

# 2013 PRSA UPPERCASE AWARD WINNERS

## SPECIAL AWARDS

### **Paul E. Dannelley Harmony Award**

Sherry Kast, APR

### **Outstanding Young Professional**

Colin Strickland

### **Clarus Award**

Ted Streuli

### **Best of Show**

#### **Magazines**

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

#### **Media Relations**

- Anglin Public Relations - *2013 OKC Home & Garden Show*

## 1. Printed Publications

### **Magazines:**

#### **Upper Case Award**

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

#### **Honorable Mention**

- Christ the King Catholic Church - *CK Magazine*

### **Annual Reports:**

#### **Upper Case Award**

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

#### **Award of Merit**

- Oklahoma Department of Human Services - *2013 Oklahoma Conference on Aging - Print Materials*

#### **Honorable Mention**

- University of Oklahoma - *2013 University of Oklahoma Community Impact Report*

## **Newsletters:**

### **Upper Case Award**

- The Children's Center - *The Heart*

## **Collateral Materials:**

### **Upper Case Award**

- Infant Crisis Services - *Mother's Day/Father's Day Tribute Series*

### **Award of Merit**

- Public Strategies - *Family Expectations Pitter Patter Collateral Materials*

### **Honorable Mentions**

- Oklahoma Department of Human Services - *2013 Oklahoma Conference on Aging - Print Materials*

## **Other Publications:**

### **Award of Merit**

- Anglin PR and Ghost - *2013 OU Research Report*

### **Honorable Mentions**

- Oklahoma Department of Wildlife Conservation - *"Oklahoma Fishing"*

## **2. Writing**

### **Straight News:**

#### **Upper Case Award**

- Anglin Public Relations - *100,000 Homes Launch News Release*

#### **Award of Merit**

- Anglin Public Relations - *OU College of Engineering Chemical Flooding News Release*

#### **Honorable Mention**

- Anglin Public Relations - *Mobile Dental Unit Serves 10,000th Patient*

### **Feature Stories:**

#### **Upper Case Award**

- Heather Payne - *132nd Otoe-Missourla Encampment Press Release*

#### **Honorable Mention**

- The Children's Center - *Grace Dance*

### 3. Electronic Communications

#### **Radio Script:**

##### **Upper Case Award**

- Anglin Public Relations - *Oklahoma Center for the Advancement of Science and Technology Radio Script*

#### **Internal Videos:**

##### **Honorable Mention**

- University of Oklahoma Housing and Food Services - *We Are Housing and Food Services*

#### **External Videos:**

##### **Upper Case Award**

- Oklahoma Department of Transportation Media & Public Relations Division - *SH-28 Bridge Demolition Video*

##### **Award of Merit**

- Anglin PR and Ghost - *2013 OU Research Report*

##### **Honorable Mention**

- The Children's Center - *A Birthday Wish*

#### **Website:**

##### **Upper Case Award**

- INTEGRIS Foundation - *INTEGRISGiving.org*

##### **Awards of Merit**

- FAA Credit Union - *Myscoremysavings.com*

##### **Honorable Mention**

- University of Oklahoma College of Nursing - *Nursing.ouhsc.edu - Healing a Website*

#### **Multi-Media Communications:**

##### **Award of Merit**

- Anglin PR and Ghost- *2013 University of Oklahoma Research Report*

##### **Honorable Mention**

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

## **Slideshow/Presentations Webinars:**

### **Award of Merit**

- Vann & Associates | PR + Marketing - *South Oklahoma City Chamber of Commerce Envision 240*

### **Honorable Mention**

- University of Oklahoma Housing and Food Services - *Enrollment Session Presentation*

## **Social Media Project:**

### **Upper Case Award**

- Oklahoma Housing Finance Agency - *OHFA Uses Facebook to Share Tornado Grant Information*

### **Award of Merit**

- Vi Marketing and Branding/TSET - *Shape Your Future Health Food Tournament*

### **Honorable Mention**

- Saxum - *The US of Energy*

## **4. Public Relations Programs**

### **Marketing/Public Relations Campaign:**

#### **Honorable Mentions**

- Chesapeake Energy Arena - *Mom's Nite out with NKOTB*

### **Special Events or Observances:**

#### **Awards of Merit**

- Anglin Public Relations - *2013 OU Women's Philanthropy Network, Philanthropy Symposium*

#### **Honorable Mention**

- Oklahoma Housing Finance Agency - *2013 Housing Summit*

### **Media Relations Campaigns:**

#### **Upper Case Award**

- Anglin Public Relations - *2013 OKC Home & Garden Show*

#### **Award of Merit**

- Saxum - *The Woody Guthrie Center Opening*

### **Honorable Mention**

- Saxum - *ReMerge Graduation*

### **Community Relations Campaigns:**

#### **Upper Case Award**

- Express Employment Professionals - *Brand It Blue Day 2013*

### **Honorable Mention**

- Anglin Public Relations - *100,000 Homes*

### **Crisis Communication Programs:**

#### **Upper Case Award**

- Oklahoma City Thunder - *Tornado Response*

### **Public Service Campaigns:**

#### **Award of Merit**

- Oklahoma Department of Human Services - *OKDHS Foster Care & Adoption Awareness Campaign*

### **Public Affairs Campaigns:**

#### **Award of Merit**

- Trifecta Communications - *Our Parks, Our Future*

### **Branding/Re-Branding Campaigns:**

#### **Awards of Merit**

- Vann & Associates | PR + Marketing - *Shawnee Convention & Visitors Bureau "HipStory" Rebrand*

### **Honorable Mention**

- Public Strategies - *Public Strategies Rebranding Campaign*

### **Research:**

#### **Honorable Mention**

- Public Strategies - *Office of Planning, Research and Evaluation (OPRE) and Assistant Secretary for Planning and Evaluation (ASPE) Market Research*

### **Social Media Campaigns:**

#### **Upper Case Award**

- Oklahoma City Thunder - *#WeAreThunder*