

The Winners Circle 2004

Oklahoma College Public Relations Association
2004 Competition and Show Honorees

Coordinating Committee: Randy Talley, USAO; Susie Brown, TCC, Ben Hardcastle, OSRHE;
Donna Spain-Bryant, OSRHE-Gear Up; Vicki Patterson, Rose State; Sharon Sanders, OSU-OKC
Nancy Garber, Northeastern; Sharon Bourbeau, OBU; Lisa Pitsiri, Rose State; James Walton, OSU-OKC

1. Radio Advertisement/PSA

- 1st Rogers State University
RSU Office of Public Information
Brent Ortolani and David Hamby
"Becky"
- 2nd Southwestern Oklahoma State University
SWOSU Public Relations & Marketing
Brian Adler
"SWOSU Adventure"
- 3rd Oklahoma State Regents for Higher
Education-Gear Up
Oklahoma College Goal Sunday
"2004 College Goal Sunday"

2. Film or Video Tape

- 1st Oklahoma City University
University Relations
Robert K. Erwin, Jane Jayroe,
Natalie Loftin, Jerome Kurstenbach,
Alan Atkins, George Holmes
"Lighting the World, One Star at a Time"
- 2nd Oklahoma Gear Up
Donna Spain-Bryant
"The Plan (for college) part II"
- 3rd Oklahoma City Community College
Instructional Video Services
Tim Whisenhunt, Amy Smith,
Sandra Trevino
"You'll Fit Right In"
- HM University of Central Oklahoma
University Relations
Charles Johnson and Tom Kemper
"UCO Faculty/Staff Meeting"

3. Traditional Photography

- 1st Oklahoma City University
Wanda L. Bass School of Music
M.J. Alexander
"Man of La Mancha Moment"
- 2nd Oklahoma City University
Wanda L. Bass School of Music
M.J. Alexander
"Composing His Thoughts"
- 3rd Southeastern Oklahoma State University
Office of Public Information
Dan Hoke
"Against the Odds"

HM Southeastern Oklahoma State University
Office of Public Information
Dan Hoke
"Play Ball"

4. Digitally Enhanced Photography

- 1st Oklahoma City University
Wanda L. Bass School of Music
Keith Rinearson
M.J. Alexander
"Musicians Against OKC Skyline"
- 2nd Tulsa Community College
Marketing Communications Department
"1921 Race War Survivor"
- 3rd Oklahoma City University
Ashley Griffith, Allison Bastian
Lori Dickinson, Robert K. Erwin
"Oklahoma City University Centennial"

5. Web Design

- 1st Oklahoma Christian University
Office of Marketing and Public Relations
Dan Lovejoy, Monica Thompson
Kim Walden, Wes McKinzie
Mandy Essary, Judson Copeland
Jonathan Curtis, Kyle Wray and
Risa Forrester
"Oklahoma Christian Main Website"
"www.oc.edu"
- 2nd University of Science and Arts
USAO Foundation
Alan Proctor
"USAO Foundation Website"
"www.usaofoundation.org"
- 3rd Southwestern Oklahoma State University
SWOSU Office of Web Design
Chip Diffendaffer
"Southwestern Athletics Website"
"www.swosu.edu/athletics.edu"

6. Print Advertising

- 1st Tulsa Community College
TCC Marketing Communications Department
"Symphony Gone Wild"
- 2nd Oklahoma Christian University
Office of Marketing and Public Relations
Kyle Wray, Kim Walden,
Judson Copeland, Jonathan Curtis and
Wes McKinzie
"Vivid Descriptors"
- 3rd OSU-Tulsa
Marketing and Public Relations
"People Campaign"
- HM Oklahoma City University
University Relations Department
Allison Bastain and Robert K. Erwin
"Summer School Ad"
- HM Cameron University
Government and Community Relations
John Horinek
"Big on Small Classes"

7. News Writing

- 1st East Central University
Public Information and University Relations
Jill Frye
"Chorale Premiers Davison's Anthems"
- 2nd Oklahoma City Community College
Jessica Martinez-Brooks
OCCC Marketing and Public Relations
"Spanish Trip to Immerse Students in Mexican Culture"
- 3rd Seminole State College
Mona Ridley
SSC Public Relations
"SSC Receives Skeleton"
- HM University of Science and Arts
Randy Talley
USAO Public Relations
"New Signage Points to USAO"

8. Full-Length Features

- 1st Cameron University
Cameron Government and Community Relations
Jon Horinek
"The BUCK and Irene Start Here"
- 2nd Rogers State University
Office of Public Information
Brent Ortolani
"Swan Song"
- 3rd University of Science and Arts
Office of Public Relations
Randy Talley
"Pioneer Aviator Jerrie Cobb"
- HM Tulsa Community College
TCC Marketing and Communications
John Hall
"1921 Race War Survivors"
- HM Oklahoma State University
Office of VP for Research and Tech Transfer
Jana Smith
"Putting a Man on Mars"

9. Short Features

- 1st University of Science and Arts
Office of Public Relations
Randy Talley
"Flag Dedication"
- 2nd Oklahoma City Community College
Marketing and Public Relations
Jessica Martinez-Brooks
"Holidays Bring Thoughts of Homeland"
- 3rd Oklahoma State University
Communications Services
Dottie Witter
"Ken Burns' Documentary Films Bring History to Life"
- HM Southwestern Oklahoma State University
SWOSU Public Relations and Marketing
Brian Adler
"Nursing Students' Spring Break Trip"
- HM Oklahoma Baptist University
Office of Public Relations
Sharon Bourbeau
"Hats of Many Colors"
- HM Oklahoma City Community College
Office of Marketing and Public Relations
Jessica Martinez-Brooks
"Adopt-a-School"
- HM Oklahoma State University
Office of Communication Services
Eileen Mustain
"In Character at OSU"

10. Sports Writing

- 1st East Central University
Public Information and University Relations
Brian Johnson
"Hall of Fame Memory of Lifetime for Calip"
- 2nd Oklahoma State University
Communications Services
Clay Billman
"The Sweet Taste of Victory"

- 3rd Oklahoma State University
Communications Services
Clay Billman
"The Old Man and the D"

11. Sports Publication

No Awards Given

12. Poster Design - Four-Color

- 1st Rose State College
Office of Marketing and Public Relations
Vicki Patterson and Russ Dozier
"2003 Global Oklahoma Poster"
- 2nd Rose State College
Office of Marketing and Public Relations
Vicki Patterson and Russ Dozier
"Finish What You Start" Campaign Poster Series
- 3rd Oklahoma State Regents for Higher Education
Communications Department
Dayna Rowe
"Need a Hand With Your Student Loan Repayment?"

13. Poster Design - Spot Color

- 1st Oklahoma Christian University
Office of Marketing and Public Relations
Judson Copeland
"From the Swastika to the Cross"
- 2nd Tulsa Community College
TCC Marketing Communications Department
"Oedipus Rex"
- 3rd Cameron University
Government and Community Relations
Jon Horinek
"Cameron Alumni Weekend 2003"

14. Small Brochure

- 1st Oklahoma Christian University
Office of Marketing and Public Relations
Wes McKinzie
"Department Brochure Series"

2nd Oklahoma State Regents for Higher Education
Oklahoma GEAR UP
Donna Spain-Bryant
"GEAR UP Student Activity Booklet -- The Plan (for College) Part II"

3rd Northeastern State University
Office of Public Relations
"Seminary Suites"

15. Larger Brochure

1st Oklahoma City University
Wanda L. Bass School of Music
M.J. Alexander
"Wanda L. Bass School of Music"

2nd Rogers State University
RSU Office of Public Information
Brent Ortolani
"A Matter of Degrees"

3rd Oklahoma City University
University Relations Department
Robert K. Erwin
"\$100 Million Campaign Brochure"

HM Oklahoma City University
University Relations Department
Robert K. Erwin
"Student Success Passport"

16. Special Publication

1st Northeastern State University
Office of Public Relations
Jeff Snodgrass
"Building Futures"

2nd Southeastern Oklahoma State University
Office of Public Information
Dan Hoke
"2003 Annual Report"

3rd University of Oklahoma
Oklahoma Climatological Survey
Cerry Leffler
"OCS Fact Sheet Series"

HM Oklahoma City University
University Relations Department
Robert K. Erwin
"Meinders School of Business Dedication"

HM Oklahoma City University
University Relations Department
Robert K. Erwin
"Lacy Center Dedication and Program"

HM Oklahoma City Community College
Office of Marketing and Public Relations
April Jackson
"President's Annual Report"

HM Rose State College
Office of Marketing and Public Relations
Vicki Patterson, Director
"President's Annual Report 2002-03"

17. Catalog

1st Rose State College
Office of Marketing and Public Relations
Vicki Patterson, Director

2nd Oklahoma City Community College
Marketing and Public Relations Office
April Jackson

3rd None

18. Magazine

1st Oklahoma Christian University
Office of Marketing and Public Relations
Kyle Wray, Dawn Shelton,
Jim Stafford, Kim Walden,
Mandy Essary, Judson Copeland,
Jonathan Curtis, Dan Lovejoy,
Monica Thompson, Risa Forrester
"View"

2nd Oklahoma Baptist University
OBU Public Relations
"OBU Magazine"

3rd Cameron University
Government & Community Relations
CU Alumni Development
Jon Horinek, Keith Mitchell and
David Wolf
"Cameron Magazine"

19. Class Schedule

1st Rose State College
Office of Marketing and Public Relations
Vicki Patterson, Russ Dozier and Steve Reeves
"Spring and Summer Class Schedule"

2nd Oklahoma State University – Tulsa
Marketing and Public Relations Office
"2004 Class Schedule"

3rd Oklahoma City Community College
Marketing and Public Relations Office
"Fall 2004 Class Schedule"

HM Tulsa Community College
Marketing Communications Department
"Summer 2004 Semester Class Schedule"

20. Newsletter

1st University of Oklahoma
The Fred Jones Jr. Museum of Art
Lynette Lobban and Eric Anderson
"Autumn Issue/Fred Jones Museum of Art"

2nd University of Central Oklahoma
University Relations
"Old North"

3rd University of Central Oklahoma
University Relations
"OCU 4 Parents"

HM Rose State College
Office of Marketing and Public Relations
Vicki Patterson, Russ Dozier,
Steve Reeves and Lisa Pitsiri
Rose State College "Finish Line" Newsletter

21. Bright Idea

1st Cameron University
CU Government and Community Relations
"CETES Construction Ahead"

2nd Rose State College
Office of Marketing and Public Relations
Vicki Patterson, Carolyn Sims and Lisa Pitsiri
"Finish What You Start Stand-ups"

3rd Oklahoma City Community College
Marketing and Public Relations Office
"2003-04 Recruitment CD"

HM Southwestern Oklahoma State University
SWOSU Department of Biological Sciences
Dr. Bill Seibert
"SWOSU Arboretum"

22. Before & After

1st Oklahoma City University
University Relations Department
Allison Bastian and Barbara McCain
"Student Success Passport"

2nd Oklahoma City University
University Relations Department
Allison Bastian
Robert K. Erwin
"Senior Steak Night Invitation – Revised"

3rd OSU Center for Health Sciences
Office of External Affairs
Ellen L. Stockton
"Commencement Ceremony Program"

23. Shoestring Award

1st Rose State College
Office of Marketing and Public Relations
Vicki Patterson and Russ Dozier
"Theatre Season Postcard Series"

2nd Oklahoma State University
College of Education
Jaime Hunzeker and Bret Bradford
"Fall Meeting Agenda 2003"

3rd Oklahoma City University
Wanda L. Bass School of Music
M.J. Alexander and Joe Magrini
"Music School DVD"

HM Oral Roberts University
Office of Public Relations
Jeremy Burton and Don Eland
"Cattle Drive CD"

24. Cover Design

1st Oklahoma City University
Wanda L. Bass School of Music
M.J. Alexander and Steve Drew
"Bass School of Music Viewbook"

2nd Cameron University
Printing Services & Government &
Community Relations
Jon Horinek
"2004 – 2005 Student Handbook"

3rd Oklahoma State University
Communications Services
Mark Pennie
"Vanguard 2004"

25. Logo & Graphic Design

1st OSU Center for Health Sciences
Office of External Affairs
Mary Jane Nichols
"25th Annual Osteopathic Run Logo"

2nd OSU Center for Health Sciences
Office of External Affairs
Mary Jane Nichols
"OSU Medicine/American Heart Walk Logo"

3rd Cameron University
Government & Community Relations
"Old Kim Gets Buff"

26. Events & Promotion

1st Rose State College
Office of Marketing & Public Relations
Vicki Patterson, Russ Dozier, Carolyn Sims,
Steve Reeves, Lis Pitsiri
"Finish What You Start Campaign"

2nd OSU Center for Health Sciences
External Affairs
Karen Wicker
*"OSU Medicine: Unheard of Medical
Excellence"*

3rd Oklahoma City University
University Relations Department
Robert K. Erwin and Allison Bastian
"\$100 Million Campaign Brochure"

HM Oklahoma City Community College
Marketing & Public Relations
"Arts Festival Oklahoma"

27. Admissions Viewbook

1st Northeastern State University
Office of Public Relations
"Focus on You"

2nd Oklahoma Christian University
Office of Marketing and Public Relations
Kyle Wray, Dawn Shelton,
Jim Stafford, Kim Walden,
Mandy Essary, Judson Copeland,
Jonathan Curtis, Dan Lovejoy,
Monica Thompson, and Risa Forrester
"View"

3rd OSU Center for Health Sciences
Office of External Affairs
Ellen L. Stockton and Marla Schaefer
"Applicant Information Brochure"

HM Oklahoma City University
Wanda L. Bass School of Music
M.J. Alexander and Steve Drew
"Introducing the Bass School of Music"