PRINT CATEGORIES

CATEGORY 1
Internal Newsletter
All Divisions

BEST OF CATEGORY
Lamar CISD

GOLD
Humble ISD
Lamar CISD

SILVER
Midland ISD
Region 16 ESC
Tomball ISD

LAMAR VIEW
Phillip Sulak & Mike Rockwood

The Foundation: Inspiring Minds beyond the books
Lamar CISD LAMAR VIEW
Phillip Sulak & Mike Rockwood

October 2011 MISD Employee Newsletter
Heads Up
InTouch

BEST OF CATEGORY
Lamar CISD

GOLD
Humble ISD
Lamar CISD

SILVER
Midland ISD
Region 16 ESC
Tomball ISD

LAMAR VIEW
Phillip Sulak & Mike Rockwood

The Foundation: Inspiring Minds beyond the books
Lamar CISD LAMAR VIEW
Phillip Sulak & Mike Rockwood

October 2011 MISD Employee Newsletter
Heads Up
InTouch

CATEGORY 2
External Newsletter
Less than 10,000 students

BEST OF CATEGORY
Sheldon ISD

GOLD
Hillsboro ISD
La Porte ISD
Sheldon ISD

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

BRONZE
Huntsville ISD

The Lifelong Learner
Victor Bushfield & Mike Rockwood

Connections
The Leader
The Lifelong Learner

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

Huntsville ISD Buzzin’ Around External Newsletter
Shannon Duncan

CATEGORY 3
External Newsletter
10,000 to 30,000 students & More than 30,000 students

BEST OF CATEGORY
Spring ISD

GOLD
Mesquite ISD
Pearland ISD
Round Rock ISD
Socorro ISD
Spring ISD

SILVER
Coppell ISD
Mesquite ISD
Ysleta ISD

BRONZE
Arlington ISD

Spring Times - Winter 2012
Regina Curry & Karen Garrison

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

Spring ISD Spring Times - Winter 2012 Regina Curry & Karen Garrison

e-XPRESS mini
College Awareness Week Newsletter
Communicator August 2011

Arlington ISD Connection
Amy Casas, Leslie Johnston & McKenzie Stokes
### BEST OF CATEGORY

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

<table>
<thead>
<tr>
<th>Category</th>
<th>School/ISD</th>
<th>Title</th>
<th>Author</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOLD</td>
<td>Laredo ISD</td>
<td>Kiwanis Club Meeting Flyer</td>
<td>Jack Nelson</td>
</tr>
<tr>
<td></td>
<td>Eagle Mountain-Saginaw ISD</td>
<td>Your Community. Your Voice.</td>
<td>Kristin Courtney</td>
</tr>
<tr>
<td></td>
<td>Krum ISD</td>
<td>It’s a Big World Out There</td>
<td>Chelbie Birdwell</td>
</tr>
<tr>
<td></td>
<td>Laredo ISD</td>
<td>Kiwanis Club Meeting Flyer</td>
<td>Jack Nelson</td>
</tr>
<tr>
<td></td>
<td>Laredo ISD</td>
<td>Laredo ISD Budget Instruction Manual cover</td>
<td>Jack Nelson</td>
</tr>
<tr>
<td></td>
<td>Mission CISD</td>
<td>STAAR Information Flyer</td>
<td>Craig Verley, Aaron Cantu &amp; Irene Garza</td>
</tr>
<tr>
<td></td>
<td>Mission CISD</td>
<td>What Did Your Child Bring To School Today?</td>
<td>Craig Verley, Aaron Cantu &amp; Irene Garza</td>
</tr>
<tr>
<td>SILVER</td>
<td>Goose Creek CISD</td>
<td>Goose Creek PROUD</td>
<td>Mima Trujillo</td>
</tr>
<tr>
<td></td>
<td>Harlandale ISD</td>
<td>Cultural Arts Festival</td>
<td>Leslie Ann Garza</td>
</tr>
<tr>
<td></td>
<td>Harlandale ISD</td>
<td>Remembering Our Heroes</td>
<td>Leslie Ann Garza &amp; Leticia Saavedra</td>
</tr>
<tr>
<td></td>
<td>Harlandale ISD</td>
<td>Saddle Up for a Cure</td>
<td>Leslie Ann Garza &amp; Leticia Saavedra</td>
</tr>
<tr>
<td>BRONZE</td>
<td>Dickinson ISD</td>
<td>One Site - Four New Facilities</td>
<td>Tammy Dowdy</td>
</tr>
<tr>
<td></td>
<td>Harlandale ISD</td>
<td>Retiree &amp; Employee Recognition Ceremony</td>
<td>Leslie Ann Garza &amp; Leticia Saavedra</td>
</tr>
</tbody>
</table>

### BEST OF CATEGORY

**More than 30,000 students**

<table>
<thead>
<tr>
<th>Category</th>
<th>School/ISD</th>
<th>Title</th>
<th>Author</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOLD</td>
<td>HCDE Client Development Services</td>
<td>lead4ward Flyer</td>
<td>Amy Guillory</td>
</tr>
<tr>
<td></td>
<td>Fort Bend ISD</td>
<td>Family Access</td>
<td>Becky Walker</td>
</tr>
<tr>
<td></td>
<td>Garland ISD</td>
<td>STAAR Q&amp;A for 8th and 9th Grade Parents</td>
<td>Judy Kriehn, Chris Moore &amp; Jasmine Preston</td>
</tr>
<tr>
<td></td>
<td>Mansfield ISD</td>
<td>lead4ward Flyer</td>
<td>Amy Guillory</td>
</tr>
<tr>
<td></td>
<td>Mesquite ISD</td>
<td>By the Numbers Infographic</td>
<td>Richie Escovedo</td>
</tr>
<tr>
<td></td>
<td>Mesquite ISD</td>
<td>Parent Connect Flyer</td>
<td>Communications Department</td>
</tr>
<tr>
<td></td>
<td>Pasadena ISD Education Foundation</td>
<td>Profile of a Graduate</td>
<td>Communications Department</td>
</tr>
<tr>
<td></td>
<td>Pasadena ISD Education Foundation</td>
<td>McDonalds Texas INvitational</td>
<td>Bruce Stone &amp; Cindy Parmer</td>
</tr>
<tr>
<td>SILVER</td>
<td>Pharr-San Juan-Alamo ISD</td>
<td>PSJA ISD Points of Pride Flier</td>
<td>Santiago Zavala III &amp; Arianna Vazquez-Herandez</td>
</tr>
<tr>
<td></td>
<td>Region 4 ESC</td>
<td>Score Big Savings</td>
<td>Barbara Hannah &amp; Charlotte Cicatello</td>
</tr>
<tr>
<td></td>
<td>Region 16 ESC</td>
<td>Art &amp; Media Communication Workshop</td>
<td>Niki Brown</td>
</tr>
<tr>
<td></td>
<td>United ISD</td>
<td>Employee Banquet Flyer</td>
<td>Paola Arcos</td>
</tr>
</tbody>
</table>
**BEST OF CATEGORY**

**Flour Bluff ISD**

**GOLD**
Flour Bluff ISD
La Porte ISD
Foundation Innovation

**SILVER**
Ennis ISD
Foundation Innovation
Highland Park ISD
Pine Tree ISD
Sharyland ISD
Sheldon ISD

**BRONZE**
La Porte Education Foundation
Sharyland ISD

**BEST OF CATEGORY**

**Pearland ISD**

**GOLD**
Lubbock ISD
New Caney ISD
New Caney ISD
Pearland ISD

**SILVER**
Harlandale ISD
Lubbock ISD
Tyler ISD

**BRONZE**
Eagle Mountain-Saginaw ISD
Ector County ISD
Goose Creek CISD

---

**URL Pocket Guides**

**Flour Bluff ISD**

**GOLD**
URL Pocket Guides
25th Anniversary Celebration La Porte HS
State Basketball Championship
Shallowater Education Foundation Brochure

**SILVER**
Ennis ISD: Inspiring Our Children to Succeed for a Lifetime
Canton Educational Foundation Brochure
Learner for the Future
ExCEL Campus Brochure
2010-2011 AEIS Summary Report
Sheldon Early College High School Brochure

**BRONZE**
La Porte Education Foundation 2012-2013 Annual Partner Program
Sharyland ISD Sharyland High School Pathway to Engineering

---

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

**Northern Brazoria County Education Alliance**

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

**SILVER**
Celebrate Texas Public Schools
What will the STAAR Test mean to Me?
2020 Vision: Long Range Plan

**BRONZE**
EM-S ISD Recruitment Brochure
Students First
A Guide to the High School Testing Program STAAR

---

**2012 TSPRA STAR AWARDS**

---

3
BEST OF CATEGORY

Humble ISD

Extreme Makeover-Playground Edition

HCDE Client Development Services
Best of Category
HCDE Double-Front Brochure
Robin McAdams
Amy Guillory, Louise Henry, APR
& Noemi Lopez
HCDE Client Development Services
Safe Secure Schools Brochure
HCDE Client Development Services
Extreme Makeover-Playground Edition
Robin McAdams
Humble ISD
Humble ISD
Katy ISD
Katy ISD
Partners in Education Marketing Brochure: A World of Difference
Janet Theis
Lewisville ISD
LISD Life
Tristen Wilson & Lee Ann Bandy
Mesquite ISD
Dressing the Part
MISD Communications Dept.
Texas Education Agency
Fill it up
Debbie Ratcliffe & TEA staff
Texas Education Agency
Texas Permanent School Fund
TEA staff & Debbie Ratcliffe

Category 4 Brochure More than 30,000 students cont.

SILVER

Aldine ISD
Aldine ISD Athletic Complex Brochure
Chris Labod
Harris Co. Dept. of Education
26th Annual Early Childhood Winter Conference
Carol Vaughn
Mesquite ISD
MISD Education Foundation Invest in the Quest
Communications Department
Plano ISD
2011-12 Attendance Boundary Map
Karla Oliver, Lesley Range-Stanton,
Mary Gorden & Bill Gilkison
Region 13 ESC
Language Leaders Program brochure
Communication and Production
Region 20 ESC
First Time Campus Administrator Academy
Chris Krebs
Region 20 ESC
Head Start
Chris Krebs
Texas Assoc. of School Boards
Executive Search Services Brochure
TASB Communications

BRONZE

Aldine ISD
Aldine ISD Athletic Department Brochure
Chris Labod
Klein Education Foundation
Klein Education Foundation Brochure
Cindy Doyle
Foundation Innovation
Leander ISD Educational Excellence Foundation Brochure
Milli Christner, PhD &
Region 20 ESC
Transformational Leaders Institute (TLI):
Laurie Cromwell
Building Teacher Efficacy through Leadership Actions
Alma C. Godoy
### BEST OF CATEGORY

#### Less than 10,000 students

**Canutillo SD**

**GOLD**
- Canutillo SD
- Dickinson ISD
- La Porte ISD
- Midway ISD

**SILVER**
- Bay City ISD

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

**Coppell ISD**

**GOLD**
- Coppell ISD
- Northwest ISD

**SILVER**
- Eagle Mountain-Saginaw ISD

#### More than 30,000 students

**Pasadena ISD Ed Foundation**

**GOLD**
- Aldine ISD
- Garland ISD
- Klein ISD
- Northside ISD
- Pasadena ISD

**SILVER**
- Region 20 ESC
- Region 20 ESC
- Region 20 ESC
- Region 20 ESC
- Region 20 ESC

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

### 2012 TASA School Board Awards Nomination

**Gustavo Reveles**

- 2012 TASA School Board Awards Nomination
- Seeds of Excellence Academic Recognition Gala
- Memory Book of Li’l Abner
- Midway Bond Completion

**Gustavo Reveles & Kimberle Guzman**

- Seeds of Excellence Academic Recognition Gala
- Tammy Dowdy & Jeannie Thielemann

**Kathy Booth**

- Memory Book of Li’l Abner
- Traci Marlin

**Allison Sliva**

- Facts & Figures 2011

**Coppell ISD Honoring the Past by Seizing the Future**

**Tamerah Ringo**

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

**Tammy Castleberry & Kristin Courtney**

- Realtor Marketing Folder

**Bruce Stone & Cindy Parmer**

- Shining Stars Gala
- Passport to Pasadena ISD - Inspiring the Journey

**Bruce Stone, Candace Ahlfinger, Britt Gamino, Jessica Bennett, LaVonna Alexander-Carew & Al Carter**

- Shining Stars Gala
- Passport to Pasadena ISD - Inspiring the Journey

**Ben Wilson, Mike Keeney, Leticia Fehling & Chris Labod**

- Aldine ISD Honor Board Nomination: The Bottom Line

**Judy Kriehn**

- 2011 8-ring Circus of Assets! Workbook

**Judy Rimato**

- Team of 8

**Leslie Rodriguez**

- Welcome to Northside Independent School District 2012

**Bruce Stone, Candace Ahlfinger, Britt Gamino, Jessica Bennett, LaVonna Alexander-Carew & Al Carter**

- Passport to Pasadena ISD - Inspiring the Journey

**Alma C. Godoy**

- NCLB 100% Highly Qualified

**Chris Krebs**

- Project Share

**Alma C. Godoy, Chris Krebs & Gregory DuValle**

- STAAR Item Analysis Guide

**Chris Krebs**

- Project Share

**TASB Catalog**

- STAAR Item Analysis Guide

**TASB Communications**

- STAAR Item Analysis Guide

**Amy Francisco**

- 2011-12 TCTA Survival Guide
- TCTA 2012 Texas Primary Elections Guide

**Amy Casas, Leslie Johnston & McKenzie Stokes**

- Board Handbook

**Lorette Williams, Kim Sneed & Tanis Acosta**

- Back2School Publication

**Amy Guillory**

- HCDE Purchasing Cooperative School Supply Catalog

**Niki Brown**

- i3 Conference Program

**Communication and Production**

- 2011-12 Socorro ISD Leadership Directory
- 2012-13 Proposed Budget

**Communication and Production**

- Instructional Planning Tool

---

**Region 13 ESC**

- Instructional Planning Tool

**Region 16 ESC**

- Communication and Production

---

**Region 20 ESC**

- Communication and Production

---

**Texas Classroom Teachers Assoc.**

- Communication and Production

---

**Socorro ISD**

- Communication and Production

---

**Socorro ISD**

- Communication and Production

---

**Socorro ISD**

- Communication and Production

---

**Socorro ISD**

- Communication and Production

---

**Socorro ISD**

- Communication and Production

---

**Socorro ISD**

- Communication and Production

---

**Socorro ISD**

- Communication and Production

---

**Socorro ISD**

- Communication and Production

---

**Socorro ISD**

- Communication and Production

---

**Socorro ISD**

- Communication and Production

---

**Socorro ISD**

- Communication and Production

---

**Socorro ISD**

- Communication and Production

---

**Socorro ISD**

- Communication and Production

---

**Socorro ISD**

- Communication and Production

---

**Socorro ISD**

- Communication and Production

---

**Socorro ISD**

- Communication and Production

---

**Socorro ISD**

- Communication and Production

---

**Socorro ISD**

- Communication and Production

---

**Socorro ISD**

- Communication and Production

---

**Socorro ISD**

- Communication and Production

---

**Socorro ISD**

- Communication and Production

---

**Socorro ISD**

- Communication and Production

---

**Socorro ISD**

- Communication and Production

---

**Socorro ISD**

- Communication and Production

---

**Socorro ISD**

- Communication and Producti...
CATEGORY 6
Calendar/Planner
Less than 10,000 students & 10,000 to 30,000 students

BEST OF CATEGORY
Lamar CISD
GOLD
Goose Creek CISD
Goose Creek CISD
Huntsville ISD
Lamar CISD
BRONZE
Rockwall ISD

BEST OF CATEGORY
Lamar CISD Classroom Calendar
Mike Rockwood & Phillip Sulak

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

BRONZE
2011-2012 District Calendar

More than 30,000 students

BEST OF CATEGORY
Pasadena ISD
GOLD
Harris Co. Dept. of Education
Northside ISD
Pasadena ISD
Pharr-San Juan-Alamo ISD
Region 4 ESC
United ISD
SILVER
Region 16 ESC

BEST OF CATEGORY
Child Nutrition Calendar Menu
LaVonna Alexander-Carew

GOLD
Ring the Bell! Back to School Calendar
Northside ISD 2012-2013 Elementary School Menu
Child Nutrition Calendar Menu
Pharr-San Juan-Alamo ISD 2011-2012 Calendar
2011-12 Calendar Menu
2011-2012 District Calendar

SILVER
We Have an APP for That!

CATEGORY 7
Programs
Less than 10,000 students

BEST OF CATEGORY
Corsicana ISD Ed. Foundation
CEF's Menus of Giving
Kristin Zastoupil

GOLD
Corsicana ISD Ed. Foundation
La Porte ISD

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

BRONZE
Galveston ISD
La Porte ISD
La Porte ISD
La Porte ISD

BEST OF CATEGORY
Corsicana ISD Ed. Foundation CEF's Menus of Giving
Kristin Zastoupil

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

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

BRONZE
Teacher and Employee of the Year
La Porte ISD
La Porte ISD
La Porte ISD
La Porte ISD

GOLD
LaVonna Alexander-Carew
Tammy Lanier, Carol Vaughn & Amanda Arnold
LaVonna Alexander-Carew
Santiago Zavala III
Barbara Hannah & Charlotte Cicatello
Lynda Queen

SILVER
Elizabeth Trimble
Lynn Kaylor
Karolyn Gephart
Katharine Mathys
Kimberly Culver
Iris Campbell

BRONZE
Johnston Farrow, Caroline Raines
& Dyann Polzin
Kathy Booth
Kathy Booth
Kathy Booth
## Category 7 - Programs cont.

### 10,000 to 30,000 students

<table>
<thead>
<tr>
<th>BEST OF CATEGORY</th>
<th>Harlandale ISD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GOLD</strong></td>
<td>Eagle Mountain-Saginaw ISD</td>
</tr>
<tr>
<td></td>
<td>Harlandale ISD</td>
</tr>
<tr>
<td></td>
<td>McKinney ISD</td>
</tr>
<tr>
<td></td>
<td>McKinney ISD</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>SILVER</strong></th>
<th>Birdville ISD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lamar CISD</td>
<td>Waco ISD</td>
</tr>
<tr>
<td></td>
<td>Wylie ISD</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>BRONZE</strong></th>
<th>Harlandale ISD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laredo ISD</td>
<td>Tyler ISD</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>BEST OF CATEGORY</strong></th>
<th>Garland ISD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GOLD</strong></td>
<td>Corpus Christi ISD</td>
</tr>
<tr>
<td></td>
<td>Garland ISD</td>
</tr>
<tr>
<td></td>
<td>Lewisville ISD</td>
</tr>
<tr>
<td></td>
<td>Northside ISD</td>
</tr>
<tr>
<td></td>
<td>Region 20 ESC</td>
</tr>
<tr>
<td></td>
<td>Texas Assoc. of School Boards</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>SILVER</strong></th>
<th>Corpus Christi ISD</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Harris Co. Dept. of Education</td>
</tr>
<tr>
<td></td>
<td>Mesquite ISD</td>
</tr>
<tr>
<td></td>
<td>Pasadena ISD</td>
</tr>
<tr>
<td></td>
<td>Plano ISD</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>BRONZE</strong></th>
<th>Keller ISD</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Pharr-San Juan-Alamo ISD</td>
</tr>
<tr>
<td></td>
<td>United ISD</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>HEF Scholarship Gala</strong></th>
<th>HISD Communications Dept.</th>
</tr>
</thead>
<tbody>
<tr>
<td>CTHS Dedication Ceremony Program</td>
<td>Tammy Castleberry &amp; Kristin Courtney</td>
</tr>
<tr>
<td>HEF Scholarship Gala</td>
<td>HISD Communications Dept.</td>
</tr>
<tr>
<td>2012 Distinguished Student Award Dinner Program</td>
<td>Shane Mauldin</td>
</tr>
<tr>
<td>2012 Teacher of the Year Awards Banquet Program</td>
<td>Shane Mauldin</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>SILVER</strong></th>
<th>Mark Thomas &amp; Stephanie Whitlock</th>
</tr>
</thead>
<tbody>
<tr>
<td>Puttin’ on the Ritz’ 2012 Golden Gala Awards Banquet Program</td>
<td>Mike Rockwood &amp; Phillip Sulak</td>
</tr>
<tr>
<td>Lamar CISD Employee Banquet: Safari Adventure</td>
<td>Amber George</td>
</tr>
<tr>
<td>2012 H-E-B Celebrity Cook Off Program</td>
<td>Marcia Coker</td>
</tr>
<tr>
<td>Galaxy Awards Banquet Program</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>BRONZE</strong></th>
<th>Leslie Garza, Leticia Saavedra &amp; Daniel Segura</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultural Arts Parade and Fair</td>
<td>Jack Nelson</td>
</tr>
<tr>
<td>The 24th Annual J.W. Nixon High School Marching Band Teacher of the Year Program</td>
<td>Sandra Stanley</td>
</tr>
</tbody>
</table>

### More than 30,000 students

<table>
<thead>
<tr>
<th>BEST OF CATEGORY</th>
<th>Garland ISD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GOLD</strong></td>
<td>Teacher of the Year Program</td>
</tr>
<tr>
<td></td>
<td>PTA Luncheon Program</td>
</tr>
<tr>
<td></td>
<td>Employee Banquet Program</td>
</tr>
<tr>
<td></td>
<td>Retirement Celebration of John Folks</td>
</tr>
<tr>
<td></td>
<td>TALAE Fiesta Conference Program</td>
</tr>
<tr>
<td></td>
<td>2012 Risk Management Members’ Conference Program</td>
</tr>
</tbody>
</table>

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

| **BRONZE**        | Ridgeview Elementary Dedication Program |
|-------------------| Marcia R. Garza Elementary Dedication Program |
|                   | Arndt Veteran’s Arbor Day Ceremony |

---

**2012 Texas School Public Relations Association Star Awards**
BEST OF CATEGORY
Weatherford ISD
Education Foundation

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

SILVER
Belton ISD
Belton ISD
Dickinson ISD
Dickinson ISD

BEST OF CATEGORY
Lamar CISD

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

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

Gold Star Gala Invitation
Charlotte LaGrone

High School Expansion Dedication Invitation
Tammy Dowdy
Bluebonnet Ball invitation
Karolyn Gephart
Retirement Invitation for Sherry Green
Karolyn Gephart
Eagle Legacy Awards Banquet Invitation
Katharine Matthys
Farewell Dinner Nankai High School Invitation
Kathy Booth
Gold Star Gala Invitation
Charlotte LaGrone

BELTON ISD Bond Information Card
Judy Owens
Belton ISD Celebrate Texas Public Schools Luncheon Invitation
Judy Owens
“Fiesta” Service Awards Invitation
Tammy Dowdy
Retirement Celebration Invitation
Tammy Dowdy

10,000 to 30,000 students

Employee Banquet: Safari Adventure
Mike Rockwood & Phillip Sulak

Puttin’ on the Ritz’ 2012 Golden Gala
Mark Thomas & Stephanie Whitlock
Boswell 50th Anniversary
Kristin Courtney
Employee Banquet: Safari Adventure
Mike Rockwood & Phillip Sulak
LISD Transportation Department dedication ceremony
Jack Nelson
Memorial Day Ceremony Invitation
Sheri Fowler
Galaxy Awards Invitation
Marcia Coker

Building the Future!
Tammy Castleberry
CTHS Dedication Ceremony Invitation
Tammy Castleberry
Save the Date - Realtor Lunch
Tammy Castleberry
Grant Giveaway Invitation
Communications Department
Laredo ISD Employee Awards
Jack Nelson, Veronica Castillon, Claudia Rodriguez, Mimi Valdez-Rodriguez & Roberto W. Trevino
Shirley Field dedication ceremony
Jack Nelson
Teacher of the Year Invitation and Ticket
Sandra Stanley
H-E-B Celebrity Cook Off Ticket
Amber George
SURPRIZE PATROL: Racing Past A Million
Amber George
### Category 8 - Invitations/Announcements

**More than 30,000 students**

<table>
<thead>
<tr>
<th>BEST OF CATEGORY</th>
<th>Category</th>
<th>Institution</th>
<th>Event</th>
<th>Invitations/Announcements</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GOLD</strong></td>
<td>Invitations/Announcements</td>
<td>Plano ISD</td>
<td>2012 Teacher of the Year Gala Invitation</td>
<td>Karla Oliver, Lesley Range-Stanton, Mary Gorden &amp; Bill Gilkison</td>
</tr>
<tr>
<td></td>
<td>Invitations/Announcements</td>
<td>Fort Bend ISD</td>
<td>Lights, Camera, Action Gala</td>
<td>Becky Walker</td>
</tr>
<tr>
<td></td>
<td>Invitations/Announcements</td>
<td>HCDE Client Development Services</td>
<td>Powerful Tools invitation</td>
<td>Amy Guillory</td>
</tr>
<tr>
<td></td>
<td>Invitations/Announcements</td>
<td>Pharr-San Juan-Alamo ISD</td>
<td>Marcia R. Garza Elementary Dedication Invitation</td>
<td>Santiago Zavala III</td>
</tr>
<tr>
<td></td>
<td>Invitations/Announcements</td>
<td>Pharr-San Juan-Alamo ISD</td>
<td>Online Student Registration Announcement</td>
<td>Santiago Zavala III &amp; Arianna Vazquez-Hernandez</td>
</tr>
<tr>
<td></td>
<td>Invitations/Announcements</td>
<td>Pharr-San Juan-Alamo ISD</td>
<td>PSJA Thomas Jefferson T-STEM Early College HS VIP Reception &amp; Tour Invitation</td>
<td>Santiago Zavala III &amp; Arianna Vazquez-Hernandez</td>
</tr>
<tr>
<td></td>
<td>Invitations/Announcements</td>
<td>Plano ISD</td>
<td>2012 Teacher of the Year Gala Invitation</td>
<td>Karla Oliver, Lesley Range-Stanton, Mary Gorden &amp; Bill Gilkison</td>
</tr>
<tr>
<td></td>
<td>Invitations/Announcements</td>
<td>Region 20 ESC</td>
<td>Education Service Center, Region 20 Product Show</td>
<td>Gregory DuValle</td>
</tr>
<tr>
<td><strong>SILVER</strong></td>
<td>Invitations/Announcements</td>
<td>Mesquite ISD</td>
<td>Veterans Day Breakfast Invitation</td>
<td>Communications Department Santiago Zavala III &amp; Arianna Vazquez-Hernandez</td>
</tr>
<tr>
<td></td>
<td>Invitations/Announcements</td>
<td>Pharr-San Juan-Alamo ISD</td>
<td>Pre-K/Kinder Orientation Invitation</td>
<td>Paola Arcos</td>
</tr>
<tr>
<td></td>
<td>Invitations/Announcements</td>
<td>United ISD</td>
<td>January Graduation 2012</td>
<td>Paola Arcos</td>
</tr>
<tr>
<td><strong>BRONZE</strong></td>
<td>Invitations/Announcements</td>
<td>Keller ISD</td>
<td>KISD Employee Appreciation Invitation</td>
<td>Bryce Nieman, Shellie Johnson &amp; Nicole McCollom</td>
</tr>
<tr>
<td></td>
<td>Invitations/Announcements</td>
<td>Lewisville ISD</td>
<td>Employee Banquet Invitation</td>
<td>Lee Ann Bandy</td>
</tr>
<tr>
<td></td>
<td>Invitations/Announcements</td>
<td>United ISD</td>
<td>District Athletic Pass</td>
<td>Rosie Rocha</td>
</tr>
</tbody>
</table>

---

### Category 9 - Posters

**Less than 10,000 students**

<table>
<thead>
<tr>
<th>BEST OF CATEGORY</th>
<th>Category</th>
<th>Institution</th>
<th>Event</th>
<th>Invitations/Announcements</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GOLD</strong></td>
<td>Posters</td>
<td>Highland Park ISD</td>
<td>Learner for the Future</td>
<td>Cristy Angulo, Helen Williams &amp; David Hicks</td>
</tr>
<tr>
<td></td>
<td>Posters</td>
<td>Galveston ISD Ed. Foundation</td>
<td>Festival of Lights Concert</td>
<td>Johnston Farrow, Dyann Polzin &amp; Caroline Raines</td>
</tr>
<tr>
<td></td>
<td>Posters</td>
<td>Highland Park ISD</td>
<td>Learner for the Future</td>
<td>Cristy Angulo, Helen Williams &amp; David Hicks</td>
</tr>
<tr>
<td></td>
<td>Posters</td>
<td>Pine Tree ISD</td>
<td>Beacon Awards Poster</td>
<td>Vickie Echols &amp; David Hicks</td>
</tr>
<tr>
<td></td>
<td>Posters</td>
<td>Sharyland ISD</td>
<td>Every EOC Counts for me!</td>
<td>Rocio N. Landin &amp; Caroline Raines</td>
</tr>
<tr>
<td></td>
<td>Posters</td>
<td>Sharyland ISD</td>
<td>Rattlers Choose to Care</td>
<td>Charlie LaGrone &amp; Arianna Vazquez-Hernandez</td>
</tr>
<tr>
<td></td>
<td>Posters</td>
<td>Weatherford ISD Ed. Foundation</td>
<td>Community Poster</td>
<td>Cristy Angulo, Helen Williams &amp; David Hicks</td>
</tr>
<tr>
<td><strong>SILVER</strong></td>
<td>Posters</td>
<td>DeSoto ISD</td>
<td>DHS Academies Grand Opening and Ribbon Cutting</td>
<td>Elizabeth Trimble</td>
</tr>
<tr>
<td></td>
<td>Posters</td>
<td>DeSoto ISD</td>
<td>The STAARt of Something Big</td>
<td>Elizabeth Trimble &amp; David Hicks</td>
</tr>
<tr>
<td></td>
<td>Posters</td>
<td>Friendswood ISD Ed. Foundation</td>
<td>Adopt a Grant</td>
<td>Karolyn Gephart &amp; Caroline Raines</td>
</tr>
<tr>
<td></td>
<td>Posters</td>
<td>Galveston ISD</td>
<td>College and Career Night</td>
<td>Johnston Farrow, Toni Pearson &amp; Dyann Polzin</td>
</tr>
<tr>
<td></td>
<td>Posters</td>
<td>Galveston ISD</td>
<td>Galveston ISD Teacher/Employee of the Year Awards Ceremony</td>
<td>Johnston Farrow, Dyann Polzin &amp; Caroline Raines</td>
</tr>
<tr>
<td><strong>BRONZE</strong></td>
<td>Posters</td>
<td>Friendswood ISD</td>
<td>Early Registration for pre-k-New to first grade with emphasis on kindergarten</td>
<td>Karolyn Gephart</td>
</tr>
<tr>
<td></td>
<td>Posters</td>
<td>Mount Pleasant ISD</td>
<td>Crayons to Careers</td>
<td>Judith Saxton, Ph.D., APR</td>
</tr>
</tbody>
</table>
## Category 9 - Posters
### 10,000 to 30,000 students

<table>
<thead>
<tr>
<th>BEST OF CATEGORY</th>
<th>Rockwall ISD</th>
<th>MEMORIAL DAY CEREMONY</th>
<th>Sheri Fowler</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOLD</td>
<td>Eagle Mountain-Saginaw ISD</td>
<td>Learning, For Life.</td>
<td>Kristin Courtney</td>
</tr>
<tr>
<td></td>
<td>Hurst-Euless-Bedford ISD</td>
<td>Perfect Attendance</td>
<td>Carolyn Marcantel</td>
</tr>
<tr>
<td></td>
<td>Laredo ISD</td>
<td>Educating Young Minds with Science Pays off!</td>
<td>Jack Nelson</td>
</tr>
<tr>
<td></td>
<td>Rockwall ISD</td>
<td>Memorial Day Ceremony</td>
<td>Sheri Fowler</td>
</tr>
<tr>
<td></td>
<td>Waco ISD</td>
<td>District Drive 2011: Knocking Out Budget Shortfalls</td>
<td>Amber George</td>
</tr>
<tr>
<td></td>
<td>Waco ISD</td>
<td>Let's Peace it Together</td>
<td>Mary Senter</td>
</tr>
<tr>
<td>SILVER</td>
<td>Eagle Mountain-Saginaw ISD</td>
<td>Building the Future!</td>
<td>Tammy Castleberry</td>
</tr>
<tr>
<td></td>
<td>Eagle Mountain-Saginaw ISD</td>
<td>Come Laugh With Us!</td>
<td>Kristin Courtney</td>
</tr>
<tr>
<td></td>
<td>Harlandale ISD</td>
<td>Got Talent?</td>
<td>Leslie Ann Garza &amp; Leticia Saavedra</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>GOLD</th>
<th>Corpus Christi ISD</th>
<th>2011 Gold Seal Award Collection</th>
<th>Debbie Ratcliffe &amp; TEA staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region 20 ESC</td>
<td>Region 20 ESC</td>
<td>Athletic Poster</td>
<td>Tanis Acosta</td>
</tr>
<tr>
<td>Region 20 ESC</td>
<td>Fort Bend ISD</td>
<td>Be Yourself</td>
<td>Gregory DuValle</td>
</tr>
<tr>
<td></td>
<td>Mesquite ISD</td>
<td>ESC-20 Mission, Vision, Beliefs Poster</td>
<td>Communications Dept</td>
</tr>
<tr>
<td></td>
<td>Northside ISD</td>
<td>Leading in Character</td>
<td>Becky Walker</td>
</tr>
<tr>
<td></td>
<td>Region 16 ESC</td>
<td>EOC Exam Poster Series</td>
<td>Leslie Rodriguez</td>
</tr>
<tr>
<td></td>
<td>Texas Education Agency</td>
<td>Spirit of Northside</td>
<td>Debbie Ratcliffe &amp; TEA staff</td>
</tr>
<tr>
<td></td>
<td></td>
<td>STAAR Trek Leadership Academy</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2011 Gold Seal Award Collection</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SILVER</th>
<th>Klein ISD</th>
<th>Paint the Community with Peace</th>
<th>Judy Rimato</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pasadena ISD</td>
<td></td>
<td>Vanguard</td>
<td>LaVonna Alexander-Carew &amp; Britta Gamino</td>
</tr>
<tr>
<td>Pharr-San Juan-Alamo ISD</td>
<td>Drink Pink!</td>
<td>Santiago Zavala III</td>
<td>Melissa Wiland</td>
</tr>
<tr>
<td>Spring Branch ISD</td>
<td>Be the Change</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| BRONZE           | United ISD | Got Attendance? | Paola Arcos |

---

2012 TSPRA STAR AWARDS
CATEGORY 10
Holiday
Less than 10,000 students

BEST OF CATEGORY
DeSoto ISD
GOLD
DeSoto ISD
Galveston ISD

Huntsville ISD
La Porte ISD
La Porte ISD

BEST OF CATEGORY
Lamar CISD
GOLD
Lamar CISD
Laredo ISD

SILVER
Ector County ISD
Laredo ISD
Rockwall ISD

BEST OF CATEGORY
Plano ISD
GOLD
Lewisville ISD
Plano ISD

SILVER
Pasadena ISD
United ISD

BRONZE
Harris Co. Dept. of Education

10,000 to 30,000 students

BEST OF CATEGORY
Lamar CISD Holiday Card
Lamar CISD Community Relations
GOLD
Lamar CISD Holiday Card
Invitation to Holiday Social

SILVER
SLT Holiday Card
Christmas Card
2011 Holiday Card

More than 30,000 students

BEST OF CATEGORY
2011 Holiday Greeting Card
Karla Oliver, Lesley Range-Stanton, Mary Gorden & Bill Gilkison
GOLD
Veterans Day Poster and Postcard
2011 Holiday Greeting Card

SILVER
Pasadena Memorial High School Veterans Day Program
Pink Cancer Awareness Day

BRONZE
Seasons Greetings from HCDE
**CATEGORY 11**  
Non-English Speaking Audience  
Less than 10,000 students & 10,000 to 30,000 students

### BEST OF CATEGORY

**Waco ISD**

GOLD
- Goose Creek CISD
- Lamar CISD
- Waco ISD

SILVER
- Goose Creek CISD
- Mission CISD

BRONZE
- Goose Creek CISD

**BEST OF CATEGORY**

**Waco ISD**

**Calendario Escolar 2012-2013**  
Mary Senter

**GOLD**
- 2012-2013 Instructional Calendar
- Calendario Escolar 2012-2013

**SILVER**
- 2011-2012 Goose Creek CISD Annual Report
- Que llevo su nino a la escuela hoy?
- STAAR Information Flyer

**BRONZE**
- A Guide to the High School Testing Program STAAR

### More than 30,000 students

**BEST OF CATEGORY**

**Mesquite ISD**

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

SILVER
- Region 20 ESC
- Spring ISD

BRONZE
- Aldine ISD
- Arlington ISD
- Pasadena ISD
- Round Rock ISD
- Socorro ISD
- United ISD

**Elementary Menu**

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

**Communications Department**

- Lee Ann Bandy
- Communications Department
- Arianna Vazquez-Hernandez & Santiago Zavala III
- Jennifer Marshall-Higgins & Rachel Lott
- Chris Krebs
- Regina Curry & Karen Garrison

**Communications Department**

- 5 Colegios de AISD entre las mejores escuelas secundarias de EE UU en ranking 2012
- InsideAldine.com
- Connection Dual-Language Newsletter
- Bond Newsletter
- Retirement Plan Meeting
- @Socorro Newsletter
- Matias De Llano “Builds Character” with School Play

**Communications Department**

- Leticia Febling
- Amy Casas, Leslie Johnston & McKenzie Stokes
- Bruce Stone, Britta Gamino & Candace Ahlfinger
- Linda Aschenbrener & JoyLynn Occhiuzzi
- Paola Arcos

**Communications Department**

- College ‘Decision Day’ Celebrated at MacArthur Senior High
- Heads Up Head Start Newsletter

**Communications Department**

- Leticia Febling
- Carol Vaughn & Amanda Arnold
CATEGORY 12

Annual Report
Less than 10,000 students

BEST OF CATEGORY

Alamo Heights ISD
Pawlik-Perales
2011 Annual Performance Report
Dr. Dick Smith & Patti Pawlik-Perales

GOLD

Alamo Heights ISD
Friendswood ISD Ed. Foundation
La Porte Ed. Foundation
2011 Annual Performance Report
Annual Report for previous fiscal year
2011 Annual Report
Dr. Dick Smith & Patti Pawlik-Perales
Karolyn Gephart
Terri Cook, Kimberly Culver & Kathy Booth

SILVER

Goose Creek CISD
2011-2012 Annual Report
David Bloom, Kathy Clausen & Mima Trujillo

BRONZE

Sheldon ISD
2010-2011 Annual Report
Victor Bushfield & Mike Rockwood

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

BEST OF CATEGORY

Fort Worth ISD
Communications Department

GOLD

Amarillo ISD
Fort Worth ISD
2011 Annual Report
AISD Portraits
Holly Shelton, Denise Blanchard & Susan Hoyl
Communications Department
Karla Oliver, Lesley Range-Stanton,
Mary Gorden & Bill Gilkison
SISD Communications Depart.
Patricia Ayala

SILVER

Aldine ISD
2010-2011 Annual Performance Report
Ben Wilson, Mike Keeney,
Leticia Fehling & Chris Labod
Harris Co. Dept. of Education
Watching Us Grow: Head Start Annual Report
Carol Vaughn & Amanda Arnold
Klein ISD
Annual Performance Report
Judy Rimato
Northwest ISD
Annual Report
Lesley Weaver
Texas Assoc. of School Boards
2011 Annual Report
TASB Communications

SILVER

Corpus Christi CCEF Strategic Marketing
Crystal Matern & Lorette Williams
(Communication) Plan
Communications Study

GOLD

Corpus Christi Ed. Foundation
Sheldon ISD
CCEF Strategic Marketing (Communication) Plan
Sheldon ISD Strategic Plan
Crystal Matern & Lorette Williams
Victor Bushfield & Mike Rockwood

BRONZE

Hillsboro ISD
Communications Study
Katharine Matthys
BEST OF CATEGORY
Amarillo ISD
GOLD
AISD Portraits
Holly Shelton, Denise Blanchard & Susan Hoyl
Amarillo ISD
Texas Assoc. of School Boards
Texas Classroom Teachers Assoc.
SILVER
Alvarado ISD
Ennis ISD
BEST OF CATEGORY
Mission CISD
GOLD
Career & Technical Education Registration Program
Aaron Cantu
Mission CISD
Region 12 ESC
Region 20 ESC
SILVER
Garland ISD
Harris Co. Dept. of Education
Lamar CISD
Region 20 ESC
BRONZE
Keller ISD
Region 4 ESC
BEST OF CATEGORY
Friendswood ISD Ed. Found.
GOLD
DeSoto ISD
Friendswood ISD Ed. Foundation
La Porte ISD
Lake Travis ISD
Sharyland ISD
SILVER
Texas City ISD
Foundation for the Future
BEST OF CATEGORY
Eagle Mountain-Saginaw ISD
GOLD
Building the Future!
Tammy Castleberry & Kristin Courtney
Eagle Mountain-Saginaw ISD
Northwest ISD
SILVER
Ector County ISD
Awards for Excellence
ECISD Communications Dept.
Category 16- Image/Identity Package
More than 30,000 students

BEST OF CATEGORY
Lewisville ISD

Strategic Design Identity
Karen Permetti, Tristen Wilson, Lee Ann Bandy, Greg Davis & Nick Rooney

GOLD
Arlington ISD
It Starts With Me! Image Package
Leslie Johnston & McKenzie Stokes
Corpus Christi ISD
End Bullying...You’re the App for That!
Lorette Williams & Tanis Acosta
Garland ISD
GISD Letterhead & Business Card Package
Judy Kriehn
HCDE Client Development Services
2011 HCDE Purchasing Cooperative Vendor Exhibit
Amy Guillory
Lewisville ISD
Strategic Design Identity
Karen Permetti, Tristen Wilson, Lee Ann Bandy, Greg Davis & Nick Rooney

Pharr-San Juan-Alamo ISD
PSJA College3 Logo Package
Santiago Zavala III
Region 12 ESC
Child Find Promotional Package
Jennifer Marshall-Higgins & Rachel Lott
Region 20 ESC
STAAR Item Analysis Guides (8)
Alma C. Godoy
Region 20 ESC
Transformational Leaders Institute (TLI):
Building Teacher Efficacy through Leadership Actions
Alma C. Godoy
Region 20 ESC
TXEIS (business and student administrative software)
Gregory DuValle
Socorro ISD
2012 Partners in Education Recognition
SISD Communications Dept
Socorro ISD
2012 Teacher of the Year Gala
SISD Communications Dept
Socorro ISD
Socorro ISD 50th Anniversary
SISD Communications Dept

Spring Branch ISD
Share a Smile-Identity Package
Linda Buchman, Becky Wuerth & Melissa Wiland
Texas Assoc. of School Boards
BuyBoard Ad Campaign
TASB Communications
United ISD
Tech Mobile
Paola Arcos

SILVER
Harris Co. Dept. of Education
Back to School:
Tammy Lanier, Carol Vaughn & Amanda Arnold
Region 12 ESC
Harris County Department of Education Center publications (Event Catalogs,
Jennifer Marshall-Higgins & Rachel Lott
Directory, Annual Performance Report & Profile)
Region 12 ESC
Summer Leadership Conference Package
Jennifer Marshall-Higgins & Rachel Lott
Region 20 ESC
Food Based Menu Pattern posters
Gregory DuValle

BRONZE
Mansfield ISD
Passport to Kindergarten
Abby Cloud & Richie Escovedo
WRITING CATEGORIES

CATEGORY 17
Writing
Less than 10,000 students

BEST OF CATEGORY
Ennis ISD
GOLD
Alvarado ISD
Ennis ISD
Galveston ISD
SILVER
Channelview ISD
Lake Travis ISD
Weatherford ISD

Memory of Young EISD Teacher
Henry Martinez
Summar Plans for AJH, AHS
Tommy Brown
Memory of Young EISD Teacher Spurs Outpouring of Support
Henry Martinez
The pressure is on with STAAR
Johnston Farrow
A Teacher’s Influence is Never Forgotten
Mark Kramer
Lake Travis Lighthouse - Susan Bohn
Marco Alvarado
WISD joins coalition to declare state funding cuts ‘unconstitutional’
Derik Moore

10,000 to 30,000 students

BEST OF CATEGORY
McKinney ISD
GOLD
Comal ISD
Harlandale ISD
McKinney ISD
McKinney ISD
SILVER
Comal ISD
Comal ISD
Goose Creek CISD
Goose Creek CISD
Hurst-Euless-Bedford ISD
Hurst-Euless-Bedford ISD
Laredo ISD
McKinney ISD
Rockwall ISD
Tomball ISD
Tyler ISD
Wylie ISD
Wylie ISD
BRONZE
Harlandale ISD

Lessons in Giving at Evans Middle School
Shane Mauldin
Rachel’s Challenge message lives on through Comal ISD students
Jason Gordon
A tale of two sisters
Leslie Ann Garza
Lessons in Giving at Evans Middle School
Shane Mauldin
Minshew Elementary Honored at the White House
Shane Mauldin
Algebra’s version of March Madness hits Comal ISD
Jason Gordon
An incredible week of giving
Jason Gordon
Bowie Elementary + blood cancer lessons =
David Bloom
$4,300 to find a cure
David Bloom
Highlands Junior seventh-grader wins District spelling bee
Judy Everett Ramos
A World Class Education
Judy Everett Ramos
Jeff Burnett announces retirement from Board of Trustees
Local teachers participate in National Guard
Orient Shield 2011 training exercises
Shane Mauldin
An Interview with Karen Morman, Texas Teacher of the Year
Shane Mauldin
Convocation Keynote Address
Sheri Fowler
A New Chapter and New Traditions
Staci Stanfield
Commencement 2012 Robert E. Lee High School
Rachel Frost
MyWyFi-Wylie ISD to Offer Instruction “In the Cloud”
Marcia Coker
Wylie ISD-Getting Better All the Time!
Marcia Coker
Athletics motivates students in the classroom
Daniel Segura

More than 30,000 students

BEST OF CATEGORY
Texas Assoc. of School Boards
GOLD
Mesquite ISD
Mesquite ISD
Texas Assoc. of School Boards
Texas Assoc. of School Boards
SILVER
Harris Co. Dept. of Education
Klein ISD

Liftoff at Leon Elementary
Roger White
Superintendent’s Commencement Address
Allison Lewallyn
Superintendent’s Commencement Address
to the Mesquite Academy
Allison Lewallyn
Liftoff at Leon Elementary
Roger White
No Longer A ‘Throwaway School’
Roger White
Volunteer Bobbye Burke Earns National Hines Award
Carol Vaughn
Baseball is Changing Lives at Epps Island Elementary School
Judy Rimato
Published News or Feature
Less than 10,000 students

**BEST OF CATEGORY**
Highland Park ISD

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

**SILVER**
- Alvarado ISD
- Connection Inspires Senior
- Kids Inquiry Conference
- Bay City ISD
- Rowland named Roberts teacher of the year
- Carroll ISD
- Gilley's Race Against the
- Cleburne ISD
- New Best Friend is Dancing Star
- Galveston ISD
- Schools of Choice Application Guide

**GOLD**
- Highland Park ISD
- Fame Arrives in the blink of a shutter
- Lake Travis ISD
- Serene Hills Elementary School reeks in Rakefish lesson
- Highland Park ISD
- HPMS teachers experiment with NASA, return to Earth
- Krum ISD
- Dogs or Dads? Maybe Both

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

**BRONZE**
- Highland Park ISD
- Fame Arrives in the blink of a shutter
- Lake Travis ISD
- Serene Hills Elementary School reeks in Rakefish lesson
- Highland Park ISD
- HPMS teachers experiment with NASA, return to Earth
- Krum ISD
- Dogs or Dads? Maybe Both

10,000 to 30,000 students

**BEST OF CATEGORY**
Pearland ISD

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

**SILVER**
- Laredo ISD
- Local student attend Lorenzo DeZavalla Youth Legislative Session
- Laredo ISD
- Nixon High School student to attend INTEL Science Fair

**BRONZE**
- Comal ISD
- An incredible week of giving
- Comal ISD
- Rachel's Challenge message lives on through Comal ISD students
- Goose Creek CISD
- Businessman donates $300,000 to San Jacinto Elementary School
- Goose Creek CISD
- Lee grads christen track, unveil monument in honor of beloved coach
- Laredo ISD
- Cigarroa High School students garner state honors
- Tomball ISD
- Outstanding Librarian
- Tyler ISD
- The Link - Because It Makes Cents
**Category 18 Published News or Feature cont.**

**More than 30,000 students**

<table>
<thead>
<tr>
<th>BEST OF CATEGORY</th>
<th>Published News or Feature</th>
<th>School</th>
<th>Author(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pasadena ISD</strong></td>
<td>A Dozen Days Before Christmas</td>
<td>Lewisville ISD</td>
<td>Britta Gamino</td>
</tr>
<tr>
<td><strong>Colorado ISD</strong></td>
<td></td>
<td>Northside ISD</td>
<td>Laura Madison</td>
</tr>
<tr>
<td><strong>Pasadena ISD</strong></td>
<td>A Dozen Days Before Christmas and All Through the School...</td>
<td>Pasadena ISD</td>
<td>Britta Gamino</td>
</tr>
<tr>
<td><strong>SILVER</strong></td>
<td>Two Rehabbed Cars for Two Deserving Families</td>
<td>Harris Co. Dept. of Education</td>
<td>Britta Gamino</td>
</tr>
<tr>
<td></td>
<td>Klein High School Underclassmen Defy Disabilities - Yuri Day and Oswaldo Guzman</td>
<td>Klein ISD</td>
<td>Judy Rimato</td>
</tr>
<tr>
<td><strong>Lewisville ISD</strong></td>
<td></td>
<td>Lewisville ISD</td>
<td>Sarah Marcus</td>
</tr>
<tr>
<td><strong>BRONZE</strong></td>
<td>College ‘Decision Day’ Celebrated at MacArthur Senior High Rayford Road Intermediate students’ inspiration leads to taking part in Holocaust project</td>
<td>Aldine ISD</td>
<td>Leticia Fehling</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Aldine ISD</td>
<td>Mike Keeney</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Arlington ISD</td>
<td>Leslie Johnston</td>
</tr>
<tr>
<td></td>
<td></td>
<td>United ISD</td>
<td>Paola Arcos</td>
</tr>
</tbody>
</table>

**Category 19 Published News Release, Edited**

**Less than 10,000 students**

<table>
<thead>
<tr>
<th>BEST OF CATEGORY</th>
<th>Published News Release</th>
<th>School</th>
<th>Author(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lake Travis ISD</strong></td>
<td>Lake Travis Cavalier Band earns trip to state</td>
<td>Highland Park ISD</td>
<td>Marco Alvarado</td>
</tr>
<tr>
<td><strong>GOLD</strong></td>
<td>HPISD pursues long- &amp; short-term strategies to tackle school finance</td>
<td>Lake Travis ISD</td>
<td>Helen Williams</td>
</tr>
<tr>
<td></td>
<td>Lake Travis Cavalier Band earns trip to state</td>
<td>Highland Park ISD</td>
<td>Marco Alvarado</td>
</tr>
<tr>
<td><strong>SILVER</strong></td>
<td>Spring semester brings exciting developments</td>
<td>Lake Travis ISD</td>
<td>Helen Williams</td>
</tr>
<tr>
<td></td>
<td>District preps for 30th anniversary celebration</td>
<td>Lake Travis ISD</td>
<td>Marco Alvarado</td>
</tr>
<tr>
<td></td>
<td>District underscores LT logo guidelines</td>
<td>Lake Travis ISD</td>
<td>Marco Alvarado</td>
</tr>
</tbody>
</table>

**BEST OF CATEGORY**

<table>
<thead>
<tr>
<th>Published News Release</th>
<th>School</th>
<th>Author(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tyler ISD</strong></td>
<td>John Tyler HS Student Selected to Speak</td>
<td>Comal ISD</td>
</tr>
<tr>
<td><strong>GOLD</strong></td>
<td>An incredible week of giving Rachel’s Challenge message lives on through Comal ISD students</td>
<td>Tyler ISD</td>
</tr>
<tr>
<td></td>
<td>John Tyler HS Student Selected to Speak at AVID Summer Institute</td>
<td>Tyler ISD</td>
</tr>
<tr>
<td><strong>SILVER</strong></td>
<td>Students investing in global citizenship with Kiva Project</td>
<td>Comal ISD</td>
</tr>
<tr>
<td></td>
<td>NHS Thespian Club to travel to Scotland</td>
<td>Laredo ISD</td>
</tr>
</tbody>
</table>

**BEST OF CATEGORY**

<table>
<thead>
<tr>
<th>Published News Release</th>
<th>School</th>
<th>Author(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Harris Co. Dept. of Ed.</strong></td>
<td>Pedro’s Fast-Track Career</td>
<td>Harris Co. Dept. of Education</td>
</tr>
<tr>
<td><strong>GOLD</strong></td>
<td>Pedro’s Fast-Track Career</td>
<td>Pasadena ISD</td>
</tr>
<tr>
<td></td>
<td>Arriving Freshmen Officially Launch College Program</td>
<td>Pasadena ISD</td>
</tr>
<tr>
<td></td>
<td>From Behind the Scenes, Morgan Moves to Front of Board Tenure Pack</td>
<td>Arlington ISD</td>
</tr>
<tr>
<td></td>
<td>Arlington ISD selected to receive Texas Literacy Initiative grant Westchester Academy -Blue Ribbon School United South High School, May I help you?</td>
<td>United ISD</td>
</tr>
<tr>
<td></td>
<td>United South High School, May I help you?</td>
<td>United ISD</td>
</tr>
<tr>
<td></td>
<td>United South High School, May I help you?</td>
<td>United ISD</td>
</tr>
</tbody>
</table>
PHOTOGRAPHY CATEGORIES

CATEGORY 20

Photo - Sports Subjects

Less than 10,000 students

BEST OF CATEGORY
Weatherford ISD

Run for Your Life

Leader of the Pack

Tennis State Champs

Heels Over Head

Run for Your Life

GOLD
Krum ISD
Lake Travis ISD
Midway ISD
Weatherford ISD

Silver
Alvarado ISD
DeSoto ISD
Krum ISD
Midway ISD
Weatherford ISD

Basketball Whiff

Safe

Touchdown Celebration

Bobcat Fight Never Dies

CATCH Me If You Can

Rounding Second

Chelbie Birdwell
Michele Wu
Traci Marlin
Derik Moore

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

BEST OF CATEGORY
Pasadena ISD

Game Defining Dunk

CASE Grand Slam Tennis Jam

Game Defining Dunk

Right Down the Alley

GOLD
Harris Co Dept of Education
Pasadena ISD
Pasadena ISD

SILVER
Mesquite ISD
Tomball ISD
United ISD
Klein ISD

BRONZE
United ISD

Soccer Player

Al Carter

Amanda Arnold
Al Carter
Al Carter

Wade Odom
Staci Stanfield
Rocio G. Moore
Denise McLean

Rocio G. Moore
**CATEGORY 21**

**Photo - Other Subjects**

**Less than 10,000 students**

### BEST OF CATEGORY

**La Porte ISD**

**GOLD**

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

**SILVER**

Alvarado ISD  
Barbers Hill ISD  
Belton ISD  
Belton ISD  
Canutillo SD  
Channelview ISD  
Highland Park ISD  
Highland Park ISD  
Highland Park ISD  
Highland Park ISD  
Krum ISD  
Lake Travis ISD  
Lake Travis ISD

**BRONZE**

Alvarado ISD

### BEST OF CATEGORY

**Lubbock ISD**

**GOLD**

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

**SILVER**

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

**BRONZE**

Comal ISD  
Ector County ISD

---

**Terri Cook**

**BEST OF CATEGORY**

**La Porte ISD**

**Head Over Heels**

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

---

**Elizabeth Trimble**

**Helen Williams**

**Katharine Matthys**

**Terri Cook**

**Traci Marlin**

---

**Tommy Brown**

**Carla Rabalais**

**Judy Owens**

**Gustavo Reveles & Kimberle Guzman**

**Mark Kramer**

**Helen Williams**

**Helen Williams**

**Chelbie Birdwell**

**Michele Wu**

**Michele Wu**

---

**Brian Morris**

**Historic Lubbock High School at Sunset**

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

---

**Jason Gordon**

**Roberto W. Trevino**

**Brian Morris**

**Elizabeth York**

**Kim Hocott**

**Kim Hocott**

---

**Jason Gordon**

**Tamerah Ringo**

**Communications Dept.**

**Communications Dept.**

**Kim Hocott**

**Mary Senter**

---

**Jason Gordon**

**Communications Dept.**

---

20
BEST OF CATEGORY

Region 16 ESC

GOLD
Mesquite ISD At Attention Wade Odom
Mesquite ISD High Five Wade Odom
Pasadena ISD Inspiring the Journey for Our Students Britta Gamino
Region 16 ESC Last Splash of Summer Lynda Queen

SILVER
Harris Co. Dept. of Education All Earth EcoBot Challenge “Bot-Off” Amanda Arnold
Harris Co. Dept. of Education Exceptional Service Award Amanda Arnold
Harris Co. Dept. of Education Kids’ Day at Northwestern Mutual Foundation Amanda Arnold

Klein ISD Veterans Day 2011 Denise McLean
Klein ISD Veterans Day 2011 Denise McLean
Mesquite ISD It’s Over! Wade Odom
Mesquite ISD Real.Texas.Results Wade Odom
Pasadena ISD A Christmas Homecoming Britta Gamino
Pasadena ISD Friday Night Sounds Britta Gamino
Pasadena ISD Kinder Ribbon Cutter Al Carter
United ISD “Hands On” Cadets Alex S. Meyer
United ISD The Future Cowgirl Alex S. Meyer
United ISD The Legacy of Pocahontas Alex S. Meyer
United ISD 2011 Veteran’s Day Photo Patricia Ayala

BRONZE
Harris Co. Dept. of Education Head Start - Operation School Bell Amanda Arnold
Harris Co. Dept. of Education Kids’ Day at Hobby Center Amanda Arnold
Mesquite ISD Big Stage Wade Odom
Mesquite ISD Real.Texas.Innovation Wade Odom
Pasadena ISD Airborne Educator Al Carter
Pasadena ISD The Face of Graduation Britta Gamino
United ISD Brotherly Talent Alex S. Meyer
United ISD Smiling Cupcakes Alex S. Meyer
United ISD The Sprint of Joy Alex S. Meyer

More than 30,000 students
BEST OF CATEGORY
Lake Travis ISD

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

10,000 to 30,000 students

Eagle Mountain-Saginaw ISD

All for One Logo
Aspire 2022 Logo
New Mission CISD Logo

More than 30,000 students

Region 20 ESC

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

Marina Orozco Dedication Program

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

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

Amy Guillory & Louise Henry, APR

Santiago Zavala III

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

Linda Aschenbrener & JoyLynn Occhiusi

✯

✯
**CATEGORY 23**

**Original Art**

**Less than 10,000 students**

**BEST OF CATEGORY**

*Corsicana ISD*

**GOLD**
- Corsicana ISD
- Lake Travis ISD
- Midway ISD
- Pine Tree ISD
- Sharyland ISD
- Weatherford ISD

*Destination Drane*

- Kristin Zastoupil

*Happy Campers*

- Michele Wu

*The Evolution of Track & Field*

- Traci Marlin

*Beacon Logo*

- Vickie Echols

*Sharyland Soccer 2012 Class 5 A UIL State Champions*

- Rocio N. Landin

*Weatherford ISD Circular Collage*

- Derik Moore

**BEST OF CATEGORY**

*Wylie ISD*

**GOLD**
- Ector County ISD
- Wylie ISD

*Raku Art*

- Communications Department

*Birmingham Scholar Medal*

- Doug Bellamy

**SILVER**
- Laredo ISD

*Leadership Summit 2011*

- Jack Nelson

**BEST OF CATEGORY**

*Region 20 ESC*

**GOLD**
- Region 20 ESC
- Region 20 ESC
- Region 20 ESC
- Region 20 ESC

*Education Service Center, Region 20 Product Show*

- Gregory DuValle

*Research: Know it All - cover*

- Chris Krebs

*STAAR Item Analysis Guides*

- Alma C. Godoy

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

- Alma C. Godoy

*Engage Advertisement*

- TASB Communications

*Berry Butterfly*

- Paola Arcos

*Five Petals Flower*

- Rocío G. Moore

*Graduation & Grading*

- Rocío G. Moore

**BEST OF CATEGORY**

*Sharyland ISD*

**GOLD**
- Barbers Hill ISD
- Bay City ISD
- Midway ISD
- Sharyland ISD
- Sheldon ISD
- Weatherford ISD

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

- Carla Rabalais

*Bay City ISD: Giving students a jump start on college; saving families money*

- Allison Sliva

*Experience Midway*

- Traci Marlin

*2012 Class 5 A UIL State Soccer Champs AD*

- Rocio N. Landin

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

- Victor Bushfield

*Sheldon ISD Advertisement*

- Derik Moore

*Weatherford High School Blue/White Game Advertisement*
Category 24 - Published Print Ad  cont.

10,000 to 30,000 students

BEST OF CATEGORY
Laredo ISD

GOLD
Laredo ISD
Rockwall ISD
Waco ISD

Building a Brighter Future for Tomorrow’s Leaders  Jack Nelson
Building a Brighter Future for Tomorrow’s Leaders  Jack Nelson
“impact the future”  Sheri Fowler
Fired Up! 2012 H-E-B Celebrity Cook Off  Amber George

BEST OF CATEGORY
Mesquite ISD

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

Be Proud Ad for Experience Mesquite Communications Department
It Starts With Well-Rounded Students  McKenzie Stokes
Choice Facility Partners ad  Amy Guillory & Louise Henry, APR
HCDE ad  Amy Guillory & Louise Henry, APR
Be Proud Ad for Experience Mesquite Communications Department
Congratulations Graduates Ad  Amy Guillory & Louise Henry, APR

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

BEST OF CATEGORY
Midway ISD

GOLD
Midway ISD
Midway ISD

Better Watch Us  Traci Marlin
Huntsville ISD Exhibit & Promo Items for Chamber of Commerce Trade Expo  Shannon Duncan
Better Watch Us  Traci Marlin

BEST OF CATEGORY
HCDE Client Development Services

GOLD
Aldine ISD
HCDE Client Development Services
HCDE Client Development Services
Mesquite ISD
Mission CISD
Pharr-San Juan-Alamo ISD
Pharr-San Juan-Alamo ISD
Pharr-San Juan-Alamo ISD
Region 20 ESC
Region 20 ESC
Texas Classroom Teachers Assoc.

Choice Partners Exhibit Banners  Amy Guillory & Louise Henry, APR
Aldine ISD Employment Billboard  Chris Labod
Choice Partners Exhibit Banners  Amy Guillory & Louise Henry, APR
HCDE Exhibit Banners  Amy Guillory & Louise Henry, APR
Mesquite ISD Billboard Series  Craig Verley
Elect Mission CISD  Santiago Zavala III
Fine Arts - We Have it All Billboard  & Arianna Vazquez-Hernandez
PSJA North High School 2012  Santiago Zavala III
Top 10 Graduation Billboard
PSJA Southwest Early College High School - College Starts Here Billboard
Exploring 21st Century Career Day: Your Path to...Success
Tech Fiesta:
Waves of Change, Oceans of Opportunity
TCTA Teach, Learn, Succeed PSA Billboards  Amy Francisco

Category 25
Advertisement - Other

Less than 10,000 students

BEST OF CATEGORY
Midway ISD

GOLD
Midway ISD

Better Watch Us  Traci Marlin
Huntsville ISD Exhibit & Promo Items for Chamber of Commerce Trade Expo  Shannon Duncan
Better Watch Us  Traci Marlin

SILVER
Galveston ISD

Galveston ISD Congratulations to Our Teachers & Employees of the Year  Johnston Farrow, Toni Pearson, & Dyann Polzin

More than 30,000 students

BEST OF CATEGORY
Mesquite ISD

Mesquite ISD

Be Proud Ad for Experience Mesquite Communications Department
It Starts With Well-Rounded Students  McKenzie Stokes
Choice Facility Partners ad  Amy Guillory & Louise Henry, APR
HCDE ad  Amy Guillory & Louise Henry, APR
Be Proud Ad for Experience Mesquite Communications Department
Congratulations Graduates Ad  Amy Guillory & Louise Henry, APR

Category 24 - Published Print Ad  cont.

10,000 to 30,000 students

BEST OF CATEGORY
Laredo ISD

GOLD
Laredo ISD
Rockwall ISD
Waco ISD

Building a Brighter Future for Tomorrow’s Leaders  Jack Nelson
Building a Brighter Future for Tomorrow’s Leaders  Jack Nelson
“impact the future”  Sheri Fowler
Fired Up! 2012 H-E-B Celebrity Cook Off  Amber George

BEST OF CATEGORY
Mesquite ISD

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

Be Proud Ad for Experience Mesquite Communications Department
It Starts With Well-Rounded Students  McKenzie Stokes
Choice Facility Partners ad  Amy Guillory & Louise Henry, APR
HCDE ad  Amy Guillory & Louise Henry, APR
Be Proud Ad for Experience Mesquite Communications Department
Congratulations Graduates Ad  Amy Guillory & Louise Henry, APR
**VIDEO/CABLE TV CATEGORIES**

**CATEGORY 26**

**Video - News/Information**

10,000 to 30,000 students

<table>
<thead>
<tr>
<th>BEST OF CATEGORY</th>
<th>Weslaco ISD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GOLD</strong></td>
<td>TISD-TV, Tyler ISD</td>
</tr>
<tr>
<td></td>
<td>Weslaco ISD</td>
</tr>
<tr>
<td></td>
<td>Weslaco ISD</td>
</tr>
<tr>
<td><strong>SILVER</strong></td>
<td>Laredo ISD- ITV</td>
</tr>
<tr>
<td></td>
<td>Laredo ISD- ITV</td>
</tr>
<tr>
<td></td>
<td>Lubbock ISD</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>BEST OF CATEGORY</strong></th>
<th>Arlington ISD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GOLD</strong></td>
<td>AISD-TV News Special Report - STAAR</td>
</tr>
<tr>
<td></td>
<td>AISD-TV News Special Report - STAAR</td>
</tr>
<tr>
<td></td>
<td>AMP Café - Economy</td>
</tr>
<tr>
<td></td>
<td>Stories Not to Be Missed Spring 2012</td>
</tr>
<tr>
<td><strong>SILVER</strong></td>
<td>Conversations #199</td>
</tr>
<tr>
<td></td>
<td>Stories Not To Be Missed January 2012</td>
</tr>
<tr>
<td></td>
<td>Stories Not to Be Missed Squared</td>
</tr>
<tr>
<td></td>
<td>Tax Ratification Election Video</td>
</tr>
<tr>
<td></td>
<td>United ISD Student Newscast #1</td>
</tr>
<tr>
<td></td>
<td>United ISD Student Newscast #2</td>
</tr>
<tr>
<td></td>
<td>United ISD Student Newscast #6</td>
</tr>
<tr>
<td></td>
<td>United ISD Student Newscast #7</td>
</tr>
<tr>
<td></td>
<td>United ISD Student Newscast #19</td>
</tr>
</tbody>
</table>

**BEST OF CATEGORY**

Weslaco ISD

**WHS Honors Sgt Rudy Rodriguez**

Julian Olivarez

**GOLD**

TISD News Briefs October, 2011

Pay it 4ward at Gonzalez

WHS Honors Sgt Rudy Rodriguez

Angela Jenkins, Greg McRae & Jacob Walker

Julian Olivarez

Julian Olivarez

**SILVER**

Campus News

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

Laredo ISD- ITV Classroom and Beyond

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

Laredo ISD- ITV

Laredo ISD- ITV

Lubbock ISD

LISD in Action

More than 30,000 students

**GOLD**

AISD-TV News Special Report - STAAR

Robert Spence & McKenzie Stokes

AMP / EdTV

Clifton Cotton

**SILVER**

Arlington ISD

Lewisville ISD

Mesquite ISD

Pharr-San Juan-Alamo ISD

United ISD ITV Department

United ISD ITV Department

United ISD ITV Department

United ISD ITV Department

United ISD ITV Department

United ISD ITV Department

United ISD ITV Department

Robert Spence & McKenzie Stokes

Greg Davis

Clifton Cotton

Clifton Cotton

David Bourbois

ITV Department

ITV Department

ITV Department

ITV Department

ITV Department

ITV Department

ITV Department

ITV Department

ITV Department

ITV Department
CATEGORY 27
Video - News Release/News Package
Less than 10,000 students & 10,000 to 30,000 students

BEST OF CATEGORY
McAllen ISD

GOLD
McAllen ISD

SILVER
Carroll ISD

BRONZE
Highland Park ISD

BEST OF CATEGORY
Northside ISD

GOLD
Fort Worth ISD

SILVER
Fort Worth ISD

BEST OF CATEGORY
Sharyland ISD

GOLD
Galveston ISD

SILVER
Carroll ISD

BEST OF CATEGORY
TISD-TV, Tyler ISD

GOLD
TISD-TV, Tyler ISD

SILVER
Hurst-Euless-Bedford ISD

More than 30,000 students

High School Bowling 2012
Julie Ann Matonis & Keith Van Prooyen

GOLD
South Hi Mount Chopper Visit -
The Waiting is the Hardest Part
North Garland Students attend the YALSA Conference
High School Bowling 2012

SILVER
Softball Challenge: Close Play at the Plate

CATEGORY 28
Video - Documentary
Less than 10,000 students

State Of Mind
Manuel Rodriguez

GOLD
Ike: A Documentary - The Story of a Torn City
Rebuilt By Everyday Heroes
Soccer: A Love Story
State Of Mind

SILVER
Dragons Fighting Cancer
Senioritis Documentary

10,000 to 30,000 students

TISD-TV Profile
Angela Jenkins, Greg McRae & Jacob Walker

GOLD
TISD-TV Profile
Soccer In the Rio Grande Valley
Yichang takes on Cow Town
Judge Diana Saldana: Living The American Dream

SILVER
Shirley Field: Then and Now
Karen Hartford's Teacher of the Year Vignette
The Battle for Weslaco WHS vs. WEHS

COMMUNICATIONS DEPARTMENT
Communications Dept.
Communications Dept.
Jayme Rodriguez
Kelly Snowden
Scott JuVette
Scott JuVette
Manuel Rodriguez
Manuel Rodriguez
Jayme Rodriguez
Kelly Snowden
Julian Olivarez
Carolyn Marcantel
Ruben Vela & Jeannette G. Martinez
Karla Schumacher
Don Ramirez
### CATEGORY 28 - Video - Documentary cont.

**BEST OF CATEGORY**

- **Region 20 ESC GOLD**
  - Fort Worth ISD: CIP - Straight to the Classroom: A Promised Delivered
  - Northside ISD: Dr. John Folks Retirement Tribute
  - Region 20 ESC: The Zedler Mill

- **SILVER**
  - Harris Co. Dept. of Education: Helping out with a hand up
  - Pasadena ISD: San Jacinto Intermediate Netbooks Program
  - Spring ISD: Middle and High School Students Compete and Learn at the Spring ISD Science Olympiad

- **BRONZE**
  - United ISD ITV Department: Externship Video
  - United ISD ITV Department: Special Olympics Video

### CATEGORY 29 - Video - Special Interest/Feature Series

**BEST OF CATEGORY**

- Highland Park ISD: Betsy Bogdovitz: Armstrong Elementary's 2012-13 Teacher of the Year

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

- **SILVER**
  - Highland Park ISD: Armstrong students reflect on leadership program
  - Highland Park ISD: Bradfield students cherish reading & writing with the Bronco Express
  - Highland Park ISD: Jay Harris: HPHS 2012-13 Teacher of the Year
  - Highland Park ISD: Speed of Life
  - Sheldon ISD: Sheldon ISD Convocation 2011
<table>
<thead>
<tr>
<th>Category 29 - Video - Special Interest/Feature Series cont.</th>
<th>10,000 to 30,000 students</th>
</tr>
</thead>
</table>

### BEST OF CATEGORY

**Waco ISD**

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

**GOLD**

- **Lubbock ISD**
  - Out & About: Teacher Dancing for Make-A-Wish
  - Ray Rush & Nancy Sharp
  - Transforming Learning in the Classroom,
  - Communications Dept.

- **McAllen ISD**
  - Balloons with Origami Haikus
  - Karla Schumacher

- **McKinney ISD**
  - In the Spotlight
  - Emily Conklin
  - A Collage of Cultures
  - Sheri Fowler

- **Rockwall ISD**
  - Jack Elementary: The Leader in Me
  - Angela Jenkins, Greg McRae & Jacob Walker
  - Moore Magnet School: Mosaic Mustangs
  - Jacob Walker

- **TISD-TV, Tyler ISD**
  - Tyler ISD's Galaxy of Stars:
  - Angela Jenkins, Greg McRae & Jacob Walker
  - Our Teachers Light the Way

- **Waco ISD**
  - iCivics-The Baylor Model
  - Jesse Botello, Dale Caffey & Mary Senter

- **Weslaco ISD**
  - WISD 21st Century Learners
  - Julian Olivarez, Don Ramirez, Darline Gracia & Steve Valdez

### SILVER

- **Hurst-Euless-Bedford ISD**
  - Trinity High School GAP Club
  - Carolyn Marcantel
  - George Hill and Avery Johnson Skills Camp
  - Ruben Vela & Jeannette G. Martinez

- **Laredo ISD- ITV**
  - Grab and Go Breakfast
  - David Flores, Ruben Vela & Jeannette G. Martinez
  - Organized Team Activity
  - Robert Alba, Esteban Borjas Jr., David Flores, Jose Mendiola, Ruben Vela & Jeannette G. Martinez
  - Rachel's Challenge at LISD
  - Julio Ovando, Robert Alba, Esteban Borjas Jr., David Flores, Jose Mendiola, Ruben Vela & Jeannette G. Martinez

- **McKinney ISD**
  - Jared Critchfield's American Idol
  - Karla Schumacher
  - Kids Say the Funniest Things
  - Karla Schumacher
  - Zombies Attack
  - Karla Schumacher

- **Pearland ISD**
  - Youth Art Month Art Walk Video
  - Kim Hocott
  - Rockwall ISD
  - Writers for Fighters
  - Sheri Fowler

- **TISD-TV, Tyler ISD**
  - Head Start
  - Greg McRae
  - John Tyler: Campus Profile
  - Greg McRae

### BRONZE

- **TISD-TV, Tyler ISD**
  - Healthy Lifestyles: Eating Right
  - Angela Jenkins & Jacob Walker
More than 30,000 students

Category 29 Video - Special Interest/Feature Series cont.

BEST OF CATEGORY

Fort Worth ISD

GOLD

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

SILVER

Harris Co. Dept. of Education
North East ISD
North East ISD
United ISD ITV Department

Campus Teacher of the Year vignettes Scott JuVette & Charles Ellis

Teacher of the Year Video-Timothy Gloria Lorette Williams & Lyndall Gathright
Campus Teacher of the Year vignettes Scott JuVette & Charles Ellis
TABS - Gold Seal POC Scott JuVette
Klein Education Foundation Celebration Express Denise McLean
Veterans Day Package Greg Davis
Alyssa The Author Clifton Cotton
Austin the Preacher Clifton Cotton
Life Skills Derby Clifton Cotton
Terrell Brown’s Love for Mesquite ISD Clifton Cotton
Brandeis Ballet Company Julie Ann Matonis & Keith Van Prooyen
Jim Cain Julie Ann Matonis & Tim Irvin
Van Gogh with the Flow Jessica Bennett
Library Media Services Video Mark Vasquez & David Bourbois
Gardening at Plano ISD Karla Oliver, Lesley Range-Stanton, Mary Gorden & Bill Gilkison
JROTC Units Earn Gold Star Karla Oliver, Lesley Range-Stanton, Mary Gorden & Bill Gilkison
Spring ISD Students Train for Emergencies Jim Wineman
at the Harris County Fire Academy
Let’s Move Video ITV Department
The Genie and the Seven Wishes ITV Department
United Rockers Pass the STAAR Exam ITV Department
United Stronger Video ITV Department
HCDE Special Schools Joe Perez, Daniel Villarreal & Jaime Salinas
North East ISD Bond - 2011 Victor J. Garcia, Jimmy O’Halligan & Carlos Elizando
Why We Do What We Do Victor J. Garcia, Jimmy O’Halligan & Carlos Elizando
Partners for Scholars 2012 Video ITV Department

Category 30 Video - Promotional/Marketing

Less than 10,000 students

BEST OF CATEGORY

Highland Park ISD

GOLD

Garland ISD
Highland Park ISD
Pine Tree ISD
Pine Tree ISD
Sheldon ISD

SILVER

Weatherford ISD

Pay it Forward PSA Kelly Snowden

Bus Princess - Shoes Larry Grimes, Homer Clayton & Delbert Richardson
Pay it Forward PSA Vickie Eckols
Junior High campus Promotion Video Vickie Eckols
Primary Campus Promotion Video Mike Rockwood
Sheldon ISD Early Learning Center

Weatherford ISD Cinema Advertisement Charlotte LaGrone & Derik Moore
Category 30 Video - Promotional/Marketing cont.

10,000 to 30,000 students

BEST OF CATEGORY

Eagle Mountain-Saginaw ISD  Because of You!  Jerome Butler & Kristin Courtney

GOLD

College Station ISD Ed. Foundation  College Station ISD Education Foundation - Linking Community, Educators & Students  Teresa Benden

Eagle Mountain-Saginaw ISD  Because of You!  Jerome Butler & Kristin Courtney

Laredo ISD- ITV  Kindness: Pass It On  Julio Ovando, Esteban Borjas Jr. & Jeannette G. Martinez

Laredo ISD- ITV  The Flu Ends With You  Julio Ovando, Robert Alba, Esteban Borjas Jr., David Flores, Jose Mendiola, Ruben Vela & Jeannette G. Martinez

Laredo ISD- ITV  Water Safety  Julio Ovando, Robert Alba, Jose Mendiola & Jeannette G. Martinez

Lubbock ISD  College and Career Readiness PSA  Ray Rush

McAllen ISD  Imagine  Communications Dept.

McAllen ISD  McAllen ISD Getting Ready  Communications Dept.

McAllen ISD  Teacher of the Year  Communications Dept.

Northwest ISD  Ready for College  Emily Conklin

Pearland ISD  Northern Brazoria County Education Alliance  Kim Hocott

Promotional Video

TISD-TV, Tyler ISD  Board Appreciation Month  Jacob Walker & Angela Jenkins

TISD-TV, Tyler ISD  Dia de la Educacion  Greg McRae

TISD-TV, Tyler ISD  First Day of School  Jacob Walker

TISD-TV, Tyler ISD  Foundation Grants  Greg McRae

TISD-TV, Tyler ISD  Gil Hitt PSA  Greg McRae

TISD-TV, Tyler ISD  Pencils of Promise  Greg McRae

TISD-TV, Tyler ISD  Red Ribbon Week  Angela Jenkins, Greg McRae & Jacob Walker

TISD-TV, Tyler ISD  Welcome!  Angela Jenkins, Greg McRae & Jacob Walker

Waco ISD  Drop Back In To School PSA  Jesse Botello, Amber George & Dale Caffey

Waco ISD  H-E-B Celebrity Cookoff 2012 PSA  Amber George, Jesse Botello & Dale Caffey

Weslaco ISD  Friday Night Heroes, The WISD Sponsors  Don Ramirez & Steve Valdez

Weslaco ISD  TAKS to STARR Transition  Julian Olivarez, Don Ramirez, Steve Valdez & Darline Gracia

Weslaco ISD  Weslaco High Football  Julian Olivarez & Don Ramirez

Weslaco ISD  Weslaco HSVs.Weslaco East HS PSA  Don Ramirez & Steve Valdez
# BEST OF CATEGORY

## Fort Worth ISD
- **Students Say Thank You**
  - Rebecca Slack, Scott JuVette & Charles Ellis
- **FWISD Print Shop: Hours Not Days**
  - Charles Ellis & Scott JuVette
- **It's Not Okay PSA**
  - Communications Department
- **Students Say Thank You**
  - Rebecca Slack, Scott JuVette & Charles Ellis
- **Words for Wheels**
  - Charles Ellis, Scott JuVette & Rebecca Slack

## Garland ISD
- **Camp GISD Promo**
  - Homer Clayton & Larry Grimes

## Harris Co. Dept. of Education
- **Raise a Champion**
  - Joe Perez & Daniel Villarreal

## Lewisville ISD
- **Bring Your Own Technology**
  - Greg Davis

## Mesquite ISD
- **60 Seconds of Beauty**
  - Wade Odom
- **Click With Mesquite ISD**
  - Wade Odom
- **Destination Imagination**
  - Wade Odom
- **For Kids For Tomorrow**
  - Wei Tung Chou
- **Kindness - Pass It On**
  - Wade Odom
- **Kindness Begins With Us**
  - Wade Odom
- **My Future - Be Prepared**
  - Wade Odom

## Northside ISD
- **Business Careers High School Recruiting Video**
  - Julie Ann Matonis & Tim Irvin

## Pasadena ISD
- **Inspiring the Journey Through Child Nutrition**
  - Jessica Bennett, LaVonna Alexander-Carew & Britta Gamino

## Pharr-San Juan-Alamo ISD
- **Dual Language Enrichment Program**
  - Mark Vasquez & Arianna Vazquez-Hernandez

## Region 13 ESC
- **BCLI Migrant Program - Experience in Democracy**
  - Communication & Production

## Region 16 ESC
- **Connect**
  - Matt Koumalats

## Socorro ISD
- **Make It Count Video**
  - Jim Wineman

## Spring ISD
- **Spring ISD’s Gifted and Talented Expo Brings a Big Community Turnout**
  - ITV Department

## United ISD ITV Department
- **Annual Region 14 UIL Marching Band Competition**
  - ITV Department
- **Cherish Center Video**
  - ITV Department
- **College Night PSA**
  - ITV Department
- **Crime Stoppers PSA**
  - ITV Department
- **Energy PSA**
  - ITV Department
- **GEAR UP Student PSA**
  - ITV Department
- **GEAR UP with Congressman Cuellar PSA**
  - ITV Department
- **Never Be Absent PSA**
  - ITV Department
- **Partners for Scholars 5K Run PSA**
  - ITV Department
- **Reading PSA with Pat Campos**
  - ITV Department
- **School Safety with Rodriguez & Garner PSA**
  - ITV Department
- **School Uniform Drive with Pat Campos PSA**
  - ITV Department
- **Summer Feeding Program PSA**
  - ITV Department
- **United Pride**
  - ITV Department
- **USSBA Marching Band Competition PSA**
  - ITV Department
- **2011 Convocation Opening Video**
  - Patricia Ayala
## CATEGORY 31
### Video Training/Instructional

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

#### BEST OF CATEGORY

**TISD-TV, Tyler ISD**

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>School/Department</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOLD</td>
<td><strong>College Application Process Made Clear</strong></td>
<td>TISD-TV, Tyler ISD</td>
<td>Angela Jenkins, Greg McRae &amp; Jacob Walker</td>
</tr>
<tr>
<td></td>
<td>Seven Rules of the Salad Bar</td>
<td>Hurst-Euless-Bedford ISD</td>
<td>Carolyn Marcantel</td>
</tr>
<tr>
<td></td>
<td>College Application Process Made Clear</td>
<td>TISD-TV, Tyler ISD</td>
<td>Angela Jenkins, Greg McRae &amp; Jacob Walker</td>
</tr>
<tr>
<td>SILVER</td>
<td>Inventory Control Training</td>
<td>Laredo ISD- ITV</td>
<td>Julio Ovando, Jose Mendiola, &amp; Jeannette G. Martinez</td>
</tr>
<tr>
<td></td>
<td>Super 8</td>
<td>Laredo ISD- ITV</td>
<td>Julio Ovando, Robert Alba, Esteban Borjas Jr., David Flores, Jose Mendiola, Ruben Vela &amp; Jeannette G. Martinez</td>
</tr>
<tr>
<td></td>
<td>App Showcase</td>
<td>McAllen ISD</td>
<td>Communications Dept.</td>
</tr>
<tr>
<td>BRONZE</td>
<td>Spin A Fact</td>
<td>Laredo ISD- ITV</td>
<td>Julio Ovando, Robert Alba, Esteban Borjas Jr., David Flores, Jose Mendiola, Ruben Vela &amp; Jeannette G. Martinez</td>
</tr>
<tr>
<td></td>
<td>Spin A Fact Jr.</td>
<td>Laredo ISD- ITV</td>
<td>Kristin Zastoupil, Jacob Walker</td>
</tr>
<tr>
<td></td>
<td>Grant Writing Workshop</td>
<td>Midlothian ISD Ed. Foundation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>School Fusion</td>
<td>TISD-TV, Tyler ISD</td>
<td></td>
</tr>
</tbody>
</table>

#### More than 30,000 students

**Garland ISD**

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>School/Department</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOLD</td>
<td><strong>GISD STAAR Video</strong></td>
<td>Garland ISD</td>
<td>Larry Grimes, Chris Moore &amp; Aamarae Daylett</td>
</tr>
<tr>
<td></td>
<td>The Amazing Art Show #74</td>
<td>Arlington ISD</td>
<td>Robert Spence &amp; McKenzie Stokes</td>
</tr>
<tr>
<td></td>
<td>Fort Worth ISD Parents Invited to Join the Parent Portal</td>
<td>Fort Worth ISD</td>
<td>Amorae Daylett</td>
</tr>
<tr>
<td></td>
<td>21st Century Scholar</td>
<td>Garland ISD</td>
<td>Amorae Daylett</td>
</tr>
<tr>
<td></td>
<td>Electronic Media Policy</td>
<td>Garland ISD</td>
<td>Larry Grimes, Chris Moore &amp; Aamarae Daylett</td>
</tr>
<tr>
<td></td>
<td>GISD STAAR Video</td>
<td>Garland ISD</td>
<td>School Support Services</td>
</tr>
<tr>
<td></td>
<td>MASTERS, Grades 4-5</td>
<td>Region 20 ESC</td>
<td></td>
</tr>
<tr>
<td>SILVER</td>
<td>AEDs in Schools</td>
<td>Harris Co. Dept. of Education</td>
<td>Larry Grimes, Homer Clayton &amp; Delbert Richardson</td>
</tr>
<tr>
<td></td>
<td>GISD Enrollment Videos 2012</td>
<td>Lewisville ISD</td>
<td>Homer Clayton, Larry Grimes, Delbert Richardson &amp; Chris Mathis</td>
</tr>
<tr>
<td></td>
<td>Technology Training</td>
<td>Mesquite ISD</td>
<td>Joe Perez &amp; Jaime Salinas</td>
</tr>
<tr>
<td></td>
<td>End of Course Exam Training</td>
<td>Plano ISD</td>
<td>Greg Davis</td>
</tr>
<tr>
<td></td>
<td>Let’s Read Together</td>
<td>United ISD ITV Department</td>
<td>Karl Oliver, Lesley Range-Stanton, Mary Gorden &amp; Bill Gillkison</td>
</tr>
<tr>
<td></td>
<td>Save a Life Video</td>
<td>Ysleta ISD</td>
<td>ITV Department</td>
</tr>
<tr>
<td>BRONZE</td>
<td>U-First Video</td>
<td>Mesquite ISD</td>
<td>Patricia Ayala</td>
</tr>
<tr>
<td></td>
<td>Sexual Harassment Video</td>
<td>Mesquite ISD</td>
<td>Patricia Ayala</td>
</tr>
<tr>
<td></td>
<td>Jammin Minute</td>
<td>Mesquite ISD</td>
<td>Wade Odom</td>
</tr>
<tr>
<td></td>
<td>Process Monitoring</td>
<td>Mesquite ISD</td>
<td>Wei Tung Chou</td>
</tr>
<tr>
<td></td>
<td>Suicide Awareness</td>
<td>Mesquite ISD</td>
<td>Wei Tung Chou</td>
</tr>
<tr>
<td></td>
<td>Knowledge for College Game Show #1</td>
<td>United ISD ITV Department</td>
<td>ITV Department</td>
</tr>
<tr>
<td></td>
<td>Knowledge for College Game Show #2</td>
<td>United ISD ITV Department</td>
<td>ITV Department</td>
</tr>
<tr>
<td></td>
<td>Knowledge for College Game Show #3</td>
<td>United ISD ITV Department</td>
<td>ITV Department</td>
</tr>
<tr>
<td></td>
<td>Knowledge for College Game Show #6</td>
<td>United ISD ITV Department</td>
<td>ITV Department</td>
</tr>
<tr>
<td></td>
<td>Knowledge for College Game Show #7</td>
<td>United ISD ITV Department</td>
<td>ITV Department</td>
</tr>
<tr>
<td></td>
<td>Knowledge for College Game Show #8</td>
<td>United ISD ITV Department</td>
<td>ITV Department</td>
</tr>
<tr>
<td></td>
<td>Knowledge for College Game Show #9</td>
<td>United ISD ITV Department</td>
<td>ITV Department</td>
</tr>
</tbody>
</table>
## Category 31: Video Training/Instructional

### More than 30,000 students

<table>
<thead>
<tr>
<th>BRONZE</th>
<th>United ISD ITV Department</th>
<th>Ruiz Elementary Leadership Video</th>
<th>ITV Department</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>United ISD ITV Department</td>
<td>STAAR Question and Answer Video</td>
<td>ITV Department</td>
</tr>
<tr>
<td></td>
<td>United ISD ITV Department</td>
<td>Student Code of Conduct</td>
<td>ITV Department</td>
</tr>
<tr>
<td></td>
<td>Ysleta ISD</td>
<td>Wiley Bear Science Episode</td>
<td>Patricia Ayala</td>
</tr>
</tbody>
</table>

## Category 32: Video - Sports Event

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

### BEST OF CATEGORY

**Weslaco ISD**

**GOLD**

- Weslaco ISD
- Football WHS vs. PSJA Memorial

**SILVER**

- Carroll ISD
- TiSD-TV, Tyler ISD
- Dragon Football 2011: Tradition Protected
- Coach’s Corner: Robert E. Lee High School

**BRONZE**

- McAllen ISD
- Football Night in McAllen

### More than 30,000 students

### BEST OF CATEGORY

**Mesquite ISD**

**GOLD**

- Mesquite ISD
- Garland ISD
- Mesquite High vs. Garland
- GISD Football Rowlett vs Copperas Cove

**SILVER**

- Mesquite ISD
- Poteet Football Intro Video

**BEST OF CATEGORY**

**Mesquite ISD**

**GOLD**

- Mesquite ISD
- Garland ISD
- Mesquite High vs. Garland
- GISD Football Rowlett vs Copperas Cove

**SILVER**

- Mesquite ISD
- Poteet Football Intro Video
**CATEGORY 33**
Video - Live Event (Non-Sports)
Less than 10,000 students & 10,000 to 30,000 students

**BEST OF CATEGORY**
McAllen ISD

**GOLD**
Laredo ISD- ITV

- Pigskin Band Jubilee
  - Laredo Early College High School Graduation
  - Julio Ovando, Robert Alba, Esteban Borjas Jr., David Flores, Jose Mendiola, Ruben Vela & Jeannette G. Martinez

- Choral Festival
  - McAllen ISD Communications Dept.

- Pigskin Band Jubilee
  - McAllen ISD Communications Dept.

- TLC3 Launch (pronounced 'T.L.C. cubed')
  - McAllen ISD Communications Dept.

**SILVER**
Highland Park ISD
Weslaco ISD

- Shattered Dreams
  - Highland Park ISD Shattered Dreams
  - Kelly Snowden

- Convocation Inspiring 21st Century Learners
  - Weslaco ISD Convocation
  - Julian Olivarez, Don Ramirez, Steve Valdez & Darline Gracia

**More than 30,000 students**

**BEST OF CATEGORY**
Ysleta ISD

**GOLD**
Fort Worth ISD
Garland ISD
Lewisville ISD

- 2011 Reindeer Revue
  - Ysleta ISD 2011 Reindeer Revue
  - Patricia Ayala

- Whiz Quiz 2011-2012 6th Grade Finals
  - Fort Worth ISD Communications Department / EdTV
  - Delbert Richardson, Homer Clayton, Larry Grimes & Chris Mathis

- GISD Spelling Bee 2011-12
  - Garland ISD
  - Karen Permetti, Tristen Wilson, Greg Davis, Nicholas Rooney, Lee Ann Bandy, Sarah Marcus, Laura Madison & Lee Burns

- Town Hall Live
  - Lewisville ISD Town Hall Live
  - David Hicks & Cristy Angulo

**SILVER**

Ysleta ISD
North East ISD

- 2011 Reindeer Revue
  - Ysleta ISD 2011 Reindeer Revue
  - Jimmy O’Halligan, Carlos Elizando & Victor J. Garcia

**CATEGORY 34**
Video Streaming
All Divisions

**BEST OF CATEGORY**
Highland Park ISD

**GOLD**
Fort Worth ISD
Highland Park ISD

- Whiz Quiz 2011-2012 Middle School Finals
  - Communications Department / EdTV
  - David Hicks & Cristy Angulo

- Highland Park ISD Video YouTube Channel
  - Highland Park ISD Video YouTube Channel
  - Jimmy O’Halligan, Victor J. Garcia & Carlos Elizando

**SILVER**
North East ISD

- Message from the Superintendent
  - North East ISD Message from the Superintendent
  - Jeannette G. Martinez

**BRONZE**
Laredo ISD- ITV

- Laredo ISD Instructional Television
  - Laredo ISD Instructional Television
  - Jeannette G. Martinez
**COMPUTERIZED/ELECTRONIC COMMUNICATION CATEGORIES**

**CATEGORY 35**  
Mobile App  
All Divisions

**BEST OF CATEGORY**  
McKinney ISD

**GOLD**  
McKinney ISD  
Midway ISD

**SILVER**  
Brownwood ISD

- misdGO  
  McKinney ISD
  Cody Cunningham

- iMidway  
  Midway ISD
  Traci Marlin

- Brownwood ISD Mobile App  
  Brownwood ISD
  Charles Musgrove

**CATEGORY 36**  
Computerized Presentation  
All Divisions

**BEST OF CATEGORY**  
Region 20 ESC

**GOLD**  
Fort Bend ISD
  Becky Walker, Keryn Miles, Stacey Crews & Nancy Porter
  Judy Kriehn, Chris More & Jasmine Preston
  Carolyn Marcantel
  Jessica Bennett, Cindy Parmer & Bruce Stone

- FBISD Partners Annual Report  
  Chris Krebs

- STARR Q&A for 8th and 9th Grade Parents  
  Chris Krebs

- Introducing STAAR!  
  Chris Krebs

- Shining Star Presentation of Awarded Students  
  Chris Krebs

- Texas College and Career Readiness Center Profile Planning Guide  
  Chris Krebs

- Progress Monitoring in a Deaf Education Classroom: A Formative Assessment  
  Chris Krebs

- Research: Know it All  
  Chris Krebs

- Superintendent’s ‘State-of-the-District’ Presentation  
  Chris Krebs
**BEST OF CATEGORY**

**Lubbock ISD**

**GOLD**
Lubbock ISD

**SILVER**
Northwest ISD

**Silver**
Harlandale ISD
Laredo ISD

**Silver**
Weatherford ISD

**SILVER**
Ector County ISD
Tyler ISD

**More than 30,000 students**

**BEST OF CATEGORY**

**Plano ISD**

**GOLD**
Fort Bend ISD
Klein ISD
Mesquite ISD
Plano ISD

**SILVER**
Corpus Christi ISD

**BRONZE**
Socorro ISD
Socorro ISD

---

**Best of Category**

Lubbock ISD E-Reporter
Sarah Ancell, Linsey McCutchin, Brian Morris & Nancy Sharp

Northwest ISD The Source Staff Newsletter
Emily Conklin

Harlandale ISD Harlandale ISD Leslie Ann Garza, Leticia Saavedra & Daniel Segura

Laredo ISD Laredo ISD A+ News December 2011 Jack Nelson, Claudia Rodriguez, Roberto W. Trevino, Veronica Castillon & Maribel Valdez

Northwest ISD Lubbock ISD E-Reporter Sarah Ancell, Linsey McCutchin, Brian Morris & Nancy Sharp

Laredo ISD Laredo ISD A+ News Fall 2011 Jack Nelson, Claudia Rodriguez, Veronica Castillon, Roberto W. Trevino & Maribel Valdez

Weatherford ISD Weatherford ISD e-Insider Derik Moore

Ector County ISD Ector County ISD ECISD News e-mail Communications Department

Tyler ISD Tyler ISD Inside Tyler ISD Sandra Stanley

Laredo ISD Laredo ISD A+ News Fall 2011 Jack Nelson, Claudia Rodriguez, Veronica Castillon, Roberto W. Trevino & Maribel Valdez

Plano ISD Plano ISD District Digest Karla Oliver, Lesley Range-Stanton, Mary Gorden & Bill Gilkison

Fort Bend ISD FBISD E-News Keryn Miles, Becky Walker, Stacey Crews & Nancy Porter

Klein ISD Klein Connects Judy Rimato & Denise McLean

Mesquite ISD In Touch Online Newsletter Communications Department

Plano ISD Plano ISD District Digest Karla Oliver, Lesley Range-Stanton, Mary Gorden & Bill Gilkison

Corpus Christi ISD Intercom Employee Newsletter Kim Sneed

Socorro ISD Leadership Matters Communications Dept.
CATEGOR Y 38
E-Newsletter External
Less than 10,000 students
GOLD
Eanes ISD
Eanes ISD Community Newsletter
Claudia McWhorter

SILVER
Brownwood ISD
Inside the Pride - E-Newsletter
Charles Musgrove

10,000 to 30,000 students
BEST OF CATEGORY
Laredo ISD
Las Escuelas
Jack Nelson, Claudia Rodriguez, Roberto W. Trevino, Veronica Castillon & Maribel Valdez

GOLD
Laredo ISD
Las Escuelas
Jack Nelson, Claudia Rodriguez, Roberto W. Trevino, Veronica Castillon & Maribel Valdez

SILVER
Rockwall ISD
2011 Back-to-School E-newsletter
Sheri Fowler

Tomball ISD
TISD TODAY
Staci Stanfield

Brownwood ISD
Brownwood ISD Newsletter
Charles Musgrove

BRONZE
Ector County ISD
ECISD e-news
Communications Department

Goose Creek CISD
Goose Creek CISD Journal
Mima Trujillo

Northwest ISD
Northwest News
Emily Conklin

More than 30,000 students
BEST OF CATEGORY
Lewisville ISD
Pride Weekly, Pride Daily
Karen Permetti, Tristen Wilson, Sarah Marcus & Laura Madison

GOLD
Lewisville ISD
Pride Weekly, Pride Daily
Karen Permetti, Tristen Wilson, Sarah Marcus & Laura Madison

Plano ISD
Plano ISD eNews
Karla Oliver, Lesley Range-Stanton, Mary Gorden & Bill Gilkison

SILVER
Spring Branch ISD
eCurrent: Spring Branch ISD eNewsletter
Steven Brunsman, Melissa Wiland, & Linda Buchman

Texas Classroom Teachers Assoc.
TCTA eUpdate
Amy Francisco

BRONZE
Aldine ISD
InsideAldine.com
Mike Keeney, Leticia Fehling & Chris Labod

Arlington ISD
AISD Access
Amy Casas & Leslie Johnston

Fort Bend ISD
FBISD ExPress
Keryn Miles

Harris Co. Dept. of Education
Tuesday Bulletin External E-Newsletter
Carol Vaughn & Amanda Arnold
BEST OF CATEGORY

Hillsboro ISD
GOLD
Hillsboro ISD
Krum ISD
Sheldon ISD
SILVER
Flour Bluff ISD
La Porte Education Foundation
Midway ISD
BRONZE
Highland Park ISD

BEST OF CATEGORY

Rockwall ISD
GOLD
Laredo ISD
Northwest ISD
Rockwall ISD
Tyler ISD
SILVER
Lubbock ISD
BRONZE
Waco ISD

BEST OF CATEGORY

Corpus Christi Ed. Foundation
GOLD
Corpus Christi Ed. Foundation
Plano ISD
Region 20 ESC
SILVER
Fort Bend ISD
Garland ISD
Mesquite ISD
Northside ISD
Northside ISD
Northside ISD
Region 16 ESC
Texas Assoc. of School Boards
Texas Assoc. of School Boards
BRONZE
Corpus Christi ISD
Fort Bend ISD
Lewisville ISD
Texas Classroom Teachers Assoc.

10,000 to 30,000 students

Rockwall ISD
- Website
- www.rockwallisd.org
James VanDyke
- Laredo ISD
- Office of Communication Website
- www.laredoisd.org
Jack Nelson
- Northwest ISD
- www.nisdtx.org
Lesley Weaver
- Rockwall ISD
- www.rockwallisd.org
James VanDyke
- Tyler ISD
- District Website
- www.tylerisd.org
Jessica Poe
- Lubbock ISD
- All-Lubbock ISD Marching Band – 2012 Tournament of Roses Parade Fan Page
- www.lubbockisd.org
Ray Rush & Nancy Sharp
- Waco ISD
- District & Campus websites
- www.wacoisd.org
Skip Filgo, Dale Caffey, Mary Senter, Jesse Botello & Amber George

More than 30,000 students

Corpus Christi Ed. Foundation
- Web Site
- www.corpuschristiedfoundation.org
Crystal Matern & Lorette Williams
- Plano ISD
- www.planoisd.org
Karla Oliver, Lesley Range-Stanton, Mary Gorden & Bill Gilkison
- Region 20 ESC
- Transformational Leaders Institute (TLI):
- Building Teacher Efficiency through Leadership Actions
- www.rec20.org
Matt Koumalats & Niki Brown
- Texas Classroom Teachers Assoc.
- TCTA's TexasTeachersVote.org website
- www.texaspublicschool.org
Amy Francisco

GOLD
Hillsboro ISD Web Site Re-design - www.hillsboroisd.org
- www.hillsboroisd.org
Katharine Matthys

SILVER
www.flourbluffschools.net
- www.sheldonisd.com
Victor Bushfield

BRONZE
www.hs.hpisd.org
- www.krumisd.net
Terri Cook & Kathy Booth
- Modern Upgrade - www.midwayisd.org
Traci Marlin
C A M P A I G N / E V E N T C A T E G O R I E S

C A T E G O R Y 4 1
Marketing Campaign
Less than 10,000 students & 10,000 to 30,000 students

BEST OF CATEGORY
Lake Travis ISD
GOLD
Ector County ISD
Galveston ISD

Lake Travis ISD
Waco ISD

Lake Travis ISD 2011 Bond
Marco Alvarado & Michele Wu
Communications Department
Johnston Farrow, Dyann Polzin, & Julie Schmid
Marco Alvarado & Michele Wu
Dale Caffey, Amber George, Jesse Botello, Mary Senter & Skip Filgo

More than 30,000 students

BEST OF CATEGORY
Mesquite ISD
GOLD
Klein ISD
Mesquite ISD
Mesquite ISD
SILVER
Socorro ISD
Spring Branch ISD
Spring Branch ISD

Kindness KARES Campaign
Communications Department
Judy Rimato
Communications Department
Communications Department

Make it Count Attendance Campaign
Marketing Campaign-The SBISD Bond Program
Linda Buchman, Steven Brunsman, Melissa Wiland & Paul Bryant
Linda Buchman, Steven Brunsman, Melissa Wiland & Paul Bryant

C A T E G O R Y 4 2
Foundation Campaign
All Divisions

BEST OF CATEGORY
Friendswood ISD
Education Foundation
GOLD
Corpus Christi Ed. Foundation
Friendswood ISD Ed. Foundation
Waco ISD Ed. Foundation

Adopt a Grant from the Freindswood ISD Education Foundation
Karolyn Gephart
CCEF Foundation Development/
Fundraising Campaign
Crystal Matern & Lorette Williams
Adopt a Grant from the Freindswood ISD Education Foundation
Karolyn Gephart
Knocking Out Budget Shortfalls
Amber George
BEST OF CATEGORY
Mesquite ISD

GOLD
Corpus Christi ISD

Mesquite ISD

BEST OF CATEGORY
Lake Travis ISD

GOLD
DeSoto ISD
Huntsville ISD
Lake Travis ISD

SILVER
DeSoto ISD
Huntsville ISD
Lake Travis ISD

BEST OF CATEGORY
Rockwall ISD

GOLD
Amarillo ISD
Arlington ISD
Eagle Mountain-Saginaw ISD
Garland ISD
Harris Co. Dept. of Education
Mesquite ISD
Rockwall ISD
Ysleta ISD

SILVER
Amarillo ISD
United ISD
Ysleta ISD

BRONZE
United ISD

CATEGORY 43
Social Media Campaign
More than 30,000 students

Click with Mesquite ISD
Social Media Campaign: Firework Lip Dub
Lorette Williams, Lyndall Gathright, Kim Sneed, Tanis Acosta & Crystal Matern
Communications Department

CATEGORY 44
Special Event
Less than 10,000 students

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

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

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

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

Teacher of the Year Celebration
Sheri Fowler

GOLD
Amarillo ISD Teacher of the Year Breakfast
Arlington ISD Operation Graduation
Eagle Mountain-Saginaw ISD Building the Future Realtor Event
Garland ISD PTA Luncheon
Harris Co. Dept. of Education 12th Annual After-School Partnership Fair:
Mesquite ISD Lone Star Legacy with Sara Evans
Rockwall ISD Teacher of the Year Celebration
Ysleta ISD 2012 Employee Recognition Program

SILVER
Amarillo ISD Partners in Education Banquet
United ISD “Let’s Move for Scholars” Benefit
5K Run or One Mile Walk
Ysleta ISD 2011 Back to School Rally
Ysleta ISD 2012 Parental Involvement Conference

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

CATEGORY 45 - Celebrate Texas Public Schools - No Entries
CRYSTAL COMMENDATION ENTRIES

All divisions judged together

† CATEGORY 46 †

Bond Elections

CRYSTAL COMMENDATION
Wylie ISD
Restoring Trust and Unifying a Community - Ian Halperin, Wylie ISD 2012 Bond Election Marcia Coker, Doug Bellamy & Diane Neel

CRYSTAL CERTIFICATE OF MERIT
Lake Travis ISD
Lake Travis ISD 2011 Bond Marco Alvarado & Michele Wu

† CATEGORY 47 †

Parent Involvement/Volunteer Program

CRYSTAL COMMENDATION
Katy ISD Partners in Education “Call Us Maybe” Volunteer Recruitment Video Janet Theis

CRYSTAL CERTIFICATE OF MERIT
Round Rock ISD
What is a Day Worth? Linda Aschenbrener & JoyLynn Occhiuzzi

† CATEGORY 48 †

School/Community Partnership

CRYSTAL COMMENDATION
Lewisville ISD
The Community Conversation Karen Permetti, Tristen Wilson, Nicholas Rooney, Lee Burns, Greg Davis, Lee Ann Bandy, Sarah Marcus & Laura Madison

CRYSTAL CERTIFICATES OF MERIT
Arlington ISD
Dr. Martin Luther King Jr. “Sharing the Dream” Leslie Johnston Celebration 2012 & Robert Spence
Fort Worth ISD
Fort Worth Chamber State of Education/Communications Dept Straight to the Classroom & EdTV
Galveston ISD
Galveston Chamber of Commerce-Communications Dept Galveston Public Schools Education Committee

† CATEGORY 49 †

Staff/Student Recognition

CRYSTAL COMMENDATION
Lamar CISD
Lamar CISD Employee Banquet: Mike Rockwood & Phillip Sulak Safari Adventure

CRYSTAL CERTIFICATE OF MERIT
Midway ISD
Hitting the High Notes Aplauso Traci Marlin Rocio G. Moore

† CATEGORY 50 †

District/Assoc Special Event/Celebration

CRYSTAL COMMENDATION
Northside ISD
Retirement Celebration of John Folks: Northside ISD Communications Dept A firebrand among educators, a champion for children

CRYSTAL CERTIFICATE OF MERIT
DeSoto ISD
Grand Opening Ceremonies for the DHS College and Career Academies Elizabeth Trimble

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

Waco ISD

Waco Independent School District Enroll Online Registration
Mary Senter, Amber George, Skip Filgo & Dale Caffey

PLATINUM CERTIFICATE OF MERIT

Fort Worth ISD

It’s Not Okay Community Launch
Communications Department/EDTV

2012 TSPRA STAR AWARDS