

## ADVERTISING

### Radio

#### Silver:

Aloysius Butler & Clark and Montgomery County Community College, *Montco Momentum*

### Agency-Produced TV Ads

#### Gold:

Aloysius Butler & Clark and Montgomery County Community College, *Montco Momentum*

### In-House-Produced TV Ads

#### Gold:

Eastern University, *Where Will Your Classroom Be?*

#### Silver:

Utica College, *Utica Value Television 2018*

#### Bronze:

Eastern University, *Courage Anthem*

#### Honorable Mention:

Rider University, *Rider University ESPN Commercial*

### Agency-Produced Online Ads

#### Gold:

Villanova School of Business, *Church Management Advertisements*

### In-House-Produced Online Ads

#### Gold:

Ithaca College, *Bring Your \_\_\_ Brand Awareness Ad Campaign Revamp*

### Agency-Produced Outdoor Ads

#### Gold:

Eastern University, *Sam | Courage to Be Myself*

#### Silver:

Widener University, *Robotics Billboards*

#### Bronze:

Pennsylvania College of Technology, *Future Made by Hand Billboard*

#### Honorable Mention:

Waynesburg University, *Welcome to Waynesburg Billboard*

### In-House-Produced Outdoor Ads

#### Gold:

Mount St. Mary's University, *Live Significantly Outdoor Billboards*

### Print Ads

#### Gold:

Villanova School of Business, *Church Management Advertisements*

## PUBLIC RELATIONS AND MARKETING PR CAMPAIGN

#### Gold:

Bucknell University, *President Bravman National Thought Leadership*

#### Silver:

Rowan University, *Houshmand's Hazardous Hot Sauce*

#### Bronze:

Widener University, *The Common Ground Initiative*

#### Honorable Mention:

Mount St. Mary's University, *Mount St. Mary's University Seminarian Profiles*

## SPECIAL EVENT PROMOTION

#### Gold:

Rutgers University, *New Brunswick Alumni House Grand Opening (Van Nest Hall)*

#### Silver:

Arcadia University, *Arcadia University Inauguration*

#### Bronze:

Bucknell University, *125 Years of Engineering at Bucknell*

#### Honorable Mention:

Slippery Rock University of Pennsylvania, *Performing Arts*

## BRANDING CAMPAIGN

#### Gold:

Aloysius Butler & Clark, *Proven Everywhere*

#### Silver:

Drexel – University Communications, *Ambition Can't Wait: In-House Creative Refresh*

#### Bronze:

Eastern University, *Courage*

#### Honorable Mention:

Mount St. Mary's University, *Live Significantly Integrated Branding Campaign*

## WILD CARD

#### Gold:

Arcadia University, *Arcadia 360 Google Goggles*

#### Silver:

Misericordia University, *Achieving Website ADA Compliance*

#### Bronze:

Rutgers University, *Rutgers Interactive Display in The Alumni House at Van Nest Hall*

#### Honorable Mention:

Eastern University, *The Hub*

## CUPPIE COMMITTEE

- David Allen, Communications Manager, LeBow College of Business, Drexel University
- Renee Cree, Associate Director, News & Media Relations, Philadelphia College of Osteopathic Medicine (co-chair)
- Elizabeth Hanson, Marketing Consultant, E. Hanson Unlimited
- Brian Kirschner, Director, Communications, Middle States Commission on Higher Education (co-chair)

## JUDGES

### Advertising:

- Eleanor Kubacki, Founder and CEO, EFK Group
- Alan Sharavsky, President, Chief Strategy and Creative Officer, Sharavsky Communications

### Electronic Media:

- *E-Newsletter, Interactive Media, Social Media, Website Redesign/Refresh and Features:* The Kyle David Group, led by Kyle David, CEO
- *Video:* Seer Interactive Team, led by Ali Wilson, PPC Manager

### Print:

- *Advancement Communications, Covers, and Postcards:* Karen Kelly, Director of Communications, OU Gallogly, College of Engineering
- *Brochures:* Suzanne Guelli, Suzanne Guelli Graphic Design
- *Magazines:* Mike Bruckner, Former Vice President, Muhlenberg College
- *Viewbooks:* Victoria Kidd, Principal, Kidd Communications

### Public Relations and Marketing:

- *Branding Campaign, PR Campaign, and Special Event Promotion:* AKCG Group, led by: Chris Lukach, President

### Writing:

- *Long-Form:* Barbara J. Marshall, Barbara Marshall Ink
- *Short-Form and Blog:* Kevin Kaufman, Director of Communications, Cheltenham School District

### Photography:

- Dan Z. Johnson, Dan Z. Johnson Photography
- Melissa Kelly, Melissa Kelly Photography

### Wild Card:

- Aloysius Butler & Clark Team, led by: Steve Merino, Chief Creative Officer, and Alexandra Parkowski, Account Supervisor

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 more than 320 members from over 100 institutions.

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

2019

# CUPPIE AWARDS

Creative Excellence in Marketing and Communications

Thursday, March 14  
6:30 p.m.

CUPRAP  
Professional Development Conference

Lancaster Marriott at Penn Square  
Lancaster, PA

CUPRAP

CUPRAP, College and University Public Relations and Associated Professionals, is proud to present the 12th annual CUPPIE Awards. Altogether, 416 entries were received from colleges, universities, agencies and providers of private, specialized and secondary education in Delaware, Maryland, New Jersey, New York and Pennsylvania. Judges represented experts in the field of communications and included designers, writers, educators, corporate executives and media professionals.

## ELECTRONIC MEDIA

### Social Media Campaign

#### Gold:

JPL, *Pennsylvania College of Health Sciences Social Media Campaign*

#### Silver:

Philadelphia College of Osteopathic Medicine, *Letter to My First-Year Self*

#### Bronze:

Ithaca College, *#ICFacultyFriday*

#### Honorable Mention:

Ithaca College, *#IC125*

### Social Media Standalone Post

#### Gold:

Franklin & Marshall College, *#fandm2022 stats*

#### Silver:

Ithaca College, *Cortaca Carousel*

#### Bronze:

Eastern University, *5 Ways To Use Your New Eastern Magazine*

#### Honorable Mention:

Bucknell University, *Peaceful Protests*

### Website Redesign/Refresh

#### Gold:

Drexel University College of Engineering, *Drexel Engineering Website Redesign*

#### Silver:

Juniata College, *BELIEVE Campaign Website | believe.juniata.edu*

#### Bronze:

Seton Hill University, *Seton Hill University Centennial Web Timeline*

#### Honorable Mention:

Drexel – University Communications, *Ambition Can't Wait Website Redesign*

### Newsletters/E-Newsletters

#### Gold:

Saint Lawrence University, *Newsletter*

#### Silver:

Widener University, *What's Up @ Widener*

#### Bronze:

Drexel – University Communications, *Redesigned DrexelNow Email, Student Version*

### Web Feature Package

#### Gold:

Ithaca College, *Life at IC*

#### Silver:

Juniata College, *Get a Jump on Your Career Quest | Think About Who You Are*

#### Bronze:

Bucknell University, *Bucknell Magazine Website, Winter 2018 Cover Story Package*

#### Honorable Mention:

JPL, *Pennsylvania College of Health Sciences Web Feature Experience Landing Page*

### Interactive Media

#### Gold:

Ithaca College, *IC125 360 Alumni Video + Viewers*

#### Silver:

Misericordia University, *Audieoye Toolbar*

### Agency-Produced Video

#### Gold:

Allied Pixel, *Personalized Drip Campaign*

#### Silver:

Temple University College of Liberal Arts, *The Story of Barry Sauder '18*

#### Bronze:

JPL, *Pennsylvania College of Health Sciences Video Campaign*

#### Honorable Mention:

Seton Hill University, *Seton Hill University 100 Years Forward Video*

### In House-Produced Video

#### Gold:

Pennsylvania College of Technology, *Penn College Savors the Kentucky Derby*

#### Silver:

Lebanon Valley College, *Vietnamese Refugee Dr. Si Pham '79*

#### Bronze:

Franklin & Marshall College, *Annalisa Crannell: Portrait of a Mathematician*

#### Honorable Mention:

Arcadia University, *Bits & Pieces*

## PRINT

### Agency-Produced Magazines

#### Gold:

Bucknell University, *Bucknell Magazine—Winter 2018 issue*

#### Silver:

Villanova University Communications, *Villanova Magazine: Reflecting the Villanova of Now*

#### Bronze:

Rutgers University, Camden, *Rutgers-Camden Magazine*

#### Honorable Mention:

Villanova School of Business, *Moran Center for Global Leadership Annual Report*

### In-House-Produced Magazines

#### Gold:

Slippery Rock University of Pennsylvania, *ROCK Magazine Series*

#### Silver:

Grove City College, *GeDUNK: A Special Place*

#### Bronze:

Mount St. Mary's University, *Mount Magazine Summer 2018*

#### Honorable Mention:

Ithaca College, *This is Ithaca*

### Posters

#### Gold:

Albright College, *Mosaic*

#### Silver:

Penn State Berks, *Macbeth Theatre Performance Poster*

#### Bronze:

Franklin & Marshall College, *Solitary/Solidary Dance Poster*

#### Honorable Mention:

Franklin & Marshall College, *Danez Smith Poster*

### Athletic Communications

#### Gold:

Franklin & Marshall College, *Athletics & Excellence Report*

#### Silver:

Albright College, *Albright Football, 2018 Season*

#### Bronze:

Lafayette College, *Creating a Championship Culture*

#### Honorable Mention:

Rider University, *Rider Athletics Bus*

### Agency-Produced Postcards

#### Gold:

Villanova School of Business, *VSB Specialized Masters Postcard Mailer*

### In-House-Produced Postcards

#### Gold:

Eastern University, *FastPass*

#### Silver:

Penn State Lehigh Valley, *Penn State Lehigh Valley Student Art Exhibit 2018 Postcard*

#### Bronze:

Franklin & Marshall College, *Hark! The End of June is Near*

#### Honorable Mention:

Penn State Lehigh Valley, *Penn State Lehigh Valley Basketball White Out 2018 Postcard*

### Agency-Produced Advancement Communications

#### Gold:

Philadelphia College of Osteopathic Medicine, *PCOM Pillars Program*

#### Bronze:

Seton Hill University, *Seton Hill University Centennial Campaign for Student Scholarships*

### In-House-Produced Advancement Communications

#### Gold:

Franklin & Marshall College, *Portraits in the Liberal Arts: Annual Report of Giving*

#### Silver:

Franklin & Marshall College, *Franklin & Marshall Fund Direct Mail Piece*

#### Bronze:

Bucknell University, *Bucknell on the National Stage*

#### Honorable Mention:

Gettysburg College, *Gettysburg Great: Campaign Final Report*

### Covers

#### Gold:

Pennsylvania College of Technology, *Fall 2018 Penn College Magazine Cover*

#### Silver:

Rider University, *Rider Magazine Fall 2018*

#### Bronze:

Lafayette College, *Summer Cover Issue of the 2018 Lafayette Magazine "Pards at Play"*

#### Honorable Mention:

Rutgers University, Camden, *Rutgers-Camden Magazine "The World is Our Classroom"*

### Brochures

#### Gold:

Gettysburg College, *Domestic Travel Brochure*

#### Silver:

Gettysburg College, *"You're In, Now What?" Brochure*

#### Bronze:

Franklin & Marshall College, *Encore Cultural Arts Calendar*

### Agency-Produced Viewbooks

#### Gold:

Pennsylvania College of Technology, *Institutional Viewbook*

#### Silver:

JPL, *Pennsylvania College of Health Sciences Viewbook*

### In-House-Produced Viewbooks

#### Gold:

Lafayette College, *Admissions Curnon Journal VOL. 2 ISSUE 2*

#### Silver:

Eastern University, *Eastern University Viewbook*

#### Bronze:

Lebanon Valley College, *Your Journey Begins at LVC*

#### Honorable Mention:

Muhlenberg College, *2018 Muhlenberg College Viewbook*

## WRITING

### Long-Form Stories

#### Gold:

Drexel – University Communications, *A Ministry of Presence*

#### Silver:

Lafayette College, *Brault's Malt*

#### Bronze:

Drexel – University Communications, *The Last Mile*

#### Honorable Mention:

Swarthmore College, *A Life of the Mind*

### Short-Form Stories

#### Gold:

Swarthmore College, *Once There Was a Queen*

#### Silver:

Widener University, *From Patient to Researcher*

#### Bronze:

Swarthmore College, *A Roman Battle, Then a Classics Lesson*

### Blog Posts

#### Gold:

Drexel – University Communications, *Quick Take: Did Nike Do it Right with New Ad Campaign?*

## PHOTOGRAPHY

### News/Event/Sports Photo

#### Gold:

Grove City College, *Orchesis 2017*

#### Silver:

Swarthmore College, *Three Generations*

#### Bronze:

Swarthmore College, *Basketball Championship*

#### Honorable Mention:

Franklin & Marshall College, *Visiting Lecturer*

### Feature Photo

#### Gold:

Misericordia University, *Student-Athlete Spotlight*

#### Silver:

York College, *Codebreaker*

#### Bronze:

Swarthmore College, *Star Gazer*

#### Honorable Mention:

Eastern University, *Moving Toward a Bright Future*