



Business administration students in Mrs. Verna Bullock's advertising class at Vance-Granville Community College prepare layout copy and design for an advertising campaign to promote adult literacy. The activity has been commended by Mrs. Barbara Bush, wife of Vice President Bush, who sent a personal message to one of the students, Sal-

ly Coghill, of Rt. 1, Kittrell. As Mrs. Bullock (standing, center) looks on, several class members share ideas on the project. From left to right, they are Corliss Baskerville and Lynn Whitmore, both of Manson, Kim Beckham of Kittrell and Ellen Zollicoffer of Henderson. (VGCC Photo)

Soon-To-Be First Lady Inspires Vance-Granville College Students

Motivation in the classroom comes from different sources—and for a group of business students at Vance-Granville Community College, it has come straight from the soon-to-be First Lady of the United States!

Mrs. Barbara Bush, wife of Vice President George Bush, has extended personal wishes for success to students in Mrs. Verna Bullock's advertising class as they undertake a master project on literacy.

Mrs. Bush's message to the class came in the form of a letter

written in response to a request for information on literacy by class member Sally Coghill of Rt. 1, Kittrell. Mrs. Bush praised the assignment given to the class, which was to develop an advertising campaign to help recruit new students into the General Education Development (GED) program at Vance-Granville Community College. The GED program enables students to earn their high school diploma equivalency.

"Even though it was one person (Sally) who had the idea to write to Mrs. Bush, the whole

class was excited when the letter arrived from the Vice President's address," according to Mrs. Bullock. "Needless to say, Mrs. Bush's remarks have provided an added incentive to the class project," the instructor said.

"I know it (the letter) has inspired me to work harder on the project," said Miss Coghill. "The fact that Mrs. Bush not only provided the class with excellent sources of information on literacy, but also wished us 'good luck' was personally gratifying to me," she added.

Mrs. Bullock assigns a similar project for her class each year. Its purposes are to broaden the student's understanding of advertising, to develop their judgment and to encourage them to think creatively.

Students work on the project in teams. Each team sets its own advertising budget and chooses at least three local media to present its advertising message, and is required to choose a broadcast theme and prepare layouts of ads using original illustrations. Students also recommend the size and frequency of each print and broadcast message. After completing the work, each team presents its project to the class.

According to Mrs. Bullock, the assignment counts as one-fifth of each student's quarter grade.

"Many good ideas for recruiting students into VGCC's literary program come from this activity," Mrs. Bullock said. These are shared with Leo Kelly, Jr., VGCC dean of continuing education, who may choose to use some of the most outstanding as recruitment materials. "In this way, our students are not only learning advertising techniques, but they are also helping to reduce adult literacy," Mrs. Bullock concluded.



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