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## **Ouachita and Dean Film & Video selected as winners in 35th annual Telly Awards**

*By Brooke Zimny*

July 14, 2014

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

ARKADELPHIA, Ark. --The Telly Awards has named Ouachita Baptist University and Dean Film & Video as a Bronze winner in the 35th annual Telly Awards for their video "Discover the Ouachita Difference." The awards typically receive about 12,000 entries from all 50 states and several countries.

"It's an honor for Ouachita to be recognized for effectively communicating the university's mission and message," said Trennis Henderson, OBU's vice president for communications. "We are especially grateful to Andy Dean and his talented team at Dean Film & Video for helping translate our vision into reality."

"We are thrilled to be recognized for a project that was such a joy to work on," Dean said. "Frankly, it's easy to make OBU look good and a joy to do so. We love working with Ouachita and look forward to the next award-winning video where we will have to raise the bar a little higher."

The video was named a winner in both the Recruitment and Videography/Cinematography categories of the Film/Video division. Among the list of Silver winners in the same division are Coca-Cola, Disney, ESPN, HBO, NASA and National Geographic. Other university winners include Notre Dame and Rutgers.

"Even more significant than the Telly Awards is the opportunity to produce an engaging video to help prospective students and their families discover the Ouachita difference," Henderson added. "We are pleased to provide resources that tell the Ouachita story in fresh and powerful ways."

The Telly Awards is the premier award honoring outstanding local, regional and cable TV commercials and programs; the finest video and film productions; and online commercials, video and films. Winners represent the best work of the most respected advertising agencies, production companies, television stations, cable operators and corporate video departments in the world.

"The Telly Awards has a mission to honor the very best in film and video," said Linda Day, executive director of the Telly Awards. "Each winner's accomplishment illustrates their creativity, skill and dedication to their craft and serves as a testament to great film and video production."

"How exciting that this video, which showcases who we are at Ouachita so very well, has received this honor," said Lori Motl, OBU's director of admissions counseling. "We knew it was special, but I am thrilled that those in the industry recognize it as well."

A judging panel of more than 500 accomplished industry professionals, each a past winner of a Silver Telly and a member of The Silver Telly Council, judged the competition. The panel evaluated entries to recognize distinction in creative work. Entries do not compete against each other; rather, entries are

judged against a high standard of merit. Less than 10 percent of entries are chosen as winners of the Silver Telly, the Telly Awards' highest honor. Approximately 25 percent of entries are chosen as winners of the Bronze Telly.

"Videos are more important now than they have ever been," Dean said. "It's how people tell their story or sell their product. And this is a story worth telling. The more you know about OBU, the more you love it."

View the award-winning video at <http://vimeo.com/obu/discoverthedifference>. To learn more about Ouachita Baptist University, Dean Film & Video or the Telly Awards, visit their websites at [www.obu.edu](http://www.obu.edu), [www.deanhd.com](http://www.deanhd.com) and [www.tellyawards.com](http://www.tellyawards.com).