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CARLYLE CAMPBELL LIBRARY
MEREDITH COLLEGE

New PR director plans to highlight programs, attract community attention

by Jo Hodges

The office of public relations has recently added a new member to its staff. Jeannie Morelock became the new director of public relations Jan. 11.

Morelock replaces Molly DeDominicus, who left the college in October.

As director of public relations, Morelock supervises "the PR end of the college," by producing the announcements of calendar events and press releases for the college.

"It's very positive for a college to be such a prominent member of the Raleigh community as Meredith is. We are trying to inform the public of the programs we have.

"Unfortunately a large part of the public remains unaware of the fantastic programs that we have here, such as the continuing education and graduate programs. In the next year, we hope to develop a more structured way, a more productive way for the advertising dollar of Meredith College to be

spent so that the positive aspects of Meredith can reach more people," said Morelock.

Morelock said she was very pleased with the quality of programs at the college, both the educational and entertainment programs. "The quality of things that are going on here is just wonderful. The continuing education program has so much to offer. They offer all types of classes down there. And this production of "Alice in Wonderland" that is coming up. I got the library to dig up an old story on the production from a 1924 Twig," she said.

"I'd like to have television crews there, supply the newspapers and t.v. stations with all the information they need and get it on the news. It's just one of these things that the Meredith community has that is her own. I want the college to be on top of everything and we're trying to establish that means in this office," Morelock said.

Morelock has an impressive background in advertising and public relations. She received

her bachelor's degree in speech communications from N.C. State University in 1980 and worked for two years as a news photographer and a helicopter photographer.

She compiled educational documentaries and made training films for N.C. State for three years and then took a position at the award-winning Raleigh advertising agency, McKinney, Silver and Rockett. While working at the agency, she managed the account of Norwegian Cruise Lines, one of the most prestigious cruise lines in the world.

"Working at McKinney-Silver was like working in a New York ad firm but being able to live in Raleigh. They are on the cutting edge of advertising and I really learned a lot from working there. When I was doing the Norwegian Cruise Line account I was traveling a lot and doing production work in Atlanta, Los Angeles, and Miami. For a while it was like I was always on a boat, giving presentations and making speeches, or in the air, Morelock said.

But, she said, all the traveling and exotic cruises weren't all they were cracked up to be. "If I was young and single it would have been great but I was neither and it lost its appeal after a while," she added with a chuckle.

Presently, Morelock said she was trying to get familiar with her surroundings. She is working closely with Caroly Robinson, the college editor, and Dr. LaRose Spooner, vice president of administrative affairs, formulating new ideas and marketing strategies for Meredith.

"In advertising, it is important for your product, whether it is a college or a cruise ship or whatever, to have an image presented to the public that recognizably but honestly reflects what that product—in this case, Meredith College—is all about. Meredith is a good place to be and it is our primary goal to let the public in on what we have to offer," Morelock said.

Osborne named VP for institutional advancement

by Jo Hodges

Dr. Murphy Osborne, formerly the vice president of administrative affairs at Catawba College in Salisbury, N.C., has recently assumed the position as vice president of institutional advancement here at Meredith.

Osborne replaced Dennis Taylor who formerly held the office until October of the past fall semester.

As vice president of institutional advancement, Osborne is in charge of facilitating the financial support for the programs of progression and advancement on campus, such as the President's Task Force for Excellence, to uphold the standards of excellence for which the college is well known, and to gain that support through alumni contributions and gifts.

"My job is interpreting what the institution needs through the recommendations of the various on-campus committees and then to investigate the resources needed for those plans and how to get ahold of those resources. It's like I put the price tags on our goals and then try to find the best ways to get the financial resources," Osborne said.

"We get down to the mundane things," Osborne added with a smile.

Osborne's professional background is well suited for the type of skills required by his position. He taught physiology, anatomy, and statistics at the University of Florida and taught and served in the administration at the University of Tennessee. Osborne then returned to High Point College where he had



Dr. Murphy Osborne

received a bachelor's degree in science and served as vice president of administrative affairs and worked also in student development.

Osborne was the executive director of a non-profit organization, The Children's Home in Winston-Salem, for almost four years and then served as the vice president of administrative affairs at Catawba College. The diversity of his experiences in the academic and non-profit fields give him an edge that another person might not have had.

"It's kind of nice to have been in both areas of the educational field, both in the teaching and in the administrative ends. I feel like I know what most professors want from the institution they work for. When you work in financial development, it's good

to know how things are going and how they really work outside of your own office. Having been a teacher and also an administrator in both financial and student development, I can bring an understanding of the service end of the organization to my job," Osborne said.

Osborne noted that one of the main reasons for his coming to Meredith was the high level of standards the college is associated with and for the "religious dimension that is familiar" to him. A self-defined "educated Baptist," Osborne found the professional atmosphere of Meredith relaxing. "So many times we as Christians find ourselves discouraged from letting our Christian background affect our decisions in the professional world. At Meredith, I see people running their lives and making their decisions based on how they feel as Christians and it makes me feel good. The people here have high standards of excellence in their lives and in their positions at the institution," said Osborne.

Osborne was especially impressed by the flourishing alumni organization at Meredith. "Do you know that there are 60 alumni chapters of Meredith in the field? I'd never seen anything like it until I got here . . . It

Correction

In the Jan. 29 issue of the *Herald*, Tom Edmundson was identified incorrectly as Samuel C. Wilder. Mr. Wilder is 7th from the left on the top row. We apologize to Mr. Edmundson for any embarrassment the incorrect identification may have caused him.

says there is something special about Meredith, something worth holding onto and remembering after graduation. They wanted to stay in touch. We've got to keep those relations going and keep them strong. This office offers the communication and mechanism with which to keep in touch. So, as you can see, the alumni program here is in fantastic shape."

Although he has been here almost a month, Osborne said he had yet to "find the pulse of the college. I'd like to meet some more students and see what they have to say and get acquainted with more of the faculty," he said.

"There's a lot of positive energy here and I'd like to tap into some of it," Osborne added.

Meredith announces request from Hester's estate

Meredith College has received a bequest of \$375,000 from the estate of Gen. Hugh B. Hester. The announcement was made Tuesday by Dr. John Weems, president of the women's college.

"We are grateful to be remembered by Gen. Hester through this special gift," said Dr. Weems. "The General's bequest will fund an endowed honors scholarship at Meredith in tribute to his wife, Pauline Green Hester, who died in 1980. We think Gen. Hester would be very pleased with this use of his gift."

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