

The Winners Circle

Oklahoma College Public Relations Association
2003 Competition and Show Honorees

Coordinating Committee: **Randy Talley**, USAO; **Susie Brown**, TCC, **Stacy Meldrum**, OCCC;
Donna Spain-Bryant, OSRHE-Gear Up; **Vicki Patterson**, Rose State;
Kathy Carrington, Southeastern; **Sharon Bourbeau**, OBU

Category 1 -- Radio Advertisement/PSA

- 1st Oklahoma City University
University Relations
"Recruitment Radio Ads"
- 2nd Southwestern Oklahoma State
University
SWOSU Public Information
Brian Adler, Director
"SWOSU -- The Focus Is You"
- 3rd Oklahoma State University - Tulsa
Marketing and Public Relations
Mary Bea Drummond, Director
"Cowboy"

Category 2 -- Film or Videotape

- 1st Southwestern Oklahoma State
University
Public Information Office
Brian Adler, Director
"SWOSU -- The Focus Is You"
- 2nd Northeastern State University
Office of Public Relations
Neal Weaver, Director
"NSU = Major University, Major Value"
- 3rd Tulsa Community College

TCC Marketing Communications
Susie Brown, Director
"2003 Recruitment Campaign"

- HM Eastern Oklahoma State College
Public Information Office
Hank Mooney, Director
Steven Akins, Photographer
"EOSC Campus Video"
- HM Oklahoma City University
University Relations
"OCU Television Ads"

Category 3 -- Black/White Photography

- 1st Southeastern Oklahoma State
University
Office of Public Information
Dan Hoke, University Photographer
"What Now?"
- 2nd Eastern Oklahoma State College
Public Information Office
Steven Akins, Photographer
"Mud Bath"
- 3rd Southeastern Oklahoma State
University
Office of Public Information
Dan Hoke, University Photographer

"The Maestro"

Category 4 -- Color Photography

- 1st Eastern Oklahoma State College
Office of Public Information
Steven Akins, Photographer
"How about a hug?"
- 2nd OSU Center for Health Sciences
Office of Communications
Terry R. Drenner, Photographer
*"Publication Photography --
Elementary school physicals"*
- 3rd Eastern Oklahoma State College
Public Information Office
Steven Akins, Photographer
"Rock and Fire"
- HM Eastern Oklahoma State College
Public Information Office
Steven Akins, Photographer
"The Toby Show"
- HM OSU Center for Health Sciences
Office of Communications
Terry R. Drenner, Photographer
*"Publication Photography --
Applicant Interviews"*

Category 5 -- Print Advertising

- 1st OSU Tulsa
Office of Marketing
Mary Bea Drummond, Director
"Fall 2002-Summer 2003 Series"
- 2nd Southwestern Oklahoma State
University
Office of Public Information
Brian Adler, Director
"SWOSU -- The Focus is You"
- 3rd Northeastern State University

Tina Rosser, Graphic Artist
"Redmen Fever Billboard Series"

Category 6a -- Four-color Poster Design

- 1st Rose State College
Marketing and Public Relations
Vicki Patterson, Director
*"2002-03 Rose State College Live!
Poster Series"*
- 2nd Oklahoma State Regents for
Higher Education
Dayna Rowe, PR Specialist
*"Student Loan Default Prevention
Poster"*

Category 6b -- Three-color Poster Design

- 1st Southwestern Oklahoma State
University
Office of Public Information
Brian Adler, Director
"Cloning Debate at SWOSU"

Category 7 -- Special Publications

- 1st OU College of Engineering
Office of Communications
Laura Kurz, Director
*"2001-02 College of Engineering
Annual Report"*
- 2nd Oklahoma State University
Okla Food and Agricultural Products
Research and Technology Center
Mandy Gross, Communications
Specialist
"200s Annual Report"

Category 8 – Class Schedules

- 1st Tulsa Community College
Office of Marketing/Communications
Susie Brown, Director
"TCC Fall 2002 Class Schedule"
- 2nd Tulsa Community College
Office of Marketing/Communications
Susie Brown, Director
"TCC Spring 2003 Class Schedule"
- 3rd Oklahoma City Community College
Office of Public Relations
April Jackson, Graphic Artist
"Fall 2003 Class Schedule"

Category 9 -- Admissions Viewbook

- 1st Oklahoma City University
University Relations and
Office of Admissions
"OCU Viewbook"
- 2nd University of Oklahoma
Recruitment Services
Melanee Hamilton
"Campus Preview/Admissions Packet"
- 3rd Southwestern Christian University
SCU Office of Admissions
Johnny Upton, SCU Admissions
Randy Bradley, Spindrift Multimedia
"Scholarship, Spirit, Service"

Category 10 -- Catalog

- 1st Northeastern State University
Office of Public Relations
Tina Rosser
"NSU College of Optometry"

- 2nd Oklahoma City Community College
Marketing and Public Relations
April Jackson
"2003 - 2004 College Catalog"
- 3rd Northeastern State University
Office of Public Relations
Nancy Garber
"NSU 2003 Catalog"

Category 11 - Magazine

- 1st Oklahoma State University
Communications Services
Mark Pennie
"Vanguard"
- 2nd OSU Center for Health Sciences
Office of Communications
Karen K. Wicker and Ellen L. Stockton
"OSU Physician"
- 3rd Oklahoma State University
Communications Services
Janet Varnum
"OSU Magazine, Winter 2002-03"

Category 12 -- Newsletter

- 1st Rose State College
Marketing and Public Relations
Vicki Patterson, Russ Dozier,
Steve Reeves and Lisa Pitsiri
"First Friday Newsletter Series"
- 2nd OSU Center for Health Sciences
Office of Communications
Marla Schaefer and Terry Drenner
"Rounds"
- 3rd Redlands Community College

Institutional Advancement
Jill Warford, Sharon Smith
and Larry Clements
"The Associate, Fall 2002"

Category 13 -- **Bright Idea**

- 1st Oklahoma City University
University Relations
Robert K. Erwin and Allison Bastian
"OCU Christmas Card"
- 2nd Oklahoma State University
OSU Communication Services
Natalea Watkins and Mark Pennie
"Stand Up for Research"
- 3rd - Oklahoma Christian University
Office of Marketing
Dan Lovejoy
"Video Christmas Card"

Category 14a --

Brochure/flyer/booklet

(4 color)

- 1st University of Oklahoma
OU College of Engineering
Communications Office
Laura K. Kurz
"Campaign for Engineering brochure"
- 2nd Northeastern State University
Office of Public Relations
*"Sweet Home Northeastern
Homecoming 2002"*
- 3rd Oklahoma State Regents for
Higher Education
Communications Department
Dayna Rowe and Rebecca Stokes
*"What's Your Plan for Life?
Your Guide to Preparing for
College 2002-2003"*

Category 14b --

Brochure/flyer/booklet

(3 color)

- 1st Oklahoma Christian University
Marketing Office
Judson Copeland and Kim Walden
"View 63 Brochure"
- 2nd Tulsa Community College
Marketing Communications
Susie Brown, Director
"Tulsa Fest brochures"
- 3rd Rose State College
Office of Marketing and Public
Relations
Vicki Patterson and Russ Dozier
*"Rose State 2002-03 Theatre
Season Postcard Series"*

Category 15 -- **Before and After**

- 1st Tulsa Community College
Tulsa Aviation Education Alliance
"Tulsa Aviation Education Alliance"
- 2nd Southwestern Oklahoma State
University
Public Information Office
Brian Adler, Director
*"SWOSU Public Information
letterhead"*
- 3rd Oklahoma City University
University Relations
Robert K. Erwin and Allison Bastian
*"OCU Art Program information
pieces"*

Category 16 -- **Shoe String**

- 1st Rose State College
Office of Marketing and Public
Relations
Vicki Patterson and Russ Dozier
"Rose State 2002-03 Theatre

"Wolfgang Amadeus Mozart logo"

1st Oklahoma State University
Graphic Design Services
Paul V. Fleming and Torsten
Kilschautzky

*"Biosystems & Agricultural
Engineering Possibilities"*

2nd Oklahoma City Community College
Marketing and Public Relations
April Jackson
"Fall 2003 Class Schedule"

3rd Northeastern State University
Office of Public Relations
Jeff Snodgrass
"Imprints Fall 2002"

HM Oklahoma Baptist University
Office of Public Relations
"Journey of Excellence"

HM Rose State College
Office of Marketing and Public
Relations
"2003 Spring & Summer Schedules"

Category 18 -- Logo Design

1st OSU Center for Health Sciences
Office of Communications
Ellen Stockton
"Doctor Orange Logo"

2nd Southeastern Oklahoma State
University
Theatre at Southeastern
Dell McLain
"75th Anniversary Logo"

3rd Cameron University
Cameron Media and Public Relations
Keith Mitchell, Director
"Cameron University logo"

Category 19 -- News Writing

1st East Central University
Public Information and
University Relations
Jill Frye, Director
*"Area Residents First Recipients of
ECU's New General Studies Degree"*

2nd University of Science and Arts
Office of Public Relations
Randy Talley
"Regents Study USAO Tuition Rates"

3rd Southeastern Oklahoma State
University
Office of Public Information and
Special Events
Alan Burton
"The Return of the Five Americans"

HM Oklahoma State University
Communications Services
Tom Johnston
*"Professor Zaps Urinary Stones
with Laser"*

HM Southwestern Oklahoma State
University
SWOSU Public Information Office
Brian Adler
*"Miss SWOSU Finishes First Runner-up
at Miss Oklahoma"*

Category 20 -- Feature Writing

1st Oklahoma Christian University
Public Relations Office
Dawn Shelton
"Up Close and Personal"

2nd University of Science and Arts
Office of Public Relations

HM Oklahoma State University
Communications Services
Barbara Swiggart
"The Legacy Continues"

HM University of Science and Arts
Office of Public Relations
Randy Talley
"Historic Steps Make Novel Gift"

Category 21 – Sports Writing

1st East Central University
Bryan Johnson
"Castleberry Headed Down Right Path"

2nd Cameron University
Office of Sports Information
Steve Doughty
"Former Lady Aggie Embarks on Professional Journey"

3rd Oklahoma State University
Clay Billman
"'Bird' is the Word"

HM Oklahoma State University
Clay Billman
"'Oh, Yeah!' Miracle Finish Caps Banner Year"

Category 22 – Sports Publications

1st Oklahoma Baptist University
OBU Public Relations Office
2002-03 Basketball Media Guide

2nd Redlands Community College
Institutional Advancement
Jill Warford & Larry Clements
"RCC Basketball Media Guide"

3rd Cameron University
Office of Sports Information

1st Oklahoma State University
Natalea Watkins, Barbara Swiggart
& Mark Pennie
"OSU Sensor Research Initiative"

2nd Oklahoma State University-Tulsa
Marketing & Public Relations
"Celebration of Books Promotion"

3rd OSU College of Osteopathic Medicine
External Affairs
Karen Wicker
"Doctor Orange"

HM Oklahoma City University
University Relations
Robert K. Erwin, Allison Bastian
"OCU Summer School Marketing Campaign"

Category 24 – Web Design

1st Oklahoma State University
Communication Services
Mark Pennie
"Picture Yourself Here"

2nd Oklahoma State Regents for
Higher Education
Oklahoma GEAR UP/Communications
Teri Simonton, Deputy Director
"Student Center"

3rd Oklahoma State University and
The University of Oklahoma
The Oklahoma Mesonet
Al Sutherland, Stdrovia Blackbur &
Billy McPherson
"Oklahoma Agweather"