

# The Winners Circle 2017

## Oklahoma College Public Relations Association 2017 Competition and Show Honorees

### 1. Radio Advertisement/PSA

2<sup>nd</sup> Southwestern Oklahoma State University  
*The Best Place for Me*  
Brian Adler

1<sup>st</sup> Oklahoma City Community College  
*Now is Power Radio Series*  
Cordell Jordan, Dan Anderson

### 2. Video Featurette

HM Northeastern OK A&M College  
*NEO A&M College Commercial*  
David Frazier, Jennifer Walker

3<sup>rd</sup> OSU-OSateTV  
*"Work Hard, Work Smart & Stake Your Claim"*  
OSateTV staff, Andy Wallace, Blake Schaich

2<sup>nd</sup> Langston University  
*Calling All Lions Student Vignettes*  
Mautra Jones, Brandon Clemoens, Christina Gray, Jared Cole, 1577 Productions

1<sup>st</sup> OSU-Oklahoma City  
*OSU-OKC Fall 2016 Commercials*  
OSU-OKC Marketing & Communications, Candor

### 3. Video Feature

HM Northeastern OK A&M College  
*Agriculture Dept. Promotional Video*  
David Frazier, Jennifer Walker

3<sup>rd</sup> OSU-OSateTV  
*2015-2016 Cowboy Moments: A Year of Orange Pride*

OSateTV Staff, Institute for Teaching and Learning Excellence Staff, Blake Schaich, Andy Wallace

2<sup>nd</sup> Oklahoma City University  
*Starsky Admissions Videos*  
Josh Robinson

1<sup>st</sup> Langston University  
*BUTCH Legend of Langston*  
Brandon Clemoens, Christina Gray, Jared Cole, Mautra Jones, Tabby Pule, 1577 Productions

### 4. Traditional Photography/GENERAL

HM OSU-Marketing  
Campus Rainbow  
Gary Lawson

3<sup>rd</sup> Oklahoma City Community College  
*"VPAC at the Speed of Night"*  
Michael Cline

2<sup>nd</sup> University of Central Oklahoma - Photo Services  
*Dance Curve*  
KT King

1<sup>st</sup> The Samuel Roberts Noble Foundation  
*Veterans*  
Rob Mattson

### 5. Traditional Photography/SPORTS

HM University of Central Oklahoma - Photo Services  
*He's Out!*  
KT King

3<sup>rd</sup> SWOSU-Photographer

*Touchdown*

Cody Roper

2<sup>nd</sup> SWOSU-Photographer

*Victory*

Cody Roper

1<sup>st</sup> University of Central Oklahoma - Photo  
Services

*Flying Takedown*

Daniel Smith

## 6. Digitally Enhanced Photography

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

*Noble Academy Legacy Cover*

Rob Mattson, Rachael Davis

2<sup>nd</sup> University of Central Oklahoma – Photo  
Services

*Five Rooms*

Daniel Smith

1<sup>st</sup> OSU-Tulsa

*Shoot for the Stars*

Raven Hungness

## 7. Web Design

HM University of Central Oklahoma  
University Communications Staff, Office of  
Information Technology  
*UCO.edu Website Redesign*  
Staff

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

*Noble.org*

Shane Porter

2<sup>nd</sup> Oral Roberts University

*Oral Roberts University Online Degrees*

John Habibi, Jonathan Van Risseghem, Michael  
Jones

1<sup>st</sup> Tulsa Community College

*Tulsa Community College Website Redesign*

Nicole Burgin, Michael Cortez, Matt Jostes,  
Philip Lane, Vonetta Schiffman, Kari Shults

## 8. Mobile App or Site

### 9. Best Use of Social Media

HM Oklahoma City University

*Broadway Student Takeover*

Lindsey Marcus

3<sup>rd</sup> Rogers State University

*Human Facebook Logo*

Parker Sauvageau, Kate Pascoe, Lee Williams,  
David Hamby

2<sup>nd</sup> OU -Tulsa

*Convocation 2017*

OU-Tulsa Public Affairs

1<sup>st</sup> University of Science and Arts of Ok

*USAO Cross Country Dog Walk*

David Duncan, Tabatha Whiteside, Christa  
Copeland

## 10. Print Advertising

HM UCO - College of Fine Arts and Design

*Summer Classes Push*

Brendan Maxwell, Steven Akins

3<sup>rd</sup> OU - One University

*Lightbox*

David Hoffner, Katrina Ward

2<sup>nd</sup> Oral Roberts University

*ORU Cybersecurity Ad*

Mark Niemeyer

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

*Stampede Week Ad*

Brian Alexander

## 11. Digital Advertising

HM Oral Roberts University

*Divine Divas Trio*

Janet Benton

3<sup>rd</sup> Southwestern Oklahoma State University

*SWOSU Financial Aid Available*

Brian Adler

2<sup>nd</sup> OU - One University

*Sidewalk Sale*

David Hoffner, Katrina Ward

- 1<sup>st</sup> Eastern Oklahoma State College  
*Futures Start Here*  
Trish McBeath, Derek Hatridge, Danel Walker,  
Tayler Richey

## 12. News Writing

- HM UCO - College of Fine Arts and Design  
*Photographs from the Gay Rodeo*  
Gabi Glidewell, Steven Akins
- 3<sup>rd</sup> The Samuel Roberts Noble Foundation  
*National coalition launches pilot research project  
to improve sustainability in US beef industry*  
J. Adam Calaway
- 2<sup>nd</sup> Sam Noble Museum  
*Aquilops in Japan*  
Morgan Day
- 1<sup>st</sup> Sam Noble Museum  
*Ugly Bugs! Celebrating 20 years of the Oklahoma  
Microscopy Society's Ugly Bug Contest*  
Morgan Day

## 13. Full-Length Features

- HM East Central University  
*From Poverty to Presidency: Education paved  
the way*  
Talina Eaker
- 3<sup>rd</sup> The Samuel Roberts Noble Foundation  
*It's a Bird. It's a Plane. It's the Future.*  
Robyn Peterson
- 2<sup>nd</sup> University of Central Oklahoma  
*Against All Odds*  
Gypsy Hogan
- 1<sup>st</sup> The Samuel Roberts Noble Foundation  
*Changing and Thriving*  
Courtney Leeper

## 14. Featurette Writing

- HM OSU-Communications II

*Unlikely collaboration creates artistry in motion*  
Catherine Wilson

- 3<sup>rd</sup> Oklahoma Baptist University  
*Defending the Faith...One Worldview at a Time*  
Kenny Day
- 2<sup>nd</sup> University of Central Oklahoma  
*His Tour, Well Done*  
Gypsy Hogan
- 1<sup>st</sup> The Samuel Roberts Noble Foundation  
*As Far as the Eye Can See*  
Courtney Leeper

## 15. Blogs/Editorial/Column

- 3<sup>rd</sup> OSU-Spears School of Business  
*A Day in the Life of an ISyTE Camper*  
Ariel West
- 2<sup>nd</sup> Southwestern Oklahoma State University  
*8 Ways to Talk about Politics Without Ruining  
Thanksgiving Dinner*  
Brian Adler
- 1<sup>st</sup> University of Central Oklahoma  
*#FlockGoals: The UCO Geese Story*  
Aspen Loard, Sarah Neese

## 16. Sports Writing

- 3<sup>rd</sup> SWOSU-SID  
*Bricker Hauls in Hail Mary as Bulldogs Stun  
Oklahoma Baptist on Final Play*  
Doug Self
- 2<sup>nd</sup> East Central University  
*Personifying True Tiger Spirit*  
Teri LaJeunesse
- 1<sup>st</sup> University of Central Oklahoma  
*Black & White*  
Jack Scammahorn, Gypsy Hogan

## 17. Sports Publications

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

*Athletic Calendar*  
Issei Aoyama

- 1<sup>st</sup> Northeastern OK A&M College  
*NEO Football Media Guide*  
David Frazier, Jennifer Walker

## **18. Poster Design- General**

- HM UCO Campus Enterprises  
*Souper Bowl*  
Alex Pak
- 3<sup>rd</sup> The Samuel Roberts Noble Foundation  
*Noble Scholars Infographic*  
Josh Meo
- 2<sup>nd</sup> The Samuel Roberts Noble Foundation  
*Power Savings*  
Josh Meo
- 1<sup>st</sup> OSU-Conferences, Facilities & Marketing  
*Suicide Prevention Awareness Month*  
Martinus McConnell

## **19. Poster Design-Culture/Fine Arts**

- HM UCO - College of Fine Arts and Design  
*UCO Jazz Festival*  
Brendan Maxwell, Steven Akins
- 3<sup>rd</sup> Cameron University  
*Centennial Singers Poster*  
John Kindred
- 2<sup>nd</sup> UCO - College of Fine Arts and Design  
*A Night at the Symphony*  
Brendan Maxwell, Steven Akins
- 1<sup>st</sup> UCO-Student Affairs  
*UCO Powwow*  
Mike Wallo, Ryan Siler

## **20. Poster Design- Sports**

- HM Connors State College

*Tradition Lives Here: Connors State College*  
*Baseball*  
Stacy Pearce

- 3<sup>rd</sup> Oral Roberts University  
*Baseball Poster*  
Amanda King
- 2<sup>nd</sup> SWOSU-Graphic Design  
*Bulldog Soccer Legacy*  
Kyle Wright
- 1<sup>st</sup> Northeastern State University  
*2017 NSU Softball promotion*  
Beth Peterson, Peter Henshaw, Don Vieth

## **21. Small Brochure/flyer/booklet**

- 3<sup>rd</sup> Oklahoma City Community College  
*Powerful Advantage*  
Deirdre Steiner, Jill Robertson
- 2<sup>nd</sup> OSU-Spears School of Business  
*OMCCA 2017 - Harness Your Superpower*  
James Neeley
- 1<sup>st</sup> OSU Undergraduate Admissions  
*Academic Talent Mailer*  
Staff

## **22. Large Brochure/flyer/booklet**

- 3<sup>rd</sup> Oral Roberts University  
*Housing Brochure*  
Amanda King
- 2<sup>nd</sup> OU Gallogly College of Engineering  
*Stephenson School of Biomedical Engineering -*  
*Large Gifts Fundraising Brochure*  
Sarah Warren
- 1<sup>st</sup> Northern Oklahoma College  
*A Chair-Itty Event*  
Jamie Haney, Northern Oklahoma College-  
Printing Services

## **23. Direct Mail Piece – Adam**

- 3<sup>rd</sup> OSU-Spears School of Business  
*Donor Thank You Postcards*  
Blake Brasor, James Neeley

2<sup>nd</sup> Cameron Univ.  
*"We Rock" Promotional Flip Book*  
Moises Rivera

1<sup>st</sup> UCO - College of Fine Arts and Design  
*Family Date Night at the Chocolate Factory*  
Brendan Maxwell, Ines Burnham, Steven Akins

## 24. Special Publication

HM University of Central Oklahoma  
*UCO Foundation Decade Report*  
Reagan Hamlin, Craig Beuchaw, Daniel Smith

3<sup>rd</sup> OSU-FAPC  
*Annual Report 2016*  
Mandy Gross

2<sup>nd</sup> Tulsa Community College  
*TCC Wish Book*  
Lauren Brookey, Kari Shults, Matt Jostes,  
Nicole Burgin

1<sup>st</sup> The Samuel Roberts Noble Foundation  
*2015 Annual Report: Celebrating 70 Years*  
J. Adam Calaway, Rachael Davis, Courtney  
Leeper, Rob Mattson, Shane Porter

## 25. Magazine

HM OU - College of Education  
*Bridges Spring 2017*  
Melanie Schneider, Shayna Pond

3<sup>rd</sup> University of Central Oklahoma  
*Old North, magazine of the University of Central  
Oklahoma*  
Gypsy Hogan, Craig Beuchaw, Dan Smith

2<sup>nd</sup> The Samuel Roberts Noble Foundation  
Fall 2016 Legacy  
J. Adam Calaway, Rachael Davis, Rob  
Mattson, Courtney Leeper, Robyn Peterson,  
Shane Porter

1<sup>st</sup> OSU-Food and Agricultural Products Center  
fapc.biz Fall/Winter 2016  
Mandy Gross

## 26. Admissions Viewbook

HM Oklahoma Panhandle State University  
2016-2017 Panhandle State Viewbook  
Russ Anthony

3<sup>rd</sup> University of Science and Arts of OK  
*2017-18 USAO Viewbook*  
USAO Communications & Marketing, Taylor  
Barron

2<sup>nd</sup> University of Central Oklahoma  
Connect to Central - University of Central  
Oklahoma Viewbook  
Craig Beuchaw, Adrienne Nobles

1<sup>st</sup> Oklahoma Baptist University  
*OBU 2016 Viewbook*  
Chele Marker-Cash

## 27. Newsletter

HM Southwestern Oklahoma State University  
*SWOSU Headlines--February 2017*  
Brian Adler, Debbie Brown

3<sup>rd</sup> Oklahoma City Community College  
"The Associate" Employee Newsletter  
Jill Robertson

2<sup>nd</sup> The Samuel Roberts Noble Foundation  
*Ag News and Views*  
Robyn Peterson, Josh Meo, Rachael Davis,  
Courtney Leeper, Rob Mattson, Shane Porter

1<sup>st</sup> UCO - College of Fine Arts and Design  
*ARTSpeak Quarterly Newsletter*  
Deborah Baucom, Angela Morris, Brendan  
Maxwell, Steven Akins

## 28. Bright Idea

HM OSU-Tulsa  
*Goals on Glass*  
OSU-Tulsa Marketing and Communications  
Services

3<sup>rd</sup> University of Central Oklahoma  
*UCO OHLAP Giveaway Cards*  
Craig Beuchaw, Laura Butler, Jarrett Jobe

2<sup>nd</sup> Oklahoma Panhandle State University  
*Social Media Bookmark*  
Justine Gaskamp

1<sup>st</sup> OSU - Oklahoma City  
*OSU-OKC Light Pole Banners*  
OSU-OKC Marketing & Communications,  
myheartcreative

## 29. Holiday Greetings

HM OSU-Library  
*Turkey Tower and Friends*  
Kaitlin Little

3<sup>rd</sup> East Central University  
*Night Before Finals*  
Amy Ford, Zane Hefley, Zane TerWee

2<sup>nd</sup> Oklahoma City Community College  
*"Christmas is Coming"*  
Michael Cline

1<sup>st</sup> The Samuel Roberts Noble Foundation  
*Labor Day 2016*  
Shane Porter, Courtney Leeper

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

HM The Samuel Roberts Noble Foundation  
*Noble.org redesign*  
Shane Porter

3<sup>rd</sup> The Samuel Roberts Noble Foundation  
*Ag News and Views*  
Rachael Davis

2<sup>nd</sup> University of Central Oklahoma  
*UCO.edu Website Redesign*  
University Communications Staff, Office of  
Information Technology Staff

1<sup>st</sup> SWOSU-Graphic Design  
*BULLDOG BLUEPRINT: Brand Standards*  
Manual  
Kyle Wright, Kandy House

## 31. Shoe-String Award

3<sup>rd</sup> East Central University  
*Roary of Fall 2016*  
Office of Communications & Marketing

2<sup>nd</sup> UCO - College of Fine Arts and Design  
*Feed Your Creativity*  
Brendan Maxwell, Steven Akins, Tue "Tommy"  
Dinh, Rukmini Ravikumar, Deborah Baucom,  
Angela Morris

1<sup>st</sup> Rogers State University  
Lee Williams, David Hamby, Parker  
Sauvageau, RSU Department of  
Communications  
#Zuck2RSU

## 32. Cover Design

3<sup>rd</sup> OSU-Food and Agricultural Products Center  
*fapc.biz Magazine Spring/ Summer 2017 Cover*  
Mandy Gross

2<sup>nd</sup> Langston University  
*BUTCH Legend of Langston*  
Brandon Clemoens, Mautra Jones, Christina  
Gray, Jared Cole

1<sup>st</sup> The Samuel Roberts Noble Foundation  
*Fall 2016 Legacy*  
Rachael Davis, Rob Mattson

## 33. Logo Design/Graphic Identity

HM Northeastern State University  
*Nextgen Football League logo*  
Levina Patterson

3<sup>rd</sup> OU - One University  
*Digital Days Logo*  
David Hoffner, Robbie Tanizawa

2<sup>nd</sup> Tulsa Community College  
*Paint the Zoo Blue*  
Matt Jostes

1<sup>st</sup> Rogers State University

*Hillcamp 2017*

Randy Riggs

### 34. Events/Promotions

HM UCO Campus Enterprises

*Breakfast Under the Stars*

Lara Randolph, Rachel Kear

3<sup>rd</sup> OU Gallogly College of Engineering

*Halliburton Women's Welcome*

Sarah Warren

2<sup>nd</sup> OSU-Agricultural Communications Services

*Cowboy Stampede Rodeo*

Melissa Mourer, Paige Crawford, Cody

Hollingsworth, Cynda Clary, Karen Hickman

1<sup>st</sup> East Central University

*President Hargrave Retirement Celebrations*

Office of Communications & Marketing, Office  
of Advancement

### 35. Campaigns

HM Tulsa Community College

*#GivingTuesday: Invest In Me Campaign - TCC  
Foundation*

Matt Jostes

3<sup>rd</sup> OSU - Oklahoma City

*OSU-OKC Fall 2016 and Spring 2017 Digital  
Campaign*

OSU-OKC Marketing & Communications,  
myheartcreative, Social Proof, Digital  
Generator, Enye Advertising

2<sup>nd</sup> OU - One University

*OU Innovate Campaign*

David Hoffner, Nate Wiewel

1<sup>st</sup> OSU-Agricultural Communications Services

*We Are Oklahoma*

Staff

### 36. Best Headline

3<sup>rd</sup> East Central University

*From Poverty to Presidency: Education paved the  
way*

Talina Eaker

2<sup>nd</sup> The Samuel Roberts Noble Foundation

*Dinner With a Side of Adventure*

J. Adam Calaway

1<sup>st</sup> The Samuel Roberts Noble Foundation

*Cracking Pecan's Problems*

Courtney Leeper

### 37. Square Peg

HM OSU-Agricultural Communications Services

*CASNR Prospective Student Recruitment*

*Keyboard Sticker Give-a-Way*

Melissa Mourer, Kristi Bishop

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

Josh Meo

*Adam Karim welcome board*

2<sup>nd</sup> OU - One University

*Wellness Space*

David Hoffner, Katrina Ward

1<sup>st</sup> The Samuel Roberts Noble Foundation

*Ag Tools App*

Shane Porter, Andrew Bancroft, Zach Robinson

### 38. Multimedia

HM Western Oklahoma State College

*New Ways to Give Campaign*

Carey Monroe

3<sup>rd</sup> OU -Tulsa

*Convocation Shoutouts*

OU-Tulsa Public Affairs

2<sup>nd</sup> East Central University

*ECU Pokemon Go Tips*

Amy Ford, TR Productions

1<sup>st</sup> OSU-Library

*Paul Miller: American Journalist*

Nina Thornton, Kurt Anderson, David Peters,

Anthony Jones, Bonnie Cain-Wood

