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Office of University Communications

February 27, 2014

Recent Updates to “Gardner-Webb The Magazine” Highlighted in Non-Profit Communications Report

BOILING SPRINGS, N.C. – The recent redesign of the Gardner-Webb University alumni magazine gained national attention following a front-page feature story in the March 2014 issue of the “Non-Profit Communications Report.”

Titled “Redesign Efforts Help Publications Stay Fresh, Relevant,” the feature (written by Sarah Ammerman) focuses on the recent decision by the GWU Office of University Communications to change the design and format of both the print and digital magazines. Noel Manning, chief communications officer for Gardner-Webb, and Ryan Gunter, design editor for the magazine, discussed the redesign and the positive feedback they received from constituents.

“We were thrilled to receive wonderful comments from our audiences about the changes, and to have those efforts recognized by experts in the non-profit communications field is yet another stamp of approval,” Manning said. “We hope our example of being proactive with a fresh layout concept will encourage other organizations to challenge themselves creatively and make necessary changes within their publications as well.”

Offering monthly communications ideas for non-profit agencies and institutions, the “Non-Profit Communications Report” is a monthly newsletter with a national audience. Delivered to thousands of professionals across the country, the goal of the newsletter is to provide concisely written articles offering practical tips and techniques that will strengthen an organization’s communications, community relations and media relations efforts. For more information about the report, visit nonprofitcommunicationsreport.com.

To access the “Gardner-Webb The Magazine” publication online, visit gardner-webb.edu/magazine.

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.