

## **UW Oshkosh Today, IMC earn industry awards**

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<http://www.uwosh.edu/today/1427/uw-oshkosh-today-imc-earn-industry-awards/>

The University of Wisconsin Oshkosh's Integrated Marketing and Communications (IMC) efforts earned top honors from the 2008 Pride of CASE V Awards — sponsored by the Council for the Advancement and Support of Education, Region V — for the University's comprehensive online news site and the marketing campaign for the UW Oshkosh Foundation's Leadership in Collaboration: Report to the Community.

UW Oshkosh competed against educational institutions from Illinois, Indiana, Michigan, Minnesota, Ohio and Wisconsin.

The University's official news site, UW Oshkosh Today, earned a silver award in the Best Web Site, Individual Page or Section category of the competition. The site, launched in February 2008, sees more than 100,000 visits each month and features University and alumni news, faculty research, campus events and photo galleries.

The 2007 Foundation Report to the Community Breakfast earned a bronze award in the Excellence in Special Events, Invitations and Collateral Materials category.

“We are so pleased for the University to have received this recognition that speaks to the creative and strategic efforts and the resulting positive impact on the University's shift to a more integrated approach toward marketing and realignment of UW Oshkosh's brand and image,” said Jeanette DeDiemar, executive director of Integrated Marketing and Communications.

The awards will be presented in December at the annual CASE V regional conference in Chicago. Also at the conference, DeDiemar and Jaime Hunt, associate director, news and public information, will present a session on creating an effective media strategy during a budget crisis.

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](http://www.case.org) or [www.casev.org](http://www.casev.org).
- To learn more about the University's Integrated Marketing and Communications initiatives, visit [www.uwosh.edu/imc](http://www.uwosh.edu/imc).