

SWOSU Wins Best of Show and Other PR Awards

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Southwestern Oklahoma State University's partnership with an area corn maize business has resulted in an impressive award for the Weatherford university from the Oklahoma College Public Relations Association.

The OCPRA awarded its top award—Best of Show—to SWOSU for its partnership last fall with P Bar Farms. The SWOSU bulldog logo was used as the design for the P Bar Farms corn maize. An out-of-state judge from Georgia said about the entry, "This entry hands-down gets the Holy Crap! Award of the Year. Outstanding concept and execution, and a great aerial photo to boot!"

The entry also won first place in the Square Peg category and third place in the Bright Idea category.

SWOSU actually won the most awards among all Oklahoma colleges and universities at the OCPRA state conference held July 10-12 at the Ardmore Convention Center in Ardmore. Co-host for the event was the Samuel Roberts Noble Foundation.

SWOSU won 12 awards, edging out the University of Central Oklahoma, which won 10 awards. The University of Oklahoma and Oklahoma State University were next with nine awards. The Samuel Roberts Noble Foundation of Ardmore did win more awards than SWOSU with 17, but the research facility is not considered as a university or college.

The statewide competition featured nearly 500 entries in 31 categories of competition, recognizing outstanding work produced by OCPRA professionals in public relations, development, audio-visual communications, publications, design, periodicals, writing, photography, sports and alumni programs.