PRSSA launches contest campaign

BY DORA EPLEY
PRSSA PR DIRECTOR

Music and cough drops, not a very common match, but the Kelly Thompson Chapter of PRSSA has been doing just that, making the two join together for the Halls and Public Relations Student Society of America 1993 Campus Challenge.

Warner-Lambert has worked with Golin/Harris Communications on other national public relations programs for Halls Mentholatum cough supressant tablets.

This year they decided to launch the Halls of Music Contest on college campuses.

The challenge is for the PRSSA chapter to develop a customized publicity campaign to promote and implement the contest on campuses.

Each proposal will be evaluated and 15-20 chapters will be chosen.

Each chapter will be given $1,500 to execute the program and $500 will be used as a prize.

A musical theme in which entries qualify is the basic of the contest. The rest of the contest is left up to each PRSSA chapter.

With a handbook of rules, objectives, and other information, the PRSSA chapter went to work.

Dora Epley, coordinator, and Heather Hauer, PRSSA president, have spent the past month organizing a contest to suit Western's campus and the Warren County area.

What they developed was the concept of a two-part contest broken into college and high school divisions.

Each winner will receive a $250 scholarship. Various promotional activities are planned to promote the "call of entries" and the actual contest itself.

PRSSA chapters will be notified Oct. 22 if they have been chosen to execute their program.

Chosen or not, it's been a learning experience. If chosen, more volunteers will be needed to execute the contest here at Western.

Ad Club receives national attention for grant project

An advertising campaign the Ad Club developed recently received some additional national exposure in the nation's capital.

While most of us were cheering Western's football team to a homecoming victory, Rebecca Maldonado, the coordinator of a grant project aimed at preventing drug use on Western's campus, was in Washington, D.C., displaying the Ad Club's work at the F.I.P.S.E. (Funds for the Improvement of Post Secondary Education) drug prevention conference.

The Ad Club's creative work was viewed in Washington on a free-standing display that drew a lot of attention, Maldonado said, including over 200 requests for more information about the advertisements.

Three win ACP awards

Three photographers were named finalists by the Associated Collegiate Press and will receive their awards at the ACP Convention in Dallas later this month.

The finalists are:

—Marc Piscotty for best sports photo of the year and ACP Photographer of the Year.

—Andrew Cutraro for best news photo of the year.

—Fran Gardler for best sports photo of the year.

Advisory Committee to meet

The Professional Advisory Committee will meet Friday, Oct. 22. Sessions will be held at 2 p.m. This is a good opportunity to meet professionals.

Check with your sequence coordinator for meeting locations.

Oct 17-23 is National Collegiate Alcohol Awareness Week. For those wine drink, please be responsible.