

ADVERTISING & PUBLIC RELATIONS PROGRAM

Department of Media & Communication Arts

Newsletter

Spring 2011

Vol. Five

This has been a banner year for the Advertising PR program and for our graduates. We celebrate a record number of alumni and grads who are getting great jobs in the communications professions and related areas. We also celebrated our extraordinary six year relationship with Young & Rubicam. The legendary agency has mentored and trained more than 100 CCNY Ad PR students since 2005 and has hired 15 CCNY alumni.

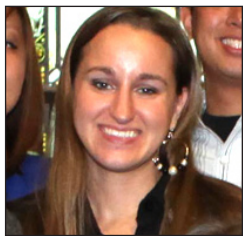
We give a warm welcome to GroupM for creating the GroupM CCNY Professional Development Initiative, thanks to the dynamic outreach of North America CEO Rob Norman. In just one year, GroupM has provided scholarships, internships and mentoring opportunities, and has hired several grads into media planning posts.

A special salute to our service learning partners GetHealthyHarlem, Healthy Mondays, Harvest Home, WHCR-FM, CCNY Writing Center, Casabe House and MediaNoche. Our students are better professionals for working with you.

Congratulations to our fabulous grads!
Lynn Appelbaum
Ad PR Program Director

SENIOR SPOTLIGHTS: KELLIE JELENCOVICH & CORNELIOUS ROBINSON

Kellie Jelencovich was already a seasoned PR pro when she began her internship with Hunter PR in September 2010. She'd completed seven successful PR internships, served as president of CCNY's Public Relations Student Society



of America chapter and was chosen an Art Stevens CCNY/PRSA NY Scholar. And now, after graduation, she'll join Hunter PR as Assistant Account Executive.

Kellie came to CCNY from Florida in 2007 to take advantage of its "Media Capital" location, taking as many PR internships as time would allow while attending school full time and working two jobs. As a graduating senior, Kellie has already built an impressive resume by working for several PR agencies and corporations, including Rogers & Cowan, MTV Networks, LaForce + Stevens, Danieliedes Communications and Jane Wesman Public Relations.

When Kellie begins her career at Hunter PR, this double Ad/PR and Business Management major will be the point person for the PR launch of Scotch Restickables, coordinating media tours and a blog tour. She says, "I couldn't have achieved such success without my family, friends, professors, and mentor, Professor Lynn Appelbaum."



A student in CCNY's highly competitive Skadden Honors Program, Cornelious Robinson became an Ad PR major expecting to use his communications education as a foundation to practice law. But thanks to his Ad PR coursework and a life-changing internship with GroupM's Maxus Global unit in Spring 2011, Cornelious will embark on a career with Maxus Global that bridges the gap between digital and traditional media when he graduates in May 2011. "The first day walking into GroupM, I felt I finally made it," says Cornelious. "CEO Rob Norman told us that to get the most out of the internship experience, we needed to be proactive. I took his advice and ran with it."

As a legal studies scholar, Cornelious was particularly interested in how privacy laws in digital advertising affect industry practices.

Working in digital media planning gave him a front row seat. The job also allowed him to use skills he learned at CCNY by assisting in tracking, reporting online activities and writing budget reports. Early on, he landed the ideal assignment: create a presentation on the ongoing "audience buying" controversy between the Federal Trade Commission and advertisers regarding how people are tracked and targeted in the digital realm.



"My internship," reflects Cornelious, "is what led me to a job at GroupM, a truly great company."

STUDENT HONORS

Asaf Breier '12 has been awarded the 2011 Art Stevens CCNY/PRSA Scholarship for outstanding academic achievement. **Art Stevens '57** created the \$5,000 annual scholarship in 2008 to support outstanding Ad PR majors. Professor Eugene Donati says of Asaf, "His eagerness and quick mastery of difficult subject matter make him an ideal choice." Asaf will be honored at the PRSA NY Big Apple Awards in May. He hopes to pursue a PR career in investor relations.

Shahar Ferber '11 has received the Israel E. Levine Award for demonstrating outstanding academic achievement with the intent to pursue a career in communications.

Olivia Schaffer '12 has been awarded the 2011 WEPR Phyllis Berlowe Scholarship for her outstanding scholarship and commitment to pursue a career in PR.

Sabrina Fonfeder '12 has been awarded the 2011 WEPR Helen Ostrowski Scholarship for International Students for her outstanding academic record and commitment to pursue a career in PR.

GroupM Scholars:

This year, GroupM created a scholarship fund for highly competitive Ad PR majors who expressed an interest in pursuing a career in media planning. **Salwa Sayed, Rahel Araya, and Cory Rainford** were selected as 2011 winners of the \$1,000 scholarship.

MAIP Summer Internship Winners:

Salwa Sayed and **Janneisy Vidals** were selected for the highly competitive 4A's Multicultural Advertising Internship Program, MAIP. Both women competed against students across the country for a paid summer internship at the nation's most competitive agencies. Salwa was accepted to an internship at McCann Erickson and Janeisey will be interning at MediaVest in New York, NY in media planning and buying.

GRADUATE NEWS

Alvin Bhuggoo '11 is Assistant Digital Media Planner at Neo@Ogilvy, Ogilvy's digital media buying and planning arm.

Kellie Jelencovich '11 is Assistant Account Executive at Hunter PR. She was hired following a year-long internship there.

Cornelius Robinson '11 is an Assistant Digital Media Planner at GroupM and was hired following a highly successful internship there.

Eyad Darwish '11 is an Assistant Account Executive at MRM Worldwide. He is part of the Verizon B2B team that handles direct mail for the client.

Joanna Tuzel '11 is an Assistant Media Planner at Initiative, an IPG company, on the Bayer Consumer Care account, specifically the One-A-Day Franchise and Flintstones multivitamins.

Jessie Powers '11 is Assistant Media Strategist at TargetCast, where she strategizes and monitors the media spending plan for Pfizer OTC.

Yvonne Unubun '11 is at Razorfish where she's on the Client Service Engineering team as an Advertising Operations Coordinator. Her clients are Mercedes Benz, Starwood Hotels and T. Rowe Price.

ALUMNI NOTES

Natalee Facey '10 is an Assistant Media Planner at Draft FCB.

Bennecia Benjamin '10 is an Assistant Print Analyst at GroupM.

Meg McQueeney-Penamonte '10 is a Media Coordinator at Butler/tillMedia. Meg handles all traditional media planning and buying for State Farm Insurance.

Chanel Lemond '10 is an Account Executive at The Bradford Group, a PR agency specializing in travel PR. Chanel is responsible for securing media placements, organizing special events, developing feature stories and press releases, and overseeing promotional activity and managing the day to day activities for clients in the travel industry.

Chenelle Frederick '10 is the Logistical Operations Manager for Screen International Security Services LTD. She co-ordinate security operations for various celebrities, film productions and special events, both in the US and overseas.

Shantavia Inabinet '10 is a Program Assistant at a Continuing Education Department in LaGuardia Community College. She is responsible for all of the written communication from the department to the public, instructors, and prospective students.

Six Years, 15 Employees, and More Than 100 Interns Later, CCNY Celebrates Y&R



Y&R Honorees Jen Novak, Dot Giannone, and Belle Frank surrounded by (second from left) CCNY President Lisa Staiano-Coico, Dean Geraldine Murphy, Y&R executives, CCNY alums and students.

On April 12, CCNY's Ad PR faculty currently employed by Y&R came together in an emotionally charged evening highlighting how Y&R transformed their lives through internships and job opportunities. **David Sable**, Y&R Global CEO, was joined by **John Morris**, Managing Partner, and **Michele Daly**, Global Director of Creative Talent, as CCNY Ad PR alums, interns and portfolio workshop students spoke with humor, tears and deep feeling about how the honorees had helped them grow and succeed.



Lynn Appelbaum with Dot Giannone

and **Jennifer Novak**, Global Creative Talent Scout, for their unparalleled commitment to finding and cultivating talented Ad PR students for careers in advertising. The reception was held in Shepard Hall and was hosted by CCNY **President Lisa Staiano-Coico**. Ad PR faculty, students, and alumni

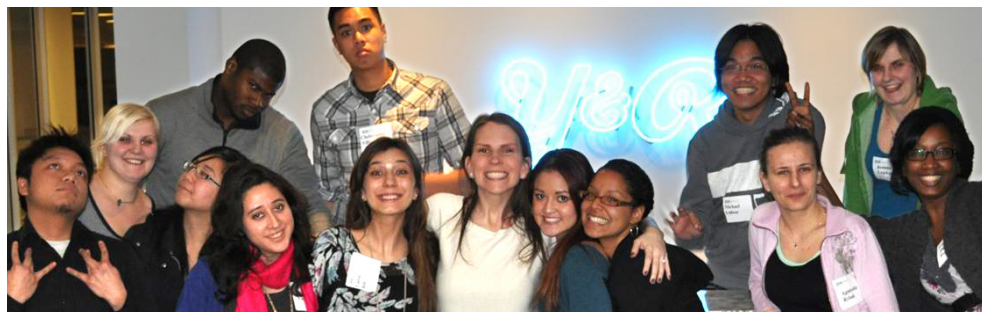
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"No other agency has matched Y&R's commitment to helping CCNY students bridge from their classroom education to the professional world," said **Lynn Appelbaum**, Professor and Director of CCNY's Advertising/Public Relations program.

"I would never have dreamed of working at a top advertising agency," said CCNY alumnus Sal Lombardo, now a Y&R art director. "I am so grateful that my internship through CCNY allowed me to work with such talented individuals to gain the skills to be innovative and successful."

Y&R's "The Night Shift" in High Gear for 3rd Year

In the spring semester, a select group of CCNY seniors opted to spend every Wednesday night at Y&R's Madison Avenue headquarters brainstorming advertising concepts, drafting rough tissues, developing a portfolio, and getting critiqued each week by one of Y&R's many illustrious creative directors and Y&R's Global Talent Scout, Jen Novak (center).



GroupM Partners with Ad PR to Cultivate Talented Ad PR Majors through Internships, Scholarships and Professional Mentoring

Rob Norman, North America CEO of GroupM, is dedicated to recruiting talented and diverse students from CCNY's Ad/PR program. Thanks to his relationship with Ad/PR Professor **David Harris**, Mr. Norman created the **GroupM Ad PR Professional Development Initiative** to identify, mentor and recruit talented students into the GroupM family.

In a few short months, Rob has helped inspire many students by providing outstanding professional guest lecturers for several classes. He was the lead speaker in the combined Intro to Advertising and Advertising Management classes, where he gave students a crash course in media planning issues in today's marketing environment. He also arranged for GroupM client and American Express Marketing Vice President Susan Hamme to speak with students about media planning and agencies.

Moving beyond classroom lectures, two CCNY students, Salwa Sayed and Jamal George, were Mr. Norman's guests at the 4A's international conference in Austin, Texas, this past April. Salwa and Jamal networked with industry leaders and attended professional seminars that addressed cutting edge industry issues and practices. Among those they met was Sir Martin Sorrell, CEO of WPP Group. "I was astonished by how friendly and modest they were. It made me feel that I fit well in this culture," said Sayed.

"Breaking In" Event Features NYC Creatives & Their Portfolios



Gustavo Asman CCO of Wing, Kate Lummus of McCann, David Pilgrim, and Neisha Tweed of Global Hue

Nearly 100 people crowded into Shepard Hall as creative directors from NYC hot shops showed off their portfolios, shared their own job hunting stories, and offered tips on how to break into the creative department. Members of the AAF Club raffled off autographed copies of *AdLand* and free tickets to the One Show after a showing of the short film, "Pursuit of Passion: Diversity in Advertising." Co-sponsored by The One Club to promote its Creative Boot Camp which is offered exclusively to CUNY students for free during Winter break.

George echoed her sentiment: "It's an Ad PR major's dream to rub shoulders with CEO's, dine with acclaimed journalists, mingle with industry professionals and spend personal time with the best in the business. Salwa and I lived it!"

This year, GroupM donated \$10,000 to the Ad PR program, of which \$8,000 will be used for
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"Lunch w/Leaders" Lecture Series Welcomes Author James Othmer and Maxus CEO Louis Jones.



The Ad/PR Program's lecture series continued this year with author and former creative director, **James Othmer**, as he discussed his book *AdLand* and "Life on a Branded Planet." Interviewed by Professor Alicia Evans as part of The Living Room Experience®, this event co-sponsored by the Rifkind Center was followed by a book signing. In the spring semester, **Louis Jones**, CEO of Maxus North America, a GroupM company, gave an engaging lecture on digital's impact on media planning.

Scheduled for next year: IPG CEO and CCNY alum, Michael Roth, and advertising icon, George Lois.

STUDENT LEADERS GET MORE OUT OF COLLEGE

Shahar Ferber '11, president of the CCNY AAF Club, says that being a student leader at City College is a valuable opportunity to start working on developing one's career. It is a way for students to practice "real world" responsibilities in which they are required to organize events, take care of budgets, fund raisers, meetings and more. Besides experience, student leaders get to enjoy the benefits of free access to a variety of events, conferences, and get to meet industry professionals and network their way to a paid job. One of those opportunities occurred on March 30, 2011, in the American Advertising Federation (AAF) Hall of Fame Ceremony. CCNY student leaders got to volunteer at this prestige event that took place at the luxurious Waldorf Astoria Hotel. The event included industry legends such as Bill Cosby, Laurel Cutler and Herb Kelleher.

JWT CREATES WORKSHOP JUST FOR MCA SOCIAL MEDIA STUDENTS

This spring, students from Alicia Evans' Social Media class were treated to a field trip to JWT where an exclusive workshop featured several account executives who shared case studies, social media tips, provided an inside look into the emerging media segment, and detailed the meaning of "social listening." JWT, America's largest advertising agency, also provided a tour of their headquarters on Lexington Avenue near Grand Central.

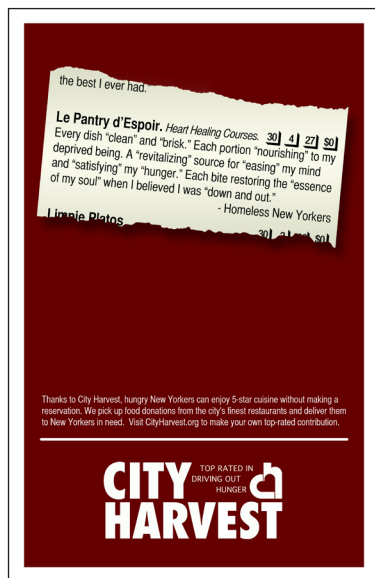
PRSSA CCNY CHAPTER HOSTS 5TH ANNUAL BUILDING BRIDGES

Once again, Ad PR alums and seasoned pros returned to their alma mater to meet with current students and give professional insider tips on how to succeed in the business. **Natalee Facey '10**, assistant media planner for DraftFCB, **Javier Garcia '09**, global assistant account executive at Y&R, **Alexandra Suazo '09**, interactive project manager at Strong Mail Systems, NYC, **Adam Maldonado '10**, junior engagement planner at Tribal DDB, and **Genevieve Santos '07**, founder of Gorgeous on the Go website were joined by **Sam Gronner '70** and **Esther Tolkoff '68**.

Two MERIT AWARD Winners in 2011 The One Show

MCA senior Roberto Clemente's "Harvest Rated" and CUNY Baccalaureate Scholar Simeon Coker's "City Harvest Gears in Motion" have earned exclusive spots among this year's student finalists.

Sponsored by the One Club for excellence in creativity, the One Show is among the advertising industry's most prestigious awards. This year it received nearly 3,000 entries from around the world in the categories of print, design, integrated branding, and interactive media. The \$3,000, \$2,000, and \$1,000 prizes are awarded to the Gold, Silver and Bronze Pencil winners, respectively. Finalists are published in the One Show Annual and are part of an exhibit that travels the globe.



To the left, Roberto's print campaign mimicked pages from Zagat's restaurant guides. Simeon's integrated branding campaign, above, featured many elements including a print campaign, phone apps, and a restaurant sticker for this year's One Show client, City Harvest.

A few semesters ago, Roberto and Simeon were students in Professor Gerardo Blumenkrantz's copywriting class.

City College Sweeps NYPP Advertising Contest

In a competition that included Parsons School of Design and Pratt Institute, The New York Police Foundation awarded CCNY first, second, and third place prizes. The not-for-profit organization behind such memorable advertising campaigns as "Take a Bite Outta Crime" invited local colleges to compete in a contest aimed at increasing donations.

In a first time collaboration, students from MCA developed campaign concepts which were then designed and produced by students in the Electronic Design & Media program, part of CCNY's department of Fine Art.



Marta Fronc-Villar (graphic design) and Kyle Witmer (copywriting) accepted first place for their campaign, "Change the Future," during a ceremony at CCNY in October.

GROUPM continued. eight \$1,000 scholarships during the 2011-12 academic year. The remaining funds will be used for student professional development assistance to attend conferences and workshops. GroupM Internships provide valuable training for Ad/PR students; six students recently completed paid internships this semester. GroupM has already hired two Ad PR alumni, Brionne Abromowitz and Kelly Brown.

"GroupM is excited about growing our partnership with CCNY and tapping into its rich tradition of academic excellence," said Mr. Norman. "Our goal is to help CCNY's wonderfully diverse student population discover and participate in the many challenging and rewarding career opportunities available in our industry. We are truly inspired by the students we have met so far and are learning just as much from them as they are from us."

ALUMNI NOTES

Maquita Peters '09 received a master's degree from the Columbia Journalism School.

Anne Tan '09 has been promoted to Account Supervisor at Carmichael Lynch Spong.

Miguel Martinez '09 is an Account Executive at Kroenki Sports enterprises, Colorado Rapids. He does presentations about the defending Major League Soccer champions, Colorado Rapids, to key audiences.

Alexis Reynolds '09 is an Assistant Account Executive at Rubenstein Associates public relations agency.

Will Parker '09 is a Project Manager on the Marines account at UniWorld.

Antoinette Pemberton '09 is a PR Specialist at Kellwood Company. She works with the senior marketing and PR manager to drive the Phat Fashions business by monitoring and managing social media platforms, working with licenses and various PR and marketing initiatives.

Elisa Tsang '08 is newly appointed Account Supervisor at Avrett Free Ginsberg ad agency.

Yuki Mochizuki '08 will enter FIT's Textile and Surface Design program.

Emilie Harnsongkram '08 lives in Phuket, Thailand and recently became COO/partner in a web marketing and web design company "Ticcer," soon to be an online travel agency.

Natalie Taveras '07 has been promoted to Account Supervisor at Young & Rubicam.

Alisha Godette '07 is the Program Administrator and Event Coordinator of the Charles B. Rangel Center at CCNY.

FACULTY NEWS

Nancy R. Tag was awarded tenure and promoted to Associate Professor.

The Colin Powell Center honored Ad PR faculty **Lynn Appelbaum**, **Ed Keller**, **Lynne Scott Jackson**, and **Nancy Tag** and their service learning partners at a reception in April for their continued commitment to service learning.

Lynne Appelbaum, **Lynne Scott Jackson** and **Nancy Tag** received New York Organ Donor Network's Polaris Award for Community Outreach.



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