

## **University of Colorado wins Telly and Communicator awards for TV and video** <sup>[1]</sup>

### **CU takes home two gold, a silver and a bronze as part of its ALL FOUR ads**

The University of Colorado system has been awarded two Telly and two Communicator awards for video campaigns under the ALL FOUR advertising umbrella. CU was awarded a gold Telly in the Social Video Series-Education and Discovery category for the First Generation creative. CU received a bronze Telly in the Regional TV-General-Schools/Colleges/Universities category for the TV commercial “Lasting Relationships.”

For the Communicator awards, CU earned the gold in the Integrated Campaign category for the All Four:One campaign, competing against brands such as Deloitte, Cisco, FedEx, Universal Orlando Resort and others. CU was also awarded a silver Communicator in the video series category for First Generation.

The [Telly Awards](#) <sup>[2]</sup> honor excellence in local, regional and cable television commercials as well as non-broadcast video and television programming. A leading international program that recognizes big ideas in marketing and communications, the [Communicator Awards](#) <sup>[3]</sup> receive more than 6,000 entries from companies and agencies of all sizes, making it one of the largest awards of its kind in the world.

Launched in 2015, the University of Colorado enlisted [Greenhouse Partners](#) <sup>[4]</sup> for the ALL FOUR:COLORADO campaign. The initiative highlights the connections among the four campuses – Boulder, Colorado Springs, Denver and the CU Anschutz Medical Campus.

### **First Generation Video Series - Gold Telly Award, Silver Communicator Award**

The First Generation animated documentary series tells the amazing stories of the students who make up the fabric of the four campuses of the University of Colorado system.

### **Lasting Relationships Television Commercial - Bronze Telly Award**

As part of the ALL FOUR:ONE campaign, these TV spots celebrate the connection and shared histories between the University of Colorado and the state of Colorado.

### **All Four:One Integrated Campaign - Gold Communicator Award**

The All Four:One campaign was designed to bring awareness to the four CU campuses and their tremendous influence on the state of Colorado through areas such as community, healing, innovation, and education.



## FOUR CAMPUSES 450,000 ALUMNI

Representing the best of what public higher education should be, the University of Colorado provides a powerful combination of immersive classroom and real-world experience across our four campuses. CU's nationally ranked programs inspire thinkers, dreamers, and doers to address the world's grandest challenges. And with some 450,000 alumni around the globe who have already made a difference, we're just getting started.

**ALL FOUR:ONE**  
Learn more at [cu.edu](http://cu.edu)



**University of Colorado**  
Boulder | Colorado Springs | Denver | Anschutz Medical Campus

## SECOND TO NONE BRONCOS' DEFENSIVE BACKS STAKE CLAIM TO F

Voice of the Rocky Mountain Empire

# THE DENVER POST

TUESDAY, OCTOBER 23, 2012 SUNNY 40° • 31° • 38° • © THE DENVER POST • 51¢

### COLLEGE SCHOLARSHIPS

## Tax idea inspires hope and pushback

One councilman calls it a good idea at "the wrong fuel pump."

By Jon Murray The Denver Post

A proposed Denver sales tax that is aimed at helping students pay for upcoming college costs has among supporters behind it, but the fuel measure has been drawing two drastically different reactions.

Some of that has come from Democrats and others who usually support city tax increases. This time, they aren't buying the supporters' argument that the new program is worth pursuing because it would boost the local economy.

In private conversations that sometimes have spilled over public remarks, a growing chorus of beyond City Councilman Mary Beth Beutner, long a vocal supporter — suggests the city has more pressing priorities than getting involved in higher education funding, traditionally a state domain. The proposed sales tax would amount to it being one of four possible.

"My goodness, we're starting to feel the heat of our responsibilities," said Cathy Reynolds, who served on the City Council from 1997 to 2003.

She has four grandchildren who haven't yet reached college age, "so already I'm concerned about college costs. But I don't think Denver city government ought to be paying for it."

10/23/12 • A4

### NATION & WORLD DEMOCRATS GET THEIR TURN ON DEBATE STAGE

Barack Obama faces his challenges for the Democrats' presidential nomination in the party's first debate of the week campaign season. Among those to (likely) challenge Obama are Sen. Marco Rubio, who has emerged as the leading Republican challenger to Obama's place in the White House, and Sen. Mitt Romney, who has emerged as the leading Republican challenger to Obama's place in the White House.

### TECHNOLOGY

Running the cloud. Cloud computing is the new normal for businesses of all sizes.

### Department of Motor Vehicles

## Long lines to allow out

Colorado lawmakers have drafted a me



People are subject to a long wait at the DMV office in downtown Denver.



When your end-of-the-world prediction fails, what then?

By Abby Hoffman The Washington Post  
The U.S. is still a relatively young country, and its future is uncertain. But the world is changing, and the U.S. is not alone in facing these challenges. The world is changing, and the U.S. is not alone in facing these challenges.

10/23/12 Business • 7:00 • Sports • 8:00 • Living • 9:00 • Movies • 10:00 • News • 11:00 • 51¢

### What to expect when you call Applewood

- A job done RIGHT the first time!
- Screened & licensed techs
- Fully stocked trucks
- Follow-up phone call
- 100% satisfaction guaranteed



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**QUALITY ITALIAN'S SCOTTI TWIGGL PURE MARTINI GLASSES**  
**From:** Scotti La Table, 121 Clayton Lane, sustainable.com, \$14 for one or \$64 for six (includes the restaurant's engraved logo, of course)



**THE TRUFFLE TABLE'S ROSKA GINELLE**  
**From:** The Truffle Cheese Shop, 2908 E. Sixth Ave., shavertruffle.com, \$54  
 The carnation-shaped pieces of Swiss cheese this fancy machine creates will impress your guests more than that epic you spent hours screaming up perfecting



**ARCANA'S CORREY A COMPANY ZANTHAR RECTANGULAR CHANDELIER**  
**From:** Various online retailers such as Lulu's Group, lufurniture.com, \$4,242



**CONCORDE'S COCO BARSTOOLS**  
**From:** Elmwood, 1428 Larimer St., elmwood-furniture.com, \$299



**KELLY HENDERSON'S BOTTLE**  
**From:** Kelly Henderson, kellyhenderson.com, \$25 (available online only)

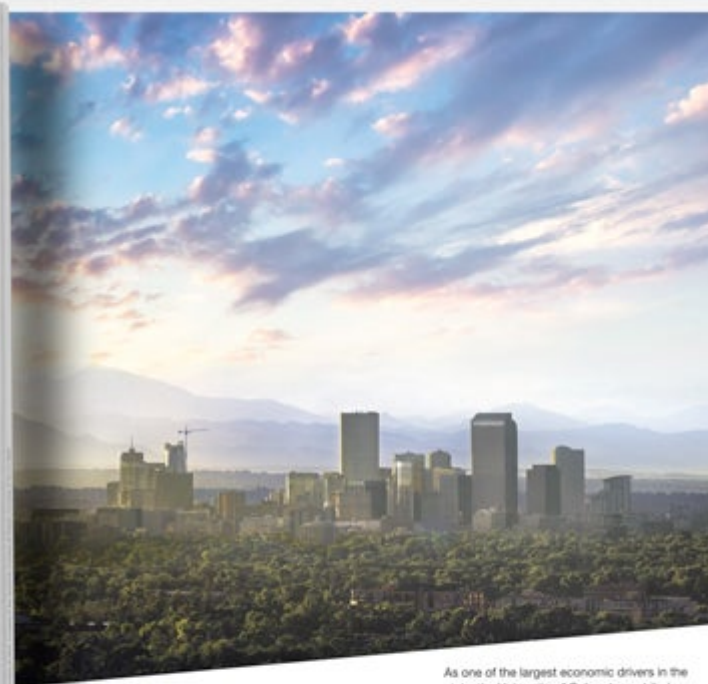


**IT AT MADISON'S DINING GRAY-BLUE PLATES**  
**From:** IKEA, 1900 E. Ave. (West), ikea.com, \$23 for four  
 These dishes' clean and simple look will fit right into your college kid's 90s-band-past, and their low price means you won't mind too much if—OK, when—they get broken.

## Decor To Go

You're used to bringing back leftovers after dining out. What if you could take (not literally) your favorite restaurant's martini glasses or barstools home, too? Turns out you can. Six Denver eateries—including three on our "25 Best Restaurants" (page 80) list—share where to find the looks we love. —KATELYN LUNDEN

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## FOUR CAMPUSES \$12B ECONOMIC IMPACT

As one of the largest economic drivers in the state, the University of Colorado contributes more than \$12.3 billion to the local economy each year. From the hundreds of thousands of highly skilled alumni making their mark across the state to the 160 companies that have emerged from university research, CU is committed to the progress of our state.

**ALL FOUR:ONE**  
 Learn more at [cu.edu](http://cu.edu)



**University of Colorado**  
 Boulder | Colorado Springs | Denver | Anschutz Medical Campus







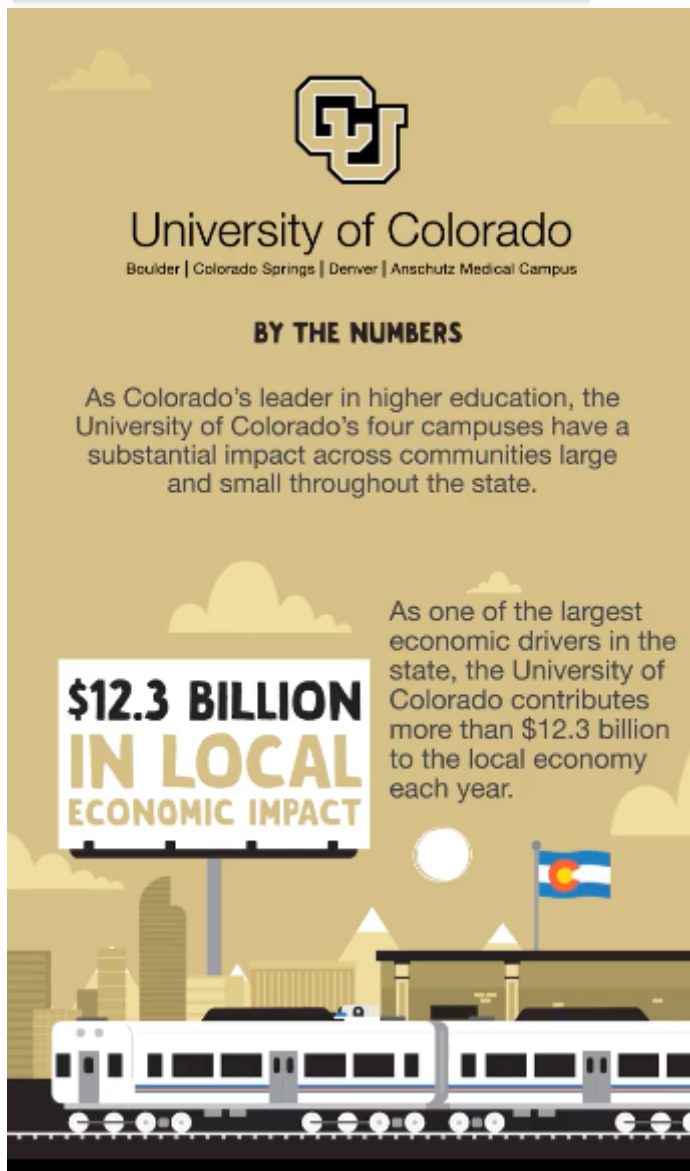


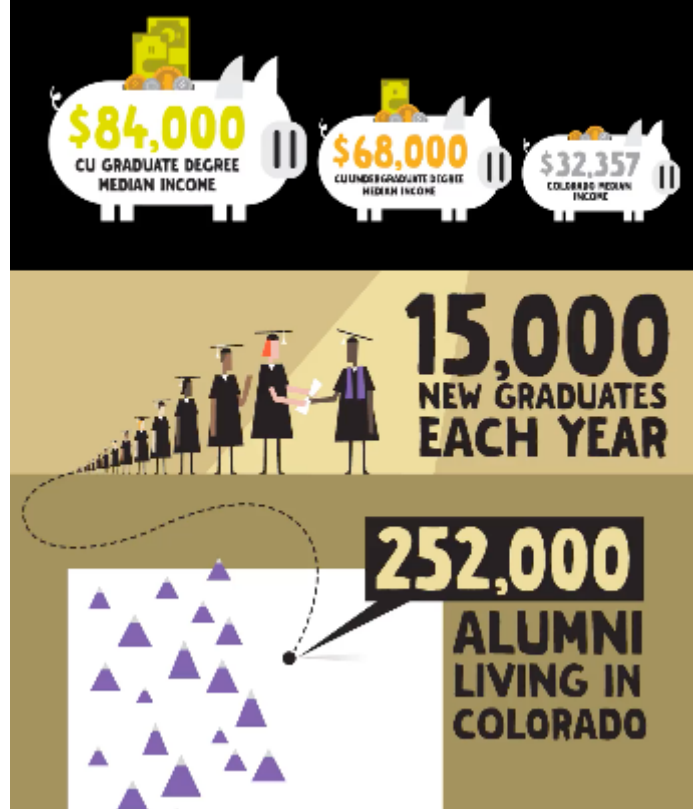


From world-class research to leading innovation, CU is making an impact around the world. Just look at the numbers.



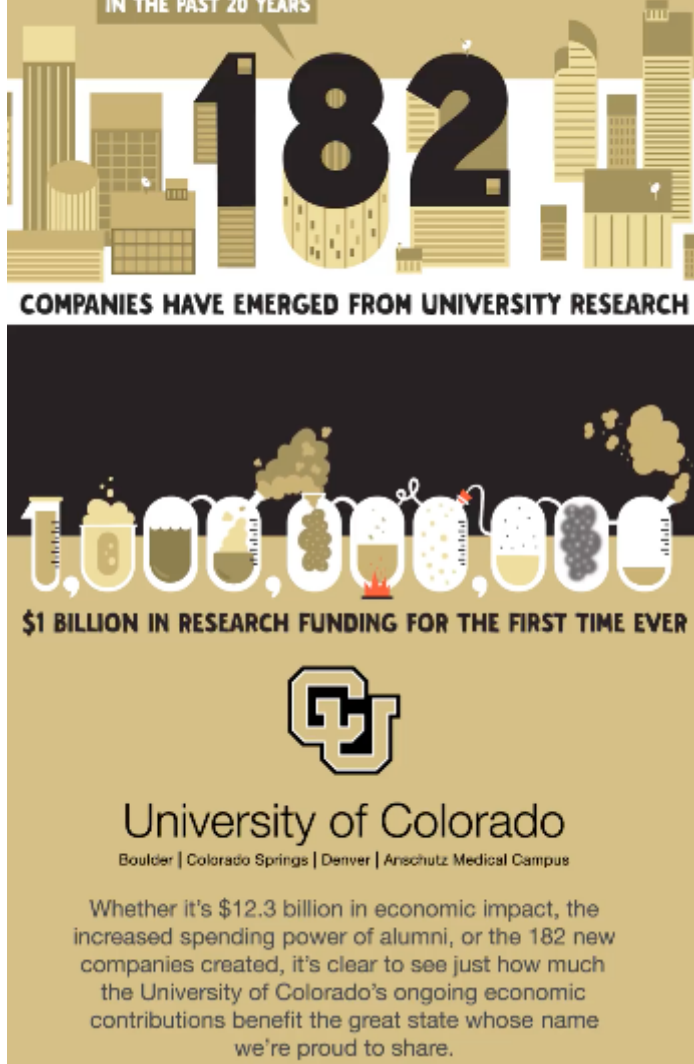
CU by the Numbers





[7]





[8]

**Source URL:** <https://www.cu.edu/cu-video>

#### Links

- [1] <https://www.cu.edu/cu-video> [2] <https://www.tellyawards.com/> [3] <https://www.communicatorawards.com/> [4] <http://greenhousepartners.com/>  
 [5] <https://www.cu.edu/sites/default/files/canvas%201.png>  
 [6] <https://www.cu.edu/sites/default/files/Canvas%202.png>  
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