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Recommended Citation

Ouachita News Bureau, "Office of Communications staff earn state and national awards" (2014). *Press Releases*. 990.

https://scholarlycommons.obu.edu/press_releases/990

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Office of Communications staff earn state and national awards

By: OBU News Bureau

April 15, 2014

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ARKADELPHIA, Ark. -- Ouachita Baptist University's Office of Communications staff recently earned a total of seven state and national awards from two professional communications organizations.

The Arkansas chapter of the International Association of Business Communicators honored Ouachita with three awards of excellence at the organization's 2014 Bronze Quill Awards Ceremony held April 10 at the University of Arkansas at Little Rock's William H. Bowen School of Law. The OBU communications staff also received four national awards at Baptist Communicators Association's 2014 Wilmer C. Fields Awards Banquet held April 11 during BCA's annual workshop at Ridgecrest Conference Center in North Carolina.

Ouachita's three Bronze Quill Awards of Excellence from IABC Arkansas were presented for the Ouachita mobile app, design of *The Ouachita Circle* alumni magazine and design of the "Discover the Ouachita Difference" student recruitment brochure.

Awards presented by BCA included recognition of the Ouachita mobile app and integrated branding of the "Discover the Ouachita Difference" marketing campaign. Brooke Zimny, assistant director of communications, won an individual award for her design of the Grant Center Legacy Wall, and René Zimny, assistant director of graphic services, was honored for his design of a promotional poster for Ouachita's fall 2014 opera, *Die Fledermaus* (The Revenge of the Bat).

The Grant Center Legacy Wall, a focal point of the recent renovation and expansion of the Daniel and Betty Jo Grant Center for International Education, combines photographs and text layered on an antique world map. Shirley Hardin, assistant registrar and daughter of Dr. and Mrs. Grant, said the legacy wall was created to honor the Grants, provide information about global education both past and present and inspire others to become a part of Ouachita's legacy of international education.

The BCA judge evaluating Brooke Zimny's design of the legacy wall described it as "a lovely display with photos and text that tell of missions."

The *Die Fledermaus* poster was created for Ouachita's Division of Music/Opera Theatre to highlight Johann Strauss' comedic opera set in Vienna during the Victorian era. The BCA judge critiquing René Zimny's poster design affirmed that the poster's "images of Victoria era Vienna inside the bat work very well."

"We always appreciate the opportunity for our work to be evaluated alongside projects by fellow professional communicators," said Trennis Henderson, OBU vice president for communications. "As we seek to tell the Ouachita story, it's affirming to be honored by our peers in Arkansas and across the nation."

"I am especially pleased for Brooke and René to be recognized for their individual talents and efforts," Henderson added. "Their creativity and expertise are valuable resources for the benefit of Ouachita."

Among the other award-winning entries, Ouachita's mobile app features information for current and prospective students, alumni and others, including guides for campus events such as Homecoming and Welcome to Ouachita's World new student orientation. The app can be downloaded in the Apple App Store, Google Play Store, Kindle App Store and more.

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