Students finish in top five of Chevrolet Marketing Challenge

What began as an assignment in Associate Professor of Marketing Dr. Amy Parsons’s Principles of Advertising course led to three local students finishing in the top five of a national competition.

King’s senior marketing major Chris Higdon of Shavertown and junior marketing major Scott Rumble of Kingston, along with Misericordia student Peter Moska were members of a team that competed in the Chevrolet College Marketing Challenge, a national competition.

Each team had to prepare an Integrated Marketing Communication Plan designed to sell environmentally friendly vehicles to the 18-30 age group market. The King's team submission was then judged against those from more than 60 colleges and universities from across the country.

As a result of their plan being judged among the top five, the group traveled to Detroit to make their presentation to executives from Chevrolet, Campbell-Eward (Chevrolet’s advertising agency) and EdVenture Partners (the company that coordinated the competition).

The other finalist plans were submitted by undergraduate teams from the University of West Florida, Drexel University, University of North Carolina Greensboro, and the graduate program at Fairfield University.

To make the top five, the group from King’s competed against 14 finalists from colleges and universities that included Vanderbilt, North Carolina (Chapel Hill and Greensboro campuses), Drexel, Tulane, and a graduate submission by Fairfield University.

King’s set to honor Martin Luther King, Jr.

King’s College will celebrate the memory of Dr. Martin Luther King Jr. with two public events under the theme “Don’t Give Up the Dream.”

At 11 a.m. on Monday, January 21, a tribute to the late civil rights leader consisting of words and song will be held on the third floor of the Sheehy Farmer Student Center.

The keynote address will be delivered by noted writer and motivational speaker Angela Kinamore, who recently served as poetry editor of “Essence” magazine, the first monthly magazine for African-American women.

Student Johanda Lolai will also speak and musical tributes will be provided by Cantores Christi Regis, King’s choir.

At 6:45 p.m. on Wednesday, January 23, in the King’s chapel, members of the College Community will read passages from King’s Letter from Birmingham City Jail. King wrote the letter while being held in prison on Easter Weekend 1963. It appeared in his 1964 book Why We Can’t Wait. Musical selections will be provided by the Mount Zion Youth and Young Adult Choir and King’s students will perform a dance tribute.

Both events are sponsored by the College’s Martin Luther King Jr. Celebration Committee and King’s Office of Diversity.

Share your News with the King’s Community

Please e-mail your information to Assistant Director of Public Relations Joseph Giomboni at: josephgiomboni@kings.edu or call ext. 5957.
New exhibition on display in Widmann Gallery

Focused on developing the soul and mind, Russian-born artist Irina Krawiz blends various colors from magazine papers and fabric to create her original works. Her art will be on display in the “Flowers of My Soul” exhibition in the Widmann Gallery through Feb. 22.

Krawiz will discuss her work during a gallery reception from 6-8 p.m. on Friday, Jan. 18, in the Widmann Gallery.

The exhibition is free and open to the College community. Gallery hours: Mon. through Fri., 9 a.m.-4:30 p.m.; Sat. and Sun., as arranged.

For more information, visit the “Experiencing the Arts Calendar” at www.kings.edu or contact Widmann Gallery Coordinator Michelle Leonard at ext. 5328.

Pictured at right, untitled work by Irina Krawiz.

King’s students documentary to debut at two local theatres

A documentary written, produced and directed by King’s College mass communications students and faculty members about controversial illegal immigration ordinances introduced in Hazleton will be shown publicly for the first time at two free screenings at Luzerne County movie theaters.

“Microcosm: The Illegal Immigration Issue in Hazleton, PA” will be shown at 6:30 p.m. Tuesday, Jan. 22, at Cinema and Drafthouse, 31 W. Broad St., West Hazleton, and at 5:30 p.m. Friday, Jan. 25, at RC Wilkes-Barre Movies 14, 24 E. Northampton St., Wilkes-Barre. Faculty and students who worked on the project will answer questions from the audience following each screening.

The 27-minute documentary examines the history of Hazleton, its rich heritage of cultural diversity and the issues that led the introduction of The Illegal Immigrant Relief Act Ordinance aimed at limiting access to employment and housing of illegal aliens. Excerpts of interviews with Mayor Lou Barletta, members of the Hazleton Area Latino Task Force, the Hazleton Hispanic Business Association and Catholic Social Services are among those included in the documentary.

The documentary was produced as a class project by approximately 20 King’s mass communications majors during the 2006-07 academic year. The documentary has been updated to include information on the July court decision ruling the original ordinance as unconstitutional and attempts by other United States cities to pass similar laws.

King’s welcomes

Edward Harrison, Security and Safety
Robert Kay, Dining Services
Kevin Novakowski, Dining Services
Michael Pacovsky, Facilities
David Portoski, Dining Services
Robert Rusinko, IITS

Employee Appreciation reception planned for Jan. 24

In recognition of King’s employees’ support and generosity to the Employee Phase of the College’s Legacy of Excellence campaign, faculty, staff, and administrators are invited to a special “Thank You” Employee Appreciation Reception at 2:30 p.m. on Thursday, Jan. 24, in the Sheehy-Farmer Campus Center.

An assortment of hors d’oeuvres, cake, and beverages will be provided. Employees planning to attend the reception should RSVP by Wednesday, Jan. 23. King’s employees can still make a contribution to the Employee Phase of the Capital Campaign. Pledges are being accepted until Jan. 23.

For more information, contact Kim Cardone at ext. 5677 or Bill Lynn, director of the Capital Campaign, at ext. 5946.

People at King’s

Dr. Gregory Bassham, professor of philosophy, recently published a review of Robert A. Delfino’s What Are We to Understand Gracia to Mean? Realist Challenges to Metaphysical Neutralism in the American Catholic Philosophical Quarterly.

Dr. Claire G. Gilmore, professor of finance, recently presented a talk on “Chaos and Financial Markets” to the Applied Mathematics Department of the University of Le Havre, France.

Drs. Martha Hanlon, Denise Reboli, and Mark Ness of the education department presented “Putting it all together – Integrated Math, Science, and Language Arts in the Pre-Professional Methods Block” at the Pennsylvania Science Teachers Annual Conference in Hershey. Also presenting were King’s student teachers Kimberly Beyer and Lindsay Sabo.

Athletic Training Education Program professors Melissa Stavinski and Amy Zawadzki recently presented on “Carotid Artery Injuries” at the Eastern Athletic Trainers’ Association’s 60th Annual Conference and Symposium in Valley Forge.