

ADVERTISING & PUBLIC RELATIONS PROGRAM

Department of Media & Communication Arts

Newsletter

Spring 2009

Vol. Three

This has been another stellar year from the Ad PR program, our students and alumni. Students have continued to demonstrate high achievement in class, through service learning, internships and in the job market.

With increased visibility for the Ad PR major and the high demand from students seeking to join the Ad PR program, our undergraduate program will introduce competitive admission to the specialization beginning Spring 2010. This is a testament to the quality of our students and their increased competitiveness in the communication profession.

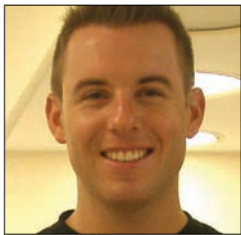
We also started the beginning phase to launch a new MA degree in Branding and Integrated Communication, to be developed over the next two years. The new program, expected to be the only one of its kind in CUNY, will enable Ad PR students to deepen their expertise in strategy and branding and will also draw professionals who want to specialize in marketing communications.

Thanks to our talented students and faculty for a terrific year. We take the opportunity to celebrate our newest grads and wish them all the best!

Lynn Appelbaum
Ad/PR Program Director

STUDENT INTERNSHIPS LEAD TO OPPORTUNITIES IN A TIGHT JOB MARKET

This summer, **Dan Guarino '09** will join Ruder Finn's Executive Training Program. Offered three times a year in their New York City headquarters, Ruder Finn rarely



hires entry-level employees without having completed the highly regarded program. Dan has been an intern with the Ruder Finn Travel &

Economic Development group since January. With a passion for travel, Dan is excited about his future at one of the world's leading PR agencies.

Of his experience, Dan reflects, "Interning in Ruder Finn's travel department has been exciting and really suits my personality. Working with such a high caliber of PR practitioners has significantly positioned me to be a cut above the rest."

Dan hit the ground running the first day of his internship. With his team leader out sick, Dan was asked to sit in on a business conference call with an airline client. From the start, Dan was encouraged to pitch ideas and brainstorm. His idea that the airline give out H & H bagels at key transportation

hubs during rush hour in New York was so well received by the team, it was included in the client pitch.

Following on the heels of a highly successful internship with the CBS Sports press department, **Kyle Helm '09** landed a job as Coordinator of Programming for CBS College Sports. He will be responsible for ensuring select games are scheduled on the network and will oversee talent on the network.

Of his internship experience, Kyle said, "I've been interning at CBS Sports since January, and it has shaped up to be the best job/internship that I have ever experienced. I am surrounded by people who sleep, eat and dream about sports all day long. That doesn't mean that work is easy, it simply means that working in the field that you have a passion for makes it so much more enjoyable. It is very rewarding to be able to actually watch, read and discuss a topic that is so near and dear to me."

Kyle is responsible for compiling the daily sports clips for in-house distribution. He's used his PR writing skills to write releases for CBS events, including the Masters, SEC College Football, and the NCAA Men's Basketball Tournament. He observes: "Being upbeat and personable is a must for PR folks. You must also be ready to jump when the fire starts. There's never a dull moment in sports."



STUDENT HONORS

Izabella Safiyeva, a junior in the Ad PR program, is the recipient of the 2009 Art Stevens CCNY PRSANY Scholarship. Art Stevens '57 (below) created the schol-



arship in 2008 to encourage outstanding PR students. Izabella discovered her passion for Investor Relations in Professor Eugene Donati's Corporate Communications class. She pursued her interest by getting an internship at RF Binder in Investor Relations this past spring. In addition to being a full-time student and intern, Izabella volunteers in marketing communications for The Blue Card, a 75-year-old non-profit partnership with VISA that provides financial assistance to needy Jewish survivors of Nazi persecution.

Natalee Facey was awarded the WEPR Phyllis Berlowe Scholarship of \$4,000. Natalee, an active member of CCNY's PRSSA chapter, spent Spring semester studying in France and also was a member of the College's first PRSSA Bateman team.

Carol Feliz is the recipient of the WEPR Helen Ostrowski \$2,000 International Student Scholarship.

Meng Li has been selected for the highly competitive AAAA's Multicultural Advertising Internship Program (MAIP) for this summer. She will be working as a Media Planning intern at MPG.



ALUMNI NOTES

Danielle Penn '03 is Marketing and Communication Manager for Pret A Manger US.

Natalie Taveras '07 is an Account Executive at Young & Rubicam. Clients include Campbell's Soups, Pepperidge Farm Goldfish, and the United Negro College Fund. Natalie was hired by Y & R following a highly successful internship with the agency.

Chris Lucas '07 is Marketing Coordinator for Newmark Knight Frank, a global real estate advisory firm. He works exclusively for the Bank Services Group but also does occasional work on projects for brokers in the retail division of the company. Chris writes, "I fill the roles of marketing person, graphic designer, photographer and executive assistant within the Retail Division of the company." He is currently taking a real estate licensing course.

Stacy Ann Edwards '07 is Digital Media Planner and Buyer at Media Contacts working on the Reckitt Benckiser (55 CPG brands) account. She was hired by Euro RSCG Worldwide as Traffic Coordinator after graduating. She recently switched accounts to Reckitt and will be working on 55 CPG brands, including Airwick, Lysol, Clearasil, Mucinex, and French's Mustard.

Lynnsey Rijos '08 has been hired as an Assistant Media Planner for PHD US, following a successful internship there.

Edison Garcia Vivanco '08 is a Managing Editorial Assistant at Simon and Schuster. He is also pursuing a master in Spanish Secondary Education at CCNY.

Juan Nunez '08 has been hired by Global Hue as an account coordinator on the Verizon Wireless account.

Lee Silver '09 will be attending St. John's University Law School in the fall on the Thomas Moore Scholarship. He was also awarded the Israel E. Levine Scholarship at the CCNY Honors Convocation in May.

Anne Tan '09 was also awarded the Israel E. Levine Scholarship and is continuing on as an intern at Carmichael Lynch Spang Public Relations.

From financial literacy to organ donation to greening the environment, the Ad/PR Workshop promotes positive change on campus.



"You Are Your Number" was the winning campaign to promote financial literacy. Members of the team celebrated with Diana Don, financial education director of Capital One.

As the program grows, so does the Senior Workshop! This year, a total of nine teams developed dynamic integrated marketing communications campaigns for three different clients. For fall 2008, Professors Nancy Tag and Lynne Scott Jackson persuaded Capital One to fund a project promoting financial literacy on campus. As three teams of seniors competed to create a winning campaign about the merits of

deeper truths. By tapping into the activist spirit of the Obama era while also acknowledging the everyday stresses of student life, one campaign, "A Single Signature. A Bigger Story," enrolled over 55 students into the national organ donor registry in less than two hours.

Also this spring, Professors Scott Jackson and Michael Macina led three Workshop teams in the creation of campaigns for CCNY Green, a college-wide sustainability initiative here on campus. Partnering with environmental clubs, faculty, staff and "eco friendly" companies to develop a "climate of control," one team held their



being financially literate, real life got in the way; a banking crisis, a stock market crash, and an economic meltdown in mid-semester made students rethink their messaging and pump up the urgency. By dramatizing how much more expensive purchases are when you mismanage your credit card, one team's "Name That Price" event drew a crowd of over 150 students.



In spring 2009, the New York Organ Donor Network awarded the Workshop a \$2,500 grant to help promote organ donation. Led by Professors Tag and Eugene Donati, three student teams engaged in extensive research to uncover some

own greenmarket in the NAC building complete with organic produce. Another team used technology to get their message across by giving away USBs filled with energy conservation tips and other fun facts at their "Just Imagine...Think Ahead" event.



CCNY Enters First Team in PRSSA Bateman Competition

For the first time, CCNY's Public Relations Student Society of America participated in the 2009 Bateman Case Study Competition. The CCNY Bateman team consisted of five members, Jenna Adolph, Rebecca Affi, Natalee Facey, Kellie Jelencovich, and Antoniette Pemberton. The Bateman Case Study Competition is a national contest that allows the PRSSA chapters to compete to gain real world experience as PR pre-professionals. This opportunity allowed the students to strategically plan and implement a PR campaign for the Consumer Bankers Association (CBA), College Bound Aid Financial Awareness Program.



Through an existing relationship with Middle Grades Initiative / Gear Up (MGI), the CCNY PRSSA chapter partnered with Frederick Douglass Academy (FDA) and developed a college savings awareness program for 8th grade students. The program focused on building a mutual understanding between both the parents and their children on the financial challenges associated with going to college.

The Bateman team created an in-class interactive program "Earn Your College Knowledge \$\$\$" to educate the students about the financial realities of attending college. The "Earn Your College Knowledge \$\$\$" program was a weekly event held every Tuesday throughout February for FDA eighth graders. CCNY's Bateman team distributed informational literature about saving for college, led educational discussions, and created an interactive learning game to measure students' financial IQ.

"As a PR pre-professional getting ready to enter the real world, this experience is not only a resume talking point," said Antoniette Pemberton, PRSSA president. "It proved to be invaluable for the 8th grade students who now have the tools to be financially prepared for college."

Young & Rubicam Ad Agency Offers Creative Portfolio Class for CCNY Ad PR Majors.



Building on a strong relationship with CCNY's Ad PR program through its year-round internships, this spring Young & Rubicam created a specially designed evening portfolio class for CCNY's Ad PR students called "The Greenhouse." *Continued on back*

CCNY PR students help Harlem high school shine

CCNY Public Relations Writing students recently presented a comprehensive array of press kits, community outreach vehicles, brochures and website/social media enhancements to the Frederick Douglass Academy (FDA), Harlem's premiere public school and leadership institute for young African American and Latino scholars that boasts a 98% graduation success rate.

Offering congratulations for a job well done, Dr. Gregory Hodge, FDA principal, told CCNY PR Writing students that this was "smart work" that captured and communicated FDA's leadership position in urban education.

This Service-Learning and Civic Engagement initiative is a collaboration between FDA and CCNY's Media & Communication Arts Department, under the auspices of The Colin Powell Center for Policy Studies and School of Education. Prof. Lynne Scott Jackson, Distinguished Lecturer, MCA, guided students on their FDA/PR Writing journey this spring 2009 semester.

PR legend Harold Burson drops by for a campus chat.



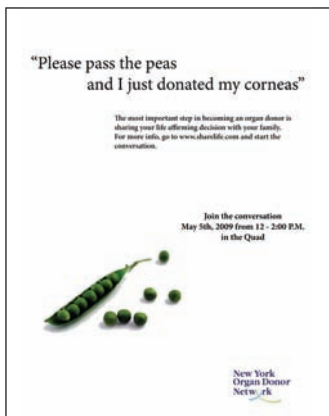
Harold Burson, widely considered the father of modern public relations, visited The City College of New York recently for The Living Room Experience®, Where Meaningful Chats Change Lives, an intimate interview platform which allows attendees a chance to personally converse with industry leaders and celebrities. This program was created and moderated by MCA Prof. Alicia Evans.

Mr. Burson spoke on a wide variety of topics, recounting his days as high school news reporter, his innovative approach to promoting his alma mater, Ole Miss, and his early professional career in the founding of Burson-Marsteller, the world's largest public relations agency.

On a tight budget, Ad/PR Workshop teams deliver professional-quality advertising campaigns for their semester-long clients.

Clockwise from right >> To promote financial literacy to CCNY students, the “Charging Smart Saves” campaign parodies cheap sale ads to show how much more everyday costs when you abuse credit cards. “You Are Your Number” emphasizes the importance of knowing your credit rating.

On behalf of New York Organ Donor Network, the “Bring Your Signature to Life” campaign dramatizes how a simple signature can have a profound impact. “Remember. Share. Celebrate” positions organ donation as a life-affirming decision that’s always worth remembering and celebrating. To jumpstart the conversation about organ donation, “Share What’s Important?” uses humorous dialog to make students more comfortable with the topic so they’ll share this important decision with their families in a more relaxed way -- such as around the dinner table.



Y&R Portfolio Class continued

The 10-week evening creative class held at Young & Rubicam’s New York offices was a great opportunity for students who want to be art directors, copywriters or those who want to have a better understanding of how the creative department works and what it takes to succeed in a creative professional track. In the first class, the class met executive creative directors Ian Reichenthal and Scott Vitrone. Each has an impressive background in the industry and is known worldwide.

Jennifer Novak, global creative recruiter, worked closely with the class to provide an

exceptional educational experience. Each week, Jennifer brought in professionals from the creative department who spoke about their jobs and showed us their work. Sal Lombardo, ’05, was one of the featured guests, who gave students an inside view of what it takes to succeed.

MCA Students who contributed articles for this newsletter include Alejandra Carvajal '09, Mark Golson '09 and Kellie Jelencovich '11. Photo credit for Harold Burson: Gerald Peart.

FACULTY NEWS

Lynn Appelbaum, Associate Professor and Ad/PR Program Director, was elected to the national board of the Public Relations Society of America for 2009-11. She serves as the liaison with the Diversity Committee, which oversees national initiatives to foster diversity and leadership in the PR profession.

Nancy R. Tag, Assistant Professor, is a co-author of “A Peer-to-Peer Campaign to Promote Organ Donation among Minority College Students in New York City,” to be presented at the National Communication Association’s 95th Annual Convention in Chicago, Illinois.



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