PRESS RELEASE
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Student magazine wins five local advertising awards

Student designers from Garnet & Black magazine in the Office of Student Media earned local honors at the annual American Advertising Awards gala on Feb. 17 in Columbia. More than 50 awards recognizing exceptional work in advertising – known as the ADDYs – were presented to advertising professionals and students in the Midlands out of more than 200 entries.

A team from Garnet & Black including Editor-in-Chief Brennan Booker, Creative Director Rachel Johnson, Art Director Ashlyn Murphy and Photography Editor Christian Hinty earned two awards for magazine design: a gold ADDY for Garnet & Black's 2017 winter issue and a silver ADDY for the magazine’s 2017 fall issue. Johnson, alongside illustrator Wanda Felsenhardt and writer Sarah Nichols, also earned a silver ADDY for an editorial spread or feature for her work on Garnet & Black's winter cover story, “Living in the Shadows.” Felsenhardt also won a separate silver ADDY for elements of advertising and illustration for her work on the winter 2017 magazine’s cover. Student designer Angel Prater earned a silver ADDY for Garnet & Black's “Real Fake” editorial spread in the fall 2017 issue.

According to the American Advertising Federation of the Midlands’ website, the American Advertising Awards “embody the true spirit of creative excellence by recognizing advertising in all forms and media from entrants of all levels around the country.” Winners in the AAF’s Midlands competition advance to district and, later, national competitions.

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