

NEWS RELEASE

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MARSHALL AD MAJORS WIN ONE COMPETITION, ADVANCE IN TWO OTHERS

Marshall University advertising majors in the W. Page Pitt School of Journalism and Mass Communications took first place in a statewide public service announcement competition. In two other challenges one student's resume design and a team's media plan are advancing to national level contests.

A five-member student team prepared the winning strategy, script and video for a thirty-second PSA to deter underage drinking in a competition organized by the Underage Drinking Prevention and Social Marketing Project. The team will work with a professional crew June 13-15 to produce the PSA for statewide distribution. Advertising seniors Wm. Travis Stephens, Parkersburg, W.Va., Chelsey Hughes, Elkins, W.Va., Morgan Miller, South Point, Ohio, Elizabeth Whanger, Cross Lanes, W.Va. and Dale Johnson, broadcast journalism major from Kenova, W.Va. comprised the team.

The Underage Drinking Prevention and Social Marketing Project is funded by The U.S. Office of Juvenile Justice and Delinquency Prevention's Enforcing Underage Drinking Laws program which is administered in West Virginia by the State Division of Justice and Community Services.

In a media planning competition, two senior advertising majors made up one of only six teams selected from across the nation to participate in Media Scholars Week June 5-10 in Washington, D.C. Ashley Hesson, Chesapeake, Ohio and Morgan Miller, South Point, Ohio earned the invitation by participating in the Media Scholars Case Competition. Their strategic

media plan for a hypothetical special election referendum issue was selected from among all national submissions as finalists.

The Washington Media Scholars Foundation, an “inside the beltway” non-partisan, non-profit organization, sponsors the competition that introduces students to nationally recognized media industry leaders. Following a week of tours and meetings with media executives Hesson and Miller will present their strategic plan to a panel of judges for the chance to win the National Excellence in Media Award.

The foundation organizes programs that connect deserving students with top executives from broadcast, cable, radio, digital, print, media research, planning and placement, public policy and major trade associations.

In the third contest, a resume design by Millwood, W. Va. senior, Wade McComas, has advanced to the National Student Addy Competition June 4 in San Diego, Calif. McComas won a Gold Addy from the West Virginia Advertising Federation that earned entry into the District 5 (Kentucky, Ohio and West Virginia) Addy Competition. At the district level the design was awarded a Silver Addy and was forwarded to the national competition.

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