

IMC wins 3 CASE awards

by Natalie Johnson - Monday, December 10, 2007

<http://www.uwosh.edu/today/212/integrated-marketing-and-communications-wins-3-case-awards/>

The University of Wisconsin Oshkosh's Integrated Marketing and Communications department will bring home top honors from the 2007 Pride of CASE V Awards luncheon, sponsored by the Council for the Advancement and Support of Education next week in Chicago.

“The awards – two gold and one silver – recognize the creative and strategic efforts of the IMC team and the resulting positive impact on the University's shift to a more integrated approach and realignment of UW Oshkosh's brand and image,” said Jeanette DeDiemar, executive director of Integrated Marketing and Communications.

The department competed against educational institutions from Illinois, Indiana, Michigan, Minnesota, Ohio and Wisconsin.

“Of special note is the recognition by CASE of the Honoring the Women of Mercury 13 spring commencement events. In many ways, this award recognizes the strategic teamwork across campus that characterizes UW Oshkosh's collaborative culture,” DeDiemar said.

The award acknowledged the significant national and international media attention — from radio and television coverage that included interviews on CBS Evening News (New York) to an Associated Press feature that was picked up in print and online in at least 43 states, eight countries and five continents.

The department's marketing and communications work related to the Mercury 13 events won the gold award for the media relations and overall promotional strategy on a small budget. The creative team, led by DeDiemar, also included Natalie Johnson, marketing communications manager; Sara Jolin, art director; Heidi Heidenreich Nowicki, writer/editor; Dylan Stolley, photographer; and David Williams, communications specialist, as well as Frank Church, former news director.

The department's efforts were further supported by Debbie Gray Patton, Jane Wypiszynski, Brian Ledwell, Mary Olson and Laura Rommelfanger.

IMC's Mercury 13 promotional poster for Excellence in Design for an Individual Poster also garnered a gold award. The creative team included DeDiemar, Jolin and Nowicki.

The University of Wisconsin Oshkosh Marketing Opportunities Impact Report series took a silver award for Excellence in Research/Scientific/Medical Writing, Series. The creative team was comprised of DeDiemar, Church, Johnson, Jolin, Nowicki, Debra Pulvermacher and Stolley. The promotional strategy generated regional media coverage by various print, radio and TV news outlets, including discussion of the University's impact in a manner that it hadn't previously been presented.

Also at the CASE regional conference, Jaime Hunt, IMC's associate director of news and public

information, will present a session on effective news services, citing work during her tenure at Northwestern Health Sciences University in Minnesota.

The Council for Advancement and Support of Education is the professional organization for advancement professionals at all levels who work in alumni relations, communications, fundraising, marketing and other areas. Its members come from more than 3,300 colleges, universities, independent elementary and secondary schools, and educational associates in 59 countries around the world.

For additional details regarding CASE and CASE V, visit www.case.org or www.casev.org.