

University of Colorado wins Telly and Communicator awards for TV and video ^[1]

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](#) ^[2] 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](#) ^[3] 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](#) ^[4] 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



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

SECOND TO NONE

BRONCOS' DEFENSIVE BACKS STAKE CLAIM TO FUTURE

Voice of the Rocky Mountain Empire

THE DENVER POST

TUESDAY, OCTOBER 23, 2012 5:00 AM • THE DENVER POST • \$5

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 widening college costs has among supporters behind it, but the fuel measure has been drawing some fire.

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

In public conversations that sometimes have spilled over public forums, a growing chorus — beyond City Councilman Mary Beth Swann, 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 on a four-penny rate.

"My goodness, we're meeting weekly for these tax responsibilities," said Cathy Reynolds, who served on the City Council from 2007 to 2011.

She has five 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 • 4A

Department of Motor Vehicles

Long lines of cars to allow out

Colorado lawmakers have drafted a measure



People are subject to a Denver's DMV office in past sessions of the Department of Motor Vehicles' services in a public office.

NATION & WORLD

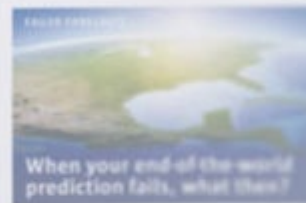
DEMOCRATS GET THEIR TURN ON DEBATE STAGE

Billions of Democrats have been challenged to the Democratic presidential nomination in the week-long campaign. Among them is Barack Obama's former running mate, Sen. Al Franken, who has emerged as a leading contender for the party's nomination. A portion of the election.

Business

Running the show

Control up to the top. The Denver Post's new leadership structure is designed to improve the paper's performance.



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

By Abby Hoffman | The Post Reporter

The idea of a global catastrophe is a popular one. But what happens when the prediction fails? The Post's Abby Hoffman explores the possibilities.

What to expect when you call Applewood:

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

The Denver Post

QUALITY ITALIAN'S SECRET TWISTED PINE MARTINI GLASSES

From: Sur La Table, 127 Clayton Lane, sustainable.com, \$14 for one or \$54 for six (minus the restaurant's engraved logo, of course)



THE TRUFFLE TABLE'S ROUND TRUFFLE BOARD

From: The Truffle Cheese Shop, 2908 E. Sixth Ave., cheesetruffle.com, \$34. The camellia-shaped piece of Swiss cheese this fancy machine creates will impress your guests more than that epic you spent hours screwing-up perfecting.

ARONKA'S CURRY & COMPANY ZANTHAR RECTANGULAR CHANDISIER

From: Various online retailers such as Lulu's Crepes, lulucrepes.com, \$4,242



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. —KATHRYN COOPER

KELLY HUBB'S SCARFES

From: Hubb's Scarves, hubbs.com, \$25



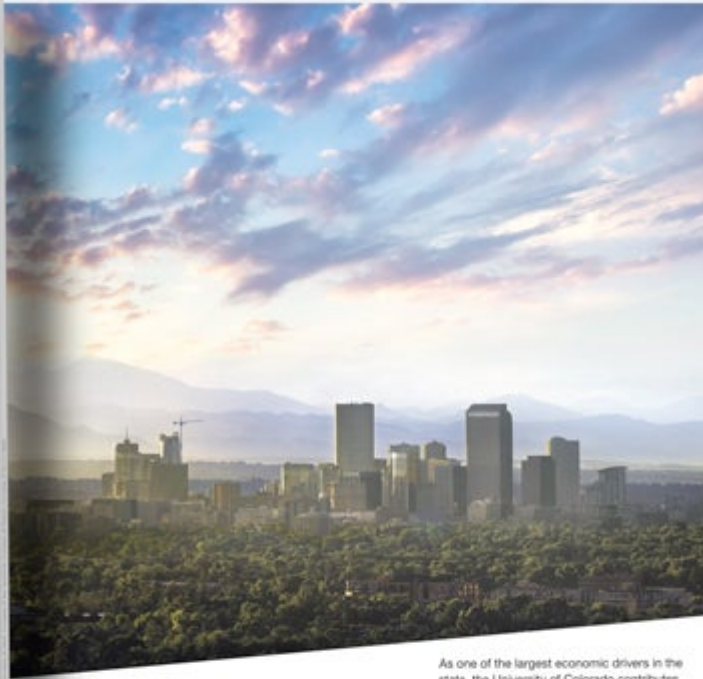
IT'S AT MADISON'S DINING GRAY-BLUE PLATES

From: WCA, 1900 E. 1st Ave. (at Commercial), wca.com, \$23 for four. These dishes' clean and simple look will fit right into your college kid's IKEA-and-pot pad, and their low price means you won't mind too much if—OK, when—they get broken.



CONCORDE'S COGN BARSTOOLS

From: Elmwood, 1428 Larimer St., elmwood-furniture.com, \$399



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



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.



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

BY THE NUMBERS

As Colorado's leader in higher education, the University of Colorado's four campuses have a substantial impact across communities large and small throughout the state.

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.

**\$12.3 BILLION
IN LOCAL
ECONOMIC IMPACT**

[6]




[7]


IN THE PAST 20 YEARS

182

COMPANIES HAVE EMERGED FROM UNIVERSITY RESEARCH



\$1 BILLION IN RESEARCH FUNDING FOR THE FIRST TIME EVER



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

Whether it's \$12.3 billion in economic impact, the increased spending power of alumni, or the 182 new companies created, it's clear to see just how much the University of Colorado's ongoing economic contributions benefit the great state whose name we're proud to share.

[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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