

The Winners Circle 2006

Oklahoma College Public Relations Association
2006 Competition and Show Honorees

Coordinating Committee: Randy Talley, USAO; Susie Brown, TCC, Ben Hardcastle, OSRHE;
Donna Spain-Bryant, OSRHE-GEAR UP; Karen Wicker, OSU Center for Health Sciences;
Nancy Garber, Northeastern; Randle Lee, Redlands; Lisa Pitsiri, Rose State; Paula Gower, OCCC

1. Radio Advertisement/PSA

- 1st Oklahoma City Community College
Marketing and Public Relations
"In it for Me - OCCC"
- 2nd Oklahoma State University - Tulsa
Marketing and Public Relations
"Come Home"
- 3rd Tulsa Community College
Marketing Communications
"Go Anywhere from Here"

2. Film or Video Tape

- 1st Oklahoma State Regents for Higher Education
Communications Department
Ben Hardcastle
"Slinky on the Steps"
- 2nd University of Central Oklahoma
University Relations
Charles Johnson and Nicholi Brossia
"Game Day"
- 3rd Northeastern State University
Public Relations - Video Services
Sean Moran and Melissa Robinson
"NSU Video Ids"

Honorable Mention

University of Science and Arts of Oklahoma
Media and Community Relations / Video
Production
David Duncan
"Te Ata Promotional"

Honorable Mention

Oklahoma City University
Communications and Marketing Team
"Where You're a Name, Not a Number"

3. Traditional Photography

- 1st Oklahoma State University - Stillwater
University Marketing
Phil Shockey
"Vet Cetera Cover"

- 2nd Southwestern Oklahoma State University
Creative Services
Kyle Wright
"SWOSU Portrait"

- 3rd Eastern Oklahoma State College
Office of Public Information
Steven Atkins
"Do I Have Egg On My Face?"

Honorable Mention

Oklahoma City University
Communications and Marketing Team
"OCU Dancers"

Honorable Mention

Cameron University
Community Relations
Jeff Dixon
"Cameron Village Fireworks"

4. Digitally Enhanced Photography

- 1st Eastern Oklahoma State College
Office of Public Information
O.L. "Hank" Mooney & Steven Atkins
"Fans"

- 2nd Eastern Oklahoma State College
Office of Public Information
Steven Atkins
"Rodeo Girl"

- 3rd Oklahoma City University
Wanda L. Bass School of Music
M.J. Alexander & Steve Drew
"Urban Cowboy"

Honorable Mention

Oklahoma State University - Stillwater
University Marketing
Phil Shockey
"Library Sunrise"

5. Web Design

- 1st University of Central Oklahoma
University Relations
Brian Alexander
"University Relations Website"

2nd Southwestern Oklahoma State University
Creative Services and Office of Website
Management
Kyle Wright, Denny Cave and Karen Wilson
"SWOSU Athletics Website"

3rd University of Oklahoma
Outreach Marketing
Bonny K. Million
*"University Outreach – College of Continuing
Education"*

6. Print Advertising

1st Oklahoma City University
Communications and Marketing
"Where You're a Name, Not a Number" Billboard

2nd Oklahoma State University – Stillwater
University Marketing
Kim Houston
"Orange Connection"

3rd Oklahoma City University
Communications and Marketing
"Head of the Oklahoma Centennial Regatta Bus"

Honorable Mention
University of Science and Arts of Oklahoma
Media and Community Relations
Randy Talley
"Te Ata Advertisement"

Honorable Mention
Oklahoma City University
Communications and Marketing Team
"Accelerated MBA Airport Dioramas"

7. News Writing

1st Rogers State University
Office of Public Relations
Brent Ortolani
*"RSU Announces New Degree in Game
Development"*

2nd Cameron University
Community Relations
J. Adam Calaway
*"State, Local Official Help Dedicate New Era of
Student Life at Cameron"*

3rd Southwestern Oklahoma State University
Public Relations and Marketing Office
Brian Adler
"Trade Pull Factors Available to Help Retailers"

8. Full-Length Feature Writing

1st University of Oklahoma
Sooner Magazine
Debra Levy Martinelli
"Medicine and Literature"

2nd Cameron University
Community Relations
J. Adam Calaway
"On Solid Ground"

3rd Tulsa Community College
Marketing Communications
"High Waters Don't Dampen Eager Spirits"

9. Short Features

1st Oklahoma Christian University
Office of Marketing
Dawn Shelton
"Secret Agent Man – OC Grad Lives FBI Dream"

2nd University of Oklahoma
College of Engineering
Debra Levy Martinelli
"Back to Life"

3rd Oklahoma State University
University Marketing
Eileen Mustain
"A Powerful Connection"

10. Sports Writing

1st Cameron University
Sports Information Department
Steve Doughty
"First Ladies of the Links"

2nd East Central University
Public Information and University Relations
Brian Johnson
*"East Central's Curtis Lilly Lends a Helping Hand,
Foot"*

3rd Southwestern Oklahoma State University
Sports Information
Justin Tinder
"Tennessee Brown More Than an Unusual Name"

11. Sports Publication

1st Southwestern Oklahoma State University
Creative Services
Kyle Wright
"2005-2006 SWOSU Athletic Schedule Cards"

2nd University of Science and Arts of Oklahoma

Media and Community Relations
Zac Underwood
"2005 USAO Soccer Media Guide"

2nd Cameron University
Sports Information Department
Steve Doughty
"Cameron University Basketball Media Guide"

3rd Oklahoma City University
Communications and Marketing Team
"2006 Regatta 'Save the Date' Card"

12. Poster Design - 4 color

1st University of Oklahoma
Weitzenhoffer Family College of Fine Arts
Sherry Enrico
"Firewing Poster"

2nd Northwestern Oklahoma State University
University Relations
Valerie Case
"NWOSU Recruitment Poster"

3rd Tulsa Community College
Marketing Communications
"Bob Wills Poster"

13. Poster Design - spot color

1st Oklahoma City University
Communications and Marketing Team
"Call for Papers"

2nd Tulsa Community College
Marketing Communications and TCC Theatre
Department
"Speed of Darkness"

3rd Oklahoma City University
Wanda L. Bass School of Music
M.J. Alexander and Steve Drew
"Urban Cowboy: World Premiere"

14. Smaller Brochure

1st University of Oklahoma
Outreach Marketing and Hadley Jerman
"OU Summer in Santa Fe"

2nd Oral Roberts University
Office of Public Relations
"ORU Preview Guide"

3rd Oklahoma Christian University
Office of Marketing
Risa Forrester, Judson Copeland, Kim Walden
and Wes McKinzie

"An Invitation to a Red Carpet Event-Spring Visit"

15. Large Brochure

1st Cameron University
Community Relations
Megan Spray
"Experience Life"

2nd University of Central Oklahoma
University Relations
"Performing Arts"

3rd Oklahoma City Community College
Marketing and Public Relations
"2005-2006 Student Handbook"

16. Special Publications

1st University of Oklahoma
Outreach Marketing
Hadley Jerman and Christine Hughes
"The Journey Continues Annual Report 2004"

2nd The Sam Noble Oklahoma Museum of Natural
History
Cathryn Rowe and Ellen Censky
"Annual Report Fiscal Year 2005"

3rd Oral Roberts University
Office of Public Relations
"ORU Roll Out"

17. Catalog

1st Tulsa Community College
Marketing and Communications
"2006-2007 Catalog"

2nd Eastern Oklahoma State College
Office of Public Information
"A Place for Everyone"

3rd Rose State College
Office of Marketing and Public Relations
"Rose State College 2005-2006 Catalog"

18. Magazine

1st Northeastern State University
Office of Public Relations
Elizabeth Anderson
"Imprints"

2nd Oklahoma State University - Stillwater
University Marketing
Eileen Mustain and Paul Fleming
"OSU Arts & Sciences"

- 3rd Tulsa Community College
Marketing Communications
"Spotlight on TCC"

Honorable Mention

Oral Roberts University
Office of Alumni Relations
Tim McKittrick, Debbie George
"Excellence Magazine"

Honorable Mention

Oklahoma State University – Stillwater
University Marketing
Janet Varnum
"STATE Magazine – Fall 2005"

19. Class Schedule

- 1st Tulsa Community College
Marketing Communications
"Fall 2006 Distance Learning Class Schedule"
- 2nd Oklahoma State University – Tulsa
Marketing and Public Relations
"2006 Class Schedules"
- 3rd Tulsa Community College
Marketing Communications
"Fall 2006 Credit Class Schedule"

20. Admissions Viewbook

- 1st Oral Roberts University
Office of Public Relations
"New ORU Viewbook"
- 2nd Oklahoma Christian University
Office of Marketing
Risa Forrester, Kim Walden and Judson Copeland
"View Magazine"
- 3rd Rogers State University
Office of Public Relations
Brent Ortolani, David Hamby and Kate Northcutt
"Choices"

21. Newsletter

- 1st University of Oklahoma
Outreach Marketing
Susan Grossman, Hadley Jerman
"Outreach – Reaching Out"
- 2nd University of Oklahoma
Gaylord College Magazine Practicum Class Fall 2005
"Pulse"

- 3rd Oral Roberts University
Development Office
Kevin Bish, Debbie George
"ORU Matters"

22. Bright Idea

- 1st Oklahoma City University
Communications and Marketing Team
"Invitation – Tailgate dinner for donors and friends at OCU baseball game"
- 2nd University of Central Oklahoma
University Relations
Chuck Ackerly, Brian Alexander and Gypsy Hogan
"Bus Decoration – Broncho Bus"
- 3rd Oklahoma City Community College
Marketing and Public Relations
"Presidential Inauguration Luncheon (Celebrating Milestones)"
- 3rd Tulsa Community College
Marketing Communications
"Event – Cocoa and Kreme"

Honorable Mention

Rose State College
Marketing and Public Relations
Carolyn Sims
"Backstage Passes – Rose State Live! Series"

Honorable Mention

Oklahoma State University – Oklahoma City
Public Relations, Creative Services and Horticulture
Gayle Berry, Teresa Hull and Elaine Coleman
"Invitation – Downtown Opening, OSU-OKC Farmers Market"

23. Before and After

- 1st Oklahoma City Community College
Marketing and Public Relations
"Commencement Program"
- 2nd Oklahoma State Regents for Higher Education
Communications Team
"Oklahoma Guaranteed School Loan Program (Are You Looking for Money?)"
- 3rd Oklahoma State University System
University Marketing
Mark Pennie
"Seal"

Honorable Mention

Seminole State College
Office of Media Relations

Shannon Webb
"Baseball Media Guide"

24. Shoe String Award

- 1st University of Central Oklahoma
University Relations
Charles Johnson and Nicholi Brossia
"Game Day"
- 2nd Rose State College
Marketing and Public Relations
Elise Moran
"Postcard – 2006 Spring Theatre Season"
- 3rd Tulsa Community College
Marketing Communications
"Program -- Signature Symphony at TCC Classics Series"

Honorable Mention
Northern Oklahoma College
Printing Services
Jamie Briggs and Brandy Long
"Poster – A Perfect Fit for Your Future"

Honorable Mention
Oklahoma City University
Communications and Marketing Team
"Invitation – Brown Bag Luncheon Lecture Series"

25. Cover Design

- 1st Oklahoma State University - Stillwater
University Marketing
"OSU Vet Cetera"
- 2nd Northeastern State University
Office of Public Relations
Elizabeth Anderson
"2005 Foundation Annual Report"
- 3rd University of Oklahoma
Outreach Marketing
Susan Grossman and Hadley Jerman
"Outreach – Reaching Out"

Honorable Mention
Oklahoma State University – Stillwater
University Marketing
Mark Pennie
"STATE Magazine Picken's Cover"

Honorable Mention
Oklahoma State University - Stillwater
University Marketing
Phil Stockey
"STATE Magazine Spring 2006"

26. Logo Design / Graphic Identity

- 1st Southwestern Oklahoma State University
Creative Services
Kyle Wright
"The U Grill and its Food Vendors"
- 2nd Rogers State College
Office of Public Relations, SME Branding
Brent Ortolani and SME Branding
"RSU Hillcat"
- 3rd Oklahoma Christian University
Office of Marketing
Jonathan Curtis
"OC Athletic Logos"

Honorable Mention
Oral Roberts University
Office of Public Relations
"ORU's New Face"

27. Events Promotion/Campaigns

- 1st Cameron University
Community Relations
J. Adam Calaway, Laci Mace and Megan Spray
"The Premiere of Cameron Village"
- 2nd Oklahoma State University – Tulsa
Marketing and Public Relations
"A Stately Affair"
- 3rd Oklahoma City University
Wanda L. Bass School of Music
Mark Parker and Staff, Bass School of Music,
Vicki Patterson and staff, OCU University
Relations
"Bass School of Music Grand Opening Media Kit"

Honorable Mention
Oklahoma City University
Communications and Marketing Team
"Head of the Oklahoma Centennial Regatta"

Honorable Mention
Oklahoma State University - Stillwater
University Marketing
"The STATE's University"