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## The News @ OU receives Best of Show Award

By **Jeff Samoray**, *OU Web Writer*

Oakland University's Communications and Marketing Department recently received three prestigious awards, including an award for Best of Show, at the 21st annual International Association of Business Communicators Detroit Chapter Renaissance Awards.

**The News @ OU**, Oakland University's official news site, received the Award of Excellence and Best of Show in the Electronic and/or Interactive Communication category, and Oakland Business: The Magazine of the School of Business Administration earned an Award of Honor in the Print Communication – Magazines 4-color – category.

"The most impressive aspect of The News @ OU Web site is all the information you need comes up and loads immediately," said Ruth Stanton, vice president and manager of internal communications for Comerica Incorporated, one of the judges in the Electronic and/or Interactive Communication category. "And OU has had some great measurable results. The site exceeded its goal to increase visits by 10 percent. It went from about 7,300 hits per month at its August launch to more than 20,000 visits by February."

At the awards ceremony, held June 30 at the Michigan State University Management Education Center in Troy, 89 awards were presented to communication professionals for excellence in seven categories. Entries were evaluated in a two-tier judging process. During the first tier, communications professionals from IABC chapters in Colorado, Columbus, Indianapolis, Iowa, Pittsburgh and Richmond selected the Award of Excellence, Award of Merit and Award of Honor winners. All Award of Excellence winners automatically qualified for the Best of Show judging within their discipline.

The Best of Show judges in the Electronic and/or Interactive Communication category included Stanton and Larry Eiler, chairman of Eiler Communications.

"The stories on The News @ OU are very well-written with concise information on news events," Eiler said. "The site is consistent, and users know exactly where they need to go for information."

Numbering nearly 300 members, IABC/Detroit is one of the largest chapters of the association, which has more than 13,000 members worldwide. IABC members include writers, editors, technical specialists, managers, freelancers and students. The IABC Detroit chapter also includes many Fortune 500 companies, including the Big 3 automakers.

"We're proud to recognize the high-caliber of talent of metro Detroit's business communicators," said Tom O'Connell, president of IABC/Detroit. "Everyone benefits from the exchange of creative concepts."

For more information, visit the **IABC Detroit** Web site.

### SUMMARY

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