



## The Winners Circle

### Oklahoma College Public Relations Association 2002 Competition and Show Honorees

Coordinating Committee: Sharon Bourbeau, OBU; Stacy Meldrum, OCCC; Vicki Patterson, Rose State;  
Donna Spain-Bryant, OSRHE; Randy Talley, USAO; Natalea Watkins, OSU

#### 1. Radio Advertisements/PSA

- 1 - Oklahoma City Community College  
Marketing and Public Relations  
"Associate Yourself with Success" Series
- 2 - Oklahoma State Regents for  
Higher Education  
Donna Spain-Bryant, GEAR UP  
Communications  
"The Earlier You Plan"

#### 2. Film, Video, Television Advertisements

- 1 - Oklahoma City Community College  
Instructional Video Services &  
Marketing and Public Relations  
"Associate Yourself with Success" Series
- 2 - University of Science and Arts of  
Oklahoma  
David Duncan and Randy Talley, Public  
Relations  
"Students and Parents"
- 3 - Oklahoma City Community College  
Tim Wisenhunt and Amy Smith,  
Instructional Video Services  
"Biotechnology Commercial"

#### 3. Black and White Photography

- 1 - Murray State College  
Terry Gaston, Public Information  
"Little Shop of Horrors: You'll Be A  
Dentist"

#### 4. Color Photography

- 1 - Oklahoma State University  
Terry R. Drenner, Communications  
"OSU Physician - Cover Photography"
- 2 - Northwestern Oklahoma State University  
Valarie Case, Public Relations  
"A Little Rodeo Fun"
- 3 - Conners State College  
Eric Scheidt, Media Relations  
"Who Has Who?"

#### 5. Print or Outdoor Advertisements

- 1 - Tulsa Community College  
Susie Brown, Marketing Communications  
"Careers in ..."
- 2 - Oklahoma State University-Tulsa  
Marybea Drummond, Marketing and  
Public Relations  
"2002 Series"
- 3 - Oklahoma City Community College  
April Jackson, Graphic Design  
"Associate Yourself with Success"

#### 6A. Poster (Four-color)

- 1 - Northeastern State University  
Jeff Snodgrass, Graphic Design  
"Midsummer Night's Dream"
- 2 - Rose State College  
Vicki Patterson, Marketing and Public  
Relations  
"Global Oklahoma"
- 3 - Oklahoma State University-Tulsa  
Marybea Drummond, Marketing and  
Public Relations  
"Race Riot Commemoration"

#### 6B. Poster (Three-color or Less)

- 1 - University of Central Oklahoma  
Steve Roybal, Graphic Design/University  
Relations  
"Merry Widow"
- 2 - Southwestern Oklahoma State University  
Brian Adler, Public Information  
"Economic Effects of Weather"

#### 7. Special Publications

- 1 - Oklahoma State University  
Paul Fleming, Graphic Design Services  
"Alumni Hall of Fame"
- 2 - Oral Roberts University  
Jessica Hill, Public Relations  
"2001 Annual Report"

- 3 - University of Oklahoma  
Lauren Kurz, Engineering  
Communications  
"2000-2001 Annual Report"

#### **8. Class Schedules**

- 1 - Tulsa Community College  
Susie Brown, Marketing Communications  
"Summer 2002 Schedule"
- 2 - Oklahoma State University-Tulsa  
Marybea Drummond, Marketing and  
Public Relations  
"Fall 2002 Schedule"
- 3 - Oklahoma State University-Oklahoma City  
James Walton, Creative Services  
"Fall 2002 Schedule"

#### **9. Admissions Viewbook**

- 1 - Oklahoma Baptist University  
Public Relations Office  
"Committed"
- 2 - Oral Roberts University  
Kamela Jones, Student Services  
Publications and Writing  
"Picture Yourself at ORU"
- 3 - Tulsa Community College  
Marketing Communications and  
Student Recruitment Services  
TCC Love the Choice"
- HM - Oklahoma City Community College  
Marketing and Public Relations  
"Get Smart Pamphlet"

#### **10. Catalog**

- 1 - Oklahoma Baptist University  
Public Relations Office  
"2001-2002 Academic Catalog"
- 2 - Oklahoma City Community College  
April Jackson, Marketing and Public  
Relations  
"2002 College Catalog"
- 3 - Oklahoma State University-Oklahoma City  
Tony Vann, Public Relations and  
James Walton, Creative Services  
"OSU-Oklahoma City Catalog 2002"

#### **11. Magazine**

- 1 - Oklahoma State University  
Karen K. Wicker and Ellen L. Stockton,  
Communications  
"OSU Physician"
- 2 - Tulsa Community College  
Marketing Communications  
"Spotlight on TCC"
- 3 - Oklahoma State University  
Paul Fleming, Communications Services  
"OSU Impact 2001"
- HM - Oklahoma State University  
Eileen Mustain, Communications Services  
"OSU Vet Cetera 2001"

#### **12. Newsletter**

- 1 - OSU Center for Health Services  
Ellen Stockton and Marla Schaefer,  
Communications  
"COMmunicator"
- 2 - University of Oklahoma  
Laura Kurz, College of Engineering  
"Industrial Engineering News"
- 3 - Redlands Community College  
Jill Warford and Melissa Holman,  
Institutional Advancement  
"The Associate"

#### **13. Bright Idea**

- 1 - Oral Roberts University  
Tammy Denton, Alumni Association  
"Let's Be Frank"
- 2 - Southwestern Oklahoma State University  
Debbie Brown and Brian Adler, Public  
Information  
"SWOSU BONE PEN"
- 3 - University of Science and Arts of  
Oklahoma  
Debra A. Rowntree, Public Relations  
"The Pick Up Artist"

#### **14A. Brochure (Four-color)**

- 1 - Oklahoma State Regents for Higher  
Education  
Donna Spain-Bryant, GEAR UP  
Communications  
"GEAR UP Student Activity Booklet"



2 - University of Central Oklahoma  
Craig Beuchaw, University Relations  
"Broadway Tonight"

3 - Tulsa Community College  
Susie Brown, Marketing Communications  
"Signature Season 2002-2003"

#### **14B. Brochure (Three-color or Less)**

1 - Oklahoma Christian University  
Kim Walden and Darleen Tankersley,  
Public Relations  
"Freshman Orientation/Earn Your Wings"

2 - Oklahoma State University  
Holly Hanna  
Bergbower, Communications Services  
"Scavenger Hunt"

3 - Tulsa Community College  
Susie Brown, Marketing Communications  
"TulsaFest! Festival of the Arts!"

#### **15. Before and After**

1 - Oral Roberts University  
Jessica Hill, Public Relations  
"Annual Report 2000 and 2001"

2 - Oklahoma State Regents for Higher  
Education  
Donna Spain-Bryant, GEAR UP  
Communications  
"GEAR UP' Conference Agenda"

3 - Oklahoma Baptist University  
Ray Fink, Public Relations Office  
"Falls Creek OBU Hut Ad"

HM - Oklahoma State University  
Kelli Shafer, College of Human  
Environmental Sciences Extension and  
Development  
"Entrepreneurship"

#### **16. Shoe String**

1 - Northeastern State University  
Tina Rosser, Public Relations  
"Enemy of the people"

2 - Redlands Community College  
Melissa Homan and Jill Warford,  
Institutional Advancement  
"Bookmark"

3 - Tulsa Community College  
Susie Brown and Jim Garr, Marketing  
Communications  
"College for Kids and Teens Schedule"

#### **17. Cover Design**

1 - Connors State College  
Bob Branan, Media Relations  
"Basketball Game Day Program"

2 - Oklahoma State University  
Paul Fleming, Communications Services  
"OSU College of Arts & Sciences, Fall  
2001"

3 - Northeastern State University  
Sean Kennedy, Public Relations  
"Northeastern State University 2002  
Catalog"

HM - Rose State College  
Marketing and Public Relations  
"Rose State College 2002-2003 Catalog"

#### **18. Logo/Identity Design**

1 - Tulsa Community College  
Marketing Communications  
"Kindred Spirits"

2 - Rogers State University  
Kate Northcutt, Public Information  
"RSU Alumni Association Logo"

3 - Tulsa Community College  
Marketing Communications  
"VanTrease PACE Name Signature"

HM - Rose State College  
Marketing and Public Relations  
"Eastern Oklahoma County Regional  
History Center Logo"

#### **19. News Writing**

1 - Seminole State College  
Lana Reynolds, Public Relations  
"SSC Receives \$200,000 in Federal  
Money"

2 - Oklahoma State University  
Tom Johnston and Janet Varnum,  
Communications Services  
"Homeland Security—sensors detect  
invisible dangers"

- 3 - University of Science and Arts of Oklahoma  
Randy Talley, Public Relations  
"USAO Campus Listed on National Registry of Historic Places"

## **20. Feature Writing**

- 1 - Oklahoma Christian University  
Jim Stafford, Public Relations  
"Creative Crossroads"
- 2 - University of Science and Arts of Oklahoma  
C.B. Bassitty, Public Relations  
"USAO's Remarkable Shafer"
- 3 - Oklahoma City Community College  
Jessica Martinez-Brooks, Marketing and Public Relations  
"Hispanic Family Finds Success at OKC Community College"

## **21. Sports Writing**

- 1 - Connors State College  
Bob Branan, Media Relations  
"Astros' Shortstop Finds Silver Lining"
- 2 - Oklahoma State University  
Clay Billman, Communications Services  
"The Rookie"

HM - University of Science and Arts  
Jason Jewell, Public Relations  
"Drovers Win First NAIA Title"

## **22. Sports Publications**

- 1 - Redlands Community College  
Glen Miller, Institutional Advancement  
"Golf Media Guide"
- 2 - Southwestern Oklahoma State University  
Matt Bush, Sports Information  
"Football Media Guide"
- 3 - Redlands Community College  
Glen Miller, Institutional Advancement  
"Volleyball Media Guide"

HM - Southwestern Oklahoma State University  
Matt Bush, Sports Information  
"Softball/Baseball Media Guide"

## **23. Events Promotion/Campaigns**

- 1 - Oklahoma State Regents for Higher Education  
Donna Spain-Bryant, Teri Simonton and Harve Allen, GEAR UP Communications  
"OHLAP Campaign"
- 2 - Oklahoma State University-Tulsa  
Marketing and Public Relations  
"Bus Promotion"
- 3 - Oklahoma State University  
Natalea Watkins, Communications Services  
"OSU Tragedy"

## **24. Web Design**

- 1 - Oklahoma State Regents for Higher Education  
Donna Spain-Bryant, GEAR UP Communications  
"GEAR UP Web Site"
- 2 - Oklahoma State University  
Mark Pennie, Communications Services  
"Recruitment Web Site: 'Build Your Future Any Way You Like It'"
- 3 - Northern Oklahoma College  
Piyush Patel and Tatyana Golubeva, Multi-Media and Digital Communications  
"Northern Oklahoma Web Site"

HM (Tie) - Oklahoma Christian University  
Kim Walden, Dan Lovejoy and John Marshall, IT Services and Public Relations  
"Oklahoma Christian University Web Site"

HM (Tie) - Southwestern Oklahoma State University  
Chip Diffendaffer, Information Technology Services  
"SWOSU Athletics"

