

Gardner-Webb University

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### **Gardner-Webb The Magazine Wins Gold Award in National Competition**

Office of University Communications

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# Gardner-Webb The Magazine Wins Gold Award in National Competition

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Office of University  
Communications

February 2, 2015

## *2014 Collegiate Advertising Awards Recognizes Publication Among Top in U.S.*

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BOILING SPRINGS, N.C. –Gardner-Webb University was named among the top in the nation in the 2014-2015 Collegiate Advertising Awards (CAA) program. The elite program recognizes higher education organizations for excellence in communications, marketing, advertising and promotions of their institutions. Only five institutions were honored with a gold award for an individual magazine issue.

The submission, *Gardner-Webb The Magazine* (Vol. 49, No. 1) earned a “Gold Award” in the category of single magazine publication, an achievement reached by only five schools 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.

“This award is a testament to the talent we have serving on the Gardner-Webb University Communications and Marketing team,” said Noel Manning, associate vice president for Communications and Marketing and managing editor of the publication. “Our writers, designers, and photographers have earned this honor, and I feel blessed to work in partnership with such an amazing group of individuals. They represent their professions and Gardner-Webb with the highest caliber of quality and dedication.”

The 2014-2015 CAA program drew more than 900 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.

In 2013, *Gardner-Webb The Magazine*, (Vol. 46, No. 2), was honored with a Council for Advancement and Support of Education (CASE) District III Award of Excellence in Publications Writing. CASE District III advances and supports educational and professional institutions in the southeastern United States by helping to enhance the effectiveness of the alumni relations, fundraising, communications, marketing and other advancement professionals who serve them.

*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 blends a liberal arts core curriculum with more than 55 major and minor professional programs of study, a comprehensive academic experience that flows from our Christian commitment to intellectual freedom, service and leadership.*