



District III

2020 Awards Entry

COVER

(DESIGN)

WOMEN OF CAMPBELL

CAMPBELL MAGAZINE



CAMPBELL
UNIVERSITY

CASE III AWARDS

CATEGORY: DESIGN - COVER

ENTRY: WOMEN OF CAMPBELL

CAMPBELL UNIVERSITY

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.

The cover featured our favorite illustration — Bernadette Woodlief Hoyle — a noted Campbell University historian from the 1930s.

STRATEGY

- **WHY 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.

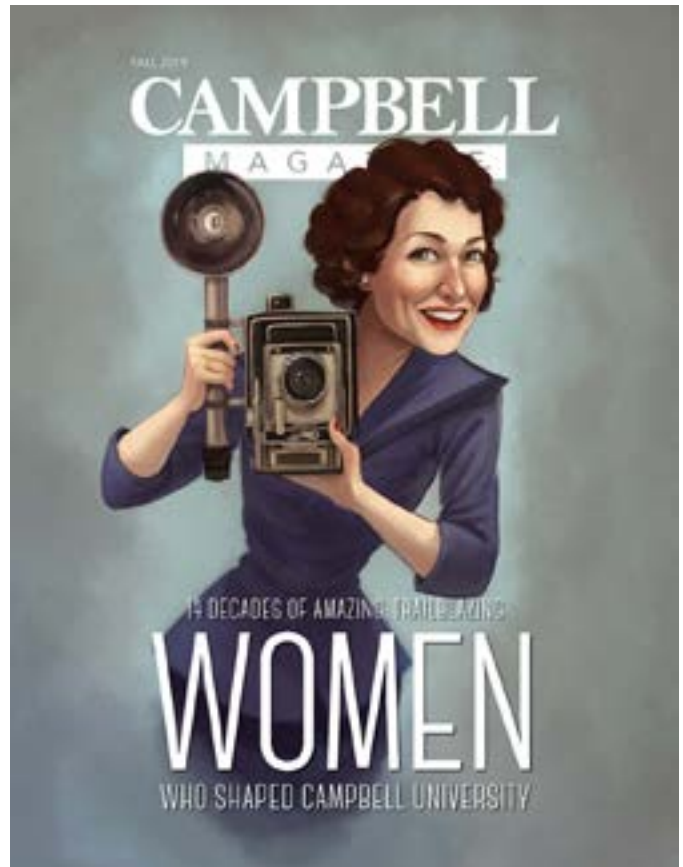
- **THE ILLUSTRATOR:** It was important that the illustrator was two things — a woman and local. We also considered Campbell students, but we fell in love with the style of artist Amanda Dockery from nearby Fuquay-Varina. Amanda had four months to complete the 14 illustrations — working from old photos and keeping in constant communication with writers Kate Stoneburner and Billy Liggett the entire time.

- **THE EXECUTION:** 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. We originally considered using about half of the illustrations as full-page designs and the other seven as half-page ... but we loved them all so much, we gave them equal billing. The result was a 30-page spread that was extremely well received by the Campbell community.

- **THE COVER:** Bernadette Woodlief Hoyle was a noted historian who wrote much of Campbell’s early history. We loved this illustration most — her holding the camera at the reader is inviting ... her smile is fun. We simply loved this cover.

RESOURCES

We hired a local illustrator, Amanda Dockery for the project, which took approximately four months for her to complete. She



was paid \$4,500 for the 14 illustrations.

Writers Kate Stoneburner and Billy Liggett worked closely with the illustrator, approving rough drafts and suggesting props for each woman represented.

DISTINCTION

The scope of the project was ambitious, and I think we pulled it off nicely (considering we have a two-person magazine staff and a hired illustrator).

Campbell University has also been “late to the game” in honoring the women who’ve built this school — all presidents and vice presidents up to now have been men (white men), and just in the past two years has Campbell brought on “associate vice presidents” who are women.

The University is heading in the right direction in terms of equality, and it was our hope that this magazine provided a nice push in that direction.

FALL 2019

CAMPBELL

M A G A Z I N E



14 DECADES OF AMAZING, TRAILBLAZING

WOMEN

WHO SHAPED CAMPBELL UNIVERSITY



SIDE-BY-SIDE



VIDEO



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



TODAY

MELISSA ESSARY

VISIONARY WHO GUIDED LAW SCHOOL MOVE TO DOWNTOWN RALPH

What Melissa Essary first noticed in those treacherous halls of Campbell University's historic, dilapidated School of Law in 2016, she was not with her first students.

The school's move to downtown Raleigh is a major milestone for the university, and she's proud to be a part of it. She's been at the forefront of the school's move to downtown Raleigh, and she's proud to be a part of it. She's been at the forefront of the school's move to downtown Raleigh, and she's proud to be a part of it.

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TODAY

GLADYS STRICKLAND

TRUSTED CREEK PEGGLE'S ADVISOR AND MASCOT NAMESAKE

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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](#)



10:28 AM · Oct 21, 2019 · CoSchedule

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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](#) magazine.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...](#)

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SOCIAL MEDIA

Campbell Magazine Retweeted

Abigail G Lind @obgrace · Nov 10, 2019



I love this celebration of "amazing, trailblazing women" of @campbelledu! 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



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...



1 4 18

Campbell Magazine Retweeted

Campbell University @campbelledu · Nov 3, 2019

With a radiant smile concordant with her name, Faith Beem 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



10 42

Campbell Magazine @CampbellUMag · Nov 3, 2019

The secret to capturing Faith Beem was her smile, according to artist Amanda Dockery. Read her #WomenofCampbell feature here blogs.campbell.edu/2019s-faith-be...



1 16

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-...



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...

2 36