

CUPRAP, The Association of Communicators in Education is proud to present the seventh annual CUPPIE Awards. More than 300 entries were received from colleges, universities and providers of private, specialized and secondary education in Pennsylvania, New Jersey, New York, Delaware, Maryland and California. Judges represented experts in the field of communications and included designers, writers, educators, corporate executives and media professionals.

#### CATEGORY JUDGING HOSTS

##### Advertising

Hilary Douwes, *Marketing Director*  
*Mount St. Mary's University*

##### Electronic Media

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

##### Print

Elizabeth Hanson, *Marketing Consultant*  
*E. Hanson Unlimited*

##### Public Relations/Media Relations

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

##### Photography

Harriet Goodheart, *Assistant Vice President for University Communications*  
*Saint Joseph's University*

#### JUDGES

##### Advertising

Louanne Welgoss, *Co-owner, LTD Creative*

Susan Hough, *Owner, Octavo Designs*

Jennifer Gerlock, *Director of Marketing, Graphcom Incorporated*

##### Electronic Media

Paul Russo, *Visual Effects Assistant Coordinator, "Game of Thrones"*

Tom Gardiner, *News photographer, CBS3*

Tom Finer, *Multimedia Producer, Comcast SportsNet Philadelphia*

Andy Gradel, *Interactive Marketing Director, Jefferson University Hospitals*

Jennifer Bell, *Director, Web Services, Rowan University*

Hollis Painting, *Director of Communications, Advancing Opportunities*

Frank Troiani, *Assistant Director/Lead Developer, Web Services, Rowan University*

Kim Mulford, *Health Reporter, Courier-Post*

Angelo Fichera, *Staff Writer, Philadelphia Inquirer*

Emily Kostic, *Brand Strategy & Communications at HISTORY on A&E*

##### Photography

Melissa Kelly, *University Photographer, Saint Joseph's University*

Mike Gallagher, *Videographer, Saint Joseph's University*

Harriet Goodheart, *Assistant Vice President for University Communications, Saint Joseph's University*

##### Print

Michele Fairley, *M. Fairley Graphic Design*

Michael Shampine, *MJS Printing LLC*

Linda Freeman, *LKF Marketing Associates*

##### Public Relations/Media Relations

George Wacker, *Communication Manager, Discover Lehigh Valley*

Jill Brader, *Interactive Communications & Creative Media Manager, United Way of Greater Lehigh Valley*

Megan Beste, *Director of Marketing and Special Projects for Fitzpatrick, Lentz and Bubba*

Dr. Denise Ogden, *Associate Professor of Marketing, Penn State Lehigh Valley*

Dr. Kasey Hudack, *Assistant Professor of Corporate Communication, Penn State Lehigh Valley*

#### CUPPIE COMMITTEE

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

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

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.

2014

# CUPPIE AWARDS

Creative Excellence in Marketing and Communications

Thursday, March 13  
6:30 p.m.

CUPRAP Professional Development  
Conference  
Hershey, PA



## ADVERTISING – COMPLETE CAMPAIGN

### Gold

- Peirce College, *The Peirce Difference*

### Silver

- Drexel School of Education, *Train Card Campaign*

### Bronze

- Seton Hill University, *What Is Up?*
- St. Joseph’s University’s Haub School of Business, *Haub Has It*

## ADVERTISING – TV

### Gold

- Northampton Community College, *Where Are You Going?*
- Seton Hill University, *Seton Hill Campus Expansion*

### Silver

- Seton Hill University, *What Is Up?*

## ADVERTISING – OUTDOOR

### Silver

- Misericordia University, *Watch Your Wallet! The Roast of Mike MacDowell Billboard*

### Bronze

- Penn State Lehigh Valley, *Billboard Series*

## ELECTRONIC MEDIA – WEB SITE

### Gold

- Mount St. Mary’s University, *Mount Admissions web site*

### Bronze

- Maria College, *Web redesign*
- Drexel University’s Steinbright Career Development Center, *www.drexel.edu/scdc*
- Chatham University, *MFA in Creative Writing Responsive*

## ELECTRONIC MEDIA – VIDEO

### Silver

- Chatham University, *Words Without Walls*
- Swarthmore College, *The Joys of Juggling*

- Franklin and Marshall College, *F&M College Prep Confronts ‘Undermatching’*

- Franklin and Marshall College, *Alumni Spotlight: Liz Watson*

### Bronze

- St. Joseph’s University, *Considering the Turtles: Survey at John Heinz National Wildlife Refuge*

## ELECTRONIC MEDIA – SOCIAL MEDIA

### Gold

- Temple University, *TU Gradshoes*

## ELECTRONIC MEDIA – OTHER EMERGING MEDIA

### Silver

- Messiah College, *Open house responsive schedule*

## PRINT – DEVELOPMENT

### Gold

- Drexel University, *Philanthropy Journal 2012*
- Misericordia University, *Presidential Packet: Watch Your Wallet*

### Silver

- Bucknell University, *We Do: The Campaign for Bucknell University*
- Swarthmore College, *Charting our Course: Report from the President*

## PRINT – BROCHURES

### Gold

- Susquehanna University, *Academic majors brochures*

### Silver

- University of the Sciences, *Research brochure*
- Albright College Center for the Arts, *The Arts at Albright, 2013-2014*
- Chatham University, *Bachelor of Science Sustainability*

### Bronze

- Gettysburg College, *Capstone 2013*

## PRINT – COVERS

### Gold

- Misericordia University, *Misericordia Today*

### Silver

- Albright College, *Albright Reporter*

### Bronze

- Drexel University’s Lebow College of Business, *Market Street Magazine*
- Widener University, *Widener Magazine*

## PRINT – DIRECT MAIL

### Gold

- Susquehanna University, *Program brochures*

### Bronze

- Penn State Undergraduate Admissions, *#psupride*

## PRINT – MAGAZINE

### Gold

- Bucknell University, *Bucknell Magazine*
- Dickinson College, *Dickinson Magazine*

### Silver

- Albright College, *Albright Reporter*
- Drexel College of Arts & Sciences, *Ask*
- Susquehanna University, *Susquehanna Currents*

### Bronze

- Slippery Rock University, *The Rock*
- St. Joseph’s University College of Arts and Sciences, *Intellect*

## PRINT – NEWSLETTER

### Bronze

- Albright College Fashion Department, *Fashion Lion*
- Rutgers University, *Connect Newsletter*

## PRINT – POSTERS

### Bronze

- Slippery Rock University, *Earth Days 2013*
- Slippery Rock University, *Dance in India*
- Slippery Rock University, *Black History Month*

## PRINT – VIEWBOOKS

### Silver

- Susquehanna University, *2013-14 Viewbook*
- Duquesne University, *Viewbook*

### Bronze

- Widener University School of Law, *Widener Law Viewbook*

## PRINT – OTHER

### Gold

- Duquesne University, *School of Business Centennial Book*

### Silver

- Messiah College, *Homecoming Package and Responsive Mobile Schedule*
- Wilkes University, *Presidential Installation Materials*

### Bronze

- Wilmington University, *Wrap and installation*
- Widener University, *WU Brew coffee bag label*

## PUBLIC RELATIONS/MEDIA RELATIONS FEATURE ARTICLE

### Gold

- Penn College of Technology, *Engineered for Success*

### Silver

- Drexel College of Business, *The Man Who*
- Muhlenberg College, *Working Rough in Port-au-Prince*
- Penn State Beaver, *Little Engine, Big Impact*
- Slippery Rock University, *Nifty at 50: Campus Radio Station Celebrates Legacy*
- Susquehanna University, *Crossover: Alumni Connections Lead to Unexpected Career Turns*

- Susquehanna University, *Lost and Found: Teen Tragedy Brings New Meaning to Professor’s Memoir*

- Swarthmore College, *Superstar in Green*

- Widener University, *The Boss and the Bootleg*

- Wilkes University, *Chemical Solutions*

- Wilmington University, *CyberAttack 101: The Electronic Enemy*

### Bronze

- Drexel College of Business, *Honest Tom’s Revolution*
- Duquesne University, *Waging War on Cancer*
- Penn College of Technology, *Falling in Place*
- Slippery Rock University, *Stealth Fighter*
- Wilmington University, *Everyone Has a Story*

## PUBLIC RELATIONS/MEDIA RELATIONS GENERAL NEWS STORY

### Silver

- Misericordia University, *Operation Smile*
- Lebanon Valley College, *From Anneville to Nashville and Back Again*

### Bronze

- Monmouth University, *Mac Shines in Superstorm*
- Rowan University, *Loss. Life. Healing. Hope.*

## PUBLIC RELATIONS/MEDIA RELATIONS CREATIVE HEADLINES

### Gold

- Widener University, *The Boss and the Bootleg*

### Silver

- Drexel University, *The Man Who*

### Bronze

- Drexel University, *When Life Gives You Grapes*
- Drexel University, *Hot-Dogging It*
- Misericordia University, *The Faces of Frustration*
- Widener University, *How Does Your Java Grow?*

## PUBLIC RELATIONS/MEDIA RELATIONS PR/MEDIA RELATIONS CAMPAIGN

### Gold

- Gettysburg College, *150th Anniversary*
- Widener University, *WU Brew*

### Silver

- Drexel University, *Don’t Wash Your Chicken*

### Bronze

- Lehigh University, *Technical Entrepreneurship Master’s Degree Program*
- Rowan University, *Brace for Impact*

## PUBLIC RELATIONS/MEDIA RELATIONS SPECIAL EVENT

### Silver

- Drexel University, *Pong Over Philly*
- Bucknell University, *We Do: The Campaign for Bucknell University*

### Bronze

- University of the Sciences, *University of the Sciences Inauguration*

## PUBLIC RELATIONS/MEDIA RELATIONS COMMUNITY RELATIONS PROJECT

### Silver

- Chapman University, *Orange County Register*

## PHOTOGRAPHY – NEWS OR FEATURE PHOTO

### Gold

- Swarthmore College, *Mr. Swarthmore*

### Silver

- Valley Forge Christian College, *74th Commencement*
- Swarthmore College, *Boat builder*
- Drexel University’s Lebow College of Business, *True life superhero*

### Bronze

- Temple University, *Philadelphia’s City Hall*
- Pennsylvania College of Technology, *Wrestling*

## PHOTOGRAPHY – PHOTO ESSAY

- Temple University, *Graduating student athletes*