NORTHERN LIGHTS

COMMUNICATIONS AWARDS

2019 CASE VIII Conference
February 13 - 15

CASE District VIII

VIDEO & MULTIMEDIA

PLATINUM

ALUMNI, STUDENT, DONOR &
COMMUNITY ENGAGEMENT

WRITING

VISUAL DESIGN

MAGAZINE

ELECTRONIC & DIGITAL MEDIA

FUNDRAISING, SPECIAL EVENT &
OTHER COMMUNICATIONS

PHOTOGRAPHY & ILLUSTRATION

Congratulations

to all recipients of the 2019 CASE District VIII Communications Awards

Out of 458 entries, 160 received recognition with Grand Gold, Gold, Silver, or Bronze awards; your work demonstrated outstanding process, performance, and purpose.

Thank you for joining us at the 2019 Communications and Professional Awards luncheon to celebrate this year's outstanding work in District VIII. We are proud to recognize the institutions and individuals who set the standard for excellence in our profession.

Thank you to everyone who entered this year and to all of the volunteer judging coordinators and judges. Without you, our awards program would not be possible.

Dustin Wunderlich
Chair, CASE District VIII Communications Awards
Director of Marketing & Communications
University of Washington College of Education

Pat Spanjer
Co-chair, CASE District VIII Communications Awards
Director of Annual Giving
Eastern Washington University

case8.org | case8conference.com
case8.org/awards/communications_awards

Platinum

GRAND GOLD

Gonzaga University's Capital Campaign: Gonzaga Will: The Campaign for Our Future

GONZAGA UNIVERSITY

Joe Poss, Dori Sonntag, Dave Sonntag, Whitney Franklin, Stephanie Rockwell, Brian Ruark, Pat Reese, Crissy Benage, Laura Gatewood, Sarah Schwering, Pat Skattum, Carol Osenga

Best Practices in Fundraising

Best Practices in Communications & Marketing

GOLD

The Bow Valley College School of Creative Technologies Calgary Comic and Entertainment Expo Campaign

BOW VALLEY COLLEGE

Scott Gray, Iva Kezic, Beau Ryan, Paul Lemmerick, Pam Taylor, Liliana Ivankovic

GOLD

National Awareness Program: A marketing campaign to move our research discoveries from the ivory tower to the digital public square

UNIVERSITY OF CALGARY

University of Calgary Marketing Team

SILVER

UBC Blue & Gold Campaign for Students

THE UNIVERSITY OF BRITISH COLUMBIA

Richard Fisher, Juliana Fridman, Jen Bendl, Helen Nichols, Jen Bavli, Hillary Gosselin, Jeannie Scarfe, Andrea Bonnie, Marie Fe del Rosario, Suzanne Ostrow

BRONZE

Oregon State University - College of Forestry - Undergraduate Recruitment Campaign

OREGON STATE UNIVERSITY

Michael Collins, Shannon Harwood, Callie Newton, Lauren Rennan, Irene Schoppy, Chris Smith, Terralyn Vandetta, Ginny White

Diversity Programs

SILVER

A Thematic Framework and Best Practices for Equity, Diversity and Inclusion in Marketing

PACIFIC UNIVERSITY

Adam Fein, Jenni Luckett, Narce Rodriguez, Kylie McDermott, the Interprofessional Student Diversity Group, the Student Multicultural Center, the Diversity Committee, and the Office of Equity, Diversity and Inclusion

BRONZE

Indigenous Strategy Launch

UNIVERSITY OF CALGARY

University Relations

Best Articles of the Year

GOLD

UCalgary Alumni magazine Fall | Winter 2017 "150 Bragging Rights: People, Things and Ideas that Make Us Proud"

UNIVERSITY OF CALGARY

Deb Cummings, Mike Fisher, Mark Witten, Elizabeth Chorney-Booth, Thi Vo, Thomas Magee, Theo Wilting

SILVER

"Out of the Shadows," New Trail Autumn 2018

UNIVERSITY OF ALBERTA

Bruce Grierson

BRONZE

Altered Perceptions: Experts call for more research into illicit drugs with therapeutic potential

THE UNIVERSITY OF BRITISH COLUMBIA

Chris Cannon and Trek magazine

BRONZE

Grid by grid

UNIVERSITY OF WASHINGTON

University of Washington - Marketing & Communications

Best Practices in Alumni Relations

SILVER

Alumni UBC Career Development Program

THE UNIVERSITY OF BRITISH COLUMBIA
Dianna DeBlaere, Michele Murphy

Best Practices in Fundraising

SILVER

Energize Campaign; Campus Giving Program Launch

UNIVERSITY OF CALGARY
Jenny De Guia, Lois Epp, Andrea Morris, Jackie Lewis, Blair Nicholls

BRONZE

Blue & Gold Appeal: Change their world, so they can change ours

THE UNIVERSITY OF BRITISH COLUMBIA
UBC Annual Giving (Suzanne Ostrow, Rebekah Moen, Chris Knapman, Naomi Ashton, Julia Nyberg, Loucia Ho, Reshma Misra, Yasemin Ozbay, Genevieve Finn, Kyla Altura, Karim Kassam) and Far & Wide Marketing (Kelly Brooks, Kate Nisbet)

Excellence in Photography

SILVER

Quinn Russell Brown Portfolio

UNIVERSITY OF WASHINGTON
Quinn Russell Brown

Virginia Carter Smith Grand Crystal Award

Selected from among the eight Grand Gold winners, the Virginia Carter Smith Grand Crystal Award is the top overall honor bestowed by CASE VIII each year. This award honors Virginia Carter Smith, former CASE president and founder of *Currents* magazine.

Here Because of You

OREGON HEALTH & SCIENCE UNIVERSITY
Jennifer Amie, Sarah Jenks, Heather McLendon, Shirley Skidmore, Susie Frank, Erin Putnam, Lisa McMahan, Lionel Coleman, Gard Communications, Fritz Liedtke, Angelika Neumann

Fundraising, Special Event & Other Communications

Alumni, Student, Donor & Community Engagement

GRAND GOLD

Think Outside: An Insider's Guide — The Montana State University Viewbook

MONTANA STATE UNIVERSITY
Ron Lambert, Hillary-Anne Crosby, Julie Kipfer, Kelly Gorham, Adrian Sanchez-Gonzales

Viewbooks and Prospective Student Publications

Alumni Publications

GOLD

Your Key to Success Graduation Booklet

SOUTHERN ALBERTA INSTITUTE OF TECHNOLOGY
Pamela Aranas, Michelle Atkinson, Courtney Garlough, Susan Mainella, Alison O'Connor, Eric Rosenbaum

Viewbooks and Prospective Student Publications

SILVER

University of Lethbridge 2018/19 Viewbook: It's your time to Shine!

THE UNIVERSITY OF LETHBRIDGE
Kari Sackney, Alesha Farfus-Shukaliak, Stephanie Karsten, Cianna Lyon, Taryn Tamayose, Natasha Buis Deering, Tanya Jacobson-Gundlock Photography: Jason Jones, Leslie Ohene-Adjei, Rob Olson, Arden Shibley, Jamie Vedres

Alumni & Donor Brochures, Direct Mail and Event Materials

BRONZE

UW Public Lectures brochures for the 2017-2018 academic year

UNIVERSITY OF WASHINGTON
Ellen Whitlock Baker, Betsy Brown, Karen Chilcote, Greg Flanders, Jane Higgins, Kerry MacDonald, Misty Shock Rule, Lisa Tulloch

Advertising for Student Recruiting

SILVER

Schulich School of Engineering launch of a new Master of Engineering in software engineering

UNIVERSITY OF CALGARY
Sarah McGinnis, Nicole Dunsdon, Lisa Jeannet, Michael Platt, Kim Lawrence, Vishu Mahajan, Julia Ermisch, Raymond Johnson, Mona Csada, Sean Myers, Barb Wright, David Keto, Jodie Clark, Ella Lok, Fatima Abdul-Halim

SILVER

Start with science. Go anywhere.

OREGON STATE UNIVERSITY
Debbie Farris, Srila Nayak, Sharon Betterton, Katharine de Baun, Jenna Miller, Annie Thomas

Branding & Image Development/ Identity Programs & Projects

GOLD

Be Ready brand campaign

LETHBRIDGE COLLEGE
The Lethbridge College Marketing and Communications teams

Special Events

GOLD

2017 solar eclipse at Linfield College

LINFIELD COLLEGE
Travis McGuire, Scott Bernard Nelson, Laura Davis, Kevin Curry, Candido Salinas III, Holly Douglas, Christian Feuerstein, Jonathan Pierce

BRONZE

Energize Campaign; Mathison Hall Gift Announcement

UNIVERSITY OF CALGARY
Steve Chin, Elisha Coonan, Lois Epp, Vanessa Ferreira

Innovation in Alumni, Student, Donor and Community Engagement

GOLD

509 Day

UNIVERSITY OF WASHINGTON
Ellen Whitlock Baker, Karen Chilcote, Jane Higgins, Misty Shock Rule

Magazine

Print General Interest Magazines, circulation greater than 75,000

SILVER

EASTERN: The Magazine for Eastern Washington University Alumni and Friends

EASTERN WASHINGTON UNIVERSITY
Sam Buzby

Print General Interest Magazines—*Circulation 30,000-74,999*

GOLD

UCalgary Alumni Magazine

UNIVERSITY OF CALGARY
Fall | Winter 2017 issue: Deb Cummings, Thi Vo, Thomas Magee, Mike Fisher, Mark Witten, Elizabeth Chorney-Booth; Spring | Summer 2018 issue: Deb Cummings, Thi Vo, Thomas Magee, Val Berenyi, Mark Witten, Roth and Ramberg

SILVER

Seattle University Magazine—2017 Fall Issue and 2018 Spring Issue

SEATTLE UNIVERSITY
2017 Fall Issue: Tina Potterf, Anne Reinisch, Tracy DeCroce, Yosef Chaim Kalinko, Marissa Leitch, Terry Lundmark, Kristen Kirst, Scott McClellan; 2018 Spring Issue: Tina Potterf, Anne Reinisch, Tracy DeCroce, Yosef Chaim Kalinko, Marissa Leitch, Terry Lundmark, Kristen Kirst, Scott McClellan

Print General Interest Magazines—*Circulation less than 29,999*

GOLD

Montana State University's Mountains and Minds magazine

MONTANA STATE UNIVERSITY
Tracy Ellig, Carol Schmidt, Bridget Ashcraft, Kelly Gorham, Michael Becker, Julie Kipfer, Anne Cantrell, Ron Lambert

SILVER

Willamette magazine

WILLAMETTE UNIVERSITY
Russell Yost, Tina Owen, Mike Wright, Susan Blettel, Frank Miller, Jennifer Johnson, Melissa Gallardo

Magazine Special Issues

SILVER

NorQuest College Community Impact 2018

NORQUEST COLLEGE
Dallas Stoesz, Michael Edge, Michael Chevalier, Debra Bachman, Richard Wright, Helen Ma, Jeff Jenkins, Mary Malott, Nida Farooqui, Christina Borowiecki, Laughing Dog Photography

Magazine Improvement *(print only; any audience)*

GOLD

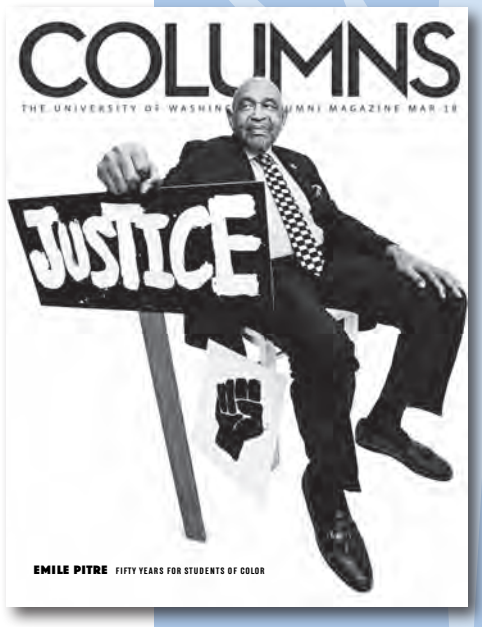
Revitalizing UW Medicine Magazine

UNIVERSITY OF WASHINGTON
Teresa Koeppel, Eleanor Licata, Stephanie Perry, Stefanie Starkovich, Delia Ward and Ann Wolken, in collaboration with Katelin Cannon, Maggie Keelan and Alex Kerl

SILVER

Summit

OLYMPIC COLLEGE
David Emmons, Terri Gleich, Gretchen Ritter-Lopatowski, Logan Westom



GRAND GOLD

Columns magazine

UNIVERSITY OF WASHINGTON
Paul Rucker, Jon Marmor, Hannelore Sudermann, Ken Shafer, Quinn Russell Brown, Julie Garner

Print General Interest Magazines, circulation greater than 75,000

Fundraising, Special Event & Other Communications

GRAND GOLD

Here Because of You

OREGON HEALTH & SCIENCE UNIVERSITY

Jennifer Amie, Sarah Jenks, Heather McLendon, Shirley Skidmore, Susie Frank, Erin Putnam, Lisa McMahan, Lionel Coleman, Gard Communications, Fritz Liedtke, Angelika Neumann

Direct Mail and Advertising for Fundraising

Fundraising Publications *(suite of related pubs—brochures, case statements, fliers, packets)*

SILVER

The Campaign for Olympic College: The Place, The Programs, The Promise

OLYMPIC COLLEGE

Terri Gleich, Gretchen Ritter-Lopatowski, Logan Westom

BRONZE

Legacy Giving, Southern Alberta Institute of Technology

SOUTHERN ALBERTA INSTITUTE OF TECHNOLOGY

Anthony Salekin, Michelle Atkinson, Eric Rosenbaum, Susan Mainella

Annual, Semiannual or Biennial Reports

GOLD

Center for Western Lands & Peoples Annual Report 2016–2017

MONTANA STATE UNIVERSITY

Alison Gauthier, Susan Kollin

SILVER

The University of British Columbia Annual Report 2017-2018

THE UNIVERSITY OF BRITISH COLUMBIA

Lee-aye Azami, Julia Waring, Laura Stobbe, Matt Warburton, Paul Joseph, Martin Dee, Don Erhardt, Hover Collective, Hemlock Printers

BRONZE

Olympic College Transforming Lives Biennial Community Report 2015-17

OLYMPIC COLLEGE

Terri Gleich, Gretchen Ritter-Lopatowski, Logan Westom Photography

Direct Mail & Advertising for Fundraising

SILVER

Day of Giving Self-Mailer

LEWIS & CLARK COLLEGE

Amy Drill, Stacey Kim BA '94, Angela Torretta

BRONZE

The Giving Equation of Collingwood School - Infinite Opportunities

COLLINGWOOD SCHOOL

Elain Evans, Amrit Nagra, Kathryn Slemko, Hagan Ainsworth, Angela Nielsen, Jon Thomas

Special Event Collateral

GOLD

UBC Blue & Gold Campaign Launch Event Collateral

THE UNIVERSITY OF BRITISH COLUMBIA

Richard Fisher, Juliana Fridman, Jen Bendl, Helen Nichols, Jen Bavli, Hillary Gosselin, Liz King, Jeannie Scarfe, Andrea Bonnie, Marie Fe del Rosario, Elizabeth Kershaw, Adrienne Nolan, Jessie Ravnsborg, Marguerite Collins Olding, Alyssa Lee

SILVER

Grand Opening of the Singhmar Centre for Learning - Event Materials

NORQUEST COLLEGE

Dallas Stoesz, Debra Bachman, Jeff Jenkins, Christina Borowiecki, Helen Ma, Damian Finlay, Corey Stroeder, Brent Peters

BRONZE

Edmonds CC Foundation Completing the Dream Gala 2018 Invitation Package

EDMONDS COMMUNITY COLLEGE

Brad Thomas, Elaine Hall, Rachel Quigley

Low Budget Publications

SILVER

Arts&Science magazine, spring 2018 edition

UNIVERSITY OF SASKATCHEWAN

Christopher Putnam, Shannon Boklaschuk, Betsy Rosenwald

Other Special Purpose Publications

GOLD

Sweet Dreams, Story Catcher

UNIVERSITY OF PORTLAND
Rachel Barry-Arquit, Karen Gibson, Meg Harvey, Janna Lopez, Amy Shelly

SILVER

Oregon State University — Hallie Ford Center

OREGON STATE UNIVERSITY
Ashley Locke, Gary Dulude, Britt Hoskins, Oliver Day, Brittney Yeskie, Amy Charron

BRONZE

"You are our spark" / Loacker Stewardship Concertina

PORTLAND STATE UNIVERSITY FOUNDATION
PSU Foundation

Innovation in Fundraising, Special Event and Other Communications

GOLD

A Lifeline to Mental Health

UNIVERSITY OF WASHINGTON
Nick Bolton, David Chow, Nick Crocco, Robin Ellis, Tori Hernandez, Teresa Koeppel, Mia Lipman Irwin, Jack Martin, Dan McComb, Stefanie Starkovich, Mark Stone, Thom Thorpe, Delia Ward and Ann Wolken

GOLD

2017 Simon Benson Awards Dinner

PORTLAND STATE UNIVERSITY FOUNDATION
PSU Foundation

SILVER

OSU Food Innovation Center Pop-Up Dinner

OREGON STATE UNIVERSITY
Sarah Rogers, OSU Foundation Advancement Communications, OSU Food Innovation Center

BRONZE

NAIT – The Essential Effect: 100 Reasons to Celebrate project

NORTHERN ALBERTA INSTITUTE OF TECHNOLOGY
Lara Alameddine, Nadia Amir, Bryan Alary, Cindy Bustamante, Dru Davids, Shawna Greer, Ana Herrera, Kathy Horricks, Razanne Kamis, Mark Kelly, Robyn Khunkun, Laurie Kostiuk, Sherri Krastel, Rory Lee, Derek Lu, Melissa MacIver, Scott Messenger, Kendra Parker, Liz Pittman, Lynn Ryan, Nathan Salter, Caeleigh Steier, Alyssa Short, Kàren Vaganyan

Visual Design

GRAND GOLD

Montana State University "Think Outside" student recruitment package

MONTANA STATE UNIVERSITY
Ron Lambert, Hillary-Anne Crosby, Julie Kipfer, Kelly Gorham, Adrian Sanchez-Gonzales

Multi-Page Print Design

GOLD

alumni UBC Annual Report 2016-17: New Heights and New Horizons

THE UNIVERSITY OF BRITISH COLUMBIA
Vanessa Clarke (Editor), Pamela Yan (Graphic Designer), Steve Kennedy (Director, Marketing & Communications)

GOLD

Annual Report, 2015-2017: Transforming the world through science

OREGON STATE UNIVERSITY
Debbie Farris, Katharine de Baun, Sharon Betterton, Srila Nayak

SILVER

UBC Winning Scholarship 2018, a five-year view

THE UNIVERSITY OF BRITISH COLUMBIA
Julie Ovenell, Matt Warburton, Erica Branda, Laura Stobbe, Paul Joseph, BP Media Inc.

SILVER

The Life of Beer

OREGON STATE UNIVERSITY
Nick Houtman, Heather Miller

BRONZE

150 Bragging Rights. Fall/Winter 2017 issue

UNIVERSITY OF CALGARY
Thi Vo, Thomas Magee, Theo Wilting, Deb Cummings, Mike Fisher, Mark Witten, Elizabeth Chorney-Booth, Roth & Ramberg

BRONZE

2017 Community Report

UNIVERSITY OF CALGARY
Vishu Mahajan, Marnie Burkhart, Julie McLaughlin, Kate Carney

BRONZE

The Wood That Could

UNIVERSITY OF WASHINGTON
Ken Shafer

BRONZE

The art of preservation

UNIVERSITY OF WASHINGTON
Ken Shafer

BRONZE

Husky Deli

UNIVERSITY OF WASHINGTON
Ken Shafer

BRONZE

Our daughter's triumph as a reader with dyslexia

UNIVERSITY OF WASHINGTON
Ken Shafer

BRONZE

What if your class schedule put you in a room with each of this year's best teachers?

UNIVERSITY OF WASHINGTON
Ken Shafer

BRONZE

Sweet Dreams, Story Catcher

UNIVERSITY OF PORTLAND
Rachel Barry-Arquit, Karen Gibson, Janna Lopez, Meg Harvey, Amy Shelly

Single-Page Print Design

SILVER

"You are our spark" / Loacker Stewardship Concertina

PORTLAND STATE UNIVERSITY FOUNDATION
PSU Foundation

Specialty Piece

SILVER

PCC Fortune Tellers

PORTLAND COMMUNITY COLLEGE
Portland Community College, Salomée Souag, Rachel Billick-Smith

Cover Design

GOLD

Cultivating a Culture of Inclusivity

SEATTLE UNIVERSITY

Marissa Leitch: Design & Illustration

SILVER

UCalgary Alumni Magazine Cover — Mental Health: The Things We Carry. Spring/ Summer 2018 issue

UNIVERSITY OF CALGARY

Thi Vo, Thomas Magee, Christina Milloy, Roth & Ramberg

BRONZE

Master Weaver

OLYMPIC COLLEGE

Logan Westom, Gretchen Ritter-Lopatowski

Posters

GOLD

Undergraduate Acceptance Posters

SEATTLE UNIVERSITY

Anne Reinisch, Francesca Nisco, Yosef Chaim Kalinko, Scott McClellan, Marilyn Crone, Melore Nielsen, Katie O'Brien, Terry Lundmark

BRONZE

CapU Residence Jay Campaign

CAPILANO UNIVERSITY

Shannon Colin, Randy Snyder, Abigail Saxton, Taehoon Kim, Chad Johnstone

Design Improvement

BRONZE

The Bow Valley College 2019 Viewbook Redesign

BOW VALLEY COLLEGE

Scott Gray, Beau Ryan, Paul Lemmerick, Julie-Anne Cleyn, Jillian Lucyk, Chris Bolin, Jager & Kokemor Photography

Print Design: Series of Related Publications

GOLD

Simon Fraser University recruitment publications suite

SIMON FRASER UNIVERSITY

Strategic Enrollment Management Liaison; Communication Services; Bureau des affaires francophones et francophiles; DDB Vancouver

Environmental Graphic Design

SILVER

You were meant for this

SIMON FRASER UNIVERSITY

Carrie Goodrich; Kaldor Design

BRONZE

The Bow Valley College School of Creative Technologies Calgary Comic and Entertainment Expo Vendor Booth

BOW VALLEY COLLEGE

Scott Gray, Iva Kezic, Beau Ryan, Paul Lemmerick, Pam Taylor, Liliana Ivankovic

Photography & Illustration

Individual Photographs

GOLD

Marching Band drummer

UNIVERSITY OF WASHINGTON
Quinn Russell Brown, Ken Shafer

SILVER

Willamette University -- Solar Eclipse

WILLAMETTE UNIVERSITY
Adam Torgerson

SILVER

A day with DeRay Mckesson

UNIVERSITY OF WASHINGTON
Quinn Russell Brown, Ken Shafer

SILVER

Emile Pitre

UNIVERSITY OF WASHINGTON
Quinn Russell Brown, Ken Shafer

SILVER

Professor Karam Dana

UNIVERSITY OF WASHINGTON
Quinn Russell Brown, Ken Shafer

BRONZE

Tommy Thompson Upgrade and retro-fit

UNIVERSITY OF WASHINGTON
University Marketing and Communications, Dennis Wise

BRONZE

Model mentor

UNIVERSITY OF WASHINGTON
Quinn Russell Brown, Ken Shafer

BRONZE

Propella E-Bike

UNIVERSITY OF WASHINGTON
Quinn Russell Brown, Ken Shafer

BRONZE

We're Back - Football table of contents

UNIVERSITY OF WASHINGTON
Athletics Communications, Ken Shafer

Series of Related Photographs

GOLD

Puerto Rico Micro-grids

UNIVERSITY OF WASHINGTON
University Marketing and Communications, Dennis Wise

SILVER

"Mental Health Matters" Spring/Summer 2018 issue

UNIVERSITY OF CALGARY
Thi Vo, Thomas Magee, Christina Milloy, Deb Cummings

SILVER

Marching around campus with the band

UNIVERSITY OF WASHINGTON
Quinn Russell Brown, Ken Shafer

SILVER

50 Years of the Movement For Diversity, Access and Equity

UNIVERSITY OF WASHINGTON
Quinn Russell Brown, Ken Shafer

SILVER

Bringing damaged and rare books back to life

UNIVERSITY OF WASHINGTON
Daniel Berman, Ken Shafer

BRONZE

UCalgary Alumni Magazine Photo Series: Altered Egos Fall/Winter 2017 issue

UNIVERSITY OF CALGARY
Thi Vo, Theo Wilting, Roth & Ramberg, Deb Cummings

BRONZE

Distinguished Teachers

UNIVERSITY OF WASHINGTON
Quinn Russell Brown, Ken Shafer

Individual Illustrations/ Photo-Illustrations

BRONZE

South of 60 - Wider Horizons Spring 2018 feature story

LETHBRIDGE COLLEGE
Eric Dyck, Dana Woodward and Lisa Kozleski

BRONZE

Window magazine cover, summer 2018

WESTERN WASHINGTON UNIVERSITY
Brandon Doak, Rhys Logan, Chris Baker

BRONZE

Painkillers

UNIVERSITY OF WASHINGTON
Ken Shafer

Series of Related Illustrations/ Photo-Illustrations

GOLD

LINK: Warp Speed Ahead

SOUTHERN ALBERTA INSTITUTE OF TECHNOLOGY
Michelle Atkinson, Richard Maruk, Tim Zeltner, Ashley Naud, Nancy Cope

SILVER

UCalgary Alumni Magazine Photo Illustration — 5 Acts of Derring-Do. Spring/Summer 2018 issue

UNIVERSITY OF CALGARY
Thi Vo, Thomas Magee, Christina Milloy, Theo Wilting , Roth & Ramberg, Deb Cummings

BRONZE

National awareness campaign illustrations

UNIVERSITY OF CALGARY
Vishu Mahajan, Mike MacKinnon, Julie McLaughlin

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Lethbridge College

Writing

EDITOR'S LETTER

She knew what college was worth

In early March, just as I and my colleagues began the final push to get this issue of the *Stater* off to the printer, my mother, Jackie Pollock Roop, 82, died of complications brought on by an aggressive throat cancer that reoccurred after 20 years in remission.

She was a widow and I'm her oldest child. I was on the phone with her pretty much daily — usually on my morning commute up to Corvallis — and I was in her Eugene apartment three or four times a week, often to provide tech support or watch a Beaver game as we cheered and groaned.

As a proud Oregon State mom and grandma, she was fiercely supportive of OSU and a big fan of President Ed Ray.

"Good lord," she'd say, reading an article in Eugene's *Register-Guard* about a problem at the University of Oregon. "They need Ed!"

Raised from birth in a muddy logging camp in the Oregon Coast Range, she eventually became a fashion buyer and ran her own boutique. She was tiny and tough and stylish — a true matriarch. She never hesitated to remind me, in public, to comb my hair or straighten my tie.

"Mom, I'm 62 years old," I'd say.

"Don't tell me," she'd answer. "I was there. And I'm still waiting for you to learn to comb your hair."

Often when I gather with others whose job and passion is to share transformative stories from places like Oregon State, the conversation gets around to how we happened to go to college. My response is always the same:

"Mom made me."

Circumstances and events of her life — mainly poverty, various men who discouraged her and my arrival in the world — conspired to keep her from her own diploma, but there was never a doubt that her first-born would get one. Well, I had my doubts, but resistance was futile. She packed me off to campus and wouldn't let me quit. Mentors on the faculty helped me find a calling despite myself, and after four majors in five years, I left with a degree and a career that I still love.

Shortly before she died, Mom and I discussed my interview with President Ray about a disturbing increase in the number of people who think college isn't worth what it costs. (See story, page 8.)

She rolled her eyes — the same way she did when I showed up for an event wearing black shoes and a brown belt.

"That," she said, "is just dumb!"

— *Kevin Miller '78, editor*

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GRAND GOLD

She Knew What College Was Worth

OREGON STATE UNIVERSITY FOUNDATION
Kevin Miller

Editorial Shorts

Editorial Shorts

GOLD

Spring 2018 Editor's Message: "Time"

LETHBRIDGE COLLEGE
Lisa Kozleski

SILVER

Oregon State University — Morgan Pearson Story

OREGON STATE UNIVERSITY
Gary Dulude

BRONZE

Editor's Letter, December 2017

UNIVERSITY OF WASHINGTON
Jon Marmor

BRONZE

Editor's Letter, June 2018

UNIVERSITY OF WASHINGTON
Jon Marmor

Development Writing

BRONZE

Transforming Healthy Aging

THE UNIVERSITY OF BRITISH COLUMBIA
Lindsay Lynch, Moyra Van Nus, Leanne Dennis, Dr. Dermot Kelleher, Dr. Roger Wong

Public Relations Writing

GOLD

Spray-on Solution Resists Earthquakes

THE UNIVERSITY OF BRITISH COLUMBIA
Lou Corpuz Bosshart, Sachi Wickamasinghe

SILVER

Compelling news releases for an evolving media landscape

UNIVERSITY OF WASHINGTON
University of Washington - Marketing & Communications

SILVER

Schulich School of Engineering Class of 2018: Car crash survivor triumphs over tragedy. Sara Elkady studied in her hospital bed to earn the engineering degree put on hold by a devastating highway crash.

UNIVERSITY OF CALGARY
Michael Platt

Scriptwriting / Speechwriting

SILVER

Northwest Coalition of Professional Staff Speech

UNIVERSITY OF IDAHO
Brian Keenan

Feature Writing

GOLD

Robot hugs and cars that communicate: How smart machines and humans interact

UNIVERSITY OF CALGARY
Mike MacKinnon

GOLD

Coloring Outside the Lines

UNIVERSITY OF MONTANA
Jacob Baynham

SILVER

Alaska Stories

WESTERN WASHINGTON UNIVERSITY
John Thompson

SILVER

Megafire

WESTERN WASHINGTON UNIVERSITY
John Thompson

SILVER

Time of His Life

LETHBRIDGE COLLEGE
Lisa Kozleski

SILVER

Youth and Duty

NORTHERN ALBERTA INSTITUTE OF TECHNOLOGY
Scott Messenger

BRONZE

The Rainmaker - Clouds are fine but it's storms that got me going

NORTHERN ALBERTA INSTITUTE OF TECHNOLOGY
Scott Messenger

BRONZE

From u-pick raspberries to Botswanan libraries: The unpredictable journey of Bob and Sara Rothschild

OREGON STATE UNIVERSITY FOUNDATION
Kevin Miller

BRONZE

A Design for Life

UNIVERSITY OF OREGON
Damian Foley, Charlie Litchfield, Melissa Foley

BRONZE

What if your class schedule put you in a room with all of this year's best teachers?

UNIVERSITY OF WASHINGTON
Quinn Russell Brown

BRONZE

Reverse Engineering the Brain

UNIVERSITY OF IDAHO
Kate Keenan

Writing for the Web

GOLD

About You, New Trail digital

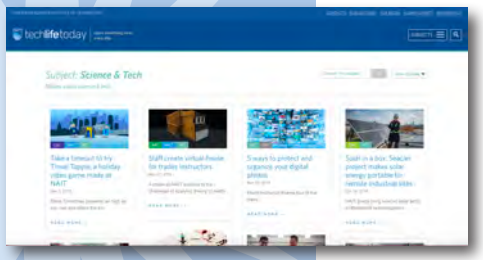
UNIVERSITY OF ALBERTA
Mifi Purvis, Matt Schneider, Sarah Pratt, Katie Willis, Lewis Kelly

SILVER

Learning From the Ground Up

UNIVERSITY OF WASHINGTON
Meg Cressey

Electronic & Digital Media



GRAND GOLD

Techlifetoday: learn something new every day

NORTHERN ALBERTA INSTITUTE OF TECHNOLOGY
Sherri Krastel, Bryan Alary, Scott Messenger, Marta Gold, Liz Pittman

Electronic Newsletters, Blogs-External

Overall Website

GOLD

University of Saskatchewan Homepage

UNIVERSITY OF SASKATCHEWAN
Colin Skrapek, Rob Blizzard, Jeff Drake

SILVER

Pacific University Website

PACIFIC UNIVERSITY
Jenni Luckett, Kallen Dewey Kentner, Alex Bell, Ryan Wetherill

BRONZE

EWU Website

EASTERN WASHINGTON UNIVERSITY
Sam Buzby, Maggie Dority, Scott Eubanks, Chad Ohl, Mitch Rickman, Brent Schneider, Ian Shea

Alumni, Fundraising, or Student Recruitment Sub-Site

GOLD

Be Boundless — For Washington, For the World

UNIVERSITY OF WASHINGTON
University of Washington - Marketing & Communications

SILVER

Graduate Digital Viewbook

SEATTLE UNIVERSITY
Jason Beardriel, Aubrey Benasa, Megan Otis, Kerry Francesca Nisco, Yosef Chaim Kalinko, Tracy DeCroce, Carter Johnson, Eli Voigt, Janet Shandley, Caroline Lwali, Dozie Ononiwu, Isaac Ortega, Max Napadiy

BRONZE

NAIT Giving Sub-site Redesign / 100 Reasons to Celebrate

NORTHERN ALBERTA INSTITUTE OF TECHNOLOGY
Lara Alameddine, Bryan Alary, Nadia Amir, Shawna Greer, Ana Herrera, Razanne Kamis, Sherri Krastel, Dylan McConnell, Scott Messenger, Alyssa Nider, Liz Pittman, Nathan Salter, Mike Steger, Caeleigh Steier, Kàren Vaganyan, Andrew Whitson

Other Sub-Site or Section

GOLD

Cecil Green Park House Website Redesign

THE UNIVERSITY OF BRITISH COLUMBIA
Duncan Schouten, Steve Kennedy, Nicole Caron, Mariella Koc-Spadaro, Derek Lau, Keishi Asai, Selim Sengul, Michael Awmack, Pamela Yan

SILVER

ok.ubc.ca Redesign

THE UNIVERSITY OF BRITISH COLUMBIA
University Relations (Randy Lievers, Margo Yacheshyn, Diana Bartel) and Web Services (Jamie Edwards, Steve Quilala, Jithin Shaji, Andrew Alcantara, Yan Yong)

BRONZE

WhyMRU?

MOUNT ROYAL UNIVERSITY
Leslie Blondhal, Dave McLean, Marlena Cross, Christina Riches, Mount Royal University Marketing and Communications

Electronic Newsletters, Blogs–External

SILVER

Rebranding Thought Box to New Trail Digital

UNIVERSITY OF ALBERTA
Lisa Cook, Mifi Purvis, Mary Lou Reeleder, Karen Sherlock, Joyce Yu

SILVER

Columns Magazine

UNIVERSITY OF WASHINGTON
Quinn Russell Brown, Jon Marmor, Hannalore Sudermann, Ken Shafer, Ben Erickson, Kerry MacDonald, Jane Higgins

BRONZE

The Lookout

OLYMPIC COLLEGE
Terri Gleich, Gretchen Ritter-Lopatowski

Innovation in Web or Social Media

GOLD

#PDXGiveChange - PSU Day of Giving

PORTLAND STATE UNIVERSITY FOUNDATION
PSU Foundation

SILVER

NAIT Instagram Stories

NORTHERN ALBERTA INSTITUTE OF TECHNOLOGY
Liz Pittman

BRONZE

Faculty Brewing Canvas

THE UNIVERSITY OF BRITISH COLUMBIA
Houston White, Jamil Rhajiak, Anthony Incardona, Matt Warburton, Paul Joseph

Electronic Newsletters and Blogs, Internal Audiences

GOLD

The Quad

UNIVERSITY OF ALBERTA
Anne Bailey, Hallie Brodie, Matthew McCreary

SILVER

YouAlberta

UNIVERSITY OF ALBERTA
Hallie Brodie, Abbie Schenk

BRONZE

ForUM

UNIVERSITY OF MONTANA
Breanna Roy, Cary Shimek, Jennifer Sauer, Todd Goodrich, Courtney Brockman

Best Uses of Social Media (social media, apps, etc)

GOLD

University of Calgary Spring 2018 Student Self-Care Campaign Featuring Rex the Mascot

UNIVERSITY OF CALGARY
Samantha Paterson

BRONZE

University of Calgary Giving Day Strategic Social Media Plan

UNIVERSITY OF CALGARY
Tierney Muir, Robyn Bell, Rebecca Schulz, Stuart Barnard, Steve Chin, Thi Vo

Video & Multimedia

GRAND GOLD

Infinite Opportunities at Collingwood School

COLLINGWOOD SCHOOL

Jon Thomas, Elain Evans, Hagan Ainsworth, Kathryn Slemko

Fundraising and Alumni Relations Videos

Advertising Spots & Public Service Announcements

GOLD

The Making of Us: Greater Things Await You at Gonzaga University

GONZAGA UNIVERSITY

Aaron Breeden, Christopher Marcus, Sean Jaques of Colormatics; Andrei Mylroie, Sara Johnston of DH; Rajah Bose, Tracy Martin, Bethany Prince, Dave Sonntag of GU

SILVER

Discover Who You Are :30

UNIVERSITY OF PORTLAND

Adam Guggenheim, Rachel Barry-Arquit, Amy Shelly, Anna Lageson

Marketing & Branding Video

GOLD

Energize campaign, Campus Giving video series "Why I Give..."

UNIVERSITY OF CALGARY

Lois Epp, Thi Vo, Jenny De Guia, Jacquie Moore

SILVER

Lethbridge College Brand Video: "Be Ready"

LETHBRIDGE COLLEGE

Kristy Clark, Curtis Huisman, Brian Freeman, Leeanne Conrad, and the Lethbridge College Marketing and Communications teams

BRONZE

Impact Stories at University of Portland

UNIVERSITY OF PORTLAND

Adam Guggenheim, Rachel Barry-Arquit, Amy Shelly, Anna Lageson

Student Recruitment Videos

GOLD

Holding the Title Baton: Kristina Terwilliger

UNIVERSITY OF WASHINGTON

Nick Bolton, Alexander Bosco

SILVER

Outside Thinking

SIMON FRASER UNIVERSITY

Strategic Enrollment Management Liaison; Communication Services; DDB Vancouver

BRONZE

University Studies at PSU - Naureen's Story

PORTLAND STATE UNIVERSITY FOUNDATION

Kenny Katz, Evan Kirkley, Naureen Khan, Peter Simon, Seleste Astronomo, Brett Forman, Chelsea Kastelnik, many staff and student volunteers

Fundraising & Alumni Relations Videos

SILVER

UBC Blue & Gold Campaign for Students

THE UNIVERSITY OF BRITISH COLUMBIA

Richard Fisher, Juliana Fridman, Jennifer Bendl, Helen Nichols, Jeannie Scarfe, Massif Creative

BRONZE

The origins of alumni UBC video

THE UNIVERSITY OF BRITISH COLUMBIA

Vanessa Clarke, Steve Kennedy

Multimedia for Special Events

GOLD

Out There for 150 Years

OREGON STATE UNIVERSITY FOUNDATION

Steven Lont, Melinda Church, David Baker, Darryl Lai

SILVER

The Bow Valley College School of Creative Technologies Calgary Comic and Entertainment Expo vendor booth and video

BOW VALLEY COLLEGE

Scott Gray, Iva Kezic, Beau Ryan, Paul Lemmerick, Pam Taylor, Liliana Ivankovic, Jillian Lucyk

BRONZE

Unboxing Our Stories

CAPILANO UNIVERSITY
Taehoon Kim

Innovation in Video or Multimedia

GOLD

Gratitude Bombing

COLLINGWOOD SCHOOL
Jon Thomas, Hagan Ainsworth, Elain Evans, Kathryn Slemko

SILVER

Get Tü Class

EASTERN WASHINGTON UNIVERSITY
Eric Galey, Lina Kukharsky, Bella Chavez, Jesse Coney

BRONZE

Microbiome 3D video (for Idea Exchange)

UNIVERSITY OF CALGARY
Thi Vo, Steve Chin, Christa-Lee Sowerby, Caitlin Lamont, Vanessa Ferreira

SEE YOU NEXT YEAR!

2019 COMMUNICATIONS AWARDS

CASE District VIII

2019 JUDGES

Platinum

Nausheen Kasmani
Graphic Designer
South Puget Sound Community College

Talia Hastie
Marketing and Development Director
Evergreen Christian School

Amy Rowley
Executive Director and Founder
The Mayday Foundation

Alumni, Student, Donor & Community Engagement

Val Mieras
Marketing & Communications Specialist (Retired)
Camosun College

Dan Dagg
President
Hothouse Marketing

Dree Thomson-Diamond
Principal Consultant
DTD Consulting

Electronic & Digital Media

Kim Brunelle
Communications Branch
City of Edmonton

Jason Buzzell
Director of Digital Communication
University of Nebraska at Omaha

Jennifer McCahill
Content Strategist
University of Nebraska at Omaha

Glenn Kubish
Director of Communications
City of Edmonton

Andrew Grabia
Freelance writer
(formerly with University of Alberta)

Fundraising, Special Event & Other Communication

Jill Beidler
Associate Director Of Development
Oregon Food Bank

Krista Klinkhammer
Senior Writer for Executive and Advancement Communications
College of Engineering
Oregon State University

Merrie Lorang
Account Services
CMD

Photography & Illustration

Nick Magaurn
Vice President | Senior Producer
Magaurn Video Media

Greg Holly
Principal
Acme Graphic Design

Maureen Duggan
Marketing Coordinator
TruChoice Federal Credit Union

Writing

Katie Chalmers-Brooks
Editor & Writing Lead
University of Manitoba

Nicole Endres
Managing Editor
University of Minnesota Foundation

Billy J. Liggett,
Director of News & Publications
Campbell University

Ken Scar
Communication Strategist
Clemson University

Video & Multimedia

Daniel Japiassu
CEO, YDreams Global Canada

Claudio Leo
Video Lead Technician
Clark's Audio Visual Service Ltd

Jon L. Hendricks
Director of Photography and Videography
Valparaiso University

Visual Design

Hannah Barrington
Media Strategy Manager
Sq1

Joel Gustafson
Brand Manager
First Alternative Co-op
Owner, Metolius Design LLC

Shannin MacCarthy
Co-owner and Coordinator
Stargazer Weddings & Events

Magazines

Jim Caple
Freelance writer
(formerly with ESPN)

Stacy Kendall
Special Projects Director
Gray Magazine

Anil Kapahi
Freelance photographer

Special Recognition

Amy Thickpenny Flinn
Stewardship & Events Manager
Haring Center for Inclusive Education
University of Washington