

CUPRAP, College and University Public Relations and Associated Professionals, is proud to present the ninth annual CUPPIE Awards. Altogether, 380 entries were received from colleges, universities, and providers of private, specialized and secondary education in Pennsylvania, New Jersey, New York, Delaware, Maryland and Wisconsin. Judges represented experts in the field of communications and included designers, writers, educators, corporate executives and media professionals.

JUDGES

Advertising

Eleanor Kubacki, Founder and CEO, EFK Group

Alan Sharavsky, President, Sharavsky Communications

Electronic Media and Video

Seer Interactive Team, led by Sunny Reed, Analytics Manager

160over90 Team, led by Katie Foley, Account Supervisor

Photography

Dan Z. Johnson, Dan Z. Johnson Photography

Dave Jackson, Photojournalist

Print and Writing

Samuel Roberts Noble Foundation team, led by Adam Calaway, Director of Communications

Karen Kelly, Director of Communications at the Gallogly College of Engineering, University of Oklahoma

Brian Adler, Vice President of Public Relations/Marketing, Southwestern Oklahoma State University

Public Relations

Anne Klein Communications Group, led by Christopher Lukach, President and member of the ownership team

Wild Card

Harmelin Media Team, led by Betsy Ostroff, Vice President

CUPPIE COMMITTEE

Renee Cree, Public Relations Manager, Marketing & Communications, Philadelphia College of Osteopathic Medicine

Elizabeth Hanson, Marketing Consultant, E. Hanson Unlimited

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



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 nearly 350 members from 100 institutions.

2016 CUPPIE AWARDS

Creative Excellence in Marketing and Communications

**Thursday, March 10
6:30 p.m.**

**CUPRAP Professional Development
Conference
Hershey, PA**



PRINT – BROCHURES (PRODUCED IN-HOUSE)**Gold**
Gettysburg College, *Capstone 2015: Art and Art History Senior Projects Catalog***Silver**
Swarthmore College, *Swarthmore Travel Brochure***Bronze**
Drexel University College of Engineering, *Institutional Advancement Small Brochure***Honorable Mention**
Franklin and Marshall College, *Diplomat Athletic Club Fundraising Brochure***PRINT – BROCHURES (PRODUCED BY AGENCY)****Gold**
Villanova University School of Business, *Villanova School of Business Center for Global Leadership Brochure***Silver**
Thiel College, *Homecoming 2015 Self-Mailer***PRINT – COVERS****Gold**
Lafayette College, *COMMITMENT, COMPETITION, CONNECTION***Silver**
Saint Joseph’s University, *Intellect Magazine Cover***Bronze**
Rowan University, *Rowan Magazine***PRINT – DEVELOPMENT/ANNUAL REPORTS/CAMPAIGNS/MAJOR GIFT COMMUNICATIONS (PRODUCED IN-HOUSE)****Gold**
Waynesburg University, *2013-2014 Annual Report***Silver**
Villanova University School of Business, *Villanova School of Business Dean’s Fund for Strategic Initiatives Annual Report***Bronze**
Lafayette College, *Annual Fund Calendar, 2015-16***Honorable Mention**
Juniata College, *Juniata College President’s Report 2013-14***PRINT – DEVELOPMENT/ANNUAL REPORTS/CAMPAIGNS/MAJOR GIFT COMMUNICATIONS (PRODUCED BY AGENCY)****Gold**
Franklin and Marshall College, *2014 Annual Report***Silver**
Seton Hill University, *The Campaign for Seton Hill University 2007-2014***Bronze**
Muhlenberg College, *Muhlenberg College Annual Report 2014-2015***PRINT – MAGAZINES (PRODUCED IN-HOUSE)****Gold**
Eastern University, *Eastern, The Magazine of Eastern University, Spring/Summer 2015***Silver**
Susquehanna University, *Susquehanna Currents***Bronze**
Albright College, *The Albright Reporter*
Honorable Mention
Carthage College, *The Carthaginian***PRINT – MAGAZINES (PRODUCED BY AGENCY)****Gold**
Widener University, *Widener Magazine, Spring and Fall 2015 Issue***Silver**
Drexel University-Office of Communications, *EXEL 2015***Bronze**
Thiel College, *The Bell, Spring 2015***Honorable Mention**
Maria College, *Maria Magazine Treasures College’s Rich History With Exciting Future***PRINT – NEWSLETTERS****Gold**
Albright College, *Fashion Lion: The Albright College Fashion Department Newsletter***Silver**
Susquehanna University, *2015 Tabloid #2***Bronze**
Waynesburg University, *Unscripted-December 2014***Honorable Mention**
Rutgers University-Newark, *Connect, Fall 2014***PRINT – POSTCARDS (PRODUCED IN-HOUSE)****Gold**
Thiel College, *Prospective Students Postcard Series***Silver**
Slippery Rock University of Pennsylvania, *Homecoming Invite***Bronze**
Slippery Rock University of Pennsylvania, *19th Hole***Honorable Mention**
Lebanon Valley College, *Music Department Circle of 5ths***PRINT – POSTCARDS (PRODUCED BY AGENCY)****Gold** (tie)
Peirce College, *Peirce College Open House Postcards***Silver**
Thiel College, *Summer Alumni Events Postcard Series***PRINT – POSTERS (PRODUCED IN-HOUSE)****Gold**
Saint Joseph’s University, *2015 Theatre Posters***Silver**
Temple University, *2015 Football Poster***Bronze**
Slippery Rock University of Pennsylvania, *WWI Propaganda Poster***Honorable Mention**
Albright College, *WXAC 50th Anniversary Poster***PRINT – VIEWBOOKS (PRODUCED IN-HOUSE)****Gold**
Swarthmore College, *Swarthmore College Viewbook***Silver**
Edinboro University of Pennsylvania, *Edinboro University Viewbook***Bronze**
Eastern University, *Undergraduate Admissions Viewbook 2015***Honorable Mention**
Villanova University, *Igniting Change: Villanova University College of Engineering***PRINT – VIEWBOOKS (PRODUCED BY AGENCY)****Gold**
Grove City College, *CrimsonView***PHOTOGRAPHY – FEATURE PHOTO****Gold**
Swarthmore College, *Reading on Parish Beach***Silver**
Eastern University, *Commencement with Walton Hall Background***Bronze**
Juniata College, *Candlelight Ceremony***Honorable Mention**
Juniata College, *JC Spring***PHOTOGRAPHY – NEWS PHOTO****Gold**
Saint Joseph’s University, *Pope Francis’ Visit to Saint Joseph’s University***Silver**
Swarthmore College, *Candlelight Vigil***PHOTOGRAPHY – OTHER****Gold**
Swarthmore College, *Film Noir***Silver**
Lafayette College, *Celebrate Lafayette in New York – One World Trade Center***PHOTOGRAPHY – SPORTS****Silver**
Lafayette College, *Celebrating in New York – Leopards’ Victory Over Lehigh***PUBLIC RELATIONS – PR CAMPAIGN****Gold**
Gettysburg College, *Marketing outcomes, the network, and value***Silver**
Rider University, *Fulfilling the Promise – Rider Celebrates 150 Years***Bronze**
Saint Joseph’s University, *Pope Francis Visits Philadelphia/Saint Joseph’s University***PUBLIC RELATIONS – SPECIAL EVENT PROMOTION****Gold**
Rowan University, *Rowan University Fossil Quarry***Silver**Gettysburg College, *Gettysburg College 2015 Commencement***Bronze**
Rider University, *Rider Breaks a World Record***Honorable Mention**
Swarthmore College, *The Inauguration of Valerie Smith***WRITING – FEATURE ARTICLE****Gold**
Albright College, *Crossing Borders: One Family’s Journey from Bosnia***Silver**
Pennsylvania College of Technology, *Clean Water to Go, Fall 2015 OCA***Bronze**
Wilmington University, *Media Master***Honorable Mention**
Lawrenceville School, *From Whisks to Whiskers***WRITING – CREATIVE HEADLINES****Gold**
Lawrenceville School, *From Whisks to Whiskers***Silver**
Thiel College, *Brain Matters***Bronze**
Chatham University, *College is Expansive***Honorable Mention**
Misericordia University, *Defining Differences***ADVERTISING – PRINT (PRODUCED IN-HOUSE)****Gold**
Neumann University, *Maymester poster***Silver**
Slippery Rock University of Pennsylvania, *We’ve Got Your Number***Bronze**
Temple University, *Hire an Owl***ADVERTISING – PRINT (PRODUCED BY AGENCY)****Gold**
Peirce College, *Peirce College Print Advertising: Metro Insertion***Silver**
Temple University, *Temple Football Season Ticket***Bronze**
Peirce College, *Peirce College Print Advertising: PBJ Full Insertion***ADVERTISING – TV (PRODUCED IN-HOUSE)****Gold**
Peirce College, *Peirce College TV Commercial***Silver**
Pennsylvania College of Technology, *Penn College & Little League – A Winning Team***Bronze**
Mansfield University of Pennsylvania, *TEAM PA***ADVERTISING – TV (PRODUCED BY AGENCY)****Gold**
St. Mark’s High School/Allied Pixel, *St. Mark’s High School – “All Things Possible”***Silver**
Wilkes University, *A University Built Around Greatness***Bronze**
Rosemont College/Allied Pixel, *Rosemont College – “Our Tuition Promise”***Honorable Mention**
DeSales University, *DeSales Fall 2015 Television Commercial***ADVERTISING – ONLINE (PRODUCED IN-HOUSE)****Gold**
Cabrine College, *New Program Ads Drive 4,000+ Visitors in 4 Months***ADVERTISING – ONLINE (PRODUCED BY AGENCY)****Gold**
Peirce College, *Peirce College Online Advertising***ADVERTISING – OUTDOOR (PRODUCED IN-HOUSE)****Gold**
Saint Joseph’s University, *Jesuit Is***Silver**
Temple University, *Arts at Temple***Bronze**
Grove City College, *Open Your Eyes Billboard***ADVERTISING – OUTDOOR (PRODUCED BY AGENCY)****Gold**
Philadelphia College of Osteopathic Medicine, *Institutional Billboard for Historic Philadelphia Pope Visit***Silver**
Peirce College, *Peirce College Outdoor Advertising: 150th Anniversary Billboard***Bronze**
Manor College/Paskill, Stapleton & Lord, *Manor College Undergraduate Recruitment Campaign***ELECTRONIC MEDIA – WEBSITE****Gold**
Philadelphia College of Osteopathic Medicine/Paskill, Stapleton & Lord, *Philadelphia College of Osteopathic Medicine Website***Silver**
Drexel University–Office of University Communications, *2014 Stories; Drexel University President’s Report***Bronze**
University of the Sciences, *Proven Everywhere Landing Page***Honorable Mention**
Temple University, *Temple University’s College of Liberal Arts Website***ELECTRONIC MEDIA – VIDEO (PRODUCED IN-HOUSE)****Gold**
Franklin and Marshall College, *Alumni Spotlight: Donnell Butler***Silver**
Drexel University–Marketing and Communications, *Do Something Different***Bronze**
Franklin and Marshall College, *Alumni Spotlight: David Lasky***Honorable Mention**
Gettysburg College, *The Network***ELECTRONIC MEDIA – VIDEO (PRODUCED BY AGENCY)****Gold**
Philadelphia College of Osteopathic Medicine/Paskill, Stapleton & Lord, *Philadelphia College of Osteopathic Medicine Website Video***Silver**
Franklin and Marshall College, *The Campaign for Shadek Stadium***Bronze**
Penn State University Abington, *Seize The Moment Today at Penn State Abington***Honorable Mention**
Peirce College, *Peirce College Video: 150th Anniversary Innovation Video***ELECTRONIC MEDIA – SOCIAL MEDIA****Gold**
Misericordia University, *Journey of Misericordia University First-Year Students-2015***Silver**
Grove City College, *70s Decade Challenge***Bronze**
Susquehanna University, *Study Abroad Instagram Contest***ELECTRONIC MEDIA – OTHER EMERGING MEDIA****Gold**
Lehigh University, *Entrepreneurs@LehighU Blog***Honorable Mention**
York College of Pennsylvania, *Parent Newsletters***WILD CARD****Gold**
Widener University, *Chester Magazine***Silver**
Drexel University-Marketing and Communications, *Confirmation Box***Bronze**
University of the Sciences, *Proven Everywhere Marketing Campaign***Honorable Mention**
Temple University, *Fencing Portraits*