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First Awards Program Devoted To Custom Publications Launched In Conjunction with Leading University

Phoenix— McMurry today announced that it has launched the first awards program dedicated to custom publishing excellence, the Magnum Opus Awards. The awards program is being conducted through McMurry's newsletter that covers the custom publishing profession, *Publications Management*, and in conjunction with the Missouri School of Journalism.

"We launched *Publications Management* in 1998 because we saw that custom publishing was a rapidly growing marketing channel that literally had no central source of knowledge, information and acumen. This program is a natural extension of those realizations. It is time this industry, just like most industries do, begins recognizing its best and brightest efforts," said McMurry CEO Chris McMurry.

Custom publications can be entered into myriad awards programs that cover broader fields such as public relations and marketing. However, no awards program has ever been exclusive to custom publications with the intent of honoring the multitude of strategic elements vital to a successful custom publishing endeavor. The program features 49 categories that can be entered.

"Our school is nationally recognized in all forms of journalism and our faculty have consulted with custom publishers and actively followed the evolution of this dynamic field," said Dean Mills, Dean of the Missouri School of Journalism (www.journalism.missouri.edu). "We're ideally suited to weigh in on the selection of the best in the business."

With more than 3,000 paid subscribers, the newsletters group within McMurry has become a focal point for the entire custom publishing industry, including being the originators of annual research that is used by the Custom Publishing Council, the United States Postal Service and the media in their mutual efforts to stay abreast of the size, trends and characteristics of the industry.

The Magnum Opus Awards (www.magnumopus.com) will receive entries from across the globe. All entries must be received by March 19, 2004. In May, *Publications Management* Editor Beth Tomkiw will announce the gold, silver and bronze winners in each category, as well as the eight Grand Magnum Opus Award winners pinpointing the best overall custom publications. McMurry, which produces custom publications itself, will not be eligible to participate.

About McMurry

McMurry (mcmurry.com), with three offices in Arizona and New York, offers a complete line of marketing communications services to a variety of clientele, including GlaxoSmithKline, The Ritz-Carlton Hotel Co., Amtrak, CBS, Aon, CVS Caremark, Waste Management, USAA and 24 Hour Fitness, as well as resources to more than 10,000 corporate professionals. The company has specialized practices in healthcare, finance and insurance. It is among the largest independent marketing communications companies in the U.S. and is recognized by the Great Place to Work Institute and Society for Human Resource Management as one of the top five "Best Small Companies to Work For" in the U.S.

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