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Gardner-Webb University Publication Receives Another Communications Award

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Office of University
Communications

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Association of Marketing & Communications Professionals Honors GWU Magazine with Hermes Creative Award

BOILING SPRINGS, N.C.—*Gardner-Webb The Magazine* and its production team is once again being recognized for national and international excellence among marketing and communications publications. The magazine was named a Platinum Winner in the annual Hermes Creative Awards competition, administered by the Association of Marketing & Communications Professionals (AMCP), which is based in Dallas, Texas.

The GWU Office of Communications and Marketing earned platinum status for the print edition of *Gardner-Webb The Magazine* (Vol. 50, No. 2). According to AMCP, there were approximately 6,000 entries from throughout the United States and more than 20 foreign countries. Just 15 percent of entries earned Platinum recognition, while 22 percent received gold recognition and 11 percent received honorable mention. Winners are selected from 195 categories in advertising, publications, marketing/branding, integrated marketing, public relations/communications, electronic media, and pro bono projects.

The Hermes Creative Award marks the second time this academic year that the University's magazine and staff have been honored for publication excellence. *Gardner-Webb The Magazine* (Vol. 50, No. 1) recently earned "Gold Award" in single magazine publication in the Collegiate Advertising Awards program, an achievement reached by only a handful of universities in the nation. Last year, the magazine received multiple awards from four different recognition programs.

"I have always been impressed by what we're able to accomplish together in the magazine efforts. But when the quality of our collective work is acknowledged, it serves as a reminder that others recognize these talents as well," said Noel Manning, managing editor of the publication. "These recent honors are greatly appreciated, and I'm extremely proud of the team of writers, designers, and photographers. This has been another stellar year for our team."

The foundation for AMCP began in 1995 as a means to honor outstanding achievement and service to the communication profession. It was founded by a group of communication professionals who were involved in competitions for several of the national and

international trade organizations. The goal of the group was to provide an inexpensive, independent competition on an international level that would be fair, respected and open to everyone. As part of its mission, the Association fosters and supports the efforts of marketing and communication professionals who contribute their unique talents to public service and charitable organizations. Each year, the efforts of generous marketing and communication professionals are acknowledged through grants and special recognition.

Located in Boiling Springs, N.C., Gardner-Webb University's purpose is to advance the Kingdom of God through Christian higher education by preparing graduates for professional and personal success, instilling in them a deep commitment to service and leadership and equipping them for well-rounded lives of lasting impact, Pro Deo et Humanitate (For God and Humanity).