Kazuri beads are changing the lives of children throughout the country of Kenya. William Penn High School in Harrisburg, PA and Messiah College are partnering to make and sell jewelry out of Kazuri beads. All of the beads are donated by the Kazuri Bead Company in Nairobi, Kenya and the proceeds from the jewelry sales benefit orphaned children in Kenya.

The Kazuri jewelry sales profited about $3,000 last year, but hope to greatly increase that amount in the future. Messiah College students are teaming up to help out. Communication 101: Persuasion will assist the Kazuri Bead Project in developing a plan to have jewelry shows and sales at local churches.

Students are working to develop a media kit that includes news releases and a personal service announcement; a solicitation plan that includes advertisements and promotional materials; an event plan and display board. Students will present the final promotional materials to the members of the Kazuri Bead Project during finals week.

If you would like to help make jewelry, join the students from William Penn High School and Messiah College every Monday from 3:00 to 5:00 p.m. in Boyer 201.

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While they were there, the days were completed for her to give birth. And she gave birth to her firstborn son; and she wrapped Him in cloths, and laid Him in a manger, because there was no room for them in the inn.

In the same region there were some shepherds staying out in the fields and keeping watch over their flock by night. And an angel of the Lord suddenly stood before them, and the glory of the Lord shone around them; and they were terribly frightened.

But the angel said to them, “Do not be afraid; for behold, I bring you good news of great joy which will be for all the people; for today in the city of David there has been born for you a Savior, who is Christ the Lord. This will be a sign for you: you will find a baby wrapped in cloths and lying in a manger.”

And suddenly there appeared with the angel a multitude of the heavenly host praising God and saying, “Glory to God in the highest, And on earth peace among men with whom He is pleased.”

- Luke 2:6-14
Recognizing Success and Hard Work

The Communication Department would like to recognize the newly inducted members of the Zeta Psi Chapter of Lambda Pi Eta, the communication honor society of the National Communication Association (NCA). These students were selected by the Communication Department Faculty for meeting the educational standards and criteria set by Messiah College and the NCA. Congratulations, students, for your hard work and success!

Kenneth Abbot
Janna Basille
Lindsey Bingaman
Betsy Bunt
Sharon Campbell
Patrick Card
Ashley Cole
Rachel Crownover

Jacqueline Dando
Joel Dawson
Rebecca DeRosa
Lindsay Hench
Michael Holmes
Daniel Jamara
James Knightley
Jared LawPenrose

Erica Lepley
Melissa Lutz
Julie Melendez
Adam Northam
Kathryn Siconolfi
Natalie Tier
Charley Wilkinson

INTERNSHIP OPPORTUNITIES

Reach Foundation and Reach Alliance, Harrisburg, PA

Communications and Advocacy Assistant
15 hrs/wk for 8 weeks, 2008 Spring, Summer, or Fall;
Applications continually accepted. Necessary skills: public relations and/or marketing, good computer skills, good writing skills, well organized, and willing to learn.
To apply, mail or email cover letter and resume to:
Stacy L. Henninger, Director of Communications, 717.238.1878 or shenninger@paschoolchoice.org.

Scotland School for Veterans’ Children, Scotland PA

Public Relations and Marketing Internship, Spring 2008
Specific tasks include developing a school marketing plan, coordinating with the media, conducting interviews, and designing brochures.
Deadline: December 28, 2007; to apply, contact Joan Nissley, DMVA Press Secretary at jnissley@state.pa.us or fax at 717.861.8211.

“Christmas is not a time nor a season, but a state of mind. To cherish peace and goodwill, to be plenteous in mercy, is to have the real spirit of Christmas.”

Calvin Coolidge

Thanks to all who participated in our November contest! Congratulations to ’02 graduate, Jonathan Bishop, who received a $25 gift card to Barnes & Noble.
Wishing you a Merry Christmas & Happy Holiday!

A Word from Emily Bingaman  Class of ’05

I currently reside in Tucson, Arizona and I am the Public Relations and Event Coordinator for McFadden/Gavender Advertising. My job duties widely vary. I spend about 80 percent of my time doing public relations work and about 20 percent doing event coordinating.

The job responsibilities of my position include sending out press releases which involves identifying the correct media to send the release to and then following up once the release is sent; researching new media outlets such as trade publications; coordinating and attending any media coverage conducted at our client’s location, and doing photo and live television shoots.

Overall, I love my job. It does have demanding hours such as 5:00 a.m. television shoots and golf tournaments that require me to work on Saturdays. I have had the opportunity to work with contacts such as Good Morning America, Reuters and Showtime. I work in a small agency with about 15 people and I have learned so much about advertising and business. The most valuable thing that I have learned in my position is to communicate with the media in the same way that I would communicate with my friends. Informal communication greatly increases the amount of media response. The “agency experience” can compare to no other and I would recommend it to any student interested in the fields of public relations and advertising.

- Emily Bingaman
Messiah College ’05

ALUMNI HIGHLIGHT

Keri Forsythe ’05 is the associate editor for RT Image, a national, weekly radiology magazine directed at healthcare professionals. She currently resides in Norristown, PA. To learn more about RT Image, check out their website: www.rt-image.com.