

Star Awards Contest to be bigger and better than ever

by Shana McKay

Star Awards Contest Chairperson &
Director of Communications, Conroe ISD

This year's Star Awards Contest Committee has taken another step toward streamlining the entry process, developing more clarity and consistency in contest categories, and providing meaningful opportunities for recognition and growth.

The committee's goal was to continue TSPRA's commitment to making our awards contest one of the best

avenues for showcasing communications efforts and providing valuable feedback to members.

The entry information has been received by members, and the testimonials should be read by all. New members and those who have never entered the contest should not hesitate and give it serious consideration because many first time entrants are winners. Veteran and new members alike know the value of feedback and in showcasing their own successes in their districts and offices.

A top ten list of things of

importance to note and changes to remember about this year's contest are:

- 10 Pay your dues.
- 9 Pay your dues.
- 8 There are now four entry categories — print, electronic, crystal commendation, and the Platinum Award. The Crystal Commendation category is something different and is for those campaigns and promotions that may very well be a part of everyone's job description, i.e., the bond election campaign, the end-of-year retirement banquet, the volunteer program package, the school foundation materials and event package, etc. This was previously under the non-print category as promotion/campaign, but the committee felt since it is more involved, that a separate category was in order.

The Platinum Award, introduced last year, is for recognizing excellence in an overall public relations program. How did you tackle an image problem? How did you market your schools at a time when people were leaving and opting for private schools or the district down the road?

- 7 All entries should be submitted in a 11 1/2" x 14 1/2" catalog envelope and NOT file folders as has been done in the past.

- 6 The entry forms can be photocopied as needed. All entries should have the form

and a separate sheet of summary information attached to the front of the entry catalog envelope. Crystal Commendation entries may need to be in a binder; Platinum Award entries should definitely be in a binder to hold the two-page summary and all the supporting data.

- 5 The designation portion of the entry form allows those entering to ensure their entries will be judged as fairly as possible when judges are determining Best of Category distinction. This allows us to give more recognition to more people.

- 4 Photos should be submitted in a 5 x 7 format if possible for uniformity and ease in judging.

- 3 Video entries should be cued to the beginning of the piece and have the tape tabs pulled. Judges value short, concise summaries and the inclusion of the length of the program. Judges also prefer the best two-minute clip or four, 30-second vignettes.

- 2 Feedback will be given by judges on all entries; best of category distinctions will be awarded based on judges' discretion.

- 1 Categories have been streamlined for ease in understanding and to bring us closer to those used by NSPRA. They are meant to be helpful to members, not a source of frustration, so if there are any questions, please call Shana McKay at (409) 760-7708. ▼

New deadline
for the
Star Awards
contest!
Thurs. Dec. 5

Mentors help others on the path to success

by Linda East, ASPR

TSPRA President &
Director of Communications, Socorro ISD



One of the important traits that I attribute to great leaders is mentorship.

Mentors share. They teach. They inspire. They show by example how to be caring people. They bring positive influence for the good. They help others on the path of success.

TSPRA offers its members an opportunity to be mentors to new members. I challenge you to share your talents and knowledge of school public relations with newcomers to our profession.

Individually, each of us can help a colleague grow professionally, but collectively, our efforts can positively affect our association, our profession, our school districts, even education in Texas.

Bob Massey is our mentor chairperson. Give him a call at 817-520-1368 and volunteer to be a mentor for one of TSPRA's new members.

The TSPRA board is in the process of planning the annual conference which will be held Feb. 17-19 at the Hyatt Regency in Austin. Keynote speaker will be public relations guru Bill Banuch.

If you are interested in presenting a workshop at the TSPRA Conference, please send a one-page proposal stating the title and a 50-word paragraph about the workshop, to: Linda East, Socorro ISD, P.O. Box

27400; El Paso, TX, 79926. Or fax to me at (915)858-1520. Workshop proposals are due by Dec. 5.



I want to commend Kathy Clausen for chairing the booth at the TASA/TASB Conference. Thanks also to all the volunteers who helped in the booth: Pam Keeton, Jackie Tolbert, Julie Thannum, Susan Lenamon, Walter Snider, Billie Koetter, Brenda Nettles Riojas, Vera Porter, Shirley Brothers, Lynn Trafton, Shana McKay and Mark Witter.

Kudos to Carolyn Pope for recruiting reporters to cover sessions at the conference. Their articles should be appearing soon in the TASA and TASB publications. Reporters were Susan McGuire, Janet Cline, Elaine Stoermer, Carolyn Pope, Lynn Townsend, Leslie Kriewaldt, Jenny Robinson, Mary Ann Simpson, Bill Britcher, Shirley Brothers, Jody Pescehl, Susan Castro, Betty Colley and Lynda Queen.

Our workshop presenters were outstanding! Many thanks to Julie Zwahr, Steve Knagg, Jerry Smith, ASPR, Betty Colley, Pam Keeton, APR, Robin McClure, Shana McKay and Bill Britcher, Becky Nugent, Lynda Queen, Brenda Nettles Riojas, Beth Sheppard, Marjorie Sklar, ASPR, Julie Thannum, ASPR, and Dixie Parris. Many of them will be presenters at the TSPRA Conference in February.

I continue to be thankful for the many strengths that Annell Todd, APR brings to TSPRA as executive director. It is through her work that the 1996 Key Communicator Award was featured on video at the Second

General Session. It was marvelous visibility for TSPRA.

Many thanks to Rachel Hendrix from University Interscholastic League for nominating Dr. Marshall and to Mark Cousins, also from UIL, for producing the video.

Betty Colley and her committee did an outstanding job of selecting a Key Communicator in Bailey Marshall.



Texas Public Schools Week packets will be in the mail soon. Congratulations to Brenda Nettles Riojas and her committee members for an outstanding packet!



Chris Garcia's paraprofessional committee has scheduled 11 workshops and more are in the works for the spring. All of the workshop chairpersons, facilitators and presenters deserve our thanks!

Please support these workshops by encouraging your school district's paraprofessionals to attend. This is one of the ways that we can make a positive difference in our schools. Training is a key element to our success in school public relations. Public Relations...it is everyone's job!



Mailed your dues yet? If not, do so today. Your payment allows you to enter the Star Awards Contest and makes sure that your information is included in the TSPRA directory. Don't be left out! ▼

TSPRA scholarships available

If you want to attend the TSPRA Conference, Feb. 17 through 19, and need some financial assistance then we may have the answer for you.

TSPRA awards two \$200 scholarships to members to help offset conference costs. An application form will be sent to all members and it must be returned by Wednesday, Jan. 8 at 5 p.m. to Leslie Kriewaldt, public information director in the New Braunfels ISD and chairperson of the scholarship committee. Scholarship recipients will be notified Monday, Jan. 13.

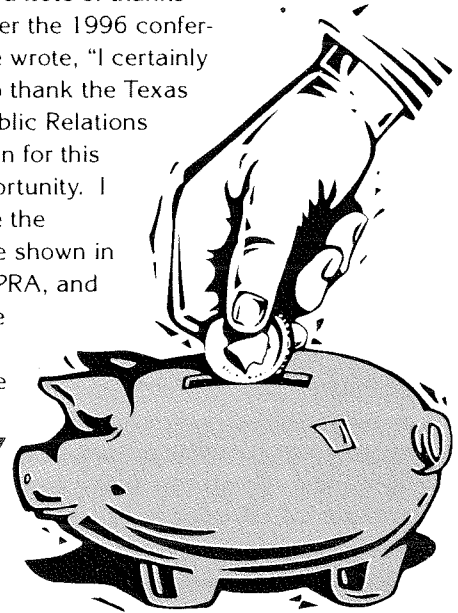
In addition, Kriewaldt's committee of Suzie Czeschin, Harlingen ISD; Craig Eichhorn,

Aldine ISD; and, Betty Stephens, Wylie ISD are charged with awarding a \$1,000 scholarship to a deserving TSPRA member for the NSPRA conference. The national conference will be held in Orlando, Fla., July 13 - 16.

The NSPRA scholarship application form will be sent to all members and will be available at the TSPRA conference. Deadline for applying will be Tuesday, Feb. 18, by 3 p.m. The form can be sent to Kriewaldt before the TSPRA conference or turned in at the registration desk during the conference. The recipient will be announced on the following day.

This year's recipient, Suzie Czeschin, public information

officer in the Harlingen ISD, sent Linda East, ASPR, TSPRA president, a note of thanks shortly after the 1996 conference. She wrote, "I certainly do want to thank the Texas School Public Relations Association for this great opportunity. I appreciate the confidence shown in me by TSPRA, and can assure you the experience will not be wasted." ▼



Welcome new TSPRA members

Reg.	Name	District
1	Arturo Garza	Edinburg CISD
1	Dora Ruiz	Los Fresnos CISD
1	Carolyn Carr	University of TX-Pan Am
1	Jacqueline Stutzman	South Texas
3	Dale Boone	El Campo ISD
4	Teri Elliott	Fort Bend ISD
4	Angela Alksne	Dickinson ISD
4	Milli Christner	Fort Bend ISD
4	Ramona Branch	
4	Peggy McWhorter	Galena Park ISD
4	Stefanie Bush	Galena Park ISD
4	John Taylor	Cypress-Fairbanks
4	John Baugh	Spring Branch ISD
5	Clint Ogilvie	Beaumont ISD
6	Shirley Kautz	Caldwell ISD
6	Kelly Bostrom	College Station ISD
6	Wendy Skains	Region 6 ESC
6	Krissi McLaren	
7	Lezley Lewis	Jacksonville ISD
7	Faye Monzingo	Alto ISD
7	Billy Walker	Tenaha ISD
8	Diane Stegall	Chisum ISD
8	Patti Florey	Region 8 ESC
9	Dana Moffatt	Energy Education Inc.
10	Robert Hinkle	Dallas ISD

Reg.	Name	District
10	Stephanie Jackson	Irving ISD
10	Misty Moyse	Highland Park ISD
10	Loraine Green Lee	Dallas ISD
10	Dana Beal	Garland ISD
10	Kevin Acosta	Dallas ISD
10	Wendy Morrow	Allen ISD
11	Adam McGilvray	Keller ISD
11	Carole Stubbs	Castleberry ISD
11	Jim Hudson	Castleberry ISD
12	Margaret Powell	Grand Prairie ISD
13	Sue Friedman	TAPF
13	Sandra Schlather	Schertz-Cibolo-Univ
13	Randy Strickland	Pflugerville ISD
13	Jennifer Williams	Leander ISD
15	Pixie Rambo	Brownwood ISD
16	Linda Morgan	Region 16 ESC
17	Lana Kidd	Region 17 ESC
17	Samuel Ayers	Roscoe Wilson Elem.
19	Griselda Provencio	Region 19 ESC
19	Gary Munday	Region 19 ESC
19	Fernie Fabela	Region 19 ESC
19	Alfredo Vasquez	Canutillo ISD
19	Pati Gonzalez	El Paso ISD
19	Eric Maddy	Fabens ISD

Texas Public Schools Week is March 3-7

Have you purchased your promotional kit yet?

Brenda Nettles-Riojas, Texas Public Schools Week (TPSW) chairperson, and her committee, have developed an outstanding TPSW kit with the theme "No Limits on Learning." The kit includes ideas, tips, tools, and complete information for hosting a week-long celebration in your schools and district.

The kit would be great for your teachers, principals and administrators. Some of the items in the kit include:

- ▶ Camera-ready official logo in several sizes
- ▶ Sample press releases, PSAs and proclamations
- ▶ Useful tips and ideas on involving everyone in the week's activities

- ▶ Official theme song
- ▶ Information for ordering TPSW pencils, ribbons, stickers and bookmarks
- ▶ Classroom materials
- ▶ History of public education in Texas
- ▶ Camera-ready open house materials
- ▶ If you haven't ordered one do so now! Send it in today! ▼

News Flash

- ▶ Watch your mail for information about nominations for the 1997 TSPRA Awards. Deadline for nominations is Jan. 10. Categories include Professional Achievement Award, Most Valuable TSPRA Member, Rookie of the Year, Bright Idea Award and TSPRA Media Award.
- ▶ Sharon Woldhagen's exclusive photos of First Lady Hillary Clinton appeared on the front page of the *San Antonio Express News* in early September. Sharon was the only one allowed to take pictures of the First Lady during her visit to the Southwest Enrichment Center in the Southwest ISD.

- ▶ Did you know that as of Sept. 15 there were 427 members in the TSPRA? What's even more interesting is that 81 percent of our members have been in TSPRA less than 10 years. These results were analyzed and prepared by the TSPRA staff.
- ▶ Alan Burton, community relations officer for the Sherman ISD, authored "Rave On" Classic Texas Music Quotes. There are more than 400 quotes in the book and they all provide a fresh view of the lively, diverse, boisterous world of the Texas musical scene. Texas Tech University Press published the book. ▼

TSPRA Annual Conference

FEBRUARY

17-19

AT THE

HYATT

REGENCY

AUSTIN

Registration
\$130

Watch for registration information in the mail.

TSPRA Update is published quarterly during 1996-97 by the El Paso ISD for members of the Texas School Public Relations Association. Story submissions or comments for Update may be sent to: Kari Hutchison, Communications and Business Partnerships, El Paso ISD, 6531 Boeing Dr. El Paso, TX 79925

- (915) 779-4023,
- fax (915) 779-4303, or
- e-mail to khutch@tenet.edu.

1996 TSPRA Board

TSPRA Update
a newsletter from the texas school public relations association

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