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uachita Department of Communications & Marketing honored at ARCom Awards

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Ouachita Department of Communications & Marketing honored at ARCom Awards

By Rachel Bruton

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



LITTLE ROCK, Ark.—Ouachita Baptist University's Department of Communications and Marketing was honored with two Prism Awards during the 2018 ARcom Awards ceremony held Thursday, Sept. 13, at the Mosaic Templars Cultural Center in Little Rock.

The ARcom Awards were presented by the Arkansas chapter of the Public Relations Society of America and the International Association of Business Communicators of Arkansas. PRSA and IABC hosted the joint event to recognize exceptional marketing and communications professionals from a variety of organizations around Arkansas.

"We have so much respect for our peers across the state who participate in the ARcom awards, and we're grateful to participate and be honored this way," Zimny said.

Ouachita's Department of Communications and Marketing was recognized as a finalist in three categories and took home two winning awards. Ouachita's recognitions included:

- Prism winner in "Marketing Communications: NonProfit" for their "Texas Recruiting Campaign."
- Prism winner in "Multimedia: More than One Minute" for "Ouachita Campus Life Video."
- Finalist in "Promotional Printed Pieces" for "Ouachita Baptist University Viewbook."



"It's always nice to be recognized for a job well done, but these awards are particularly special since we put so much work into each of these projects," said Brooke Zimny, director of communications and marketing. "I'm thankful for each member of our team and their key roles in creating this outstanding work."

More than 30 PRSA professionals from across the nation served as judges to select the 2018 Prism finalists for each division, and each judge held an Accreditation in Public Relations certification.

In addition to Zimny, Ouachita's Department of Communications and Marketing staff includes Ashley Carozza, graphic design coordinator; Rachel Moreno, editorial coordinator; Tiffany Pickett, recruitment communications coordinator; and Tyler Rosenthal, digital content coordinator. Former staff members who contributed to the work that was honored include Trennis Henderson, former vice president for communications, and René Zimny, former assistant director of graphic services.

For more information, contact Ouachita's Department of Communications and Marketing at 870-245-5208.

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