

September 13, 2007

TO: News Room: ATTN: Schools Section
Peninsula Clarion <safe:morris>

FROM: Suzie Kendrick
Kenai Peninsula College

RE: Weekly Schools Column (published Tuesday, September 18, 2007)

Kenai River Campus students promote University of Alaska

For the last two years, the marketing and communications team at Kenai Peninsula College has helped in planning the University of Alaska's statewide marketing campaign. Having a seat at the table has allowed KPC to contribute to the process of crafting messages that reach out to students. This year the focus of the marketing plan revolves around the choices the University of Alaska offers students at sixteen different campuses throughout the state.

The impact of KPC's involvement in marketing decisions at the state level can be seen in television and radio commercials currently running throughout the state. The ad campaign dubbed "Choices" revolves around four "real" UA students who choose how they are going to do their commercials. Students auditioned via video while reading prepared scripts. Two of the four students selected for the UA commercials are currently attending KRC.

Chris Pepper, majoring in elementary education and serving as the production officer for the KRC Student Union, chose to do his commercial upside down. Harrison Deveer, originally from Ghana, West Africa is a paramedical technology major who chose to do his commercial with subtitles. Deveer speaks in his native tongue in the commercial with English subtitles and showcases his dancing skills.

This campaign is being followed up with a student generated, short video contest. Five winners will receive one year of tuition to UA. These videos must emphasize all the choices the University of Alaska offers and must be recorded and submitted before Dec.

15. More information about the contest, UA My Way, including rules, liability and talent release forms can be found at www.uamyway.net

Weekend/evening EMT 1 class added

Paul Perry, EMT/Paramedic coordinator at KRC, recently announced the addition of an EMT 1 course this semester. The class will be delivered in an accelerated format that works around most traditional work schedules. Classes meet Tuesday and Thursday evenings from 5:30-9:30 p.m. and Saturdays 9 a.m.-5 p.m. from October 9 through December 15.

An EMT I has the emergency skills to assess a patient's condition and manage respiratory, cardiac and trauma emergencies.

Registration for this and other short courses has to be done in person at Campus Services. For more information about the class, contact Paul Perry at 262-0378 or 398-7888 or email: ifpep@uaa.alaska.edu

KRC English professor invited to panel discussion

Dr. Barbara Christian, KRC English professor, has been invited by Dr. Patricia Ward of Vanderbilt University to join a roundtable discussion during the 2007 National Convention of the Modern Language Association. This roundtable explores contemporary issues in religion and the teaching of world literature. Panelists will summarize their research and then engage in public discussion with other panelists and session attendees. Dr. Christian will share her ongoing study of the multiple spiritual systems that underlie characterization, motivation, and action in the writing of contemporary U.S. Latinas.

The annual Modern Language Association conference is the premier event for university literature professionals in the United States. This year it will be held in Chicago during the last week of December.