

ADVERTISING & PUBLIC RELATIONS PROGRAM

Department of Media & Communication Arts

Newsletter

Spring 2007

Vol. One

MCA's Advertising/Public Relations program has a lot to be proud of in our students and alumni. On the breaking news front, Ad/PR seniors Sal Lombardo and Morgan Schreiber just took first place in the 2007 One Show College Competition in the Client Pitch category. Under the guidance of Professor Nancy Tag, Sal and Morgan competed against top international advertising graduates and undergrad students. Their drive and creativity are emblematic of our talented students. (See back page for more).

With a record enrollment of more than 160 majors, the Ad/PR major is the only one in CUNY providing an integrated marketing communications undergraduate education. In 2007, we'll have our largest ever graduating class of 30 students. New grads are already networking their way into entry-level communications jobs at a record rate and there is increased interest in recruiting our students for internships and jobs by major advertising and PR agencies, giving our program its highest profile ever. Our alumni continue to be overwhelmingly generous in wanting to help current students get internships and network. This newsletter is a way of sharing some of our success and the wonderful accomplishments of our students and alumni and to say thank you.

Lynn Appelbaum
Ad/PR Program Director

City College's Best Excel at Citywide Internships

At any given moment, there are Ad/PR students interning at major firms throughout the city. Here's a brief profile of three from this academic year.

Chad Oliver '07 has been interning at Young & Rubicam since early February. Three days a week from 9 to 5, Chad supplements his classroom knowledge with



amazing real life experience at this venerable Madison Avenue advertising agency. "Every day I learn more about the business: how it works, the job specifications, the deadline rush, the budgeting, the detail with which things are done, and the constant movement and communication between departments." With all that he's learned, Chad's been most surprised by how quickly he's been able to contribute to such important Y&R accounts as Xerox and United Negro College Fund. In the relaunch of UNCF's famous campaign, "A mind is a terrible thing to waste," Chad's attended internal meetings and has helped draft a Power Point presentation for the client.

"The thing that I have cherished most about this experience is my team's effort to keep me involved." Not surprisingly, Chad's interviewing for positions in Account Management for when he graduates in May.

"My experience at Rogers and Cowan has been so rewarding," says **Desire Cruz '07** who has interned for the PR agency's film department since September 2006. This semester she learned what goes into the publicity behind an album release and about creating publicity for concert tours. Her regular responsibilities include gathering news clips on agency clients and creating media lists for press releases and pitch letters. Working on the release of a new film, Desire also used her phone pitching skills to follow up with editors about reviewing films.

One of the highpoints of Desire's internship was working on the Latin Grammys. Because of her bi-lingual skills in Spanish, Desire helped out with media credentials before the big event. During the show she escorted the stars down the "green carpet."

Her Spanish skills also opened doors to work in Rogers and Cowan's Latin music department, compiling artist press kits and translating Spanish media articles into English.



Desire notes, "My PR writing class really helped me at my internship. In class, we wrote all the elements in a media kit, so I was able to be even more productive as an intern. I have gotten great experience that will be helpful for me in my future career."

Stacy-Ann Edwards '07 interned at *Inc.* and *Fast Company* magazines as assistant to the Director of Public Relations. She was responsible for projects including creating clip reports that tabulate total media coverage in comparison to prior months, writing pitch letters and highlight sheets based on articles in the mockup issue for each month, and creating and updating media contact lists. "Everything I have learned in my courses, especially PR writing, has helped me to tackle tasks at my internship," said Stacy-Ann. Prior to this, she interned at *Stanton Communications* and *Jericho Communications* in their PR departments. After graduation Stacy-Ann plans to work in PR while pursuing a Masters in Business Administration.



ALUMNI NOTES

Vu Chung '00 is Account Supervisor at CJP Communications, a midsize marketing communications agency based in New York. She manages the day-to-day activities of the agency's financial clients including GE Corporate Financial Services, GE Energy Financial Services, and Dahlman Rose. Vu was an SAE in the Technology and Media Practices for Euro RSCG Magnet and began her career at KCSA Worldwide.

Hank Williams '02 is a PhD.candidate in English and Africana Studies at CUNY Graduate Center. He teaches at the CUNY Seek Program and NYU Gallatin School. His doctoral dissertation is on poetics, politics and *avant garde* jazz of the Black Arts/Black Power Movement

Denene Williams '04 is a Senior Administrative Assistant at Thomson West-LLF that markets legal products to law firms across the US. She also attends Pace University and is working towards her MBA.

Nicole Blake '05 is Account Coordinator for Stanton Communications, a public relations agency.

Camille Wanliss '05 is an Account Executive at Goodman Media International. She works with non-profit, consumer and entertainment accounts, including Sony Electronics, XM Satellite Radio, Americans for the Arts, The River to River Festival, and author Walter Dean Myers.

Havelock Nelson '05 is an Account Executive at Goodman Media International, working on regional and national campaigns, including Sony Electronics, the River to River Festival, author Walter Dean Myers, Dual Disc and the PBS series *Slavery and the Making of America*. Independently, Nelson has spearheaded PR campaigns for the Imagination Film Festival and the launch of The Hip Hop Culture in Harlem.

Elisabeth Morales '06 was promoted to Assistant Account Executive at the Thinkbravo Group, a division of Young and Rubicam.

Mika Rom '06 is an Assistant Account Manager for Shalmor Communications, Israel's second largest PR firm. Mika writes: "The job is non stop...I am learning so many new things and I use the tools I got at City College. I love it!"

Ad/PR Workshop Champions its Spend Smart Campaigns for Champion Mortgage



Standing left to right: Eri Nishikawa, Chris Goins, Danny Ible, Jerome Pannell, Jessica Mendez, Heather Marshall, Latoya Ridgeway, Shelly Christian, Ricky Ramoutar, Mika Rom, Jesus Albino, Karilyn Burgos, Jermy Vega. Seated left to right: Patricia Hurtado, Professor Nancy Tag, Professor Luvon Roberson, Fabiola Pierre, Shantal Frias

The fall 2006 Ad/PR Workshop, led by Professors Nancy Tag and Luvon Roberson, turned a \$1,500 grant from Champion Mortgage into three dynamic Integrated Marketing Communications Campaigns to promote the Spend Smart program -- a public awareness effort dedicated to making college-aged students more credit card savvy.



As the capstone course for Advertising & Public Relations majors, the workshop enables seniors to put their academic knowledge into practice with a semester-long project for a real client. The students experienced an extra dose of real-life intensity when Professor Tag and Professor Roberson divided the class into three teams to work on competing campaigns that were "pitched" to the client in a formal presentation on the last day of the semester.

Along the way, teams analyzed research, surveyed their fellow classmates, dis-

covered fresh strategic insights and executed brilliant public relations materials, promotional events and multi-media advertising. They were also required to define their own team identities by developing unique letterhead, logos and mission statements.

The formal client pitch on December 18th was a great success. Terri Finnerty, Champion's Chief Marketing Officer, was astonished at how distinctly different yet strategically sound each communication campaign was. Her colleagues raved about the high level of skill, energy, and professionalism on display by all three teams. In a collective expression of accomplishment, teams disbanded after the pitch and joined together to celebrate their semester-long efforts at a local restaurant.

This spring, Rolex is underwriting the workshop with a \$2250 grant to develop campaigns for the International Anticounterfeiting Coalition.



Ad/PR Program's First Alumni/Student Reunion Stellar Success PRSSA STUDENTS MAKE IT ALL POSSIBLE

In April 2006, MCA's Advertising /PR program, in conjunction with CCNY's Public Relations Student Society of America chapter (PRSSA) held their first alumni and student networking night, rightly entitled "Building Bridges, Making Connections". More than 80 alumni and students attended the event designed to help current students and alumni network and share experiences.

PRSSA executive board, headed by Stacy-Ann Edwards ('07) and Juliana Mazo ('06), organized the event held in Shepard Hall, home of the MCA Department. The goal was to start a tradition where Ad/PR students could interact with alumni, garnering real world advice and connections not found in textbooks and classrooms.



Vu Chung, '00', Havelock Nelson ('05), and Dana Mann ('06), Ad/PR alums, now working in the communications field, were keynote speakers. They talked about effective networking, such as creating a good first impression and being confident in your appearance and presentation. They reinforced the importance of participating in professional organizations such as the Public Relations Society of America (PRSA) and American Advertising Federation (AAF), and using professional sites such as Mediabistro, *PR Week* and *Advertising Age* to expand your professional network. And they told humorous stories about their first jobs and challenges they had adjusting from student life to the professional world.

After their presentations, alumni and students participated in the speed

networking session. The PRSSA organizers wanted to mimic the popular speed dating events by placing students and alumni in a round-robin, allowing everyone 7 minutes to interact before moving on to the next person. This was to be used as an "ice-breaker" in case students felt shy approaching the alums.



"The room was immediately filled with energy and chatter," said Elisa Tsang PRSSA treasurer. "Both alumni and students were ready to talk and have fun. It was a very relaxed environment for people to connect."

"The success of this event is a real tribute to our students and alumni," said Professor Lynn Appelbaum, Advertising and Public Relations Program Director. "Our graduates are getting great jobs and are anxious to share their experience with current students. The PRSSA team did a stellar job in organizing this event. It would not have happened without their energy and efforts. The success of the event and the great turnout are a tribute to the success of the program and the type of committed students who come to CCNY."

Because of the event's success, the new PRSSA executive board will host the event again in hopes of making it an annual networking celebration. This year's event will be held the first week in Fall '07 in Shepard Hall, focusing on the effects of technology on the communication industry. For further information, contact Prof. Appelbaum at 212-650-6561 or e-mail the PRSSA at prssa@ccny.cuny.edu.

By Stacy-Ann Edwards

Ad/PR Majors

Conduct Groundbreaking Cancer Prevention Research with Memorial Sloan Kettering

In Fall 2006, MCA launched a partnership with the CCNY/MSK Cancer Center Partnership to conduct groundbreaking research on cancer prevention awareness among inner city populations. The Partnership fosters cancer training across CCNY and the Memorial Sloan Kettering Cancer Center (MSKCC) that also includes collaborative research between the two institutions.

Funded by the Partnership and the American Cancer Society, and under the guidance of adjunct professor William Ketcham, assisted by Ad/PR Professor Edward Keller, students designed and executed a survey to better understand how urban adults feel about cancer screenings and to pinpoint what the impediments are for getting screened for colon/rectal cancer. The goal is to reduce health disparities in underrepresented-minority communities by creating a communication campaign that will encourage more inner city adults to go for preventative cancer screenings.

According to Professor Keller, "This course will not only provide hands-on exposure to the market research function, but will provide real job opportunities in the health care category post graduation. It's a win-win for students and MSK."



The Lab will be offered again in Fall 2007 for Ad/PR majors, as well as for interested psychology, sociology and economics majors. This fall, we are fortunate to have John Heath, Senior Vice President of Strategic Planning at McCann Erickson, as the adjunct professor for this class.

CCNY Ad/PR students submit 5 print campaigns to The One Show College Competition
Senior Sal Lombardo beat out eleven international finalists to win the Client Pitch on May 10th when he and fellow student, Morgan Schreiber, presented their integrated marketing communications campaign to the NRDC and members of The One Club.



This year, The One Club received more than 1,000 entries from around the world in the categories of print, design, TV, innovative marketing and interactive media. The \$3,000, \$2,000, and \$1,000 prizes are awarded to the Gold, Silver and Bronze Pencil winning teams, respectively. Finalists are published in the One Show annual and are exhibited as part of the One Show Traveling Exhibition in many US and international cities.

This year's College Competition Client was the Natural Resources Defence Council.



Each ad represents a 3-ad print campaign submitted by the following students:

Design a better future

CW/AD: Sal Lombardo

Ordinary people. Heroic deeds

CW/AD: Stephanie Cardoza

Climate change in plain sight

CW/AD: Danny Ible

A little change can do a lot

CW/AD: Michelle Colon & Chad Oliver



ALUMNI NOTES
continued

Evelyn Rosario '06 is an Account Executive with THINK PR. Evelyn was hired following a highly successful internship.

Heather Marshall '06 is an Assistant Account Executive at Young & Rubicam, where she was hired after completing a successful internship.

Frederick Garcia '07 has received an InterAct Associates Fellowship from the Interpublic Group. Selected for his high level of academic achievement, passion for

marketing communications, strong presentation skills, and leadership qualities, Frederick will experience four six-month rotations at a variety of Interpublic Group agencies.

FACULTY NEWS

Lynn Appelbaum, APR, Associate Professor and Director of CCNY's Public Relations and Advertising Program, has been named a Fellow to the Public Relations Society of America in November 2006. This honor is accorded to less

than 1 percent of the PRSA membership. Appelbaum continues to serve as faculty advisor for the College's PRSSA chapter.

Luvon Roberson, adjunct faculty, was featured in *Essence* magazine profiling her founding of The High Tea Sisters, a group of professional women who explore historical ties of achieving women of color to the present. She also served as a panelist for Career Building Day, for more than 700 elementary, middle and high school students introducing them to the PR profession.



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