

9-15-2017

Ouachita communications staff earns three PRSA Arkansas Prism Awards

Ouachita News Bureau
Ouachita Baptist University

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Recommended Citation

News Bureau, Ouachita, "Ouachita communications staff earns three PRSA Arkansas Prism Awards" (2017). *Press Releases*. 420.
http://scholarlycommons.obu.edu/press_releases/420

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OUACHITA BAPTIST UNIVERSITY



NEWS

For immediate release

Ouachita communications staff earns three PRSA Arkansas Prism Awards

September 15, 2017

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ARKADELPHIA, Ark.—Ouachita Baptist University's Office of Communications was honored with three Prism Awards at the 2017 ARcom Awards ceremony, held Thursday, Sept. 14, at the Arkansas Regional Innovation Hub in North Little Rock. The team also was recognized as one of three finalists for Best in Show.

The Prism Awards were presented by the Arkansas chapter of the Public Relations Society of America. PRSA Arkansas joined with the Arkansas chapter of International Association of Business Communicators and Ad Club Little Rock to host the inaugural ARcom Awards event, bringing together leading marketing and communications professionals from across the state. Roby Brock of *Talk Business & Politics* and Lisa Fischer of B98.5 served as emcees for the ceremony.

Sarah Kinser, president of PRSA Arkansas, introduced the awards ceremony, saying, "These finalists represent the very best of PR and communications work throughout our community."



Members of Ouachita's Office of Communications, including (from left) Tyler Rosenthal, Brooke Zimny and René Zimny, earned several recognitions at the inaugural ARcom Awards on Sept. 14.

Ouachita's work not only was recognized as finalist entries in three categories, but also took the winning Prism awards in each of those categories. Ouachita's recognitions included:

- Prism winner in "Marketing Communications: Nonprofit" for "Perfect Fit Recruiting Campaign."
- Prism winner in "Periodicals – Printed" for *The Ouachita Circle* alumni magazine.
- Prism winner in "Social Media" for "Experience Ouachita in 360°."

The "Perfect Fit Recruiting Campaign" also was recognized as one of three finalists for the inaugural Bob Sells Best in Show Award, along with winner Ghidotti Communications for their "McDonald's Institutional Programs Marketing Communications Plan" and finalist Mangan Holcomb Partners for their "Dave & Buster's Grand Opening."

The Ouachita communications staff previously earned five awards from Baptist Communicators Association, for a total of eight state and national communications and design awards received this year.

"We are pleased and grateful to be honored by professional peers for the quality of our communications efforts on behalf of Ouachita," said Trennis Henderson, vice president for communications. "It's a tribute to our dedicated, talented staff who consistently mesh creativity and excellence in a wide array of strategic communications projects."

Best in Show finalists were chosen as the top three multi-element campaign award winners. Judges included more than 30 PRSA professionals from across the nation, all holding the Accreditation in Public Relations certification.

"It's exciting to be recognized for the hard work our staff puts in throughout the year to tell the Ouachita story, especially sharing the stage with peers at agencies across the state," added Brooke Zimny, director of communications and marketing. "Great things are happening at Ouachita."

In addition to Henderson and Zimny, Ouachita's communications staff includes Tyler Rosenthal, digital content coordinator, and René Zimny, assistant director for graphic services.

Ouachita Baptist University in Arkadelphia, Ark., is in its 132nd year as a leading Christian liberal arts university. For more information about Ouachita, visit www.obu.edu or call 800-DIAL-OBU.

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