

# The Winners Circle 2009

Oklahoma College Public Relations Association  
2009 Competition and Show Honorees

Coordinating Committee: **Randy Talley**, USAO; **Christine Dillon**, OCU; **Rebecca Richardson**, OSRHE;  
**Amy Ford**, ECU; **Brian Adler**, SWOSU; **Susan Grossman**, OU Outreach;

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## RADIO ADVERTISEMENT/PSA

**1<sup>st</sup> Northeastern State University**  
Communications and Marketing  
Aaron Anderson  
Woychick Design  
*"Broken Arrow-Good Coffee"*

**2<sup>nd</sup> Oklahoma State University-Tulsa**  
Marketing and Public Relations  
*"Why Choose OSU-Tulsa?"*

**3<sup>rd</sup> Southwestern Oklahoma State University**  
Public Relations and Marketing  
Brian Adler  
*"SWOSU Window of Opportunity"*

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## VIDEO SPOT

**1<sup>st</sup> Tulsa Community College**  
Marketing Communications  
*"James' and Tanisha' Fast Forward TV Spots"*

**2<sup>nd</sup> Oklahoma State University**  
University Marketing  
Mark Pennie  
*"Creativity"*

**3<sup>rd</sup> University of Central Oklahoma**  
University Relations  
Adrienne Nobles and Nicholi Brossia  
*"UCO No 'K'"*

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## VIDEO FEATURE

**1<sup>st</sup> Northeastern State University**  
Communications and Marketing  
Aaron Anderson  
*"Centennial Countdown"*

**2<sup>nd</sup> Oklahoma City University**  
Communications and Marketing  
Skyline Media  
*"Are You Ready To Be A Star"*

**3<sup>rd</sup> Oklahoma GEAR UP/OK State Regents for Higher Education**  
*"The Math Path DVD"*

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## TRADITIONAL PHOTOGRAPHY/GENERAL

**1<sup>st</sup> Tulsa Community College**  
Marketing Communications  
Cindy Barton  
*"Mood Music"*

**2<sup>nd</sup> Southwestern Oklahoma State University**  
Creative Services  
Kyle Wright  
*"Hello, Goodbye"*

**3<sup>rd</sup> Northwestern Oklahoma State University**  
University Relations  
Valarie Case  
*"Wintery North Entrance Signage"*

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## TRADITIONAL PHOTOGRAPHY/SPORTS

**1<sup>st</sup> Oklahoma State University**  
University Marketing  
Phil Shockley  
*"Byron Eaton"*

**2<sup>nd</sup> University of Central Oklahoma**  
Photographic Services  
Jonathan C. Smith  
*"Guns"*

**3<sup>rd</sup> Oklahoma State University**  
University Marketing  
Gary Lawson  
*"Out at Home"*

**Honorable Mention**  
Oklahoma State University  
University Marketing  
Gary Lawson  
*"Weathering the Storm"*

**Honorable Mention**  
**Southwestern Oklahoma State University**  
Creative Services  
Kyle Wright  
*"Unstoppable"*

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## DIGITALLY ENHANCED PHOTOGRAPHY/GENERAL

**1st Oklahoma State University**  
University Marketing  
Phil Shockley  
*"Home Court"*

**2nd Southwestern Oklahoma State University**  
Creative Services  
Kyle Wright  
*"Old Glory"*

**3rd University of Central Oklahoma**  
Photographic Services  
Jonathan C. Smith  
*"Sunset"*

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## DIGITALLY ENHANCED PHOTOGRAPHY/SPORTS

**1st University of Central Oklahoma**  
Photographic Services  
Daniel J. Smith  
*"Coach's First Win"*

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## WEB DESIGN

**1st OSU-OKC**  
Communications Team  
*"The Club"*

**2nd University of Oklahoma**  
Recruitment Services  
Allison Stanford, Kerri Shadid,  
Annie Bowen and Billy Adams  
[.go2.ou.edu](http://go2.ou.edu)

**3rd University of Central Oklahoma**  
University Relations  
Brian Alexander  
*"Broncho Blogs- [www.blogs.uco.edu](http://www.blogs.uco.edu)"*

### Honorable Mention

**Southwestern Oklahoma State University**  
Web Services  
Karen Wilson and Kyle Wright  
*"Admissions and Recruitment-  
[www.swosu.edu/admissions/index.asp](http://www.swosu.edu/admissions/index.asp)"*

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## PRINT ADVERTISING

**1st Oklahoma State University-Tulsa**  
Marketing and Public Relations  
*"Why Choose OSU-Tulsa?"*

**2nd University of Oklahoma Outreach**  
Marketing and Communications  
Christine Hughes and Melinda Hawkins  
*"Real Students"*

**3rd OSU-OKC**  
Communications Team  
*"Outlook Ad"*

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## NEWS WRITING

**1st East Central University**  
Communications and Marketing  
Jill Frye  
*"Famous Artist's Grandmother  
Donates Paintings to ECU"*

**2nd Oklahoma City University**  
Communications and Marketing  
*"The Great Debators"*

**3rd The Samuel Roberts Noble Foundation**  
Public Relations  
J. Adam Calaway  
*"Scientist's fight against tomato  
disease receives boost"*

### Honorable Mention

**Oklahoma State University-Tulsa**  
Marketing and Public Relations  
*"OSU-Tulsa Students and Professor  
Examine Creativity"*

### Honorable Mention

**Oklahoma City University**  
Communications and Marketing  
*"Korean War Veteran Returns to  
OCU for Degree"*

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## FULL-LENGTH FEATURE WRITING

**1<sup>st</sup> The Samuel Roberts Noble Foundation**  
Public Relations  
J. Adam Calaway  
*"Dave Wingo"*

**2<sup>nd</sup> Oklahoma State University**  
University Marketing  
Janet Varnum  
*"A Peaceful Revolutionary"*

**3<sup>rd</sup> University of Oklahoma**  
Student Media and Visitor Center  
Kelsey Witten  
*"Evolution of Equality"*

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## FEATURETTE WRITING

**1<sup>st</sup> University of Oklahoma**  
Susan Grossman  
*"Sooner Stiletto"*

**2<sup>nd</sup> OSU-OKC**  
Communications Team  
*"Growing a Legacy"*

**3<sup>rd</sup> East Central University**  
Communications and Marketing  
Jill Frye  
*"Father, Daughter Fulfill Promise to Earn College Degrees at ECU"*

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## SPORTS WRITING

**1<sup>st</sup> East Central University**  
Athletic Media Relations  
Brian Johnson  
*"Pybas Supreme Model for Endurance"*

**2<sup>nd</sup> Southwestern Oklahoma State University**  
Sports Information  
Justin Tinder  
*"Rex Ryan Hired by New York Jets"*

**3<sup>rd</sup> Cameron University**  
Athletics and Sports Information  
Craig Martin  
*"Aggies End Magical Season in Playoffs"*

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## SPORTS PUBLICATIONS

**1<sup>st</sup> Oklahoma City University**  
Communications and Marketing  
*"Basketball Media Guide"*

**2<sup>nd</sup> OSU-Stillwater**  
University Marketing  
Kim Butcher, Cory Cheney, Matt Elliott, Phil Shockley and Gary Lawson  
*"Posse Magazine, August 2008"*

**3<sup>rd</sup> Southwestern Oklahoma State University**  
Sports Information  
Justin Tinder  
*"2008 SWOSU Football Media Guide"*

**Honorable Mention**  
**Rogers State University**  
Public Relations  
Randy Riggs, Brent Ortolani and Ryan Bradley  
*"RSU Basketball Media Guide"*

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## POSTER DESIGN - FOUR COLOR

**1<sup>st</sup> University of Central Oklahoma**  
University Relations  
Craig Beuchaw  
*"Classen Comets Poster"*

**2<sup>nd</sup> (Tie) Rose State College**  
Marketing and Public Relations  
*"Spanish Student Poster"*

**2<sup>nd</sup> (Tie) The Samuel Roberts Noble Foundation**  
Publications and Visual Media  
Doug McAbee  
*"Noble Family Picnic 2009"*

**3<sup>rd</sup> Oklahoma State Regents for Higher Education**  
Communications Department  
Katharine Gaddis  
*"2009 Summer Academies in Math, Science and Technology"*

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## POSTER DESIGN - SPOT COLOR

**1<sup>st</sup> Roger State University**  
Public Relations  
Randy Riggs and Brent Ortolani  
*"A Survivor's Story: Holocaust Lecture Poster"*

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## SMALLER BROCHURE/FLYER/BOOKLET

**1<sup>st</sup> University of Central Oklahoma**  
University Relations  
Craig Beuchaw  
*"ACM @ UCO Brochure"*

**2<sup>nd</sup> Oklahoma State University**  
University Marketing  
Matt Lemmond  
*"New Student Orientation Brochure"*

**3<sup>rd</sup> Oklahoma Gear Up/OK State Regents for Higher Education**  
*"The Math Path Student Activity Booklet"*

**Honorable Mention**  
**Oklahoma State Regents for Higher Education**  
Communications Department  
Emelia Ross  
*"Do You Have a Plan for College? Oklahoma's Official Guide to Preparing for College"*

**Honorable Mention**  
**Rogers State University**  
Public Relations  
Brent Ortolani and Randy Riggs  
*"Search Piece"*

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## LARGER BROCHURE/FLYER/BOOKLET

**1<sup>st</sup> (Tie) Oklahoma State University**  
University Marketing  
Matt Lemmond  
*"New Student Orientation Handbook"*

**2<sup>nd</sup> Northeastern State University**  
Communications and Marketing  
Ross A. Maute, Nancy Garber,  
Pete Henshaw and Jennifer  
Zehnder  
*"Founders Day Program"*

**Honorable Mention**  
**OSU-Stillwater**  
University Marketing  
Kim Butcher and Matt Elliott  
*"Inspiring Clarity-OSU Student Counseling Center"*

**1<sup>st</sup> (Tie) Northeastern State University**  
Communications and Marketing  
Ross A. Maute  
*"Galaxy of Stars Brochure"*

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## SPECIAL PUBLICATION

**1<sup>st</sup> The Samuel Roberts Noble Foundation**  
Publications and Visual Media  
Scott McNeill, Broderick Stearns  
and J. Adam Calaway  
Third Degree  
*"Noble Foundation Annual Report"*

**2<sup>nd</sup> Cameron University**  
Community Relations  
Melanie Barfield  
*"Every Student. Every Story."*

**3<sup>rd</sup> (Tie) Oklahoma City Community College**  
Marketing and Public Relations  
*"2009 Commencement Program"*

**3<sup>rd</sup> (Tie) OSU-OKC**  
Communications Team  
*"Looking Back-Moving Forward"*

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## CATALOG

**1<sup>st</sup> Rose State College**  
Marketing and Public Relations  
*"2008-2009 Catalog"*

**2<sup>nd</sup> Tulsa Community College**  
Marketing Communications  
Matt Jostes and Steve Bagsby  
*"2009-2010 Catalog"*

## MAGAZINE

- 1<sup>st</sup> The Samuel Roberts Noble Foundation**  
Public Relations  
J. Adam Calaway, Doug McAbee,  
Scott McNeill and Broderick  
Stearns  
*"Legacy: Winter 2008"*
- 2<sup>nd</sup> University of Oklahoma**  
Marketing and Communications  
Susan Grossman, Brock Wynn,  
Christine Hughes and Megan  
Sagowitz  
*"Vantage Point"*
- 3<sup>rd</sup> Oklahoma State University**  
University Marketing  
Eileen Mustain and Paul V.  
Fleming  
*"OSU College of Human  
Environmental Science, 2008"*
- Honorable Mention**  
**University of Oklahoma**  
Marketing and Communications  
Susan Grossman, Brock Wynn,  
Christine Hughes and Megan  
Sagowitz  
*"Outreach-Reaching Out"*
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## CLASS SCHEDULE

- 1<sup>st</sup> Oklahoma City Community College**  
Marketing and Public Relations  
*"Series 2008-2009"*
- 2<sup>nd</sup> Oklahoma State University-Tulsa**  
Marketing and Public Relations  
*"2009 Class Schedules"*
- 3<sup>rd</sup> Rose State College**  
Marketing and Public Relations  
*"Class Schedule"*
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## ADMISSIONS VIEWBOOK

- 1<sup>st</sup> Northeastern State University**  
Communications and Marketing  
Ross A. Maute, Aaron Anderson,  
Pete Henshaw and Sean Kennedy  
*"NSU & You-The Perfect Fit"*
- 2<sup>nd</sup> Oklahoma City Community College**  
Marketing and Public Relations  
*"2009 Viewbook"*
- 3<sup>rd</sup> OSU-OKC**  
Communications Team  
*"2008 Viewbook"*
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## NEWSLETTER

- 1<sup>st</sup> Oral Roberts University**  
Public Relations  
Bonnie Rucker and Tim Jurgensen  
*"Snapshots"*
- 2<sup>nd</sup> Northeastern State University**  
Communications and Marketing  
Ross A. Maute, Sean Kennedy,  
Nancy Garber, Jennifer Zehnder  
and Pete Henshaw  
*"Reflections"*
- 3<sup>rd</sup> Oklahoma State University**  
Marketing  
Paul V. Fleming and Paul  
Woodard  
*"ECE Newsletter"*
- Honorable Mention**  
**OSU-Stillwater**  
University Marketing  
Kim Butcher  
*"Sociology Newsletter"*
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## BRIGHT IDEA CATEGORY

- 1<sup>st</sup> East Central University**  
Communications and Marketing  
*"ECU Centennial Scholarship"*
- 2<sup>nd</sup> Southwestern Oklahoma State University**  
Public Relations & Marketing  
Debbie Brown and Brian Adler  
*"Bulldog Bone Mints"*
- 3<sup>rd</sup> Oklahoma City University**  
Communications and Marketing  
*"Tap Jam Postcard"*
- Honorable Mention**  
**Rogers State University**  
Public Relations  
Randy Riggs and Kelli Fields  
*"Hillcat Cube Friend"*

## "BEFORE-AND-AFTER" DESIGN

**1<sup>st</sup> University of Science and Arts of Oklahoma**  
Media and Community Relations  
Hadley Jerman  
*"Music Notes Newsletter"*

**2<sup>nd</sup> Southwestern Oklahoma State University**  
Web Services  
Karen Wilson and Kyle Wright  
*"The SWOSU Current Student Experience"*

**3<sup>rd</sup> Northeastern State University**  
Communications and Marketing  
Ross A. Maute  
*"Spring Commencement Programs"*

**Honorable Mention**  
**Northeastern State University**  
Communications and Marketing  
Ryan Jensen and Pete Henshaw  
*"NSU Riverhawks Football Media Guide"*

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## SHOE-STRING AWARD

**1<sup>st</sup> University of Central Oklahoma**  
University Relations  
Adrienne Nobles and Nicholi Brossia  
*"UCO No "K""*

**2<sup>nd</sup> OSU-OKC**  
Communications Team  
*"The Club Sticky Note"*

**3<sup>rd</sup> University of Central Oklahoma**  
University Relations  
Charlie Johnson and Nicholi Brossia  
*"AMC @ UCO OKC Promo"*

**Honorable Mention**  
**East Central University**  
Communications and Marketing  
Ryan Wetherill  
*"ECUTube Contest-  
[www.ecok.edu/ecutube/](http://www.ecok.edu/ecutube/)"*

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## COVER DESIGN

**1<sup>st</sup> The Samuel Roberts Noble Foundation**  
Publications and Visual Media  
Doug McAbee  
*"20 Years of Plant Biology"*

**2<sup>nd</sup> The Samuel Roberts Noble Foundation**  
Publications and Visual Media  
Doug McAbee  
*"Trees, Shrubs and woody Vines: A pictorial guide"*

**3<sup>rd</sup> University of Oklahoma Outreach**  
Marketing and Communication  
Susan Grossman, Brock Wynn, Christine Hughes and Megan Sagowitz  
*"Vantage Point"*

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## LOGO DESIGN/GRAPHIC IDENTITY

**1<sup>st</sup> Northwestern Oklahoma State University**  
University Relations  
Steve Valencia  
*"University Logo"*

**2<sup>nd</sup> Southwestern Oklahoma State University**  
Creative Services  
Kyle Wright  
*"SWOSU Volleyball Spike Night logo"*

**3<sup>rd</sup> University of Central Oklahoma**  
University Relations  
Jesse Warne  
*"Integration: Weaving Strands of Learning"*

**Honorable Mention**  
**University of Science and Arts of Oklahoma**  
Media and Community Relations  
Hadley Jerman  
*"Reunion Logo"*

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## EVENTS/PROMOTIONS

**1<sup>st</sup> University of Central Oklahoma**  
University Relations  
Charlie Johnson, Adrienne Nobles  
and Craig Beuchaw  
*"AMC @ UCO Announcement"*

**2<sup>nd</sup> Cameron University**  
Community Relations  
Melanie Barfield  
*"B.J. Novak"*

**3<sup>rd</sup> Rogers State University**  
Public Relations  
Brent Ortolani, Nicole Nascenzi,  
Kelli Fields, Kate Northcutt and  
Randy Riggs  
*"RSU Centennial Celebration"*

### Honorable Mention

**Northeastern State University**  
Communications and Marketing  
Ryan Jensen, Pete Henshaw and  
Nancy Garber  
*"Inauguration Campaign"*

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## CAMPAIGNS

**1<sup>st</sup> Southwestern Oklahoma State University**  
Creative Services  
Kyle Wright  
*"2008-2009 SWOSU Athletics"*

**2<sup>nd</sup> Tulsa Community College**  
Marketing Communications  
*"Fast Forward TCC- Phase 2"*

**3<sup>rd</sup> Oklahoma City University**  
Communications and Marketing  
3rd Degree Advertising  
*"2008/2009 Recruitment Publications"*

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## MULTIMEDIA

**1<sup>st</sup> The Samuel Roberts Noble Foundation**  
Publications and Visual Media  
Scott McNeill  
*"Noble Foundation: Where we've been. Where we're going."*

**2<sup>nd</sup> Tulsa Community College**  
Marketing Communications  
Matt Jostes  
*"Student Recruitment PowerPoint Presentation"*

**3<sup>rd</sup> University of Science and Arts of Oklahoma**  
Media and Community Relations  
Randy Talley and Hadley Jerman  
*"Artscope Television Cells/Movie"*

### Honorable Mention

**Southwestern Oklahoma State University**  
Web Services  
Karen Wilson and Kyle Wright  
*"Navigating Around SWOSU"*

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## SQUARE PEG

**1<sup>st</sup> The Samuel Roberts Noble Foundation**  
Publications and Visual Media  
Doug McAbee  
*"Contemporary plant design"*

**2<sup>nd</sup> Rose State College**  
Marketing and Public Relations  
*"Gonfalons"*

**3<sup>rd</sup> Oklahoma State University**  
Marketing  
Paul V. Fleming and Emma Robertson  
*"Folding Pete"*