



COLLEGIATE ADVERTISING AWARDS

College of Biblical Studies named among top in the nation in the 2022 Collegiate Advertising Awards Program.

The Public Relations department of the College of Biblical Studies earned Gold in the Fundraising Video category for 2022. The Collegiate Advertising Awards (CAA) would like to congratulate the College of Biblical Studies PR team led by Melinda Merillat, executive director of PR; Michael Huey, senior media producer; and Dwavalon Rose, media producer.

CAA is an elite, national program recognizing higher education organizations for excellence in communications, marketing, advertising, and promotions of their schools.

The 2022 CAA program received entries from the United States and Canada representing small community colleges to very large schools & universities.

Submissions were reviewed by a national panel of industry experts, with a possibility of 100 total points. Entries from the College of Biblical Studies competed against similar-sized organizations in their specific groups and categories.

Awards were issued for entries that received top marks from judges placing them in the top 16% of the nation for advertising excellence. Judging criteria included creativity, layout and design, functionality, message effectiveness, production quality, and overall appeal.

Representing all areas of communications, medias, marketing, advertising, and promotions, the 2022 Collegiate Advertising Awards program contained some of the best advertising projects arguably in the world. The Collegiate Advertising Awards is pleased to recognize the outstanding creative achievements of the College of Biblical Studies.

All winners are posted on the Collegiate Advertising Awards website at www.CollegiateAdAwards.com.

College of Biblical Studies -- Houston, TX

Award: Gold

Score of 95 to 99 (top 5% in the nation)

Entry Name: Fundraising Video

Video: [Jeremy Wilson Street Preacher](#)

Group: Faith-Based College/University

Category: Special Video Production - Single