

The Winners Circle 2005

Oklahoma College Public Relations Association
2005 Competition and Show Honorees

Coordinating Committee: **Randy Talley**, USAO; **Susie Brown**, TCC, **Ben Hardcastle**, OSRHE;
Donna Spain-Bryant, OSRHE-GEAR UP; **Karen Wicker**, OSU Center for Health Sciences;
Nancy Garber, Northeastern; **Randle Lee**, Redlands; **Lisa Pitsiri**, Rose State; **Paula Gower**, OCCC

1. Radio Advertisement/PSA

1st Oklahoma State Regents for Higher Education
Oklahoma Higher Learning Access Program
"OHLAP Radio Ads"

2nd Oklahoma State Regents for Higher Education
Oklahoma GEAR UP
"GEAR UP Radio Ad in Spanish"

3rd Oklahoma State Regents for Higher Education
Oklahoma College Goal Sunday
"College Goal Sunday Radio Ads"

Honorable Mention

Northwestern Oklahoma State University
Northwestern Public Relations Office
Steve Valencia
"Learning and Leadership for Life campaign"

2. Film or Video Tape

1st University of Science and Arts of Oklahoma
David Duncan
"Studio 18 - Some Like It Hot"

2nd University of Central Oklahoma
University Relations
Charles Johnson, Producer
Mark Scott, Videographer/Editor
"UCO Disabled Sports and Events"

3rd Tulsa Community College
Tulsa Community College Marketing
Communications Department
"Dewayne Dickens, TCC Instructor"

3. Traditional Photography

1st Eastern Oklahoma State College
Eastern Public Information Office
Steven Akins
"Here's mud in your eye"

2nd Northwestern Oklahoma State University
Northwestern Public Relations Office
Valarie Case
"Ranger Football - Coach Moose"

3rd Oklahoma City University
Wanda L. Bass School of Music
M.J. Alexander
"Introducing Randi Von Ellefson"

Honorable Mention

OSU Center for Health Sciences
Office of Communications
Terry R. Drenner
"Honor Guard - Commencement 2005"

Honorable Mention

East Central University
WCU Public Information & University
Relations
Jill Frye
"Bad Hair Day"

4. Digitally Enhanced Photography

1st Oklahoma City University
Wanda L. Bass School of Music
M.J. Alexander
"Sunset in Monument Valley"

2nd Eastern Oklahoma State College
EOC Public Information Office
Steven Akins
"Rock-N-Roll Band"

3rd Northwestern Oklahoma State University
Northwestern Public Relations Office
Valarie Case
"Ranger Soccer - Sherina Wood"

5. Web Design

1st Southwestern Oklahoma State University

Web and Creative Services
Chip Diffendaffer, Kyle Wright and Jordan
Sallaska
SWOSU Web Page and Web Themes

2nd Oklahoma Christian University
Office of Marketing
VIEW: Online

3rd University of Oklahoma
University OUTREACH – College of
Continuing Education
Bonny Million and James P. Pappas
OU Aviation

6. Print Advertising

1st Oklahoma State University
University Marketing
Kim Houston
Oklahoma State University Research Billboard

2nd Oklahoma Christian University
Office of Marketing
*Vivid Descriptors 2004-2005 Advertising
Campaign*

3rd Tulsa Community College
Marketing Communications Department
Medical and Biotechnology Learning Center

7. News Writing

1st University of Oklahoma
OU Public Relations and Marketing
Sam Noble Oklahoma Museum of Natural
History
Linda Coldwell
5,000-Year-Old Skull Includes Buried Spear Point

2nd University of Science and Arts of Oklahoma
USAO Public Relations
Randy Talley
*USAO Revives Tradition with Freshman
Convocation*

3rd Cameron University
Government and Community Relations
J. Adam Calaway
*Cameron Professor to Become President
of World's Largest Scientific Society*

8. Full-Length Feature Writing

1st Tulsa Community College
Marketing Communications Department
Students Discover Tulsa's Past with Their Feet

2nd Tulsa Community College
Marketing Communications Department
Camp Scrubs Proves Nursing is a Guy Thing

3rd University of Oklahoma
Debra Levy Martinelli
A Scientific Dream Team

Honorable Mention
Oklahoma State University
OSU Marketing
Janet Varnum
*A New Vision – Preserving the Past,
Promoting the Future*

9. Short Features

1st Cameron University
Government and Community Relations
J. Adam Calaway
A New Beginning: Beloved Mascot Returns to CU

2nd Oklahoma State University
Office of the Vice President for Research and
Technology Transfer
Jana Smith
Sled Dogs Hold Answer to Battlefield Fatigue

3rd Northeastern State University
Office of Public Relations
Jennifer Zehnder
Newsworthy

10. Sports Writing

1st (TIE)
Oklahoma State University
OSU Marketing
Clay Billman
*"Giving Back -- Multifaceted McQuarters
Makes Multimillion Donation"*

1st (TIE)
Southwestern Oklahoma State University
Sports Information
Justin Tinder
*"SWOSU Basketball Generating Buzz of
Excitement"*

2nd Cameron University

Cameron Sports Information
Steve Doughty
"Coach Carter's Kid"

- 3rd East Central University
ECU Public Information & University Relations
Brian Johnson
*"Tigers Overcome 14-0 Deficit to Stun Host
Tarleton State, 21-17"*

11. Sports Publication

- 1st Cameron University
Cameron Sports Information Department
Steve Doughty
*"Cameron Aggie Basketball 2004 –
2005 Media Guide"*
- 2nd Southwestern Oklahoma State University
Sports Information
Justin Tinder
"SWOSU Football Media Guide"
- 3rd University of Central Oklahoma
University Relations
Craig Beuchaw
"Bronco Football Media Guide 2004"

12. Poster Design - 4 color

- 1st Rose State College
Rose State Marketing and Public Relations
"2004 Global Oklahoma Poster"
- 2nd Oklahoma State University
OSU Center for Health Sciences
Office of Communications
Ellen L. Stockton & Terry R. Drenner
"MEDxtravaganza 2005 Poster Invitation"
- 3rd Southwestern Oklahoma State University
Web & Creative Services
Kyle Wright
"SWOSU Basketball Schedule Poster"

13. Poster Design - spot color

- 1st Oral Roberts University
ORU Public Relations
Jeremy Burton
"Quilters"
- 2nd Oklahoma City University
Wanda L. Bass School of Music

M.J. Alexander & Steve Drew
"Where the Sunsets Bleed"

- 3rd Langston University
University Office of Public Relations
Deena V. Thomas, Chyla Rucker & Michael
Mulcahy
"Comedy Show"

14. Smaller Brochure

- 1st Oklahoma Christian University
OC Office of Marketing
"Swing for Scholarship" Brochure
- 2nd (TIE)
University of Oklahoma
OU OUTREACH
Linda Lanig
Germany Summer Travel Abroad Program
- 2nd (TIE)
University of Oklahoma
OU OUTREACH
Hadley Jerman
Flight
- 3rd (TIE)
Oklahoma City University
Allison Bastian
Campus Housing Brochure
- 3rd (TIE)
Rose State College
Rose State Marketing and Public Relations
2004-05 Theatre Season Postcards
- Honorable Mention
OSRHE-GEAR UP
Donna Spain-Bryant
2004-05 GEAR UP Student Activity Booklet

Honorable Mention
Oklahoma Christian University
OC Marketing
"OC Cribs" Brochure

Honorable Mention
Oklahoma State University
OSU Marketing
Paul V. Fleming
"Artistic Studies in Voice"

15. Large Brochure

1st Oklahoma City University
Allison Bastian
Rowing Viewbook

2nd Rogers State University
David Hamby and Kate Northcutt
EMS Program Brochure

3rd University of Oklahoma
OU OUTREACH
Hadley Jerman
Partnering for Success – Center for Public
Management Brochure

16. Special Publications

1st Oklahoma State University
OSU Food and Ag Center
Mandy Gross
2004 Annual Report

2nd Oklahoma Christian University
Wes McKinzie
Higher Learning-Higher Calling brochure

3rd Oklahoma City University
Allison Bastian
President's Annual Report

Honorable Mention
Northeastern State University
Elizabeth Anderson
NSU 2004 Foundation Annual Report

Honorable Mention
Oklahoma City University
Mark Parker, Debbie Musick, David Steffens,
Jan McDaniel, Amy I-Lin Cheng, M.J.
Alexander, Mark Belicik, Edward Knight, Brian
Shepard, Chad Burrow, Marquita Lister and
Steve Drew
Where the Sunsets Bleed

17. Catalog

1st Tulsa Community College
TCC Marketing Communications
2005-06 TCC Catalog

2nd Rose State College
Rose State Marketing and Public Relations
2004-05 Catalog

3rd Eastern Oklahoma State College
EOSC Public Information Office
Academic Catalog

HMNorthwestern Oklahoma State University
NWOSU Printing Services
2005-06 Catalog

18. Magazine

1st Oklahoma Christian University
OC Office of Marketing
"Eagle Edge"

2nd University of Oklahoma
"World Literature Today"

3rd University of Oklahoma
Debra Levy Martinelli
"Evolve"

Honorable Mention
Oklahoma Christian University
OC Office of Marketing
"Parent View"

19. Class Schedule

1st Oklahoma State University-Tulsa
Office of Marketing and Public Relations
"2005 Class Schedules"

2nd Tulsa Community College
TCC Marketing Communications
"Fall 2005 Class Schedule"

3rd Tulsa Community College
TCC Marketing Communications
"Fall 2004 Class Schedule"

Honorable Mention
Rose State College
Rose State Marketing and Public Relations
"Fall 2005 Class Schedule"

20. Admissions Viewbook

1st Oklahoma Christian University
OC Office of Marketing
"VIEW"

2nd Northeastern State University
NSU Office of Public Relations
Elizabeth Anderson

"2004 Viewbook"

- 3rd University of Central Oklahoma
UCO University Relations
Gypsy Hogan
Dan Smith
"OCU Viewbook"

Honorable Mention
Oklahoma State University
OSU Marketing
D. Mark Pennie
"Make Your Own Statement"

21. Newsletter

- 1st University of Oklahoma
OU OUTREACH Marketing
Linda Lanig and Susan Grossman
"OUTREACH"

- 2nd University of Central Oklahoma
UCO Office of University Relations
Brian Alexander
"The Marquee"

- 3rd University of Oklahoma
OU OUTREACH Marketing
Hadley Jerman and Susan Grossman
"Forum"

Honorable Mention
University of Central Oklahoma
UCO University Relations
Craig Beuchaw
"UCO 4 Parents"

22. Bright Idea

- 1st Oklahoma State University-Tulsa
Advanced Technology Research Center
OSU-Tulsa Marketing and Public Relations
"Growing With Tulsa"

- 2nd Tulsa Community College
TCCC Marketing Communications
Mark McCune
Holiday card

- 3rd Oklahoma City University
Wanda L. Bass School of Music
M.J. Alexander, Mark Belcik, Chad Burrow,
Steve Drew, Amy I-Lin Chang, Jan McDaniel,
Edward Knight, Marquita Lister, Debbie

Musick, Mark Parker, Brian Shepard, and
David Steffens
Where the Sunset Bleeds

Honorable Mention
Southwestern Oklahoma State University
SWOSU Web and Creative Services
Chip Diffendaffer, Kyle Wright
Web Page Themes Set

Honorable Mention
Oklahoma State Regents
Higher Learning Access Program
OHLAP Urban Initiative
Counter card with poster and tear-off flyers

Honorable Mention
Cameron University
Government and Community Relations
Megan Spray
Picture Board Display

23. Before and After

- 1st University of Oklahoma
OU OUTREACH
Susan Grossman, Hadley Jerman
Outreach (previously "Forum")

- 2nd University of Central Oklahoma
UCO University Relations
Gypsy Hogan, Bill Smith
UCO Viewbook

- 3rd Redlands Community College
Redlands Public Information
Randle Lee, Sharon Smith, Nita West
Fitness for Life Brochure

Honorable Mention
Oklahoma Higher Learning Access Program
Oklahoma State Regents Communications
OHLAP Application

HMU University of Central Oklahoma
UCO University Relations
Craig Beuchaw
Old North Alumni Magazine

24. Shoe String Award

- 1st Northern Oklahoma College
NOC Art and Language Arts Departments
Ken Crowder

Poster – Literary Club Trip to Italy

2nd Rose State College
Rose State Marketing and Public Relations
2004-05 Theatre Season Postcard Series

3rd Postcard reminder
Cameron University Foundation Board
Meeting--
Cameron University
University Advancement
Keith Mitchell

Honorable Mention

Bookmarks, Downtown College Consortium--
Oklahoma City Community College
Marketing and Public Relations

25. Cover Design

1st Oklahoma State University
Paul V. Fleming, Coordinator, Graphic Design
Services
*Achieving Greatness 2010: A Strategic Plan for the
Future: OSU-System*

2nd Oklahoma City University - Wanda L. Bass
School of Music
M.J. Alexander, Media/Marketing
Where the Sunsets Bleed (CD Cover)

3rd University of Oklahoma - OUTREACH
Susan Grossman, Marketing/PR Specialists II
OUTREACH

Honorable Mention

Cameron University
J. Adam Calaway, Assistant Director of
Government and Community Relations
Cameron University

Honorable Mention

East Central University
Cassandra Gore, Office Manager
Focus on the Pride

26. Logo Design / Graphic Identity

1st Southwestern Oklahoma State University
Kyle Wright, Graphic Designer
SWOSU Bulldog Holiday and Event Logos

2nd Oklahoma State University – Center for Health
Sciences

Mary Jane Nichols, Graphic Artist
OSU Medicine/American Heart Walk Logo

3rd Northwestern Oklahoma State University
Steve Valencia
Learning and Leadership for Life Logo

27. Events Promotion/Campaigns

1st Northeastern State University
Elizabeth Anderson, Graphic Artist
NSU 2004 Homecoming, "An American Tradition"

2nd Oklahoma State University - Tulsa
Dr. Mary Bea Drummond, Director of
Marketing & Public Relations
ATRC Ground Breaking Campaign

3rd Oklahoma Christian University
Wes McKinzie, Associate Director of Marketing
Services
Higher Learning ~ Higher Calling