

The Winners Circle 2007

Oklahoma College Public Relations Association
2007 Competition and Show Honorees

Coordinating Committee: **Randy Talley**, USAO; **Brian Adler**, SWOSU, **Meg Cannon**, RCC;
Jill Frye, ECU; **Nancy Garber**, NSU; **Rebecca Richardson**, OSRHE

1. Radio Advertisement/PSA

- 1st Oklahoma City University
Communications and Marketing Team
"Radio Oklahoma Network Spots"
- 2nd Southwestern Oklahoma State University
Public Relations and Marketing
Brian Adler
"SWOSU Fun Radio"
- 3rd Oklahoma City University
Communications and Marketing Team
"PLUS Program Radio Spots"

2. Video Spot

- 1st Oklahoma GEAR UP
Oklahoma State Regents for Higher Education
"My Plan for College - Erik"
- 2nd Southwestern Oklahoma State University
Public Relations and Marketing
Brian Adler
"SWOSU Bulldog Campaign"
- 3rd Oklahoma City University
Communications and Marketing Team
"KSN 30-Second Commercial"

3. Video Feature

- 1st University of Central Oklahoma
University Relations
Charles Johnson and Nicholi Brossia
"A Great Place To Be"
- 2nd Tulsa Community College
Marketing Communications
"TCC Biotechnology Video"
- 3rd University of Science and Arts of Oklahoma
Media and Community Relations
David Duncan

"Te Ata Invitation"

4. Traditional Photography/ GENERAL

- 1st Oklahoma State University - Stillwater
University Marketing
Phil Shockley
"Ride Hard - Vet Cetera Cover"
- 2nd Northwestern Oklahoma State University
University Relations
Valarie Case
"Let's Celebrate, NWOSU Fall Commencement"
- 3rd Southwestern Oklahoma State University
Creative Services
Kyle Wright
"One Person's Memories, Another Person's Dreams"

Honorable Mention

Oklahoma State University - Stillwater
University Marketing
Phil Shockley
"Walt Garrison - Ultimate Cowboy"

5. Traditional Photography/ SPORTS

- 1st University of Science and Arts of Oklahoma
Media and Community Relations
Zac Underwood
"Bunt"
- 2nd University of Science and Arts of Oklahoma
Media and Community Relations
Zac Underwood
"To Error is Human"
- 3rd Southwestern Oklahoma State University
Creative Services
Kyle Wright
"Leap of Faith"
- Honorable Mention
Connors State College
Media Relations

Bob Branan
"And the Pitch ..."

6. Digitally Enhanced Photography/ GENERAL

1st Cameron University
Community Relations
Doug McAbee
"The Many Worlds of Gabriel Vidal"

2nd Northwestern Oklahoma State University
University Relations
Valarie Case
"Blow That Horn – Ranger Marching Band"

3rd Northeastern State University
Office of Public Relations
Kelly Hobart
"NSU Clock Tower Series"

7. Digitally Enhanced Photography/ SPORTS

NO ENTRIES REGISTERED!

8. Web Design

1st Oral Roberts University
Office of Public Relations
"ORU Website/www. ORU.edu"

2nd University of Oklahoma Outreach
Bonny Million
"Center for English as a Second Language"

3rd University of Oklahoma Outreach
Bonny Million
"University of Oklahoma Outreach – Academic Programs CAFE"

Honorable Mention
Oklahoma Christian University
Marketing Office
Stephen Bell, Scott Hill, Dan Lovejoy and Micah Wooten
"oTunes (www.oc.edu/otunes)"

9. Print Advertising

1st University of Oklahoma Outreach
Kathleen Harper and Jim Vidmar

"Real Faculty, Real Degree, Real Value" Ad
Campaign

2nd Oklahoma City University
Communications and Marketing Team
"KSN Billboards"

3rd Oklahoma GEAR UP
Oklahoma State Regents for Higher Education
"Mi Plan – Thomas"

Honorable Mention
Cameron University
Community Relations
Doug McAbee
"Changing Lives" Billboard

10. News Writing

1st Oklahoma City University
Communications and Marketing Team
"OCU Alumna Shines in L.A."

2nd Tulsa Community College
External Affairs and Marketing
Communications
Cindy Lewis
"Tulsa Achieves"

3rd Connors State College
Media Relations
Bob Branan
"Connors State College to Create a Business Incubator" (a Two-Part Series)

3rd University of Science and Arts of Oklahoma
Media and Community Relations
Michael Bendure
"'Ceramic Showdown' Sale Features Exotic Pottery"

11. Full-Length Feature Writing

1st University of Oklahoma
Debra Levy Martinelli
"Weather Capital U.S.A."

2nd Oklahoma State University – Stillwater
University Marketing
Janet Varnum and Cathryn Christensen
"Sixty Years of OSU Rodeo History"

3rd Oklahoma City University
Communications and Marketing Team

"Life in the Windy City a Breeze for OCU Dance Alumni"

12. Featurette Writing

1st University of Oklahoma
Debra Levy Martinelli
"Hope for Patients at Risk"

2nd Northeastern State University
Office of Public Relations
Sean Michael Kennedy
"The People Behind 'Proud'"

3rd Oklahoma State University – Stillwater
University Marketing
Eileen Mustain
"Graham's World, on the Surface"

Honorable Mention
University of Oklahoma Outreach
Marketing Department
Christine Hughes
"Byways Beckon"

Honorable Mention
Oklahoma State University – Stillwater
University Marketing
Eileen Mustain
"The Life (and Love) Aquatic"

13. Sports Writing

1st Oklahoma Baptist University
Public Relations
Ray Fink
"A Prophet not Without Honors"

2nd Oklahoma City University
Communications and Marketing Team
"Freddy Sanchez Story"

3rd Southwestern Oklahoma State University
Sports Information
Justin Tinder
"Bulldogs Pull Overtime Stunner"

14. Sports Publications

1st Oklahoma State University – Stillwater
Marketing Department
Kim Butcher
"Equestrian Brochure"

2nd Oklahoma Christian University
Marketing Office
Wes McKinzie, Stephen Bell, Jonathan Curtis
and Stan Green
"2006-07 Basketball Media Guide"

3rd Oklahoma State University – Stillwater
Marketing Department
Kim Butcher and Phil Shockley
"OSU Baseball Poster"

15. Poster Design - Four Color

1st University of Central Oklahoma
University Relations
Brian Alexander
"Dead Solid Perfect"

2nd University of Oklahoma
Weitzenhoffer Family College of Fine Arts
Sherry Enrico
"'Oh you Guitar Man' Concert Poster"

3rd Rogers State University
Office of Public Relations
Randy Riggs
"Research and Creative Arts Symposium Poster"

Honorable Mention
University of Central Oklahoma
University Relations
Craig Beuchaw
"UCO Asian Moon Children's Festival Poster"

16. Poster Design - Spot Color

1st University of Central Oklahoma
University Relations
Craig Beuchaw
"UCO Baseball Schedule Poster"

2nd Oklahoma State University – Tulsa
Marketing and Public Relations
"Centennial Voices"

3rd Rogers State University
Office of Public Relations
Randy Riggs
"Dr. James Logan Lecture Poster"

17. Smaller Brochure/Flyer/Booklet

1st Oral Roberts University

ORU Alumni Foundation
Common Ground Campaign
Debbie George
"Common Ground Alumni Fundraising"

2nd Oklahoma Christian University
Marketing Office
Risa Forrester, Judson Copeland, Dan Lovejoy,
Wes McKinzie, Stephen Bell, Jonathan Curtis,
Rachel O'Donnell, Kim Walden, Micah Wooten
and Scott Hill
"International Student Guide"

3rd Oklahoma Baptist University
Public Relations
"OBU Theatre Brochure"

Honorable Mention
Cameron University
Community Relations
Doug McAbee
"OHLAP Postcard"

18. Larger Brochure/Flyer/Booklet

1st University of Oklahoma
Debra Levy Martinelli and Beverly Dewey
"A Celebration of Innovation 1998-2006"

2nd Oklahoma State University - Stillwater
Marketing Department
Kim Butcher
"Leave a Legacy"

3rd Oklahoma City University
Communications and Marketing Team
"Housing Brochure"

19. Special Publication

1st Tulsa Community College
Marketing Communications
"TCC Annual Report to the Community"

2nd Oklahoma Christian University
Marketing Office
Risa Forrester, Judson Copeland, Dan Lovejoy,
Wes McKinzie, Stephen Bell, Jonathan Curtis,
Rachel O'Donnell, Kim Walden, Micah Wooten
and Scott Hill
"Student Survival Guide and Day Planner"

3rd University of Oklahoma Outreach
Marketing and Communication

S Design, Susan Grossman, Christine Hughes,
Lauren Park, Jim Vidmar and Linda Lanig
"University of Oklahoma Outreach Annual Report"

Honorable Mention

University of Oklahoma
Debra Levy Martinelli and Beverly Dewey
"A Celebration of Innovation 1998-2006"

20. Catalog

1st University of Oklahoma Outreach
Linda Lanig and Kathleen Harper
"Advanced Programs Bulletin"

2nd Oklahoma City University
Communications and Marketing Team
"Undergraduate Catalog 2006-07"

3rd Oklahoma City Community College
Marketing and Public Relations
"Oklahoma City Community College 06-07 Catalog"

21. Magazine

1st Oral Roberts University
ORU Alumni Foundation
Excellence Magazine
Debbie George
"Excellence Magazine"

2nd Oklahoma Baptist University
Public Relations
"OBU Magazine"

3rd Oklahoma Christian University
Marketing Office
Risa Forrester, Judson Copeland, Dan Lovejoy,
Wes McKinzie, Stephen Bell, Jonathan Curtis,
Rachel O'Donnell, Kim Walden, Micah Wooten
and Scott Hill
"Parent View"

Honorable Mention

Oklahoma State University - Stillwater
Office of Vice President for Research and
Technology Transfer
Jana Smith
"Vanguard 'Commemorative Edition'"

22. Class Schedule

1st Tulsa Community College

Marketing Communications
TCC Marketing Department
"2007 Fall Schedule"

2nd Oklahoma State University – Tulsa
Marketing and Public Relations
"2007 Class Schedules"

3rd Oklahoma City Community College
Marketing and Public Relations
"OCCC Spring 2007 Class Schedule"

Honorable Mention
University of Oklahoma Outreach
Kathleen Harper
"Intersession Brochure and Newspaper Insert"

23. Admissions Viewbook

1st University of Oklahoma
OU Recruitment Services
3rd Degree Advertising
Liz Fabry, Phillip Schroeder and Melanee Hamilton
"OU Viewbook with Envelope"

2nd Oklahoma City University
Communications and Marketing Team
"Undergraduate Admissions Book"

3rd Oklahoma State University – Stillwater
Marketing Department
Kim Butcher
"Transfer Students Viewbook"

24. Newsletter

1st University of Oklahoma
Recruitment Services
Liz Fabry, Craig Hayes and Melanee Hamilton
"Counselor Update"

2nd Rogers State University
Office of Public Relations
Brent Ortolani, Kate Northcutt, Randy Riggs
and Nicole Nascenzi
"RSU Today, Winter 2006"

3rd University of Oklahoma
Recruitment Services
Liz Fabry and Melanee Hamilton
"Parent Newsletter"

25. Bright Idea

1st Oklahoma State University
Foundation
"Guide to Graphic Standards"

2nd Oklahoma Christian University
Marketing Office
Risa Forrester, Judson Copeland, Dan Lovejoy,
Wes McKinzie, Stephen Bell, Jonathan Curtis,
Rachel O'Donnell, Kim Walden, Micah Wooten
and Scott Hill
"iTunes"

3rd University of Oklahoma
Recruitment Services
Melanee Hamilton
"Academic Year Calendar"

Honorable Mention
Oral Roberts University
Office of Public Relations
"Christmas Card"

Honorable Mention
Northeastern State University
Office of Public Relations
Elizabeth Anderson
"NSU Emerald Ball Invitation"

26. "Before-and-After" Design

1st Southwestern Oklahoma State University
Admissions and Recruitment
Todd Boyd
"SWOSU Viewbook"

2nd Oklahoma State University
Foundation
"Legacy Magazine"

3rd University of Central Oklahoma
University Relations
Brian Alexander
"UCO 2U"

27. Shoe-String Award

1st Rogers State University
Office of Public Relations
Randy Riggs
"Enroll Early Poster"

2nd Redlands Community College

Public Information
Meg Cannon and Sharon Smith
"RCC Tour Invitation Post Card"

3rd Cameron University
Community Relations
Jamie Glover and Doug McAbee
"CU -Duncan Holiday Tree Lighting Candy Cane Flag"

28. Cover Design

1st University of Science and Arts of Oklahoma
Media and Community Relations
Marcie Price
"Te Ata World Premiere Media Packet"

2nd Oklahoma City Community College
Marketing and Public Relations
"07 Commencement Poster"

3rd Oklahoma State University – Stillwater
Office of Vice President for Research and
Technology Transfer
Jana Smith
"'100 Years of Research and Beyond' – Vanguard 2007"

Honorable Mention
Tulsa Community College
Marketing Communications
Matt Jostes
"Best of TCC Program Cover"

29. Logo Design / Graphic Identity

1st Oklahoma Christian University
Marketing Office
Risa Forrester, Judson Copeland, Dan Lovejoy,
Wes McKinzie, Stephen Bell, Jonathan Curtis,
Rachel O'Donnell, Kim Walden, Micah Wooten
and Scott Hill
"World Mission Workshop Logo"

2nd Oklahoma City University
Communications and Marketing Team
"Fine Arts Institute Logo"

3rd Oklahoma State University
Foundation
"OSU Foundation Logo"

30. Events Promotion/Campaigns

1st University of Oklahoma
Recruitment Services, 3rd Degree Advertising
Melanee Hamilton, Liz Fabry and Allison
Stanford
"'06-'07 Recruitment Campaign"

2nd University of Science and Arts of Oklahoma
Media and Community Relations
Randy Talley, Zac Underwood, Michael
Bendure, Jenny Bendure, Laura Harrison,
Marcie Price and David Duncan
"Te Ata World Premiere Marketing Campaign"

3rd Oklahoma State University – Stillwater
Office of Vice President for Research and
Technology Transfer
Jana Smith and Darla Duncan
*"OSU Research Week 2007: '100 Years of Research
and Beyond'"*