

# THROUGH THE LOOKING GLASS

NATIONAL COUNCIL FOR MARKETING AND PUBLIC RELATIONS DISTRICT 7 FALL CONFERENCE

## 2011 Medallion Winners

### **#1 Academic Catalog**

Bronze: Klamath Community College

Silver: South Puget Sound CC

Gold: Clackamas CC

### **#2 Viewbook**

Bronze: Clover Park Technical College – “Excellence. Experience. Employment.”

Silver: Whatcom CC – “It All Starts Here!”

Gold: Langara College – “The Big Book of Possibilities”

### **#3 Class Schedule**

Bronze: Clover Park Technical College

Silver: Tacoma CC

Gold: Red Deer College

### **#4 Newsletter**

Bronze: Clark College - “24/7”

Silver: Pierce College – “Quarterly Bulletin”

Gold: North Idaho College – “2011 Summer Alumni Connection Newsletter”

### **#5 Radio Ad / PSA**

Gold: Portland CC

### **#6 TV Ads**

No winner - there was only one entry

### **#7 Promotional Video**

Bronze: Clark College – “Penguin Nation Holiday Sing-Along Video”

Silver: Portland CC – “PCC Postcards Scholarship Banquet Video”

Gold: Clover Park Technical College – “Non-Traditional Jobs”

**#8 Print Advertising**

Bronze: Linn-Benton

**#9 Banners and Outdoor**

Bronze: Bellingham Technical College

Silver: South Puget Sound

Gold: Pierce College

**#10 Brochure, Flyer, Postcard (1 or 2 color)**

No entries

**#11 Brochure, Flyer, Postcard (3 or more colors)**

Bronze: Bellevue College

Silver: Central Oregon CC

Gold: University of Alaska Fairbanks

**#12 Publication Series**

Silver: University of Alaska Fairbanks – “Rack Cards”

Gold: Whatcom CC – “Quarterly Brochures”

**#13 Promotional Campaign**

Bronze: Tacoma CC – “Inside Tacoma CC”

Silver: Red Deer College - “You’ve Got Guts”

Gold: Langara College – “40 on 49<sup>th</sup>”

**#14 Media Success Story**

Bronze: Clackamas CC – “Army Strong Community Center”

Silver: Portland CC – “PCC CLIMB Center Grand Opening”

Gold: Clark College – “State of the College”

**#15 Poster**

Bronze: Whatcom CC – “Get Your Start at Whatcom”

Silver: Bellingham Technical College – “Welding Rodeo”

Gold: North Idaho College – “The British are Coming Wind Symphony”

**#16 Website**

Bronze: Pierce CC

Silver: Tacoma CC

Gold: Langara College

**#17 Annual Report**

Bronze: Red Deer College

Silver: Seattle Central CC

Gold: Portland CC

**#18 Presentation Folder**

Silver: Seattle Central CC

Gold: Lake Washington Technical College

**#19 Nifty & Thrifty / Bang for your buck**

Bronze: Whatcom CC – “Rack Cards”

Silver: Portland CC – “Downtown Center Display”

Gold: Langara College – “Mobile App”

**#20 Original Photo**

Bronze: Tacoma CC – “Hats and Mittens”

Silver: Bellingham Technical College – “Precision Machining”

Gold: Clackamas CC – “Summer Art Class”

**#21 Out of the Box**

Silver: Bellingham Technical College – “Transfer Information Booklet”

Gold: Portland CC – “PCC Willow Creek Center ‘Circle of Life’ Green Screen”

**#22 Specialty Advertising**

Bronze: Lake Washington Technical College – “Paperweight”

Silver: Clover Park CC – “Non-Traditional Jobs Bookmark”

Gold: Pierce College – “Scroll Pens”

**#23 Notes/Cards/Invitations**

Bronze: Clover Park Technical College – “19<sup>th</sup> Annual Golf Tournament”

Silver: Bellevue College – “Become Exceptional Luncheon”

Gold: Clackamas CC – “Winter Card”

**#24 Color Publications**

Bronze: Whatcom CC – “WCC Student Success & Advising Handbook 2011-12”

Silver: South Puget Sound CC – “Summer 2011 Soundings”

Gold: Red Deer College – “Creating our Future Together”

**#25 Logo Design**

Bronze: Linn-Benton CC – “Horticulture Department”

Silver: Clover Park Technical College – “70<sup>th</sup> Anniversary Logo”

Gold: Portland CC – “50<sup>th</sup> Anniversary Logo”

**#26 Social Marketing**

Gold: Pierce College