

The Winners Circle 2008

Oklahoma College Public Relations Association
2008 Competition and Show Honorees

Coordinating Committee: Randy Talley, USAO; Natalie Jordan, RSC; Brian Adler, SWOSU
Kellie Driscoll, USAO; Nancy Garber, NSU; Rebecca Richardson, OSRHE

Categories 1-5 - Natalie Jordan, Coordinator

1. Radio Advertisement/PSA

- 1st Oklahoma State Regents for Higher Education
Communications Department
Amy Goddard
"Oklahoma's Promise" 60-second radio spot
- 2nd Oklahoma State University - Tulsa
Marketing and Public Relations
"OSU - Tulsa is Ready to Explore"

2. Video Spot

- 1st Oklahoma State Regents for Higher Education
Communications Department
Amy Goddard
"Oklahoma's Promise" 30-second television spot
- 2nd Northeastern State University
Public Relations
Aaron Anderson
"First 100 Years"
- 3rd University of Central Oklahoma
University Relations
Quin Tran and Nicholi Brossia
"UCO Bands"

3. Video Feature

- 1st Northeastern State University
Public Relations
Aaron Anderson
"Fall 2007 Highlights"
- 2nd East Central University
Communications and Marketing Department
"ECU Virtual Tour"
- 3rd Oklahoma State University - Stillwater
Robert M. Kerr Food and Agricultural Products
Center
Mandy Gross, Craig Woods, Kevin Gragg and Kathy
Conry
"FAPC Video"

4. Traditional Photography/ GENERAL

- 1st Oklahoma State University - Stillwater
University Marketing
Phil Shockley
"H"
- 2nd Oklahoma State University - Stillwater
University Marketing
Phil Shockley
"Andrea"
- 3rd University of Science and Arts of Oklahoma
Media and Community Relations
Michael Bendure
"Smiling Chalk Artists"

Honorable Mention

Oklahoma State University - Stillwater
University Marketing
Phil Shockley
"100 Years"

5. Traditional Photography/ SPORTS

- 1st Oklahoma State University - Stillwater
University Marketing
Gary Lawson
"Touchdown Romp"
- 2nd Southwestern Oklahoma State University
Creative Services
Kyle Wright
"The Task at Hand"
- 3rd Northeastern State University
Public Relations
Peter Henshaw
"Men's Basketball"

Categories 6-11 - Rebecca Richardson, Coordinator

6. Digitally Enhanced Photography/ GENERAL

- 1st Tulsa Community College
Marketing Communications
Matt Jostes
"Convocation 07"
- 2nd University of Science and Arts of Oklahoma

Media and Community Relations
Michael Bendure
"We Are the Key Players"

- 3rd Northwestern Oklahoma State University
University Relations
Valarie Case
"Be a Ranger, Horse and Rider"

7. Digitally Enhanced Photography/ SPORTS

- 1st University of Science and Arts of Oklahoma
Media and Community Relations
Zac Underwood
"Champions of Character"

- 2nd Oklahoma State University - Stillwater
University Marketing
Phil Shockley
"Dez"

- 3rd Oklahoma State University - Stillwater
University Marketing
Phil Shockley
"Dantrell"

8. Web Design

- 1st Northeastern State University
Office of Public Relations
Melissa Cloud, Ross Maute and Aaron Anderson
"NSU Rookie Bridge Camp" (www.nsuok.edu/rbc)
- 2nd Oklahoma City University
Communications and Marketing Team
"OCU Lone Star Website" (www.okcu.edu/lonestars)

- 3rd University of Science and Arts of Oklahoma
Media and Community Relations
Zac Underwood
"Drover Sports Website" (www.usao.edu/usao-sports)

Honorable Mention
University of Oklahoma Outreach
Bonny Million
"www.FitFirst.outreach.ou.edu"

Honorable Mention
Cameron University
Community Relations
Jamie Glover and Fair Isaac Corporation
"www.cameron.edu"

9. Print Advertising

- 1st Oklahoma State University - Stillwater
University Marketing
Kim Butcher
"Oklahoma's New Gold is Green Ad"

- 2nd Oklahoma City University
Communications and Marketing Team
"Eyes of Texas Ad"

- 3rd Oklahoma GEAR UP
Oklahoma State Regents for Higher Education
"GEAR UP Plan4College Banners"

Honorable Mention

Rogers State University
RSUPR and Cubic Agency
Jake Sullivan and Brent Ortolani,
"Individual Attention"

10. News Writing

- 1st Seminole State College
Public Relations
Yashanda Scruggs
"SSC Students Dig for Bones in Excavation Course."

- 2nd East Central University
Communications and Marketing Department
Jill Frye
"'Exchange Class' Changes Attitudes Inside, Outside Prison"

- 3rd Seminole State College
Public Relations
Lana Reynolds
"SSC Student Receives Jeltz Scholarship"

Honorable Mention

Southwestern Oklahoma State University
Public Relations and Marketing Office
Brian Adler
"SWOSU Involved in Wildland Fire Management"

Honorable Mention

Northwestern Oklahoma State University
University Relations
Valarie Case
"Rangers Helping Rangers' t-shirt sales benefiting Greensburg Future Fund"

11. Full-Length Feature Writing

- 1st Oklahoma State University - Stillwater
University Marketing
Matt Elliot
"The Bear's Glory Road and His Iron Duke."

- 2nd University of Oklahoma Outreach
Marketing and Communications
Susan Grossman
"KGOU at 25"

- 3rd Tulsa Community College
Marketing Communications Department
Cindy Barton
"100s Discover TCC's Newest Advantage"

Honorable Mention

Oklahoma State University - Stillwater
University Marketing
Janet Varnum
"The Cowboy Way"

Honorable Mention

Northeastern State University
Public Relations
Sean Michael Kennedy
"Oklahoma Leaders - Proud NSU Alumni"

Categories 12-17 - Kellie Driscoll, Coordinator

12. Featurette Writing

- 1st Oklahoma City University
Communications and Marketing Team
"OCU Professor Makes Giving a Year-Round Affair"
- 2nd Tulsa Community College
Marketing Communications Department
Cindy Barton
"Biotechnology Extravaganza Takes Forensic Focus"
- 3rd East Central University
Communications & Marketing Department
Jill Frye
"Johnson Excited About 60-Mile Walk for Breast Cancer 3-Day"

13. Sports Writing

- 1st Oklahoma City University
Communications and Marketing Team
"Another OCU First"
- 2nd Oklahoma State University - Stillwater
University Marketing
Matt Elliot
"Not a Matter of Black and White"
- 3rd Southwestern Oklahoma State University
Sports Information
Justin Tinder
"Men Deliver TKO to Greyhounds"

14. Sports Publications

- 1st Oklahoma State University - Stillwater
University Marketing
Kim Butcher
"Posse Magazine"
- 2nd University of Science and Arts of Oklahoma
Media and Community Relations
Zac Underwood
"2007-08 USAO Basketball Media Guide"
- 3rd Oklahoma Baptist University
Public Relations
Ray Fink, Chele Marker and William Pope

"Basketball Media Guide"

Honorable Mention

Seminole State College
Public Relations
Yashanda Scruggs
"Seminole State College Trojan Volleyball 2007 Media Guide"

15. Poster Design - Four Color

- 1st Oklahoma State University - Stillwater
University Marketing
Mark Pennie
"Multicultural Day Poster"
- 2nd Oklahoma State University - Stillwater
University Marketing
Paul V. Fleming
"Academic Integrity: Cowboy Values"
- 3rd University of Central Oklahoma
University Relations
Brian Alexander
"Films of Luis Bunuel"

Honorable Mention

Northeastern State University
Public Relations
Robert Wortham and Josh Maxwell
"Rowdy Wants You!"

Honorable Mention

Oklahoma State University - Oklahoma City
Creative Services
Todd Siggins
"Noon Tunes Poster"

16. Poster Design - Spot Color

- 1st Oklahoma State University - Stillwater
University Marketing
Kim Butcher
"Bring ID Get in FREE"
- 2nd University of Science and Arts of Oklahoma
Media and Community Relations
Jenny Bendure
"Pops Concert Poster"
- 3rd Oklahoma State University - Stillwater
University Marketing
Kim Butcher
"Men's Basketball Poster"

17. Smaller Brochure/Flyer/Booklet

- 1st Oklahoma Baptist University
Public Relations
Chele Marker
"OBU Theater Brochure"

2nd Southwestern Oklahoma State University
Public Relations and Marketing Office
Brian Adler
"Panorama"

3rd University of Central Oklahoma
University Relations
Charles Johnson, Brian Alexander and Nicholi
Brossia
"International Student Office"

Categories 18-23 - Brian Adler, Coordinator

18. Larger Brochure/Flyer/Booklet

1st University of Central Oklahoma
Deans office of UCO College of Arts, Media and
Design
Susan Parks-Schlepp and Brett Gardner
*"UCO College of Arts, Median & Design 2007-2008
Season Schedule"*

2nd Oklahoma City University
Communications and Marketing Team
"International Road Brochure"

3rd Oklahoma State University
Robert M. Kerr Food & Agricultural Products Center
Mandy Gross, Ruth Bobbitt, Rodney Holcomb and
Justin McConaghy
"FAPC 10- Year Economic Impact Report"

19. Special Publication

1st Oklahoma State University - Stillwater
University Marketing
Mark Pennie
"Doel Reed Center Program" Brochure

2nd East Central University
Communications and Marketing Department
Amy Ford
"Inauguration of Richard Scott Rafes"

3rd University of Oklahoma
The Sam Noble Oklahoma Museum of Natural
History
Ellen Censky and Cathryn Rowe
"Annual Report FY2007"

20. Catalog

1st Rose State College
Marketing and Public Relations
"2007-2008 Catalog"

2nd Tulsa Community College
Marketing Communications
Matt Jostes and Steve Bagsby
"2008-2009 Tulsa Community College Catalog"

21. Magazine

1st University of Oklahoma Outreach
Marketing and Communication
Susan Grossman, Christine Hughes, Megan Sagowitz
and Brock Wynn
"Outreach - Reaching Out"

2nd Oklahoma State University
University Marketing
Janet Varnum
"STATE"

3rd Tulsa Community College
Marketing Communications
Susie Brown, Matt Jostes and Cindy Barton
"Spotlight Magazine, Winter 2008"

Honorable Mention

Oklahoma State University - Stillwater
University Marketing
Eileen Mustain and Paul Fleming
*"Vet Cetera, Making History, Center for Veterinary
Health Sciences 2007"*

22. Class Schedule

1st Oklahoma State University - Tulsa
Marketing and Public Relations
"2008 Class Schedules"

2nd Tulsa Community College
Marketing Communications Department
"2008 Fall Class Schedule"

3rd Redlands Community College
Public Information Office
Meg Cannon and Andrew Davis
"2008 Summer/Fall Class Schedule"

Honorable Mention

East Central University
Communications and Marketing Department
*"Enjoy the Adventure Summer 2008 Schedule for the
Center of Continuing Education"*

23. Admissions Viewbook

1st Rose State College
Marketing and Public Relations
"Admissions Viewbook"

2nd Rogers State University
RSUPR and Cubic Agency
Jake Sullivan, Tina Fincher and Brent Ortolani
"Rogers State University Viewbook 'It's Personal'"

3rd Southwestern Oklahoma State University
Admissions and Recruitment Office

Todd Boyd
"SWOSU Viewbook"

Honorable Mention

Cameron University
Community Relations
Doug McAbee and Jamie Glover
"Cameron University Viewbook"

Categories 24-30 - Nancy Garber, Coordinator

24. Newsletter

1st University of Oklahoma
Gaylord College of Journalism & Mass
Communication
Celia Perkins
"Gaylord College Alumni Newsletter"

2nd University of Oklahoma Outreach
Marketing and Communications
Susan Grossman, Christine Hughes, Megan Sagowitz
and Brock Wynn
"Forum"

25. Bright Idea

1st Rogers State University
Public Relations
Kelli Fields and Randy Riggs
"Rogers State University Fun Stuff Download Section"

2nd Northeastern State University
Public Relations
Jefferson T. Bowman
"Riverhawk: Year 1 Series"

3rd Cameron University
Community Relations
Doug McAbee and Jamie Glover
"Bentley Gardens Flower Pot Stake"

Honorable Mention

Oklahoma State University- OKC
Creative Services
Todd Siggins
"Physical Plant Grand Opening Paint Cans"

Honorable Mention

University of Science and Arts of Oklahoma
Media and Community Relations
Randy Talley, Brenda Brown and Dan Hobbs
"OCW History Exhibit 'Preparing the New Woman'"

26. "Before-and-After" Design

1st Southwestern Oklahoma State University
Creative Services
Kyle Wright
"SWOSU Football Home Game Tickets"

2nd Cameron University
Community Relations
Jamie Glover and Fair Isaac Corporation
"www.cameron.edu"

3rd Rogers State University
Public Relations
Brent Ortolani and Randy Riggs
"Rogers State University Communications Brochure"

Honorable Mention

Rose State College
Marketing and Public Relations
"Viewbook"

27. Shoe-String Award

1st Southwestern Oklahoma State University
Creative Services
Kyle Wright
"SWOSU Admission & Recruitment X-Stand Banners"

2nd University of Central Oklahoma
University Relations
Charles Johnson and Nicholi Brossia
"Boathouse UCO"

3rd Cameron University
Community Relations
Jamie Glover and Doug McAbee
"Bentley Gardens Flower Pot Stake"

Honorable Mention

Southwestern Oklahoma State University
Public Relations and Marketing Office
Brian Adler and Debbie Brown
"Go Dawgs Poster"

28. Cover Design

1st Oklahoma State University
University Marketing
Phil Shockley
"STATE"

2nd University of Science and Arts of Oklahoma
Media and Community Relations
Michael Bendure
"2008 USAO Directory"

3rd East Central University
Communications and Marketing Department
"Making Memories Spring 2008 Schedule for the Center
of Continuing Education"

Honorable Mention

University of Science and Arts of Oklahoma
Media and Community Relations
Zac Underwood
"Drover Basketball"

29. Logo Design / Graphic Identity

1st Southwestern Oklahoma State University
Creative Services
Kyle Wright
"SWOSU Basketball Oil & Gas Classic"

2nd University of Science and Arts of Oklahoma
Media and Community Relations
Randy Talley and Centennial Committee
"USAO College Seal- Restoration of Historic Minerva Figure"

3rd Cameron University
Community Relations
Doug McAbee
"Homecoming 2008 Destinations Logo"

Honorable Mention
Southwestern Oklahoma State University
Creative Services
Kyle Wright
"SWOSU VIPER Logo"

30. Events Promotion/Campaigns

1st Tulsa Community College
Marketing Communications Department
"TCC Education Outreach Center Grand Opening Community Festival"

2nd University of Oklahoma
Recruitment Services
Allison Stanford, Annie Bowen and Robert Gonzalez
"Recruitment Services 2007-2008 Campaign"

3rd Southwestern Oklahoma State University
Creative Services
Kyle Wright
"SWOSU Athletics Campaign"

Honorable Mention
Oklahoma GEAR UP
Oklahoma State Regents for Higher Education
"Oklahoma GEAR UP Campaign"

Honorable Mention
Southwestern Oklahoma State University
Creative Services
Kyle Wright
"SWOSU New Student Orientation 'Dive with the Big Dawgs'"

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:

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