JHUP Journals Marketing Team Wins National Honors

The JHU Press Journals Marketing Department has won five honors in the 2012 MarCom Awards. Administered by the Association of Marketing and Communication Professionals (AMCP), the MarCom Awards recognize outstanding creative achievement by marketing and communication professionals.

MarCom entries come from marketing and communication departments, advertising agencies, PR firms, design shops, production companies and freelancers. There were over 6,000 entries from throughout the United States, Canada and several other countries in the 2012 competition.

The winning entries from JHUP came from a wide-range of the Marketing Department’s activities. The five-member team serves more than 75 scholarly journals and affiliated societies. Led by Marketing Manager Lisa Klose, the department consists of Advertising and Exhibits Coordinator Ladzer Blumenfeld, Direct Mail and Renewals Coordinator Janet Gilbert, PR and Advertising Coordinator Brian Shea and Graphic Designer Keli Strickland.

“We’re happy to see that the MarCom Awards have recognized the outstanding work done by the Journals Marketing Department,” said JHU Press Journals Publisher Bill Breichner. “They deserve the honors for their creativity and commitment to our publishing partners.”

- The 2012 and 2013 Journals Catalog each received Platinum honors, the highest award given, in the Brochure/Catalog category.
- The new "In Other Words" video series won Gold honors in the Web Video/Educational Series.
- A 2012 brochure for the Association for the Study of Higher Education won an honorable mention in the Design (Print)/Brochure category while the re-designed German Studies Association website won a similar honor in the Website/Association category.

MarCom Awards judges are industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry. Winners were selected from over 200 categories in seven forms of media and communication efforts- marketing, publications, marketing/promotion, public service/pro bono, creativity and electronic/interactive.

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