



## Upcoming Events

### Club Events

**BONUS!** Meeting  
Feb 11  
Newspaper Advertising

ADDY Awards Gala  
Feb 28  
Natl. Cowboy &  
West. Her. Museum

Regular Meeting  
March 10  
Service Awards  
Board Nominations

AAF Tenth District  
Convention & NSAC  
April 22-24  
Downtown Renaissance  
Ad Club Elections

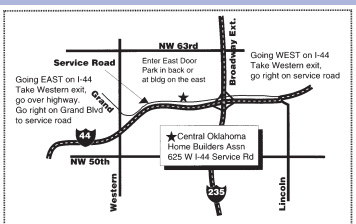
### Other Events

OU vs OSU  
Men's Basketball  
Feb 16  
Lloyd Noble Center

Mardi Gras Parade  
Feb 21  
Downtown Norman

Miss Saigon  
Feb 17-22  
Civic Center

OKC Chamber of  
Commerce  
Business After Hours  
Feb 26



## Bonus Meeting on February 11 Features Best Newspaper Ads

In a world of crowded media, newspaper advertising remains one of the most effective ways to reach consumers.

See how to harness the power of effective newspaper advertising when Paula Pagano, Advertising Programs Manager for the Newspaper Association of America (NAA), visits the Oklahoma City Advertising Club at 11:30 a.m., February 11, at the Homebuilder's Association.

In her presentation, sponsored by The Oklahoman, Journal Record, Tinker Takeoff, and the Oklahoma Press Association, Pagano will show a video highlighting the winners of the NAA 2003 ATHENA® awards, the nationwide competition for excellence in newspaper advertising. Lunch guests will also receive a copy of the 2003 ATHENA® awards winner's book-printed on newspaper, of course.

The meeting is offered as a "bonus" event to the Oklahoma City Ad Club's annual lineup of monthly luncheons. Historically, the Ad Club combines its February meeting with the annual ADDY awards gala. But the later date of this year's ADDY event--February 28--provided the

opportunity for the Ad Club to present members with an additional lunch meeting. The cost of the event is being underwritten by the newspaper sponsors.

"This is a terrific opportunity for businesses in the metropolitan area to learn how to get more return on investment from their newspaper advertising through effective creative execution," said Oklahoma City Ad Club president, John Ramsey.

The Ad Club would like to thank these sponsors for underwriting the costs of this fun and educational event.

To RSVP for the meeting, call Debbie Nobles at (405) 728-3667. Guests are \$17 at the door.



Thanks to our Bonus Meeting Sponsors:



## ADDYs go Hollywood Feb 28 Good Tables, Tickets Remain for Black-Tie Event.

Don't miss a single moment of Oklahoma City's premier annual advertising awards gala. For ticket and table information see page 4.



# President's Column

Howdy there friends and neighbors,

No doubt some of you wonder why I always start my monthly column with that particular salutation. Most of you probably remember the old Jude and Jody furniture commercials. That, of course, is where the folksy phrase comes from. I used to laugh at their down home, corn pone approach to advertising. Like a lot of us, I probably had my nose stuck up in the air a bit when it came to judging their advertising. After all, I had won ADDYs, don't you know. But here I am, years later, still remembering and using that old familiar phrase as a term of endearment to you, my fellow Ad Club members.

Speaking of ADDY Awards, if you have not already reserved your seat for the February 28 Addy Award Gala and FREE after party at the Will Rogers Theater, please do so now by contacting Scott Munz at the Oklahoma State Fair. ADDY chairperson Christina Garrett has gone all out to make sure everything is first class. Please take this opportunity to expose your clients to the wonderful and exciting world of advertising in the Oklahoma City metropolitan area.

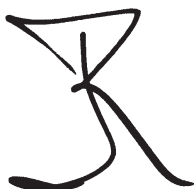
Also, April is election time for executive committee and Board of Director members of the Ad Club. I encourage you to consider running for one of these positions. It requires less time than you think to increase your involvement in the organization by becoming a Board member, and you will be enriched by the experience.

For those of you who have never had the opportunity to attend an AAF Tenth District meeting, this spring is your chance to do so-and do it very cheaply. When Oklahoma City hosts the annual convention in April we are not only putting our city on display, but also putting our club on display. This great event will be fun, exciting, educational and entertaining! Picture yourself beaming with pride as our fellow ad folks from other states tell you Oklahoma City is great and our convention wonderful. Plan now to take advantage of the low \$165 registration rate available exclusively to members of the Oklahoma City Ad Club. Call Debbie Nobles at (405) 738-3667.

One more thing about the convention...we still need area sponsors and tradeshow participants. If you can, please help the Ad Club reach its financial goals for this event by participating in one of these capacities. And pass this information along to other businesses that benefit by the presence of more than 500 advertising professionals and students. For more information about convention sponsorships contact Susan Harkness. For tradeshow information contact Bill Phillips.

Ya'll come see us, cause we love folks!

Most Sincerely,



John Ramsey  
President



## Officers

and Board of Directors  
of the OKC Ad Club

Chairman of the Board  
**Susan Harkness**  
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— 2003-2005 Term —

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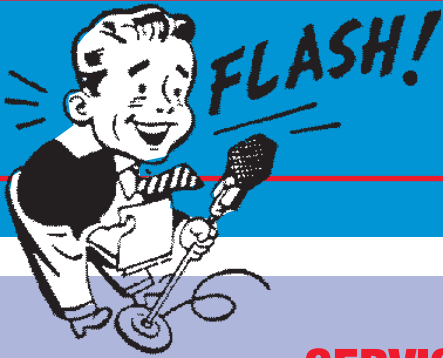
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**Jeanie Ruedy**  
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843-9600

**Kim Ryan**  
Oklahoma Today Magazine  
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A publication of the Oklahoma City Advertising Club, the *AdLib* is produced monthly for the benefit of club members. Deadline for news items is the second Wednesday of each month. The *AdLib* welcomes newsworthy events such as new personnel, clients, special birthdays, anniversaries, retirements, etc.

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Phone: 405.378.7684 Mob: 405.306.9639 E-mail: brian.wall@cox.net



# Ad Club News

## SERVICE AWARDS

It's time to start thinking about who among us has made the greatest contributions to our industry for the past year. That's right; it's nomination time for the 2003-2004 Oklahoma City Ad Club Service Awards. Nominations will be accepted in four categories, utilizing the following criteria:

### AAF'S SILVER MEDAL AWARD

This program was established in 1959 to recognize men and women who have made outstanding contributions to advertising and who have been active in furthering the industry's standards, creative excellence and responsibility in areas of social concern. The winner must have achieved success in one of the following areas of work-advertising agency, advertiser, media or advertising service company. The winner should have shown a consistent, high degree of creative, original thinking in whatever phase of advertising he/she has worked. The recipient should be a man or woman who has been active in civic, religious or other groups dedicated to some phase of human or social welfare. And finally, award winners should have worked to increase the stature and raise the standards of the advertising profession.

### "ADVERTISING PERSON OF THE YEAR" AWARD

This award is presented in recognition of a person who has made an outstanding contribution in the advertising industry this past year.

### "AD CLUB MEMBER OF THE YEAR" AWARD

This award is presented to a member of our club in recognition of his/her exemplary work over the past year.

### "DISTINGUISHED SERVICE" AWARD

This fourth award is presented in recognition of a single outstanding contribution to the advertising industry or to the community as a result of an advertising program within the past year.

We encourage everyone in our club to review the events of this past year and submit, for our consideration, those among us whom you feel might qualify for any one of these prestigious awards. Please send your suggestions, along with a letter substantiating your nomination(s), to Scott Munz, either by regular mail (Oklahoma State Fair, Post Office Box 74943, Oklahoma City, Oklahoma 73147 ATTN: Scott Munz) or by e-mail (smunz@oklahomastatefair.com). The deadline for nominations is the regularly scheduled March Ad Club meeting on Wednesday, March 10.

## 2004 AAF Most Promising Minority Students includes four Oklahomans.

OU, OSU students travel to NYC this week for awards presentation.

The AAF recently announced the winners of its 2004 Most Promising Students and the state of Oklahoma was represented very well. Three University of Oklahoma students were among the 32 finalists for 2004. They include: Kim Greuel, Dwenya Peorini Pouncy, and Maria Real. Oklahoma was the only member of the Tenth District to have students named as finalists in this year's awards.

Additionally, Oklahoma State University student Eisha M. Stivers was named to the 2004 Honor Roll. All of the students were invited to attend an awards ceremony this week at New York City's Waldorf-Astoria hotel.

The AAF's Most Promising Minority Students Program is the premier advertising industry award program to recognize and recruit outstanding minority college graduates in the areas of advertising, marketing, media and communications.

The program connects the advertising industry with the nation's top minority college seniors. This premier event provides opportunities to recruit fresh talent, to further prepare advertising's best young prospects and to help the industry's workforce better reflect the multiculturalism of today's society.

"We were really pleased that the girls were selected," said David Tarpinning, assistant visiting professor of advertising at the University of Oklahoma. "These are some of our best students. They need an excellent grade point--3.2 or better--and a great deal of talent to qualify. This gives them an opportunity to interview and visit with the top agencies in New York City." Tarpinning, who nominated the OU students, will travel with them to New York City this week to accept their awards.



# January Meeting Recap

Despite chilly temperatures outside, more than 80 members and guests made their way to the Homebuilder's Association to enjoy an information-packed afternoon at the last meeting of the Oklahoma City Ad Club.

AAF Tenth District Orientation Chairperson Paula Kolda flew in from Corpus Christi, Texas to present a condensed version of the district's orientation. Her 30-minute PowerPoint show offered, among other things, a history of the District and an overview of the various committees and programs sponsored by the four-state group.

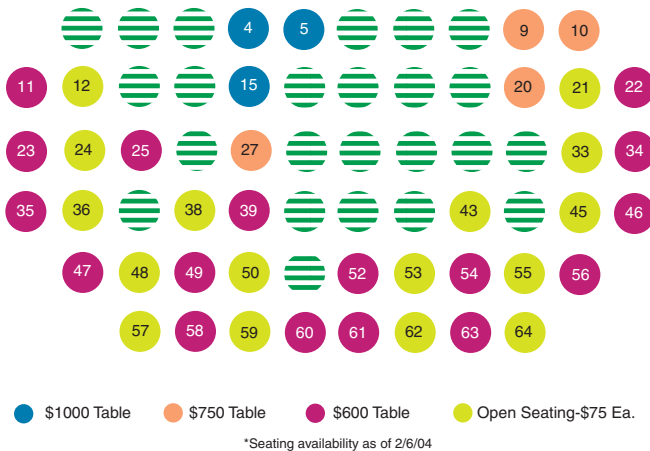
Afterwards, special guest Melanie Boeken from Tulsa-based Bob Lilly Professional Promotions discussed trends in promotional products and shared with the audience some interesting ways to effectively position their clients or business.

In March, the Ad Club welcomes eBay, Inc. Executive Creative Director, Tom Walter. He will be talk about the emergence of the eBay brand and will discuss the future of the world's most visited Internet Web site.



Tenth District representative Paula Kolda, left, gave an overview of the district at the January luncheon meeting. Guests also got a look at new promotional products, above.

## 2004 ADDY Awards Gala Stage



## Good ADDY Seats Still Available

Tables and tickets for the 2004 ADDY awards gala will be on sale at the February 11 luncheon event. Reserved tables for eight are \$1,000, \$750 and \$600. Individual tickets are \$75. For more information contact Scott Munz at the Oklahoma State Fair, (405) 948-6700.

# INDUSTRY BUZZ



Congratulations to Ad Club member **Smith & Associates**, who celebrate their **30th anniversary** this week. The agency was profiled in several newspaper articles this week, including **The Sunday Oklahoman** and the February 4 edition of **The Journal Record**. • Oklahoma City Community College names **Paula Gower** Director of Marketing and Public Relations. • EMSA names **Jennifer James-McCollum** Public Information Officer. Welcome new Ad Club members **Beth Rutledge** of Midfirst Bank and **Cameron Dawson** of Staplegun Design.

# And Finally...

**Tulsa Media Guide.** The Tulsa Chapter of the Association for Women in Communications will soon publish its media directory with up-to-date information on print and broadcast media outlets across the state and region. This includes names and contact information for station assignment editors, PSA directors, station managers, newspaper/magazine editors and publisher and much more. Members of the Oklahoma City Ad Club are invited to purchase the 2004 AWC Media Directory. The cost is only \$20 (for non-AWC members). For more information contact Stephanie R. Godwin, AWC media directory co-chair at (918) 295-1032.

**Entries Accepted.** Planning to enter your short in No-Spot: The Creativity Short Film Festival? Act now and save \$50 on your submission. The entry fee goes up to \$195 on March 1, 2004. If you work in advertising or commercial production and you have a live action, animation, comedy, drama or documentary film short, then send us your film short by March 1st and save. (Final submission deadline April 1st, 2004)

If you have a film less than 12 minutes in length (give or take), then call us at 212-210-0738 for more information on No-Spot: The Creativity Short Film Festival ... and make your Hollywood connection.

**Help Wanted.** New show airing this season statewide on Cox Cable and metro Fox-25, featuring lifestyle, art and sports entertainment, seeks account executive to pioneer and allocate regional ad sales. Prefer two+ years sales experience. Send cover letter and resume to AdivaLoco.com, PO Box 898, Ketchum, OK 74349

**AIGA Welcomes Designer.** AIGA-Oklahoma invites Ad Club members to join them for a presentation by Bill Gardner, the founder of Gardner Design & LogoLounge, February 12, 2004 at Metrotech-SpringLake Campus. There will be a social at 6:30 p.m. followed by Gardner's presentation at 7:30 p.m. LogoLounge has received international praise as an online repository for the logo inclined and those seeking inspiration. For a preview of Bill's award-winning creative work visit [www.gardnerdesign.com](http://www.gardnerdesign.com) and also check out [www.logolounge.com](http://www.logolounge.com). Cost is \$15 for non-members. Contact Brad Redwine at (405) 722-0901 for more information.