

# 2013 CUPPIE AWARD

Creative Excellence in Marketing and Communications

Thursday, March 14, 6:30 p.m.  
CUPRAP Professional Development Conference • Hershey, PA

CUPRAP, The Association of Communicators in Education is proud to present the sixth annual CUPPIE Awards. More than 260 entries were received from colleges, universities and providers of private, specialized and secondary education in Pennsylvania, New Jersey, New York, Delaware and Maryland. Judges represented experts in the field of communications and included designers, writers, educators, corporate executives and media professionals.

## 2013 CUPPIE AWARD WINNERS

### ADVERTISING – COMPLETE CAMPAIGN

#### Silver

- Drexel College of Nursing and Health Professions, *Hello Friend*
- Point Park University, *Real and World*

#### Bronze

- Butler County Community College, *Quality, Accessible, Affordable*
- Penn State College of Agriculture, *I Am Ag Sciences*
- Carnegie Mellon University, *Jump Start Your Future*

### ADVERTISING – PRINT

#### Bronze

- Drexel University Steinbright Career Development Center, *Please Go Away*
- Holy Family University, *Loaves + Fishes*

### ADVERTISING – RADIO

#### Bronze

- Butler County Community College, *Quality, Accessible, Affordable*

### ADVERTISING – TV

#### Bronze

- Butler County Community College, *Quality, Accessible, Affordable*
- Neumann University, *Open Doors*

### ELECTRONIC MEDIA – CD-ROM/VIDEO

#### Silver

- LaSalle University, *150th Anniversary Video*

#### Bronze

- Drexel University, *How Will You Live It*
- Wilmington University, *Admissions Communications Plan – Flagship Video*

### ELECTRONIC MEDIA – WEB SITE

#### Bronze

- LaSalle University, *LaSalle University 50th Anniversary of Music Theatre*, [www.lasalle.edu/musictheatre](http://www.lasalle.edu/musictheatre)
- Swarthmore College, *Campus Tour*, [www.swarthmore.edu/campustour](http://www.swarthmore.edu/campustour)

### ELECTRONIC MEDIA – SOCIAL MEDIA

#### Bronze

- Ithaca College, *Life at IC (tumblr)*, <http://lifeatic.tumblr.com/>

### ELECTRONIC MEDIA – OTHER EMERGING MEDIA

#### Gold

- Mount St. Mary's University, *Mount Mobile APP*

#### Bronze

- Seton Hill University, *Forward*

### PRINT – BROCHURES

#### Gold

- Susquehanna University, *Pathways to Success*

#### Silver

- Franklin & Marshall College, *GHI, Design*
- Susquehanna University, *Our Academic Community*

#### Bronze

- Drexel University, *Drexel University High Value*
- Gettysburg College, *Art and Art History Senior Projects Catalog*
- Misericordia University, *2011-12 Faculty Research & Scholarly Work*

### PRINT – COVERS

#### Silver

- Widener University, *Widener Magazine*

### PRINT – DIRECT MAIL

#### Bronze

- Gettysburg College, *Orange and Blue Brochure*

### PRINT – MAGAZINE

#### Gold

- Albright College, *The Albright Reporter*

#### Silver

- Susquehanna University, *Susquehanna Currents*
- Widener University, *Widener Magazine*

#### Bronze

- Carnegie Mellon University, *Carnegie Mellon Today*
- Franklin & Marshall College, *F & M Alumni Magazine*
- Ithaca College, *Ithaca College FUSE*
- Kutztown University, *Tower Magazine*
- Saint Joseph's University, *Intellect*
- Saint Joseph's University, *Haub School Review*
- Swarthmore College, *Swarthmore College Bulletin*

### PRINT – NEWSLETTER

#### Gold

- Albright College, *Fashion Lion: The Albright College Fashion Dept. Newsletter*

#### Bronze

- Carnegie Mellon University, *The Piper*

### PRINT – POSTERS

#### Silver

- Albright College, *Elements*
- Slippery Rock University, *She Should Have Died That Night*

#### Bronze

- Slippery Rock University, *SRU Jazz Generations Poster*

## PRINT – VIEWBOOKS

### Gold

- Susquehanna University, *Susquehanna Viewbook*

### Silver

- Holy Family University, *Perform with Purpose*
- Villanova University, *Main Viewbook – Ignite Change Go Nova*
- Villanova University, *Campus Viewbook – Ignite Change Go Nova*

### Bronze

- Duquesne University, *Viewbook*
- Wilmington University, *Admissions Communication Plan*

## PRINT – OTHER

### Gold

- Northampton Community College, *Annual Report*
- Point Park University, *Real and World*
- Wilkes University, *President's Report: A Decade of Growth*

### Silver

- Carnegie Mellon University, *Holiday Card*
- Carnegie Mellon University, *Meet the Press*
- Gettysburg College, *30 Treasures 30 Years*

### Bronze

- Franklin & Marshall College, *Inauguration 2012*
- Valley Forge Christian College, *Admissions Business Cards*

## COMMUNITY RELATIONS PROJECT

### Bronze

- Misericordia University, *At Misericordia, Service to Others Comes in Many Forms*
- Wilmington University, *"Operation Success" Military Outreach Event Series*

## FEATURE ARTICLE

### Gold

- Swarthmore College, *Homage to the Past*
- Widener University, *A Nursing Leader's Nightmare*

### Silver

- Albright College, *The Meat Man*
- Holy Family University, *Learning by Doing*
- Pennsylvania College of Technology, *As He Sees Fit*
- Temple University, *Best Foot Forward: Temple tour guides drive admissions, local economy*

### Bronze

- Drexel University/LeBow College of Business, *When the MAC Came to Market Street*
- Franklin & Marshall College, *A Reluctant Star*
- Saint Francis University, *Uncharted Waters*
- Widener University, *A Big Battle at the Smallest Levels*

## GENERAL NEWS STORY

### Silver

- Temple University, *Tactile imaging sensor can assist doctors with early identification of tumors*

### Bronze

- Temple University, *Kicking off a new era: Temple Football set to make BIG EAST debut*

## PR/MEDIA RELATIONS CAMPAIGNS

### Gold

- Susquehanna University, *SU Serve Campaign*

### Silver

- Duquesne University, *Cancer-Related Research*

### Bronze

- Ursinus College, *Promoting Accessibility at Berman Museum of Art*

## SPECIAL EVENTS

### Silver

- Albright College, *Homecoming 2012: Game On!*

### Bronze

- Drexel University, *Steinbright Career Development Center, Career Fair Fall 2012*

## CATEGORY JUDGING HOSTS

### Advertising

Kate Morgan, *Director of University Relations Penn State Lehigh Valley*

### Electronic Media

Heather Dotchel, *Manager of Editorial Services Holy Family University*

### Print

Susan J. Changnon, *Director of Communications and Marketing Butler County Community College*

### Public Relations/Media Relations

Sean Ramsden, *Director of Editorial Services Office of University Communications, Rider University*

## JUDGES

### Advertising

Geoff Gutgold, *Owner GGA Global*

Denise Ogden, *Professor of Marketing Penn State Lehigh Valley*

James (Doc) Ogden, *Professor of Marketing Kutztown University*

### Electronic Media

J. Barry Dickinson, Ph.D., *Dean, School of Business Administration Holy Family University*

Amanda McClain, *Coordinator of Art & Communications, Assistant Professor of Communications, Holy Family University*

Kim Pacini, *Creative Director Today's Graphics Inc.*

### Print

Melissa A. MacLeod, *Senior Director of Alumni and College Relations Grove City College*

Megan Monaghan, *Communications Specialist/Writer, Executive Editor, W&J Magazine Washington & Jefferson College*

Robert Reid, *Communications Manager Washington & Jefferson College*

Scot Rutledge, *Graphic Specialist Community College of Beaver County*

Dalton Good, *Director of Organizational Identity and Photography, Department of Marketing and Communications, Point Park University*

### Public Relations/Media Relations

Dan Higgins, *Director of Strategic Communication and Public Relations New Jersey Principals and Supervisors Association, Monroe, N.J.*

Faith Jackson, *Assistant Director, Creative Services Rutgers University, New Brunswick, N.J.*

Milagros "Millie" Gonzalez, *Writer/Editor/Communications Specialist and Adjunct Professor of Communication Kean University, Union, N.J.*

## CUPPIE COMMITTEE

Yvonne Harhigh, *Chair Associate Director of Communications Penn State Harrisburg*

Barbara Baals, *Assistant Director of Media & Public Relations Rowan University*

Susan J. Changnon, *Director of Communications and Marketing Butler County Community College*

Jennifer Stoudt, *Director of Publications Albright College*

CUPRAP is a voluntary organization of communications professionals from colleges, universities and independent schools dedicated to advancing the understanding of higher education and enhancing the professional development of its members. CUPRAP members work in public relations, media relations, marketing, publications, sports information, web and graphic design, social media and more. Members come from private and public colleges and universities, junior colleges, community colleges, independent schools, as well as other organizations involved in higher education. Founded in Pennsylvania in 1980 as one of the nation's few statewide organizations, CUPRAP members now come from many states. Today, CUPRAP has 343 members from 100 institutions.

# CUPRAP

[www.cuprap.org](http://www.cuprap.org)