

Sunrise.. continued from page 1

created a minority firm which targeted the African-American market. You have to understand PR explains Bannister, "In the 1980's, there were no PR firms in South Carolina which concentrated on the minority segment of the market in terms of trends, buying power and advertising in general." "Larger firms hired us to do what they now have in-house employees working on".

"When Sunrise first started we had two components with four partners: Bishop, Bill, Darrell and myself," says Bannister. In fact, Heyward Bannister managed the PR side of Sunrise until Darrell was elected to the South Carolina State Senate. Once Darrell was elected to the senate, Bannister opened BANCO-Bannister Company, a public relations and marketing firm which then took on the political consulting duties in order to keep the lines clear, so that there would be no conflict of interest. Bannister managed his own firm until he was appointed to former President Bill Clinton's cabinet and moved to Washington, DC. Darrell Jackson was a key component to the consulting arm of the firm. "Darrell Jackson was our strategist, our mouthpiece," says Bannister. "Man, he could sell!" Jackson retains his role as chief strategist and primary consultant, and in 2006 was re-named President and CEO.

According to Bannister, Bishop Jackson was a silent partner, offering wisdom and money. "You see, the three of us, Darrell, Bill and myself were younger and less established." "We knew what we wanted, and we brought the skills to execute, but Bishop Jackson had what we re-

ally needed... wisdom," and chuckles Bannister, "money." As the company grew, Sunrise was awarded a contract with Savannah River Site which grew into an annual contract of over \$1 million dollars. Soon Bannister was taking his PR management experience and applying those same skills to building maintenance management. Bill Chapman supervised the building maintenance since he already been involved in some aspect of that field.

A lot of people thought the janitorial and building maintenance aspect was risky. But it worked out well for many years. "If I had to explain or say why," pauses Bannister, "I think it's because the planning, management, execution, leadership and marketing skills propelled us to where we needed to be." "Then too," adds Bannister, "they were all transferable skills." "Indeed, our management skills enabled us to defy some of the statistics you read about concerning small businesses, particularly small minority businesses. We overcame those challenges mainly because of the experience and skills we brought to the table when we started."

You have to remember, the scope of some of our projects was quite significant. Project ADAM, One Church, One Child, and The Stone of Hope (at Martin Luther King Park) are all well-known projects that garnered national attention and which made a difference in the lives of people. In addition to that, through the janitorial arm we had contracts with SRS, the City of Columbia, Benedict College and Allen University. "We created jobs for people, and that's important," re-

minds Bannister. Indeed at one point, we had over 100 employees through the janitorial arm of the company.

In 2003, as the company handled several high-profile sporting events, including the 2003 and 2004 Palmetto Capital City Classics, and began statewide media placement for clients such as Pro-Bowl Ford and John Edwards for President, they toyed with a name change for the organization, one that would reflect more of their advertising and media expertise. "I remember Darrell saying, it doesn't matter to me if we need to add the public relations or even advertising or communications, but it must stay SUNRISE," recalls Director of Advertising, Kenya Bryant. "He was adamant about that one thing, not wanting to do away with SUNRISE..." (In 2006, Sunrise Enterprise of Columbia, Inc. became Sunrise Communications.)

When asked about the decision to name the company Sunrise Enterprise of Columbia, and the importance of the name, Bannister spoke about the ease with which they all agreed on Sunrise. "I was the management person, so I was responsible for the due diligence and making sure it happened," explains Bannister. As we searched for a name we knew we wanted something that represented dependability, reliability and energy. "We definitely wanted something that portrayed energy and energetic," he added. Heyward searched the name Sunrise, and it was agreed. But, as the group filed with the S.C. Secretary of State's Office they soon realized there was already a Sunrise; so they added the words "Enterprise of Columbia, Incorporated" to provide the distinction.

Today, with combined experience of more than 45 years, Sunrise's staff members are experts in the field of public relations, which includes: special event planning, media relations, media placement, reaching ethnic markets, community relations, crisis communications, and all components of integrated marketing and communications.

Sunrise Enterprise of Columbia, Inc. has been through many changes, at times shifting its interests and its focus. During this time, services offered have ranged from political consulting to janitorial service and building maintenance, and from project management to speech writing. Sunrise's long-standing reputation has afforded the company the opportunity to conduct research and public relations campaigns for higher education institutions, hospitals, banks, industrial corporations and a variety of businesses and organizations.

"Personally, I have always enjoyed working with candidates and issues," says Bannister. "The reason being, you can make a difference if you elect people to office, if the people you elect are first and foremost capable of providing leadership." "I'm proud when I look at the results of the

work we've done, particularly the campaigns we ran. In fact, Bob Coble, Kay Patterson, Darrell Jackson and Leon Howard, they're still in office today. We successfully ran those campaigns and contributed to those elections. The company was involved in more than 50 political campaigns ranging from school board elections to presidential elections. That's what makes me proud. Another thing that comes to mind is the local option sales tax. Twenty years ago that wasn't so popular, but we were working on it back then. We got out into the community, created grassroots campaigns that reached people and ...it was definitely about changing the status quo."

"Twenty years ago we as business people providing marketing and PR services in South Carolina experienced both sides of a double-edged sword. Mainstream or corporate entities didn't need us, but in our community people didn't understand us, nor did they want to pay for something they saw as new (and untried). Today you see more PR, marketing and political consulting firms owned by minorities, and I'd like to think that we had something to do with that. Then too,

I like to believe that the light bulb has come on, and that larger PR firms now see the need for niche marketing and targeting groups that have tremendous buying power and tremendous voting power." "Even so," concludes Bannister, "it's still a challenge."

"Certainly," summarizes Bannister, "I want to be clear in letting people know that it is still a challenge, even now in 2006, for black businesses to be accepted. In many ways, we're still pioneering, we're still educating."

Indeed, there have been great achievements made regarding a number of different business opportunities that developed through Sunrise Enterprise of Columbia, dozens of African-American PR professionals have launched successful careers, satisfied clients continue to provide new and exciting campaign opportunities and elected officials continue to change the face of politics in South Carolina. Sunrise has undergone over 20 years of flux and change, but one thing still remains the same. Sunrise is true to its mission as a minority consulting firm targeted toward the minority community. "But," as Darrell Jackson once said, "We don't restrict ourselves at all."

Black Line.. continued from page 1

are often silenced.

Embolden by her increasing faith in God, and the love of her own children, Rachel has revealed her story to help other contemplate and participate in their own healing and redemption.

Parts of the book, were taken from the diary of a young girl who was sexually abused just before six years of age. She gave in to her fathers' commands out of obedience to him and fear of physical abuse she'd meet if she did not. Her childhood

years were filled with struggles, disappointments and too much responsibility for any young girl.

Rachel began writing around the age of thirteen as a way to escape the horror of daily life. Sometimes she unleashed her feelings whenever she could, on scraps of paper and her diary - always aware of the risk, the consequences she would face if they were discovered.

Struggling to survive, her life spirals out of control, as Rachel continued to

make one wrong decision after another.

As you read the pages of her book, you will see how the spirit of molestation can affect one's entire life. That one spirit can open the door to fornication, deceit, low self esteem, and drugs just to name a few. It was the prayers and love of her grandmother and God's plan for her life that liberated her - it was a combination that proved to be her saving grace. Hers is a powerful and uplifting story of redemption we can all embrace.

Lady Bulldogs.. continued from page 7

second stanza on a layup by Fox to close the gap to seven, but Coppin got the next five points -- all from Manley -- to build its lead to 12, at 34-22 with 17:05 to play.

The Lady Bulldogs came to within eight twice, the last time at 44-36 with 7:50 to play but the Lady Eagles closed the game with 13-3 run to nab their second straight win, 57-39.

Coppin started the contest with an 8-0 run and built a 14 point lead twice in the opening half, the last time at 29-15 with 2:43 remaining before SC State scored the last five points

of the half to close to within 29-20 at the break.

SC State made just 16-60 attempts from the field and missed all six attempts from behind the arc, while Coppin hit 37.7% of its shots, including 5-10 from three-point range. The Lady Eagles also won the rebounding battle, snaring 50 boards to 37 for SC State, whose only edge was in the turnover column as the Coppin committed 28 to 22 for SC State.

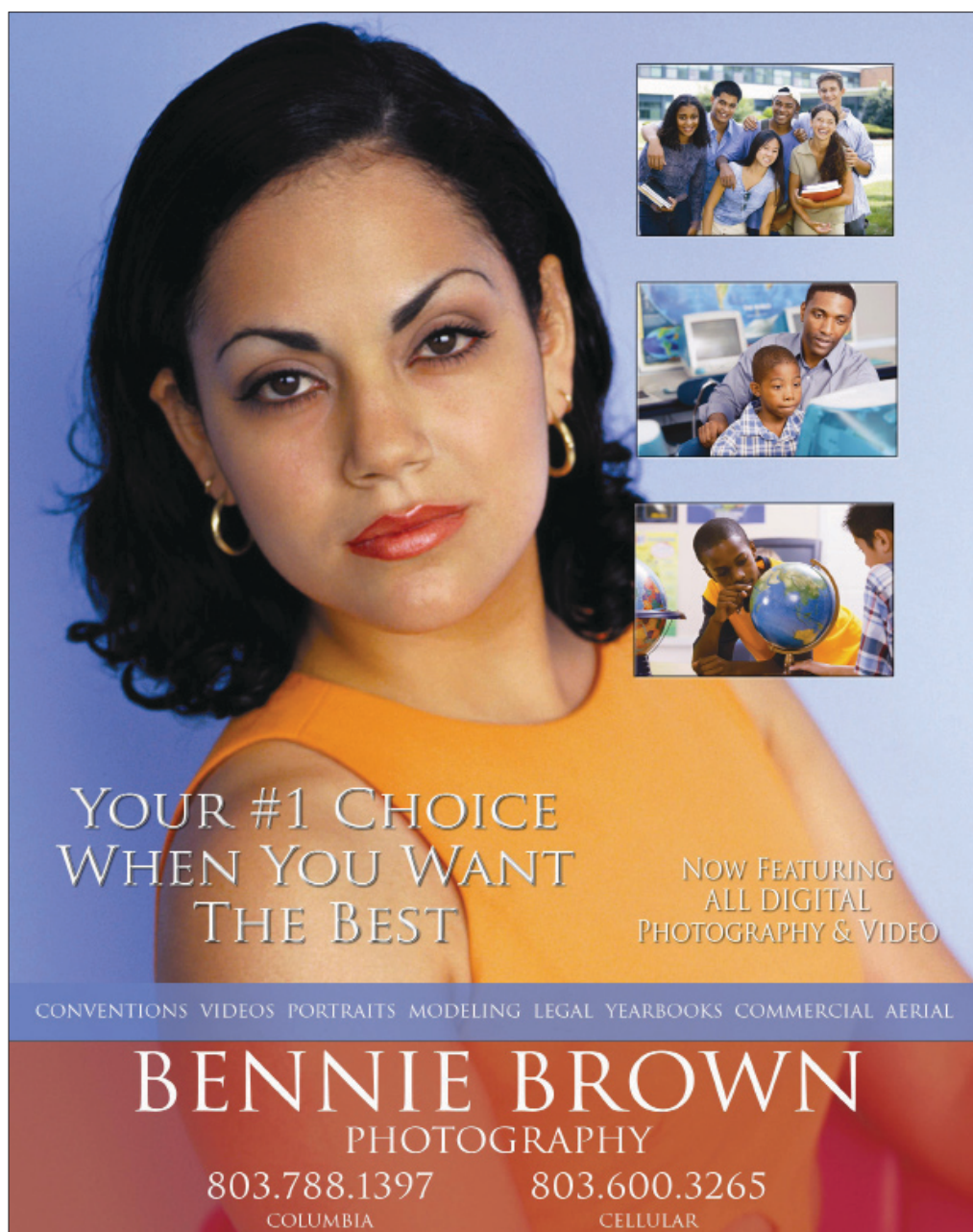
SC State begins a three-game MEAC road swing Saturday that will take Robertson's team to Daytona Beach, Tallahas-

see and Savannah to meet Bethune-Cookman (Jan. 14), Florida A&M (Jan. 16) and Savannah State (Jan. 21) before hosting Howard Jan. 30.

Commentary
... continued from page 7

first downs to one for the Tigers.

While reflecting on the play or lack thereof of his Tigers, Les Miles zeroed in on first downs." First downs were sort of taken for granted," said the LSU mentor. "But the later it got, the harder it got to call plays to make first downs. We just never got it going consistently."



YOUR #1 CHOICE WHEN YOU WANT THE BEST

NOW FEATURING ALL DIGITAL PHOTOGRAPHY & VIDEO

CONVENTIONS VIDEOS PORTRAITS MODELING LEGAL YEARBOOKS COMMERCIAL AERIAL

BENNIE BROWN
PHOTOGRAPHY

803.788.1397 803.600.3265
COLUMBIA CELLULAR



Eau Claire Cooperative Health Centers
Caring for the Community

Providing comprehensive, high quality compassionate medical care in the spirit of the Good Samaritan.

WWW.ECCHC.ORG