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OUACHITA
BAPTIST UNIVERSITY



NEWS

For immediate release

Ouachita Office of Communications earns nine national awards

April 27, 2015

For more information, contact OBU's news bureau at newsbureau@obu.edu or (870) 245-5208

ARKADELPHIA, Ark.—Highlighting a variety of communications projects produced over the past year, Ouachita Baptist University's Office of Communications staff recently earned nine national awards from Baptist Communicators Association.

The awards were announced at BCA's 2015 Wilmer C. Fields Awards Banquet held April 17 during BCA's annual workshop in San Francisco. Combined with four awards presented last month by the Arkansas chapter of the International Association of Business Communicators, the communications staff has received 13 state and national awards for its recent work.

Among this year's BCA awards, René Zimny, assistant director of graphic services, earned first place for promotional poster for the design of the 2014 International Food Festival poster highlighting the theme of "Taste Our World." Working with Zimny on the project was Craig Martin, a senior graphic design major from Harare, Zimbabwe. According to judges, the poster featured "beautiful typography," adding that it was "very original and executed nicely." Zimny also received second place for digital ad series for the Ouachita Online digital ad series that promoted the university's new online degree programs.

Brooke Zimny, director of communications and marketing, was awarded first place in specialty item for the 2014 Tiger Tunes program and 3D glasses. "Very cool!" the judges noted. "Fresh idea using 3D. Photos with 3D effect are very successful and engaging." Zimny received a third place award for Internet-based media for a series of recruiting testimonial emails geared toward prospective students. She also was elected during the workshop as BCA's national communications vice president for the coming year.

Trennis Henderson, OBU vice president for communications, received second place for feature writing for an article in *The Ouachita Circle* about alumna Jane Chu being named chair of the National Endowment for the Arts. "Nice simple, yet strong opening paragraph that draws the reader into the piece," judges wrote. "The writer does a good job of personalizing the subject."

The communications staff also earned first place for design of the updated Ouachita athletics branding, which debuted last summer. The judges noted that the branding features "solid logo design that connotes the right amount of enthusiasm. Great work!" Another athletics-related award included second place for Cliff Harris Stadium environmental graphics, including banners, signage, commemorative stadium logo and related design elements.

The Office of Communications staff also received a pair of second place awards for design of a Grant Center recruiting booklet for international students and missionary kids. It was recognized in both the booklet and print publication categories.

“It’s a privilege to be affirmed by our professional peers as we seek to communicate Ouachita’s mission and message,” Henderson said. “I am especially pleased that René and Brooke were honored with first place awards for their work. It speaks volumes about their talent and commitment as they represent their alma mater with projects that are recognized for excellence on the national level.”