



NEWS RELEASE

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ROCKY MOUNTAIN STUDENT MEDIA AT CSU AWARDED TOP THREE COLLEGE MEDIA COMPANIES OF THE YEAR!

FOR IMMEDIATE RELEASE-- March 30, 2022—Fort Collins, CO. Rocky Mountain Student Media Corporation at Colorado State University recently received several national awards including placing in the top three college media companies of the year by the [College Media and Business Advertising Managers Organization \(CMBAM\)](#). CMBAM is a nonprofit membership organization for universities with student media programs and supports the business operations of student media to ensure independent student journalism is relevant and sustainable. CMBAM has 68 member universities across the US and develops its member organizations, and the people within them, through innovative training programs, events, and networking opportunities.

“Our media students were honored to be recognized for their work this past year and earned a variety of awards for best media products and best sales and marketing programs in numerous categories,” says Christa Reed, Senior Advertising Consultant/Lead Trainer.

Universities across the country submit media samples of their work from the past year and an outside panel of media professionals judge all the entries. They then award points for honorable mention, third, second and first place and tally all points to name winners and the top three media companies of the year. “We were thrilled to be given these national awards and are very proud to be in the top three media companies of the year for the second year in a row,” adds Reed.

Here is a complete list of the national awards that Rocky Mountain Student Media won:

Second Place **Best Special Section** Rocky Mountain Student Media Colorado State University
Second Place **Best Paid Design Product, Non-Self-Promotional** Rocky Mountain Student Media Colorado State University
First Place **Best Video Ad or Underwriting Spot** Rocky Mountain Student Media Colorado State University
Second Place **Best Audio Ad or Underwriting Spot** Rocky Mountain Student Media Colorado State University
Second Place **Best Audio Ad or Underwriting Spot** Rocky Mountain Student Media Colorado State University
First Place **Best Self-Promotion Audio Ad** Rocky Mountain Student Media Colorado State University
Third Place **Best Multimedia Ad Campaign** Rocky Mountain Student Media Colorado State University



First Place **Best Non-Advertisement Multimedia Project** Rocky Mountain Student Media Colorado State University

Second Place **Best Non-Traditional Revenue-Generating Operation** Rocky Mountain Student Media Colorado State University

Third Place **Best Sales Strategy for a Special Section** Rocky Mountain Student Media Colorado State University

Second Place **Best Single Digital Sales Promotion** Rocky Mountain Student Media Colorado State University

Second Place **Best Seasonal Sales Promotion** Rocky Mountain Student Media Colorado State University

Third Place **Best Self-Promotional Website** Rocky Mountain Student Media Colorado State University

First Place **Best Sponsored Content or Native Advertising** Rocky Mountain Student Media Colorado State University

Second Place **Best Self-Branded Promotional Giveaway** Rocky Mountain Student Media Colorado State University

Third Place **Best Guerilla Marketing Strategy/Program/Event** Rocky Mountain Student Media Colorado State University

Third Place **Best College Media Sales and Marketing Program** Rocky Mountain Student Media Colorado State University

Third Place Overall Best College Media Company Rocky Mountain Student Media Colorado State University

ABOUT ROCKY MOUNTAIN STUDENT MEDIA CORP. (RMSMC)

RMSMC is the college student voice of Colorado State University and the city of Fort Collins. We exist for two main purposes: To give CSU students the opportunity to gain valuable on the job training and help them develop the skills to be successful in their post college careers; and to provide news, entertainment, and other content to the CSU and Fort Collins communities.

At the heart of our media company are six award winning, student-run media outlets: The Rocky Mountain Collegian, CSU's weekly newspaper and website; KCSU 90.5 FM radio station; Collegian TV; College Avenue Magazine; Tree Stump Films; and CSU Life, a monthly publication for faculty and staff. In addition, RMSMC has two video production units (Student Video Productions and OnSpec Video Training Team). RMSMC also has six other student led departments: Business and Operations Support, Marketing, Advertising, Street Team, IT and Web Support, and the RMSMC Board of Directors Learn more by visiting www.RockyMountainStudentMedia.com