

2012 PRSA UPPERCASE AWARD WINNERS

1. Printed Publications

Brochures:

Honorable Mention

- Standley Systems -*ManagelT Brochure*

Magazines:

Awards of Merit

- Gaylord College of JMC at the University of Oklahoma - *Pulse Magazine*
- OSU Center for Veterinary Health Sciences - "*Vet Cetera*"

Honorable Mention

- Christ the King Catholic Church -*CK Magazine, January – June 2012*
- Christ the King Catholic Church- *CK Magazine, July – December 2011*

Annual Reports:

Upper Case Award

- Anglin Public Relations and S Design - *Oklahoma Center for the Advancement of Science and Technology Impact Report*

Award of Merit

- Anglin Public Relations - *Variety Care Annual Report*

Honorable Mention

- OG&E Energy Corp. - "*We Delivered*"

Newsletters:

Honorable Mention

- Saxum - *Kimray's Red Iron Producer*

Collateral Materials:

Upper Case Award

- The Greater Oklahoma City Chamber - *2011 Holiday Card*

Honorable Mentions

- Anglin Public Relations - *Homeless Alliance Invitation*
- Public Strategies for *KD35 Ball Flyer*

Other Publications:

Award of Merit

- Public Strategies - *KD35 Ball Program and Auction Guide*

Honorable Mentions

- Mercy - *A baby on the way*
- The University of Central Oklahoma - *University of Central Oklahoma Wedding Ad*

2. Writing

Speeches:

Award of Merit

- Jones Public Relations, Inc. - *Tulsa Press Club Speech by Verizon Wireless*

Straight News:

Award of Merit

- Anglin Public Relations - *Homeless Alliance West Town News Release*

Honorable Mention

- Anglin Public Relations - *University of Oklahoma Bridge Design Program News Release*

Feature Stories:

Honorable Mention

- The Children's Center - *Once Upon a Prom*

Opinions and Editorials:

Award of Merit

- Mercy - *Di Smalley Office Visit: Focusing on facts*

Honorable Mentions

- Jones Public Relations, Inc. - *Wall Street Journal Op-Ed*
- Mercy - *Di Smalley Office Visit, Ambassadors of good work*
- Mercy - *Di Smalley Office Visit, Tree partners better than one*

Website or Collateral Copy:

Award of Merit

- Enogex - *Enogex Headquarters Relocation Member Communications*

3. Electronic Communications

Internal Videos:

Upper Case Award

- OG&E Energy Corp. - *Positive Energy Award Videos*

Awards of Merit

- INTEGRIS Foundation - *You and I Campaign Videos*
- Trifecta Communications - *Food Fight*

External Videos:

Upper Case Award

- Vann and Associates / Thunder Cares - *Ronald McDonald House Charities of Oklahoma City Fundraising Video*

Award of Merit

- Trifecta Communications - *Andy Alligator's Water Park*

Honorable Mentions

- University of Central Oklahoma - *University of Central Oklahoma Housing and Dining Video*
- Greater Oklahoma City Chamber - *"Where We've Been, Where We're Going" OKC Promotional Video*

Website:

Upper Case Award

- Public Strategies - *www.KD35Ball.com*

Awards of Merit

- Vann and Associates - *Orr Family Farm Website*
- Greater Oklahoma City Chamber - *okcchamber.com*

Multi-Media Communications:

Upper Case Award

- Greater Oklahoma City Chamber - *Velocity E-zine*

Award of Merit

- Gaylord College of JMC at the University of Oklahoma - *Careers and Internships Newsletter*

Honorable Mention

- The Children's Center - *The Children's Center Enewsletter*

Blogs/Wikis/Podcasts:**Awards of Merit**

- Koch Communications - *Chickasaw Country Travel Blog*
- University of Oklahoma - *The Nontraditional Learner – blogs.ou.edu/cls*

Social Media Project:**Upper Case Award**

- Infant Crisis Services - *10 Dollars in 10 Days*

Awards of Merit

- Jones Public Relations, Inc. - *Sexual Assault Awareness Month for Verizon Wireless*
- Standley Systems - *Enter to Win, For Pete's Sake*

4. Public Relations Programs**Marketing/Public Relations Campaigns:****Upper Case Award**

- INTEGRIS Foundation - *You and I: INTEGRIS Health's Employee Giving Campaign*

Honorable Mentions

- Anglin Public Relations and Staplegun - *Central Oklahoma Transportation and Parking Authority Different Campaign*
- Anglin Public Relations and Funnel Design Group - *Liberté PR Campaign for Opening Events*
- City of Oklahoma City - *2011 Heart of the City Charitable Contributions Campaign*
- Greater Oklahoma City Chamber - *Oklahoma City Image Campaign*
- Jones Public Relations, Inc. - *Brown Mackie College Grand Opening*
- Oklahoma Department of Transportation, Media and Public Relations Division - *ODOT 100th Anniversary*

Special Events or Observances:**Upper Case Award**

- Jones Public Relations, Inc. - *Verizon Wireless Razr Launch Party*

Awards of Merit

- Oklahoma Department of Transportation Media and Public Relations Division - *I-40 Crosstown Grand Opening*
- Lindsey and Asp Advertising and PR - *National Tornado Summit*
- Jones Public Relations, Inc. - *Dave and Busters Grand Opening*
- Infant Crisis Services - *Boots and Ball Gowns Gala*
- Anglin Public Relations and Funnel Design Group - *Liberté Opening Events*
- Anglin Public Relations - *Homeless Alliance West Town Grand Opening*
- Anglin Public Relations - *Calverts Plant Interiors May Day Event*

Honorable Mention

- Factor 110 - *Festival on the Green*

Media Relations Campaigns:

Upper Case Award

- Crosby~Volmer International Communications - *CoreLogic Spatial Solutions Media Outreach Campaign*

Awards of Merit

- Anglin Public Relations - *Delta Dental Mission of Mercy Campaign*
- Anglin Public Relations - *Oklahoma City Home and Garden Show 2012 Media Relations Campaign*
- Greater Oklahoma City Chamber - *NBA Finals: Oklahoma City*
- Jones Public Relations, Inc. - *Harkins Theatres Ultimate Twilight Marathon*
- Mercy - *Good Shepherd Catholic School at Mercy*
- Mercy - *Mercy is Hoopin' to Healthify*
- Oklahoma Housing Finance Agency - *National Homeownership Month Celebrations*
- Saxum - *Hobby Lobby Minimum Wage Announcement*

Internal Communications Campaigns:

Upper Case Award

- INTEGRIS Foundation - *You and I Campaign*

Honorable Mention

- Schnake Turnbo Frank PR - *Messaging for noodleStream.com*

Community Relations Campaigns:

Honorable Mention

- YMCA of Greater Oklahoma City - *Community Support Campaign*

Public Service Campaigns:

Honorable Mention

- Jones Public Relations, Inc. - *Domestic Violence Awareness Month Campaign*
- Trifecta Communications - *Recycle Moore "Take Us to Your Litter"*

Public Affairs Campaigns:

Honorable Mention

- Vann and Associates - *Brian Maughan for Oklahoma County Commissioner*

Branding/Re-Branding Campaigns:

Upper Case Award

- Jones Public Relations, Inc. - *Downtown It!*

Awards of Merit

- Anglin Public Relations - *Family Builders Rebranding*
- Anglin Public Relations - *Liberté Branding*

Research:

- **Honorable Mention**
Schnake Turnbo Frank PR - *Oklahoma Attorneys Mutual Insurance Company Communications and Brand Research*

Social Media Campaigns:

Honorable Mention

- Koch Communications - *Favorite Memory of 2011*

Best of Show

Tactics

- The Greater Oklahoma City Chamber - *2011 Holiday Card*

Programs

- Jones Public Relations, Inc. - *Downtown It!*