

News & notes

- Slavia Federal Savings Bank has hired A. Bright Idea LLC, an advertising and marketing firm in Bel Air, as its agency of record. The 105-year-old Slavia has branches in Bel Air, Edgewood and Overlea. A. Bright Idea will handle media placement, public relations, creative and community outreach for Slavia. Billings were not disclosed.

- Catalpha Advertising & Design has created a direct mail campaign on behalf of St. Joseph Medical Center to target new residents. The Towson advertising agency developed a mailing campaign, consisting of a welcome letter, refrigerator magnet, brochure and a fever strip thermometer to new residents in Towson and surrounding areas.

- Baltimore marketing firm Alexander + Tom Inc. recently designed new Web sites for Towson University, the National Aquarium in Baltimore and Black and Decker Corp.

- The Independent Public Relations Collaborative Inc. has named Lisa Brusio Coster, of Coster Communications, president of its 2006 board of directors.
