

# The Winners Circle 2011

Oklahoma College Public Relations Association  
2011 Competition and Show Honorees

Coordinating Committee: **Randy Talley**, USAO; **Paula Gower**, OCCC; **Rebecca Richardson**, OSRHE;  
**Amy Ford**, ECU; **Brian Adler**, SWOSU; **Adrienne Nobles**, UCO

## Categories 1-7 - Paula Gower, Coordinator

### 1. Radio Advertisement/PSA

- 1<sup>st</sup> Tulsa Community College  
Marketing Communications Department  
Lauren Brookey & Susie Brown  
*"TCC Premier College Radio Campaign"*
- 2<sup>nd</sup> Southwestern Oklahoma State University  
Public Relations & Marketing Office  
Brian Adler & Inflamed Brain  
*"How to Get the Great Life 24/7"*
- 3<sup>rd</sup> Oklahoma State University-Tulsa  
Marketing and Communications Services  
*"Be Yourself"*

### 2. Video Spot

- 1<sup>st</sup> East Central University  
Office of Communications & Marketing  
Amy T. Ford, Jacob Sircy & Jomain McKenzie  
*"ECU TV: Find Your Direction @ ECU"*
- 2<sup>nd</sup> University of Central Oklahoma  
University Relations  
Craig Beuchaw & Adrienne Nobles  
*"Live Central 2010"*
- 3<sup>rd</sup> Southwestern Oklahoma State University  
Public Relations & Marketing Office  
Brian Adler & Inflamed Brain  
*"How to Get the Great Life 24/7"*

### 3. Video Feature

- 1<sup>st</sup> University of Central Oklahoma  
University Relations  
Quin Tran & Samuel Ferguson  
*"Changed Forever"*

2<sup>nd</sup> University of Central Oklahoma  
University Relations  
Quin Tran, Nicholi Brossia & Samuel Ferguson  
*"Mathematics & Science"*

3<sup>rd</sup> Oklahoma State University  
Office of the Vice President for Research & Technology Transfer  
Kevin McCroskey, Kelly Green, Darla Duncan & Krista Hokit  
*"OSU Research Highlights Video"*

HM Northeastern State University  
University Communications & Marketing  
Aaron Anderson, Elisha Harbin, Corbin Brown, Chris Smith, Travis Wolfe, Cherokee Nation Education Services  
Group & NSU Center for Tribal Studies  
*"Cherokee Renewal"*

#### **4. Traditional Photography/GENERAL**

1<sup>st</sup> Redlands Community College  
Public Information Office  
Larry Clements  
*"Bertrick"*

2<sup>nd</sup> Northwestern Oklahoma State University  
University Relations  
Valarie Case  
*"Company: A Musical Comedy – Charlie & Dana"*

3<sup>rd</sup> Oklahoma State University  
University Marketing  
Phil Shockley  
*"Hey There!"*

#### **5. Traditional Photography/SPORTS**

1<sup>st</sup> Oklahoma State University  
University Marketing  
Gary Lawson  
*"Drive for Two"*

2<sup>nd</sup> Oklahoma State University  
University Marketing  
Gary Lawson  
*"Catch Me If You Can"*

3<sup>rd</sup> East Central University  
Office of Communications & Marketing  
Gina Smith  
*"The Pain of the Game"*

#### **6. Digitally Enhanced Photography**

1<sup>st</sup> Southwestern Oklahoma State University  
Creative Services  
Kyle Wright  
*"Attitude"*

2<sup>nd</sup> The Samuel Roberts Noble Foundation

Office of Publications & Visual Media  
Broderick Stearns & Scott McNeill  
*"A Field of Fescue"*

3<sup>rd</sup> East Central University  
Office of Communications & Marketing  
Catrina Nelson  
*"PEACE"*

## 7. Web Design

1<sup>st</sup> Oklahoma City University  
Communications & Marketing Team  
*"School of Visual Arts Website – [www.okcu.edu/petree/visualarts](http://www.okcu.edu/petree/visualarts)"*

2<sup>nd</sup> Tulsa Community College  
Marketing Communications Department  
Steve Rhom  
*"TCC Premier College Career Finder – [www.tulsacc.edu/careerfinder](http://www.tulsacc.edu/careerfinder)"*

3<sup>rd</sup> The Samuel Roberts Noble Foundation  
Office of Publications & Visual Media  
Katie Brown  
*"Facebook Splash Pages – [www.facebook.com/noblefoundation](http://www.facebook.com/noblefoundation)"*

Categories 8-13 – Adrienne Nobles, Coordinator
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## 8. Print Advertising

1<sup>st</sup> Tulsa Community College  
Marketing Communications Department  
Susie Brown & Cindy Barton  
*"Premier College Print Ads"*

2<sup>nd</sup> University of Oklahoma  
OU Outreach  
Marketing & Communication  
Melinda Russell & Dr. James Pappas  
*"Play Your Cards Right"*

3<sup>rd</sup> University of Oklahoma  
OU Information Technology  
Seth Hartman & Hannah Dworaczyk  
*"OU iPhone Apps Cart Ad"*

HM Rose State College  
Office of Marketing & Public Relations  
*"We Believe In You' Billboard"*

## 9. News Writing

1<sup>st</sup> The Samuel Roberts Noble Foundation  
Office of Public Relations  
J. Adam Calaway  
*"Students Experience Agriculture at New Noble Youth Event"*

2<sup>nd</sup> The Samuel Roberts Noble Foundation  
Office of Public Relations

J. Adam Calaway  
*"Mystery of Four-leaf Clover Unraveled by Noble, UGA Scientists"*

3<sup>rd</sup> University of Science and Arts of Oklahoma  
Media & Community Relations  
Rob Vollmar  
*"Granados Returns to Roots at USAO with Reflejo"*

HM University of Central Oklahoma  
University Relations  
Sarah Hill  
*"UCO's 'Rock the Block' Event to Benefit Local Child's Wish"*

## 10. Full-Length Features Writing

1<sup>st</sup> The University of Oklahoma  
OU Foundation  
Anne Barajas Harp  
*"Only the Intrepid Need Apply"*

2<sup>nd</sup> The Samuel Roberts Noble Foundation  
Office of Public Relations  
J. Adam Calaway  
*"Pursuing Dreams"*

3<sup>rd</sup> East Central University  
Communications & Marketing Department  
Jill Frye  
*"FOUR-STAR GENERAL – Gen. Thurman ('75) Takes Over Largest Army Command"*

## 11. Featurette Writing

1<sup>st</sup> Oklahoma State University  
University Marketing  
Janet Varnum  
*"STATE, Fall 2010 'The Language of Music'"*

2<sup>nd</sup> Tulsa Community College  
Marketing Communications  
Cindy Barton  
*"Staged Right"*

3<sup>rd</sup> The Samuel Roberts Noble Foundation  
Office of Public Relations  
J. Adam Calaway  
*"Burning the Midnight Oil"*

HM The Samuel Roberts Noble Foundation  
Office of Public Relations  
Baxter Stewart  
*"Community Garden Provides a Taste of Home"*

## 12. Sports Writing

1<sup>st</sup> Southwestern Oklahoma State University  
Sports Information  
Justin Tinder  
*"SWOSU Softball Player Delivers Inspirational Message"*

## 13. Sports Publications

- 1<sup>st</sup> Oklahoma State University  
 University Marketing  
 Cory Cheney, Matt Elliott, Paul Fleming, Valerie Kisling, Gary Lawson, Mark Pennie & Phil Shockley  
*"Posse, Vol.4, No. 2"*
- 2<sup>nd</sup> Rogers State University  
 Public Relations  
 Ryan Bradley, Randy Riggs & Sara Williams  
*"RSU Hillcat Baseball Media Guide"*
- 3<sup>rd</sup> Redlands Community College  
 Public Information Office  
 Deirdre Steiner, Andrew Davis, Larry Clements, Kelsie Dennis & Alexis Cory  
*"Women's Basketball Media Guide"*

Categories 14-19 - Rebecca Richardson, Coordinator
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#### 14. Poster Design

- 1<sup>st</sup> Southwestern Oklahoma State University  
 Creative Services  
 Kyle Wright  
*"SWOSU Men's Basketball 'DETERMINATION' Poster"*
- 2<sup>nd</sup> University of Science and Arts of Oklahoma  
 Media and Community Relations  
 Shayna Woidke & Katie Davis  
*"Drama Production Poster, The Matchmaker"*
- 3<sup>rd</sup> University of Central Oklahoma  
 University Relations  
 Craig Beuchaw  
*"Plunkett After Dark Poster"*
- HM Rogers State University  
 Public Relations  
 Jimmy Hart & Randy Riggs  
*"Enrollment Recruitment Poster"*
- HM  The Samuel Roberts Noble Foundation  
 Office of Publications & Visual Media  
 Katie Brown  
*"Fat Tuesday"*

#### Category 15 - Smaller Brochure/Flyer/Booklet

- 1<sup>st</sup> University of Science and Arts of Oklahoma  
 Media & Community Relations  
 Shayna Woidke, Randy Talley, Kellee Johnson & Monica Park  
*"Res Life Brochure"*
- 2<sup>nd</sup>  Oklahoma City University  
 Communications & Marketing Team  
 *"The Eyes of Texas Are Among You"*
3.  Northwestern Oklahoma State University  
 Foundation & Alumni Association

Marie Kadavy  
"Millennium Club Annual Appeal 2010"

### Category 16 - Larger Brochure/Flyer/Booklet

- 1<sup>st</sup>  The Samuel Roberts Noble Foundation   
Office of Public Relations  & Office of Publications & Visual Media  
 J. Adam Calaway, Scott McNeill, Broderick Stearns & Jackie Kelley  
"Our Story"
- 2<sup>nd</sup>  Oklahoma City University  
 Communications & Marketing Team  
"Outcomes Brochure"
- 3<sup>rd</sup>  Oklahoma City University   
Communications & Marketing Team  
"Graduate Viewbook"

### Category 17 - Special Publication

- 1<sup>st</sup> University of Central Oklahoma   
Chambers Library Office of Assessment and Development   
Samantha Bohn  
"Infographic Booklet of UCO Students' Feedback on Library Instruction
- 2<sup>nd</sup>  Cameron University   
Office of Public Affairs  
 Melanie Barfield  
"Oklahoma Research Day Booklet"
- 3<sup>rd</sup>  Southwestern Oklahoma State University   
Creative Services   
Kyle Wright   
"Randy Beutler Presidential Inauguration Invitations"
- HM  The Samuel Roberts Noble Foundation   
Office of Public Relations  & Office of Publications & Visual Media  
J. Adam Calaway, Scott McNeill, Broderick Stearns, Jackie Kelley & Third Degree  
"Noble Foundation 2009 Annual Report"

### Category 18 - Catalog

- 1<sup>st</sup>  Oklahoma City University   
Communications & Marketing Team  
"Campus Store Holiday Catalog"
- 2<sup>nd</sup>  Rose State College  
 Office of Marketing & Public Relations  
"Academic Catalog"

### Category 19 - Magazine

- 1<sup>st</sup>  The Samuel Roberts Noble Foundation   
Office of Public Relations  & Office of Publications & Visual Media   
J. Adam Calaway, Scott McNeill, Broderick Stearns & Jackie Kelley  
"Legacy: Boldly Going"
- 2<sup>nd</sup>  Oklahoma State University   
University Marketing

Eileen Mustain, Paul V. Fleming, Phil Shockley, Gary Lawson & Matt Elliott  
*"College of Arts & Sciences Magazine"*

3<sup>rd</sup> □Oklahoma State University□  
University Marketing  
□Cory Cheney, Matt Elliott, Paul Fleming, Valerie Kisling, Gary Lawson, Mark Pennie & Phil Shockley  
*"Posse, Vol.4, No.2"*

HM □Northeastern State University  
□Communications & Marketing  
*"Imprints-Spring-Summer 2011"*

Categories 20-25 – Amy Ford, Coordinator
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## 20. Class Schedule

1<sup>st</sup> Oklahoma State University - Oklahoma City  
Communications Department  
Tonia Byers  
*"2011 Spring/Summer Class Schedule"*

2<sup>nd</sup> Rose State College  
Office of Marketing & Public Relations  
*"Community Learning Center Fall 2010 Schedule"*

3<sup>rd</sup> Seminole State College  
Office of Media Relations  
*"Seminole State College Spring 2011 Class Schedule"*

## 21. Admissions Viewbook

1<sup>st</sup> University of Central Oklahoma  
University Relations  
Craig Beuchaw, Adrienne Nobles & Daniel Smith  
*"UCO Viewbook 2010-11"*

2<sup>nd</sup> University of Science and Arts of Oklahoma  
Media & Community Relations  
Shayna Woidke, Randy Talley & Kellee Johnson  
*"Think Viewbook"*

3<sup>rd</sup> Southwestern Christian University  
Professional Studies Program  
Cassie Duttler  
*"Professional Studies Viewbook"*

## 22. Newsletter

1<sup>st</sup> Rogers State University  
Office of Public Relations  
Brent Ortolani & Kate Northcutt  
*"'On the Hill,' Rogers State University Alumni Newsletter"*

2<sup>nd</sup> University of Central Oklahoma  
University Relations  
Gypsy Hogan, Craig Beuchaw & Dan Smith  
*"Central Intelligence"*

3<sup>rd</sup> The Samuel Roberts Noble Foundation  
Office of Publications & Visual Media  
Darla Boydston, Scott McNeill, Broderick Stearns & Jackie Kelley  
*"Ag News & Views"*

### **23. Bright Idea**

1<sup>st</sup> Oklahoma State University - Oklahoma City  
Communications Department  
Sonni Gladden  
*"Recruitment Birthday Cards"*

2<sup>nd</sup> Redlands Community College  
Public Information Office  
Andrew Davis & Deirdre Steiner  
*"Paper Cougar"*

3<sup>rd</sup> Southwestern Oklahoma State University  
Public Relations & Marketing Office  
Brian Adler  
*"SWOSU @ P Bar Farm Maze"*

HM Southwestern Oklahoma State University  
Creative Services  
Kyle Wright  
*"Randy Beutler Presidential Inauguration Invitations"*

### **24. Before-and-After Design**

1<sup>st</sup> University of Central Oklahoma  
University Relations  
Gypsy Hogan, Craig Beuchaw & Dan Smith  
*"Commencement Program"*

2<sup>nd</sup> Oklahoma City University  
Communications & Marketing Team  
*"Greek Life Brochure"*

3<sup>rd</sup> The Samuel Roberts Noble Foundation  
Office of Public Relations & Office of Publications & Visual Media  
J. Adam Calaway, Scott McNeill, Broderick Stearns & Jackie Kelley  
*"Our Story"*

### **25. Shoe-String Award**

1<sup>st</sup> Redlands Community College  
Public Information Office  
Andrew Davis & Deirdre Steiner  
*"Paper Cougar"*

2<sup>nd</sup> Rogers State University  
Public Relations  
Kelli Fields & Randy Riggs  
*"Hillcub Fun Stuff"*

3<sup>rd</sup> University of Science and Arts of Oklahoma  
Media & Community Relations  
Shayna Woidke & Randy Talley  
*"Institutional Branding Presentation"*



HM Oklahoma City University  
Communications & Marketing Team  
*"OCU iPhone App"*

HM University of Central Oklahoma  
University Relations  
Charles Johnson  
*"Forensic Science Institute"*

Categories 26-31 - Brian Adler, Coordinator
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## 26. Cover Design

1<sup>st</sup> Oklahoma State University  
University Marketing  
Phil Shockley  
*"STATE, Winter 2010"*

2<sup>nd</sup> The Samuel Roberts Noble Foundation  
Office of Publications & Visual Media  
Scott McNeill & Broderick Stearns  
*"Boldly Going"*

3<sup>rd</sup> The University of Oklahoma  
OU Outreach Marketing & Communication  
Lisa Phan & Dr. James P. Pappas  
*"UPCEA Marketing Conference Design"*

HM Langston University  
Office of Public Relations  
Brandon Clemons  
*"Miss LU Rocks: Miss Langston University Scholarship Pageant"*

## 27. Logo Design/Graphic Identity

1<sup>st</sup> The Samuel Roberts Noble Foundation  
Office of Publications & Visual Media  
Katie Brown  
*"Angus Warhol"*

2<sup>nd</sup> Southwestern Oklahoma State University  
Creative Services  
Kyle Wright  
*"SWOSU Wildland Fire Management Logo"*

3<sup>rd</sup> Southwestern Oklahoma State University  
Creative Services  
Kyle Wright  
*"Old Science Building Centennial Celebration Logo"*

HM The University of Oklahoma  
Sam Noble Museum  
Hadley Jerman  
*"Save the Frogs Day' Logo"*

HM East Central University  
Office of Communications & Marketing

Susan Ingram  
*"Brandon Whitten Institute"*

## 28. Events/Promotions

1<sup>st</sup> Oklahoma City Community College  
Marketing & Public Relations  
*"2010-2011 Cultural Arts Series"*

2<sup>nd</sup> Rogers State University  
Public Relations  
Kate Northcutt  
*"Wild, Wild, West' Scholarship Auction and Dinner"*

3<sup>rd</sup> University of Oklahoma  
OU Information Technology  
Becky Grant, Hannah Dworaczyk & Lauren Stanfill  
*"3 Day Sale"*

HM Rose State College  
Office of Marketing & Public Relations  
*"Rose State Live Magnets"*

HM University of Science and Arts of Oklahoma  
Media and Community Relations  
Shayna Woidke & Alejandra Carreño  
*"New Student Orientation Event Materials"*

## 29. Campaigns

1<sup>st</sup> University of Oklahoma  
OU Recruitment Services  
Allison Stanford, Billy Adams, Annie Smith & Tiffany Haendel  
*"The University of Oklahoma Recruitment Services 2010-2011 Campaign"*

2<sup>nd</sup> Rogers State University  
Public Relations  
Kate Northcutt  
*"Stake Your Claim'- National Survey of Student Engagement (NSSE)"*

3<sup>rd</sup> Oklahoma State University - Oklahoma City  
Communications Department  
*"Reach Higher Campaign"*

HM University of Oklahoma  
OU Housing and Food Services  
Lauren Royston & Aaron Lindley  
*"Live the Legend. Live on Campus."*

## 30. Multimedia Design

1<sup>st</sup> The Samuel Roberts Noble Foundation  
Office of Publications & Visual Media  
Scott McNeill  
*"Agricultural Innovation: Providing Food, Feed and Fuel"*

2<sup>nd</sup> Rose State College  
Office of Marketing and Public Relations  
Kenny Beachler  
*"Why Rose"*

3<sup>rd</sup> University of Oklahoma  
OU Information Technology  
Jawanza Bassue & John Salvie  
*"OU Green Week Technology Tips"*

HM Oklahoma City University  
Communications & Marketing Team  
*"Seasons Greetings from OCU"*

### 31. Square Peg

1<sup>st</sup> Southwestern Oklahoma State University  
Public Relations & Marketing Office  
Brian Adler  
*"SWOSU @ P Bar Farm Maze"*

2<sup>nd</sup> Oklahoma City Community College  
Marketing & Public Relations  
*"X-Stand Banners"*

3<sup>rd</sup> The Samuel Roberts Noble Foundation  
Office of Publications & Visual Media  
Katie Brown  
*"Angus Warhol T-Shirts"*

HM Rogers State University  
Public Relations  
Kelli Fields & Randy Riggs  
*"Hillcub Fun Stuff"*