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
- Bronze
  - Point Park University, Real and World

**ADVERTISING – PRINT**
- Bronze
  - Drexel University Steinbright Career Development Center, Please Go Away
  - Holy Family University, Leaves + 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
  - Swarthmore College, Campus Tour, www.swarthmore.edu/campustour

**ELECTRONIC MEDIA – SOCIAL MEDIA**
- Bronze
  - Ithaca College, Life at IC (tumblr), http://lifeatlc.tumblr.com/

**ELECTRONIC MEDIA – OTHER EMERGING MEDIA**
- Gold
  - Mount St. Mary's University, Mount Mobile APP

**PRINT – BROCHURES**
- Gold
  - Susquehanna University, Pathways to Success
  - Franklin & Marshall College, GHI, Design
  - Susquehanna University, Our Academic Community

**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

**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

**PRINT – DIRECT MAIL**
- 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/Jean 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 Dotche, 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 Ramsan, Director of Editorial Services
Office of University Communications, Rider University
JUDGES
Advertising
Geoff Gutgold, Owner
GSA Global
Denise Ogden, Professor of Marketing
Penn State Lehigh Valley
James (Doc) Ogden, Professor of Marketing
Kutztown University
Electronics Media
J. Barry Dickinson, Ph.D., Dean, School of Business Administration
Holy Family University
Amanda McLean, 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 Moneghan, Communications Specialist/Writer, Executive Editor, WJ 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.

CUPRRA COMMITTEE
Yvonne Harthig, 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

CUPRRA 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. CUPRRA 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, CUPRRA members now come from many states. Today, CUPRRA has 343 members from 100 institutions.