

# SOUNDING OUT | SEATTLE

CASE District VIII Conference | February 3-5, 2017

## 2017 COMMUNICATIONS AWARDS

 CASE District VIII





# Congratulations

to all recipients of the  
2017 CASE District VIII  
Communications Awards

Out of 511 entries, 142 received recognition with Grand Gold, Gold, Silver, or Bronze awards; your work demonstrated process, performance, and purpose.

Thank you for joining us at the 2017 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 standards for excellence in communications.

Don't forget, if you would like to order an extra copy of the award certificate for your personal use and display, please fill out the an order form on our website at:  
[www.case8.org/awards/communications\\_awards](http://www.case8.org/awards/communications_awards)

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

**Amanda Badovinac**

Chair, CASE District VIII Communications Awards  
Director, Marketing and Public Relations  
Montana Tech  
Butte, Montana

**Ron Lambert**

Co-chair, CASE District VIII Communications Awards  
Creative Director and Director of Creative Services  
Montana State University  
Bozeman, Montana

[www.case8.org](http://www.case8.org)  
[www.case8.org/awards/communications\\_awards](http://www.case8.org/awards/communications_awards)

# Alumni, Student, Donor & Community Engagement



## GRAND GOLD

50th Anniversary Identity System

UNIVERSITY OF CALGARY

*University of Calgary Marketing team*

Branding & Image Development/  
Identity programs & Projects

## Alumni Publications

### GOLD

Thought Box: Stories for the Lively Mind

UNIVERSITY OF ALBERTA

*Karen Sherlock, Joyce Yu, Lisa Cook, Cynthia Strawson, Mary Lou Reeleder, Shane Riczu, Brian Anderson, Isaac White*

### BRONZE

Dividend

WASHINGTON STATE UNIVERSITY

*Sue McMurray, Sarah Druffel, Shane Jackson, Scott Swanger, Noah Kroese*

## Student Handbooks, Catalogs & Other Informational Publications

### BRONZE

International Student Welcome Guide

MONTANA STATE UNIVERSITY

*Alison Gauthier, Kelly Gorham*

## Viewbooks & Prospective Student Publications

### GOLD

Explorers Guide—The Montana State University Viewbook

MONTANA STATE UNIVERSITY

*Ron Lambert, Alison Reidmohr, Kelly Gorham*

### SILVER

University of Victoria 2016-2017 Undergraduate Viewbook

UNIVERSITY OF VICTORIA

*Paul Razzell, Crystal Bergeron, Nick Clewley, Jolene Lowey, Tamara Clarke, Lauren Heppell, Julena Lovegrove, Greg Miller, Chris Marshall, Sean Guldin*

### BRONZE

MSU Academic Guide

MONTANA STATE UNIVERSITY

*Ron Lambert, Alison Reidmohr, Kelly Gorham*

### BRONZE

5 Absolute Best Reasons Why You Should Choose PSU

PORTLAND STATE UNIVERSITY FOUNDATION

*Brett Forman, Harry Esteve, Julie Smith*

### BRONZE

"Unleash Your Potential"—UCalgary Undergraduate Viewbook

UNIVERSITY OF CALGARY

*Stephanie Talbot, Wilma Olivier-Walden, Rich Farr, Melissa Lackey, and Scott Robinson*

## Recruitment Brochures, Direct Mail & Event Materials

### BRONZE

Montana Tech's Native American Recruitment Brochure

MONTANA TECH

*Shanny Spang Gion, Dr. Beverly Hartline, Debbie Luft, Lisa Sullivan, Jenelle Sandford, Stephanie Crowe*

## Branding & Image Development/ Identity Programs & Projects

### SILVER

The Portland MBA Viewbook

PORTLAND STATE UNIVERSITY FOUNDATION

*Julie Smith, Harry Esteve, Wenye Tang, Brett Forman, NashCo Photo*

## Special Events

### SILVER

#### Front and Centre Campaign Launch

##### THE UNIVERSITY OF MANITOBA

John Kearsey, Danielle Dunbar, Lori Yarchuk, John Danakas, Judith Jayasuriya, Lindsay Stewart Glor, Rhiannon Leier Blacher, Stacy Wyatt, Michael Marshall, Dean Van De Walle, Siobhan Kari

### SILVER

#### Washington State University College of Agricultural, Human, and Natural, Resource Sciences Honey Bee Research Facility Campaign—"Bee Like Dan" Event

##### WASHINGTON STATE UNIVERSITY

Gerald Steffen, Marta Coursey, Melissa Bean, Seth Truscott, Scott Weybright, Danial Bleile, Therese Harris, Anastasia Blaisdell, Darrell Kilgore, Matthew Ziegler, Tim Osborn, Janet McGough, Jessica Munson

### SILVER

#### Paint B'ham Blue for WWU

##### WESTERN WASHINGTON UNIVERSITY

Sabah Randhawa, Stephanie Bowers, Clara Capron, Deborah DeWees, Chris Roselli, Jeniene Bengtsson, Susan Bakse, Fran Maas, Heather Christianson, Mary Doherty, Zeck Koa, Brendan Dunn, Darin Rasmussen, Leonard Jones, Sara Wilson, Courtney Stringer, Jonathan Dymond, Sheryl McCrary, Angie Vandenhaak, Kane Hall (Community Partner)

## Innovation in Alumni, Student, Donor & Community Engagement

### SILVER

#### Energizing Engineering Leadership: Launching a five-year strategic plan for the University of Calgary's Schulich School of Engineering

##### UNIVERSITY OF CALGARY

Sarah McGinnis, Marion Iwanyk, Nikki Reimer, Lisha Hassanali, Bill Rosehart, Bethe Andreasen, David Hedley

### SILVER

#### Robert H. Lee Alumni Centre

##### THE UNIVERSITY OF BRITISH COLUMBIA

Brian Sullivan, Michael Duncan, Mark Sollis, Dianna DeBlaere, Nicole Caron, Kelsey Hilton, Yoyo Eto, Jeff Todd, Natalie Cook-Zywicki, Steve Kennedy, Oiyee Kwan, Nicola Shuck, Fred Lee, Tanya Walker, Sandra Girard, Karolin Konig, Marisa Moody, Christina English, Janine Root, Jennifer Bendl, Ana Maria-Hobrough, Rick Hart, Kari Grist

### BRONZE

#### A Guide for Parents

##### SIMON FRASER UNIVERSITY

Communication Services, Donna Dove, Leanne Dalton

# Virginia Carter Smith Grand Crystal Award

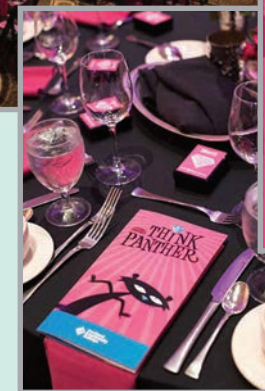
Selected from among the nine Grand Gold winners, the Virginia Carter Smith Grand Crystal Award is the top overall honor bestowed by CASE VIII each year. This award honors Virginia Carter Smith, former CASE president and founder of *Currents* magazine.

## PCC 2016 Foundation Gala: Think Panther

### PORTLAND COMMUNITY COLLEGE

Portland Community College, College Advancement

## Special Event, Invitations & Collateral Materials



# Fundraising, Special Event & Other Communications



## GRAND GOLD

PCC 2016 Foundation Gala:  
Think Panther

PORTLAND COMMUNITY  
COLLEGE

Portland Community College, College  
Advancement

Special Event, Invitations &  
Collateral Materials

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

## GOLD

Montana Tech Campaign Case  
Statement: Ordinary Beginnings,  
Extraordinary Lives

MONTANA TECH

Joe McClafferty, Michael Barth, Amanda  
Badovinac, Jon Snavely, Jon Jefferson,  
Ron Arena

## SILVER

A Century of Achievement/A  
Century of Partnership

SAIT POLYTECHNIC

Brian Bowman, Susan Mainella, James  
Foster, Eric Rosenbaum, Richard Maruk

## BRONZE

Haskayne School of Business Donor  
Stewardship Reports

UNIVERSITY OF CALGARY

The Haskayne School of Business  
marketing and communications team,  
Haskayne Development and Alumni  
Engagement, the Hunter Centre for  
Entrepreneurship and Innovation, the  
Canadian Centre for Advanced  
Leadership in Business and the Westman  
Centre for Real Estate Studies

Annual, Semiannual or  
Biennial Reports

## GOLD

Oregon State University  
IMPACT 2016

OREGON STATE UNIVERSITY

Steve Clark, Annie Heck, Melody Oldfield,  
Laura Shields, Long Lam, Amy Charron,  
Gary Dulude, Ashley Locke, Colin Huber,  
David Stauth, Mark Floyd, Nicolas  
Houtman, Sara Freedman,  
Andrew Satterlee

## SILVER

Northwest Public Radio  
Annual Report

WASHINGTON STATE UNIVERSITY

Jeffrey E. Hipp, Kerry Swanson,  
Chris Falgiani

Direct Mail & Advertising for  
Fundraising

## GOLD

WSU Online Giving Campaign

WASHINGTON STATE UNIVERSITY

Tyrell Warren-Burnett, David Hoyt

## SILVER

SFU's 50th Anniversary Campaign

SIMON FRASER UNIVERSITY

Maureen Broadfoot, Ailsa Brown,  
Rachel Lowry

## BRONZE

100 Years of Impact

THE UNIVERSITY OF BRITISH  
COLUMBIA

UBC Annual Giving (Suzanne Ostrow,  
Nadine Nickull, Rebekah Moen, Chris  
Knapman, Loucia Ho, Karim Kassam,  
Jushin Ghuman, Yasemin Ozbay,  
Genevieve Finn)

Special Event, Invitations &  
Collateral Materials

## SILVER

Legends 2016 Invitation, Name  
Badge & Auction Packet

PACIFIC UNIVERSITY

Alex Bell, Joyce Gabriel, Jenni Lockett,  
Mark Burnett, Cassie Warman

## BRONZE

UW Bothell Chancellor's Reception

UNIVERSITY OF WASHINGTON

Paul Huereque, Kristian Gorman, Jessica  
Newkirk, Lisa Walker, Melissa Arias

Best Diversity Program

## SILVER

Campfire Chats

UNIVERSITY OF CALGARY

Community Engagement, Marketing,  
Strategic Communications teams, The  
Native Centre

## SILVER

Promoting diversity in engineering at the University of Calgary's Schulich School of Engineering

UNIVERSITY OF CALGARY

Sarah McGinnis, Marion Iwanyk, Nikki Reimer, Lisha Hassanali, Bill Rosehart, Qiao Sun, Bethe Andreassen, Karen Cook, Jenny McLean

## Low Budget Publications

### GOLD

Teeny Tiny Book of Traditions

PACIFIC UNIVERSITY

Rachel Cadd, Martha Calus-McLain

## Other Special Purpose Publications

### GOLD

Let Knowledge Serve the City: Strategic Plan, 2016-2020

PORTLAND STATE UNIVERSITY FOUNDATION

Harry Esteve, Brett Forman, Amanda Katz, Kari St. Peters, Julie Smith, Mark Wubbald

### SILVER

How you helped. In six words.

COLLINGWOOD SCHOOL

Elain Evans, Newton Hoang, Amrit Nagra, Ryan Tobin, Tania Pardisi and Hagan Ainsworth

## BRONZE

We Are...for Washington, for the World

UNIVERSITY OF WASHINGTON

Nancy Joseph, Marissa Rowell

## Innovation in Fundraising, Special Event & Other Communications

### GOLD

Portland State of Mind

PORTLAND STATE UNIVERSITY FOUNDATION

Chris Broderick, Harry Esteve, Kathryn Kirkland, Julie Wallis, Suzanne Pardington Effros, John Kirkland, Kristin Boden, Jodi Hewett, Erica Bercegeay, Jean Tuomi, Brett Forman, Evan Kirkley, Peter Simon, Julie Smith, Chelsea Kastelnik, Christian Aniciete, Tracy Weber, Nicholas Running, Tom Bull, Amanda Katz

### SILVER

Your Gift Sparks...Online End of Year Giving Campaign

UNIVERSITY OF PORTLAND

Linda Miles, Amy Eaton, Rachel Barry-Arquit, Jody Haagenson, Pat McDonald, Anna Lageson-Kerns, Amy Shelly, Adam Guggenheim, Roya Ghorbani-Elizeh

# Platinum

## Best Practices in Communications & Marketing

### SILVER

Igniting Social Change: Innovation to Impact—2015 UW School of Social Work Annual Report

UNIVERSITY OF WASHINGTON

April Johnson, Bruce Betz, Joan van den Berg, Mel Curtis

### BRONZE

Our Grads Get Hired

RED RIVER COLLEGE

Christian Robin, Elizabeth Glaseman, David Schmeichel, Bill Acheson, Ezra Reimer, Petra Martel, Nathan Bueddefeld

## Best Practices in Fundraising Campaigns

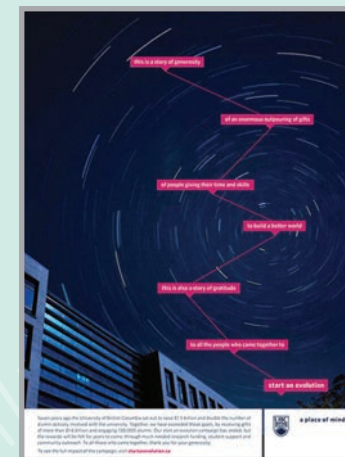
### GOLD

Giving Tuesday

THE UNIVERSITY OF REGINA

Shanan Sorochynski, Leanne Posehn, Miriam Friedman

Platinum categories continue on page 7



## GRAND GOLD

Start an Evolution Campaign Finale

THE UNIVERSITY OF BRITISH COLUMBIA

Richard Fisher, Jen Bendl, Juliana Fridman, Liz King, Alison Felstad, Caroline Luk

Best Practices in Communications & Marketing

# Visual Design



## GRAND GOLD

Leading Lights: The Start  
an Evolution Campaign  
Legacy Feature

THE UNIVERSITY OF BRITISH  
COLUMBIA

*Emmy Buccat, Monica Tang, Leanne Poon, Marie Fe del Rosario, Jennifer Bendl, Helen Nichols, Hema Goldsmith, Kendra Pryor, Juliana Fridman*

Environmental Graphic Design

## Multi-Page Print Design

### GOLD

Explorers Guide—The Montana  
State University Viewbook

MONTANA STATE UNIVERSITY

*Ron Lambert, Alison Reidmohr,  
Kelly Gorham*

### GOLD

NAIT Viewbook 2017-2018

NORTHERN ALBERTA INSTITUTE  
OF TECHNOLOGY

*Tracy Niven, Razanne Abou-Ghanim, Ruth Grenville, Blaise van Malsen, Leigh Kovesy*

### SILVER

“The Future of Everything,” New  
Trail magazine Winter 2015

UNIVERSITY OF ALBERTA

*University of Alberta, Office of  
Advancement, Strategic Communications,  
Marcey Andrews*

### BRONZE

“Move, adapt or die,” New Trail  
magazine, Spring 2016

UNIVERSITY OF ALBERTA

*University of Alberta, Office of  
Advancement, Strategic Communications,  
Marcey Andrews*

## Cover Design

### GOLD

“The Future of Everything,”  
New Trail, Winter 2015

UNIVERSITY OF ALBERTA

*University of Alberta, Office of  
Advancement, Strategic Communications,  
Lisa Cook, Marcey Andrews,  
Gwen Keraval*

### SILVER

Star Trails, Washington State  
Magazine Summer 2016

WASHINGTON STATE UNIVERSITY

*John Paxson, art director; Rod Hoekstra,  
photographer; Larry Clark, editor*

### BRONZE

Dividend magazine

WASHINGTON STATE UNIVERSITY

*Sue McMurray, Sarah Druffel, Shane  
Jackson, Scott Swanger, Noah Kroese*

## Posters

### GOLD

EWU Men’s Basketball Poster Series

EASTERN WASHINGTON  
UNIVERSITY

*Ryan Gaard, David Lane*

### SILVER

Boundless University of Washington  
Bothell posters

UNIVERSITY OF WASHINGTON

*Paul Huereque, Laura Mansfield*

## BRONZE

Cougar Colleagues Poster

WASHINGTON STATE UNIVERSITY

*David Hoyt*

## Logo & Brand Identity Graphics

### SILVER

NAIT OOKS—Athletics Logo  
Redesign

NORTHERN ALBERTA INSTITUTE  
OF TECHNOLOGY

*Sana Aljamea, Derek Lue, Rory Lee,  
Jordan Richey, Linda Henderson*

### BRONZE

Eat at NAIT and Cater at NAIT  
Visual Identity Suite (including  
Mercanté, One World, Many  
Flavours and The Corner Store)

NORTHERN ALBERTA INSTITUTE  
OF TECHNOLOGY

*Dru Davids, Derek Lue, Ruth Grenville,  
Gloria Booth, Kathryn Howden*

## Design Improvement

### SILVER

Spring Convocation Program, 2016  
Mount Royal University

MOUNT ROYAL UNIVERSITY

*Christina Riches, Michal Waissmann,  
Andrea Ranson, Jonathan Anderson, Dave  
McLean, Deb Abramson*



## BRONZE

Do Great Things Visual Identity  
UNIVERSITY OF ALBERTA

*Shari Pisa, Lindsay Sylvester*

## Specialty Piece

## GOLD

Washington State University Annual  
Recognition Gala 2016

WASHINGTON STATE UNIVERSITY

*David Hoyt, Trevor Durham*

## BRONZE

Battle of the Decades Recent  
Graduate Event

WASHINGTON STATE UNIVERSITY

*Hailey Rupp, Tyrell Warren-Burnett,  
David Hoyt*

## Print Design: Series of Related Pieces

## GOLD

Campaign Celebration

WASHINGTON STATE UNIVERSITY

*David Hoyt, Trevor Durham*

## SILVER

Embark on Your Bold Adventure-  
Direct Mail Pieces for Prospective  
MSU Students

MONTANA STATE UNIVERSITY

*Ron Lambert, Alison Reidmohr,  
Kelly Gorham*

## BRONZE

Student Recruitment Suite, Simon  
Fraser University

SIMON FRASER UNIVERSITY

*Kaldor Design, Communication Services,  
Donna Dove*

## Environmental Graphic Design

## SILVER

Portland State of Mind Pavilion

PORTLAND STATE UNIVERSITY  
FOUNDATION

*Brennan Aitken-Gantz, Clive Knights,  
Kurt Stoll, Kat Leavitt, Willy Chandler,  
Aaron Prinz, Tucker Jones, and Rachel  
Stehly, Brett Forman, Julie Smith, Chelsea  
Kastelnik, Karen O'Donnell Stein*

## BRONZE

EWU Incredible Motorcoach Wrap

EASTERN WASHINGTON  
UNIVERSITY

*Ryan Gaard*

# Platinum

(Continued from page 5)

## Best Articles of the Year

## GOLD

"Mental Wellness," New Trail  
magazine, Autumn 2015

UNIVERSITY OF ALBERTA

*University of Alberta, Office  
of Advancement, Strategic  
Communications, Amie Filkow*

## SILVER

This Brain is Fighting Back

WESTERN WASHINGTON  
UNIVERSITY

*Matthew Anderson*

## BRONZE

Gimme Shelter: Chris Friesen,  
BA'88, is heading a new  
approach for the integration of  
refugees into Canadian society.  
(Trek magazine, alumni UBC)

THE UNIVERSITY OF BRITISH  
COLUMBIA

*Roberta Staley and Trek magazine*

## Excellence in Photography

## GOLD

Cougar Spread—Spring 2016  
Summit Magazine

MOUNT ROYAL UNIVERSITY

*Michal Waissmann, Colin Way, Chao  
Zhang, Mount Royal University  
Marketing and Communications  
Department*

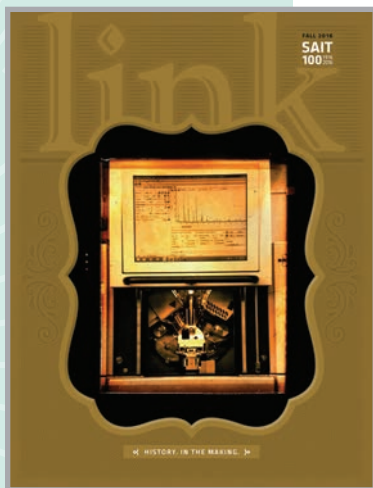
## SILVER

John Ulan, New Trail  
and Cornerstone senior  
photographer

UNIVERSITY OF ALBERTA

*John Ulan*

# Magazine



## GRAND GOLD

LINK "History. In the Making."  
Fall, 2016

SAIT POLYTECHNIC

Brian Bowman, Susan Mainella,  
Nancy Cope, Alison O'Connor,  
Richard Maruk, Carolyn Van de  
Vyvere, Christian Brown

Magazine Special Issues

Print General Interest  
Magazines—Circulation less  
than 29,990

## GOLD

Mountains & Minds

MONTANA STATE  
UNIVERSITY

Tracy Ellig, Carol Schmidt, Bridget Ashcraft,  
Kelly Gorham, Julie Kipfer, Caroline  
Zimmerman, Anne Cantrell, Ron Lambert

## SILVER

U of A Engineer

UNIVERSITY OF ALBERTA

Richard Cairney and Leanne Nickel

## BRONZE

Portland Magazine

UNIVERSITY OF PORTLAND

Brian Doyle (editor), Joe Erceg (designer)

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

## GOLD

Transformations

UNIVERSITY OF CALGARY

Deb Cummings, Jean-Paul Berube, Val  
Berenyi, Travis Sengaus

## GOLD

Summit magazine, Spring 2016

MOUNT ROYAL UNIVERSITY

Mount Royal University Summit Team

Print General Interest  
Magazines—Circulation greater  
than 75,000

## GOLD

Columns magazine

UNIVERSITY OF WASHINGTON

Jon Marmor, Hannelore Sudermann, Ken  
Shafer, Julie Garner, Quinn Russell Brown

## GOLD

New Trail magazine

UNIVERSITY OF ALBERTA

University of Alberta, Office of  
Advancement, Strategic Communications  
Marcey Andrews, Lisa Cook, Amie Filkow,  
Christie Hutchinson, Robert Moyles, Sarah  
Pratt, Mary Lou Reeleader, Karen Sherlock,  
Stephanie Bailey, Cynthia Strawson,  
John Ulan

## Magazine Special Issues

## SILVER

Transformations

UNIVERSITY OF CALGARY

Deb Cummings, Jean-Paul Berube, Val  
Berenyi, Travis Sengaus

Magazine Improvement  
(print only; any audience)

## GOLD

Black & Gold

SHAWNIGAN LAKE SCHOOL

Abigail Saxton, Maureen Connolly, Arden  
Gill, Taehoon Kim, Jeff Kluge, Jon Zacks

# Writing

## Editorial Shorts

## GOLD

Her Tribe, Her Future

PORTLAND STATE UNIVERSITY  
FOUNDATION

Suzanne Pardington Effros

## SILVER

The Muslim Student Experience

PORTLAND STATE UNIVERSITY  
FOUNDATION

Harry Esteve

## BRONZE

A little help from a friend

UNIVERSITY OF ALBERTA

Bridget Stirling, Geoff McMaster (video)

## BRONZE

A Life of Extremes

UNIVERSITY OF ALBERTA

Sarah Pratt

## Development Writing

## SILVER

Communicating the Campaign

UNIVERSITY OF WASHINGTON

Julie Lauderbaugh

## BRONZE

Together We Will: Report to  
Contributors

UNIVERSITY OF WASHINGTON

Hannah Gilman, Julie Lauderbaugh

## Public Relations Writing

### GOLD

New 'Alien' wasp discovered in Washington state

WASHINGTON STATE UNIVERSITY  
*Linda Weiford, Writer; Cynthia King, Editor*

## Scriptwriting/Speechwriting

### SILVER

The Times Higher Education Asia Universities Summit keynote address: The university's role in the innovation ecosystem

UNIVERSITY OF WASHINGTON  
*Ana Mari Cauce, Genevieve Haas*

## Feature Writing

### GOLD

Pollination Innovation

OREGON STATE UNIVERSITY  
*Tiffany Woods*

### GOLD

Helping child refugees bridge cultural worlds

UNIVERSITY OF ALBERTA  
*Bev Betkowski*

### GOLD

U of A Engineer / "She Will" (Spring 16)

UNIVERSITY OF ALBERTA  
*Malcolm Azania*

### GOLD

Dying of a Terminal Illness, Living on the Streets

UNIVERSITY OF WASHINGTON  
*Julie Garner*

### GOLD

True to Self

UNIVERSITY OF WASHINGTON  
*Julie Garner*

### GOLD

Lost Boys, Found Men: From civil war in the Sudan to the classrooms and convocation stage at Lethbridge College

LETHBRIDGE COLLEGE  
*Lisa Kozleski*

### SILVER

Erasing hepatitis C: Is Canada doing enough?

UNIVERSITY OF ALBERTA  
*Bryan Alary*

### SILVER

The science of failure

UNIVERSITY OF ALBERTA  
*Michael Brown*

### SILVER

The Rebirth of Libby

UNIVERSITY OF MONTANA  
*Erika Fredrickson, Todd Goodrich, John Heaney*

### SILVER

"Mental Wellness," New Trail magazine, Autumn 2015

UNIVERSITY OF ALBERTA  
*University of Alberta, Office of*

*Advancement, Strategic Communications, Sarah Pratt*

### SILVER

"One Giant Leap Forward," New Trail, Winter 2015

UNIVERSITY OF ALBERTA  
*University of Alberta, Office of Advancement, Strategic Communications, Lisa Cook*

### BRONZE

Pride Tape a 'badge of support' for LGBTQ athletes

UNIVERSITY OF ALBERTA  
*Bryan Alary*

### BRONZE

Rock the new digs

UNIVERSITY OF WASHINGTON  
*Jemma Everyhope-Roser*

### BRONZE

Heart Work

WESTERN WASHINGTON UNIVERSITY  
*Bridget Stirling, Geoff McMaster (video)*

### BRONZE

Mind the Gap—Whitman Magazine (Summer 2016)

WHITMAN COLLEGE  
*Gina Ohnstad*

## Writing for Fundraising

### SILVER

Be the Catalyst: Faculty of Science Case for Support

UNIVERSITY OF ALBERTA  
*Robert Moyles, Mifi Purvis, Matt Rea, Mary Lou Reeleder*



## GRAND GOLD

The Bird Detective

UNIVERSITY OF MONTANA  
*Nate Schweber, John Heaney*

Feature Writing

# Electronic & Digital Media



## GRAND GOLD

### Seeds of Hope

UNIVERSITY OF WASHINGTON

Nick Bolton, Kilian Frye, Sasha Im, Lauren Lee, Meg Matthews, Lisa Robbins, Jamie Swenson, Dennis Wise

### Other Sub-Site or Section

## Overall Institutional Website

### SILVER

NAIT Staff Intranet Redevelopment

NORTHERN ALBERTA INSTITUTE OF TECHNOLOGY

Ana Herrera, Esther Vanderwel, Nathan Salter, Andrea McCabe, Karen Vaganyan, Jeff Mason, Erin Drought, Janelle Aker, Jordan Allan, Lara Alameddine, Winnie Abraham, Loren Bain, Russell Bain, Sherri Krastel, Kristen Vernon

### SILVER

UBC100 Website

THE UNIVERSITY OF BRITISH COLUMBIA

Juliana Fridman, Gerald Calderon, Caroline Luk, Elizabeth Powell, Domain 7

## Student Recruitment Sub-Site or Section

### GOLD

UCalgary.ca Future Students transformation for undergraduate students

UNIVERSITY OF CALGARY

UCalgary Marketing team, Calgary Student and Enrollment Services team, UCalgary IT web team, UX Guys Inc.

## Other Sub-Site or Section

### GOLD

UCalgary 50th Anniversary website

UNIVERSITY OF CALGARY

University of Calgary Marketing team, University of Calgary Library and Cultural Resources, Evans Hunt Group

### GOLD

A Living Laboratory

UNIVERSITY OF WASHINGTON

Nick Bolton, Hannah Gilman, Kilian Frey, Taylor Hawkins, Julie Lauderbaugh, Jack Martin, Gerald McRobbie, Lisa Robbins, Dennis Wise

### GOLD

Alternative Spring Break

UNIVERSITY OF WASHINGTON

Nick Bolton, Meg Cressey, Nick Crocco, Kilian Frey, Jean Hayes, Julie Lauderbaugh, Jack Martin, Gerald McRobbie, Lisa Robbins, Dennis Wise

### GOLD

OSU Foundation Online Donor Portal

OREGON STATE UNIVERSITY FOUNDATION

Dan Whiting, Jill Cassidy, Scott Gilpin, Steven Lont, Deborah Correa, Bryan Reiman

## Electronic Newsletters, Blogs-External

### BRONZE

Evolution of Alumni Insider

UNIVERSITY OF ALBERTA

Lindsay Sylvester, Shari Pisa, Joyce Yu, Brian Anderson, Shelley Binden

# Photography & Illustration

## Individual Photographs

### **GOLD**

Welder in Cuba

NORTHERN ALBERTA INSTITUTE  
OF TECHNOLOGY

*Blaise van Malsen*

### **SILVER**

True to Self

UNIVERSITY OF WASHINGTON

*Erin Lodi*

### **BRONZE**

“Pat Kiernan,” New Trail magazine,  
Autumn 2015

UNIVERSITY OF ALBERTA

*University of Alberta, Office of  
Advancement, Strategic Communications*

## Series of Related Photographs

### **GOLD**

“Let Knowledge Serve”

PORTLAND STATE UNIVERSITY  
FOUNDATION

*NashCO Photography, Brett Forman, Evan  
Kirkley, Chelsea Kastelnik, Julie Smith,  
Harry Esteve*

### **SILVER**

Whistling While He Works

LETHBRIDGE COLLEGE

*Rod Leland*

### **BRONZE**

SFU Faculty of Health Sciences  
(FHS) 10 Year Anniversary Book  
Student Studio Portraits

SIMON FRASER UNIVERSITY

*Halimah Beaulieu, Stijn Daenens,  
Dale Northey*

## Individual Illustrations/ Photo-Illustrations

### **GOLD**

Dividend magazine—President Kirk  
Schulz introduction

WASHINGTON STATE  
UNIVERSITY

*Sue McMurray, Sarah Druffel, Shane  
Jackson, Scott Swanger, Noah Kroese*

### **SILVER**

The Pharmacist

WASHINGTON STATE UNIVERSITY

*John Paxson, David Mueller, David  
Wasson, Larry Clark*

### **BRONZE**

Out the Hack Door

WASHINGTON STATE UNIVERSITY

*James Yang, John Paxson, Larry Clark*

## Series of Related Illustrations/ Photo-Illustrations

### **SILVER**

Move, Adapt or Die, New Trail  
magazine Spring 2016

UNIVERSITY OF ALBERTA

*Brian Morser*

### **BRONZE**

A Campus Transformation

UNIVERSITY OF CALGARY

*Travis Sengaus, Val Berenyi, Deb  
Cummings, Jean-Paul Berube*



### **GRAND GOLD**

The Future of Everything,  
New Trail magazine

UNIVERSITY OF ALBERTA

*Gwen Keraval*

Series of Related Illustrations/  
Photo-Illustrations

# Video & Multimedia



## GRAND GOLD

### A Living Laboratory

UNIVERSITY OF WASHINGTON

*Nick Bolton, Hannah Gilman, Taylor Hawkins, Julie Lauderbaugh, Jack Martin, Gerald McRobbie, Lisa Robbins, Dennis Wise*

### Marketing & Branding Video

## Advertising Spots & Public Service Announcements

### GOLD

#### Montana State University—Unbranded: Nothing is Impossible

MONTANA STATE UNIVERSITY  
*Julie Kipfer, Dennis Aig, Phillip Baribeau, Scott Chestnut, Alison Reidmohr*

### GOLD

#### Ocean Challenges Broadcast Commercial

OREGON STATE UNIVERSITY  
*David Baker, Darryl Lai, Justin Smith, Melody Oldfield, Laura Shields, Santiago Uceda, Oliver Day, Steve Clark, Annie Heck, Kegan Sims, Callie Newton, Gary Dulude, Claire McMorris*

### BRONZE

#### WWU PSA: “Active Minds Changing Lives”

WESTERN WASHINGTON UNIVERSITY  
*John Thompson, Rhys Logan, Derek Bryson*

## Marketing & Branding Video

### GOLD

#### Finding Friday Harbor

UNIVERSITY OF WASHINGTON  
*Nick Bolton, Hannah Gilman, Taylor Hawkins, Julie Lauderbaugh, Gerald McRobbie, Lisa Robbins*

## SILVER

### UBC Centennial Video

THE UNIVERSITY OF BRITISH COLUMBIA  
*Richard Fisher, Gerald Calderon, Juliana Fridman, Allison Felstad, Caroline Luk, Switch United*

## BRONZE

### Hear It from a Husky: UW Campus Tour

UNIVERSITY OF WASHINGTON  
*Hannah Gilman, Taylor Hawkins*

## Student Recruitment Videos

### GOLD

#### Do Something Great

PORTLAND STATE UNIVERSITY FOUNDATION  
*Harry Esteve, Peter Simon, Chelsea Kastelnik, Brett Forman, Evan Kirkley, Julie Wallis*

## SILVER

### Day One

SIMON FRASER UNIVERSITY  
*Kaldor Design, Communication Services, Donna Dove, Holly Zonneveld, Kathryn Verkerk*

## SILVER

### Video Viewbook

RED RIVER COLLEGE  
*Bill Acheson, David Schmeichel, Christian Robin, Clint Thiessen*

## Fundraising & Alumni Relations Videos

### GOLD

#### ONWARD: The Campaign Video for OHSU

OREGON HEALTH & SCIENCE UNIVERSITY  
*OHSU Foundation Communications Team: Jennifer Amie, Heather McLendon, Shirley Skidmore; Sockeye Creative*

### GOLD

#### Light Your Corner of the World

UNIVERSITY OF MONTANA  
*Melissa Wilson, Rachel Brumfield, Sarah Knobel, Erin Greenside*

### BRONZE

#### God Only Knows—Stewardship Video

COLLINGWOOD SCHOOL  
*Elain Evans, Amrit Nagra, David Buchan, Senior Choir & Greg Bartels*

## Multimedia for Special Events

### GOLD

Portland State of Mind 2015 Promo

PORTLAND STATE UNIVERSITY  
FOUNDATION

*Peter Simon, Brett Forman, Evan Kirkley,  
Saho Miyazaki, Bess Pallares,  
Marilynn Sandoval*

### SILVER

Meet NAIT's all-star Hokanson  
Chefs in Residence

NORTHERN ALBERTA INSTITUTE  
OF TECHNOLOGY

*Ruth Juliebo, Kim Brix, Rory Lee, Jeanette  
Sesay, Leigh Frey*

### SILVER

Good Soil, Good Humans

THE UNIVERSITY OF BRITISH  
COLUMBIA

*Margaret Doyle, Digital Storyteller, Aida  
Viziru, Interaction Designer, Michael Kam,  
Web Developer, Laura Stobbe, Designer,  
Mark Pilon, Designer, Jamil Rhajiak,  
Communications Coordinator*

### BRONZE

UBC100 Faces Video

THE UNIVERSITY OF BRITISH  
COLUMBIA

*Richard Fisher, Juliana Fridman,  
Gerald Calderon, Jen Bendl,  
Chris Wheeler Media*

## Innovation in Video or Multimedia

### GOLD

Portland State of Mind 2015 Promo

PORTLAND STATE UNIVERSITY  
FOUNDATION

*Peter Simon, Brett Forman, Evan Kirkley,  
Saho Miyazaki, Bess Pallares,  
Marilynn Sandoval*

### SILVER

STUDIO: Build our World

UNIVERSITY OF WASHINGTON

*Jake Mater, Dustin Wunderlich*

## 2017 JUDGING COORDINATORS

### Alumni, Student, Donor & Community Engagement

Damian Foley  
*Assistant Director of Marketing and  
Communications  
University of Oregon Alumni  
Association*

### Electronic & Digital Media

Eric Rosenbaum  
*Communications Specialist  
Alumni and Development  
Southern Alberta Institute of  
Technology*

### Fundraising, Special Event & other Communications

Martha Calus-McLain  
*Senior Director of Alumni &  
Community Engagement  
Pacific University*

### Magazines

Jonathan P. Marmor  
*Director of Publications  
Alumni & Constituent Relations  
University of Washington*

### Photography & Illustration

Rhonda Morin  
*Director of Communications  
Clark College Foundation*

### Platinum

Lisa Robbins  
*Associate Director, Brand/Creative  
Marketing & Communications  
University of Washington*

### Video & Multimedia

Dustin Wunderlich  
*Director for Marketing and  
Communications, College of Education  
University of Washington*

### Visual Design

Krista Klinkhammer  
*Assistant Director of Marketing and  
Communications  
College of Engineering  
Oregon State University*

### Writing

Rebecca Olson  
*Content Manager  
Office of Strategic Communications  
Portland Community College*

# 2017 COMMUNICATIONS AWARDS



## 2017 JUDGES

### Alumni, Student, Donor & Community Engagement

**Julie Brown** · Communications and Community Relations Manager · Bend Metro Parks and Recreation · Bend, Ore.

**Andrew McNall** · Director of Development Holt International · Eugene, Ore.

**Lauren Moe** · Marketing and Events Manager Run Hub Northwest · Eugene, Ore.

**Alex Wijnen** · Owner · Defteling Design Portland, Ore.

### Electronic & Digital Media

**Benjamin Bennett** · Principal · Massive Studios Bozeman, Mont.

**Seth Neilson** · Sole Proprietor · WASA Industries Bozeman, Mont.

### Fundraising, Special Event & Other Communication

**Monica Long** · Gift Planning Officer American Red Cross · Seattle, Wash.

**Merrie Lorang** · Account Manager Ivey Marketing · Portland, Ore.

**Tammy Spencer** · Director of Marketing and Communications · YMCA of Columbia-Willamette Portland, Ore.

### Magazines

**Phyllis Fletcher** · Managing Editor Northwest News Network · Seattle, Wash.

**Stacy Kendall** · Special Projects Editor Gray Magazine · Seattle, Wash.

**David Volk** · Freelance Writer · Seattle, Wash.

### Photography & Illustration

**Dr. Nick Carulli** · Gallery proprietor Visual Expressions Gallery · Vancouver, Wash.

**Ted Cobb** · Owner · Cobb Graphic Design Portland, Ore.

**Grant Mott** · Owner · Grant Mott Photography · Vancouver, Wash.

### Platinum

**Susan Lamb** · Senior Art Director · POP Seattle, Wash.

**Constance Scott** · Marketing Consultant · Group Health Cooperative · Seattle, Wash.

**Lisa Wharf** · Senior Art Director · EnviroIssues Seattle, Wash.

### Video & Multimedia

**Jeff Hazewinkel** · Director, Valparaiso University Center for the Arts

Valparaiso University · Valparaiso, Ind.

**Jon Hendricks** · Associate Director of Creative Services · Valparaiso University · Valparaiso, Ind.

### Visual Design

**Chris Berner** · Senior Designer · Funk/Levis Eugene, Ore.

**Matt Harrington** · Media & Applications Developer · City of Albany · Albany, Oregon

**Santiago Uceda** · Illustrator · Santiago Uceda Illustration · Eugene, Ore.

### Writing

**Jess Kibler** · Contributing Editor · Bitch Media Portland, Ore.

**Jackie Luskey** · Digital Content Creator & Analyst · Washington County Visitors Association · Portland, Ore.

**Jon Ross** · Managing Editor Opossum Magazine Portland, Ore.