



2019 ASPRA*tions Award Entry

Category: Publications and Electronic Media - Photography

Entry Title: Dysart Sports Photography

PURPOSE: Athletics are an essential aspect of a student's educational journey, which is why it is a part of Dysart's "three A's" focus. In an effort to support athletic success, we seek to creatively capture the moments, milestones, and accomplishments of our student athletes through our photos.

WHERE/WHEN IT'S BEING USED: Photographs are used on our district website, district Facebook, Twitter, and Instagram channels, school athletic sites, Achiever Newsletters, employee newsletters, and the Surprise Today/Independent newspaper.

TARGET AUDIENCE: The target audience includes parents/guardians, students, coaches, staff, and local community members.

HOW IT'S SUPPORTING EFFECTIVE COMMUNICATION: Each photo is captured with a unique perspective in mind, bringing to life each story we wish to communicate, and giving viewers a glimpse into something they may not have seen otherwise. These photos allow us to effectively communicate the determination, commitment, and ambition of these athlete's, and provide a unique understanding of their journey through photography.

OUTCOMES ACHIEVED: Website analytics show that sports galleries have 230% more unique viewers than other galleries on our site. There are also more post engagements on athletic photos than other galleries posted to our District Facebook page. With online analytics being an essential component of understanding district communications, we can see the effectiveness of utilizing photography to promote athletic achievement and market our athletic programs in the Dysart Unified School District.

Photos link: https://drive.google.com/drive/folders/1MMX7SpoyC2ZCcLinxwLur_Co57B-EM8t?usp=sharing

Power in the Preparation...Excellence in the Journey...Success for a lifetime...

Governing Board: Dawn Densmore, Jay Leonard, Christine A.K. Pritchard, Traci Sawyer-Sinkbeil, Jennifer Tanner