

WVSU Extension Service magazine wins creative award

Institute, WV – *Extension Matters Magazine*, published quarterly by West Virginia State University Extension Service, has been named a Gold Winner in the 2008 Hermes Creative Awards. About 18% of the over 4,000 entries won the Gold Award.

Hermes Creative Awards is an international competition for creative professionals involved in the concept, writing and design of traditional and emerging media. The competition recognizes outstanding work in the industry while promoting the philanthropic nature of marketing and communication professionals. This year was the first time WVSU Extension Service entered the competition.

“We’re very proud of *Extension Matters Magazine* and are thrilled to receive such recognition for the publication,” said Matt Browning, Communications Specialist. “Our extension staff consistently provides strong, relevant content and our graphic designer gives each issue a unique, stylish look.”

The magazine debuted in 2006 to provide West Virginians with a new, more direct format for receiving WVSU Extension Service’s wealth of information. Each issue focuses on lifestyle information relevant to the organization’s four programmatic areas: youth development, family and consumer sciences, agriculture, and community and economic development. Article topics have included information on springtime gardening, preparing for college, starting a small business, and keeping children safe online, among others.

The success of *Extension Matters Magazine* has resulted in an expansion of the line to include a podcast series, available on the organizational Web site at www.grdi.wvstateu.edu, and a television series which airs on the WV Library Commission’s Library Television Network.

For more information about the *Extension Matters* series of projects, or for a free subscription to the magazine, contact Matt Browning, Communications Specialist, at (304) 766-4288.

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