

# ASPRA\*tions Award Nomination

## Arizona School Public Relations Association

Nominator: Chandler Unified School District

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Contact: Terry Locke, Director of Community Relations

Category 2

Publications and Electronic Media

PHOTOGRAPHY – Earnest Robinson

## EARNEST Robinson Overview

Chandler Unified is located in the *parent choice capital of the United States*, with several high profile charter schools in our district boundaries. We are in a competitive market for students which makes the story we tell with our photos of the utmost importance.

Earnest is the Chandler Unified School district's photographer and video editor. His work exhibits a unique eye for telling the story of his subjects. He will get down on the floor or climb a ladder to get the most meaningful shot all the while keeping up a friendly patter with his subjects, putting them at ease. He invariably sees the light, angle, reflection or expression easily missed by the casual observer. His remarkable work enables us to better tell our story to our community.

His photos have been a key component to all of the [district marketing efforts](#). We have used them in the [postcards](#), [bus shelters](#), [newspaper ads](#), the [district annual report](#), [commercials](#), and the [weekly staff report](#). He covers all the district major events from the [night of recognition](#), graduations, and sporting events. The photos he takes are an integral part of all our marketing efforts and help us to retain our market share. Chandler's success and the ability to tell our story has helped us maintain unexpected growth in enrollment, averaging 1,000 new students a year, despite the district being close to build-out. We could not tell our story effectively without the quality of photos that Earnest manages to take.

EXHIBIT A





EXHIBIT B



EXHIBIT C





EXHIBIT D



EXHIBIT E

