



TEXAS SCHOOL PUBLIC
RELATIONS ASSOCIATION



KISD RECEIVES GOLD AND SILVER STAR AWARDS FOR EXCELLENCE IN COMMUNICATIONS

Kerrville ISD received five awards from the Texas School Public Relations Association (TSPRA) for outstanding communications and projects for the district. The awards were announced at the annual TSPRA Annual Conference held February 23rd in Austin.

KISD received a Gold Star in video promotional/marketing for the "Grab 'n Go!" campaign, a project designed to inform KISD parents and students of the new breakfast options at campus cafeterias. The collaborative efforts of KISD members Barbara Baker, Debbie Baerwald, Laurie Gagne, and Lisa Winters were recognized at the March 30th School Board of Trustees.

KISD received two Gold Star Awards for distinguished achievement in the category of Published News/Features. Lisa Winters and the staff of B.T. Wilson Sixth Grade School were awarded a Gold Star for the KISD "Up Close" magazine feature "Metamorphosis - Chronicles of Outdoor Education." A second Gold Star in the category of Published News/Features was awarded for another KISD "Up Close" feature on school nurses entitled, "Nightingales No More." Recipients of a Gold Star were Lisa Winters, and school nurses Debbie Lea (Pre-K), Pat Rogers (DES), Merri Jean Seibel (NES), Jamie Land (SES), Courtney Burkett (TES), Cheryl Barbour (BTW), Kay Thomas (HPMS), Anne Goette (Tivy), and retired Tivy High Nurse and former Nurse Coordinator Rebecca McKenzie.

KISD received two Silver Star Awards. The video special interest/feature "Recipes for Success" highlighting the KISD Child Nutrition staff was awarded the first Silver Star. Receiving the award was Barbara Baker, Director of Child Nutrition Debbie Baerwald, and Lisa Winters.

Lisa Winters also received a Silver Star in photography for her magazine cover photo "God Bless America" taken on Veterans' Day at KISD's Early Childhood celebration.

Each year, TSPRA recognizes communicators in school districts, education foundations, education associations and organizations for their outstanding work in both print and electronic media. This year, 1032 entries were received. Entries selected as best in the state were honored with Silver Star, Gold Star and Best of Category Awards.

TSPRA, based in Austin, is a professional organization whose members are dedicated to improving public education in Texas by promoting effective public relations practices, providing professional development for its members, and improving communication between Texans and their public schools. For more information, contact KISD's Public Relations Department at (830)257-2200, ext. 233. To learn more about TSPRA, contact the state office at 1-800-880-9107 or email judy@tspra.org.