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Know Your Candidates

Incumbent Student Body President Matt Jarvis and Vice President Emily Kinner will face off against presidential candidate Alex Parlock and vice presidential candidate Daniel Parlock in the 2017 student government election.

Matt Jarvis

By SADIE HELMICK | helmick32@marshall.edu
Incumbent Student Body President Matt Jarvis is from Nitro, West Virginia and is a junior, double majoring in finance and economics. This past year, Jarvis is proud of his accomplishments of the Green Machine and the development of the “Get Home Safely” campaign. Jarvis was also able to work with the Alumni Association during the anniversary of the “We Are Marshall” movie and raised over $100,000 for student scholarships. Jarvis said that he is most proud of seeing student development and changes in the campus climate this past year.

Emily Kinner

By SADIE HELMICK | helmick32@marshall.edu
Incumbent Vice President Emily Kinner is a junior from Barboursville, West Virginia and is double majoring in broadcast journalism and political science. Jarvis is proud of his accomplishments of the Green Machine and the development of the “Get Home Safely” campaign. Jarvis was also able to work with the Alumni Association during the anniversary of the “We Are Marshall” movie and raised over $100,000 for student scholarships. Jarvis said that he is most proud of seeing student development and changes in the campus climate this past year.

Alex Parlock

By KYLEE HURLEY | hurley40@marshall.edu
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By ADAM STEPHENS

Marshall University administrators hope a new marketing campaign implemented this year will increase interest and boost enrollment to the university.

The marketing campaign features numerous types of advertisements, such as billboards, signs in airports and shopping malls and pages printed in magazines and newspapers.

Each advertisement includes a single photo of a student or faculty member, a quote such as "I'm proud," "I'm strong" or "I'm inspired" and either the phrase "I am a daughter of Marshall" or "I am a son of Marshall."

"The new marketing campaign is one way that we can spread the news about Marshall, and it has to have its offer to get out in front of a lot of people that have not heard about us before," said Marshall University President Jerry Gilbert.

The marketing firm hired by Marshall conducted focus groups with students and faculty members before creating the campaign.

Ganny Painter, Marshall’s senior vice president of communications, said the references to being sons and daughters of Marshall were suggested by participants in several groups.

"They knew that there was something there that wasn’t typical, that’s not something you hear at other institutions," said Gilbert. "That really became the hook that we were hinging this campaign on and it reinforces the concept of family tradition and pride that were really the cornerstone of this campaign."

Gilbert said these advertisements about the Marshall campus is a tight-knit community.

"I think that the son and daughter terms create a sense of family and a sense of being an affirmed member of a family," Gilbert said. "Not just a distant relative but an actual son or a daughter; a strong, vital and valued member of the family."

Administrators said they hope this campaign can increase enrollment, which could help ease the burden of a strained budget.

"We’ve had to look at different ways of increasing efficiencies on campus," Gilbert said, "and we’ve gotten to the point where the only ways to increase revenue at Marshall will be to increase the number of full-time equivalents or to renovate, those are our only two options at this point."

The marketing campaign also includes a digital campaign targeting potential students to the Marshall website where they can learn more about the university, access information about Marshall in a very different manner.

Each advertisement in the campaign targets potential high school students in West Virginia, Kentucky, Maryland, Ohio, Pennsylvania, Virginia and Washington, D.C.

Marshall administrators are able to access information that tells them what states and areas receive the most impressions and the most clicks by potential students.

Currently, the marketing campaign has received 4.9 million impressions in total, with Washington D.C. having the most with over one million impressions. The advertising campaign targets potential high school students in West Virginia and Huntington, West Virginia metro area is in second place with just over 740,000 impressions, followed by Cleveland with over 500,000 and Columbus with over 460,000 impressions. So far the campaign has posted 7,950 actual clicks, which brings potential numbers of people who can learn more about the university, schedule a tour and even submit an application.

Adam Stephens can be contacted at stephe249@marshall.edu.
Baseball host Lehigh for home opening series

By PATRICK O'LEARY
The PARThENON

The Marshall University baseball team plays at home for the first time in the 2017 season as the team hosts Lehigh University. The game will be held at the Mountain Hawk Field on Route 2 for three games beginning with a double-header Saturday. The Herd is 2-5 early into its 2017 season. The team started with seven straight road games, beginning in Atlanta. Back-to-back losses to Georgia State and Georgia Tech, followed by a win against Kennesaw State, concluded the road trip with a win against the Catamounts 10-6. In that win, the Herd hit home runs five times, including two in a row by senior Sam Finfer and sophomore Reynolds Parrinas. Junior infield Will Ray has the highest batting average on the team to date with his .429 percentage. Meanwhile, Finler has the second highest average in 409, and he also leads with nine hits, four home runs and 10 RBIs.

On the mound, sophomore Kennedy Sexton leads the team with 16.2 innings pitched as his ERA of 1.35 run average with at least six innings pitched is the best K/9 of 1.23 in 6.2 innings pitched leads the team. He also leads pitchers with four appearances. Lehigh is 1-2 on the season. Last weekend at a tournament in Davidson, North Carolina, the Mountain Hawks began with a 5-8 win over Lehigh by last weekend losing to West Virginia Tech for a 7-0 defeat, followed by a 7-4 capped the team's opening series against the Catamounts 10-6. The team started with seven straight road games, beginning in Atlanta. Back-to-back losses to Georgia State and Georgia Tech, followed by a win against Kennesaw State, concluded the road trip with a win against the Catamounts 10-6. In that win, the Herd hit home runs five times, including two in a row by senior Sam Finfer and sophomore Reynolds Parrinas. Junior infield Will Ray has the highest batting average on the team to date with his .429 percentage. Meanwhile, Finler has the second highest average in 409, and he also leads with nine hits, four home runs and 10 RBIs.

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By JARED CASTO
MANAGING EDITOR
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and its publisher are not responsible for
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**EDITORIAL CARTOON**

Quiet Please...

**COLUMN**

Sessions should face further questioning or resign

By JARED CASTO

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The McElroy brothers' show, whether

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"My Brother, My Brother
and Griffin McElroy. (From left) Travis McElroy,
"Adventure Zone" and Huntington celeb

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The column, this author, the newspaper

THE PARTHENON'S CORRECTIONS POLICY

This question is not intended to
replaced or to interfere with professional advice of any kind.

This column, its author, the

The McElroy brothers' show, whether

***COLUMN***

SESSIONS XOXO, Michael Brown

By MICHAEL BROWN

The McElroy brothers' show, whether

"My Brother, My Brother and Me"
"Adventure Zone" and Huntington celeb

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Ritter Park and Eas...
Body Shots to celebrate all things queer

By ALLEXA LILLY

The purpose of body shots is to work with faculty, students, community members and special guest Junious Brickhouse from Washington, D.C. It’s usually really fun,” Riner said. “People love it because it’s not your typical academic presentation model, but it still deals with important issues just in a very different way. So, people usually respond really well to it.”

Riner said the theme of Body Shots last year was body-shaming, but the theme this year is a broader scope.

“The term ‘yas queen’ has been popularized by white people from shows like ‘Broad City’ but it originated from queer people of color,” Riner said. “We just want to make sure we are acknowledging and identifying the origins of the term and not appropriating it culturally, because we’re in the College of Liberal Arts care about these things.”

“Body Shots X: Yas Queen” will be held Friday at the Francis-Booth Experimental Theatre in the Joan C. Edwards Performing Arts Center.

The multimedia experience of vocal and visual productions will begin at 7 p.m. with a reception followed by Professor Robin Riner of the sociology department and Professor Hilary Brewster of the English department.

“We started last spring thinking of what theme we were going to go with,” Brewster said.

The theme of Body Shots this year is “Yas Queen,” which Brewster described as “anything relating to a queen, even in the loosest sense. This year is the 10th anniversary of Body Shots production, and her final year at Marshall. This year is the 10th anniversary of Body Shots. “Body Shots is her brainchild. She has done all the work,” Brewster said.

The event is sponsored by the College of Liberal Arts, the department of history, the Women’s Center, the department of women’s studies and the department of sociology and anthropology.

Alexia Lilly can be contacted at lilly207@marshall.edu.

Grindstone Coffeeology expands

New spot opens in Wild Ramp

By SADIE HELMICK

Grindstone Coffeeology has opened up shop at The Ramp in Central City at 14th Street West Huntington. The mobile coffee truck is now expanding. Since opening on Memorial Day, Grindstone coffee has seen success with their coffee truck in Ritter Park and across Huntington, Helen and Brendyn Finn, previously from Melbourne, Australia, now relocated to Huntington, started their business with an idea: good, accessible coffee.

“We come from Melbourne, which has a huge world-class coffee culture. Moving here, the choices were less than what we were used to,” Helen Finn said.

“The Wild Ramp first asked Grindstone to come with their truck, which is named Bonnie, but after an expansion for a space came up in the store, the opportunity arose to move indoors,” Sadie Helmick can be contacted at helmick32@marshall.edu.

The Grindstone Coffeeology truck, commonly called Bonnie, is now here. Huntington’s good little secret that shouldn’t be a secret,” Helen Finn said.

Holy Rooper from Winfield, West Virginia usually works and drives the truck and is now working at both the store and across Huntington.

“I like being around this environment of local foods,” Rooper said.

Rooper is excited for the expansion of the shop, which is adding juicing, pour-over coffee and single-origin coffee.

“We will definitely expand and we are starting work on a menu and things like that,” Helen Finn said.

Grindstone Coffeeology will be at The Wild Ramp on Tuesday, Thursday, Friday and Saturdays during normal business hours of 9 a.m. to 4 p.m. and around Huntington in the truck.

For more information, visit goarmy.com/marshall, call 304-736-4634 or visit us at 500 Mall Rd, Suite 495, Barboursville, WV 25504.