

2011 PRSA UPPERCASE AWARD WINNERS

1. Printed Publications

Brochures:

Awards of Merit

- United Way of Central Oklahoma - *United Way of Central Oklahoma 2011 Campaign Brochure*
- Oklahoma Tourism & Recreation Department - *Oklahoma Indian Country Guide*

Honorable Mention

- University of Oklahoma Career Services - *The Freshman Guide*

Magazines:

Upper Case Award

- OSU Center for Veterinary Health Sciences - *"Vet Cetera"*

Annual Reports:

Upper Case Award

- Oklahoma Housing Finance Agency - *The Road Home: 2010 Annual Report*

Awards of Merit

- Oklahoma Tourism & Recreation Department- *2010 Annual Report: Oklahoma Tourism & Recreation Department*
- Anglin PR - *Oklahoma Center for the Advancement of Science & Technology Impact Report*

Honorable Mention

- Anglin PR - *EDGE "Get More" for Oklahoma*

Newsletters:

Award of Merit

- Oklahoma Housing Finance Agency - *News on 8*

Collateral Materials:

Award of Merit

- OG&E - *Smart Study Together Welcome Packet*

Other Publications:

Awards of Merit

- University of Oklahoma Career Services - *Technical Resume & Letter Writing Guide*
- United Way of Central Oklahoma - *United Way Leadership Giving Registry*
- Greater Oklahoma City Chamber - *BIO International Convention 16-page Tabloid*

2. Writing

Feature Writing:

Award of Merit

- Express Services, Inc. - *Why Is Your Top Talent Walking Out The Door?*

Honorable Mention

- Express Services, Inc. - *Three (Little) Things That Can Wreck a Team and How to Fix Them*

Writing:

Upper Case Award

- Heather Sarles - *130th Otoe-Missouria Encampment Press Release*

Radio Script:

Upper Case Award

- Anglin PR - *Oklahoma Center for the Advancement of Science & Technology Radio Spots*

Website or Collateral Copy:

Award of Merit

- Crosby-Volmer International Communications - *Home2 Suites "About Us"*

3. Electronic Communications

Internal Videos:

Award of Merit

- Love's Travel Stops - *Love's and the Regional Food Bank*

External Videos:

Awards of Merit

- Osko Communications - *Fowler Volkswagen VDub Sessions*
- Oklahoma Department of Transportation - *ODOT 100: Celebrating 100 years of transportation in Oklahoma*
- Love's Travel Stops - *Love's Connect App*
- Bone and Joint Hospital at St. Anthony - *Joint Replacement Center Patient Education DVD*

Website:

Awards of Merit

- Oklahoma Housing Finance Agency - *OklahomaHomebuyers.org*
- Greater Oklahoma City Chamber - *GreaterOKC.tv*

Multi-Media Communications:

Awards of Merit

- Greater Oklahoma City Chamber- *Velocity*
- Crosby-Volmer International Communications - *Home2 Suites by Hilton "News From The Oasis"*

Blogs/Wikis/Podcasts:

Award of Merit

- Oklahoma Tourism & Recreation Department- *Oklahoma Dispatch Blog*

Honorable Mention

- Greater Oklahoma City Chamber - *The Better Life*

Slideshows, Presentations and Webinars:

Upper Case Award

- Greater Oklahoma City Chamber - *Boeing Relocation Presentation*

4. Public Relations Programs

Marketing/Public Relations Campaigns:

Awards of Merit

- Crowe & Dunlevy - *It All Starts With a Great Idea*
- OG&E - *Smart Study Together Campaign*
- SMG Marketing at Cox Convention Center - *"Alegria" Brings Joy to the Cox Convention Center*

Honorable Mention

- Anglin Public Relations - *2011 Oklahoma City Home & Garden Show*

Special Events or Observances:**Awards of Merit**

- Crosby-Volmer International Communications - *Home2 Suites by Hilton Brand Launch*
- Jones Public Relations, Inc. - *Dean A. McGee Awards*

Media Relations Campaigns:**Award of Merit**

- Crosby-Volmer International Communications - *Introducing Home2 Suites by Hilton*

Honorable Mention

- Anglin Public Relations - *The Better Life*

Community Relations Campaigns:**Award of Merit**

- Crosby-Volmer International Communications - *Your2 Hands by Home2 Suites*

Honorable Mentions

- Infant Crisis Services - *Bedlam for Babies*
- Public Strategies - *Edwards Elementary Reading Explorers*

Branding/Re-Branding Campaigns:**Awards of Merit**

- Public Strategies - *Thriving Marriages*
- STF | PR, s Design, Tri County Technology Center - *The Strategy Center*

Research:**Upper Case Award**

- Jones Public Relations, Inc. - *OSU College of Human Sciences*

Best of Show**Tactics**

- Oklahoma Housing Finance Authority- *The Road Home: 2010 Annual Report*

Programs

- Jones Public Relations, Inc. - *OSU College of Human Sciences*