

# CASE KENTUCKY 2006 AWARD WINNERS

## TOTAL PROGRAMS

### *Institutional Relations Programs (1)*

Excellence

Berea College

*Berea College Sesquicentennial*

### *Internal Communications Programs (1)*

Excellence

Berea College

Bcrow—Berea's Daily News and Events Portal

### *Publications Programs (1)*

Excellence

Western Kentucky University

University Publications at WKU

### *Total Educational Fundraising Programs (1)*

Merit

Western Kentucky University

The Campaign for Western Kentucky University

### *Overall Alumni Relations Programs (2)*

Grand

Western Kentucky University

Overall Alumni Relations Program

Merit

Northern Kentucky University

Overall Alumni Relations Program

## SPECIFIC PROJECTS/EVENTS

### *Institutional Relations Projects (4)*

Grand

University of Kentucky

UK Winter College

Excellence

University of Kentucky

2006 Fellows Society Dinner and Dance

Merit

Berea College

What Moves You to Give to Berea College?

Merit

Berea College

Berea College Sesquicentennial

### *Fundraising Projects (10)*

Grand

Berea College

Young Alumni and Humorous Approach

Excellence

University of Kentucky

University of Kentucky 2005-2006 Telemarketing Program

Merit

Mercy Academy

Benefit of Broadway... "Bob Salutes Rock N' Roll"

Merit

University of Kentucky

Golden Leaf Tobacco Settlement Matching Program

### *Alumni Relations Projects (3)*

Grand

University of Kentucky

Life Member Goodwill Mailing

Excellence

University of Kentucky

Big Blue in NYC Reception

Excellence

University of Kentucky

Quadrangle Society Reception

### *Media Relations Projects (5)*

Grand

Western Kentucky University

WKU Centennial

Excellence

Western Kentucky University

Largest Gift in WKU History Announced

Merit

Western Kentucky University

View from the Hill

Merit

Berea College

1855 Miles of Great Commitments

Merit

Berea College

Lady Mountaineers Media Guide

## PRINTED PUBLICATIONS

### *Student Recruitment (12)*

Grand

Bellarmine University

Are You Ready? Search Piece

Excellence

Mercy Academy

The Mercy Student Piece

Merit

Northern Kentucky University

Chase College of Law Viewbook

Merit

Western Kentucky University

Century of Spirit/ WKU Information

Merit

Western Kentucky University

The Big Red Book

### *Direct Mail (11)*

Grand

University of Kentucky

Sanders-Brown Center on Aging Brochure

Excellence

Western Kentucky University

Centennial Gifts

Merit

University of Kentucky

Engineers Day Alumni Breakfast Invitation

Merit

University of Kentucky

Sanders-Brown Center on Aging Foundation 20<sup>th</sup> Anniversary

### *Paid Advertisements (7)*

Grand	Northern Kentucky	NKU: Quality-Made, Community-Driven
Excellence	Campbellsville University	Sweet 16 Athletic Ad
Merit	Campbellsville University	Congratulations High School Grads Series
Merit	Campbellsville University	Alloy Education International Ad

### *Institutional Publications (13)*

Grand	Berea College	Berea College Sesquicentennial Commemorative Calendar
Excellence	University of Kentucky	2006 Member Calendar
Excellence	University of Louisville	The Citizen University: Fully Engaged
Merit	Northern Kentucky University	Alumni Guide
Merit	Campbellsville University	Centennial Portrait Photo Book

### *Annual Reports (3)*

Grand	Berea College	Berea College Annual Report
Excellence	Western Kentucky University	2004-2005 Annual Report
Merit	Mercy Academy	Mercy Academy 2004-2005 Annual Report

### *Fundraising (6)*

Grand	Mercy Academy	Dream, Believe and Achieve Campaign Materials
Excellence	Mercy Academy	Dream, Believe and Achieve. The Campaign for Mercy Acdy.
Excellence	Campbellsville University	2004-2005 Presidents Annual Report
Merit	Northern Kentucky University	Transforming the Student Experience
Merit	University of Kentucky	Inspired by the Past, Empowering the Future
Merit	Western Kentucky University	WKU Foundation

### *Tabloids/Newsletters (7)*

Grand	University of Louisville	The Portal
Excellence	Campbellsville University	Fall 2005 Ministry in Action
Excellence	Campbellsville University	Spring 2006 Ministry in Action
Merit	Western Kentucky University	Minstrel

### *Magazines (19)*

Grand	University of Louisville	Of Note
Excellence	Berea College	Berea College Magazine
Excellence	University of Louisville	U of L Magazine
Merit	Thomas More College	Moreover Magazine
Merit	University of Kentucky	the mAGazine
Merit	Western Kentucky University	ALUMNI

### *Magazine Publishing Improvement (2)*

Grand	University of Louisville	University of Louisville Business
Excellence	Western Kentucky University	Western Scholar Vol. 5 No. 2

## **NEWS & FEATURE WRITING**

### *Excellence in Feature Writing (15)*

Grand	Berea College	How I Got Here and Why
Excellence	Berea College	Bill Best: An Appalachian Heirloom
Excellence	University of Kentucky	Miles Osland: Packing a Mean Sax
Merit	University of Kentucky	X Marks the Sniper: Tracking Bullets to Save Lives
Merit	Western Kentucky University	Butterfly Wings
Merit	Western Kentucky University	Raising Grandchildren

### *General news story or series (1)*

No Award Given

### *Feature Story or Series (1)*

No Award Given

## AUDIOVISUAL COMMUNICATIONS

### *Television, video news releases, films & videotapes—Promotional (2)*

Grand Excellence	Western Kentucky University University of Louisville	Academic, Research and Awards Impressions Institutional Campaign
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### *Television, Video News Releases, Films and Videotapes—Full Length (4)*

Grand Excellence Excellence Merit	Berea College Berea College Western Kentucky University Western Kentucky University	Performing Arts at Berea: the Stage is Set for You Living Upstream WKU—Where the Spirit Makes the Master WKU—Sigma Alpha Epsilon Campaign Video
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### *Television, Video News Releases, Films and Videotapes—Broadcast (3)*

Grand Excellence Excellence	Western Kentucky University University of Louisville University of Louisville	WBKO—Philanthropy Series Racetrack Healthcare Center Healthcare Innovation: Cough Simulator
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### *Radio News and Feature Writing (8)*

Grand Excellence Merit Merit Merit	WUKY Radio Murray State University WUKY Radio WUKY Radio WUKY Radio	Muslim Sorority at UK Voices in Kentucky Education Russian Journalists Visit Craig Williams Profile Transplant Games
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## WEB PAGE AND ELECTRONIC COMMUNICATIONS

### *Electronic Newsletters and Tabloids (1)*

Grand	Western Kentucky University	Echo Magazine Online
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### *Overall Website Design and Implementation (3)*

Grand Excellence Excellence	Berea College University of Louisville University of Louisville	Bereas's Website <a href="#">University</a> of Louisville Office of the President Website University of Louisville Kentucky Spinal Cord Injury Website
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### *WWW Home Page Design and Implementation (3)*

Grand Excellence Merit	Berea College Western Kentucky University Berea College	<a href="#">Berea's</a> Sesquicentennial Portal <a href="#">WKU</a> Homepage Berea's Homepage
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### ***Congratulations to all winners!***

*Extra award certificates can be ordered for \$15.00 each. Contact [Amy Miller](mailto:amy.miller@wku.edu) at [amy.miller@wku.edu](mailto:amy.miller@wku.edu)*

*Award Letters will be mailed to winning institutions by 12/31/06*

*Watch your mail for information on the 2007 CASE Kentucky Awards*