huntsville ISD 2013 School Bond Brochure
 Willis ISD Getting Students Ready for the World

SILVER

Corsicana Ed Foundation
 Foundation Innovation &
 Red Lick ISD Ed Foundation
 Highland Park ISD
 Hillsboro ISD

2013 CEF Menu of Giving
 Red Lick ISD Education Foundation Brochure
 Educator for the Future
 Volunteer: Make a Difference...in a Child's Life

Kristin Zastoupil
 Milli Christner, PhD
 & Laurie Cromwell
 David Hicks & Helen Williams
 Katharine Matthys

BRONZE

Corsicana ISD
 Friendswood ISD
 Kerrville ISD
 Quinlan ISD

2011-2012 Corsicana ISD Informational Brochure
 Friendswood ISD Basic Facts Brochure
 Antler Stadium 2013 Bond Proposal Brochure
 Job Fair Brochure

Susan Johnson
 Karolyn Gephart
 Jamie Fails
 Kathy Goleman

10,000 to 30,000 students

BEST OF CATEGORY

Lubbock ISD

The Next Chapter

Nancy Sharp & Brian Morris

GOLD

Coppell ISD
 Lubbock ISD
 Weslaco ISD

CMS West Principal Vacancy
 The Next Chapter
 Weslaco ISD Empowering 21st Century
 Learners to Stop Bullying

Tamerah Ringo & Bria Jones
 Nancy Sharp & Brian Morris
 Darline Gracia



Category 4 Brochure cont.
10,000 to 30,000 students - Silver

SILVER

Edgewood ISD	Edgewood ISD Baseball Field Re-Dedication	Jason Gatell, Yvonne Peña & Roland Martinez
Galena Park ISD	Galena Park ISD Parent Emergency Guide	Jonathan Frey
Goose Creek CISD	2013 Graduation Ceremonies	Kathy Clausen & Mima Trujillo
McAllen ISD	TLC3-Transforming learning in the classroom, campus and community.	Andrea Hathcock & Norma Zamora-Guerra
Rockwall ISD	ROCK Summer Enrichment Programs Brochure	Jovan Overshown
Royse City ISD	Royse City ISD Strategic Plan	Jo Nell Mellody
Tomball ISD	Bond 2013	Staci Stanfield
Tomball ISD	Facts & Figures Supporting Academic Success	Staci Stanfield

BRONZE

Ector County ISD	Pre-K Roundup	Communications Department
Lamar CISD	Choices: Education & Career Exploration	Community Relations

More than 30,000 students

BEST OF CATEGORY

ESC Region 12	Education Service Center (ESC) Region 12 Brochure	Communications
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GOLD

Amarillo ISD	School Bond 2013	Holly Shelton
ESC Region 12	Education Service Center (ESC) Region 12 Brochure	Communications
ESC Region 20	EIE Engineering Elementary	Communications
Fort Bend ISD	FBISD Kindergarten - It's a Great Place to Start	Becky Walker & Stacey Crews
HCDE Client Development Services	Choice Partners Brochure	Amy Swik & Louise Henry, APR
Mesquite ISD	Standard Dress Shopping Guide	Communications
Pharr-San Juan-Alamo ISD	College, Career & Technology Academy Brochure	Santiago Zavala III
Texas Classroom Teachers Assoc	2013 TCTA Convention Promotional Brochure	Amy Francisco

SILVER

ESC Region 12	Upward Bound Brochure for Students and Parents	Communications
ESC Region 20	Accredited Coach Training Program	Communications
ESC Region 20	Response to Intervention	Communications
ESC Region 20	Rigor Series	Communications
ESC Region 20	Texas Success	Communications
Harris Co Dept of Education	STAAR 2013 Best Practices Conference for All Grade Levels	Lotus Locaste-Wilken & Carol Vaughn
HCDE Client Development Services	Instructional Support Services Brochure	Amy Swik & Louise Henry, APR
Klein ISD Ed Foundation	Diamonds & Denim Brochure	Communications
Mesquite ISD	Teacher Job Fair Brochure	Communications

BRONZE

Garland ISD	Prepare for Success: A Parent Guide to Student Success Initiative	Judy Kriehn & Chris Moore
Garland ISD	STAAR Q&A for Parents	Judy Kriehn & Chris Moore
United ISD	Be A Buddy, Not A Bully	Rocio Moore





CATEGORY 5

Booklet

Less than 10,000 students



BEST OF CATEGORY

Lancaster ISD

Lancaster ISD 2012 State of Schools Report - Get Connected Sonya Cole-Hamilton

GOLD

Bastrop ISD
Dickinson ISD Ed Foundation

BISD Just the Facts Booklet Donald Williams & Renee Cervantes
2013 Seeds of Excellence Academic Recognition Gala Jeannette Thielemann
& Tammy Dowdy

Friendswood ISD Ed Foundation
La Porte ISD
Lancaster ISD

FISD Education Foundation Annual Report Karolyn Gephart
Memory Book of 42nd Street Kathy Booth
Lancaster ISD 2012 State of Schools Report - Get Connected Sonya Cole-Hamilton

10,000 to 30,000 students

BEST OF CATEGORY

Rockwall ISD

2010-2015 Strategic Plan Publication Jovan Overshown

GOLD

Rockwall ISD

2010-2015 Strategic Plan Publication Jovan Overshown

SILVER

Birdville ISD
Northwest ISD

Emergency Procedures Mark Thomas & Stephanie Whitlock
2013-2014 Adopted Budget Jerhea Nail

More than 30,000 students

BEST OF CATEGORY

Pasadena ISD

Shining Stars Gala Cindy Parmer, Bruce Stone
& Jessica Bennett Vandervoort

GOLD

Arlington ISD

Achieve Today, Excel Tomorrow. Leslie Johnston,
Strategic Plan Brochure Robert Spence & McKenzie Stokes

ESC Region 13

Positively Affecting the Future Ana Amezcua

ESC Region 20

Professional Development Communications Department

Katy ISD

2011-12 Annual Report Janet Theis

Katy ISD

Partners in Ed Marketing Brochure: Recipe for Success
Shining Stars Gala Cindy Parmer, Bruce Stone
& Jessica Bennett Vandervoort

Pasadena ISD

SILVER

ESC Region 12

2013-2014 Programs & Services Booklet Communications

ESC Region 13

Scaffolding Accommodations Ana Amezcua

ESC Region 20

School Safety Tracker Plus Communications

HCDE Client Development Services

Choice Partners Supply Catalog Excerpt Amy Swik & Louise Henry, APR

Klein ISD

Klein ISD 75th Anniversary Memory Book Communications & Planning Dept

Mesquite ISD

Community Education Catalog Communications

Region 16 ESC

“Unchanged Melody” Lynda Queen

Richardson ISD

Fast Facts Andy McCormick, Tim Clark
& Candace Ahlfinger

Richardson ISD

RISD Human Resource Recruiting Booklet Andy McCormick, Tim Clark
& Candace Ahlfinger

Texas Classroom Teachers Assoc

2012-13 TCTA Survival Guide Amy Francisco

United ISD

LBJ High School Class of 2013 Rocio Moore

United ISD

United South High School Class of 2013 Rocio Moore

BRONZE

ESC Region 13

Skills Integration Ana Amezcua

ESC Region 20

Deaf Education Administrative & Leadership Summer Conference Communications

ESC Region 20

ELPS Instructional Tool Communications

ESC Region 20

Parent Workshops Communications

Texas Assoc of School Boards

2012 Delegate Assembly Handbook Communications

United ISD

2012-2013 Department and Campus Directory Paola Arcos



CATEGORY 6

Calendar/Planner

Less than 10,000 students

**BEST OF CATEGORY**

Waxahachie ISD

Hachie Fever: 2012-2013 Academic Calendar

Dr. Nicole Mansell

GOLD

Huntsville ISD

Huntsville ISD 2012-2013 Academic Calendar

Shannon Duncan

La Porte ISD

Board of Trustees Calendar

Kimberly Culver

Quinlan ISD

Quinlan ISD...Opening Doors to
a World of Opportunities District Calendar

Tiffany Upchurch

Waxahachie ISD

Hachie Fever: 2012-2013 Academic Calendar

Dr. Nicole Mansell

SILVER

Alvarado ISD

Wall Calendar

Tommy Brown

Brownwood ISD

Brownwood ISD 2013-2014 Desk Planner

Charles Musgrove & Karen Dempsey

10,000 to 30,000 students & More than 30,000 students**BEST OF CATEGORY**

Mesquite ISD

Elementary Menu & Calendar

Communications

GOLD

Mesquite ISD

Elementary Menu & Calendar

Communications

Region 4 Print Center

Team Up for a Healthy Lifestyle

Barbara Hannah & Charlotte Cicatello

Rockwall ISD

2012-2013 District Calendar

Sheri Fowler

Sharyland ISD

Sharyland ISD District Calendar

Rocio N. Landin

SILVER

ESC Region 20

Superintendent Planning Calendar

Communications & Planning Dept

Klein ISD

Unite for Understanding Council

Diversity Calendar

Pharr-San Juan-Alamo ISD

PSJA Guiding Principles Calendar

Santiago Zavala III

BRONZE

ESC Region 20

Charting the Course – Child Nutrition Calendar

Communications

Irving ISD

2013-2014 Student and Staff Calendar

Julie Baur & Nicholas Love



CATEGORY 7

Programs

Less than 10,000 students

**BEST OF CATEGORY**

Midway ISD

Midway Camerata at Midwest

Traci Marlin

GOLD

Corsicana Ed Foundation

2013 CEF Distinguished Scholars Banquet Program

Kristin Zastoupil

DeSoto ISD

2012 Seniors' Prom Program

Elizabeth Trimble

Friendswood ISD Ed Foundation

The Greatest Gala on Earth!

Karolyn Gephart

Galveston ISD

GISD Teacher of the Year &

Dyann Polzin,

Midway ISD

Employee of the Year Program

Johnston Farrow & Toni Pearson

Quinlan ISD

Midway Camerata at Midwest

Traci Marlin

Passport for College Fair

Kathy Goleman

SILVER

DeSoto ISD

2013 Hall of Honor Induction Ceremony Program

Beth Trimble

La Porte ISD

La Porte High School Theatre and Music Departments

Kathy Booth

Present 42nd Street

BRONZE

La Porte ISD

Global Studies Program Farewell Brunch

Kathy Booth

La Porte ISD

"Team La Porte-Inspiring the Next Generation"

Kathy Booth

La Porte-Bayshore Chamber of Commerce New Teachers Luncheon

Category 7 Programs cont. 10,000 to 30,000 students

BEST OF CATEGORY

Lamar CISD

Volunteers Appreciation Luncheon

Community Relations

GOLD

Birdville ISD

Haltom High School Percussion Ensemble

Mark Thomas & Stephanie Whitlock

Hurst-Euleless-Bedford ISD

Fifth Annual Hall of Fame Program

Carolyn Marcantel

Lamar CISD

Volunteers Appreciation Luncheon

Community Relations

Rockwall ISD

2012-2013 Employee Recognition and Awards

Jovan Overshown

Rockwall ISD

2013 Memorial Day Ceremony Program

Jovan Overshown

SILVER

Goose Creek CISD

Class of 2013 Top Ten Reception Program

Kathy Clausen, Mima Trujillo,

Rio Grande City CISD

Reviva Fort Ringgold Flag Raising Ceremony

Carrie Pryor-Newman & Susan Passmore

Cynthia Ybarra & Helen Escobar

More than 30,000 students

BEST OF CATEGORY

Plano ISD

Teacher of the Year Gala Program: Everyday Heroes

Lesley Range-Stanton
& Mary Gorden

GOLD

Corpus Christi ISD

Academic Achievers' Program

Lorette Williams & Tanis Acosta

Corpus Christi ISD

Kolda Elementary Dedication Program

Lorette Williams & Tanis Acosta

Corpus Christi ISD

Teacher of the Year Program

Lorette Williams & Tanis Acosta

ESC Region 12

Awards Ceremony and Retirement Celebration

Communications

ESC Region 13

Advancing Improvement in Education Conference Program

Ana Amezcua

Garland ISD

PTA Luncheon Program

Judy Kriehn

Irving ISD

2013 Irving Celebration of Excellence Awards Program

Julie Baur & Nicholas Love

Katy ISD

Dedication Programs

Communications Department

Mesquite ISD

Mesquite ISD Film Festival Program

Wade Odom

Plano ISD

Teacher of the Year Gala Program: Everyday Heroes

Lesley Range-Stanton
& Mary Gorden

SILVER

Garland ISD

Garland Sports Hall of Fame
Banquet and Induction Ceremony

Tiffany Graber, Judy Kriehn
& Chris Moore

Mesquite ISD

Apple Corps Gala Program

Communications

Pasadena ISD

Dancing with the Principals

Communications Department

United ISD

"Earth Day" Tree Planting Ceremony

Paola Arcos



CATEGORY 8 Invitations/Announcements Less than 10,000 students



BEST OF CATEGORY

Hillsboro ISD Ed Foundation

Eagle Legacy Awards Banquet Invitation

Katharine Matthys

GOLD

Corsicana Ed Foundation

2012 C&B Seen Gala Invitation

Kristin Zastoupil & Susan Johnson

Dickinson ISD

Service Awards Passport Invitation

Tammy Dowdy

Hillsboro ISD Ed Foundation

Eagle Legacy Awards Banquet Invitation

Katharine Matthys

SILVER

Galveston ISD Ed Foundation

Galveston ISD Educational Foundation (GEF),
Annual Spring Event Invitation

Eliza Quigley

Galveston ISD Ed Foundation

Special Event: Exclusive Preview of the Grotto Ristorante
benefiting Galveston ISD Educational Foundation

Eliza Quigley

Hillsboro ISD Ed Foundation

Partners in Excellence Gala Invitation

Katharine Matthys

Royse City ISD Ed Foundation

Partnership Dinner & Student Art Auction

Jo Nell Mellody

Waxahachie ISD

District Wide Showcase Invitation

Dr. Nicole Mansell

Waxahachie ISD

District Wide: Kindergarten Round Up

Dr. Nicole Mansell

Category 8 Invitations/Announcements cont.

Less than 10,000 students - Bronze

BRONZE

Alvarado ISD	Save the Date	Tommy Brown
Friendswood ISD	School Board Holiday Dinner in December	Karolyn Gephart
Friendswood ISD Ed Foundation	Join Us For surPrize Patrol	Karolyn Gephart
La Porte ISD	Global Studies Program Farewell Brunch	Kathy Booth
Quinlan ISD	College Fair Invitation and Registration Form	Kathy Goleman
Sheldon ISD	Community Breakfast Invitation	Victor Bushfield & Ashley Shibley
Waxahachie ISD	Excellence Gala Invitation	Dr. Nicole Mansell

10,000 to 30,000 students

BEST OF CATEGORY

Laredo ISD	Samuel Moreno Library Invitation	Veronica Castillon
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GOLD

Hurst-Eules-Bedford ISD	Fifth Annual Hall of Fame Invitation	Carolyn Marcantel
Lamar CISD	Volunteers Appreciation Luncheon	Community Relations
Laredo ISD	Laura Magnon Science Building Invitation	Veronica Castillon
Laredo ISD	Samuel Moreno Library Invitation	Veronica Castillon
Rockwall ISD	2013 Memorial Day Ceremony Invitation	Jovan Overshown
Rockwall ISD	2013 Teacher of the Year Dinner Invitation	Jovan Overshown

SILVER

Birdville ISD	Treasured Jewels	Mark Thomas & Stephanie Whitlock
Goose Creek CISD	Invitation to the Goose Creek CISD Ed Foundation Members to the Grant Surprise Patrol	Kathy Clausen, Mima Trujillo & Susan Passmore
Laredo ISD	Harry Bonugli Field House invitation	Veronica Castillon
Laredo ISD	Zachry's Women's Softball Athletic Complex Invitation	Veronica Castillon
Rio Grande City CISD	New Rio Grande City HS Groundbreaking Ceremony	Cynthia Ybarra & Helen Escobar

BRONZE

Sharyland ISD	Save the Date - Denim & Diamonds Gala	Rocio N. Landin
Sharyland ISD	Sharyland Pioneer High School Groundbreaking Invitation	Rocio N. Landin

More than 30,000 students

BEST OF CATEGORY

Fort Bend ISD	Once Upon A Time Gala	Becky Walker
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GOLD

Fort Bend ISD	Once Upon A Time Gala	Becky Walker
Garland ISD	A Renaissance Man	Tiffany Graber, Judy Kriehn & Chris Moore
Humble ISD	Invitation to the Teacher of the Year Luncheon	Robin McAdams & Jamie Mount
Klein ISD Ed Foundation	Diamonds & Denim Invitation	
Pasadena ISD	Celebrating Spark Week	Bruce Stone & Britta Gamino
Plano ISD	Teach of the Year Gala Invite: Everyday Heroes	Lesley Range-Stanton & Mary Gorden
United ISD	Multimedia Contest	Rocio Moore

SILVER

Arlington ISD	Career and Technical Education mailer	Leslie Johnston, Robert Spence & McKenzie Stokes
Corpus Christi ISD	Elizondo Gymnasium Dedication Invitation	Lorette Williams & Tanis Acosta
Humble ISD	Faster Than a Speeding Email	Robin McAdams
United ISD	Principal's Prom	Paola Arcos

BRONZE

United ISD	Thank You!	Rocio Moore
United ISD	U on STAR	Paola Arcos



CATEGORY 9

Posters

Less than 10,000 students



BEST OF CATEGORY

DeSoto ISD

First Day, Everyday

Beth Trimble

GOLD

Brownwood ISD

BHS Peter Pan Production Poster

Charles Musgrove

DeSoto ISD

DHS Collegiate Magnet Program

Beth Trimble

DeSoto ISD

First Day, Everyday

Beth Trimble

San Elizario ISD

Home of the 2013 Texas Elementary TOY

Cynthia P. Marentes

SILVER

Friendswood ISD

Kindergarten, First Round Up for Registration

Karolyn Gephart

Galveston ISD

Back to School Fair Poster

Dyann Polzin, Johnston Farrow & Toni Pearson

Galveston ISD

Festival of Lights Poster

Dyann Polzin, Johnston Farrow & Toni Pearson

Galveston ISD

Teacher of the Year-Employee of the Year Poster

Dyann Polzin, Johnston Farrow & Toni Pearson

Galveston ISD

The GISD Social Poster

Dyann Polzin, Johnston Farrow & Toni Pearson

Highland Park ISD

Educator for the Future

David Hicks & Helen Williams

La Porte ISD

2013 La Porte ISD Service Awards "Game Show Gala!"

Kimberly Culver

Lancaster ISD

Lancaster ISD 21st Century STEM Learning Expo

Sonya Cole-Hamilton

BRONZE

Barbers Hill ISD

Help Build a Life - BHISD Mentor Program

Carla Rabalais

10,000 to 30,000 students

BEST OF CATEGORY

Hurst-Euless-Bedford ISD

Must be present to win.

Carolyn Marcantel

GOLD

Coppell ISD

intouch, informed, inspired

Tamerah Ringo & Bria Jones

Goose Creek CISD

Stuart Career Center Promotional Poster

Carrie Pryor-Newman

Hurst-Euless-Bedford ISD

Must be present to win.

Carolyn Marcantel

Lamar CISD

Volunteers Appreciation Luncheon

Community Relations

Sharyland ISD

Flavor of Excellence Poster

Rocio N. Landin

SILVER

Ector County ISD

World Class Leader in Education Award

Communications Department

Goose Creek CISD

Architecture and Construction Career Pathway Promotional Poster

Carrie Pryor-Newman

Goose Creek CISD

Arts, A/V Technology, and Communications

Carrie Pryor-Newman

Goose Creek CISD

Career Cluster Promotional Poster

Manufacturing Career Pathway Promotional Poster

Carrie Pryor-Newman



Category 9 Posters cont.
More than 30,000 students

BEST OF CATEGORY

Corpus Christi ISD	CCISD Athletics Poster	Tanis Acosta
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GOLD

Corpus Christi ISD	CCISD Athletics Poster	Tanis Acosta
Garland ISD	2012 College Day	Judy Kriehn & Chris Moore
Garland ISD	2012 College Night	Judy Kriehn & Chris Moore
Irving ISD	Mobile App Promotional Poster	Julie Baur & Nicholas Love
Klein ISD	75th Anniversary Poster	Communications & Planning Department
Mesquite ISD	KEOM Radio Poster	Communications
Pharr-San Juan-Alamo ISD	13th Annual Red Ribbon Parade & Festival Poster	Santiago Zavala III
United ISD	Be a superhero! Killam Elementary School PBIS	Paola Arcos
United ISD	Prevent Crime	Rocio Moore

SILVER

Fort Bend ISD	Leading and Learning With Technology	Becky Walker
Mesquite ISD	Heroes Poster	Communications
Northside ISD	Northside Connected Northside Independent School District	Leslie Rodriguez
United ISD	Alexander High School PBIS	Paola Arcos
United ISD	Be A Buddy Not A Bully	Rocio Moore
United ISD	Take A Stand Against Bullies	Rocio Moore

BRONZE

United ISD	Oil and Gas Program Poster	Paola Arcos
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CATEGORY 10
Holiday
Less than 10,000 students



BEST OF CATEGORY

Highland Park ISD	Birthday Card	Helen Williams
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GOLD

DeSoto ISD	Holiday Greeting Card	Beth Trimble
Friendswood ISD Ed Foundation	Christmas wish come true! Your grant was adopted!	Karolyn Gephart
Highland Park ISD	Birthday Card	Helen Williams
Huntsville ISD	Huntsville ISD Holiday Card	Shannon Duncan

SILVER

Friendswood ISD Ed Foundation	Thanksgiving Card to all associated with the FEF	Karolyn Gephart
La Porte ISD	2012 Communications Department Holiday Card	Terri Cook & Kimberly Culver
La Porte ISD	2012 District Holiday Greeting Card	Terri Cook, Kimberly Culver & Kathy Booth

BRONZE

Dickinson ISD	Ambassador Valentines Card	Tammy Dowdy
Lancaster ISD	Season's Greetings from Lancaster ISD	Sonya Cole-Hamilton



Category 10 Holiday cont.

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

BEST OF CATEGORY

Texas Classroom Teachers Assoc	2012 TCTA Holiday Greeting Card	Amy Francisco
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GOLD

Amarillo ISD	Christmas Card 2012	Denise Blanchard
Laredo ISD	Happy Holidays	Veronica Castillon, Roberto Treviño & Maribel Valdez

Mesquite ISD	Heroes Birthday Card	Communications
Pharr-San Juan-Alamo ISD	PSJA ISD Holiday Card 2012	Santiago Zavala III
Rockwall ISD	2012 Holiday Card	Jovan Overshown
Texas Classroom Teachers Assoc	2012 TCTA Holiday Greeting Card	Amy Francisco
United ISD	Be a Shining Star...During National School Breakfast Week	Veronica R. Cantu & Paola Arcos

United ISD	C&I Shining Stars	Paola Arcos
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SILVER

United ISD	Merry Christmas & Happy New Year	Rocio Moore
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CATEGORY 11 Non-English Speaking Audience Less than 10,000 students



BEST OF CATEGORY

Sheldon ISD	El Estudiante De Por Vida	Ashley Shibley & Victor Bushfield
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GOLD

Sheldon ISD	El Estudiante De Por Vida	Ashley Shibley & Victor Bushfield
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SILVER

San Elizario ISD	The Newslink	Cynthia P. Marentes
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BRONZE

Weatherford ISD	Weatherford ISD 2012-13 Title I Parent Engagement Policy	Derik Moore
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10,000 to 30,000 students & More than 30,000 students

BEST OF CATEGORY

Lamar CISD	Utilizando Common Threads para tejer un tapiz de exitos	Community Relations
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GOLD

ESC Region 20	Head Start Parent Conference/Conferencia para padres de Head Start	Communications
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Lamar CISD	Utilizando Common Threads para tejer un tapiz de exitos	Community Relations
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SILVER

Pearland ISD	Dual Language Pilot Program Brochure	Kim Hocott
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Pharr-San Juan-Alamo ISD	¡Empieza La Universidad Ahora!	Arianna Vazquez-Hernandez
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United ISD	Objetivos del Distrito Ciclo Escolar 2012-2013	Paola Arcos
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United ISD	Parent Connection	Rocio Moore
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United ISD	Parent Connection - Congratulations Class of 2013	Paola Arcos
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BRONZE

Spring ISD	Spring Schools - Winter 2013 - Community Connections	Steve Brunzman
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United ISD	Clases de Verano	Paola Arcos
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United ISD	Utiles Escolares	Rocio Moore
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CATEGORY 12
Annual Report
Less than 10,000 students



BEST OF CATEGORY

Ennis ISD	Ennis ISD 2012 Annual Report	Henry Martinez
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GOLD

Channelview ISD	2012 Annual Report	Mark Kramer
Ennis ISD	Ennis ISD 2012 Annual Report	Henry Martinez
Waxahachie ISD	Journey to Excellence: 2012 Annual Report	Dr. Nicole Mansell

SILVER

Bastrop ISD	2012-2013 BISD Annual Report Calendar	Donald Williams & Renee Cervantes
Lancaster ISD	Lancaster ISD 2012 State of Schools Report - Get Connected!	Sonya Cole-Hamilton
Royse City ISD Ed Foundation	2012 Annual Report	Jo Nell Mellody

10,000 to 30,000 students

BEST OF CATEGORY

Northwest ISD	Partners in Education 2013 Annual Report	Rachel Bobbitt
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GOLD

Northwest ISD	Partners in Education 2013 Annual Report	Rachel Bobbitt
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SILVER

Northwest ISD	Northwest ISD 2013 Annual Report	Rachel Bobbitt
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BRONZE

McAllen ISD	Partners in Excellence Annual Report	Norma Zamora-Guerra, Andrea Hathcock & Mark May
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More than 30,000 students

BEST OF CATEGORY

Fort Worth ISD	Fort Worth ISD 2011-2012 Annual Report: Singleness of Purpose	Barbara Griffith, Shara Kelley, Jennifer Perez & Rebecca Slack
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GOLD

Fort Worth ISD	Fort Worth ISD 2011-2012 Annual Report: Singleness of Purpose	Barbara Griffith, Shara Kelley, Jennifer Perez & Rebecca Slack
Plano ISD	Plano ISD Annual Report	Lesley Range-Stanton & Mary Gorden
Texas Assoc of School Boards	TASB 2012 Annual Report	TASB Communications

SILVER

Harris Co Dept of Education	Embracing Hope: Head Start Annual Report 2011-2012	Lotus Locaste-Wilken, Carol Vaughn & Amanda Arnold
Harris Co Dept of Education	On the Road to Success: Head Start Annual Report 2010-2011	Lotus Locaste-Wilken, Carol Vaughn & Amanda Arnold
Harris Co Dept of Education	Popular Annual Financial Report:	Tammy Lanier

BRONZE

Pasadena ISD	Education Foundation Annual Report	Cindy Parmer & Bruce Stone
Spring Branch ISD	The Gift of Time, Talent & Treasure: The SpringBoard Mentoring Program Celebrates 10 Years	Steve Brunzman





CATEGORY 13

Communication Plan

All Divisions

**BEST OF CATEGORY**

Spring Branch ISD

Communications Plan 2013-18

Steve Brunsman

GOLD

Galveston ISD

2013 Galveston ISD Communications Review and Plan

Dyann Polzin & Johnston Farrow

Spring Branch ISD

Communications Plan 2013-18

Steve Brunsman

SILVER

Grapevine-Colleyville ISD

The Fugitive: GCISD Crisis Communications Response to a Community Security Threat

Megan Overman, Christian Hughes
Kristin Snively & Heather Willden**BRONZE**

Alvarado ISD

Communication Plan

Tommy Brown

United ISD

Sames "Kia in the Classroom" Public Relations Plan

Veronica R. Yunes



CATEGORY 14

Magazine

All Divisions

**BEST OF CATEGORY**

Amarillo ISD

AISD Portraits

Holly Shelton, Denise Blanchard & Susan Hoyl

GOLD

Amarillo ISD

AISD Portraits

Holly Shelton, Denise Blanchard & Susan Hoyl

Texas Assoc. of School Boards

Texas Lone Star Magazine

TASB Communications

Texas Classroom Teachers Assoc

The Classroom Teacher

Amy Francisco

SILVER

Irving ISD

Impact

Nicholas Love & Julie Baur

BRONZE

Bastrop ISD

The Communicator, Back-to-School Edition

Donald Williams & Renee Cervantes



CATEGORY 15

Handbook/Manual

All Divisions

**BEST OF CATEGORY**

Birdville ISD

Curriculum Management Plan

Mark Thomas & Stephanie Whitlock

GOLD

Birdville ISD

Curriculum Management Plan

Mark Thomas & Stephanie Whitlock

Sheldon ISD

C.E. King Course Catalog

Victor Bushfield

SILVER

United ISD

Student Code of Conduct

Rocio Moore





CATEGORY 16
Image/Identity Package
Less than 10,000 students



BEST OF CATEGORY

Friendswood ISD Ed Foundation

The Greatest Gala on Earth!

Karolyn Gephart

GOLD

Friendswood ISD Ed Foundation
 Galveston ISD Ed Foundation
 Highland Park ISD

The Greatest Gala on Earth!
 Galveston ISD Educational Foundation (GEF) Stationery
 Learner for the Future/Educator for the Future

Karolyn Gephart
 Eliza Quigley
 David Hicks
 & Helen Williams
 Kimberly Culver
 Sonya Cole-Hamilton

La Porte ISD
 Lancaster ISD

2013 La Porte ISD Service Awards “Game Show Gala!”
 A New Innovative, Creative and
 Collaborative Lancaster ISD

SILVER

Quinlan ISD

Quinlan ISD....Opening Doors To
 A World Of Opportunities!

Kathy Goleman

Weatherford ISD

Weatherford ISD Image/Identity Package

Charlotte LaGrone & Derik Moore

10,000 to 30,000 students

BEST OF CATEGORY

Sharyland ISD

Simply the Best

Rocio N. Landin

GOLD

Coppell ISD
 Lamar CISD
 Sharyland ISD
 Sharyland ISD

intouch, informed, inspired Mobile App Package
 Logo & Branding
 Game On...Taking it to the Next Level
 Simply the Best

Tamerah Ringo & Bria Jones
 Mike Rockwood
 Rocio N. Landin
 Rocio N. Landin

SILVER

Pearland ISD
 Rockwall ISD

Turner College & Career High School Image/Identity Package
 SSO End of Day 5K

Kim Hocott
 Jovan Overshown

BRONZE

Ector County ISD
 Waco ISD Ed Foundation

Outstanding Teacher Awards Dinner
 2013 H-E-B Celebrity Cook Off Identity

Communications Department
 Amber George

More than 30,000 students

BEST OF CATEGORY

Harris Co Dept of Education

Alternative Certification Division Identity Package

Lotus Locaste-Wilken

GOLD

Arlington ISD

Achieve Today. Excel Tomorrow.

Leslie Johnston, Robert Spence

ESC Region 20

Strategic Plan Image Package

& McKenzie Stokes

ESC Region 20

Accredited Coach Training Program

Communications

ESC Region 20

Migrant Education Program

Communications

ESC Region 20

South San Antonio ISD Parent and Community Center

Communications

ESC Region 20

South San Antonio ISD Parent and Community Center

Communications

Fort Bend ISD

TAPPEstry Conference

Communications

Harris Co Dept of Education

Mission Possible

Becky Walker

HCDE Client Development Services

Alternative Certification Division Identity Package

Lotus Locaste-Wilken

Northside ISD

Choice Partners Image/Identity Package

Amy Swik & Louise Henry, APR

Pharr-San Juan-Alamo ISD

The Northside Swim Center

Leslie Rodriguez

Pharr-San Juan-Alamo ISD

PSJA ISD Guiding Principles

Santiago Zavala III

Start College Now! Complete Early! Go Far!

Santiago Zavala III



WRITING CATEGORIES

CATEGORY 17

Writing

Less than 10,000 students



BEST OF CATEGORY

Galveston ISD

Practicing the Power of Positive Publicity

Johnston Farrow

GOLD

Boerne ISD

Superintendent's Column

David Boggan

Galveston ISD

Practicing the Power of Positive Publicity

Johnston Farrow

Weatherford ISD

'Big Kap' to play in the 'Big Spotlight' Jan. 9 on ABC

Derik Moore

SILVER

Bay City ISD

Travis Ursery: BCISD Athletic Trainer, Sports Medicine Specialist

Allison Sliva

Kerrville ISD

Kerrville ISD Explains New State Accountability System

Jamie Fails

BRONZE

Highland Park ISD

HPHS Robot gets ready to take the ring

Helen Williams

Highland Park ISD

Vintage medical illustrations discovered in HPHS storage room

Helen Williams

Lancaster ISD

Lancaster ISD Superintendent's Article
for the Lancaster Chamber of Commerce Newsletter

Sonya Cole-Hamilton

10,000 to 30,000 students

BEST OF CATEGORY

Hurst-Eules-Bedford ISD

2013 Convocation Speech

Judy Everett Ramos

GOLD

Comal ISD

First middle school students in the nation
to take Networking Academy Class

Jason Gordon

Hurst-Eules-Bedford ISD

2013 Convocation Speech

Judy Everett Ramos

Hurst-Eules-Bedford ISD

Friends of Scouting Speech

Judy Everett Ramos

SILVER

Comal ISD

Students learn powerful MLK Day message

Jason Gordon

Hurst-Eules-Bedford ISD

Employee Communication

Judy Everett Ramos

BRONZE

Comal ISD

Father surprises his daughters at Rahe Bulverde Elementary
after returning from Afghanistan

Jason Gordon

More than 30,000 students

BEST OF CATEGORY

Texas Assoc of School Boards

Waging War on the West Nile

Roger White

GOLD

Harris Co Dept of Ed

Advice from an award-winning, Scholastic Art & Writing teen writer

Carol Vaughn

Irving ISD

Jim Bennett

Nicholas Love

Mesquite ISD

Superintendent's Commencement Address

Allison Lewallyn

Mesquite ISD

Superintendent's Commencement Address to the Mesquite Academy

Allison Lewallyn

Texas Assoc of School Boards

Waging War on the West Nile

Roger White

SILVER

Amarillo ISD

Editor's Letter from AISD Portraits Magazine

Holly Shelton

Fort Bend ISD

Families Encouraged to Play it Safe during Seasonal Celebrations

Keryn Miles

Garland ISD

Garland Police answer unusual call at GISD Schools

Tiffany Graber

Harris Co Dept of Education

Teen CERT students use Dallas-area tornados

Carol Vaughn

to brainstorm real-time solutions

BRONZE

Arlington ISD

District Update

Leslie Johnston



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



BEST OF CATEGORY

Dickinson ISD

Family of Top Teachers

Robby Robertson

GOLD

Barbers Hill ISD

The Many Faces of Workforce Development

Carla Rabalais

Dickinson ISD

Family of Top Teachers

Robby Robertson

Dickinson ISD

Virtual Studio

Robby Robertson

Highland Park ISD

From kindergartners to graduates, students are our inspiration

Helen Williams

Highland Park ISD

Standardized testing stands in the way of student choice

Helen Williams

La Porte ISD

Dan Eubank retires after career in education spanning 50 years

Terri Cook

Sheldon ISD

It's Time To Celebrate Sheldon ISD

Ashley Shibley

Weatherford ISD

Curtis Summer Checkout Center an instant success

Derik Moore

SILVER

Galveston ISD

GISD Schools of Choice Application Guide

Communications Department

Willis ISD

WISD Launches Out-of-this-World Initiative

Erin Kleinecke

BRONZE

Alvarado ISD

Board, bond committee agree on possible bond

Tommy Brown

Alvarado ISD

Committee recommends new junior high

Tommy Brown

San Elizario ISD

San Elizario HS cadets in service to community

Cynthia P. Marentes

10,000 to 30,000 students

BEST OF CATEGORY

Tomball ISD

e-Reader pilot program generates excitement

Staci Stanfield

GOLD

Hurst-Eules-Bedford ISD

HEB ISD: A World-Class Education

Judy Everett Ramos

Laredo ISD

Perfect attendance honors

Veronica Castillon

Tomball ISD

e-Reader pilot program generates excitement

Staci Stanfield

SILVER

Comal ISD

Graphic Design and Illustration class shapes student's career goals

Jason Gordon

Comal ISD

Student raises \$20,000 for church in Romania

Jason Gordon

as part of Girl Scout Gold Award project

Coppell ISD

A Grassroots Movement for Change

Tamerah Ringo

Goose Creek CISD

GCCISD Expanding Program

Susan Passmore

BRONZE

Comal ISD

Comal ISD STAR athletic program bowls another strike

Jason Gordon

Laredo ISD

Laredo ISD Ambulance Simulator

Roberto Treviño

Laredo ISD

Laredo ISD Single Gender Classes

Roberto Treviño

Laredo ISD

LISD student attends Presidential Inauguration

Roberto Treviño

Laredo ISD

Santo Niño Elementary School wins national student video contest

Maribel Rodriguez



Category 18 Published News or Feature cont. More than 30,000 students

BEST OF CATEGORY

Garland ISD	Garland ISD students and local senior citizens make unlikely match	Tiffany Graber
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GOLD

Cypress-Fairbanks ISD	Beloved CFISD custodian's legend to live on through memorial scholarship	Joel Weckerly
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Garland ISD	Garland ISD students and local senior citizens make unlikely match	Tiffany Graber
Harris Co Dept of Education	Embracing Hope by Building Healthy Eating Habits:	Carol Vaughn

Irving ISD	Chef Seasons her Recipes with Love	Nicholas Love
Pasadena ISD	Alexis Jones	Britta Gamino
Spring Branch ISD	Memorial High Student Selected as Finalist in Texas Film Fest	Steve Brunsman
	Rummel Creek Celebrates 50th!	

SILVER

Klein ISD	Character Counts for Three Klein ISD Students	Communications & Planning Dept
Northside ISD	Students Pledge to Respect Others	Monica Faulkenbery, APR



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



BEST OF CATEGORY

Lancaster ISD	Two Lancaster High School Students Selected to Compete in Congressional Art Contest	Sonya Cole-Hamilton
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GOLD

Ennis ISD	Longtime AD Retiring	Henry Martinez
Highland Park ISD	Bradfield students recycle Chihuly's ideas to create vivid artwork	Helen Williams
La Porte ISD	The show must go on--LPHS musical embraced by community for 46 years and counting	Terri Cook

Lancaster ISD	Two Lancaster High School Students Selected to Compete in Congressional Art Contest	Sonya Cole-Hamilton
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Willis ISD	Willis ISD's Dr. Bret Jimerson Named Lone Finalist for Burleson ISD Superintendent	Erin Kleinecke
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SILVER

Highland Park ISD	Looking ahead to the new year	Helen Williams
Weatherford ISD	WHS 2009 grad dies in Afghanistan	Derik Moore
Willis ISD	Willis ISD Bridging the Digital Divide	Erin Kleinecke

10,000 to 30,000 students

BEST OF CATEGORY

Laredo ISD	Laredo ISD Early College High School Best in Nation	Roberto Treviño
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GOLD

Goose Creek CISD	Student Attends Disney Dreamers Academy	Susan Passmore
Laredo ISD	Laredo ISD Early College High School Best in Nation	Roberto Treviño
Laredo ISD	Laredo ISD student earns Microsoft certification	Roberto Treviño

SILVER

Laredo ISD	LISD graduates awarded millions in scholarships	Maribel Rodriguez
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BRONZE

Comal ISD	Comal ISD's "A-Rod" having better year than New York Yankees third baseman	Jason Gordon
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Comal ISD	Students join fight against MS	Jason Gordon
Deer Park ISD	Dabbs Elementary dads serve as WATCH D.O.G.S.	Jeri M. Martinez
Laredo ISD	Laredo ISD educator publishes romance novel	Roberto Treviño

Category 19 Published News Release, Edited cont.

More than 30,000 students

BEST OF CATEGORY

Spring Branch ISD	Student Spotlight: Fernando Trujano	Steve Brunzman
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GOLD

ESC Region 12 Garland ISD	Technology Olympics Garland ISD Sophomore accepted to college, seeks community support to attend	Communications Tiffany Graber
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Harris Co Dept of Education Pasadena ISD Spring Branch ISD	Active shooter training empowers school districts Stuff the Bus Campaign Gets Students Classroom Ready Student Spotlight: Fernando Trujano	Carol Vaughn Britta Gamino Steve Brunzman
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SILVER

ESC Region 12	News Release: Regional Teacher Preparation Program Adds Master's Degree	Communications
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Harris Co Dept of Education	HCDE music therapist facilitates learning through song in Cy-Fair ISD classrooms	Amanda Arnold
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United ISD	C.R. England Trucking Co. Donates Backpacks to Students	Veronica R. Yunes
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BRONZE

Klein ISD	Kohrville Teacher Remembers the Superintendent	Communications & Planning Dept
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PHOTOGRAPHY CATEGORIES

CATEGORY 20

Photo - Sports Subjects

Less than 10,000 students



BEST OF CATEGORY

Alvarado ISD	Tough Shot	Tommy Brown
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GOLD

Alvarado ISD	Out??? Tommy Brown	
Alvarado ISD	Tough Shot	Tommy Brown
Barbers Hill ISD	Eyes on the Prize	Carla Rabalais

SILVER

Dickinson ISD	Hammon Airborne	Robby Robertson
Midway ISD	Getting a Grip on Polo	Traci Marlin
Weatherford ISD	"Takeaway"	Derik Moore
Weatherford ISD	"Unity"	Derik Moore

10,000 to 30,000 students

BEST OF CATEGORY

Deer Park ISD	Deer Park High School Boys Soccer Playoffs	Jeri M. Martinez
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GOLD

Deer Park ISD	Deer Park High School Boys Soccer Playoffs	Jeri M. Martinez
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SILVER

Galena Park ISD	Catch of the Day	Jonathan Frey
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BRONZE

Goose Creek CISD	Stretching Out For More Yardage	Carrie Pryor-Newman
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More than 30,000 students

BEST OF CATEGORY

Cypress-Fairbanks ISD	Touchdown!	Gary Durrenberger
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GOLD

Cypress-Fairbanks ISD	Touchdown!	Gary Durrenberger
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SILVER

Spring ISD	Superman	Steve Brunzman
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BRONZE

United ISD	"Krueger Athletic Field: Open for Business"	Veronica R. Yunes
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CATEGORY 21

Photo - Other Subjects

Less than 10,000 students



BEST OF CATEGORY

Alvarado ISD

Graduation

Tommy Brown

GOLD

Alvarado ISD

Graduation

Tommy Brown

Corsicana ISD

Signing Santa

Kristin Zastoupil

SILVER

Alvarado ISD

Soaked Tommy Brown

Brownwood ISD

3rd Grade Chess Players Shaking Hands

Charles Musgrove

DeSoto ISD

A Teacher's Love

Beth Trimble

DeSoto ISD

We're a Team

Beth Trimble

Dickinson ISD

Decorating for the Troops

Robby Robertson

Highland Park ISD

Bush Library Opening, part 2

Helen Williams

Highland Park ISD

La Fiesta Grant Winner

Elena Harding

Midway ISD

For the Love of John Cena

Traci Marlin

San Elizario ISD

San Elizario HS band plays for Vets

Cynthia P. Marentes

BRONZE

Bay City ISD

Happy 50th Birthday Cherry Elementary

Allison Sliva

Burnet CISD

I Pledge Allegiance

Sharon Schwartz

Corsicana ISD

Homecoming Surprise

Rob Ludwig

DeSoto ISD

Academic Signing Day

Beth Trimble

Highland Park ISD

Bush Library Opening Surprise

Helen Williams

Highland Park ISD

First Day of School

Helen Williams

Highland Park ISD

Menu Contest Winner

Elena Harding

Highland Park ISD

Thanks to HPISD's presenting sponsor

Helen Williams

La Porte ISD

DeWalt School principal Debbie Stewart puts the finishing touch on a graduation gown

Terri Cook

La Porte ISD

Top 10 La Porte High School 2013 Graduates

Kimberly Culver

Weatherford ISD

Curtis Summer Checkout Center

Derik Moore

Weatherford ISD

"Kids Teaching Kids"

Derik Moore

10,000 to 30,000 students

BEST OF CATEGORY

McAllen ISD

Transforming learning in the classroom, campus, and community!

Andrea Hathcock

GOLD

Comal ISD

My daddy's home!

Jason Gordon

Deer Park ISD

DPISD Evidence of Excellence - Handful

Matt Lucas

Deer Park ISD

Evidence of Excellence - Reading in the Dark

Matt Lucas

Galena Park ISD

Tenacious Tug-of-War

Jonathan Frey

Goose Creek CISD

Sparking an Interest

Carrie Pryor-Newman

Goose Creek CISD

Waiting for the Bell

Carrie Pryor-Newman

McAllen ISD

Transforming learning in the classroom, campus, and community!

Andrea Hathcock

SILVER

Comal ISD

Just hanging around

Jason Gordon

Comal ISD

My furry reading buddy

Jason Gordon

Comal ISD

This Brahman's no bully

Jason Gordon

Deer Park ISD

Parkwood Elementary Student Participates in Earth Day Activity

Jeri M. Martinez

Galena Park ISD

Bountiful Benevolence

Jonathan Frey

Galena Park ISD

Patriotic Pride

Jonathan Frey

Goose Creek CISD

Bunny Business

Susan Passmore

Goose Creek CISD

Lights, Camera, Action!

Carrie Pryor-Newman

Goose Creek CISD

Paying My Respects

Carrie Pryor-Newman

Goose Creek CISD

That's Our Little Man!

Carrie Pryor-Newman

Laredo ISD

Laredo ISD The Celebration

Roberto Treviño

Category 2I Photo - Other Subjects cont.

10,000 to 30,000 students - Silver

Northwest ISD	Classroom Photos	Rachel Bobbitt
Pearland ISD	Dawson High School and Massey Ranch Elementary Biosphere Photo	Kim Hocott
Pearland ISD	Pearland High School Graduation Photo	Kim Hocott
BRONZE		
Comal ISD	Science can be fun, frightening and fantastic	Jason Gordon
Comal ISD	Students don't mind prickly situation	Jason Gordon
Ector County ISD	1st Day of School	Communications Department
Edgewood ISD	Annual Salsa Bowl Extravaganza	Yvonne Peña
Goose Creek CISD	Picture This!	Carrie Pryor-Newman
Goose Creek CISD	Standing Out In a Crowd	Susan Passmore
Goose Creek CISD	We're All Winners!	Susan Passmore
Laredo ISD	Laredo ISD Honoring Our Fallen Heroes	Roberto Treviño
Laredo ISD	Laredo ISD Pee Wee Olympics	Maribel Rodriguez
McAllen ISD	We count YOU as one of our blessings!	Andrea Hathcock
Northwest ISD	Graduation Photos	Rachel Bobbitt

More than 30,000 students

BEST OF CATEGORY

Irving ISD	Ford Driving Dreams Photo	Nicholas Love
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GOLD

Cypress-Fairbanks ISD	Flying Sparks	Gary Durrenberger
Irving ISD	Ford Driving Dreams Photo	Nicholas Love
Pasadena ISD	Eyeing the End	Britta Gamino
Pasadena ISD	Olympic Winner	Britta Gamino
United ISD	"I Have a Dream...at United I.S.D."	Veronica R. Yunes
United ISD	Practical Learning	Alexander Meyer
United ISD	The Education of Celebrating Culture	Alexander Meyer

SILVER

Alief ISD	Class of 2013 Valedictorians and Salutatorians	Tracy Lau
Harris Co Dept of Education	Adult Education Graduation	Amanda Arnold
Harris Co Dept of Education	Inside a HCDE Head Start Classroom	Amanda Arnold
Harris Co Dept of Education	Teen CERT Final Drills	Amanda Arnold
Mesquite ISD	In Training	Wade Odom
Pasadena ISD	Fine Stadium Moments	Britta Gamino
United ISD	Changing Hearts and Minds	Alexander Meyer
United ISD	Dr. Seuss Time	Alexander Meyer
United ISD	First Steps of the New Season	Alexander Meyer
United ISD	Spread Your Wings and Read	Alexander Meyer
United ISD	"Thumbs Up" at Centeno Elementary	Veronica R. Yunes

BRONZE

Fort Bend ISD	Chopped Judge	Keryn Miles
Garland ISD	Photo of Mr. Blakley	Tiffany Graber
Harris Co Dept of Education	Head Start Family Day Festival	Amanda Arnold
Mesquite ISD	In The Moment	Wade Odom
Mesquite ISD	One Last Goodbye	Wade Odom



GRAPHICS CATEGORIES

CATEGORY 22

Logo, Trademark, Symbol

Less than 10,000 students



BEST OF CATEGORY

Waxahachie ISD

Hachie Fever: Groovin' to Academic Excellence

Dr. Nicole Mansell

GOLD

Barbers Hill ISD

Barbers Hill Logo 2013

Carla Rabalais

Corsicana ISD

Collins Middle School Ag Mechanics Logo

Kristin Zastoupil & Susan Johnson

Galveston ISD

Back to School Fair Logo

Dyann Polzin, Johnston Farrow

& Toni Pearson

Galveston ISD Ed Foundation

Galveston ISD Educational Foundation (GEF), New Logo

Eliza Quigley

Highland Park ISD

Centennial Logo

Helen Williams

Huntsville ISD

Huntsville ISD Hornet Buzzy Logo

Shannon Duncan

Sheldon ISD

Sheldon ISD 30 Years of Education

Victor Bushfield

Waxahachie ISD

Hachie Fever: Groovin' to Academic Excellence

Dr. Nicole Mansell

Weatherford ISD

Parker County Area Coalition for Unity in Texas Public Schools

Derik Moore

SILVER

Highland Park ISD

Global Connections Program Logo

Helen Williams

Lancaster ISD

Lancaster ISD: In Pursuit of Excellence

Sonya Cole-Hamilton

10,000 to 30,000 students

BEST OF CATEGORY

College Station ISD Ed Foundation

College Station ISD Education Foundation Logo

Teresa Benden

GOLD

College Station ISD Ed Foundation

College Station ISD Education Foundation Logo

Teresa Benden

Lamar CISD

District Logo

Mike Rockwood

Rockwall ISD

2013 Multicultural Celebration Logo/Symbol

Jovan Overshown

Rockwall ISD

STEM Logo/Symbol

Jovan Overshown

Sharyland ISD

Game On...Taking it to the Next Level Logo

Rocio N. Landin

Sharyland ISD

Simply the Best Logo

Rocio N. Landin

More than 30,000 students

BEST OF CATEGORY

Northside ISD

McAndrew Elementary School Highlanders Logo

Leslie Rodriguez

GOLD

Arlington ISD

Achieve Today, Excel Tomorrow, Strategic Plan Logo

Communications Department

Corpus Christi ISD

Harold T. Branch Academy Logo

Tanis Acosta

ESC Region 20

Charting the Course – Child Nutrition

Communications

ESC Region 20

South San Antonio ISD Parent and Community Center

Communications

ESC Region 20

TAPPestry Conference

Communications

Harris Co Dept of Education

ENRICH After School Logo

Lotus Locaste-Wilken

Harris Co Dept of Education

Lights On! Logo

Lotus Locaste-Wilken

Irving ISD

Irving Celebration of Excellence Logo Redesign

Julie Baur

Keller ISD

KISD Student Transportation Logo

Bryce Nieman

Klein ISD

75th Anniversary Logo

Communications & Planning Department

Mesquite ISD

Amazing Technicolor 5K Logo

Communications

Mesquite ISD

Our Best to West Logo

Communications

Northside ISD

McAndrew Elementary School Highlanders Logo

Leslie Rodriguez

Round Rock ISD

Cruising the ABC Islands

Linda Aschenbrener & JoyLynn Occhuzzi

United ISD

Cardinal Expectations

Rocio Moore

United ISD

The Cougar Way

Rocio Moore

SILVER

Corpus Christi ISD

Garcia Elementary Logo

Tanis Acosta



CATEGORY 23

Original Art

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



BEST OF CATEGORY

Midway ISD

District 12's Swimming Industry

Traci Marlin

GOLD

Coppell ISD

Mobile App Icons

Tamerah Ringo & Bria Jones

Midway ISD

District 12's Swimming Industry

Traci Marlin

SILVER

Sharyland ISD

Sharyland ISD District Calendar

Rocio N. Landin

BRONZE

Sharyland ISD

Sharyland ISD Simply the Best Flyer

Rocio N. Landin

More than 30,000 students

BEST OF CATEGORY

Katy ISD

KEYS Mentor Program Commemorative 2013 Artwork

Janet Theis

GOLD

Corpus Christi ISD

8-Bit Graduate Original Artwork

Tanis Acosta

ESC Region 20

EIE Engineering Elementary

ESC Region 20

Rigor Series

ESC Region 20

South San Antonio ISD Parent and Community Center

Irving ISD

Spring 2012 Impact Cover

Julie Baur & Nicholas Love

Katy ISD

KEYS Mentor Program Commemorative 2013 Artwork

Janet Theis

Mesquite ISD

Best of the Web Badges

Communications

Pharr-San Juan-Alamo ISD

50th Anniversary Bears

Santiago Zavala III

Round Rock ISD

Jingle Bell Run

Linda Aschenbrenner & JoyLynn Occhiuzzi

Texas Assoc of School Boards

Oasis or Mirage Illustration

TASB Communications

United ISD

Congratulations Class of 2013

Paola Arcos

United ISD

My Favorite Hero

Rocio Moore

United ISD

Nataly

Rocio Moore





CATEGORY 24
Published Print Ad
Less than 10,000 students



BEST OF CATEGORY

Sheldon ISD Sheldon ISD Advertisement Ashley Shibley & Victor Bushfield

GOLD

Bay City ISD Bay City ISD What's your interest? We've got it! Allison Sliva
 Friendswood ISD Ed Foundation Greatest Gala on Earth! Karolyn Gephart
 Galveston ISD Teacher of the Year-Employee of the Year Award Ad Dyann Polzin, Johnston Farrow & Toni Pearson

Lancaster ISD
 Sheldon ISD

Lancaster Highest Graduation Rate Ad Sonya Cole-Hamilton
 Sheldon ISD Advertisement Ashley Shibley & Victor Bushfield

SILVER

Galveston ISD Galveston Chamber of Commerce Directory Ad Dyann Polzin, Johnston Farrow & Toni Pearson

Huntsville ISD Huntsville ISD Ad for Chamber of Commerce Directory Shannon Duncan

BRONZE

Corsicana Ed Foundation 2013 CEF Distinguished Scholars Banquet Ad Kristin Zastoupil

10,000 to 30,000 students

BEST OF CATEGORY

Goose Creek CISD Proud of Our Past . . . Focused on Our Future Mima Trujillo & Kathy Clausen

GOLD

Goose Creek CISD Proud of Our Past . . . Focused on Our Future Mima Trujillo & Kathy Clausen
 Goose Creek CISD Thank You for Supporting the 2013 Bond Ad Mima Trujillo, Susan Passmore & Kathy Clausen

Rockwall ISD
 Sharyland ISD

2013 Rockwall ISD Advertisement Jovan Overshown
 The Monitor Reader's Choice Awards AD Rocio N. Landin

SILVER

Goose Creek CISD Teachers Wanted Ad Mima Trujillo & Susan Passmore
 Hurst-Euless-Bedford ISD Hall of Fame 2012 Inductees Carolyn Marcantel

Rio Grande City CISD Rio Grande City CISD Raises Old Glory Cynthia Ybarra & Helen Escobar
 Rockwall ISD 2013 ROCK and Aquatic Center Advertisement Jovan Overshown
 Sharyland ISD Athletic Director of the Year AD Rocio N. Landin

BRONZE

Goose Creek CISD It's a Great School Year! Ad for Goose Creek CISD Mima Trujillo
 Lubbock ISD More Great News! Brian Morris & Nancy Sharp
 Sharyland ISD Discover Mission Rocio N. Landin

More than 30,000 students

BEST OF CATEGORY

Mesquite ISD Graduation Ad Communications

GOLD

HCDE Client Development Services Choice Partners Technology Ad Amy Swik & Louise Henry, APR
 Mesquite ISD Graduation Ad Communications

Pasadena ISD Unmistakable Impact Bruce Stone & Britta Gamino
 Region 16 ESC "Where the Sun Shines" Lynda Queen

Texas Assoc of School Boards TASA/TASB Annual Convention Advertisement Rocio Moore
 United ISD Pre-K Kinder Round Up

SILVER

Pharr-San Juan-Alamo ISD Escobar Elementary Dedication Santiago Zavala III

BRONZE

Arlington ISD Back-to-School ad McKenzie Stokes & Leslie Johnston



CATEGORY 25

Advertisement - Other

Less than 10,000 students



BEST OF CATEGORY

Hillsboro ISD	Inspiring Future Ready Students Billboard	Katharine Matthys
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GOLD

Brownwood ISD	Friday Night Fever Billboard	Charles Musgrove & Dr. Reece Blincoe
Hillsboro ISD	Inspiring Future Ready Students Billboard	Katharine Matthys
Waxahachie ISD	My Journey Began at Waxahachie ISD	Dr. Nicole Mansell
Willis ISD	All State Band	Erin Kleinecke
Willis ISD	Willis ISD Accepting Out of District Transfers	Erin Kleinecke

SILVER

Huntsville ISD	Huntsville ISD Exhibit & Promo Items for Chamber of Commerce Trade Expo	Shannon Duncan
Lancaster ISD	New Early Childhood Bright Beginnings Program	Sonya Cole-Hamilton
Quinlan ISD	The Pride of Quinlan ISD - Bank Truck	Kathy Goleman
Willis ISD	Congratulations	Erin Kleinecke

BRONZE

Brownwood ISD	“There’s an app for that!” Billboard	Charles Musgrove & Dr. Reece Blincoe
Willis ISD	Willis ISD Launches Science Into Space	Erin Kleinecke

10,000 to 30,000 students

BEST OF CATEGORY

Rockwall ISD	2013 Summer Food Program Bus Banner	Jovan Overshown
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GOLD

Rockwall ISD	2013 Summer Food Program Bus Banner	Jovan Overshown
Waco ISD	“Every Day Ready to Learn”	Amber George
Weslaco ISD	2013 Weslaco East High School Boys Golf District Champions	Darline Gracia

SILVER

Ector County ISD	Youth Volunteer of the Year	Communications Department
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BRONZE

Ector County ISD	JROTC Top Cadet	Communications Department
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More than 30,000 students

BEST OF CATEGORY

ESC Region 20	South San Antonio ISD Parent and Community Center	Communications
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GOLD

Amarillo ISD	AISD NewsWire Promotional Card	Holly Shelton
ESC Region 20	Career and Technology Education banners	Communications
ESC Region 20	South San Antonio ISD Parent and Community Center	Communications
Mesquite ISD	Personnel Banner	Communications
Mesquite ISD	Top 150 Billboard	Communications
Texas Assoc of School Boards	Fund Public Schools Advertisement	TASB Communications

SILVER

Arlington ISD	Bus decals	Communications Department
HCDE Client Development Services	Choice Partners Exhibit Booth	Amy Swik & Louise Henry, APR
United ISD	Salvador Garcia “The Cougar Way”	Rocio Moore

SILVER

Pharr-San Juan-Alamo ISD	Dropout Recovery Billboard	Santiago Zavala III
Pharr-San Juan-Alamo ISD	Teacher Recruitment Banner	Santiago Zavala III
United ISD	Arndt Elementary “Cardinal Expectations”	Rocio Moore



VIDEO/CABLE TV CATEGORIES

CATEGORY 26

Video - News/Information

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



BEST OF CATEGORY

Lamar CISD

GOLD

Alvarado ISD

Lamar CISD

Laredo ISD-ITV

Lubbock ISD

Northwest ISD

Weslaco ISD

Weslaco ISD

SILVER

Wichita Falls ISD

The Randle Report

Anti-Bully Week

The Randle Report

Campus News

Lubbock ISD In Action!

Got Growth?

Gear-Up T.I.E.S. Conference

Ignite Science Camp

District Strategic Plan Video

Justin Terry & Mike Rockwood

Tommy Brown

Justin Terry & Mike Rockwood

Julio Ovando, Robert Alba, Esteban Borjas, Jose Mendiola,

David Flores & Jeannette G. Martinez

Kenneth Dixon

Emily Conklin

Don Ramirez

Don Ramirez

Renae Murphy

More than 30,000 students

BEST OF CATEGORY

Mesquite ISD

GOLD

Brownsville ISD - KBSD-ITV

Brownsville ISD - KBSD-ITV

Cypress-Fairbanks ISD

Garland ISD

Irving ISD

Mesquite ISD

Mesquite ISD

Mesquite ISD

Northside ISD

Richardson ISD

United ISD

United ISD

United ISD

United ISD

SILVER

Arlington ISD

Spring Branch ISD

Stories Not to Be Missed - February 2013

KBSD-ITV News 4-26-13

KBSD-ITV News 6-28-13

CFISD District News

School Scene 2012 #1

District News

Clif Notes Episode 6

Stories Not to Be Missed - February 2013

We Are All Champions

Inside Northside Video Magazine - Show #78

Spotlight on RISD, April 2013

UISD Student Newscast #5

UISD Student Newscast #10

UISD Student Newscast #11

UISD Student Newscast #12

AIISD-TV News

Rummel Creek Educator Rocks Instruction

Clif Cotton

Jessica Gallardo & Luis G. Martinez

Jessica Gallardo & Luis G. Martinez

Mitzi Loera

Homer Clayton, Larry Grimes

& Delbert Richardson

Dennis Palacios & Billy Rudolph

Clif Cotton

Clif Cotton

Wei-Tung Chou

Keith Van Prooyen, Tim Irvin

& Julie Ann Matonis

Marcin Wawrzyczek, Tim Clark,

Amanda O'Neal & Candace Ahlfinger

Instructional Television Department

Instructional Television Department

Instructional Television Department

Instructional Television Department

Robert Spence & McKenzie Stokes

Steve Brunsmann





CATEGORY 27

Video - News Release/News Package

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



BEST OF CATEGORY

TISD-TV, Tyler ISD

TISD News Briefs

Angela Duitch, Gregory McRae & Jacob Walker

GOLD

TISD-TV, Tyler ISD

TISD News Briefs

Angela Duitch, Gregory McRae & Jacob Walker

SILVER

Highland Park ISD

HPISD's Safety Update

Helen Williams

More than 30,000 students

BEST OF CATEGORY

Northside ISD

Brandeis Fire Science

Keith Van Prooyen & Julie Ann Matonis

GOLD

Brownsville ISD - KBSD-ITV

BISD and Texas Southmost College Collaborate on HVAC Dual Enrollment Program

Jessica Gallardo & Luis G. Martinez

Cypress-Fairbanks ISD

Cy-Fair ISD News Flash

Mitzi Loera

Cypress-Fairbanks ISD

Cy-Fair ISD News Flash

Kimberly Foster

Northside ISD

Brandeis Fire Science

Keith Van Prooyen & Julie Ann Matonis

Pharr-San Juan-Alamo ISD

Star's Surprise

Celia Torres & Mark Vasquez

SILVER

Harris Co Dept of Education

The Sound of Healing

Joe Perez & Amanda Arnold



CATEGORY 28

Video - Documentary

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



BEST OF CATEGORY

Weslaco ISD

WISD Makes History: Students In Space

Julian Olivarez & Don Ramirez

GOLD

Lamar CISD

Terry Rangers State Championship: Believe "4th and Goal" - The Story of the 2012-2013

Justin Terry

Lancaster ISD

Lancaster Varsity Football Team

Sonya Cole-Hamilton

Laredo ISD- ITV

Golden Spur Legend

Dr. Marcus Nelson, Jeannette G. Martinez & Ruben Vela

Laredo ISD-ITV

Laredo Paso Doble

Jeannette G. Martinez & Ruben Vela Jr.

Lubbock ISD

Remembering Ella Iles and Phillis Wheatley

Carol Alonzo

Weslaco ISD

Vision III Assessing 21st Century

Steve Valdez & Don Ramirez

Weslaco ISD

WISD Makes History: Students In Space

Julian Olivarez & Don Ramirez

More than 30,000 students

BEST OF CATEGORY

Plano ISD

Plano ISD District Overview Video 2013

Lesley Range-Stanton & Mary Gorden

GOLD

Brownsville ISD - KBSD-ITV

75th Anniversary of the Golden Eagle Band - Dedication Video

Jessica Gallardo & Luis G. Martinez

Corpus Christi ISD

Wake ^ Documentary

Lorette Williams & Lyndall Gathright

Garland ISD

Spotlight on the Arts:

Larry Grimes & Homer Clayton

Austin Academy Jazz Ensemble

Harris Co Dept of Education

HCDE Adult Education: It's never too late to learn

Communications

Humble ISD

KPHS Day of Service

Winna MacLaren

Humble ISD

Prize Posse

Winna MacLaren

Northside ISD

The Official Dedication of

Tim Irvin & Julie Ann Matonis

Los Reyes Elementary School

Pharr-San Juan-Alamo ISD

Aida Escobar Dedication Video

Celia Torres & Mark Vasquez

Plano ISD

Plano ISD District Overview Video 2013

Lesley Range-Stanton & Mary Gorden

Richardson ISD

Career and Technical Education in Richardson ISD

Marcin Wawrzyczek,

Tim Clark & Candace Ahlfinger

Category 28 Video - Documentary cont.

More than 30,000 students - Gold

United ISD	UIL Marching Band Highlights	Instructional Television Department
United ISD	UISD "Call Me Maybe"	Instructional Television Department
United ISD	UISD Growth Video	Instructional Television Department
United ISD	UISD Special Olympics	Instructional Television Department
United ISD	Uni-trade Toy Drive Highlights	Instructional Television Department
United ISD	United South High School "Fox in Socks"	Instructional Television Department
SILVER		
United ISD	United High School Thriller	Instructional Television Department



BEST OF CATEGORY

Highland Park ISD

GOLD

Bastrop ISD

Highland Park ISD

Highland Park ISD

Highland Park ISD

Highland Park ISD

Highland Park ISD

Lancaster ISD

SILVER

Dickinson ISD

Highland Park ISD

CATEGORY 29

Video - Special Interest/Feature Series

Less than 10,000 students



Centennial Oral History Trailer	Helen Williams
BISD: Belief, Impact, Success, Destiny	Renee Cervantes
Centennial Oral History Trailer	Helen Williams
Charlotte Clinton: HPMS Teacher of the Year	Helen Williams
Classroom Innovation Spotlight: Arch H. McCulloch Intermediate School	Elena Harding
Jessica Smith: Bradfield Teacher of the Year	Helen Williams
MIS and HPMS students spell out support for Mad for Plaid	Elena Harding & David Hicks
Lancaster ISD: 20/25 Year Service Award Honorees	Sonya Cole-Hamilton

Silbernagel Voting	Robby Robertson
Armstrong Elementary 3rd-graders incorporate 21st-century skills in classroom projects	Elena Harding

10,000 to 30,000 students

BEST OF CATEGORY

Lamar CISD

GOLD

Grapevine-Colleyville ISD

Hurst-Eules-Bedford ISD

Hurst-Eules-Bedford ISD

Lamar CISD

Laredo ISD- ITV

Laredo ISD- ITV

Laredo ISD- ITV

Lubbock ISD

McAllen ISD

TISD-TV, Tyler ISD

TISD-TV, Tyler ISD

Weslaco ISD

Weslaco ISD

Wichita Falls ISD

Reading Recovery	Justin Terry
'Around the World' at Bear Creek	Christian Hughes
Making Healthy Choices with Chef V!	Carolyn Marcantel
USDA's New "MyPlate" Guidelines and Reading Recovery	Carolyn Marcantel
Champ	Justin Terry
Smile	Dr. Marcus Nelson, Jeannette G. Martinez & Ruben Vela
Teach Me How To Study	Dr. Marcus Nelson, Jeannette G. Martinez, David Flores, Esteban Borjas, Ruben Vela & Jose Mendiola
Out and About: Nat Williams Playground Math	Dr. Marcus Nelson, Jeannette G. Martinez, Jose Mendiola, Ruben Vela, David Flores, Julio Ovando, Robert Alba & Esteban Borjas
TLC3 Narratives (pronounced T.L.C. cubed)	Ray Rush
AVID Profile	Erasmus Cervantes & Mark May
TISD Convocation: A Legacy of Caring	Angela Duitch, Gregory McRae & Jacob Walker
Every Kid Votes	Angela Duitch, Gregory McRae & Jacob Walker
Weslaco H.S. One-Act Play	Julian Olivarez
I'm Prepared - Jillian Cope Carrigan 2013	Julian Olivarez
	Renae Murphy

Category 29 Video -Special Interest/Feature Series cont.

More than 30,000 students

BEST OF CATEGORY

Fort Worth ISD	Gold Seal High School Overview 2012-2013	Barbara Griffith, Scott JuVette, Rebecca Slack, Charles Ellis & Cindy Ybarra
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GOLD

Brownsville ISD - KBSD-ITV	Porter High School's Media Technology Students Outshine Skills USA Competition	Jessica Gallardo & Luis G. Martinez
Fort Worth ISD	Gold Seal High School Overview 2012-2013	Barbara Griffith, Scott JuVette, Rebecca Slack, Charles Ellis & Cindy Ybarra
Fort Worth ISD	Singleness of Purpose: State of Education 2012 Video	Communications Dept./EdTV.
Garland ISD	Abbett Elementary Jr. NFL Training Camp	Larry Grimes & Homer Clayton
Garland ISD	Armstrong Elementary Celebrate Reading Day	Larry Grimes
Garland ISD	MACS Program	Homer Clayton
Garland ISD	Tech Bytes: Easiteach/Quisdom	Delbert Richardson, Tiffany Graber & Larry Grimes
Garland ISD	Walnut Glen Chalk Extravaganza	Larry Grimes
Harris Co Dept of Education	ECI Board Presentation	Communications
Harris Co Dept of Education	HCDE Spotlight: The Sound of Healing	Communications
Harris Co Dept of Education	Head Start Family Day Festival	Daniel Villarreal & Jaime Salinas
Humble ISD	Best Buddies	Winna MacLaren
Irving ISD	Impact - Singley Law	Dennis Palacios & Nicholas Love
Mesquite ISD	Dr. Poteet Memorial	Clif Cotton
Mesquite ISD	iPads for Rutherford	Clif Cotton
Mesquite ISD	Kendall Pearson Inspires at his Alma Mater	Clif Cotton
Mesquite ISD	The Mesquite ISD Mission: Andre's Story	Wade Odom
Mesquite ISD	What Veterans Mean to Us	Clif Cotton
Mesquite ISD	Why Teach?	Clif Cotton
Northside ISD	Linton Elementary/Holmes High School Mentors	Julie Ann Matonis & Tim Irvin
Pasadena ISD	State of Texas Teacher of the Year Finalist	Communications Department
Pharr-San Juan-Alamo ISD	In Memory of Alfred Sorensen	Celia Torres & Mark Vasquez
Pharr-San Juan-Alamo ISD	Substance Abuse	Mark Vasquez
Plano ISD	Forman Future Engineers Video	Lesley Range-Stanton & Mary Gorden
Plano ISD	Plano ISD AVID Program Video	Lesley Range-Stanton & Mary Gorden
Plano ISD	Students Vote in Mock Election	Lesley Range-Stanton & Mary Gorden
Richardson ISD	2013 RISD STARS Teachers	Marcin Wawrzyczek, Tim Clark, Amanda O'Neal, Andy McCormick & Candace Ahlfinger
Round Rock ISD	The Art of Serving	Roby Brown & JoyLynn Occhiuzzi
San Antonio ISD	SAISD Gates Millenium Scholars	Leslie Price, A. Mario Rios Jr. & Michelle Jimenez
United ISD	UISD Board Appreciation "Avengers"	Instructional Television Department
SILVER		
Brownsville ISD - KBSD-ITV	Read Across America at Putegnat and Garden Park Elementary	Jessica Gallardo & Luis G. Martinez
Spring Branch ISD	Stratford High School Robotics Team: Welcome to the Sharc Tank	Steve Brunzman
United ISD	LBJ High School Color Guard Performance	Instructional Television Department





CATEGORY 30
Video - Promotional/Marketing
Less than 10,000 students



BEST OF CATEGORY

Willis ISD Teachers and Paraprofessionals of the Year by Campus Erin Kleinecke

GOLD

Waxahachie ISD Legacy Run Promotional Video Dr. Nicole Mansell
 Willis ISD Merry Christmas Erin Kleinecke
 Willis ISD Teachers and Paraprofessionals of the Year by Campus Erin Kleinecke

SILVER

Lancaster ISD Lancaster ISD: The Employer of Choice Sonya Cole-Hamilton
 Royse City ISD Ed Foundation Fall in Love with Your Foundation Sheila Whitney & Jo Nell Mellody
 Waxahachie ISD Teacher Summer Car Giveaway Dr. Nicole Mansell
 Willis ISD Cisco Academy Erin Kleinecke
 Willis ISD Digital Integration - Advanced Learning Erin Kleinecke
 Willis ISD Meet Simon Erin Kleinecke
 Willis ISD Parent Testimonial: The Eckerts Erin Kleinecke
 Willis ISD The District of Choice Erin Kleinecke

BRONZE

Alvarado ISD God Made a Teacher Tommy Brown
 Royse City ISD Ed Foundation Fall in Love with Your Foundation Employee Campaign Jo Nell Mellody

10,000 to 30,000 students

BEST OF CATEGORY

Deer Park ISD A Day in the Life Matt Lucas

GOLD

Deer Park ISD A Day in the Life Matt Lucas
 Lamar CISD Teaching in Lamar CISD Justin Terry
 McAllen ISD Who Inspires You? Erasmo Cervantes & Mark May
 Waco ISD H-E-B Celebrity Cook Off PSA Jesse Botello, Dale Caffey & Amber George
 Weslaco ISD Weslaco H.S. 2012 Football Open Don Ramirez

SILVER

Coppell ISD intouch, informed, inspired Mobile App PSA Tamerah Ringo & Bria Jones
 Grapevine-Colleyville ISD GCISD Building Excellent Schools Together Christian Hughes
 Laredo ISD- ITV Stop Bullying Now Julio Ovando, Jeannette G. Martinez, Jose Mendiola, David Flores & Robert Alba

McAllen ISD Online Enrollment Erasmo Cervantes & Mark May
 McAllen ISD Teacher of the Year Erasmo Cervantes & Mark May
 Northwest ISD Why NISD? Emily Conklin

BRONZE

Laredo ISD- ITV Introducing Our Superintendent Dr. Marcus Nelson, Jeannette G. Martinez & Ruben Vela



Category 30 Video - Promotional/Marketing cont.

More than 30,000 students

BEST OF CATEGORY

Harris Co Dept of Education	Choice Partners Vendor Fair	Daniel Villarreal & Joe Perez
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GOLD

Cypress-Fairbanks ISD	CFTV Recruitment Video	Mitzi Loera
ESC Region 13	Scaffolding Accommodations Promotional Video	Ana Amezcua
Harris Co Dept of Education	Choice Partners Vendor Fair	Daniel Villarreal & Joe Perez
Harris Co Dept of Education	Real SuperMENtors Read	Carol Vaughn & Daniel Villarreal
HCDE Tech/Client Dev Serv	'Introducing Choice Partners' video	Joe Perez & Louise Henry, APR
Irving ISD	Our House - Parent Center PSA	Dennis Palacios
Irving ISD	Star Academy	Dennis Palacios & Billy Rudolph
Klein ISD	Happy Anniversary Klein ISD	Communications & Planning Department
Mesquite ISD	BB&T Amazing Technicolor 5K	Wei-Tung Chou
Mesquite ISD	College Readiness; College Graduate	Wade Odom
Mesquite ISD	Heroes	Wei-Tung Chou
Mesquite ISD	Mesquite ISD Career & Technology Education	Wade Odom
Mesquite ISD	Ready, Set, Teach	Wei-Tung Chou
Mesquite ISD	Run, Laugh, Color, Fun	Wei-Tung Chou
Northside ISD	Health Careers High School Recruitment Video	Julie Ann Matonis & Keith Van Prooyen
Pharr-San Juan-Alamo ISD	PSJA PSA	Celia Torres & Mark Vasquez
Richardson ISD	RISD Payroll Deduction Campaign	Marcin Wawrzyczek, Tim Clark & Candace Ahlfinger

San Antonio ISD	SAISD students sing out for bus drivers	Leslie Price & A. Mario Rios Jr.
United ISD	Col. Santos Elementary CTPS PSA	Instructional Television Department
United ISD	Halloween Safety Tips PSA	Instructional Television Department
United ISD	No Shots, No School PSA	Instructional Television Department

SILVER

Cypress-Fairbanks ISD	Extra Credit - Athletic Dance	John Taylor
ESC Region 13	Advancing Improvement in Education - Wrap-up Video	Ana Amezcua
Garland ISD	City of Garland Community Multicultural Commission	Larry Grimes & Delbert Richardson
Garland ISD	Miss Texas 2012 visits Bradfield Elementary	Larry Grimes
Harris Co Dept of Education	Who We Are, What We Do	Joe Perez & Carol Vaughn
Mesquite ISD	BYOD	Wei-Tung Chou
Mesquite ISD	Make a Difference - For Kids For Tomorrow	Wei-Tung Chou
Spring Branch ISD	Science is Cool!	Steve Brunsman
United ISD	Dyslexia Awareness Parent Festival PSA	Instructional Television Department
United ISD	El Moscas y Los Pesticidas PSA	Instructional Television Department
United ISD	Grandparents PSA	Instructional Television Department
United ISD	Marching Band Competition PSA	Instructional Television Department
United ISD	Migrant Astronaut PSA	Instructional Television Department
United ISD	Our Vote, Our Voice, Our Future PSA	Instructional Television Department
United ISD	UISD Read 3 Program	Instructional Television Department

BRONZE

Pasadena ISD	Dancing with the Principals Gangnam Style	Jessica Bennett Vandervoort, Cindy Parmer & Britta Gamino
Pasadena ISD	Happy Holidays from Pasadena ISD	Jessica Bennett Vandervoort, Britta Gamino, Renea Ivy & Kirk Lewis
Richardson ISD	Richardson ISD Teacher Recruitment	Marcin Wawrzyczek & Candace Ahlfinger
United ISD	Nye Elementary Be a Firework	Instructional Television Department
United ISD	Parents Festival PSA	Instructional Television Department
United ISD	Partners for Scholars	Instructional Television Department
United ISD	Severe Allergies PSA	Instructional Television Department
United ISD	STEM Imaginarium PSA	Instructional Television Department
United ISD	Superintendent Holiday Message PSA	Instructional Television Department
United ISD	UISD Dual Language PSA	Instructional Television Department
United ISD	UISD GT Showcase PSA	Instructional Television Department
United ISD	UISD Kinder Round-Up PSA	Instructional Television Department
United ISD	UISD Summer Food Program PSA	Instructional Television Department



CATEGORY 31

Video Training/Instructional

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



BEST OF CATEGORY

Laredo ISD- ITV	Journey With Jen	Jeannette G. Martinez & Ruben Vela Jr.
GOLD		
Goose Creek CISD	Graduation Instructional Video	Carrie Pryor-Newman
Laredo ISD- ITV	Journey With Jen	Jeannette G. Martinez & Ruben Vela Jr.
TISD-TV, Tyler ISD	The Leader in Me (Part 2)	Angela Duitch, Gregory McRae & Jacob Walker

SILVER

Galveston ISD Ed Foundation	Galveston ISD Educational Foundation (GEF), Grant Writing Workshop Instructional Video	Eliza Quigley & Johnston Farrow
McAllen ISD	Student Tech Specialists	Erasmus Cervantes & Mark May
TISD-TV, Tyler ISD	Your Future is Now	Angela Duitch, Gregory McRae & Jacob Walker

More than 30,000 students

BEST OF CATEGORY

Mesquite ISD	Don't Be A Kevin 2: Still in School	Wade Odom
GOLD		
Mesquite ISD	Don't Be A Kevin 2: Still in School	Wade Odom
Mesquite ISD	iGeneration	Wade Odom
United ISD	JLEWay	Instructional Television Department

SILVER

ESC Region 13	RRISE Teacher Incentive Program Video	Ana Amezcua
ESC Region 13	The Teacher Toolkit Video: Whiteboard Wipeout	Ana Amezcua
ESC Region 20	Math MATTERS, Grades 3-4, Unit 6, Lesson 1	Communications
ESC Region 20	Math MATTERS, Grades 5-6, Unit 6 Lesson 1	Communications
Garland ISD	Risk Management: Santa and Friends	Larry Grimes & Homer Clayton
Irving ISD	The Impact of Risk is You	Dennis Palacios & Billy Rudolph
Mesquite ISD	Fingerprint Clocks	Clif Cotton
Mesquite ISD	iPad Expectations	Wade Odom
Mesquite ISD	Welcome to MHS 2012-13	Wade Odom
United ISD	Centeno Elementary "The Library Doors"	Instructional Television Department
United ISD	Clark Elementary Global Warming Music Video	Instructional Television Department
United ISD	Pass It Killam Style	Instructional Television Department

BRONZE

Cypress-Fairbanks ISD	CFISD is Cooking	Kimberly Foster
ESC Region 20	San Antonio Water System -Journey into the Sewer	Communications
ESC Region 20	The Road Scholar Program in San Antonio	Communications
Humble ISD	Humble ISD Legislative Committee-Speakers Toolkit	Winna MacLaren
United ISD	Clark Elementary Global Warming Skit	Instructional Television Department
United ISD	Heat Safety Tips	Instructional Television Department
United ISD	Salinas Elementary STAAR video	Instructional Television Department
United ISD	United South High School "A-Zen of Life"	Instructional Television Department





CATEGORY 32

Video - Sports Event

10,000 to 30,000 students



BEST OF CATEGORY

Weslaco ISD

“Football” Weslaco vs. PSJA

Julian Olivarez & Don Ramirez

GOLD

McAllen ISD

Football Night in McAllen

Erasmus Cervantes & Mark May

Waco ISD

Waco High vs University High

Jesse Botello & Dale Caffey

Weslaco ISD

“Football” Weslaco vs. PSJA

Julian Olivarez & Don Ramirez

BRONZE

Edgewood ISD

Edgewood ISD Baseball Field Re-Dedication

Communications Office

More than 30,000 students

BEST OF CATEGORY

Mesquite ISD

Poteet vs. Wylie East Football

Clif Cotton

GOLD

Garland ISD

GISD Football:

Delbert Richardson, Homer Clayton,

Larry Grimes & Chris Mathis

Garland ISD

Garland Owls vs. Mesquite Horns H.S.

Delbert Richardson, Larry Grimes

Homer Clayton & Chris Mathis

Mesquite ISD

Poteet vs. Lancaster Football

Clif Cotton

Mesquite ISD

Poteet vs. Wylie East Football

Clif Cotton



CATEGORY 33

Video - Live Event (Non-Sports)

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



BEST OF CATEGORY

McAllen ISD

Choral Festival

Erasmus Cervantes & Mark May

GOLD

McAllen ISD

Choral Festival

Erasmus Cervantes & Mark May

McAllen ISD

Pigskin Band Jubilee

Erasmus Cervantes & Mark May

SILVER

Edgewood ISD

Cinco de Mayo Parade & Festival

Communications Office

Highland Park ISD

Convocation Program

Helen Williams

Laredo ISD-ITV

Laredo ISD Convocation: RISE

Dr. Marcus Nelson, Jeannette G. Martinez,

Jose Mendiola, Ruben Vela, David Flores,

Julio Ovando, Robert Alba & Esteban Borjas

Julian Olivarez & Don Ramirez

Weslaco ISD

2013 Weslaco East HS Commencement Exercises

BRONZE

Highland Park ISD

Linda Raya Tribute

Helen Williams

More than 30,000 students

BEST OF CATEGORY

United ISD

Knowledge for College Academic Game Show #4

Instructional Television Department

GOLD

Garland ISD

LC Patriot Percussion Concert

Homer Clayton

Mesquite ISD

Dr. Poteet's Memorial Service

Wei-Tung Chou

Mesquite ISD

MISD Top Students of 2013 Class

Wei-Tung Chou

United ISD

El Moscas y Los Pesticidas Play

Instructional Television Department

United ISD

Knowledge for College Academic Game Show #4

Instructional Television Department

United ISD

Knowledge for College Academic Game Show #5

Instructional Television Department

United ISD

Knowledge for College Academic Game Show #7

Instructional Television Department

United ISD

Knowledge for College Academic Game Show #9

Instructional Television Department

SILVER

Brownsville ISD KBSD-ITV

2013 Children's Charro Days Parade

Jessica Gallardo & Luis G. Martinez

BRONZE

United ISD

Alexander High School Holiday Special

Instructional Television Department



CATEGORY 34

Video Streaming

All Divisions



BEST OF CATEGORY

Richardson ISD

RISD YouTube.com Channel

Marcin Wawrzyczek

GOLD

Richardson ISD

RISD YouTube.com Channel

Marcin Wawrzyczek

SILVER

Mesquite ISD

Mesquite ISD YouTube Channel

Electronic Media Services

Weslaco ISD

Weslaco ISD YouTube Channel

Darline Gracia

BRONZE

Arlington ISD

AISD-TV

Robert Spence & McKenzie Stokes

Brownwood ISD

Brownwood ISD Video & Live Streaming

Charles Musgrove

COMPUTERIZED/ELECTRONIC COMMUNICATION CATEGORIES



CATEGORY 35

Computer App

All Divisions



BEST OF CATEGORY

Bastrop ISD

BISD Mobile App

Donald Williams & Renee Cervantes

GOLD

Bastrop ISD

BISD Mobile App

Donald Williams & Renee Cervantes

Lubbock ISD

Lubbock ISD Mobile App

Sarah Ansell & Nancy Sharp

BRONZE

ESC Region 20

School Safety Tracker Plus App

Communications



CATEGORY 36

Computerized Presentation

Less than 10,000 students



BEST OF CATEGORY

Highland Park ISD

MIS/HPMS students collect, donate toys to Community Partners

Helen Williams & Elena Harding

GOLD

Highland Park ISD

MIS/HPMS students collect, donate toys to Community Partners

Helen Williams & Elena Harding

SILVER

Highland Park ISD

HPISD 1st day of school 2012

Helen Williams & Elena Harding

BRONZE

Highland Park ISD

Black Light Pep Rally
Bradfield Broncos showcased on "Good Morning, Texas"

Helen Williams & Elena Harding

Highland Park ISD

President Bush pays surprise visit to students on first-day tour

Helen Williams & Elena Harding

Highland Park ISD

Weatherford ISD 2013 Bond Election Presentation

Helen Williams & Elena Harding

Weatherford ISD

Derik Moore & Charlotte LaGrone



Category 36 Computerized Presentation cont.

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

BEST OF CATEGORY

Harris Co Dept of Education	HCDE Information Brochure: Flipbook	Carol Vaughn, Joe Perez & Amy Guillory
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GOLD

Cypress-Fairbanks ISD	Cypress-Fairbanks ISD Map	Joel Weckerly
Cypress-Fairbanks ISD	Social Media: Wave or Tsunami?	Leslie Francis
Fort Bend ISD	Spotlight on Partners Annual Report	Becky Walker, Stacey Crews & Nancy Porter

Grapevine-Colleyville ISD	The Future of Texas Public Schools: Burden or Investment?	Megan Overman
Harris Co Dept of Education	HCDE Information Brochure: Flipbook	Carol Vaughn, Joe Perez & Amy Guillory
Harris Co Dept of Education	Invest in Dreams through Kids' Days	Carol Vaughn & Daniel Villarreal

SILVER

ESC Region 13 Plano ISD	TSHA Speech Language Pathology Assistant Guide Module 5 Annual Report - Electronic Presentation	Ana Amezcua Lesley Range-Stanton & Mary Gorden
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BRONZE

Arlington ISD	Capturing Students' Big Ideas	Leslie Johnston
Cypress-Fairbanks ISD	SPANISH Translation Guide	Rosario Meehan
United ISD	Pre-K Kinder Round Up	Rocio Moore



CATEGORY 37

E-Newsletter Internal

Less than 10,000 students



BEST OF CATEGORY

Highland Park ISD	HPISD newsletter	Helen Williams, David Hicks, Jacki Moran & Elena Harding
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GOLD

Highland Park ISD	HPISD newsletter	Helen Williams, David Hicks, Jacki Moran & Elena Harding
San Elizario ISD	Teachers as Leaders	Cynthia P. Marentes

SILVER

Corsicana ISD	Tiger Tales Internal E-News	Susan Johnson
Lancaster ISD	Today In Lancaster ISD	Sonya Cole-Hamilton
Willis ISD	The Willis Way	Erin Kleinecke

10,000 to 30,000 students

BEST OF CATEGORY

Edgewood ISD	Board Meeting Bulletin	Roland Martinez
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GOLD

Edgewood ISD	Board Meeting Bulletin	Roland Martinez
Northwest ISD	The Source Staff Newsletter	Emily Conklin

SILVER

Edgewood ISD	The Edgewood Word	Roland Martinez
Wichita Falls ISD	WFISD Insider E-Newsletter	Renae Murphy

BRONZE

Goose Creek CISD	Goose Creek CISD Journal - June 2013	Kathy Clausen, Mima Trujillo, Carrie Pryor-Newman & Susan Passmore
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Category 37 E-Newsletter Internal cont.
More than 30,000 students

BEST OF CATEGORY

United ISD	United Insider September 2012	Paola Arcos
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GOLD

Cypress-Fairbanks ISD	eConnection	Stephanie Migl
Mesquite ISD	In Touch	Communications
United ISD	United Insider February 2013	Paola Arcos
United ISD	United Insider March 2013	Paola Arcos
United ISD	United Insider October 2012	Paola Arcos
United ISD	United Insider September 2012	Paola Arcos

SILVER

Fort Bend ISD	Employee E-News	Becky Walker & Keryn Miles
Humble ISD	Family Album News	Robin McAdams
Keller ISD	KISD's District-Wide Wednesday	Bryce Nieman
Northside ISD	Woods Weekly-June 3, 2013	Leslie Rodriguez
San Antonio ISD	Insider electronic newsletter	Leslie Price
United ISD	United Insider December 2012	Paola Arcos
United ISD	United Insider January 2013	Paola Arcos

BRONZE

Plano ISD	Plano ISD District Digest Electronic Employee Newsletter	Lesley Range-Stanton & Mary Gorden
Richardson ISD	RISD Notes	Andy McCormick, Tim Clark, Candace Ahlfinger & Amanda O'Neal



CATEGORY 38
E-Newsletter External

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



BEST OF CATEGORY

Tomball ISD	TISD Today	Staci Stanfield
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GOLD

Brazosport ISD	Brazosport ISD Insight e-Newsletter	Tami Sophia
Brazosport ISD	End-of-Year Insight e-Newsletter	Tami Sophia
Quinlan ISD	Panther Nation E-News	Tiffany Upchurch
Rockwall ISD	2012-2013 Rockwall ISD E-Newsletter	James VanDyke
Tomball ISD	TISD Today	Staci Stanfield

SILVER

Brazosport ISD	Winter Insight e-Newsletter	Tami Sophia
Goose Creek CISD	Goose Creek CISD Journal - May 2013	Kathy Clausen, Susan Passmore, Mima Trujillo & Carrie Pryor-Newman
Northwest ISD	Northwest News	Emily Conklin

BRONZE

Coppell ISD	Supt.'s Scoop E-Newsletter	Tamerah Ringo & Bria Jones
Wichita Falls ISD	WFISD Links E-Newsletter	Renae Murphy

More than 30,000 students

BEST OF CATEGORY

Humble ISD	Your Schools Newsletter	Jamie Mount & Robin McAdams
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GOLD

ESC Region 20	Vision 20/20 Magazine	
Humble ISD	Your Schools Newsletter	Jamie Mount & Robin McAdams
Plano ISD	Plano ISD - ENews	Lesley Range-Stanton & Mary Gorden
Richardson ISD	School Times Now	Tim Clark, Andy McCormick, Candace Ahlfinger & Amanda O'Neal
Texas Assoc of School Boards	TASB's The Star	TASB Communications

Category 38 E-Newsletter External cont.
More than 30,000 students - Silver

SILVER

Cypress-Fairbanks ISD
 Fort Bend ISD

INSIDE Cypress-Fairbanks ISD (Trustee Election Edition)
 FBISD ExPress

Stephanie Migl
 Keryn Miles, Stacey Crews
 & Nancy Porter

Keller ISD

Keller ISD eNews eBlast

Bryce Nieman, Nicole McCollum
 & Nicole Lyons

Mesquite ISD
 TX Classroom Teachers Assoc

E-News for Mesquite ISD Community
 TCTA eUpdate e-Newsletter

Elizabeth Fernandez
 Amy Francisco



CATEGORY 39
Web Site

Less than 10,000 students



BEST OF CATEGORY

Barbers Hill ISD

Barbers Hill Website

Carla Rabalais & Valerie Hull

GOLD

Barbers Hill ISD
 Huntsville ISD
 Willis ISD

Barbers Hill Website
 Huntsville ISD Website
 Website

Carla Rabalais & Valerie Hull
 Shannon Duncan
 Erin Kleinecke

SILVER

Friendswood ISD

www.fisd.k12.net

Karolyn Gephart

BRONZE

Alvarado ISD
 Corsicana Ed Foundation
 Highland Park ISD
 Sheldon ISD
 Waxahachie ISD

www.alvaradoisd.net
 Corsicana Education Foundation Website
www.hpsid.org
www.sheldonisd.com
 Website Redesign

Tommy Brown
 Kristin Zastoupil
 David Hicks
 Victor Bushfield
 Dr. Nicole Mansell

10,000 to 30,000 students

BEST OF CATEGORY

McAllen ISD

<http://www.mcallenisd.org/>

Norma Zamora-Guerra, Andrea Hathcock,
 Mark May & Erasmo Cervantes

GOLD

Coppell ISD
 McAllen ISD

Website Re-Design
<http://www.mcallenisd.org/>

Tamerah Ringo & Bria Jones
 Norma Zamora-Guerra, Andrea Hathcock,
 Mark May & Erasmo Cervantes

SILVER

Lamar CISD

www.lcisd.org

Mike Rockwood, Phillip Sulak
 & Justin Terry

Pearland ISD
 Waco ISD Ed Foundation

Pearland ISD Website
 Education Foundation Website

Kim Hocott
 Skip Filgo & Amber George

BRONZE

Edgewood ISD

Website - www.eisd.net

Jason Gatell, Yvonne Peña
 & Roland Martinez
 Jessica Poe

Tyler ISD -Digital Communications District Website



Category 39 Website cont.

More than 30,000 students

BEST OF CATEGORY

ESC Region 13	www.TheTeacherToolkit.com	Ana Amezcua
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GOLD

ESC Region 13	Virtual Conference Platform	Ana Amezcua
ESC Region 13	www.TheTeacherToolkit.com	Ana Amezcua
Northside ISD	Northside ISD District Website	Stacie Herndon

SILVER

Fort Bend ISD	The FBISD Pulse	Nancy Porter, Stacey Crews, Becky Walker & Keryn Miles
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HCDE Client Development Services	Choice Partners Website	Louise Henry, APR
Mansfield ISD	Mansfield ISD - The Digital Makeover	Alicia Alford
Mesquite ISD	Mesquite ISD Website	Communications
Richardson ISD	RISD College and Career Readiness Website	Andy McCormick
Round Rock ISD	Round Rock ISD Centennial website	Linda Aschenbrener & JoyLynn Occhiuzzi

BRONZE

Cypress-Fairbanks ISD	District Website	Leslie Francis
Klein ISD	Splash Page & 75th Anniversary Website	Communications & Planning Department
Northside ISD	Northside Student Connection	Marcella Muncy
Richardson ISD	RISD Website	Andy McCormick, Tim Clark & Candace Ahlfinger
United ISD	Report Bullying On-Line	Rocio Moore

CATEGORY 40 Online Foundation Donation Page NO ENTRIES

CAMPAIGN/EVENT CATEGORIES



CATEGORY 41

Marketing Campaign

Less than 10,000 students



BEST OF CATEGORY

Waxahachie ISD	My Journey Began at Waxahachie ISD	Dr. Nicole Mansell
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GOLD

Galveston ISD Ed Foundation	Galveston ISD Educational Foundation (GEF), Marketing Material	Eliza Quigley
Waxahachie ISD	My Journey Began at Waxahachie ISD	Dr. Nicole Mansell

SILVER

DeSoto ISD	Collegiate Magnet Program: DeSoto plus U	Beth Trimble
DeSoto ISD	Eagle Advantage: Full-Day Pre-K in DeSoto ISD	Beth Trimble
DeSoto ISD	Launch of DeSoto ISD iSTEAM Magnet Academy program	Beth Trimble

BRONZE

Huntsville ISD	Huntsville ISD BYOT Marketing Campaign	Shannon Duncan
Midway ISD	Return of the Job Fair	Traci Marlin

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

BEST OF CATEGORY

Coppell ISD	“intouch, informed, inspired” Mobile App Campaign	Tamerah Ringo & Bria Jones
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GOLD

Coppell ISD	“intouch, informed, inspired” Mobile App Campaign	Tamerah Ringo & Bria Jones
Region 4 Print Center	Region 4 Braille Solutions Instructional Materials Coordinators Association of Texas	Barbara Hannah

Category 41 Marketing Campaign cont.
10,000 to 30,000 students & More than 30,000 students

SILVER

HCDE Client Development Services	2012 Choice Partners Annual Vendor Exhibit	Amy Swik & Louise Henry, APR
HCDE Client Development Services	Choice Partners Rebranding Campaign	Amy Swik & Louise Henry, APR
Klein ISD	ExxonMobil Marketing Campaign	Communications & Planning Dept
Region 4 Print Center	Region 4 Online Bus Driver Recertification Launch	Barbara Hannah
San Antonio ISD	In search of native Spanish speakers: How we helped Bonham Academy's dual-language program	Leslie Price & Michelle Jimenez

BRONZE

Klein ISD	75 Diamonds	Communications & Planning Department
United ISD	Hospitality Guide	Rocio Moore



BEST OF CATEGORY

Irving ISD	2012 Second Annual Legacy Gala	Julie Baur
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GOLD

Irving ISD	2012 Second Annual Legacy Gala	Julie Baur
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SILVER

Garland ISD	Visions for Learning Grant Program	Keith Reimer
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CATEGORY 42
Foundation Campaign
More than 30,000 students



BEST OF CATEGORY

Grapevine-Colleyville ISD	GCISD Facebook Fanatics: Launching Campus Facebook Pages	Kristin Snively
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GOLD

Grapevine-Colleyville ISD	GCISD Facebook Fanatics: Launching Campus Facebook Pages	Kristin Snively
Harris Co Dept of Education	Follow HCDE on Pinterest	Amanda Arnold

SILVER

Irving ISD	Irving ISD Social Media Strategy	Nicholas Love
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CATEGORY 43
Social Media Campaign
10,000 to 30,000 students & More than 30,000 students



BEST OF CATEGORY

Friendswood ISD Ed Foundation	Let's Have a Circus Theme for our GALA!	Karolyn Gephart
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GOLD

Corsicana Ed Foundation	C&B Seen Gala	Kristin Zastoupil, Susan Johnson & Rob Ludwig
Friendswood ISD Ed Foundation	Let's Have a Circus Theme for our GALA!	Karolyn Gephart

SILVER

DeSoto ISD	DeSoto ISD's Seniors' Prom: Casablanca	Beth Trimble
Galveston ISD	Galveston ISD Teacher of the Year- Employee of the Year Event	Dyann Polzin, Johnston Farrow & Toni Pearson
Galveston ISD Ed Foundation	Galveston ISD Educational Foundation (GEF), Annual Spring Event	Eliza Quigley
Lancaster ISD	Lancaster ISD Convocation: You're Invited to the Party!	Sonya Cole-Hamilton

CATEGORY 44
Special Event
Less than 10,000 students



Category 44 Special Event cont.

Less than 10,000 students - Bronze

BRONZE

DeSoto ISD
Huntsville ISD
Huntsville ISD
Quinlan ISD

Hall of Honor Induction Ceremony
Sweetheart Dinner & Auction for the HISD Buyers Group
Walker County Scholars Banquet
Senior Citizen Breakfast

Beth Trimble
Shannon Duncan
Shannon Duncan
Kathy Goleman

10,000 to 30,000 students

BEST OF CATEGORY

Rockwall ISD

2012 Tailgate Event

James VanDyke

GOLD

Hurst-Euleless-Bedford ISD
Rockwall ISD

Topping Out Ceremony
2012 Tailgate Event

Judy Everett Ramos
James VanDyke

BRONZE

Edgewood ISD

Night of Edgewood Stars

Roland Martinez, Jason Gatell & Yvonne Peña

More than 30,000 students

BEST OF CATEGORY

Texas Assoc of School Boards

Texas Public Schools Rock Student Video Contest

TASB Communications

GOLD

Harris Co Dept of Education

2013 After-School Partnership Fair

Lotus Locaste-Wilken,

Amanda Arnold & Carol Vaughn
Harris Co Dept of Education

2013 Early Childhood Winter Conference

Lotus Locaste-Wilken,
Amanda Arnold & Carol Vaughn

Texas Assoc of School Boards
United ISD

Texas Public Schools Rock Student Video Contest
2013 Employee Recognition Banquet

TASB Communications
Paola Arcos

SILVER

Amarillo ISD
Mesquite ISD
United ISD

Teacher of the Year Breakfast
Lone Star Legacy with Clay Walker
It's O.K. To Be Green

Denise Blanchard
Communications
Veronica R. Yunes, Paola Arcos & Alex Meyer

BRONZE

Amarillo ISD
Arlington ISD
Arlington ISD

Partners in Education Banquet
Community Resource Fair
Shaping the Future. Every Student, Every Day

Denise Blanchard
Leslie Johnston
Leslie Johnston, Robert Spence &
McKenzie Stokes

CATEGORY 45 Celebrate Texas Public Schools

NO BEST OF CATEGORY

SILVER

Rockwall ISD

2013 Celebrate Texas Public Schools Event

Jovan Overshown

CRYSTAL AND PLATINUM AWARDS SPONSORED BY



SCHOOLMESSENGER®



CRYSTAL COMMENDATIONS

All divisions judged together

CATEGORY 46

Bond Elections



CRYSTAL AWARD

Midway ISD

Atypical Bond

Traci Marlin

CRYSTAL CERTIFICATE OF MERIT

Northwest ISD

Bond Election 2012

Jerhea Nail, Emily Conklin & Rachel Babbitt

CATEGORY 47

Parent Involvement/Volunteer Program

CRYSTAL AWARD

Katy ISD

HeyVO!

Janet Theis

CATEGORY 48

Staff/Student Recognition

CRYSTAL AWARD

Humble ISD

Teacher of the Year Recognition Program

Jamie Mount, Jerri Monbaron,
Winna MacLaren, Robin McAdams

CATEGORY 49

School/Community Partnership

CRYSTAL AWARD

Burnet CISD

A Community Responds

Sharon Schwartz

CRYSTAL CERTIFICATES OF MERIT

Arlington ISD

Achieve Today. Excel Tomorrow. Strategic Plan Rollout Leslie Johnston, Robert Spence
& McKenzie Stokes

Fort Worth ISD

“Know the Plan” Preparedness Initiative

Barbara Griffith, Clint Bond
& Shara Kelly

United ISD

UISD and Sames “Kia in the Classroom” Car Give-a-Way Contest
Veronica R. Yunes

CATEGORY 50

District/Association Special Event/Celebration

CRYSTAL AWARD

Spring Branch ISD

Spring Branch ISD Good Neighbor Program

Steve Brunsman

CRYSTAL CERTIFICATES OF MERIT

Corpus Christi ISD

Academic Achievers

CCISD Communications Dept

Klein ISD Ed Foundation

Diamonds & Denim.....A Jubilee 75 Years in the Making!

KISD Ed Foundation

CATEGORY 51

Foundation Special Event/Celebration

CRYSTAL AWARD

Corpus Christi Ed Foundation/
Corpus Christi ISD

State of the District - Wake ^

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

CRYSTAL CERTIFICATES OF MERIT

College Station ISD Ed Foundation 50 Men Who Can Cook

Teresa Benden

No entries in Category 52 Foundation Annual Campaign



PLATINUM
CATEGORY 53
All divisions judged together



PLATINUM CERTIFICATES OF MERIT

Greenville ISD
The Art of Advertising...and Money
Kelli Tharp

Highland Park ISD
Communication Plan - Keeping the community informed
Helen Williams, David Hicks, Jacki Moran & Elena Harding



PLATINUM AWARD

Klein ISD
Klein ISD 75th Anniversary...A year long celebration
Communications and Planning Department



CRYSTAL AND PLATINUM AWARDS SPONSORED BY



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