



District III

**2020 Awards Entry**

**MAGAZINES**

(ON A SHOESTRING)

FALL 2019

CAMPBELL MAGAZINE



**CAMPBELL**  
UNIVERSITY

# CASE III AWARDS

## CATEGORY: MAGAZINES - SHOESTRING

### ENTRY: FALL 2019 | WOMEN OF CAMPBELL

CAMPBELL UNIVERSITY

**O**ur Fall 2019 edition of Campbell Magazine celebrated 132 years of “Amazing, Trailblazing Women” who shaped Campbell University — highlighting one woman for each decade of the school’s existence.

But the reason for its inclusion in this new category is this — this magazine was a two-person effort.

- Editor Billy Liggett wrote much of this edition and designed the entire edition.
- Write Kate Stoneburner wrote a number of features and short stories, and she provided photography for the “Mission of Hope” piece.

There were a few freelancers (the illustration and photography), but for the most part, this is a two-person operation.

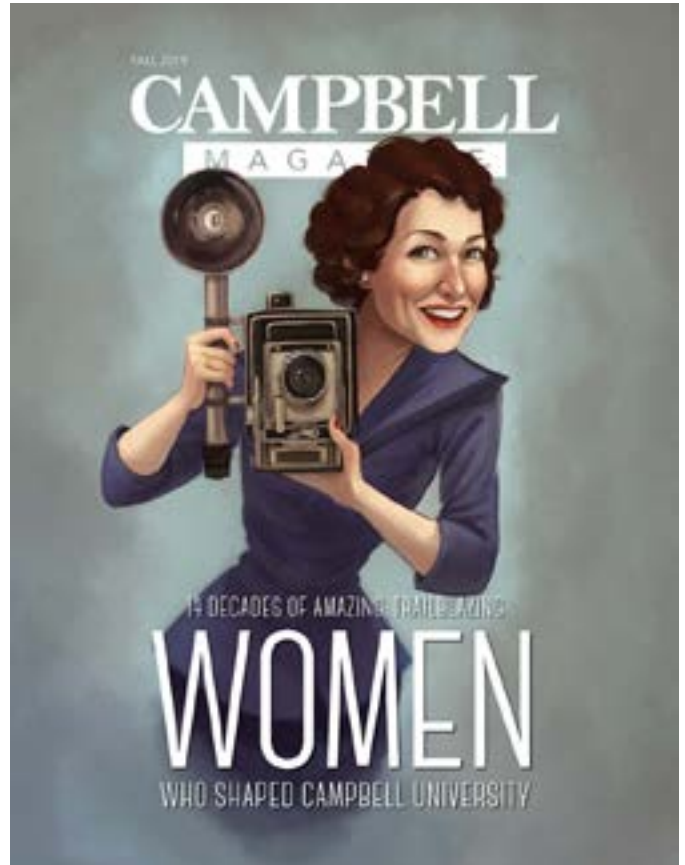
And we feel the product is right up there with magazines with much larger staffs.

#### COVER STORY

• For our Fall 2019 edition of Campbell Magazine, we wanted to pay tribute to the women who shaped the University over its 133-year history. We decided that a fun way to do this would be to honor a woman representing each of the 14 decades. We went with illustrations of each woman — each piece of art depicting the style of that era and a prop representing their contribution to Campbell University.

#### ILLUSTRATIONS

• The original idea for our “Women of Campbell” cover story was to find photos of each woman — not a difficult task for the most recent decades, but a nearly impossible task for the early decades (a few photos exist of all of them, but not all of the photos were of the best quality ... many were simply yearbook photos). We decided to instead go with an illustrator who could work from the photos we had and represent each woman equally — each illustration containing not only their likeness, but their style from that era and a “prop” symbolizing their contribution. It was important that the illustrator was two things — a woman and local. We also considered Campbell students, but we fell in love with the style of artist Amanda Dockery from nearby Fuquay-Varina. Amanda had four months to complete the 14 illustrations — working from old photos and keeping in constant communication with writers Kate Stoneburner and Billy Liggett the entire time. All 14 illustrations were included in full page glory when the magazine was released and were used gratuitously in our social media promotion of the story. We also produced two videos explaining the story idea and the execution of the videos.



#### MISSION OF HOPE

• Writer Kate Stoneburner spent over a week with Campbell Spiritual Life on a mission trip to South Africa. She chronicled the trip in an on-running blog (and podcast) over the summer, and put together a story more about Campbell’s mission and relationship with South Africa for the story in the magazine. Kate is not a professional photographer, but her work earned a photography award and was not only used for the magazine story, but also the introduction photo on Page 2 and the backpage cover of this edition.

#### EDITORIAL CONTENT

• Campbell Magazine is always built around a solid cover story. But the content around that story is equally important. Our “Around Campus” section at the beginning is filled with solid photography (run large) and story snippets that are almost always unique content (sometimes we rehash big campus news). In this edition, the Mr. Rogers, rural health, Raven Rock, 18th Century pharmacist and award-winning professor snippets were unique to this magazine and later shared among other university media.





Alley







**SIDE-BY-SIDE**





**SIDE-BY-SIDE**





2006

## MELISSA ESSARY

VISIONARY WHO GUIDED LAW SCHOOL MOVE TO DOWNTOWN RALPH

**W**hen Melissa Essary first applied to become the dean of Campbell University's law school, it was not the school she had in mind. She was not a lawyer. She was not even a graduate of the school. She was not even a member of the public community in the town.

It was in Greensboro, North Carolina.

The "Three Sisters" who built the school on the grounds of Baptist University in Greensboro, North Carolina, had been a part of the school's history for over 100 years. The school had a long history of excellence in the field of law. The school had a long history of excellence in the field of law. The school had a long history of excellence in the field of law.

When she was asked to lead the school, she was not a lawyer. She was not even a graduate of the school. She was not even a member of the public community in the town.

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2006

## GLADYS STRICKLAND

TRUSTED CREEK PEGGLE ADVISOR AND MASCOT NAMEDAKE

**S**he was one of the first women to attend the newly established Campbell University in the 1920s... she was a pioneer. She was a trailblazer. She was a woman of vision.

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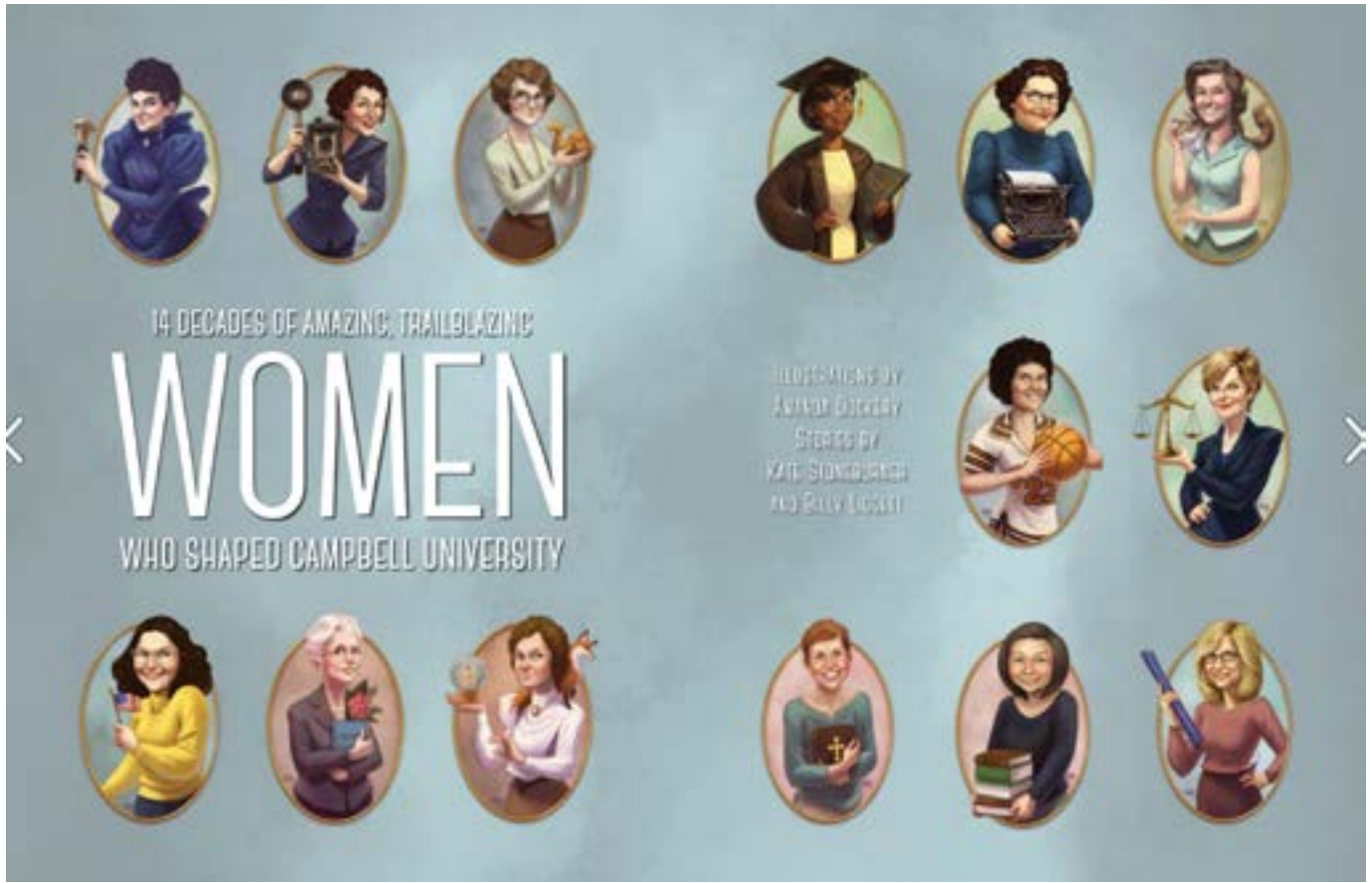
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## MAGAZINE SPREADS





# MINISTRY OF HOPE

Campbell Spiritual Life's relationship with South African ministry goes back a decade with students providing care and hope to underserved communities

By: A Photographs by Ben Dinsmore

**W**hen they arrived in South Africa for their summer trip, the students of Campbell Spiritual Life's team of 40 were young women from all over the world, about 100 miles from their homes, and they were excited to see their first mission trip.

But they were there to see drastic changes they might see in the lives of the people of Cape Town as they go to work. The team of 40 was made up of students from all over the world, and they were excited to see their first mission trip.

But over the next few days, this mission team would see the

They would explore settlements of 10,000 people living in shacks, and they would see the children who live in the shacks. They would see the children who live in the shacks, and they would see the children who live in the shacks.

But, it was apparent that South Africa still needed a physical presence, despite the knowledge of many of their living conditions. For the thousands of people who grow up in impoverished villages, getting a job to get a day's worth of food isn't enough, but there's a daily struggle to survive. For their home, they had to find a way to survive.

What they truly need is the same thing needed in North Carolina: hope and love for the people who are so often overlooked. Living Hope is a ministry that is



## Kate's blog

One of the most beautiful things you can see in South Africa is just that. The landscape is so beautiful, it's hard to believe that it's a country that has so much poverty. I was so lucky to see it all in one trip. The mountains are so beautiful, and the people are so kind. I was so lucky to see it all in one trip.

It was so beautiful to see the people who live in the shacks. They were so kind, and they were so happy. I was so lucky to see it all in one trip. The mountains are so beautiful, and the people are so kind. I was so lucky to see it all in one trip.

There are a lot of people who live in the shacks. They were so kind, and they were so happy. I was so lucky to see it all in one trip. The mountains are so beautiful, and the people are so kind. I was so lucky to see it all in one trip.

Living Hope Project: South Africa. The Living Hope Project is a ministry that is dedicated to providing care and love for the people who are so often overlooked. Living Hope is a ministry that is dedicated to providing care and love for the people who are so often overlooked.



*"I've been everything for the world to describe my time in Cape Town since I got home. The place and the people changed my life in a way I have experienced. It was amazing to find love and grace in a way I have never been before. And I'm so thankful for the amazing mission I got to spend my work with and the wonderful staff at Living Hope."*  
— Taylor Dinsmore

The students wanted to experience Living Hope and to experience during their stay at Cape Point. As a team, they were excited to see the people who live in the shacks. They were so kind, and they were so happy. I was so lucky to see it all in one trip.

She says, "There is something about the beauty of the people who live in the shacks. They were so kind, and they were so happy. I was so lucky to see it all in one trip.

The students wanted to experience Living Hope and to experience during their stay at Cape Point. As a team, they were excited to see the people who live in the shacks. They were so kind, and they were so happy. I was so lucky to see it all in one trip.

"I was truly blown away by the love and care that I saw from the people who live in the shacks. They were so kind, and they were so happy. I was so lucky to see it all in one trip.

"It is so great to be able to help a team of students who are so kind and so happy. I was so lucky to see it all in one trip.

For the students, it was a great experience to see the people who live in the shacks. They were so kind, and they were so happy. I was so lucky to see it all in one trip.

For the Spiritual Life project, the students were so kind and so happy. I was so lucky to see it all in one trip.

"You don't bring the spirit of God with you when you go to work. You bring the spirit of God with you when you go to work. You bring the spirit of God with you when you go to work.



AROUND CAMPUS



DIVINITY SCHOOL

A true friend and neighbor

Divinity professor dons red sweater, sneakers for spiritual lesson dedicated to his real-life friend and inspiration, Mr. Rogers



Professor David Rogers has found... he was a beautiful example of personal care...

Professor David Rogers, Professor of Old Testament for Campbell Divinity School... he has been a friend and neighbor...

and dedicated to several churches in the area... he has been a friend and neighbor...

He has become an intimate and is... he has been a friend and neighbor...

campus life... he has been a friend and neighbor...



Student goes back to basics while interning as 18th Century pharmacist

Fourth-year pharmacy student... she has been a friend and neighbor...

Participating in an internship... she has been a friend and neighbor...

It was very interesting to experience... she has been a friend and neighbor...

The internship setting where... she has been a friend and neighbor...

There were several opportunities... she has been a friend and neighbor...



Moon Men

While the world watched Apollo 11 land on the moon, the Perry brothers enjoyed their own big day

David Perry says he has an opportunity when... he has been a friend and neighbor...

There is the same nostalgic feel to... he has been a friend and neighbor...

As a result of his brother's... he has been a friend and neighbor...

The night before his brother... he has been a friend and neighbor...

ALUMNI NOTES

UNION MADE GOOD... he has been a friend and neighbor...

1960s... he has been a friend and neighbor...

1970s... he has been a friend and neighbor...

## VIDEOS



[https://www.youtube.com/watch?v=9ty\\_laOqg2w](https://www.youtube.com/watch?v=9ty_laOqg2w)



<https://www.youtube.com/watch?v=OsuaOkmMfVs>

## The Stories

14 women representing 14 decades of Campbell University history



### 1890s | Cornelia Campbell

From student to leader, the true Campbell matriarch

[Read Her Story](#) →



### 1900s | Virginia Kivett

Her sacrifice meant the Academy would live on

[Read Her Story](#) →



### 1910s | Gladys Strickland

Trusted Creek Pebbles advisor and mascot namesake

[Read Her Story](#) →



### 1920s | Mabel Powell

Underdog with a contagious passion for grammar

[Read Her Story](#) →



### 1930s | Bernadette Woodlief Hoyle

Acclaimed biographer brought early Campbell history to life

[Read Her Story](#) →



### 1940s | Dorothea Stewart-Gilbert

Do-it-all fixture on campus and keeper of school history

[Read Her Story](#) →



### 1950s | Diamond Matthews

Steady right hand for three Campbell presidents

[Read Her Story](#) →



### 1960s | Patricia Conway

Trailblazer who returned to finish her Campbell story

[Read Her Story](#) →



### 1970s | Millie Wiggins

Worked well beyond the traditional role of first lady

[Read Her Story](#) →



### 2010s | Faithe Beam

Minister, counselor, friend, leader and uniter

[Read Her Story](#) →



### 1980s | Wanda Watkins

Coach, mentor and friend for generations of athletes

[Read Her Story](#) →



### 1990s | Borrée Kwok

Led Campbell library system into the digital age

[Read Her Story](#) →



### 2000s | Melissa Essary

Visionary who guided law school move to downtown Raleigh

[Read Her Story](#) →



### 2020s | Jenna Carpenter

Founding dean a national voice for women in STEM education

[Read Her Story](#) →

# SOCIAL MEDIA



14 women. 14 stories. 14 portraits.  
 The Fall 2019 edition of @CampbellUMag goes decade by decade to honor the women who shaped Campbell University into what it is today.  
[#WomenofCampbell](#)



The Women of Campbell University | Magazine | Campbell University  
[magazine.campbell.edu](http://magazine.campbell.edu)

10:28 AM · Oct 21, 2019 · CoSchedule

View Tweet activity

8 Retweets 50 Likes

You Retweeted

Dr. Paula Parker, CMPC @campbellmag · Oct 21, 2019  
 If you know @CUWandWarriors & @GoCarnels read this awesome feature from @CampbellUMag. And while you're at it read about all the #WomenofCampbell! So awesome our sport mgmt students & student-athletes get to work with an icon! 📷📷📷 #WomenofCampbell

Campbell Magazine @CampbellUMag · Oct 20, 2019  
 14 women. 14 stories. 14 portraits.  
 The Fall 2019 edition of @CampbellUMag goes decade by decade to honor the women who shaped Campbell University into what it is today.  
[#WomenofCampbell](#) [campbell.edu/articles/the-w...](http://campbell.edu/articles/the-w...)

Campbell University  
 December 16, 2019 · 49  
 A trailblazer in the late 1960s, Patricia Carter Conway was one of the first three black students to attend Campbell College. She would return to the University nearly 50 years later to earn her bachelor's degree — closing an important chapter in Campbell's history.  
[#WomenofCampbell](#)

BLOGS.CAMPBELL.EDU  
 1960s | Patricia Conway | Blogs | Campbell University  
 Trailblazer who returned to finish her Campbell story Patricia Carter

2,815 People Reacted 135 Engagements [View Post](#)

3 Comments 3 Marks

#WomenofCampbell 15w

**SWIPE UP**

for the full video and to see more illustrations!

See More >

Campbell Magazine @CampbellUMag · Oct 14, 2019  
 We absolutely can't wait to share this magazine with you (in just 7 days)!  
[@campbell.edu](#) [@CampbellAlumni](#)

3 14 42

Campbell Magazine @CampbellUMag · Oct 26, 2019  
 Bernadette Woodlief Hoyle — the renowned North Carolina author who was responsible for penning much of Campbell University's early history — was a favorite of artist Amanda Dockery for our @CampbellUMag piece. [#womenofcampbell](#) [blogs.campbell.edu/1930s-bernadet...](http://blogs.campbell.edu/1930s-bernadet...)

3



# SOCIAL MEDIA

Campbell Magazine Retweeted

**Abigail G Lind** @obgrace · Nov 10, 2019



I love this celebration of "amazing, trailblazing women" of @cambelledu! Thank you @CampbellUMag 🙌❤️👏

2 8

Campbell Magazine Retweeted

**Campbell University** @campbelledu · Nov 4, 2019

In her four years in Bales Creek, Jenna Carpenter has taken a new program and built it into one of the most inclusive and nationally recognized engineering schools in the country. Read her Campbell story here. [bit.ly/WomenofCampbell](https://bit.ly/WomenofCampbell)



4 26

**Campbell Magazine** @CampbellUMag · Nov 4, 2019

Jenna Carpenter represents the future in our #WomenofCampbell feature — the first graduating class from the School of Engineering walks the stage next spring. Read more [blogs.campbell.edu/2020s-jenna-ca...](https://blogs.campbell.edu/2020s-jenna-ca...)



1 4 18

Campbell Magazine Retweeted

**Campbell University** @campbelledu · Nov 3, 2019

With a radiant smile concordant with her name, Falthe Beam has been encouraging students to lead purposeful lives full of meaningful service for more than 10 years as campus minister. Read her Campbell story. [bit.ly/WomenofCampbell](https://bit.ly/WomenofCampbell)



10 42

**Campbell Magazine** @CampbellUMag · Nov 3, 2019

The secret to capturing Falthe Beam was her smile, according to artist Amanda Dockery. Read her #WomenofCampbell feature here [blogs.campbell.edu/2019s-falthe-b...](https://blogs.campbell.edu/2019s-falthe-b...)



1 15

**Campbell Magazine** @CampbellUMag · Nov 2, 2019

Former @CampbellLawNow Dean Melissa Essary played a leading role in moving the law school to Downtown Raleigh. She holds the balance of justice in her hand in artist Amanda Dockery's #WomenofCampbell illustration. [blogs.campbell.edu/2020s-melissa-...](https://blogs.campbell.edu/2020s-melissa-...)



1 4 22

You Retweeted

**Jenna Carpenter** @jennapcarp · Oct 20, 2019

So incredibly honored to be one of these fourteen women. Can't wait to see what trails the women and men in our inaugural Campbell Engineering class blaze after their graduation in May! @campbelledu @Campbell\_Engr

**Campbell Magazine** @CampbellUMag · Oct 20, 2019

14 women. 14 stories. 14 portraits. The Fall 2019 edition of @CampbellUMag goes decade by decade to honor the women who shaped Campbell University into what it is today. #WomenofCampbell [magazine.campbell.edu/articles/the-w...](https://magazine.campbell.edu/articles/the-w...)

2 36