

SWOSU Wins OCPRA Best of Show Again

07.13.2012

Southwestern Oklahoma State University won the Best of Show Award at the recent Oklahoma College Public Relations Association state conference. Kyle Wright won the award for his events/promotions entry. It is the second straight year that SWOSU won the Best of Show Award. SWOSU won a total of 14 awards in the annual state-wide competition.

SWOSU Best of Show Entry

Southwestern Oklahoma State University has won the Best of Show Award for the second straight year from the Oklahoma College Public Relations Association.

Kyle Wright, graphic designer/photographer for SWOSU, won 10 awards, including the Best of Show Award, at the annual summer conference held recently in Durant. Wright won the Best of Show Award for his events/promotions entry entitled “2011-12 SWOSU Athletics ‘From the War Front’.”

SWOSU actually won the second most awards among all Oklahoma colleges and universities at the OCPRA state conference held July 8-10.

SWOSU won 14 awards, just two behind Oklahoma State University/Stillwater that won 16 awards. The Samuel Roberts Noble Foundation of Ardmore won 10 awards, while Oklahoma State University/Oklahoma City, University of Central Oklahoma and the University of Oklahoma were right behind with 9 awards.

SWOSU also won the Best of Show Award in 2011 for its partnership with P Bar Farms and the use of the SWOSU bulldog logo in the design of the P Bar Farms’ corn maize.

The 2012 statewide competition featured a record 629 entries in 34 categories. The contest recognizes outstanding work produced by OCPRA professionals in public relations, development, audio-visual communications, publications, design, periodicals, writing, photography, sports and alumni programs.

SWOSU entries that won awards were:

First Place

Digitally Enhanced Photography	Kyle Wright for “2012 Baseball: Take the Mound”
Poster Design-Sports	Kyle Wright for “SWOSU Baseball: Take the Mound—Operation Devil Dogs”
Events/Promotions	Kyle Wright for “SWOSU Athletics ‘From the War Front’”

Second Place

News Writing	Brian Adler for “SWOSU Forms Dual Degree Program for Pharmacy Students Wanting MBA”
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Digitally Enhanced Photography

Kyle Wright for "SWOSU Soccer: Lead the Way"

Sports Writing

Justin Tinder for "Proud Father Watches Son's Big Play"

Logo Design/Graphic Identity

Kyle Wright for "Residence Life Conference RA Logo"

Third Place

Traditional Photography/Sports

Cody Roper for "Seventh Inning Stretch"

Sports Publications

Kyle Wright for "SWOSU Men's Basketball Schedule Cards"

Newsletter

Debbie Brown and Brian Adler for "SWOSU Headlines"

Honorable Mention

Digitally Enhanced Photography

Kyle Wright for "SWOSU Softball: Hold the Line"

Digitally Enhanced Photography

Kyle Wright for SWOSU Men's Basketball: Fast Break"

Poster Design-Sports

Kyle Wright for SWOSU Soccer: Lead the Way-Operation