

# The Winners Circle 2009

Oklahoma College Public Relations Association  
2009 Competition and Show Honorees

Coordinating Committee: **Randy Talley**, USAO; **Christine Dillon**, OCU; **Rebecca Richardson**, OSRHE;  
**Amy Ford**, ECU; **Brian Adler**, SWOSU; **Susan Grossman**, OU Outreach;

Categories 1-7 - Christine Dillon, Coordinator

## 1. Radio Advertisement/PSA

- 1<sup>st</sup> Northeastern State University  
Communications and Marketing  
Aaron Anderson  
Woychick Design  
*"Broken Arrow-Good Coffee"*
- 2<sup>nd</sup> Oklahoma State University-Tulsa  
Marketing and Public Relations  
*"Why Choose OSU-Tulsa?"*
- 3<sup>rd</sup> Southwestern Oklahoma State University  
Public Relations and Marketing  
Brian Adler  
*"SWOSU Window of Opportunity"*

## 2. Video Spot

- 1<sup>st</sup> Tulsa Community College  
Marketing Communications  
*"James' and Tanisha' Fast Forward TV Spots"*
- 2<sup>nd</sup> Oklahoma State University  
University Marketing  
Mark Pennie  
*"Creativity"*
- 3<sup>rd</sup> University of Central Oklahoma  
University Relations  
Adrienne Nobles and Nicholi Brossia  
*"UCO No 'K'"*

## 3. Video Feature

- 1<sup>st</sup> Northeastern State University  
Communications and Marketing  
Aaron Anderson  
*"Centennial Countdown"*
- 2<sup>nd</sup> Oklahoma City University  
Communications and Marketing  
Skyline Media  
*"Are You Ready To Be A Star"*

3<sup>rd</sup> Oklahoma GEAR UP/OK State Regents for Higher Education  
*"The Math Path DVD"*

#### 4. Traditional Photography/GENERAL

1<sup>st</sup> Tulsa Community College  
Marketing Communications  
Cindy Barton  
*"Mood Music"*

2<sup>nd</sup> Southwestern Oklahoma State University  
Creative Services  
Kyle Wright  
*"Hello, Goodbye"*

3<sup>rd</sup> Northwestern Oklahoma State University  
University Relations  
Valarie Case  
*"Wintery North Entrance Signage"*

#### 5. Traditional Photography/SPORTS

1<sup>st</sup> Oklahoma State University  
University Marketing  
Phil Shockley  
*"Byron Eaton"*

2<sup>nd</sup> University of Central Oklahoma  
Photographic Services  
Jonathan C. Smith  
*"Guns"*

3<sup>rd</sup> Oklahoma State University  
University Marketing  
Gary Lawson  
*"Out at Home"*

Honorable Mention  
Oklahoma State University  
University Marketing  
Gary Lawson  
*"Weathering the Storm"*

Honorable Mention  
Southwestern Oklahoma State University  
Creative Services  
Kyle Wright  
*"Unstoppable"*

#### 6. Digitally Enhanced Photography/GENERAL

1<sup>st</sup> Oklahoma State University  
University Marketing

Phil Shockley  
*"Home Court"*

2<sup>nd</sup> Southwestern Oklahoma State University  
Creative Services  
Kyle Wright  
*"Old Glory"*

3<sup>rd</sup> University of Central Oklahoma  
Photographic Services  
Jonathan C. Smith  
*"Sunset"*

## 7. Digitally Enhanced Photography/SPORTS

1<sup>st</sup> University of Central Oklahoma  
Photographic Services  
Daniel J. Smith  
*"Coach's First Win"*

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| Categories 8-14 - Rebecca Richardson, Coordinator |
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## 8. Web Design

1<sup>st</sup> OSU-OKC  
Communications Team  
*"The Club"*

2<sup>nd</sup> University of Oklahoma  
Recruitment Services  
Allison Stanford, Kerri Shadid, Annie Bowen and Billy Adams  
[www.go2.ou.edu](http://www.go2.ou.edu)

3<sup>rd</sup> University of Central Oklahoma  
University Relations  
Brian Alexander  
*"Broncho Blogs- [www.blogs.uco.edu](http://www.blogs.uco.edu)"*

### Honorable Mention

Southwestern Oklahoma State University  
Web Services  
Karen Wilson and Kyle Wright  
*"Admissions and Recruitment-[www.swosu.edu/admissions/index.asp](http://www.swosu.edu/admissions/index.asp)"*

## 9. Print Advertising

1<sup>st</sup> Oklahoma State University-Tulsa  
Marketing and Public Relations  
*"Why Choose OSU-Tulsa?"*

2<sup>nd</sup> University of Oklahoma Outreach  
Marketing and Communications  
Christine Hughes and Melinda Hawkins  
*"Real Students"*

3<sup>rd</sup> OSU-OKC

Communications Team  
*"Outlook Ad"*

## 10. News Writing

1<sup>st</sup> East Central University  
Communications and Marketing  
Jill Frye  
*"Famous Artist's Grandmother Donates Paintings to ECU"*

2<sup>nd</sup> Oklahoma City University  
Communications and Marketing  
*"The Great Debators"*

3<sup>rd</sup> The Samuel Roberts Noble Foundation  
Public Relations  
J. Adam Calaway  
*"Scientist's fight against tomato disease receives boost"*

### Honorable Mention

Oklahoma State University-Tulsa  
Marketing and Public Relations  
*"OSU-Tulsa Students and Professor Examine Creativity"*

## 11. Full-Length Feature Writing

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

2<sup>nd</sup> Oklahoma State University  
University Marketing  
Janet Varnum  
*"A Peaceful Revolutionary"*

3<sup>rd</sup> University of Oklahoma  
Student Media and Visitor Center  
Kelsey Witten  
*"Evolution of Equality"*

## 12. Featurette Writing

1<sup>st</sup> University of Oklahoma  
Susan Grossman  
*"Sooner Stiletto"*

2<sup>nd</sup> OSU-OKC  
Communications Team  
*"Growing a Legacy"*

3<sup>rd</sup> East Central University  
Communications and Marketing  
Jill Frye  
*"Father, Daughter Fulfill Promise to Earn College Degrees at ECU"*

Honorable Mention

Oklahoma City University  
Communications and Marketing  
*"Korean War Veteran Returns to OCU for Degree"*

**13. Sports Writing**

1<sup>st</sup> East Central University  
Athletic Media Relations  
Brian Johnson  
*"Pybas Supreme Model for Endurance"*

2<sup>nd</sup> Southwestern Oklahoma State University  
Sports Information  
Justin Tinder  
*"Rex Ryan Hired by New York Jets"*

3<sup>rd</sup> Cameron University  
Athletics and Sports Information  
Craig Martin  
*"Aggies End Magical Season in Playoffs"*

**14. Sports Publications**

1<sup>st</sup> Oklahoma City University  
Communications and Marketing  
*"Basketball Media Guide"*

2<sup>nd</sup> OSU-Stillwater  
University Marketing  
Kim Butcher, Cory Cheney, Matt Elliott, Phil Shockley and Gary Lawson  
*"Posse Magazine, August 2008"*

3<sup>rd</sup> Southwestern Oklahoma State University  
Sports Information  
Justin Tinder  
*"2008 SWOSU Football Media Guide"*

Honorable Mention

Rogers State University  
Public Relations  
Randy Riggs, Brent Ortolani and Ryan Bradley

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| Categories 15-20 - Amy Ford, Coordinator |
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**15. Poster Design - Four Color**

1<sup>st</sup> University of Central Oklahoma  
University Relations  
Craig Beuchaw  
*"Classen Comets Poster"*

2<sup>nd</sup> (Tie) Rose State College

Marketing and Public Relations  
*"Spanish Student Poster"*

2<sup>nd</sup> (Tie) The Samuel Roberts Noble Foundation  
Publications and Visual Media  
Doug McAbee  
*"Noble Family Picnic 2009"*

3<sup>rd</sup> Oklahoma State Regents for Higher Education  
Communications Department  
Katharine Gaddis  
*"2009 Summer Academies in Math, Science and Technology"*

## 16. Poster Design - Spot Color

1<sup>st</sup> Roger State University  
Public Relations  
Randy Riggs and Brent Ortolani  
*"A Survivor's Story: Holocaust Lecture Poster"*

## 17. Smaller Brochure/flyer/booklet

1<sup>st</sup> University of Central Oklahoma  
University Relations  
Craig Beuchaw  
*"ACM @ UCO Brochure"*

2<sup>nd</sup> Oklahoma State University  
University Marketing  
Matt Lemmond  
*"New Student Orientation Brochure"*

3<sup>rd</sup> Oklahoma Gear Up/OK State Regents for Higher Education  
*"The Math Path Student Activity Booklet"*

### Honorable Mention

Rogers State University  
Public Relations  
Brent Ortolani and Randy Riggs  
*"Search Piece"*

### Honorable Mention

Oklahoma State Regents for Higher Education  
Communications Department  
Emelia Ross  
*"Do You Have a Plan for College? Oklahoma's Official Guide to Preparing for College"*

## 18. Larger Brochure/flyer/booklet

1<sup>st</sup> (Tie) Oklahoma State University  
University Marketing  
Matt Lemmond  
*"New Student Orientation Handbook"*

1<sup>st</sup> (Tie) Northeastern State University  
Communications and Marketing  
Ross A. Maute

*"Galaxy of Stars Brochure"*

- 2<sup>nd</sup> Northeastern State University  
Communications and Marketing  
Ross A. Maute, Nancy Garber, Pete Henshaw and Jennifer Zehnder  
*"Founders Day Program"*

Honorable Mention

OSU-Stillwater  
University Marketing  
Kim Butcher and Matt Elliott  
*"Inspiring Clarity-OSU Student Counseling Center"*

**19. Special Publication**

- 1<sup>st</sup> The Samuel Roberts Noble Foundation  
Publications and Visual Media  
Scott McNeill, Broderick Stearns and J. Adam Calaway  
Third Degree  
*"Noble Foundation Annual Report"*

- 2<sup>nd</sup> Cameron University  
Community Relations  
Melanie Barfield  
*"Every Student. Every Story."*

- 3<sup>rd</sup> (Tie) Oklahoma City Community College  
Marketing and Public Relations  
*"2009 Commencement Program"*

- 3<sup>rd</sup> (Tie) OSU-OKC  
Communications Team  
*"Looking Back-Moving Forward"*

**20. Catalog**

- 1<sup>st</sup> Rose State College  
Marketing and Public Relations  
*"2008-2009 Catalog"*

- 2<sup>nd</sup> Tulsa Community College  
Marketing Communications  
Matt Jostes and Steve Bagsby  
*"2009-2010 Catalog"*

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| Categories 21-27 - Brian Adler, Coordinator |
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**21. Magazine**

- 1<sup>st</sup> The Samuel Roberts Noble Foundation  
Public Relations  
J. Adam Calaway, Doug McAbee, Scott McNeill and Broderick Stearns  
*"Legacy: Winter 2008"*

- 2<sup>nd</sup> University of Oklahoma

Marketing and Communications  
Susan Grossman, Brock Wynn, Christine Hughes and Megan Sagowitz  
*"Vantage Point"*

3<sup>rd</sup> Oklahoma State University  
University Marketing  
Eileen Mustain and Paul V. Fleming  
*"OSU College of Human Environmental Science, 2008"*

Honorable Mention  
University of Oklahoma  
Marketing and Communications  
Susan Grossman, Brock Wynn, Christine Hughes and Megan Sagowitz  
*"Outreach-Reaching Out"*

## 22. Class Schedule

1<sup>st</sup> Oklahoma City Community College  
Marketing and Public Relations  
*"Series 2008-2009"*

2<sup>nd</sup> Oklahoma State University-Tulsa  
Marketing and Public Relations  
*"2009 Class Schedules"*

3<sup>rd</sup> Rose State College  
Marketing and Public Relations  
*"Class Schedule"*

## 23. Admissions Viewbook

1<sup>st</sup> Northeastern State University  
Communications and Marketing  
Ross A. Maute, Aaron Anderson, Pete Henshaw and Sean Kennedy  
*"NSU & You-The Perfect Fit"*

2<sup>nd</sup> Oklahoma City Community College  
Marketing and Public Relations  
*"2009 Viewbook"*

3<sup>rd</sup> OSU-OKC  
Communications Team  
*"2008 Viewbook"*

## 24. Newsletter

1<sup>st</sup> Oral Roberts University  
Public Relations  
Bonnie Rucker and Tim Jurgensen  
*"Snapshots"*

2<sup>nd</sup> Northeastern State University  
Communications and Marketing  
Ross A. Maute, Sean Kennedy, Nancy Garber, Jennifer Zehnder and Pete Henshaw



*"Reflections"*

3<sup>rd</sup> Oklahoma State University  
Marketing  
Paul V. Fleming and Paul Woodard  
*"ECE Newsletter"*

Honorable Mention  
OSU-Stillwater  
University Marketing  
Kim Butcher  
*"Sociology Newsletter"*

**25. Bright Idea Category**

1<sup>st</sup> East Central University  
Communications and Marketing  
*"ECU Centennial Scholarship"*

2<sup>nd</sup> Southwestern Oklahoma State University  
Public Relations & Marketing  
Debbie Brown and Brian Adler  
*"Bulldog Bone Mints"*

3<sup>rd</sup> Oklahoma City University  
Communications and Marketing  
*"Tap Jam Postcard"*

Honorable Mention  
Rogers State University  
Public Relations  
Randy Riggs and Kelli Fields  
*"Hillcat Cube Friend"*

**26. "Before-and-After" Design**

1<sup>st</sup> University of Science and Arts of Oklahoma  
Media and Community Relations  
Hadley Jerman  
*"Music Notes Newsletter"*

2<sup>nd</sup> Southwestern Oklahoma State University  
Web Services  
Karen Wilson and Kyle Wright  
*"The SWOSU Current Student Experience"*

3<sup>rd</sup> Northeastern State University  
Communications and Marketing  
Ross A. Maute  
*"Spring Commencement Programs"*

Honorable Mention  
Northeastern State University

Communications and Marketing  
Ryan Jensen and Pete Henshaw  
*"NSU Riverhawks Football Media Guide"*

## 27. Shoe-String Award

1<sup>st</sup> University of Central Oklahoma  
University Relations  
Adrienne Nobles and Nicholi Brossia  
*"UCO No "K""*

2<sup>nd</sup> OSU-OKC  
Communications Team  
*"The Club Sticky Note"*

3<sup>rd</sup> University of Central Oklahoma  
University Relations  
Charlie Johnson and Nicholi Brossia  
*"AMC @ UCO OKC Promo"*

### Honorable Mention

East Central University  
Communications and Marketing  
Ryan Wetherill  
*"ECUTube Contest-www.ecok.edu/ecutube/"*

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| Categories 28-33 – Susan Grossman, Coordinator |
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## 28. Cover Design

1<sup>st</sup> The Samuel Roberts Noble Foundation  
Publications and Visual Media  
Doug McAbee  
*"20 Years of Plant Biology"*

2<sup>nd</sup> The Samuel Roberts Noble Foundation  
Publications and Visual Media  
Doug McAbee  
*"Trees, Shrubs and woody Vines: A pictorial guide"*

3<sup>rd</sup> University of Oklahoma Outreach  
Marketing and Communication  
Susan Grossman, Brock Wynn, Christine Hughes and Megan Sagowitz  
*"Vantage Point"*

## 29. Logo Design/Graphic Identity

1<sup>st</sup> Northwestern Oklahoma State University  
University Relations  
Steve Valenciá  
*"University Logo"*

2<sup>nd</sup> Southwestern Oklahoma State University  
Creative Services  
Kyle Wright  
*"SWOSU Volleyball Spike Night logo"*

3<sup>rd</sup> University of Central Oklahoma  
University Relations  
Jesse Warne  
*"Integration: Weaving Strands of Learning"*

Honorable Mention  
University of Science and Arts of Oklahoma  
Media and Community Relations  
Hadley Jerman  
*"Reunion Logo"*

### 30. Events/Promotions

1<sup>st</sup> University of Central Oklahoma  
University Relations  
Charlie Johnson, Adrienne Nobles and Craig Beuchaw  
*"AMC @ UCO Announcement"*

2<sup>nd</sup> Cameron University  
Community Relations  
Melanie Barfield  
*"B.J. Novak"*

3<sup>rd</sup> Rogers State University  
Public Relations  
Brent Ortolani, Nicole Nascenzi, Kelli Fields, Kate Northcutt and Randy Riggs  
*"RSU Centennial Celebration"*

Honorable Mention  
Northeastern State University  
Communications and Marketing  
Ryan Jensen, Pete Henshaw and Nancy Garber  
*"Inauguration Campaign"*

### 31. Campaigns

1<sup>st</sup> Southwestern Oklahoma State University  
Creative Services  
Kyle Wright  
*"2008-2009 SWOSU Athletics"*

2<sup>nd</sup> Tulsa Community College  
Marketing Communications  
*"Fast Forward TCC- Phase 2"*

3<sup>rd</sup> Oklahoma City University  
Communications and Marketing  
3<sup>rd</sup> Degree Advertising  
*"2008/2009 Recruitment Publications"*

### 32. Multimedia

1<sup>st</sup> The Samuel Roberts Noble Foundation  
Publications and Visual Media  
Scott McNeill  
*"Noble Foundation: Where we've been. Where we're going."*

2<sup>nd</sup> Tulsa Community College  
Marketing Communications  
Matt Jostes  
*"Student Recruitment PowerPoint Presentation"*

3<sup>rd</sup> University of Science and Arts of Oklahoma  
Media and Community Relations  
Randy Talley and Hadley Jerman  
*"Artscope Television Cells/Movie"*

Honorable Mention  
Southwestern Oklahoma State University  
Web Services  
Karen Wilson and Kyle Wright  
*"Navigating Around SWOSU"*

### 33. Square Peg

1<sup>st</sup> The Samuel Roberts Noble Foundation  
Publications and Visual Media  
Doug McAbee  
*"Contemporary plant design"*

2<sup>nd</sup> Rose State College  
Marketing and Public Relations  
Donna Syth  
*"Gonfalons"*

3<sup>rd</sup> Oklahoma State University  
Marketing  
Paul V. Fleming and Emma Robertson  
*"Folding Pete"*