

2011 CASE KY Award Winners

Division	Award	Category	Name of Institution	Title
I. Total Programs	Grand Champion	5. Publications Programs	Northern Kentucky University	Dreamers Welcome: NKU Admissions Publications Program
I. Total Programs	Grand Champion	7.Total Educational Fundraising Programs	Western Kentucky University	The Campaign for Western Kentucky University
I. Total Programs	Award of Excellence	8. Overall Alumni Relations Programs	Northern Kentucky University Office of Alumni Programs	NKU Alumni Programs
I. Total Programs	Grand Champion	8. Overall Alumni Relations Programs	Western Kentucky University	Overall WKU Alumni Association
II. Specific Projects	Special Merit	10. Institutional Relations	Northern Kentucky University	Destination Graduation Retention Campaign
II. Specific Projects	Award of Excellence	10. Institutional Relations	Murray State University	We are Racers
II. Specific Projects	Grand Champion	10. Institutional Relations	Transylvania University	Transylvania Presidential Inauguration
II. Specific Projects	Grand Champion	12. Media Relations	Campbellsville University	Media Appreciation Luncheon
II. Specific Projects	Grand Champion	13. Advancement Services Project	Hopkinsville Community College	Gala Registration and Auction
II. Specific Projects	Grand Champion	14. Educational Fundraising	Western Kentucky University	The Campaign for Western Kentucky University
II. Specific Projects	Special Merit	15. Special Events	University of Kentucky Alumni Association	Great Teacher Award Program
II. Specific Projects	Special Merit	15. Special Events	University of Kentucky Alumni Association	Multicultural Student Thanksgiving Dinner
II. Specific Projects	Special Merit	15. Special Events	Hopkinsville Community College	Lincoln: The Constitution and the Civil War
II. Specific Projects	Award of Excellence	15. Special Events	University of Kentucky Alumni Association	Wildcat Wednesdays Free Student Breakfasts
II. Specific Projects	Award of Excellence	15. Special Events	University of Kentucky Alumni Association	Dance Blue - Alumni Letter Writing Campaign
II. Specific Projects	Grand Champion	15. Special Events	Northern Kentucky University Office of Alumni Programs	12th Annual Alumni Lecture Series
II. Specific Projects	Award of Excellence	16. Constituency Organization Programs	University of Kentucky Alumni Association	"How do I Become...A Research Dietitian?" From UK to NASA
II. Specific Projects	Award of Excellence	16. Constituency Organization Programs	University of Kentucky Alumni Association	Cats for a Cause
II. Specific Projects	Grand Champion	16. Constituency Organization Programs	University of Kentucky Alumni Association	Alumni Club Leadership Training
III. Printed Publications	Special Merit	17. Student Recruitment	Northern Kentucky University	NKU International Viewbook
III. Printed Publications	Special Merit	17. Student Recruitment	Bellarmine University	Campus Visit Postcards
III. Printed Publications	Special Merit	17. Student Recruitment	Campbellsville University	Mass Communications Brochure
III. Printed Publications	Award of Excellence	17. Student Recruitment	Northern Kentucky University	NKU Undergraduate Viewbook
III. Printed Publications	Award of Excellence	17. Student Recruitment	University of Pikeville	UPIKE Admissions Package
III. Printed Publications	Grand Champion	17. Student Recruitment	Western Kentucky University	WKU Theatre Program Brochure
III. Printed Publications	Special Merit	18. Direct Mail	Campbellsville University	Homecoming Brochure
III. Printed Publications	Special Merit	18. Direct Mail	Northern Kentucky University	NKU Salmon P. Chase College of Law Admissions Booklet
III. Printed Publications	Special Merit	18. Direct Mail	Murray State University	GOLD Direct Mail (Graduates of the Last Decade)
III. Printed Publications	Award of Excellence	18. Direct Mail	Northern Kentucky University	NKU Junior Recruitment Direct Mail
III. Printed Publications	Award of Excellence	18. Direct Mail	Western Kentucky University	Visual and Performing Arts Calendar of Events Flyer
III. Printed Publications	Grand Champion	18. Direct Mail	Bellarmine University	Knights of Knights Invitation
III. Printed Publications	Award of Excellence	19. Paid Advertisement	Campbellsville University	Vision 2025 Theology Advertisement
III. Printed Publications	Award of Excellence	19. Paid Advertisements	University of Kentucky	"see blue. make a difference" celebrity endorsement philanthropy ad
III. Printed Publications	Grand Champion	19. Paid Advertisements	Murray State University	Twitter Ad
III. Printed Publications	Grand Champion	20. Paid Advertisement Series	University of Kentucky	"see blue. make a difference" series of philanthropy ads
III. Printed Publications	Special Merit	21. Institutional Publications	Western Kentucky University	WKU Wedding Venues Brochure
III. Printed Publications	Award of Excellence	21. Institutional Publications	Transylvania University	Presidential inauguration program
III. Printed Publications	Award of Excellence	21. Institutional Publications	Transylvania University	Presidential inauguration invitation
III. Printed Publications	Grand Champion	21. Institutional Publications	University of Kentucky Alumni Association	2011 Member Calendar
III. Printed Publications	Award of Excellence	22. Annual Reports I	Campbellsville University	2009 - 2010 President's Report
III. Printed Publications	Award of Excellence	22. Annual Reports I	Hopkinsville Community College	Hopkinsville Community College Annual Report 2009 -2010
III. Printed Publications	Grand Champion	22. Annual Reports I	Berea College	President's Report - Berea College Magazine
III. Printed Publications	Special Merit	25. Fundraising	Murray State University	1922 Society
III. Printed Publications	Special Merit	25. Fundraising	Murray State University	Murray Legacy Comprehensive Planned Giving Program
III. Printed Publications	Special Merit	25. Fundraising	Murray State University	ACRES - Campaign for the Hutson School of Agriculture
III. Printed Publications	Award of Excellence	25. Fundraising	Bellarmine University	"Vision 2020: An Update"
III. Printed Publications	Award of Excellence	25. Fundraising	Murray State University	Points of Pride
III. Printed Publications	Grand Champion	25. Fundraising	University of Kentucky	"Fellows Society" Brochure
III. Printed Publications	Award of Excellence	26. Low Budget Publications	Campbellsville University	Highlights
III. Printed Publications	Award of Excellence	26. Low Budget Publications	Hopkinsville Community College	HCC Proposed Allied Health Booklet
III. Printed Publications	Grand Champion	26. Low Budget Publications	Appalachian College Association	ACA 2010-2011 Annual Report
IV. Tabloids and Newsletters	Award of Excellence	27. External Tabloids and Newsletters	Campbellsville University	Mass Connections
IV. Tabloids and Newsletters	Award of Excellence	27. External Tabloids and Newsletters	Campbellsville University	Tigers' Den
IV. Tabloids and Newsletters	Grand Champion	27. External Tabloids and Newsletters	Murray State University	The Review
IV. Tabloids and Newsletters	Special Merit	28. Internal Tabloids and Newsletters	Western Kentucky University	Modern Language Fall 2011 Newsletter
IV. Tabloids and Newsletters	Grand Champion	29. Tabloid and Newsletter Publishing Improvement	University of Kentucky	"Benefactor" gift and estate planning tabloid
IX: Audio Visual Communications	Special Merit	43. Television	University of Pikeville	Kansas City Business Trip
IX: Audio Visual Communications	Special Merit	43. Television	Berea College	"All Peoples of the Earth" Christmas Concert
IX: Audio Visual Communications	Special Merit	43. Television	Berea College	"Head of the Holler"
IX: Audio Visual Communications	Award of Excellence	43. Television	Northern Kentucky University	Dreamers Welcome
IX: Audio Visual Communications	Award of Excellence	43. Television	University of Pikeville	Upike Tablet commercial
IX: Audio Visual Communications	Special Merit	44. Films and Videotapes	University of Louisville	Excel of U of L

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IX: Audio Visual Communications	Award of Excellence	44. Films and Videotapes	University of Louisville	U of L Impact
IX: Audio Visual Communications	Grand Champion	44. Films and Videotapes	Murray State University	Roundabout U Television Production
IX: Audio Visual Communications	Award of Excellence	46. Radio Programs, Podcasts and Announcements	Murray State University	"The Front Page"
V. Magazine	Special Merit	30. Alumni Magazines I	Transylvania University	Transylvania University Magazine
V. Magazine	Award of Excellence	30. Alumni Magazines I	Bellarmine University	Bellarmine Magazine
V. Magazine	Award of Excellence	32. Alumni Magazines III	Western Kentucky University	WKU Spirit
V. Magazine	Grand Champion	32. Alumni Magazines III	Northern Kentucky University Office of Alumni Programs	NORTHERN MAGAZINE
V. Magazine	Grand Champion	33. Other Magazines	Western Kentucky University	Arts & Letters, The Magazine of Potter College at WKU
V. Magazine	Special Merit	34. Magazine Publishing Improvement	Northern Kentucky University Office of Alumni Programs	NORTHERN MAGAZINE
VI. News and Feature Writing	Special Merit	35. Excellence in Feature Writing	Northern Kentucky University Office of Alumni Programs	"The Diary of Tabitha Sellers"
VI. News and Feature Writing	Award of Excellence	35. Excellence in Feature Writing	Northern Kentucky University Office of Alumni Programs	"Finding Home"
VI. News and Feature Writing	Award of Excellence	35. Excellence in Feature Writing	Northern Kentucky University Office of Alumni Programs	"Urgent Care"
VI. News and Feature Writing	Grand Champion	35. Excellence in Feature Writing	Bellarmine University	"The Homecoming"
VI. News and Feature Writing	Award of Excellence	37. Speechwriting	Hopkinsville Community College	
VI. News and Feature Writing	Grand Champion	37. Speechwriting	Northern Kentucky University	Lincoln Awards
VII. Visual Design	Special Merit	38. Illustrations	Northern Kentucky University	Bromance Universe
VII. Visual Design	Special Merit	38. Illustrations	Northern Kentucky University	Founding Father, Remembering W. Frank Steely
VII. Visual Design	Special Merit	38. Illustrations	Northern Kentucky University	Warped Speed
VII. Visual Design	Award of Excellence	38. Illustrations	Western Kentucky University	Symphony Keyboard Carnival Poster
VII. Visual Design	Special Merit	39. Improvement in Design	Northern Kentucky University	Gold Rush
VII. Visual Design	Grand Champion	39. Improvement in Design	University of Kentucky	"Fellow Society" brochure
VII. Visual Design	Special Merit	40. Design for Print	Northern Kentucky University Office of Alumni Programs	NKU Alumni Programs SAA Brochure
VII. Visual Design	Special Merit	40. Design for Print	Bellarmine University	"Trust" DVD and packaging
VII. Visual Design	Award of Excellence	40. Design for Print	Bellarmine University	Championship Logo
VII. Visual Design	Grand Champion	40. Design for Print	Western Kentucky University	WKU Nova Center Wall Art
VIII. Photography and Photo Essay Series	Special Merit	41. Photography	Northern Kentucky University	NKU Smiles
VIII. Photography and Photo Essay Series	Special Merit	41. Photography	Northern Kentucky University	NKU Brass
VIII. Photography and Photo Essay Series	Special Merit	41. Photography	Western Kentucky University	The Yellow Fan
VIII. Photography and Photo Essay Series	Award of Excellence	41. Photography	Northern Kentucky University	Egg Toss
VIII. Photography and Photo Essay Series	Award of Excellence	41. Photography	Northern Kentucky University	Capping It Off
VIII. Photography and Photo Essay Series	Grand Champion	41. Photography	Western Kentucky University	Victory
VIII. Photography and Photo Essay Series	Award of Excellence	42. Photo Essay	Campbellsville University	Welcome Week & Freshman Week
VIII. Photography and Photo Essay Series	Grand Champion	42. Photo Essay	Northern Kentucky University	NKU Soccer Championship Season
X. Web and Electronic Communications	Special Merit	47. Home Page Design and Implementation	Berea College	Introducing the World to the Ninth Berea College President-Elect
X. Web and Electronic Communications	Award of Excellence	47. Home Page Design and Implementation	Western Kentucky University	WKU Home Page: http://www.wku.edu
X. Web and Electronic Communications	Award of Excellence	47. Home Page Design and Implementation	Bellarmine University	Bellarmine University Website redesign
X. Web and Electronic Communications	Grand Champion	47. Home Page Design and Implementation	Transylvania University	Transylvania University Home page
X. Web and Electronic Communications	Special Merit	48. Overall Website Design & Implementation	Murray State University	Website
X. Web and Electronic Communications	Special Merit	48. Overall Website Design & Implementation	Northern Kentucky University Office of Alumni Programs	NKU Alumni Website
X. Web and Electronic Communications	Award of Excellence	48. Overall Website Design & Implementation	Western Kentucky University	Western Kentucky University Website: http://www.wku.edu
X. Web and Electronic Communications	Award of Excellence	48. Overall Website Design & Implementation	Berea College	www.bereamag.com - Berea College Magazine online
X. Web and Electronic Communications	Grand Champion	48. Overall Website Design & Implementation	Transylvania University	Transylvania University Overall Website Design and Implementation
X. Web and Electronic Communications	Special Merit	49. Electronic Newsletters, Blogs, Tabloids	Murray State University	MSU Today
X. Web and Electronic Communications	Award of Excellence	49. Electronic Newsletters, Blogs, Tabloids	Berea College	BCnow- Berea College News on the Web
X. Web and Electronic Communications	Award of Excellence	49. Electronic Newsletters, Blogs, Tabloids	Northern Kentucky University	Gold Rush
X. Web and Electronic Communications	Grand Champion	49. Electronic Newsletters, Blogs, Tabloids	Bellarmine University	"My BU: Bellarmine Bloggers"
X. Web and Electronic Communications	Award of Excellence	50. CD-ROM, DVD, Flash Publications & Other Electronic Communications	Northern Kentucky University	"Next Steps" Email Campaign
X. Web and Electronic Communications	Award of Excellence	50. CD-ROM, DVD, Flash Publications & Other Electronic Communications	Northern Kentucky University	"Meet Your College" Email Campaign
X. Web and Electronic Communications	Grand Champion	50. CD-ROM, DVD, Flash Publications & Other Electronic Communications	Western Kentucky University	WKU Interactive Campus Map and Virtual Tour http://wku.edu/tour
X. Web and Electronic Communications	Special Merit	51. Social Media	Murray State University	Shuffle Video
X. Web and Electronic Communications	Special Merit	51. Social Media	Berea College	Berea College on YouTube
X. Web and Electronic Communications	Special Merit	51. Social Media	Berea College	Serial Posts: growing "likes" by serializing posts
X. Web and Electronic Communications	Award of Excellence	51. Social Media	Campbellsville University	Campbellsvillian App
X. Web and Electronic Communications	Award of Excellence	51. Social Media	Murray State University	Facebook Campaign
X. Web and Electronic Communications	Grand Champion	51. Social Media	Western Kentucky University	Foursquare@WKU - Foursquare for the Class of 2015: http://www.foursquare.com/wku