CATEGORY 1
Internal Newsletter
Less than 10,000 & 10,000 to 30,000 students

BEST OF CATEGORY
Tyler ISD Foundation
Foundation News: Fall 2010
Larry Goddard

GOLD
Laredo ISD
A+News

Tyler ISD Foundation
Foundation News: Fall 2010
Larry Goddard

SILVER
DeSoto ISD
Team DeSoto Finish Strong newsletter
Elizabeth Trimble
Tomball ISD
InTouch
Staci Stanfield

More than 30,000 students

BEST OF CATEGORY
Harris Co. Dept. of Education
Choice Facility Partners
Louise Henry, APR, & Amy Guillory
Leaders Choice Newsletter

GOLD
Humble ISD
The Foundation: Inspiring Minds
Jamie Mount & Robin McAdams
Beyond the Books

Harris Co. Dept. of Education
Choice Facility Partners
Louise Henry, APR, & Amy Guillory
Leaders Choice Newsletter

SILVER
Region 16 ESC
“How HEADS UP”
Lynda Queen
United ISD
Tabloid: United I.S.D. Celebrating 50 Years
Rocio Moore
of Educational Excellence

CATEGORY 2
External Newsletter
Less than 10,000 students

BEST OF CATEGORY
Midway ISD
Midway’s Open Door
Traci Marlin

GOLD
Alamo Heights ISD
School Views
Dr. Dick Smith, Patti Pawlik-Perales
Midway ISD
Midway’s Open Door
Traci Marlin

SILVER
Bay City ISD
Paw Prints, April 2011
Allison Sliva, Sandra Wacker
Channelview ISD
ChannelViews
Mark Kramer
DeSoto ISD
Eagle Express newsletter
Elizabeth Trimble
Sheldon ISD
The Lifelong Learner
Mike Rockwood & Vic Bushfield

BEST OF CATEGORY
Laredo ISD
Las Escuelas
Veronica, Castillon, Bobby Trevino, Mimi Rodriguez,

GOLD
Eagle Mountain-Saginaw ISD
Back-to-School Newsletter
Tammy Castleberry & Kristin Courtney
Laredo ISD
Las Escuelas
Veronica, Castillon, Bobby Trevino, Mimi Rodriguez,
Armando Saldana, Jack Nelson & Claudia Rodriguez
C A T E G O R Y 2  External Newsletter, cont.

SILVER
Eagle Mountain-Saginaw ISD
Harlandale ISD
Northwest ISD
Pearland ISD
Tyler ISD

Superintendent Newsletter
HISD Monthly Newsletters
Northwest Vision
The Progress Newsletter
The Link Jan/Feb 2011

Kristin Courtney & Tammy Castleberry
Leslie Garza
Lesley Weaver
Renea Ivy-Sims & Kim Hocott
Sandra Stanley

BEST OF CATEGORY
Humble ISD

“Your Schools” newsletter

Karen Collier, Jamie Mount & Robin McAdams

GOLD
Garland ISD
Mesquite ISD
Humble ISD

Education GISD
MISD College Week Newsletter
“Your Schools” newsletter

Chris Moore & Judy Kriehn
Kristin Odom & Allison Lewallyn
Karen Collier, Jamie Mount & Robin McAdams

SILVER
Mesquite ISD
United ISD
United ISD

Report Card Newsletter
Parent Connection - Back to School Edition
Tabloid: United I.S.D. Celebrating 50 Years of Educational Excellence

Allison Lewallyn & Kristin Odom
Paola Arcos Mansinghani
Rocio Moore

C A T E G O R Y 3  Flyer

LESS THAN 10,000 STUDENTS

BEST OF CATEGORY
Copperas Cove ISD

Strategic Plan

Katie Rudesheim

GOLD
Copperas Cove ISD
Copperas Cove ISD
Krum ISD

Funding the Future
Strategic Plan
Sixth Annual Krum ISD Golf Tournament

Katie Rudesheim
Katie Rudesheim
Chelbie Birdwell

SILVER
Copperas Cove ISD
Galveston ISD

Dollars for Touchdowns
Map of School Locations

Katie Rudesheim
Communications Department

10,000 TO 30,000 STUDENTS

SILVER
Coppell ISD
Ector County ISD
Laredo ISD
Tyler ISD Foundation, Inc.

Cougar Fact Sheet
New Tech Odessa
Attention Laredo: Give where you live!
The Art of Giving Campaign Kickoff Luncheon

NEED NAMES
Communications Department
Jack Nelson
Larry Goddard

BEST OF CATEGORY
ESC Region 20

The National Educational Leaders’ Conference:
Leading Effective Schools

Alma C. Godoy

GOLD
ESC Region 20

The National Educational Leaders’ Conference:
Leading Effective Schools
Summer's a Blast at Extended Day
Early Childhood Winter Conference Flyer
Employee Banquet Flyer

Alma C. Godoy
Becky Walker
Amy Guillory
Paola Arcos Mansinghani
CATEGORY 3  Flyer, cont.

SILVER
Garland ISD  Harris Hill Blue Jeans for Babies Promotional Piece  Judy Kriehn & Chris Moore
Garland ISD  PTA Council Service Project  Judy Kriehn
Harris Co. Dept. of Education  2010 Texas Gubernatorial Debate  Amy Guillory
United ISD  Clases Gratis PSAT y SAT para prepararse para la universidad  Rocio Moore
United ISD  FREE PSAT and SAT College Preparation Classes  Rocio Moore
United ISD  If not in use, Turn off the juice!

BEST OF CATEGORY
Dickinson ISD  Calder Road Elementary Dedication  Tammy Dowdy & Ashley Shibley
GOLD
Dickinson ISD  Calder Road Elementary Dedication  Tammy Dowdy & Ashley Shibley
Galveston ISD  Oppe Elementary Campus of Coastal Studies  Communications Dept.
SILVER
DeSoto ISD  2010 District Overview  Elizabeth Trimble
Dripping Springs ISD  2010 Stakeholders Report  Dale A. Whitaker
Foundation Innovation & LLC  Founders Drive  Milli Christner, PhD & Laurie Cromwell
Friendswood ISD  Friendswood ISD Education Foundation  Karolyn Gephart
Galveston ISD  Parker Elementary School of International Studies  Communications Dept.

CATEGORY 4  Brochure

10,000 to 30,000 students

BEST OF CATEGORY
College Station ISD Ed. Foundation  Foundation Marketing Brochure  Teresa Benden
GOLD
College Station ISD Ed. Foundation  Foundation Marketing Brochure  Teresa Benden
Duncanville ISD  Coffee Talk Roadshow  Kim Bauer, Tiffany Graber & Tammy Kuykendall
Harlandale ISD  School Bus Tours  Leslie Garza
Lubbock ISD  State of the District Report  2010  Nancy Sharp & Brian Morris
Pearland ISD  2010-11 District Profile  Renea Ivy-Sims
Rockwall ISD  Rockwall ISD Legislative Overview  Sheri Fowler

SILVER
Eagle Mountain-Saginaw ISD  Recruitment Brochure  Tammy Castleberry & Kristin Courtney
Eagle Mountain-Saginaw ISD  Your Future Starts Here  Tammy Castleberry & Kristin Courtney
Goose Creek CISD  “Making Dreams Come True” - 1  David Bloom, Carrie Pryor-Newman & Gemima Trujillo
Goose Creek CISD  “Making Dreams Come True” - 2  David Bloom, Carrie Pryor-Newman & Gemima Trujillo
Grand Prairie ISD  2011 Bond Election Mailer  Communications/Community Relations Dept.
Hays CISD  Strategic Planning  Julie Jerome
Tyler ISD  TARGET Academy  Sandra Stanley
Tyler ISD  Tyler Area P-16 Council  Sandra Stanley & Angela Jenkins
# CATEGORY 4 Brochure, cont.

**BEST OF CATEGORY**

**More than 30,000 students**

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Author(s)</th>
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<tr>
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<td>Teamwork for Excellence Pocket Folder</td>
<td>Mary Gorden</td>
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<td>ESC Region 20</td>
<td>Cohort of Leadership Associates (CoLA)</td>
<td>Greg DuValle</td>
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<td>ESC Region 20</td>
<td>PBMAS/SPP Crosswalk Guide</td>
<td>Shanna Falgoust</td>
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<td>PLC-20: Designing a Dynamic Culture</td>
<td>Shanna Falgoust</td>
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<td>ESC Region 20</td>
<td>Special Education Workshop Offerings</td>
<td>Shanna Falgoust &amp; Greg DuValle</td>
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<td>TOPP: Teacher Orientation &amp; Preparation Program</td>
<td>Shanna Falgoust</td>
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<td>Fort Bend ISD</td>
<td>Fort Bend ISD Fast Facts 2010-2011</td>
<td>Nancy Porter, Becky Walker &amp; Keryn Miles</td>
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<td>Foundation Innovation, LLC</td>
<td>EPISD Education Foundation</td>
<td>Milli Christner, PhD &amp; Laurie Cromwell</td>
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<td>Humble ISD</td>
<td>Career &amp; Technical Education</td>
<td>Robin McAdams</td>
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<td>STAAR EOC</td>
<td>Kristin Odom</td>
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<td>Mesquite ISD</td>
<td>Standard Dress</td>
<td>Kristin Odom</td>
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<td>Pharr-San Juan-Alamo ISD</td>
<td>PSJA T-STEM Early College High School Brochure</td>
<td>Santiago Zavala III</td>
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<td>Teamwork for Excellence Pocket Folder</td>
<td>Mary Gorden</td>
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<td>Texas Education Agency</td>
<td>STAAR The Next Generation</td>
<td>Suzanne Marchman, Debbie Ratcliffe &amp; TEA staff</td>
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<td>Texas Education Agency</td>
<td>A Guide to the High School Testing Program</td>
<td>Debbie Ratcliffe &amp; TEA staff</td>
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**SILVER**

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<td>Mission Statement and Quick Facts: Special Schools</td>
<td>Tammy Lanier</td>
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<td>Community School</td>
<td>Lavonna Carew &amp; Britta Gamino</td>
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<td>Texas Education Agency</td>
<td>Navigating the STAAR Program</td>
<td>TEA Staff</td>
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# CATEGORY 5 Booklet

**BEST OF CATEGORY**

**Less than 10,000 students**

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<thead>
<tr>
<th>Category</th>
<th>Description</th>
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<td>Discover Lake Travis ISD</td>
<td>Marco Alvarado &amp; Michele Wu</td>
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<td>Bastrop ISD</td>
<td>Just the Facts</td>
<td>Lauri Anzaldua, Donald Williams</td>
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<td>Bay City ISD</td>
<td>Facts &amp; Figures 2010</td>
<td>Allison Sliva &amp; Sandra Wacker</td>
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<td>Friendswood ISD</td>
<td>Distinguished Alumni recognition</td>
<td>Karolyn Gephart</td>
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<td>Lake Travis ISD</td>
<td>2004/2006 Bond Issues: A Report to the Community</td>
<td>Marco Alvarado &amp; Michele Wu</td>
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<td>Discover Lake Travis ISD</td>
<td>Marco Alvarado &amp; Michele Wu</td>
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<td>Friendswood ISD</td>
<td>FISD's Character Education</td>
<td>Karolyn Gephart</td>
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<td>Galveston ISD</td>
<td>Galveston Chamber of Commerce Committee Guide to Galveston Schools</td>
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<td>UTMB-GISD Schools Guide</td>
<td>Galveston Independent School District</td>
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<td>La Porte ISD</td>
<td>La Porte High School Memory Book “The Music Man”</td>
<td>Kathy Booth</td>
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<td>La Porte ISD</td>
<td>Welcome New Teachers to Bulldog Country!</td>
<td>Kimberly Culver</td>
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<td>Lindale ISD/Lindale ISD Ed Foundation</td>
<td>Celebrating Our Stars Memory Book</td>
<td>Maya Bethany</td>
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<td>Sheldon ISD</td>
<td>Sheldon ISD Strategic Plan</td>
<td>Mike Rockwood &amp; Vic Bushfield</td>
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### CATEGORY 5 Booklet, cont.

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

**BEST OF CATEGORY**
- Harlandale ISD
- **Gold**
- HEB Booklet
- Leslie Garza

**SILVER**
- Coppell ISD
- ROVA Marimba & Drums
- Tamerah Ringo
- Northwest ISD
- 2011-2012 Adopted Budget
- Jerhea Nail

**BEST OF CATEGORY**
- ESC Region XIII
- **Gold**
- 2011-2012 Services and Product Catalog
- Communication & Production Team

**SILVER**
- ESC Region 20
- ESC-20 Programs & Services
- Greg DuValle
- Pasadena ISD
- Strategic Plan
- Bruce Stone & Candace Ahlfinger
- North East ISD
- No Child Left Behind (NCLB) Program Connections
- Alma C. Godoy
- Humble ISD
- Be Visionary. Be Heroic
- Robin McAdams

### CATEGORY 6 Calendar/Planner

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

**BEST OF CATEGORY**
- Rockwall ISD
- **Gold**
- 2010-2011 District Calendar
- Sheri Fowler

**SILVER**
- Alvarado ISD
- School Calendar
- Tommy Brown
- Rockwall ISD
- 2010-2011 District Calendar
- Sheri Fowler
- Waco ISD
- 2011-2012 WISD School Calendar/Calendario Escolar
- Mary Henderson Senter
- Weslaco ISD
- 2011 Wall Calendar
- Arminda Munoz

**BEST OF CATEGORY**
- ESC Region 20
- **Gold**
- Child Nutrition Programs
- Greg DuValle

**SILVER**
- Region 16 ESC
- UNDERCOVER HOSS Traveling the 26 counties of the Texas Panhandle for a close-up look at Region 16 schools
- Lynda Queen
- United ISD
- Then & Now
- Rocio Moore

**BEST OF CATEGORY**
- Pharr-San Juan-Alamo ISD
- All PSJA Students: College Ready, College Connected
- Arianna Vazquez-Hernandez
**CATEGORY 7**

**Programs**

**Less than 10,000 students**

<table>
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<th>Category</th>
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<td>Partners in Excellence Gala</td>
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<td>Hillsboro ISD Education Foundation</td>
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<td>A Reception for Carroll Lundin</td>
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<td>La Porte ISD</td>
<td>MHS &amp; MMS Choirs at TMEA</td>
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<td>Midway ISD</td>
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<td>John M. Tidwell Middle School Dedication</td>
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<td>Tyler ISD</td>
<td>AVID Graduation Celebration Dinner</td>
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<td>A Night of Shining Stars, May 12, 2011</td>
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**More than 30,000 students**

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**CATEGORY 7  Programs, cont.**

**SILVER**
- Corpus Christi ISD: TSPRA Conference Program, Tanis Acosta, Kim Sneed & Lorette Williams
- ESC Region XIII: 2011 CSCOPE Conference Program, Communication & Production Team
- Mesquite ISD: Transitioning Adult Learners for a Better Texas, Greg DuValle
- Mesquite ISD: An Evening With Martina McBride Program, Kristin Odom
- Northside ISD: Apple Corps Gala Program, Kristin Odom
- Pasadena ISD: Elementary Educators of the Year Program, Leslie Rodriguez
- Pasadena ISD: Pasadena High School Proudly Presents, Lavonna Carew
- Pasadena ISD: You Make Their Dreams Come True, Bruce Stone, Candace Ahlfinger & Britta Gamino
- Pharr-San Juan-Alamo ISD: Kennedy Middle School Dedication Ceremony, Santiago Zavala III
- Plano ISD: Illuminating Learners: The Art of Teaching - Teacher of the Year Gala, Mary Gorden
- Plano ISD: Ski Plano ~ Program, Mary Gorden
- United ISD: Celebrating 50 Years of Educational Excellence at United I.S.D.

**CATEGORY 8  Invitations/Announcements**

**BEST OF CATEGORY**
- Friendswood ISD: Holiday Dinner with the School Board, Karolyn Gephart

**GOLD**
- Friendswood ISD: Holiday Dinner with the School Board, Karolyn Gephart
- Hillsboro ISD Ed. Foundation: Partners in Excellence Gala, Karolyn Gephart & Katharine Matthys

**SILVER**
- Friendswood ISD: Havana Blues, Karolyn Gephart
- Friendswood ISD: Lunch with the Galveston County Superintendents, Karolyn Gephart
- Huntsville ISD: Invitation to Superintendent's Welcome Reception, Shannon Duncan
- La Porte ISD: San Jacinto College Center Invitation, Kathy Booth

**BEST OF CATEGORY**
- Goose Creek CISD: Students' Choice Awards Banquet Invitation, Gemima Trujillo, Carrie Pryor-Newman & David Bloom

**GOLD**
- Goose Creek CISD: Students' Choice Awards Banquet Invitation, Gemima Trujillo, Carrie Pryor-Newman & David Bloom
- Hays CISD: Denim and Diamonds, Angie Mendez
- Laredo ISD: Back to School Invitation, Claudia Rodriguez, Armando Saldana, Bobby Trevino, Veronica Castillon & Maribel Valdez-Rodriguez
- Laredo ISD: Employee Awards Ceremony Invite, Jack Nelson & Veronica Castillon
- Laredo ISD: Retiree Fiesta Invite, Jack Nelson & Veronica Castillon
**CATEGORY 8 Invitations/Announcements, cont.**

**SILVER**
- Birdville ISD
  - BISD Volunteer Coordinators and PTA
  - Presidents Luncheon Invitation - Spring
  - Mark Thomas & Stephanie Whitlock
- Birdville ISD
  - Wiley G. Thomas Jr. Coliseum
  - The Future is Finally Here
  - Kristin Courtney & Tammy Castleberry
- Eagle Mountain-Saginaw ISD
  - John M. Tidwell Dedication Invitation
  - Lesley Weaver
- Northwest ISD
  - 2011 Service Awards Banquet Invitation
  - Reene Ivy-Sims
- Rockwall ISD
  - Memorial Day Ceremony Invitation
  - Sheri Fowler
- Tyler ISD
  - Invitation to Campus Ribbon Cuttings: You’re Invited!
  - Sandra Stanley
- Tyler ISD Foundation
  - A Night of Shining Stars, May 12, 2011, Invitations
  - Larry Goddard & Beth Guinn
  - The Art of Giving, May, 2011, Invitations
  - Larry Goddard

**BEST OF CATEGORY**
- Pasadena ISD
  - You Make Their Dreams Come True
  - Bruce Stone & Candace Ahlfinger
- Corpus Christi ISD
  - Mirabal Print Shop Dedication Invitation
  - Tanis Acosta
- Corpus Christi ISD
  - Turf Ribbon Cutting Invitation
  - Tanis Acosta
- Fort Bend ISD
  - Wonderland Tea Party Gala
  - Becky Walker
- Garland ISD
  - Best Luncheon Invitation
  - Judy Kriehn
- Harris Co. Dept. of Education
  - From HCDE to the State Capitol: Renee Fleishman Retires!
  - Amy Guillory & Carol Vaughn
- Harris Co. Dept. of Education
  - Reach Your Community with a Gift of Education
  - Amy Guillory
- Mesquite ISD
  - An Evening With Martina McBride
  - Kristin Odom
- Mesquite ISD
  - Apple Corps Gala Invitation
  - Kristin Odom
- Pasadena ISD
  - You Make Their Dreams Come True
  - Bruce Stone & Candace Ahlfinger
- Plano ISD
  - Illuminating Learners: The Art of Teaching-TOY Gala Invitation
  - Mary Gorden
- Plano ISD
  - Ski Plano! ~ Invitation
  - Mary Gorden
- United ISD
  - A 2010 National Blue Ribbon School:
    - Paola Arcos Mansinghahni & Rocio Moore
    - Trautmann Elementary School
- United ISD
  - Dedication Ceremony of the Bill Johnson Student Activity Complex
  - Paola Arcos Mansinghahni
- United ISD
  - Then and Now: Celebrating 50 Years of Educational Excellence
  - Rocio Moore

**SILVER**
- United ISD
  - A Salute to Lt. Col. Tomas M. Rodriguez, Jr.
  - A Dedication Ceremony of Marine Corps. JROTC Rifle Range
  - Rocio Moore

**CATEGORY 9 Posters**

**BEST OF CATEGORY**
- Galveston ISD
  - Teacher and Employee of the Year Celebration
  - Communications Dept.
- Alvarado ISD
  - Bully Hotline
  - Tommy Brown
- Copperas Cove ISD
  - Building a New Era In Education
  - Katie Rudesheim
- DeSoto ISD
  - Senior Prom
  - Elizabeth Trimble
- DeSoto ISD
  - State of DeSoto ISD
  - Elizabeth Trimble
- DeSoto ISD
  - Team DeSoto Finish Strong
  - Elizabeth Trimble
- Friendswood ISD
  - Mustang Association
  - Karolyn Gephart
- Galveston ISD
  - Teacher and Employee of the Year Celebration
  - Communications Dept.
- Midway ISD
  - Pantherette Basketball
  - Traci Marlin
**CATEGORY 9**  Posters, cont.

**BEST OF CATEGORY**

**GOLD**
- Eagle Mountain-Saginaw ISD
- An Evening at Bass Hall  Kristin Courtney & Tammy Castleberry
- Birdville ISD
- Bandfest  Mark Thomas & Stephanie Whitlock
- Eagle Mountain-Saginaw ISD
- An Evening at Bass Hall  Kristin Courtney & Tammy Castleberry
- Eagle Mountain-Saginaw ISD
- The Art Experience  Tammy Castleberry & Kristin Courtney
- Grand Prairie ISD
- Exemplary Eye Chart  Communications/Community Relations Dept.
- Rockwall ISD
- Memorial Day Ceremony  Sheri Fowler
- Rockwall ISD
- Students Serving Others Day  Sheri Fowler & Adi Bryant

**SILVER**
- Grand Prairie ISD
- Because of a Teacher  Communications/Community Relations Dept.
- Harlandale ISD
- HEF Poster  Leslie Garza
- Tyler ISD Foundation, Inc.
- “The Art of Giving” Gala  Larry Goddard

**More than 30,000 students**

**BEST OF CATEGORY**
- Fort Bend ISD
- It’s a Great Year  Becky Walker

**GOLD**
- ESC Region 20
- Dating Violence Project Love  Greg DuValle
- ESC Region 20
- ESC-20 Stay Motivated Series  Greg DuValle
- ESC Region 20
- Never Give Up  Greg DuValle
- ESC Region 20
- Rally Against Tobacco  Greg DuValle
- Fort Bend ISD
- It’s a Great Year  Becky Walker
- Garland ISD
- Child Find Banner  Judy Kriehn & Chris Moore
- Garland ISD
- Online Resource Posters for GISD Libraries  Judy Kriehn & Alyssa Beal
- Mesquite ISD
- Click with MISD Poster  Kristin Odom
- Mesquite ISD
- Recycling Posters  Kristin Odom
- Northside ISD
- Northside Together Poster  Leslie Rodriguez
- Pasadena ISD
- Pasadena Memorial Proudly Presents  LaVonna Carew
- Texas Education Agency
- STAAR - The Next Generation poster  Debbie Ratcliffe & TEA staff
- United ISD
- Migrant Education Program Poster  Paola Arcos Mansinghani

**SILVER**
- Pharr-San Juan-Alamo ISD
- PSJA ISD Texas Education Agency Recognized School District  Arianna Vazquez-Hernandez
- United ISD
- Timeline - Celebrating 50 Years of Educational Excellence  Rocio Moore

**CATEGORY 10**  Holiday

**BEST OF CATEGORY**

**GOLD**
- Highland Park ISD
- Birthday Card  Helen Williams
- DeSoto ISD
- Happy Holidays from DeSoto ISD  Elizabeth Trimble
- Highland Park ISD
- Birthday Card  Helen Williams
- Highland Park ISD
- Holiday Card  Helen Williams
- Huntsville ISD
- Huntsville ISD District Holiday Card  Shannon Duncan
- Temple ISD
- Temple ISD 2010 Holiday Card  Regina Corley

**SILVER**
- Friendswood ISD
- Give Thanks!  Karolyn Gephart
- Quinlan ISD
- Quinlan ISD/Lake Tawakoni Regional Chamber of Commerce Annual Tree Lighting Ceremony  Tiffiny Upchurch
### CATEGORY 10  Holiday, cont.

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

**BEST OF CATEGORY**
- Lubbock ISD
  - Holiday Cards
    - Brian Morris & Nancy Sharp

**GOLD**
- Birdville ISD
  - HAPPY HOLIDAYS!
    - Mark Thomas & Stephanie Whitlock
- Laredo ISD
  - Christmas Card
    - Brian Morris & Nancy Sharp
- Rockwall ISD
  - Holiday Cards
    - Sheri Fowler
- Tyler ISD Foundation
  - “Mittens” - 2010 District Holiday Card
    - Larry Goddard
- Lubbock ISD
  - Happy New Year!

**SILVER**
- Tyler ISD
  - Winter Wishes
    - Angela Jenkins & Sandra Stanley
- More than 30,000 students

**BEST OF CATEGORY**
- Harris Co. Dept. of Education
  - Birds and Ornaments: Happy Holidays!
    - Amy Guillory

**GOLD**
- ESC Region 20
  - ESC-20 Holiday Card
    - Greg DuValle
- Harris Co. Dept. of Education
  - Birds and Ornaments: Happy Holidays!
    - Amy Guillory
- Plano ISD
  - “Illuminating the Season” Holiday Card
    - Mary Gordon
- United ISD
  - 4th Annual Friends of United I.S.D.
    - Paola Arcos Mansinghani
- Gifts of Gold Fashion Show

**SILVER**
- Mesquite ISD
  - Thanksgiving Special Menu
    - Kristin Odom

### CATEGORY 11  Non-English Speaking Audience

#### Less than 10,000 students

**BEST OF CATEGORY**
- Galveston ISD
  - Parker Spanish APEX Brochure
    - Communications Dept.

**GOLD**
- Galveston ISD
  - Central Middle School Spanish APEX Brochure
    - Communications Dept.
- Galveston ISD
  - Oppe Spanish APEX Brochure
    - Communications Dept.
- Galveston ISD
  - Parker Spanish APEX Brochure
    - Communications Dept.
- Sheldon ISD
  - El Estudiante de Por Vida
    - Mike Rockwood & Vic Bushfield

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

**BEST OF CATEGORY**
- Duncanville ISD
  - “Picture Yourself Here”
    - Kim Bauer, Tiffany Graber & Tammy Kuykendall

**GOLD**
- Duncanville ISD
  - “Picture Yourself Here”
    - Kim Bauer, Tiffany Graber & Tammy Kuykendall
- Tyler ISD
  - Bonos 2010
    - Sandra Stanley & Angela Jenkins
- Tyler ISD
  - Dia De La Educacion
    - Sandra Stanley
- Tyler ISD
  - The Link - Jan/Feb 2011
    - Sandra Stanley & Angela Jenkins
- Lubbock ISD
  - Bond Fact Sheet - Spanish/English
    - Nancy Sharp & Brian Morris
### CATEGORY II  
**Non-English Speaking Audience, cont.**  
**More than 30,000 students**

**BEST OF CATEGORY**  
Pasadena ISD  
**GOLD**  
ESC Region 20  
Pasadena ISD  
United ISD  
ACE  
Child Find Brochure  
ACE  
Migrant Education Program Poster  
Bruce Stone  
Greg DuValle  
Bruce Stone  
Paola Arcos Mansinghani

### CATEGORY 12  
**Annual Report**  
**Less than 10,000 students**

**BEST OF CATEGORY**  
Channelview ISD  
**GOLD**  
Bastrop ISD  
Channelview ISD  
Points of Pride  
Bastrop ISD Annual Report  
Points of Pride  
Dr. Dick Smith & Patti Pawlik-Perales  
Mark Kramer  
Lauri Anzaldua & Donald Williams  
Mark Kramer

### CATEGORY 13  
**Communication Plan**  
**All Divisions**

**BEST OF CATEGORY**  
Texas Assoc. of School Boards  
**GOLD**  
Texas Assoc. of School Boards  
**SILVER**  
ESC Region 20  
Galveston ISD  
Sheldon ISD  
BuyBoard National Purchasing Cooperative  
Marketing Packet for Partners  
Providing Safe Schools  
Superintendent Introduction Communications Plan  
Sheldon ISD Strategic Plan  
TASB  
TASB  
Greg DuValle  
Communications Dept.  
Mike Rockwood & Vic Bushfield

### CATEGORY 12  
**Annual Report**  
**Less than 10,000 students**

**BEST OF CATEGORY**  
Channelview ISD  
**GOLD**  
Bastrop ISD  
Channelview ISD  
Points of Pride  
Bastrop ISD Annual Report  
Points of Pride  
Dr. Dick Smith & Patti Pawlik-Perales  
Mark Kramer  
Lauri Anzaldua & Donald Williams  
Mark Kramer

### CATEGORY 13  
**Communication Plan**  
**All Divisions**

**BEST OF CATEGORY**  
Texas Assoc. of School Boards  
**GOLD**  
Texas Assoc. of School Boards  
**SILVER**  
ESC Region 20  
Galveston ISD  
Sheldon ISD  
BuyBoard National Purchasing Cooperative  
Marketing Packet for Partners  
Providing Safe Schools  
Superintendent Introduction Communications Plan  
Sheldon ISD Strategic Plan  
TASB  
TASB  
Greg DuValle  
Communications Dept.  
Mike Rockwood & Vic Bushfield
**CATEGORY 14**

**Magazine**

**Less than 10,000 students**

BEST OF CATEGORY
Alvarado ISD
Indian Insider
Tommy Brown

GOLD
Alvarado ISD
Indian Insider
Tommy Brown

SILVER
Kerrville ISD
KISD “UP Close”
Lisa S. Winters

**More than 30,000 students**

BEST OF CATEGORY
Texas Classroom Teachers Assoc.
The Classroom Teacher magazine
Kelley Strutton

GOLD
Harris Co. Dept. of Education
Imprint Anthology 2011
Angela Hider & Amanda Arnold
Texas Lone Star
TASB
Kelley Strutton

**CATEGORY 15**

**Handbooks/Manuals**

**All Divisions**

BEST OF CATEGORY
Texas Classroom Teachers Assoc.
2010-11 TCTA Annual Survival Guide
Kelley Strutton

GOLD
Eagle Mountain-Saginaw ISD
Course Guide
Tammy Castleberry, Kristin Courtney
Plano ISD
Texas Classroom Teachers Assoc.
Student/Parent Policy Guide
Mary Gorden
2010-11 TCTA Annual Survival Guide
Kelley Strutton

SILVER
ESC Region 20
Harris Co. Dept. of Education
ESC-20 Head Start Parent Handbook
Greg DuValle
Hurst-Euless-Bedford ISD
Planning for all Hazard Events:
Angela Hider
What Schools Need to Know and Do
Judy Everett Ramos
Crisis Communications Guide

**CATEGORY 16**

**Image/Identity Package**

**Less than 10,000 students**

BEST OF CATEGORY
Friendswood ISD
The Mustang Association Membership Drive
Karolyn Gephart

GOLD
DeSoto ISD
Team DeSoto Finish Strong package
Elizabeth Trimble
Friendswood ISD
The Mustang Association Membership Drive
Karolyn Gephart
Quinlan ISD
QISD Hall of Fame Luncheon and Induction
Tiffany Uchurch
Temple ISD
Temple ISD Bond Voting Toolbox
Regina Corley
CATEGORY 16  Image/Identity Package, cont.

10,000 to 30,000 students

BEST OF CATEGORY
Pearland ISD
Pearland ISD Exemplary Branding
Renea Ivy-Sims & Kim Hocot

GOLD
Pearland ISD
Pearland ISD Exemplary Branding
Renea Ivy-Sims & Kim Hocot

SILVER
Eagle Mountain-Saginaw ISD
Better by the Minute
Tammy Castleberry & Kristin Courtney

BEST OF CATEGORY
Amarillo ISD
Digital Media: It’s 4Ever 4Everyone
Holly Shelton

GOLD
Amarillo ISD
Digital Media: It’s 4Ever 4Everyone
Holly Shelton

Corpus Christi ISD
Delete Profanity...”Ur the App for that!”
Lorette Williams & Tanis Acosta

Metropolitan Schools of Design Marketing Package
Lorette Williams & Tanis Acosta

ESC Region 20
D’Hanis Cowboys:
Alma C. Godoy

Extending Great Pride and Tradition...Where Reading Comes First
Greg DuValle

ESC Region 20
Financial Organizational Review and Compliance (FOR-C)
Alma C. Godoy

ESC Region 20
No Child Left Behind (NCLB) Program Series
Alma C. Godoy

ESC Region 20
Providing Safe Schools
Greg DuValle

ESC Region 20
Spring Forward Head Start Training Series
Alma C. Godoy

ESC Region 20
The National Educational Leaders’ Conference:
Alma C. Godoy

Leading Effective Schools

Fort Bend ISD
Character Links
Nancy Porter, Becky Walker & Keryn Miles

Garland ISD
HERO Campaign Items
Judy Kriehn

Garland ISD
Retirement Banquet Collateral
Judy Kriehn

ESC Region 20
25th Annual R.T. Garcia
Angela Hider, Carol Vaughn

Early Childhood Winter Conference
& Amanda Arnold

ESC Region 20
Choice Facility Partners Image/Identity Package
Louise Henry, APR, & Amy Guillory

ESC Region 20
HCDE Identity Package
Angela Hider, Amy Guillory,
Tammy Lanier, Amanda Arnold

ESC Region 20
No Child Left Behind (NCLB) Program Series
Alma C. Godoy

ESC Region 20
Spring Forward Head Start Training Series
Alma C. Godoy

ESC Region 20
The National Educational Leaders’ Conference:
Alma C. Godoy

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Harris Co. Dept. of Education
25th Annual R.T. Garcia
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& Amanda Arnold

Harris Co. Dept. of Education
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Harris Co. Dept. of Education
HCDE Identity Package
Angela Hider, Amy Guillory,
Tammy Lanier, Amanda Arnold

Harris Co. Dept. of Education
No Child Left Behind (NCLB) Program Series
Alma C. Godoy

Harris Co. Dept. of Education
Spring Forward Head Start Training Series
Alma C. Godoy

Harris Co. Dept. of Education
The National Educational Leaders’ Conference:
Alma C. Godoy

Leading Effective Schools

Mesquite ISD
Mesquite ISD Kindness Campaign
Kristin Odom

Pharr-San Juan-Alamo ISD
All PSJA Students: College Ready, College Connected
Arianna Vazquez-Hernandez

Texas Assoc. of School Boards
TASA/TASB Convention Marketing Campaign
TASB

SILVER
ESC Region 20
Institute for Leadership Development
Greg DuValle

ESC Region 20
School Chemical Cleanout Campaign
Greg DuValle

ESC Region 20
TOPP: Teacher Orientation & Preparation Program
Shanna Falgoust

Texas Assoc. of School Boards
TASB Partners

TASB Partners
**BEST OF CATEGORY**

**Writing**

**Less than 10,000 students**

- **Galveston ISD**
  - School funding is so broken it has to be fixed
  - Johnston Farrow

**GOLD**

- **Galveston ISD**
  - School funding is so broken it has to be fixed
  - Johnston Farrow
- **Highland Park ISD**
  - HPHS Young Epidemiology Scholars advance to regional finalist competition in D.C.
  - David Hicks
- **Highland Park ISD**
  - Private gifting fills in the missing piece of HPISD’s school finance puzzle
  - Huntsville ISD
- **Huntsville ISD**
  - 2011 Commencement - Superintendent’s Speech/Script
  - Shannon Duncan
- **Krum ISD**
  - First Grade Students Chosen for Trip to Disneyworld
  - Chelbie Birdwell
- **South San Antonio ISD**
  - SSAHS Students Spearhead Cemetery Cleanup Efforts
  - Eduardo Suarez

**SILVER**

- **Alvarado ISD**
  - Additional Distance Learning ...
  - Tommy Brown
- **Alvarado ISD**
  - New Math Program
  - Tommy Brown
- **Galveston ISD**
  - Austin Middle School paves the way for followers
  - Johnston Farrow
- **Sheldon ISD**
  - On The Map
  - Mike Rockwood
- **South San Antonio ISD**
  - SSAHS Seniors Earn Prestigious Gates Millennium Scholarship
  - Eduardo Suarez

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

- **Tyler ISD Foundation**
  - INteresting Folks
  - Larry Goddard

**GOLD**

- **Harlingen CISD**
  - Our Children, Our Future, Our World video script
  - Corey Ryan
- **Comal ISD**
  - Let’s Move in Comal ISD
  - Jason Gordon
- **Comal ISD**
  - STAR sports bowls another strike
  - Jason Gordon
- **Duncanville ISD**
  - Bringing Monasterolo, Italy to Merrifield
  - Tiffany Graber
- **Goose Creek CISD**
  - Walker Wildcat fourth-grader wins district spelling bee title
  - David Bloom
- **Laredo ISD**
  - Nelson leads LISD into the 21st century
  - Veronica Castillon, APR
- **Rockwall ISD**
  - Memorial Day Ceremony Script
  - Sheri Fowler
- **Tyler ISD Foundation**
  - INteresting Folks
  - Larry Goddard

**SILVER**

- **Comal ISD**
  - A golden teacher in Comal ISD
  - Jason Gordon
- **Goose Creek CISD**
  - Goose Creek CISD welcomes new teachers, new year
  - David Bloom
- **Tomball ISD**
  - Education finance - on storm watch!!!
  - Staci Stanfield
- **Tyler ISD**
  - Our Teachers Take Center Stage Script
  - Angela Jenkins

**More than 30,000 students**

- **Mesquite ISD**
  - Superintendent’s Commencement Address
  - Allison Lewallyn

**GOLD**

- **Harris Co. Dept. of Education**
  - Doing His Part: HCDE Trustee Retires After 43 Years of Board Service
  - Carol Vaughn
- **Leander ISD**
  - District Announces Budget Reductions
  - Jennifer Bailey
- **Leander ISD**
  - Partnership with Concordia University Enriches Lives of LISD Students
  - Jennifer Bailey
- **Mesquite ISD**
  - Superintendent’s Commencement Address
  - Allison Lewallyn
- **Texas Assoc. of School Boards**
  - “The Big Squeeze”
  - Roger White
### CATEGORY 17  Writing, cont.

**SILVER**
- Harris Co. Dept. of Education
  - 21-year ESL/civics teacher wins top award
  - Carol Vaughn
- Leander ISD
  - How Does LISD Teach Culture to Staff
  - Jennifer Bailey
- United ISD
  - Script for the Bill Johnson Dedication Ceremony
  - Veronica R. Cantu

### CATEGORY 18  Published News or Feature

**BEST OF CATEGORY  Less than 10,000 students**

**La Porte ISD**
- Ruth Kicklighter retires from “temporary” LPHS teaching job
  - Terri Cook

**GOLD**
- Alvarado ISD
  - Planning For Cuts
  - Tommy Brown
- Bay City ISD
  - Garcia named Holmes Elementary’s Teacher of the Year
    - Allison Sliva & Sandra Wacker
- Cleburne ISD
  - Spelling Bee Alternate--By Choice
  - Lisa Magers
- Cleburne ISD
  - Students Remember Classmate
  - Lisa Magers
- Ennis ISD
  - Ennis ISD is a Brand Name
  - Henry Martinez
- Highland Park ISD
  - HPHS bagpipers welcome unique set of indoor pipes to collection
  - Helen Williams
- Highland Park ISD
  - HPISD is an amazing place to teach, learn and shape the future
  - Helen Williams
- Highland Park ISD
  - Superintendent’s look ahead for the new year
  - Helen Williams
- Krum ISD
  - Community Members Open Up About Living With Diabetes
  - Chelbie Birdwell
- Krum ISD
  - Teacher’s Uncommon Idea Leads to Flood of Donations
  - Chelbie Birdwell
- La Porte ISD
  - Ruth Kicklighter retires from “temporary” LPHS teaching job
  - Terri Cook

**SILVER**
- Channelview ISD
  - Salute to a Hero
  - Mark Kramer
- Highland Park ISD
  - Three-part series of updates on school finance
  - Helen Williams
- Lake Travis ISD
  - The ‘Skype’ is the limit
  - Marco Alvarado

### BEST OF CATEGORY  10,000 to 30,000 students

**Harlandale ISD**
- Honorary graduate battling for his life
  - Leslie Garza

**GOLD**
- Comal ISD
  - iMentor successful students
  - Jason Gordon
- Comal ISD
  - Students making healthy choices in Comal ISD
  - Jason Gordon
- Comal ISD
  - Tightropes and zip lines create fast friendships at new campus
  - Jason Gordon
- Goose Creek CISD
  - Good News Ganders: State designates REL as historical site
  - David Bloom
- Goose Creek CISD
  - Goose Creek CISD reaches out to dropouts
  - David Bloom
- Goose Creek CISD
  - Shattered Dreams program brings awareness to teenage drinking
  - David Bloom
- Harlandale ISD
  - Honorary graduate battling for his life
  - Leslie Garza
- Laredo ISD
  - Welcome to Macdonellville
  - Veronica Castillon, APR
- Rockwall ISD
  - RISD Kindergartener tops state in Jump Rope for Heart Donations
  - Sheri Fowler

**SILVER**
- Comal ISD
  - Students save astronauts from danger
  - Jason Gordon
- Duncanville ISD
  - Duncanville Athlete Goes for the Gold
  - Tiffany Graber
- Midland ISD
  - “Annie Get Your Gun” Goes Onstage
  - Elizabeth York
- Tyler ISD Foundation
  - A Life Through A Photographer’s Lens
  - Larry Goddard
- Tyler ISD Foundation
  - A Woman For All Seasons: Mary Ellen Reed
  - Larry Goddard
- Tyler ISD Foundation
  - Chris Parcell: Life’s Biggest Fan
  - Larry Goddard
- Tyler ISD Foundation
  - Oh, Yes, Even You Can Be a Fundraiser
  - Larry Goddard
## CATEGORY 18  Published News or Feature, cont.

### More than 30,000 students

**BEST OF CATEGORY**
- Northside ISD: Northside ISD leads evolution of school nutrition [Karen Adler](#)
- Harris Co. Dept. of Education: Back-to-School through Distance Learning [Carol Vaughn](#)
- Northside ISD: District's completion rate skyrockets to an all-time high [Karen Adler](#)
- Northside ISD: Northside ISD leads evolution of school nutrition [Karen Adler](#)
- Texas Classroom Teachers Assoc.: “CYBERBULLYING: CONTROL-ALT-DELETE” [Kelley Strutton](#)

**GOLD**
- Humble ISD: 10 Years, 10 Stories series [Jamie Mount](#)
- Pasadena ISD: Completing the Cycle [Al Carter](#)
- Round Rock ISD: ‘King of McNeil’ gets his crown [Tamra Spence & JoyLynn Occhiuzzi](#)

**SILVER**
- Alvarado ISD: AISD releases iPhone app [Tommy Brown](#)
- Krum ISD: Krum ISD Awarded $5,000 Grant for School Wellness [Chelbie Birdwell](#)
- Lake Travis ISD: Lake Travis HS Ag, LT FFA programs breeding champions [Marco Alvarado & Michele Wu](#)

## CATEGORY 19  Published News Release, Edited

### Less than 10,000 students

**BEST OF CATEGORY**
- Channelview ISD: Honoring a Hero [Mark Kramer](#)
- Channelview ISD: How do you spell success? [Mark Kramer](#)
- Channelview ISD: Honoring a Hero [Mark Kramer](#)

**GOLD**
- Alvarado ISD: AISD releases iPhone app
- Krum ISD: Krum ISD Awarded $5,000 Grant for School Wellness
- Lake Travis ISD: Lake Travis HS Ag, LT FFA programs breeding champions

**SILVER**
- Comal ISD: Camp Invention Students Get Creative [Jason Gordon](#)
- Duncanville ISD: Sustainable Schools [Tiffany Graber](#)
- Tyler ISD Foundation: Made With Love: Lunch Ladies Prepare Food That Feeds the Soul [Larry Goddard](#)
- Comal ISD: Campus opens new school store [Jason Gordon](#)
- Comal ISD: Planning a trip to Mars [Jason Gordon](#)
- Tyler ISD Foundation: Couple Donates $550,000 to Tyler ISD Foundation [Larry Goddard](#)

### 10,000 to 30,000 students

**BEST OF CATEGORY**
- Duncanville ISD: Sustainable Schools [Tiffany Graber](#)
- Comal ISD: Camp Invention Students Get Creative [Jason Gordon](#)
- Duncanville ISD: Sustainable Schools [Tiffany Graber](#)
- Tyler ISD Foundation: Made With Love: Lunch Ladies Prepare Food That Feeds the Soul [Larry Goddard](#)
- Comal ISD: Campus opens new school store [Jason Gordon](#)
- Comal ISD: Planning a trip to Mars [Jason Gordon](#)
- Tyler ISD Foundation: Couple Donates $550,000 to Tyler ISD Foundation [Larry Goddard](#)

### More than 30,000 students

**BEST OF CATEGORY**
- Harris Co. Dept. of Education: 20 Cars in 20 Years: A Celebration of Giving [Carol Vaughn](#)
- Harris Co. Dept. of Education: 20 Cars in 20 Years: A Celebration of Giving [Carol Vaughn](#)

**GOLD**
- Harris Co. Dept. of Education: 20 Cars in 20 Years: A Celebration of Giving [Carol Vaughn](#)

**SILVER**
- Harris Co. Dept. of Education: Job Order Contracting article [Louise Henry, APR](#)
- Harris Co. Dept. of Education: NASA Grant Helps HCDE Create Online Science Curriculum [Carol Vaughn](#)
### CATEGORY 20

**Photo - Sports Subjects**

#### Less than 10,000 students

**BEST OF CATEGORY**

- **Weatherford ISD**
  - Facemask
  - Derik Moore

**GOLD**

- **Alvarado ISD**
  - High Jump
  - Tommy Brown
- **Weatherford ISD**
  - Facemask
  - Derik Moore

**SILVER**

- **Krum ISD**
  - Bobcat Spirit
  - Chelbie Birdwell
- **Krum ISD**
  - The Perfect Swing
  - Chelbie Birdwell
- **Sheldon ISD**
  - Sheldon ISD District Panther Relay Photo
  - Victor Bushfield

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

**BEST OF CATEGORY**

- **Duncanville ISD**
  - Field Day Fun
  - Kim Bauer

**GOLD**

- **Duncanville ISD**
  - Field Day Fun
  - Kim Bauer

**SILVER**

- **Midland ISD**
  - Friday Night Football
  - Elizabeth York
- **Harris County Department of Education**
  - CASE Grand Slam Tennis Jam
  - Amanda Arnold
- **Pasadena ISD**
  - Eyeball to Eyeball
  - Al Carter
- **Pasadena ISD**
  - Miracle Touchdown
  - Al Carter

### CATEGORY 21

**Photo - Other Subjects**

#### Less than 10,000 students

**BEST OF CATEGORY**

- **Alvarado ISD**
  - Indian Friend Reading Day
  - Tommy Brown

**GOLD**

- **Alvarado ISD**
  - Indian Friend Reading Day
  - Tommy Brown
- **Copperas Cove ISD**
  - Mammalogist In Action
  - Katie Rudesheim
- **Highland Park ISD**
  - Bagpipers welcome unique set of indoor pipes to collection
  - Helen Williams
- **Highland Park ISD**
  - First day of school
  - Helen Williams
- **Huntsville ISD**
  - Huntsville ISD Photo of Military Marching Band Drumline
  - Shannon Duncan
- **Krum ISD**
  - Get Your Antlers Up!
  - Chelbie Birdwell
- **Krum ISD**
  - Honoring Those Who Served
  - Chelbie Birdwell
- **Midway ISD**
  - Castleman Creek Wetlands
  - Al Marlin
- **Midway ISD**
  - Cheer Champions
  - Traci Marlin

**SILVER**

- **Alvarado ISD**
  - First Day of School
  - Tommy Brown
- **Copperas Cove ISD**
  - Pie in the Sky
  - Katie Rudesheim
- **Highland Park ISD**
  - Black Light Pep Rally
  - David Hicks
- **Krum ISD**
  - Real Superheroes
  - Chelbie Birdwell
- **La Porte ISD**
  - Self Portrait
  - Terri Cook
- **South San Antonio ISD**
  - Class of 2011 Graduates
  - Eduardo Suarez
- **Temple ISD**
  - “Dance”
  - Regina Corley
- **Temple ISD**
  - “The Law in Town”
  - Regina Corley
- **Weatherford ISD**
  - Soldier returns, surprises girlfriend at volleyball game
  - Derik Moore
### CATEGORY 21  
**Photos Other Subjects, cont.**  
**10,000 to 30,000 students**

**BEST OF CATEGORY**  
Hurst-Euless-Bedford ISD  Smiling, Flying Dancers  Dave Nielsen  

**GOLD**  
Comal ISD  Bolts and bows  Jason Gordon  
Ector County ISD  Christmas decoration  Communications Department  
Ector County ISD  Jumping for TAKS  Communications Department  
Hurst-Euless-Bedford ISD  Smiling, Flying Dancers  Dave Nielsen  
Laredo ISD  Graduation  Bobby Trevino & Jack Nelson  
Midland ISD  Girl With Butterfly  Elizabeth York  
Tyler ISD  Winter Wishes  Angela Jenkins

**SILVER**  
Comal ISD  Can I use a lifeline?  Jason Gordon  
Comal ISD  Going back to school turns me upside down  Jason Gordon  
Ector County ISD  First Week of School Blues  Communications Department  
Grand Prairie ISD  Crosswinds Little Coyote Learning Center  Communications/Community Relations Dept.  
Laredo ISD  Dress for Success  Bobby Trevino & Jack Nelson  
Tyler ISD Foundation  Happy 20th Birthday Foundation from Bell Elementary  Larry Goddard & Joey Seeber  
Tyler ISD Foundation  Retro Happy New Year: Mad Men and Women in Today’s World!  Larry Goddard  
Tyler ISD Foundation  The Paparazzi Are All Around! A Night of Shining Stars  Larry Goddard  
Waco ISD  The Muffin Girl  Mary Senter

**BEST OF CATEGORY**  
ESC Region 20  D’Hanis Cowboys: Extending Great Pride and Tradition  Development & Support Services  

**GOLD**  
ESC Region 20  D’Hanis Cowboys: Extending Great Pride and Tradition-1  Development & Support Services  
ESC Region 20  D’Hanis Cowboys: Extending Great Pride and Tradition-2  Development & Support Services  
ESC Region 20  D’Hanis Cowboys: Extending Great Pride and Tradition-3  Development & Support Services  
Harris Co. Dept. of Education  CASE Kids’ Day at Frost Bank  Amanda Arnold  
Harris Co. Dept. of Education  CASE Kids’ Day Space Science at Texas Southern University  Amanda Arnold  
Harris Co. Dept. of Education  Science Matters  Carol Vaughn

**SILVER**  
United ISD  A Force for Good  Alex S. Meyer  
United ISD  Roaring to Learn!  Alex S. Meyer  
Ysleta ISD  Class of 2024 - Ysleta Pre-K students  PR Department & Patricia Ayala

### CATEGORY 22  
**Logo, Trademark, Symbol**  
**Less than 10,000 students**

**BEST OF CATEGORY**  
Galveston ISD  Morgan Science and Engineering Magnet Logo  Communications Dept.  

**GOLD**  
DeSoto ISD  Team DeSoto Finish Strong logo  Elizabeth Trimble  
Galveston ISD  APEX Schools Logo  Communications Dept.  
Galveston ISD  Morgan Science and Engineering Magnet Logo  Communications Dept.  
Galveston ISD  Oppe Coastal Studies Magnet Logo  Communications Dept.  
Hillsboro ISD  Logo Design  Katharine Matthys
 CATEGORY 22  Logo, Trademark, Symbol, cont.

SILVER
Copperas Cove ISD Senior Walk of Fame Katie Rudesheim
Galveston ISD Central Middle School Media Arts Academy Logo Communications Dept.
Temple ISD Partners in Education (PiE) Logo Regina Corley

BEST OF CATEGORY
Eagle Mountain-Saginaw ISD Better by the Minute Kristin Courtney & Tammy Castleberry
GOLD
Eagle Mountain-Saginaw ISD Better by the Minute Kristin Courtney & Tammy Castleberry
Wichita Falls ISD FOCUS Logo Ashley Thomas
SILVER
Tomball ISD Tomball Scholarship Foundation Logo Staci Stanfield
Tyler ISD Foundation Tyler ISD Foundation’s New and Simple and IMPROVED logo! Larry Goddard
Tyler ISD Foundation: Supporting Tyler ISD for 20 Years Logo Larry Goddard

10,000 to 30,000 students

BEST OF CATEGORY
Fort Bend ISD Robot Basketball Becky Walker
GOLD
Amarillo ISD Digital Media: It’s 4Ever 4Everyone Holly Shelton
Corpus Christi ISD Metropolitan Schools of Design Logo Tanis Acosta
ESC Region 20 Cohort of Leadership Associates (CoLA) Greg DuValle
Fort Bend ISD Robot Basketball Becky Walker
Garland ISD READY! Logo Judy Kriehn & Jasmine Preston
Northside ISD Mireles Elementary School Logo Leslie Rodriguez
United ISD 2010 TEA Recognized District Rocio Moore
United ISD Celebrating 50 Years of Educational Excellence Rocio Moore
SILVER
Corpus Christi ISD TSPRA Conference Logo Tanis Acosta & Lyndall Gathright
ESC Region 20 Learn 4 21 Greg DuValle
Texas Assoc. of School Boards Executive Search Services (ESS) Logo Redesign TASB
United ISD Trautmann Elementary Blue Ribbon Logo Paola Arcos Mansinghani

CATEGORY 23  Original Art

BEST OF CATEGORY
Midway ISD We’re Behind You Traci Marlin
GOLD
Midway ISD We’re Behind You Traci Marlin
Sheldon ISD Athletic Art Mike Rockwood
Weatherford ISD TAPE visit cover Derik Moore

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

BEST OF CATEGORY
United ISD Pop Art Rocio Moore
GOLD
ESC Region 20 ESC-20 Stay Motivated Poster Series Greg DuValle
Garland ISD 2011 March of Dimes Campaign T-shirt Judy Kriehn
Garland ISD Map Judy Kriehn
Mesquite ISD Recycle Bookmark Kristin Odom
United ISD Pop Art Rocio Moore
Waco ISD Original Artwork for Alta Vista Montessori Mary Henderson Senter
CATEGORY 24
Published Print Ad

Less than 10,000

BEST OF CATEGORY
Galveston ISD
Teacher/Employee of the Year Advertisement
Communications Dept.

GOLD
Bay City ISD
Bay City ISD: Your Hometown School with Big City Opportunities
Allison Sliva & Sandra Wacker

Galveston ISD
Teacher/Employee of the Year Advertisement
Communications Dept.

SILVER
Huntsville ISD
Huntsville ISD Ad for Life & Times of Walker County publication
Shannon Duncan
Sheldon ISD
Sheldon ISD District Recognized Advertisement
Victor Bushfield

10,000 to 30,000 students

BEST OF CATEGORY
Waco ISD Ed. Foundation
2011 H-E-B Celebrity Cook Off
Amber R. George

GOLD
Laredo ISD
Graduation Advertisement
Jack Nelson & Bobby Trevino
Laredo ISD
Slow Down In School Zone
Veronica Castillon, APR, & Jack Nelson
Tyler ISD
Kindergarten Registration
Sandra Stanley
Tyler ISD
Tyler ISD One Passion...One Purpose
Sandra Stanley
Tyler ISD Foundation
Education Foundation Director honored as TSPRA’s Key Communicator of the Year!
Larry Goddard
Waco ISD Ed. Foundation
Partnerships Give Me Butterflies
Amber R. George
Waco ISD Ed. Foundation
What is an Education Foundation?
Amber R. George
Waco ISD Ed. Foundation
2011 H-E-B Celebrity Cook Off
Amber R. George

SILVER
Duncanville ISD
“At Home with Duncanville ISD”
Kim Bauer, Tiffany Graber & Tammy Kuykendall

More than 30,000 students

BEST OF CATEGORY
Texas Assoc. of School Boards
TASB Risk Management Fund “Difference” Ad Campaign
TASB

GOLD
Harris Co. Dept. of Education
Early Childhood Winter Conference Ad
Amy Guillory
Harris Co. Dept. of Education
Educator Effectiveness ad
Amy Guillory
Mesquite ISD
Mesquite ISD Back to School Advertisement
Kristin Odom
Pharr-San Juan-Alamo ISD
Kennedy Middle School Dedication
Santiago Zavala III
Pharr-San Juan-Alamo ISD
PSJA Congratulates the Class of 2011
Santiago Zavala III
Texas Assoc. of School Boards
TASB Risk Management Fund “Difference” Ad Campaign
TASB

CATEGORY 25
Advertisement - Other

Less than 10,000 students

BEST OF CATEGORY
Ennis ISD
Ennis ISD Billboard
Henry Martinez

GOLD
Ennis ISD
Ennis ISD Billboard
Henry Martinez
Huntsville ISD
Huntsville ISD Exhibit & Promo Items for Chamber of Commerce Trade Expo
Shannon Duncan
**CATEGORY 25**  
**Advertisement Other, cont.**  
10,000 to 30,000 students

**BEST OF CATEGORY**  
Duncanville ISD  
Red and Blue. Is It In You?  
Kim Bauer, Tiffany Graber & Tammy Kuykendall

**GOLD**  
Duncanville ISD  
Red and Blue. Is It In You?  
Kim Bauer, Tiffany Graber & Tammy Kuykendall

**SILVER**  
Ector County ISD  
Tyler ISD Foundation  
Greenhouse banner  
Preview of “The Art of Giving”  
Communications Department  
Larry Goddard

**BEST OF CATEGORY**  
Pasadena ISD  
Keeping the Faith  
Bruce Stone, Al Carter, Lavonna Carew, Jessica Bennett, Cindy Parmer & Candace Ahlfinger

**GOLD**  
ESC Region 20  
Learn 4 21 Banner Display  
Alma C. Godoy & Greg DuValle  
Fort Worth ISD  
O.D. Wyatt HS Billboards  
Shara Kelley  
Harris Co. Dept. of Education  
Therapy Services Solutions...You Can’t be Without!  
Amy Guillory & Carol Vaughn  
Mesquite ISD  
Booth Display Banner  
Kristin Odom  
Mesquite ISD  
Mesquite ISD Billboard  
Kristin Odom  
Pasadena ISD  
Keeping the Faith  
Bruce Stone, Al Carter, Lavonna Carew, Jessica Bennett, Cindy Parmer & Candace Ahlfinger

Pharr-San Juan-Alamo ISD  
College, Career & Technology Academy Door Hanger  
Arianna Vazquez-Hernandez

Pharr-San Juan-Alamo ISD  
PSJA ISD District Teachers of the Year 2011 Billboard  
Santiago Zavala III

**CATEGORY 26**  
**Video - News/Information**

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

**BEST OF CATEGORY**  
KWES  
TSPRA Conference 2011  
Steve Valdez, Don Ramirez & Julian Olivarez

**GOLD**  
Kerrville ISD  
“It’s Happening, NOW!”  
Lisa S. Winters  
KWES  
TSPRA Conference 2011  
Steve Valdez, Don Ramirez & Julian Olivarez  
KWES  
Weslaco ISD Recycling Efforts Series  
Don Ramirez  
Laredo ISD-ITV  
Campus News  
Jeannette G. Martinez, Esteban Borjas Jr., Ruben Vela, David Flores, Jose Mendiola, Robert Alba, Rodolfo Reyes & Julio Ovando

Lubbock ISD  
Student Newscast  
Kenneth Dixon  
McAllen ISD  
College Night  
Norma Zamora-Guerra & Mark May  
McKinney ISD  
Sports Talk  
Karla Schumacher

**BEST OF CATEGORY**  
Mesquite ISD  
Stories Not to Be Missed - November 2010  
Clif Cotton

**GOLD**  
Mesquite ISD  
JHCN Campus News  
Wei Tung Chou  
Mesquite ISD  
Stories Not to Be Missed - November 2010  
Clif Cotton  
United ISD  
United ISD Generic Newscast 8  
ITV Department  
United ISD  
United ISD Generic Newscast 10  
ITV Department  
United ISD  
United ISD Generic Newscast 12  
ITV Department  
United ISD  
United ISD Generic Newscast 18  
ITV Department  
United ISD  
Washington Middle School Feature Newscast  
ITV Department

More than 30,000 students

Mesquite ISD  
Stories Not to Be Missed - November 2010  
Clif Cotton
**CATEGORY 27**

**Video - News Release/News Package**

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

**BEST OF CATEGORY**

**KWES**

**GOLD**

Highland Park ISD
Duncanville ISD
KWES
KWES

TAKS at Estero Llano Grande State Park

Don Ramirez & Julian Olivarez

**BEST OF CATEGORY**

Northside ISD

**GOLD**

Fort Worth ISD
Fort Worth ISD
Fort Worth ISD
Northside ISD
United ISD

Deaf Swimmer

Julie Ann Matonis & Tim Irvin

**CATEGORY 28**

**Video - Documentary**

10,000 to 30,000 students

**SILVER**

KWES
Laredo ISD-ITV
Laredo ISD-ITV
Laredo ISD-ITV
McKinney ISD

Weslaco ISD’s Performing Arts Center
Col. Kickbusch Returns to Laredo
Laredo Pride
Non-Traditional High School
Kylee’s Story

Steve Valdez, Don Ramirez & Julian Olivarez
Jeannette G. Martinez, Esteban Borjas Jr., & Ruben Vela
Dr. Marcus Nelson, Jeannette G. Martinez, Esteban Borjas Jr., Ruben Vela, David Flores, Jose Mendiola, Robert Alba, Rodolfo Reyes & Julio Ovando
Dr. Marcus Nelson, Jeannette G. Martinez & Ruben Vela
Karla Schumacher

**BEST OF CATEGORY**

Fort Worth ISD

**GOLD**

Fort Worth ISD

FWISD Growing Social Media

Communications Department

More than 30,000 students

**SILVER**

Fort Worth ISD

Gold Seal Programs of Choice - Overview

Scott Juvette & Charles Ellis

Garland ISD

“O’Banion AVID: I Am a Promise”

Larry Grimes & Homer Clayton

Mesquite ISD

Sweet November

Cliff Cotton

Northside ISD

The Official Dedication of Dolph Briscoe Middle School - The Best is Yet to Come

NISD-TV

United ISD

Imaginarium Awards Video

ITV Department
CATEGORY 29
Video - Special Interest/Feature Series
Less than 10,000 students

BEST OF CATEGORY
Highland Park ISD  HPHS Choir 2010-11  Kelly Snowden

GOLD
Highland Park ISD  HPHS Choir 2010-11  Kelly Snowden
Highland Park ISD  Senior Toms  Kelly Snowden

SILVER
Alamo Heights ISD  AHISD: It’s Gonna Be A Good, Good Year  Patti Pawlik-Perales & Dr. Dick Smith
Alamo Heights ISD  Everyday Heroes  Patti Pawlik-Perales & Dr. Dick Smith
Highland Park ISD  “Grease” performance  Kelly Snowden
Sheldon ISD  Teachers of the Year  Mike Rockwood

10,000 to 30,000 students

BEST OF CATEGORY
KWES  Weslaco H.S. Honors Sgt. Rudy Rodriguez  Steve Valdez, Don Ramirez & Julian Olivarez

GOLD
KWES  WEHS State Powerlifting Champs 2011  Steve Valdez
KWES  Weslaco H.S. Honors Sgt. Rudy Rodriguez  Steve Valdez, Don Ramirez & Julian Olivarez
Laredo ISD-ITV  George Hill Visits Laredo  Dr. Marcus Nelson, Jeannette G. Martinez & Ruben Vela
Laredo ISD-ITV  Go Laredo  Dr. Marcus Nelson, Jeannette G. Martinez, Esteban Borjas Jr., Ruben Vela, David Flores, Jose Mendiola, Robert Alba, Rodolfo Reyes & Julio Ovando
Laredo ISD-ITV  Teachers  Dr. Marcus Nelson, Jeannette G. Martinez, Esteban Borjas Jr., Ruben Vela, David Flores, Jose Mendiola, Robert Alba, Rodolfo Reyes & Julio Ovando

SILVER
Lubbock ISD  Out and About  Ray Rush & Nancy Sharp
McKinney ISD  I Like Big Books  Karla Schumacher
Northwest ISD  Got Growth  Emily Olson
Rockwall ISD  A Tapestry of Cultures Video  Sheri Fowler
Rockwall ISD  I Dream, I Learn, I Lead Video  Sheri Fowler
Rockwall ISD  Teacher of the Year Video  Sheri Fowler

Duncanville ISD  Epic Educators 2011 Campus Teachers of the Year Video  Tiffany Graber
Hurst-Euless-Bedford ISD  Want Salad?  Carolyn Marcantel
Laredo ISD-ITV  I’m Not Going To Skip My Class  Dr. Marcus Nelson, Jeannette G. Martinez, Esteban Borjas Jr., Ruben Vela, David Flores, Jose Mendiola, Robert Alba, Rodolfo Reyes & Julio Ovando

McAllen ISD  Castaneda Elementary 10th Anniversary Celebration  Erasmo Cervantes
McAllen ISD  Dentists Who Care  Erasmo Cervantes
McKinney ISD  Welcome Home, Troops  Karla Schumacher
Tyler ISD  Our Teachers Take Center Stage  Jacob Walker
Tyler ISD Foundation  The Big Apple Meets the Tyler Roses  Larry Goddard
CATEGORY 29  Video - Special Interest/Feature Series, cont.

More than 30,000 students

BEST OF CATEGORY
Fort Worth ISD  SWHS Gold Seal Programs of Choice  Scott Juvette, Charles Ellis & Rebecca Slack

GOLD
Corpus Christi ISD  CCISD Secondary Teacher of the Year-John Colunga  Scott Juvette, Charles Ellis & Rebecca Slack
Fort Worth ISD  AHHS Gold Seal Programs of Choice  Scott Juvette, Charles Ellis & Rebecca Slack
Fort Worth ISD  Chief’s Corner at Hazel Harvey Peace ES  Scott Juvette, Charles Ellis & Rebecca Slack
Fort Worth ISD  SWHS Gold Seal Programs of Choice  Scott Juvette, Charles Ellis & Rebecca Slack
Fort Worth ISD  TABS High School: Coming Soon  Larry Grimes & Homer Clayton
Garland ISD  “Spotlight on the Arts #1105”  Scott Juvette, Charles Ellis & Rebecca Slack
Mesquite ISD  Poteet Boot Camp  Scott Juvette, Charles Ellis & Rebecca Slack
Mesquite ISD  Sam’s Story  Scott Juvette, Charles Ellis & Rebecca Slack
Mesquite ISD  The Snow Globe Effect  Scott Juvette, Charles Ellis & Rebecca Slack
Northside ISD  The Ultimate Gift  Scott Juvette, Charles Ellis & Rebecca Slack
Pharr-San Juan-Alamo ISD  Transportation Department Highlight  Scott Juvette, Charles Ellis & Rebecca Slack
United ISD  Board Members Super Hero Video  Scott Juvette, Charles Ellis & Rebecca Slack
United ISD  Externship Video 2010  Scott Juvette, Charles Ellis & Rebecca Slack
United ISD  Fierro Family Video  Scott Juvette, Charles Ellis & Rebecca Slack
United ISD  Karen’s Great Adventure  Scott Juvette, Charles Ellis & Rebecca Slack
United ISD  Killam Elementary Survives the TAKS  Scott Juvette, Charles Ellis & Rebecca Slack

SILVER
Pharr-San Juan-Alamo ISD  Teacher of the Year  Marco A. Vasquez & David Bourbois
United ISD  Sandra Benavides Retirement Video  ITV Department
United ISD  Sandra Cavazos Retirement Video  ITV Department
United ISD  Toy Drive Highlight  ITV Department
United ISD  United South H.S. Pink Glove Dance Video  ITV Department

CATEGORY 30  Video - Promotional/Marketing

Less than 10,000 students

BEST OF CATEGORY
Lindale ISD/Our Superheroes

GOLD
Bastrop ISD  Whatever It Takes PSA  Lauri Anzaldua & Donald Williams
Galveston ISD  Career and Technical Education PSA  Communications Dept.
Highland Park ISD  Texting and Driving PSA  Kelly Snowden
Lindale ISD/Our Superheroes  Maya Bethany
Lindale ISD Ed Foundation  Maya Bethany
BEST OF CATEGORY

10,000 to 30,000 students

**GOLD**

Duncanville ISD  
I Am Duncanville ISD Greg Abbott  
Tiffany Graber

Harlingen CISD  
Our Children, Our Future, Our World  
Corey Ryan

Harlingen CISD  
The Future Starts Here at HCISD  
Corey Ryan

KWES  
Show Choir & Jazz Band Preview  
Don Ramirez & Julian Olivarez

KWES  
Weslaco H.S. 2011 Football Preview Show  
Steve Valdez, Don Ramirez & Julian Olivarez

Laredo ISD-ITV  
Drop That Cell  
Jeannette G. Martinez, David Flores & Julio Ovando

Laredo ISD-ITV  
Go To Class  
Dr. Marcus Nelson, Jeannette G. Martinez, Ruben Vela & Julio Ovando

Laredo ISD-ITV  
Roll Call  
Dr. Marcus Nelson, Jeannette G. Martinez & David Flores

Laredo ISD-ITV  
STEM and LISD  
Dr. Marcus Nelson, Jeannette G. Martinez, Ruben Vela & Jose Mendiola

Lubbock ISD  
LISD Foundation for Excellence PSA  
Linsey McCutchin & Kenneth Dixon

McAllen ISD  
Absenteism PSA Promo  
Norma Zamora-Guerra, Mark May & Erasmo Cervantes

McAllen ISD  
DECSA Promo  
Norma Zamora-Guerra, Mark May & Erasmo Cervantes

McAllen ISD  
DEEA Promo  
Norma Zamora-Guerra, Mark May & Erasmo Cervantes

McAllen ISD  
Enterprise PSA  
Norma Zamora-Guerra, Mark May & Erasmo Cervantes

McAllen ISD  
Football Night in McAllen Promo  
Mark May & Erasmo Cervantes

McAllen ISD  
Let it Begin With Me  
Norma Zamora-Guerra & Erasmo Cervantes

McAllen ISD  
Memorial Day Promo  
Erasmo Cervantes

McKinney ISD  
This Life  
Karla Schumacher

Tyler ISD  
Disney's Anna Margaret  
Greg McRae

Tyler ISD Foundation  
“Hands”  
Larry Goddard

Tyler ISD Foundation  
Oh Happy Day! Wishes Granted by Foundation Grants  
Larry Goddard

**BEST OF CATEGORY**

More than 30,000 students

Fort Worth ISD  
Orchestra Rocks  
Scott Juvette & Charles Ellis

**GOLD**

Corpus Christi ISD  
Metropolitan Schools of Design PSA  
Lyndall Gathright

ESC Region XIII  
We Are Region XIII  
Communication & Production Team

ESC Region 20  
How the Aquifer Works  
Development and Support Services

Fort Worth ISD  
EHHS Gold Seal Programs of Choice  
Scott Juvette, Charles Ellis & Rebecca Slack

Fort Worth ISD  
Gold Seal Expo Commercial  
Scott Juvette, Charles Ellis & Rebecca Slack

Fort Worth ISD  
Orchestra Rocks  
Scott Juvette & Charles Ellis

Fort Worth ISD  
Trimble Tech HS Gold Seal School of Choice  
Scott Juvette, Charles Ellis & Rebecca Slack

Garland ISD  
“AVID Poem”  
Homer Clayton & Delbert Richardson

Garland ISD  
“GISDWay Recognized”  
Larry Grimes & Homer Clayton

Garland ISD  
Amorae Daylett

Mesquite ISD  
Bust This Test  
Wade Odom

Mesquite ISD  
For Kids For Tomorrow - Employee Contribution Drive 2011  
Wei Tung Chou

Mesquite ISD  
Mesquite ISD Football  
Wade Odom

Mesquite ISD  
Mesquite ISD is on YouTube  
Wade Odom

Mesquite ISD  
Mesquite ISD Quest for Excellence  
Wade Odom

Mesquite ISD  
Welcome to Rutherford  
Wade Odom
### CATEGORY 30  Video - Promotional/Marketing, cont.

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<th>Project Description</th>
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<td>Where Does A Dollar Go in Mesquite ISD</td>
<td>Wade Odom</td>
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<td>The Hands</td>
<td>Julie Ann Matonis &amp; Keith Van Prooyen</td>
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<td>The Bird Is the Word</td>
<td>Jessica Bennett &amp; Al Carter</td>
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<td>Early Start, Pre-K and Kinder Program</td>
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<td>Pharr-San Juan-Alamo ISD</td>
<td>PSJA North Early College High School</td>
<td>Marco A. Vasquez</td>
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<td>Pharr-San Juan-Alamo ISD</td>
<td>Social Media</td>
<td>David Bourbois</td>
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<td>United ISD</td>
<td>School Messenger PSA</td>
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<td>Partners for Scholars</td>
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<td>STAAR General Information PSA</td>
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<td>United ISD</td>
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<td>USBB A PSA</td>
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<td>Ysleta ISD</td>
<td>2010 CTE Promotional Video</td>
<td>YISD PR Dept., Patricia Ayala</td>
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<td>2011 Broad Prize Video</td>
<td>YISD PR Dept., Patricia Ayala &amp; Christy-Flores-Jones</td>
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### CATEGORY 31  Video Training/Instructional

#### BEST OF CATEGORY

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<th>School</th>
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<td>Math Forward: TI Devices Used in the Classroom - Math Teachers, Secondary</td>
<td>Jacob Walker</td>
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<td>Alamo Heights ISD</td>
<td>Spotlight on Engagement</td>
<td>Patti Pawlik-Perales, Dr. Dick Smith</td>
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<td>Tyler ISD</td>
<td>Effective Engagement Teacher Training</td>
<td>Jacob Walker</td>
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<td>Tyler ISD</td>
<td>Math Forward: TI Devices Used in the Classroom - Math Teachers, Secondary</td>
<td>Jacob Walker</td>
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<td>Schools of Choice Application Process Video</td>
<td>Communications Dept.</td>
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<td>Duncanville ISD</td>
<td>Making Education a Priority</td>
<td>Tiffany Graber</td>
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<td>Laredo ISD-ITV</td>
<td>Spin A Fact</td>
<td>Jeannette G. Martinez, Esteban Borjas Jr., Ruben Vela, David Flores, Jose Mendiola, Robert Alba, Rodolfo Reyes &amp; Julio Ovando</td>
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<td>Laredo ISD-ITV</td>
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<td>Jeannette G. Martinez, Esteban Borjas Jr., Ruben Vela, David Flores, Jose Mendiola, Robert Alba, Rodolfo Reyes &amp; Julio Ovando</td>
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<td>Pearland ISD</td>
<td>Pearland ISD Fingerprinting Video</td>
<td>Kim Hocott</td>
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#### GOLD

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<td>Mesquite ISD</td>
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<td>Wade Odom</td>
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#### SILVER

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<tr>
<td>Laredo ISD-ITV</td>
<td>Spin A Fact</td>
<td>Jeannette G. Martinez, Esteban Borjas Jr., Ruben Vela, David Flores, Jose Mendiola, Robert Alba, Rodolfo Reyes &amp; Julio Ovando</td>
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<tr>
<td>Laredo ISD-ITV</td>
<td>Spin A Fact Jr.</td>
<td>Jeannette G. Martinez, Esteban Borjas Jr., Ruben Vela, David Flores, Jose Mendiola, Robert Alba, Rodolfo Reyes &amp; Julio Ovando</td>
</tr>
<tr>
<td>Pearland ISD</td>
<td>Pearland ISD Fingerprinting Video</td>
<td>Kim Hocott</td>
</tr>
</tbody>
</table>

#### BEST OF CATEGORY

<table>
<thead>
<tr>
<th>School</th>
<th>Project Description</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fort Worth ISD</td>
<td>Open Enrollment Video</td>
<td>Scott Juvette &amp; Charles Ellis</td>
</tr>
<tr>
<td>Garland ISD</td>
<td>“Hero Day”</td>
<td>Delbert Richardson, Homer Clayton &amp; Larry Grimes</td>
</tr>
<tr>
<td>Mesquite ISD</td>
<td>Mesquite ISD Career and Technical Education</td>
<td>Wade Odom</td>
</tr>
</tbody>
</table>

#### More than 30,000 students

- Fort Worth ISD
- Garland ISD
- Mesquite ISD
**CATEGORY 31 Video - Training/Instructional, cont.**

<table>
<thead>
<tr>
<th>SILVER</th>
<th>Mesquite ISD</th>
<th>Serious About Science: Snakes</th>
<th>Development &amp; Support Services</th>
<th>Wade Odom</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Mesquite ISD</td>
<td>ALIVE Session 1: School Finance</td>
<td>Development &amp; Support Services</td>
<td>Wade Odom</td>
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<tr>
<td></td>
<td>Mesquite ISD</td>
<td>Ethics Wei Tung Chou</td>
<td></td>
<td>Clif Cotton</td>
</tr>
<tr>
<td></td>
<td>Mesquite ISD</td>
<td>Everyone Counts</td>
<td></td>
<td>Clif Cotton</td>
</tr>
<tr>
<td></td>
<td>Mesquite ISD</td>
<td>MISD Digital Library Tutorial</td>
<td></td>
<td>Jessica Bennett, Candace Ahlfinger &amp; Cindy Parmer</td>
</tr>
<tr>
<td></td>
<td>Pasadena ISD</td>
<td>Finances Made Simple</td>
<td></td>
<td>PR Dept., Patricia Ayala, Christy Flores-Jones</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>United ISD</th>
<th>Breakfast in the Classroom Training Video</th>
<th>United ISD ITV Department</th>
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</thead>
<tbody>
<tr>
<td>Ysleta ISD</td>
<td>The Wiley Bear Show - Transportation</td>
<td></td>
</tr>
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</table>

**CATEGORY 32 Video - Sports Event**

<table>
<thead>
<tr>
<th>BEST OF CATEGORY</th>
<th>McAllen ISD</th>
<th>Football Night in McAllen</th>
<th>Mark May &amp; Erasmo Cervantes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Kwes</td>
<td>Basketball Playoffs Weslaco vs. Harlingen 2010-11</td>
<td>Steve Valdez, Don Ramirez &amp; Julian Olivarez</td>
</tr>
<tr>
<td></td>
<td>Kwes</td>
<td>“Game of the Year” Football Weslaco vs. Los Fresnos</td>
<td>Steve Valdez, Don Ramirez &amp; Julian Olivarez</td>
</tr>
<tr>
<td></td>
<td>McAllen ISD</td>
<td>Football Night in McAllen</td>
<td>Mark May &amp; Erasmo Cervantes</td>
</tr>
</tbody>
</table>

**BEST OF CATEGORY**

<table>
<thead>
<tr>
<th>Mesquite ISD</th>
<th>Sweet November</th>
<th>Clif Cotton</th>
</tr>
</thead>
</table>

**GOLD**

<table>
<thead>
<tr>
<th>Garland ISD</th>
<th>“GISD Football Rowlett vs Mesquite Horn”</th>
<th>Delbert Richardson, Homer Clayton, Larry Grimes &amp; Chris Mathis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mesquite ISD</td>
<td>West Plays on the Big Stage</td>
<td>Clif Cotton</td>
</tr>
<tr>
<td>Mesquite ISD</td>
<td>Sweet November</td>
<td>Clif Cotton</td>
</tr>
</tbody>
</table>

**CATEGORY 33 Video - Live Event**

<table>
<thead>
<tr>
<th>BEST OF CATEGORY</th>
<th>McAllen ISD</th>
<th>Pigskin Jubilee</th>
<th>Norma Zamora-Guerra, Mark May &amp; Erasmo Cervantes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Laredo ISD-ITV</td>
<td>LISD Back To School Celebration</td>
<td>Dr. Marcus Nelson, Jeannette G. Martinez, Esteban Borjas Jr., Ruben Vela, David Flores, Jose Meddiola, Robert Alba, Rodolfo Reyes &amp; Julio Ovando Norma Zamora-Guerra, Mark May &amp; Erasmo Cervantes</td>
</tr>
<tr>
<td></td>
<td>McAllen ISD</td>
<td>Pigskin Jubilee</td>
<td>Norma Zamora-Guerra, Mark May &amp; Erasmo Cervantes</td>
</tr>
<tr>
<td></td>
<td>McKinney ISD</td>
<td>McKinney at the Meyerson</td>
<td>Norma Zamora-Guerra, Mark May &amp; Erasmo Cervantes</td>
</tr>
<tr>
<td></td>
<td>Tyler ISD Foundation</td>
<td>The Red Carpet Awaits: A Night of Shining Stars May 12, 2011</td>
<td>Larry Goddard</td>
</tr>
</tbody>
</table>

**SILVER**

<table>
<thead>
<tr>
<th>Galveston ISD</th>
<th>Ball High School Graduation</th>
<th>Communications Dept. Erasmo Cervantes</th>
</tr>
</thead>
<tbody>
<tr>
<td>McAllen ISD</td>
<td>Fourth Grade Chorale Festival</td>
<td>Erasmo Cervantes</td>
</tr>
<tr>
<td>Tyler ISD Foundation</td>
<td>Broadway Quality with Fourth Graders: Meredith Wilson’s The Music Man JUNIOR</td>
<td>Larry Goddard &amp; Angela Jenkins</td>
</tr>
</tbody>
</table>
CATEGORY 33  Video - Live Event, cont.
More than 30,000 students

BEST OF CATEGORY
Fort Worth ISD  Whiz Quiz  Communications Department

GOLD
Fort Worth ISD  Whiz Quiz  Communications Department
Garland ISD  “GISD Holiday LIFE Party”  Homer Clayton
Garland ISD  “Lyles MS: Back 2 Football Friday”  Larry Grimes
Garland ISD  “Shriner Circus at the Special Events Center”  Delbert Richardson, Homer Clayton, Larry Grimes & Chris Mathis
Mesquite ISD  Brian Clark - “A 9/11 Survivor's Story”  Wei Tung Chou
Ysleta ISD  2010 Reindeer Revue  YISD PR Dept., Patricia Ayala & Christy Flores-Jones

CATEGORY 34  Computerized Presentation
10,000 to 30,000 students

BEST OF CATEGORY
Duncanville ISD  Superintendent’s Good News Report September 2011  Kim Bauer, Tiffany Graber & Tammy Kuykendall

GOLD
Duncanville ISD  Superintendent’s Good News Report September 2011  Kim Bauer, Tiffany Graber & Tammy Kuykendall
Midway ISD  State Budget & School Finance  Traci Marlin
Tyler ISD  Bond 2010  Angela Jenkins & Sandra Stanley
Tyler ISD  State of the District - Fall 2010  Angela Jenkins

BEST OF CATEGORY
Ed. Foundation for Pasadena ISD  Shining Stars Presentation  Cindy Parmer, Jessica Bennett & Bruce Stone

GOLD
Ed. Foundation for Pasadena ISD  Shining Stars Presentation  Cindy Parmer, Jessica Bennett & Bruce Stone
ESC Region 20  20on20: Title I, Part A Online Training Series  Shanna Falgoust
ESC Region 20  STAAR Online Content Series  Development & Support Services
Fort Bend ISD  Character Links Instructional Video  Keryn Miles & Becky Walker
Texas Assoc. of School Boards  BuyBoard National Partner Demonstration  TASB

CATEGORY 35  Electronic Newsletter
Less than 10,000 & 10,000 to 30,000 students

BEST OF CATEGORY
Highland Park ISD  HPISD e-newsletter  Helen Williams, David Hicks & Jacki Moran

GOLD
Duncanville ISD  “The Friday Informer” Weekly E-Newsletter  Kim Bauer, Tiffany Graber & Tammy Kuykendall
Ector County ISD  ECISD News e-mail  Communications Department
Highland Park ISD  HPISD e-newsletter  Helen Williams, David Hicks & Jacki Moran
La Porte ISD  La Porte ISD e-News  Kimberly Culver & Terri Cook

SILVER
Rockwall ISD  2010 Back to School Newsletter  Sheri Fowler
Tomball ISD  TISD TODAY  Staci Stanfield
CATEGORY 35  Electronic Newsletter, cont.  
More than 30,000 students

BEST OF CATEGORY
Texas Classroom Teachers Assoc.  TCTA eUpdate, TCTA Action Alert  Kelley Strutton

GOLD
ESC Region 20  Vision 20/20 News  Greg DuValle
Fort Bend ISD  Employee eNews  Keryn Miles & Becky Walker
Fort Bend ISD  FBISD exPress  Nancy Porter & Keryn Miles
Harris Co. Dept of Education  HCDE Internal News and Announcements Portal  Amanda Arnold & Carol Vaughn
Humble ISD  Family Album Newsletter  Robin McAdams
Mesquite ISD  In Touch Newsletter  Kristin Odom & Allison Lewallyn
Plano ISD  District Digest Employee Newsletter  Mary Gorden
Plano ISD  eNews  Mary Gorden
Texas Classroom Teachers Assoc.  TCTA eUpdate, TCTA Action Alert  Kelley Strutton

SILVER
United ISD  United Insider Electronic Newsletter  Paola Arcos Mansinghani

CATEGORY 36  Web Site
Less than 10,000 students

BEST OF CATEGORY
Sheldon ISD  www.sheldonisd.com  Victor Bushfield

GOLD
Sheldon ISD  www.sheldonisd.com  Victor Bushfield

SILVER
Alamo Heights ISD  www.ahisd.net  Tricia Corey
Alvarado ISD  www.alvaradoisd.net  Tommy Brown
Galveston ISD  www.gisd.org  Communications Dept.
Krum ISD  www.krumisd.net  Chelbie Birdwell

10,000 to 30,000 students

BEST OF CATEGORY
Wylie ISD  www.wylieisd.net  Doug Bellamy & Marcia Coker

GOLD
Tyler ISD  www.tylerisd.org  Jessica Poe
Wylie ISD  www.wylieisd.net  Doug Bellamy & Marcia Coker

SILVER
Laredo ISD  www.laredoisd.org  Armando Saldana & Jack Nelson
Laredo ISD  www.laredoisd.org/departments/communications  Armando Saldana & Jack Nelson
Pearland ISD  www.pearlandisd.org  Renea Ivy-Sims
Tomball ISD  www.tomballisd.net  Staci Stanfield

More than 30,000 students

BEST OF CATEGORY
Texas Classroom Teachers Assoc.  www.tcta.org  Kelley Strutton

GOLD
Mesquite ISD  www.mesquitefoundation.org  Kristin Odom
Northside ISD  http://info.nisd.net/gt  Stacie Kimrey & Albert Thomas
Northside ISD  www.nisd.net/safe-routes  Stacie Kimrey & Albert Thomas
Plano ISD  www.pisd.edu  Mary Gorden
Texas Classroom Teachers Assoc.  www.tcta.org  Kelley Strutton
CATEGORY 36  Web Site, cont.

SILVER
ESC Region XIII  www5.esc13.net/tv  Communication & Production Team
ESC Region 20  http://portal.esc20.net/portal/page/portal/esc20public/nclb  Development &
Support Services
Garland ISD  www.garlandisd.net/technology  Jasmine Preston, Alyssa Beal & Ali Syed
Texas Education Agency  www.tea.state.tx.us  Debbie Ratcliffe, TEA staff

CRYSTAL COMMENDATIONS
All divisions judged together • Only one winner per category

✯ CATEGORY 37  Bond Elections
CRYSTAL AWARD
Temple ISD  Temple ISD 2011 $55M Bond Election  Regina Corley

✯ CATEGORY 38  Parent Involvement/Volunteer Program
No Entries

✯ CATEGORY 39  School/Community Partnership CRYSTAL
CRYSTAL AWARD
Amarillo ISD  Digital Media: It's 4Ever 4Everyone  Holly Shelton, Susan Hoyl

✯ CATEGORY 40  Staff/Student Recognition
CRYSTAL AWARD
Tyler ISD Foundation  A Night of Shining Stars–Honoring Top Students and their Most Influential Educators  Larry Goddard

✯ CATEGORY 41  District/Association Special Event/Celebration
CRYSTAL AWARD
ESC Region 20  D’Hanis Cowboys: Extending Great Pride and Tradition...Where Reading Comes First  Development/Support Services

✯ CATEGORY 42  Foundation Special Event/Celebration
AWARD
Waco ISD Education Foundation  2011 H-E-B Celebrity Cook Off benefiting the WISD Education Foundation  Amber R. George Hoyl

✯ CATEGORY 43  Foundation Annual Campaign
AWARD
Tyler ISD Foundation  Twenty Years Celebration—The Year We Learned the Art of Giving  Larry Goddard
PLATINUM AWARD
All divisions judged together • Only one winner per category

Texas Association of School Administrators

Make Education a Priority Campaign

Jenny LaCoste-Caputo
&
Dax Gonzalez