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# *AACOM Excellence in Communications Awards*

AACOM's Excellence in Communications Awards are presented in honor of the outstanding marketing, media relations, public education, writing and design efforts undertaken by the nation's colleges of osteopathic medicine.

*Best in Show*

**Corporate Brand Video**  
A.T. Still University



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## *Best Magazine – Print*

FIRST PLACE

### **DMU Magazine**

- ☞ Des Moines University College of Osteopathic Medicine

SECOND PLACE

### **Still Magazine**

- ☞ A.T. Still University

THIRD PLACE

### **University of New England Magazine**

- ☞ University of New England College of Osteopathic Medicine

## *Best Magazine – Multimedia*

FIRST PLACE

### **Still Magazine Online**

- ☞ A.T. Still University

SECOND PLACE

### **DMU Magazine Online**

- ☞ Des Moines University College of Osteopathic Medicine

## *Best Annual Report*

FIRST PLACE

### **The Heart of Our College**

- ☞ Philadelphia College of Osteopathic Medicine

## *Best Recruitment Piece – Print*

FIRST PLACE

### **Recruitment Suite**

- ☞ A.T. Still University

SECOND PLACE

### **DMU 2011 Viewbooks**

- ☞ Des Moines University College of Osteopathic Medicine

HONORABLE MENTION

### **Pre-Med Student - All You Need to Know**

- ☞ West Virginia School of Osteopathic Medicine

## *Best Recruitment Piece – Multimedia*

FIRST PLACE

### **Admission Recruitment Video**

- ☞ A.T. Still University



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## *Best Website*

FIRST PLACE

### **DMU.com**

- ☞ Des Moines University College of Osteopathic Medicine

## *Best Social Media Effort*

FIRST PLACE

### **PCOM Facebook Page**

- ☞ Philadelphia College of Osteopathic Medicine

## *Best Video*

FIRST PLACE

### **Corporate Brand Video**

- ☞ A.T. Still University

SECOND PLACE

### **KCUMB Admissions Videos**

- ☞ Kansas City University of Medicine and Biosciences College of Osteopathic Medicine

THIRD PLACE

### **Profile Series Aired on Discovery**

- ☞ Edward Via College of Osteopathic Medicine

## *Best Newsletter – Print*

FIRST PLACE

### **Touro > You Newsletter**

- ☞ Touro University Nevada College of Osteopathic Medicine

## *Best Newsletter – Multimedia*

FIRST PLACE

### **Global Health E-Newsletter**

- ☞ Des Moines University College of Osteopathic Medicine

## *Best Fundraising – Campaign*

FIRST PLACE

### **Faculty/ Staff Lifesaver Campaign Videos**

- ☞ Des Moines University College of Osteopathic Medicine

## *Best Fundraising – Single Piece*

FIRST PLACE

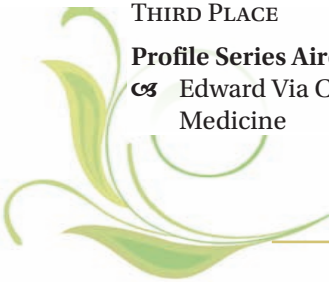
### **Holiday Wishes Year-End Appeal**

- ☞ Touro University Nevada College of Osteopathic Medicine

SECOND PLACE

### **White Coat Fundraising Mailer**

- ☞ Des Moines University College of Osteopathic Medicine



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## *Best Advertising— Print*

FIRST PLACE

### **USA Today Cover Wrap**

☞ A.T. Still University

## *Best Advertising – Multimedia*

FIRST PLACE

### **Can You Hear the Calling?**

☞ Lake Erie College of Osteopathic  
Medicine

## *Best Feature Story or Article*

FIRST PLACE

### **UMDNJ-SOM Researchers Develop Blood Test to Diagnose Alzheimer’s Disease**

☞ University of Medicine and Dentistry  
of New Jersey-School of Osteopathic  
Medicine

SECOND PLACE

### **From the Archives: Dr. Lovy**

☞ Chicago College of Osteopathic  
Medicine of Midwestern University

THIRD PLACE

### **NFL to Osteopathic Physician: Dr. Claude Jones Completes Incredible Metamorphosis**

☞ NOVA Southeastern University College  
of Osteopathic Medicine

## *Other*

FIRST PLACE

### **HIS & HER Campaign**

☞ West Virginia School of Osteopathic  
Medicine

SECOND PLACE

### **2012 WesternU Calendar**

☞ Western University of Health Sciences -  
College of Osteopathic Medicine of the  
Pacific

THIRD PLACE

### **Relays Painted Square**

☞ Des Moines University College of  
Osteopathic Medicine

## *Thank You to Our Judges!*

AACOM staff were assisted in the judging of this year’s communications award entries by judges **Becky Eason**, Principal, Eason Associates Inc., an award-winning graphic design studio located in Washington, DC; **Judith Markoe**, Principal, Big Picture Marketing, a Washington, DC-based consulting firm; and **Robert Sacheli**, a Writer and Editor at The Smithsonian Associates, the cultural, educational, and membership division of the Smithsonian Institution.



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AMERICAN ASSOCIATION OF  
COLLEGES OF OSTEOPATHIC MEDICINE

