

USI student work recognized at American Advertising Awards

3/2/2016 | Almira Havic

The creative work of five University of Southern Indiana students was recognized by the American Advertising Federation of Greater Evansville. Faith Connell, senior from Evansville, Indiana, Lindsey Holmes, senior from Henderson, Kentucky, Terrance Lewis, senior from Carmel, Indiana, Grace Seward, sophomore from Martinsville, Indiana and Sara Spoletti a senior from Hamel, Illinois took home Student Silver ADDY® Awards from the 2016 American Advertising Awards local competition. Silver ADDY® Awards are awarded to individuals with outstanding entries that are worthy of recognition.

Four of five students won a Silver ADDY® for their work on a collaborated promotion video “Spoletti and Lewis in the Morning,” promoting the morning show on USI’s radio station, The Edge. “The students that worked on this video put together an absolutely great video that really featured their creativity,” said John Morris, general manager of The Edge Radio and instructor in radio and television. “This is just another great example of the incredible work out students are doing.”

In recent years, The Edge Radio has been recognized with various local and national awards, taking home nine awards in the Indiana Association of School Broadcasters College competition just last year. The Edge features alternative music on weekdays, electronic music at night, and hip-hop on weekends. It can be heard on AM-820, 90.7 FM HD-2, theedgeradio.org and on smartphone apps.

Faith Connell’s publication design, “Bread House Guidelines Book,” also was recognized with a Student Silver ADDY® Award. “It’s exciting to see others have also recognized Faith’s talents. Winning a Silver ADDY® Award validates her talent and desire to be a standout graphic designer,” said Joie Fuller, adjunct professor at USI.

American Advertising Federation’s American Advertising Awards is the advertising industry’s largest and most representative competition for creative excellence. The three-tier national competition is conducted annually by the American Advertising Federation, advertising’s largest industry association and the only one to represent the interests of all facets of advertising: advertisers, agencies, suppliers and media.