The second annual “Make Par for PR” PRSSA Golf Tournament held March 19 at the Pinecrest Country Club in Lumberton, raised $2,371.

PRSSA is UNCP’s Public Relations Student Society of America. The student organization of 18 members attends professional conferences and plans various PR events like the golf tournament. Their mission is to enhance their knowledge about PR and help one another to become better professionals.

Co-Chair of the tournament Ashley Cole and the rest of the PR team could not have landed a more perfect day for a golf tournament. The weather was warm, the sky blue, and the sun was smiling down on the participants of the tournament from start to finish. “Not only was the tournament a very exciting experience, but it also served as a great exhibition of the golfing skill among the Pembroke area,” said Nick Pilot, a UNCP junior who played in the tournament. “Our number one goal was to beat last year’s total,” Cole said. The PRSSA team did just that raising the best $718 from last year’s grand total.

“We raised money through sponsors,” Cole said. There were three sponsor levels: Gold, silver and bronze. 

• Gold sponsorship cost $500 and sponsored the participants a four-player team, 18 holes of golf and recognition in the PRSSA program brochure.

• Silver sponsorship cost $200 and sponsored the participants a two-player team, 18 holes of golf and recognition in the PRSSA program brochure.

• Bronze sponsorship cost $100 and granted the participants recognition in the PRSSA program brochure.

“There were two gold sponsors, four silver sponsors and two bronze sponsors in the tournament. Cole added that you did not have to be a sponsor to tee up and play golf, and participants could sign up to play in the tournament for $50 a player. Meaning that a four-player team cost $200 and a two-player team cost $100. However, the country club combined players to ensure that everybody played on a team of four. Basically, if somebody signed up as a one-person team, they would be added to a two-person team along with another single player entry to make a team of four.

There were eight teams made up of four players that participated in the event. Prizes were given out for first, second and third placed teams.

• First Place: Each player received a UNCP golf hat and two tickets to a GPCAC event of their choosing won by the team of Nick Lowery, Micky Strickland, G. Oxendine and Brad Locklear.

• Second Place: Each player received a UNCP golf hat, three golf balls and a $10 gift certificate to Two Guys Grill in Lumberton won by the team of Donnie Beck, Landon Lowery, Larry McNeil and Lonell Locklear.

• Third Place: Each player received a $20 gift certificate to Marion’s and to City Cleaner’s won by the team of Thomas Locklear, Larry Lynn Locklear, Larry McNeil and Lonell Locklear.

Three PRSSA committees and the chairperson put on the tournament.

• A prize committee led by student Christopher Kanthula
• A food committee led by student Ashley Pryor
• A marketing and promotion committee led by student Megan Folio

The three committees worked in harmony as a group to produce a solid and entertaining tournament. As can one imagine, 18 holes of golf can get a little tiresome, and the team decided to have a free barbeque for the participants to enjoy finishing the first nine holes of the course. The barbeque consisted of hot dogs, hamburgers, baked beans, potato salad, cole slaw, chips, beer and a variety of Pepsi products.

“The whole thing was team effort, and a lot of hard work and dedication went into the event,” Cole said.

A.D. Gallery hosts annual high school exhibition

By Kayla Glattert
Staff Writer

The A.D. gallery displayed selected artwork from high schools in the community in its exhibit from March 16-30.

The 39th annual high school competition is a gallery exhibition designed for regional high school students to be able to be awarded and recognized for their talent in art.

Thirty-two high school students’ artwork was displayed in the exhibit and each artwork was judged by a juror to pick out the top three pieces.

Abby Debuss, a student at Pine Forest High School, with her digital media artwork “cooldert” won first place.

Alexa Mooney, a junior, was glad that she visited the exhibition and was able to see how much talent high school students have. “I was really amazed how wonderful the art was,” Mooney said. “I didn’t realize how talented high school students are. I thought the work was done by a professional.”

Each artwork was very diverse and all had different styles and media usage. Not every piece of art was a painting. Some were digital media art, animation, paintings and drawings. Every piece was unique in its own way.

“We decided to do this show to give regional high school students a chance to show their work and dedication to art,” Mass Communication Assistant Professor and PRSSA adviser George Cole said. “It’s really cool that in my class students and actually learn new information and discover new things in ways that you never expected,” Labadie said.

Labadie said that you can sign up to use digital tools to create content and actually learn and discover new things in ways that you never expected.”

Labadie said. “It’s really cool that instructors can show how you use digital tools to create content and actually learn and apply it to your life.”

“For instance, if you have a Twitter account, you can learn, at the Consortium, how to use it to its greatest potential to help benefit yourself or any organization you’re a part of,” Labadie said.

The Digital Content Consortium is sponsored by the UNCP Digital Academy, the UNCP Bookstore and Apple Inc.