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**Winner of a Prestigious National Advertising Award &  
Two Consecutive Arkansas Prism Awards  
*UCA Honored for ‘Center of Learning’ Branding***

CONWAY, Ark. (Sept. 21, 2005) — The University of Central Arkansas (UCA) and the Combs & Company advertising agency won national honors in this year’s Admissions Marketing Awards competition for UCA’s “Center of Learning” branding campaign. The innovative campaign, launched two years ago, broke new ground in higher education marketing in Arkansas and the United States, and is winning awards for its success.

In addition, UCA’s “Center of Learning” campaign continued to win recognition in Arkansas. For the second year in a row, Combs & Company won a prestigious Prism Award from the Arkansas Chapter of the Public Relations Society of America. The 2004 and 2005 Prism Awards were presented for the UCA campaign in each of those years. Winners were selected based on excellence in materials and strategy, as well as on the results achieved by the program of work.

In its 20<sup>th</sup> year, the Admissions Marketing Awards competition is sponsored by *Admissions Marketing Report*, the leading national higher education marketing publication. A panel of industry specialists reviews each entry by judging creativity, marketing execution and impact of message.

The “Center of Learning” campaign featured television commercials with scenes and people on UCA’s Conway campus, radio commercials, newspaper advertising, a Viewbook recruiting brochure, and an enhanced, interactive website.

“When Combs & Company created this campaign in partnership with UCA’s senior management, they embraced the vision of our institution and passionately communicated the mission and strengths of this university,” said Lu Hardin, UCA president. “UCA is a

wonderful university, offering an academic atmosphere of innovation and collaboration. The goal of our advertising program has been to tell the UCA story in a way that captures and enhances the school's reputation for excellence.”

Ben Combs, president of Combs & Company, said, “Under President Hardin’s dynamic leadership, UCA has redefined the marketing of higher education in Arkansas. This campaign, by any measurement, has been the most successful among colleges and universities in Arkansas. Now, with this national award, it is recognized as one of the best in the nation.”

The Center of Learning Campaign award was made in the Total Advertising Campaign category for schools with 10,000 to 19,999 students. The accomplishment is noteworthy because UCA, with an enrollment of approximately 10,500, competed against schools with higher enrollments.

Joe Darling, UCA’s vice president for Institutional Advancement who directs the university’s marketing program with Hardin, said, “The advertising campaign has created great pride among our students, alumni and faculty, and has helped us build awareness across Arkansas for our fine programs, faculty and collegiate environment.”

Combs added, “We are also very pleased to win Prism Awards for the UCA work two years in a row. Being selected by our peers is a top honor, especially considering the high standards for this competition.”

Combs & Company, headquartered in Little Rock, is the leading marketer of higher education in Arkansas, representing organizations including the Arkansas Department of Higher Education, University of Central Arkansas, and the Association of Two-Year Colleges. Founded in 1972, the agency represents clients in education, retailing, tourism, information services, transportation, government, financial service, and non-profit organizations.

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