



**GOVERNING BOARD AGENDA ITEM
AMPHITHEATER UNIFIED SCHOOL DISTRICT NO. 10**

DATE OF MEETING: **December 08, 2020**

TITLE: **2020 Arizona School Public Relations Communications Awards**

BACKGROUND:

The Arizona School Public Relations Association (ASPRA) recognizes standards of excellence in school public relations through its annual ASPRA*tions Awards. Winning entries demonstrate how sound public relations principles (research, analysis, communication and evaluation), creativity and a commitment to improving communications were used in pursuit of organizational goals.

The Amphitheater School District’s Communications Department received several awards this year.

Social Media

- Where’s Amphie, *Award of Excellence*

Special Purpose Publication

- The Secret, *Award of Merit*

Multimedia Campaign

- All-Day Kindergarten, *Award of Merit*

Video

- Amphie Holiday Video, *Award of Merit*
- Scotty’s Graduation Video, *Award of Merit*
- The Secret, *Award of Merit*

Photography

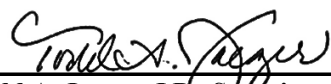
- Fifth-Grader Visits High School, *Award of Merit*
- The Messy Zone, *Award of Merit*

RECOMMENDATION:

This is presented for the Board’s information and recognition.

INITIATED BY:

Date: December 01, 2020



Todd A. Jaeger, J.D., Superintendent