

# The Winners Circle 2012

Oklahoma College Public Relations Association  
2012 Competition and Show Honorees

Coordinating Committee: *Randy Talley, USAO; Paula Gower, OCCC; Rebecca Richardson, OSRHE; Amy Ford, ECU; Brian Adler, SWOSU; Kellie Driscoll, USAO*

Categories 1-7 – Paula Gower, Coordinator

## 1. Radio Advertisement/PSA

- 1<sup>st</sup> Rose State College  
Office of Marketing and Public Relations  
*"Rose Transfer"*
- 2<sup>nd</sup> Oklahoma State Regents for Higher Education  
Communications Department  
Amy Goddard  
*"Oklahoma's Promise"*
- 3<sup>rd</sup> Eastern Oklahoma State College  
Communications & Marketing  
Trish McBeath, Karli Davis, Russ Bird &  
Claudia Hodge  
*"Make Your Mark"*

## 2. Video Spot

- 1<sup>st</sup> Northeastern State University  
Broadcast  
Aaron Anderson  
*"This is Where I Gather"*
- 2<sup>nd</sup> University of Central Oklahoma  
University Relations  
Adrienne Nobles & Samuel Ferguson  
*"Reach Higher: Finish What You Started at UCO"*
- 3<sup>rd</sup> University of Oklahoma  
Gaylord College of Journalism and Mass  
Communication  
Joshua Shockley, Hannah Foster & Mark Potts  
*"This is Our Classroom"*
- HM University of Oklahoma  
Web Communications Marketing and New Media  
Jen Herrmann, Jesse High, Evan Pierson,  
Cassandra Ketrick & Kam Stocks  
*"#OU4SQ Check In and Win"*

## 3. Video Feature

- 1<sup>st</sup> OSU Institute of Technology  
Dr. Bill R. Path, President  
*"A New Path"*
- 2<sup>nd</sup> University of Central Oklahoma  
University Relations  
Quin Tran, Samuel Ferguson & Tabbi Burwell  
*"Live Central: UCO Housing & Dining"*
- 3<sup>rd</sup> University of Science and Arts of Oklahoma

Media and Community Relations  
David Duncan & Jessica Jackson  
*"In the Saddle- Mike Williamson Episode"*

HM University of Science and Arts of Oklahoma  
Media and Community Relations  
David Duncan  
*"National Championship: 10 Years Later"*

## 4. Traditional Photography/ GENERAL

- 1<sup>st</sup> Oklahoma State University  
University Marketing  
Phil Shockley  
*"OSU Golf"*
- 2<sup>nd</sup> Oklahoma State University  
University Marketing  
Phil Shockley  
*"Observe"*
- 3<sup>rd</sup> Oklahoma State University – Oklahoma City  
Communications Department  
Kandace Taylor  
*"Power Transmission & Distribution Technology Aerial  
Photo"*
- HM Rose State College  
Office of Marketing and Public Relations  
Kenneth A. Beachler  
*"2011\_11\_04 – Dr. Jeremy Clifton – Mag Cover Shoot-  
2140"*
- HM The Samuel Roberts Noble Foundation  
Publications and Visual Media  
Broderick Stearns  
*"A Perfect Day with Jeri Donnell"*

## 5. Traditional Photography/ SPORTS

- 1<sup>st</sup> Oklahoma State University  
University Marketing  
Gary Lawson  
*"Touchdown Catch"*
- 2<sup>nd</sup> Oklahoma State University  
University Marketing  
Gary Lawson  
*"Dive For Six"*
- 3<sup>rd</sup> Southwestern Oklahoma State University

Creative Services  
Cody Roper  
*"Seventh Inning Stretch"*

HM St. Gregory's University  
University Photography  
Br. George A. Hubl, O.S.B.  
*"Slice the Bison"*

HM East Central University  
Communications & Marketing Department  
Gina Smith  
*"More Pain"*

## 6. Digitally Enhanced Photography

1<sup>st</sup> Southwestern Oklahoma State University  
Creative Services  
Kyle Wright  
*"2012 SWOSU Baseball: Take the Mound"*

2<sup>nd</sup> Southwestern Oklahoma State University  
Creative Services  
Kyle Wright  
*"2011 SWOSU Soccer: Lead the Way"*

3<sup>rd</sup> The Samuel Roberts Noble Foundation  
Publications and Visual Media  
Broderick Stearns  
*"Oil Field Warrior"*

HM Southwestern Oklahoma State University  
Creative Services  
Kyle Wright  
*"2012 SWOSU Softball: Hold the Line"*

HM Southwestern Oklahoma State University  
Creative Services  
Kyle Wright  
*"2011-2012 SWOSU Men's Basketball: Fast Break"*

## 7. Web Design

1<sup>st</sup> Oklahoma State University  
Office of Undergraduate Admissions  
*"OSU Admissions Website:  
<http://admissions.okstate.edu>"*

2<sup>nd</sup> University of Science and Arts of Oklahoma  
Media and Community Relations  
Jessica Jackson, Shayna Pond & Cody Dracars  
The Worx Company  
*"USAO Sports Website"*

3<sup>rd</sup> University of Oklahoma  
Outreach Marketing and Communication  
Bonny Million, Dr. James P. Pappas & Jerry Jerman  
*"OU Advanced Programs"*

Categories 8-14 – Kellie Driscoll, Coordinator

## 8. Mobile App

1<sup>st</sup> University of Oklahoma

Information Technology  
Seth Hartman, Byron Towles, Bryce Tucker & Jacob Hunt  
*"Sooner Jr."*

2<sup>nd</sup> Rogers State University  
University Public Relations  
Kelli Fields, Jimmy Hart & Randy Riggs  
*"The RSU Mobile App"*

3<sup>rd</sup> Cameron University  
Office of Public Affairs  
Melanie Barfield & Blackboard  
*"iCameron Mobile App"*

HM Oklahoma State University  
OSU Communications  
*"OSU Success"*

## 9. Mobile Website

1<sup>st</sup> Oklahoma State University-Oklahoma City  
Communications Department  
Kandace Taylor & BlueWave Mobile  
*"OSU OKC Mobile Website"*

## 10. Print Advertising

1<sup>st</sup> University of Central Oklahoma  
University Relations  
Brian Alexander  
*"ACM@UCO Gazette ads"*

2<sup>nd</sup> Oral Roberts University  
Marketing Department  
Amanda King & Mark Moore  
*"Make No Little Plans Here Ad"*

3<sup>rd</sup> Oklahoma City University  
Office of Communications  
*"In Your Own Backyard"*

HM Oklahoma State University-Tulsa  
Marketing and Communications Services  
*"OSU-Tulsa America's Brightest Orange Tulsa World  
Ads"*

## 11. Digital Advertising

1<sup>st</sup> Oklahoma State University-Oklahoma City  
OSU-OKC Communications  
*"Pandora Summer Enrollment"*

2<sup>nd</sup> Western Oklahoma State College  
Office of Public Information  
Carey E. Monroe & Nicholas Hood  
*"Credit Crisis!"*

3<sup>rd</sup> University of Oklahoma  
Web Communications, Marketing & New Media

Brian Brown, Cassandra Ketrick, Kam Stocks, Sara Brown, Amanda Toohey, Jesse High, Jen Herrmann, Evan Pierson & Erin Yarbrough  
*"Check In and Win!"*

## 12. News Writing

1<sup>st</sup> Oklahoma State University-Tulsa  
Marketing & Communications Services  
*"OSU Medical Students Meet with Members of Congress at D.O. Day on Capitol Hill"*

2<sup>nd</sup> Southwestern Oklahoma State University  
Public Relations & Marketing  
Brian Adler  
*"SWOSU Forms Dual Degree Program for Pharmacy Students Wanting MBA"*

3<sup>rd</sup> University of Science and Arts of Oklahoma  
Media & Community Relations  
Rob Vollmar  
*"USAO Art Gallery shows treasures from Nesbitt collection"*

HM Oklahoma City Community College  
Marketing and Public Relations  
*"Tulsa Ballet II Set to Dance at OCCC"*

## 13. Full-Length Feature

1<sup>st</sup> The Samuel Roberts Noble Foundation  
Public Relations  
J. Adam Calaway  
*"The Cowboy Way"*

2<sup>nd</sup> The Samuel Roberts Noble Foundation  
Public Relations  
J. Adam Calaway  
*"No Rain on the Plains"*

3<sup>rd</sup> University of Central Oklahoma  
University Relations  
Gypsy Hogan  
*"Tiny Bats Face Big Threat"*

HM University of Oklahoma  
School of Aerospace & Mechanical Engineering  
Sarah Warren  
*"Seeing the Symphony-AME Professor Tackles Hearing Loss"*

## 14. Featurette Writing

1<sup>st</sup> Oklahoma State University  
OSU Communications  
Jim Mitchell  
*"OSU Space Cowboys, Living the Dream with NASA"*

2<sup>nd</sup> Oklahoma State University  
University Marketing  
Matt Elliott

*"Beyond Ones and Zeros"*

3<sup>rd</sup> The Samuel Roberts Noble Foundation  
Public Relations  
J. Adam Calaway  
*"A Legacy Extended"*

HM The University of Science and Arts of Oklahoma  
Media & Community Relations  
Rob Vollmar  
*"Programming the Future of Creativity"*

Categories 15-21 – Rebecca Richardson, Coordinator

## 15. Sports Writing

1<sup>st</sup> Oklahoma State University- Stillwater  
University Marketing  
Matt Elliott  
*"The Weight of Expectations"*

2<sup>nd</sup> Southwestern Oklahoma State University  
Sports Information  
Justin Tinder  
*"Proud Father Watches Son's Big Play"*

3<sup>rd</sup> East Central University  
Communications & Marketing  
Brian Johnson  
*"Kennemer's Toughness Leads to Outstanding Softball Career at ECU"*

## 16. Sports Publication

1<sup>st</sup> Western Oklahoma State College  
Office of Public Information  
Carey E. Monroe  
*"Pioneer Basketball Program 2011-2012"*

2<sup>nd</sup> East Central University  
Communications & Marketing Department  
Gina Smith  
*"Great American Conference Inaugural Soccer Championship Program"*

3<sup>rd</sup> Southwestern Oklahoma State University  
Creative Services  
Kyle Wright  
*"2011-2012 SWOSU Men's Basketball Schedule Cards"*

## 17. Poster Design-General

1<sup>st</sup> Oklahoma State University-Oklahoma City  
Communications Department  
Sonni Gladden  
*"Student Success and Opportunity Center poster"*

2<sup>nd</sup> Northeastern State University  
Center for Tribal Studies  
Alisa Douglas  
*"518, Reconsider Columbus Day"*

3<sup>rd</sup> Oklahoma State University-Tulsa  
Marketing and Communications Services

Dr. Mary Bea Drummond  
*"OSU-Tulsa Cowboy Tree"*

HM Cameron University  
Office of Public Affairs  
Melanie Barfield  
*"Constitution Day Poster"*

HM Eastern Oklahoma State College  
Communications & Marketing  
Danel Walker, Karli Davis, Trish McBeath, Russ Bird  
& Claudia Hodge  
*"Lemonade: The Musical Review"*

### 18. Poster Design-Sports

1<sup>st</sup> Southwestern Oklahoma State University  
Creative Services  
Kyle Wright  
*"2012 SWOSU Baseball: Take The Mound - Operation  
Devil Dogs"*

2<sup>nd</sup> Oklahoma State University  
University Marketing  
Ross Maute, Phil Shockley & Clay Billman  
*"2012 OSU Baseball"*

3<sup>rd</sup> University of Science and Arts of Oklahoma  
Media and Community Relations  
Jessica Jackson & Shayna Pond  
*"2012 Baseball/Softball Schedule Poster"*

HM Southwestern Oklahoma State University  
Creative Services  
Kyle Wright  
*"2011 SWOSU Soccer: Lead The Way-Operation Striker"*

### 19. Smaller Brochure/flyer/booklet

1<sup>st</sup> University of Oklahoma  
Information Technology  
Adrienne Bloomer, Seth Hartman & Becky Grant  
*"OU IT's Back to School Booklet – get connected; stay  
connected"*

2<sup>nd</sup> Redlands Community College  
Public Information Office  
Deirdre Steiner and Andrew Davis  
*"All About Ag" Flyer*

3<sup>rd</sup> Oklahoma State University  
OSU Communications  
*"Legislative Brochure"*

HM University of Central Oklahoma  
University Relations  
Craig Beuchaw, Reagan Hamlin & Daniel Smith  
*"UCO Foundation Campaign Brochure"*

HM Northwestern Oklahoma State University  
University Relations  
Valarie Case

*"Transfer, Adult and Re-Admission Students Brochure"*

### 20. Larger Brochure/flyer/booklet

1<sup>st</sup> Rose State College  
Office of Marketing and Public Relations  
*"View Book"*

2<sup>nd</sup> Oklahoma City University  
Office of Communications  
*"Moving Image Arts"*

3<sup>rd</sup> Oklahoma City Community College  
Marketing and Public Relations  
*"2011-2012 OCCC Connections"*

HM Cameron University  
Office of Public Affairs  
Melanie Barfield  
*"International Undergraduate Admissions"*

HM Rogers State University  
Public Relations  
Kate Northcutt  
*"OMA Reunion 2011 program"*

### 21. Special Publication

1<sup>st</sup> Northeastern State University  
Communications & Marketing  
Joshua Seymour, Jennifer Zehnder, Pete Henshaw &  
Tom Smith  
*"Don Betz Farewell Gift"*

2<sup>nd</sup> University of Oklahoma  
Information Technology  
Adrienne Bloomer, Kim Fuller, Seth Hartman &  
Courtney Kneifl  
*"OU Information Technology Infographics"*

3<sup>rd</sup> Oklahoma City Community College  
Marketing and Public Relations  
*"OCCC 2011 HLC Self-Study"*

HM University of Central Oklahoma  
University Relations  
Craig Beuchaw & Daniel Smith  
*"President Betz Inauguration Invitation"*

HM Seminole State College  
Media Relations  
*"Seminole State College Annual Report 2011"*

Categories 22-27 – Amy Ford, Coordinator

### 22. Magazine

1<sup>st</sup> The Samuel Roberts Noble Foundation  
Public Relations  
J. Adam Calaway, Scott McNeill, Broderick Stearns,  
Katie Brown & Jackie Kelley  
*"Oil Field Warrior"*

2<sup>nd</sup> Oklahoma State University  
University Marketing  
Janet Varnum, Michael Baker, Matt Elliott, Mark  
Pennie, Ross Maute, Valerie Kisling, Paul V.  
Fleming, Phil Shockley, Gary Lawson & Kyle Wray  
*"STATE fall 2011"*

3<sup>rd</sup> Oklahoma State University  
University Marketing  
Michael Baker, Paul V. Fleming, Lorene A.  
Robertson, Phil Shockley, Gary Lawson, Matt Elliott  
& Janet Varnum  
*"Arts and Sciences"*

### 23. Class Schedule

1<sup>st</sup> Oklahoma City Community College  
Marketing and Public Relations  
*"2012 Spring/Summer/Fall Schedule"*

2<sup>nd</sup> Oklahoma State University-Oklahoma City  
Communications Department  
Tonia Byers  
*"Class Schedule Spring & Summer 2012"*

3<sup>rd</sup> Rose State College  
Office of Marketing and Public Relations  
*"CLC Spring 2012 Class Schedule"*

### 24. Admissions Viewbook

1<sup>st</sup> Oklahoma State University  
Office of Undergraduate Admissions  
*"OSU Undergraduate Admissions Viewbook"*

2<sup>nd</sup> Redlands Community College  
Public Information Office  
Deirdre Steiner, Andrew Davis & Larry Clements  
*"RCC College Recruitment Guide"*

3<sup>rd</sup> East Central University  
Communications & Marketing Department  
Amy Ford, Susan Ingram & Gina Smith  
*"Find Your Direction at ECU Viewbook 2012"*

### 25. Newsletter

1<sup>st</sup> The Samuel Roberts Noble Foundation  
Agriculture Division of Publications & Visual Media  
Darla Boydston and Ag Consultation staff  
*"Ag News and Views: Managing for Drought"*

2<sup>nd</sup> University of Central Oklahoma  
University Relations  
Craig Beuchaw, Gypsy Hogan & Daniel Smith  
*"Central Intelligence - Winter 2012"*

3<sup>rd</sup> Southwestern Oklahoma State University  
Public Relations & Marketing  
Brian Adler & Debbie Brown  
*"SWOSU Headlines"*

### 26. Bright Idea

1<sup>st</sup> Rogers State University  
Public Relations  
Jimmy Hart & Randy Riggs  
*"Proud to Leave Your Print Big QR Code"*

2<sup>nd</sup> Oklahoma State University-Oklahoma City  
Communications Department  
Kandace Taylor  
*"Where's Pete Wednesday Contest"*

3<sup>rd</sup> University of Central Oklahoma  
University Relations  
Adrienne Nobles & Craig Beuchaw  
*"Enroll Early"*

### 27. "Before-and-After" Design

1<sup>st</sup> Rose State College  
Office of Marketing and Public Relations  
*"RSC Application Packet 11-12"*

2<sup>nd</sup> Oklahoma State University-Oklahoma City  
Communications Department  
*"Veterinary Technology admissions packet"*

3<sup>rd</sup> Redlands Community College  
Public Information Office  
Deirdre Steiner, Andrew Davis & Larry Clements  
*"RCC College Recruitment Guide"*

Categories 28-34- Brian Adler, Coordinator

### 28. Shoe-String Award

1<sup>st</sup> Redlands Community College  
Public Information Office  
Deirdre Steiner & Andrew Davis  
*"Mind Games TV Spot"*

2<sup>nd</sup> The Samuel Roberts Noble Foundation  
Publications & Visual Media Maintenance-  
Construction  
Katie Brown, Thurman Householder, Charles Bench,  
Tony Ballard & David Cormany  
*"Recreating the Las Vegas sign"*

3<sup>rd</sup> Oklahoma State University-Oklahoma City  
Communications Department  
Sonni Gladden  
*"Pistol Pete Mustache kit"*

### 29. Cover Design

1<sup>st</sup> The Samuel Roberts Noble Foundation  
Publications & Visual Media  
Katie Brown & Broderick Stearns  
*"Growth Potential: The Future of Pecans"*

2<sup>nd</sup> Oklahoma State University  
University Marketing  
Phil Shockley  
*"OSU Football"*

3<sup>rd</sup> The Samuel Roberts Noble Foundation

Publications & Visual Media Public Relations  
Scott McNeill, Broderick Stearns & J. Adam Calaway  
*"Oil Field Warriors"*

HM Oklahoma State University  
Marketing and Communications Services  
*"OSU-Tulsa Graduation Program Cover"*

### 30. Logo Design/Graphic Identity

1<sup>st</sup> Rogers State University  
Public Relations  
Kate Northcutt  
*"Boots Goes to Gilcrease"*

2<sup>nd</sup> Southwestern Oklahoma State University  
Creative Services  
Kyle Wright  
*"Residence Life Conference RA Logo"*

3<sup>rd</sup> Cameron University  
Office of Public Affairs  
Melanie Barfield  
*"Hire Cameron Aggies Logo"*

### 31. Events/Promotions

1<sup>st</sup> Southwestern Oklahoma State University  
Creative Services  
Kyle Wright  
*"2011-2012 SWOSU Athletics 'From the War Front'"*

2<sup>nd</sup> Oklahoma City Community College  
Marketing and Public Relations  
*"2011-2012 Cultural Art Series"*

3<sup>rd</sup> Rose State College  
Office of Marketing and Public Relations  
*"Rose State Theatre Season Events"*

### 32. Campaigns

1<sup>st</sup> Oklahoma State University-Oklahoma City  
Communications Department  
*"Painting OKC ORANGE"*

2<sup>nd</sup> Northeastern State University  
Center for Tribal Studies  
Alisa Douglas  
*"NSU Powwow"*

3<sup>rd</sup> Cameron University  
Office of Public Affairs  
Melanie Barfield  
*"Fred Heibert Lecture Poster"*

HM Oklahoma State Regents for Higher Education  
Communications Department  
Amy Goddard  
*"Oklahoma's Promise Campaign"*

HM Cameron University  
Office of Public Affairs  
Josh Lehman & Ann Morris

*"Academic Festival 7 – Afghanistan: Its Complexities & Relevance"*

### 33. Multimedia

1<sup>st</sup> University of Oklahoma  
Information Technology  
Cameron Masingale & Courtney Kneifl  
*"Just One Thing"*

2<sup>nd</sup> University of Science and Arts of Oklahoma  
Admissions & Media and Community Relations  
Jed Copley & Shayna Pond  
*"Admissions Promo Animation"*

3<sup>rd</sup> Cameron University  
Office of Public Affairs  
Grapevine Media  
*"Digital Christmas Card"*  
([www.cameron.edu/2011holidays](http://www.cameron.edu/2011holidays))

### 34. Square Peg

1<sup>st</sup> Oklahoma State University  
Office of Undergraduate Admissions  
*"OSU Event Magnet"*

2<sup>nd</sup> University of Central Oklahoma  
University Relations  
Craig Beuchaw & Daniel Smith  
*"UCO Hanging Banners"*

3<sup>rd</sup> East Central University  
Communications & Marketing Department and Alumni  
*"Where's Roary"*

HM Rogers State University  
Public Relations  
Meeks Group  
Jimmy Hart & Randy Riggs  
*"RSU Mobile Sidewalk Stickers"*

### BEST OF SHOW

*Selected from among all first-place winners, one single winner is chosen to represent the finest of all submissions for this year's competition.*

Southwestern Oklahoma State University  
Creative Services  
Kyle Wright  
*"2011-2012 SWOSU Athletics 'From the War Front'"*

*(First place winner in category 31: Events/Promotions)*