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Gardner-Webb The Magazine Wins Gold Award in National Competition

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Office of University
Communications

February 3, 2016

2015 Collegiate Advertising Awards Recognizes Publication Among Top in U.S.

BOILING SPRINGS, N.C. –For the second consecutive year, Gardner-Webb University was named among the top in the nation in the 2015-2016 Collegiate Advertising Awards (CAA) program. The elite program recognizes higher education organizations for excellence in communications, marketing, advertising and promotions of their institutions. Only three institutions were honored with a gold award for an individual magazine issue.

The submission, *Gardner-Webb The Magazine* (Vol. 50, No. 2) earned a “Gold Award” in the category of single magazine publication, an achievement reached by only three other universities in the nation. Judging criteria included creativity, layout and design, functionality, message effectiveness, production quality, and overall appeal. GWU’s entry earned the highest marks for single magazine publication among institutions with 2,000 to 5,000 students.

“We are honored that our team was recognized by the Collegiate Advertising Awards again for our ongoing commitment to quality and creativity,” said Noel Manning, associate vice president for the Office of Communications and Marketing and managing editor of the publication. “We work throughout the year on various projects and stories reflecting the Gardner-Webb experience, and we are always pleased when we are able to share that amazing content with others. We say thank you to those presenting us this award, but are more appreciative of the character and leadership provided by our students, faculty, staff and alumni. It is them we celebrate today.”

Gardner-Webb University was also honored with a silver award for the 2016 Christian Service Organization (CSO) calendar, produced by the GWU Office of Creative Services and designed by Ryan Gunter.

The 2015-2016 CAA program draws hundreds of entries from across the U.S. representing a diverse range of educational facilities from small community colleges to very large schools and universities. Submissions were reviewed and scored by a national panel of industry experts and then competed against similar-sized organizations in their specific groups and categories.

Since 2013, *Gardner-Webb The Magazine* has received numerous awards including the Council for Advancement and Support of Education (CASE) District III Award of Excellence, The Communicator Awards, the Hermes Creative Awards, and the Collegiate Advertising Awards. To view this year's winning issue, click [here](#).

The Collegiate Advertising Awards (CAA) is a national awards program seeking to recognize today's most talented marketing professionals for outstanding excellence in all forms of advertising, marketing and promotion specific to higher education products and services. The CAA allows an institution's communications, media, marketing, advertising and promotional efforts to compete against similarly-sized colleges and universities from across the nation.

Located in Boiling Springs, N.C., Gardner-Webb University seeks a higher ground in higher education—one that embraces faith and intellectual freedom, balances conviction with compassion, and inspires in students a love of learning, service, and leadership.