

CUPRAP, College and University Public Relations and Associated Professionals, is proud to present the 13th annual CUPPIE Awards. Altogether, 450 entries were received from colleges, universities, agencies, and providers of private, specialized and secondary education. Judges represented experts in the field of communications and included designers, writers, educators, corporate executives and media professionals.

#### CUPPIE COMMITTEE

- Renee Cree, Vice President, Buchanan Public Relations (co-chair)
- Brian Kirschner, Director, Communications, Middle States Commission on Higher Education (co-chair)

#### JUDGES

##### Advertising:

- Eleanor Kubacki, Founder and CEO, EFK Group
- Alan Sharavsky, President, Content and Strategy Director, Sharavsky Communications

##### Electronic Media:

- *E-Newsletter, Interactive Media, and Website Redesign/Refresh:* Neil Harner, Founder and CEO, Inverse Paradox
- *Video:* Benjamin Yoblick, Studio Owner/Producer/Cinematographer, Videocraft Productions
- *Standalone Social Media Post, Social Media Campaign, and Web Feature:* Liz Gross, Founder and CEO, Campus Sonar

##### Print:

- *Advancement Communications, Covers, and Postcards:* Karen Kelly, Director of Communications, OU Gallogly College of Engineering
- *Magazines:* Mike Bruckner, Former Vice President, Muhlenberg College
- *Viewbooks:* Victoria Kidd, Principal, Victoria Kidd Communications; and Alan Janesch, Principal, Alan Janesch Communications
- *Athletics Communications and Brochures:* Elizabeth Hanson, Marketing Consultant, E. Hanson Unlimited

##### Public Relations and Marketing:

- *Branding Campaign, PR Campaign, and Special Event Promotion:* AKCG – Public Relations Counselors, 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

College and University Public Relations and Associated Professionals

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)

Photo by Dan Z. Johnson Photography



Creative Excellence in Marketing and Communications

Thursday, March 5, 2020

**CUPRAP**  
**Professional Development Conference**

Lancaster Marriott at Penn Square  
Lancaster, PA

# CUPRAP

## ADVERTISING

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### Audio – In House

- Gold: Eastern University, *“In a World...”*
- Silver: Eastern University, *Fuzzy Slippers*

### Digital Display – Agency

- Gold: Aloysius Butler & Clark, *University of the Sciences – Proven Everywhere*
- Silver: JPL, *Pennsylvania College of Health Sciences – Spotify Ad*
- Bronze: JPL, *Pennsylvania College of Health Sciences – Instagram Story*
- Honorable Mention: JPL, *Pennsylvania College of Health Sciences – Flow Ad*

### Digital Display – In House

- Gold: Drexel University, *Breaking Ad Fatigue: Ambition Can’t Wait*
- Silver: Philadelphia College of Osteopathic Medicine, *PCOM Biomedical Sciences Prospecting and Retargeting Digital Ads*

### Outdoor – Agency

- Gold: Edinboro University, *For Those Who Strive*
- Silver: JPL, *Pennsylvania College of Health Sciences – Greater Good Campaign*
- Bronze: Aloysius Butler & Clark, *University of the Sciences – Proven Everywhere*

### Outdoor – In House

- Gold: Philadelphia College of Osteopathic Medicine, *Branded Vertical Billboard*
- Silver: Drexel University, *30th Street Station Domination – Ambition Can’t Wait Branding Campaign*
- Bronze: Widener University, *Branding and Program – Digital Billboards*
- Honorable Mention: Eastern University, *Teachers Dream Bigger Billboard*

### Print – In House

- Gold: Slippery Rock University, *Mental Health Flyer*
- Silver: Bucknell University, *Freeman College of Management*
- Bronze: Slippery Rock University, *Patriots Day Flyer*

### Video – Agency

- Gold: Drexel University, *Ambition Can’t Wait Commercial*
- Silver: Mount Saint Mary’s College, *2019 Visit Commercial*
- Bronze: Allied Pixel, *Central Penn College TV Spot*
- Honorable Mention: Seton Hill University, *Adult Degree Program Video*

### Video – In House

- Gold: Eastern University, *The Next Step in Your Teaching Career*
- Silver: Bucknell University, *Patriot League Championship Ad*

## ELECTRONIC MEDIA

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### E-Newsletter

- Gold: Widener University, *Widener Insider and Daily News Briefing*
- Silver: Drexel University, *DrexelNow’s Incoming Parent Email 2019*
- Bronze: Drexel College of Engineering, *College of Engineering Email Newsletter*

### Interactive Media

- Gold: Bucknell University, *Bucknell Magazine Fall 2019 – Debut of Vertiquel Edition*
- Silver: Edinboro University, *Tartan Talks*

### Social Media Campaign

- Gold: Gettysburg College, *2019 First Year Seminar Campaign*
- Silver: Ithaca College, *#ICPopUp*
- Bronze: Bucknell University, *#Bucknell2023 Orientation*
- Honorable Mention: Eastern University, *Day of Giving Social Media Campaign*

### Standalone Post

- Gold: Franklin & Marshall College, *Alumni Truth or Dare IGTV Post*
- Silver: Bucknell University, *Happy Halloween from Bucknell*
- Bronze: Ithaca College, *GEB Pups Grow Up*

### Video (Non-Advertising) – Agency

- Gold: Rowan University, *Rising: The Campaign for Rowan University*
- Silver: Villanova College of Engineering, *United by Passion, Connected for Life*
- Bronze: Grove City College, *Athletics at Grove City College*
- Honorable Mention: Northampton Community College, *It’s Not “Just” Community College*

### Video (Non-Advertising) – In House

- Gold: Eastern University, *Eastern University Campus Tour*
- Silver: Gettysburg College, *Commencement 2019 Highlights*
- Bronze: Gettysburg College, *How to Prepare for a Music Audition*
- Honorable Mention: Eastern University, *Fearfully and Wonderfully Made*

### Website – Redesign/Refresh

- Gold: Widener University, *Widener Website for Brand Alignment and Student Recruitment*
- Silver: Swarthmore College, *Swarthmore Website Redesign*
- Bronze: Bucknell University, *Bucknell Website Redesign*
- Honorable Mention: Gettysburg College, *Gettysburg Website Redesign*

### Website Feature

- Gold: Drexel University, *A Decade of Distinction: Drexel University President’s Report*
- Silver: Gettysburg College, *First Year Walk Through the Eyes of Thia Anyaoku ’23*
- Bronze: Swarthmore College, *Celebrating Black Excellence at Swarthmore*
- Honorable Mention: Ithaca College, *There’s No Business Like Snow Business*

## PHOTOGRAPHY

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### Feature Photo

- Gold: York College of PA, *Speaking Through Art*
- Silver: Eastern University, *Anthropologist*
- Bronze: Franklin & Marshall College, *This Talent Shines Bright*
- Honorable Mention: Eastern University, *Holly & Ivory*

### News/Event/Sports Photo

- Gold: Swarthmore College, *Commencement Photo*
- Silver: Swarthmore College, *Last Collection Photo*
- Bronze: Penn State New Kensington, *2019 Baseball Catcher Official Media Day Photo*
- Honorable Mention: Franklin & Marshall College, *Out with the Old*

## PRINT

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### Admissions’ Viewbook – Agency

- Gold: Rider University, *Rider University Viewbook*
- Silver: Edinboro University, *Edinboro University Viewbook*
- Bronze: Ursinus College, *Ursinus College Viewbook*

### Admissions’ Viewbook – In House

- Gold: Muhlenberg College, *Muhlenberg 2019 Viewbook*
- Silver: Duquesne University, *Mary Pappert School of Music Viewbook Refresh*
- Bronze: Lafayette College, *Admission Cur Non Journal*
- Honorable Mention: Mount Saint Mary’s College, *Viewbook 2019-20*

### Advancement Communications – In House

- Gold: St. Lawrence University, *Every Laurentian*
- Silver: Bucknell University, *2025 Strategic Plan for Bucknell*
- Bronze: Wilkes University, *President’s Report*
- Honorable Mention: *Wilkes University, 12 Little Known Facts Mailer*

### Athletic Communications

- Gold: Franklin & Marshall College, *2018-19 Athletics Report*
- Silver: Grove City College, *GeDUNK “Wolverines Together” Mini Edition*
- Bronze: Thiel College, *Reach Your Full Potential*
- Honorable Mention: Lafayette College, *Men’s Basketball Poster*

### Brochures – Agency

- Gold: Swarthmore College, *The Cooper Series 2019*

### Brochures – in House

- Gold: Villanova College of Liberal Arts and Sciences, *Boundless*
- Silver: Drexel University, *Co-op Anniversary Booklet: Drexel Makes Bright Futures*
- Bronze: Franklin & Marshall College, *F&M: Excellence in Science*
- Honorable Mention: York College of PA, *Fall 2019 Cultural Series*

### Covers

- Gold; York College of PA, *Vol. 3, 2019 York College Magazine – Turtle*
- Silver: Eastern University, *Wonder Cover*
- Bronze: Bucknell University, *Bucknell Magazine Fall 2019 Cover*
- Honorable Mention: Grove City College, *GeDUNK September 2019 – Seat at Our Table*

### Magazine – Agency

- Gold: Edinboro University, *The Boro – Spring 2019*
- Silver: Drexel University, *Drexel Magazine Summer 2019 – Entrepreneurship Issue*
- Bronze: Edinboro University, *The Boro – Fall 2019*

### Magazine – In House

- Gold: Slippery Rock University, *ROCK Magazine, Summer 2019*
- Silver: Albright College, *The Albright Reporter*
- Bronze: Slippery Rock University, *ROCK Magazine, Winter 2019*
- Honorable Mention: Grove City College, *Wolverines Together March 2019*

### Postcards – Agency

- Gold: PA College of Art and Design, *PCA&D Open House Series*

### Postcards – In House

- Gold: Drexel College of Arts and Sciences, *Admitted Students Campaign*
- Silver; Bucknell University, *Admissions Open House Events*
- Bronze: Edinboro University, *Boro Postcards*
- Honorable Mention: Muhlenberg College, *Die-Cut Pennant*

## PUBLIC RELATIONS AND MARKETING

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### Branding Campaign

- Gold: Bloomsburg University, *BU – Your Onward is Upward*
- Silver: Eastern University, *Fearfully and Wonderfully Made*
- Bronze: Duquesne University, *Image Campaign*

### Public Relations Campaign

- Gold: Gettysburg College, *Presidential Transition Communications*
- Silver: The University of Pittsburgh, *Global, National, and Local Earned Media*
- Bronze: Edinboro University, *Admissions Campaign*

### Special Event Promotion

- Gold: Rutgers University, *Rutgers University – Big Ideas*
- Silver: Drexel University, *Co-op 100: Celebrating 100 Years of Drexel’s Cooperative Education Program*
- Bronze: Bucknell University, *The President’s Dinner*
- Honorable Mention: York College of PA, *York College 50th Anniversary*

## WILD CARD

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- Gold: Swarthmore College, *A Day in the Life: Swarthmore Academics*
- Silver: Drexel College of Engineering, *Captain Ferguson and the Starliner*
- Bronze: Drexel University, *DrexelNow’s “Day in the Class” Series*
- Honorable Mention: The University of Pittsburgh, *Trojan Horse Student Marketing and Recruiting Program*

## WRITING

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### Writing – Blog

- Gold: Drexel University, *Why Gritty is a Big Win for the Flyers*
- Silver: Drexel University, *The Dangers of Vaping and E-Cigarette Use Come to Light*
- Bronze: Drexel University, *DrexelNow Feature: Liberty Scholars Program*

### Writing – Long-Form Story

- Gold: Swarthmore College, *Stars of the Sea*
- Silver: Drexel University, *The Makings of a Biomedical CEO*
- Bronze: Drexel University, *Of Hypocratic Oaths and Antidotes*
- Honorable Mention: Albright College, *Introducing iGen*

### Writing – Short-Form Story

- Gold: Misericordia University, *Project Shepherd – Misericordia Today*
- Silver: University of the Sciences, *Life Rolls On*
- Bronze: Widener University, *Uncorking the Secret Behind Slowing Alzheimer’s Disease*
- Honorable Mention: Grove City College, *Seven Days that Shook the Campus*