

ADVERTISING & PUBLIC RELATIONS PROGRAM

Department of Media & Communication Arts

Newsletter

Spring 2010

Vol. Four

The Ad/PR program has much to celebrate during 2009-10. Special congratulations to our 75 seniors -- a record number -- who graduate this May, some of whom have already landed great jobs in the communication profession. Our program accepted the first two incoming classes of majors under our new admissions requirements. Students are coming to the program highly motivated and are increasingly competitive for today's job market.

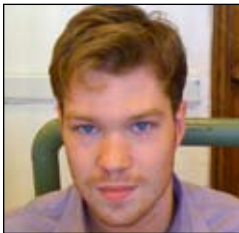
Service learning continues to be an integral part of our program, and we salute our service learning partners and faculty who have been recognized for their outstanding leadership. Stay tuned for our planned MA degree in Branding and Integrated Communication in Fall 2011, which has been approved by CCNY and is set for review by CUNY. Our new Facebook page, mca@ccny, is another great way to stay connected. Friend us!

Congratulations and best wishes to all our fabulous grads!

Lynn Appelbaum
Ad/PR Program Director

SENIOR SPOTLIGHTS: MARK GOLSON & CHANEL LEMOND

Starting with an internship at Young & Rubicam in Fall 2009, **Mark Golson '10** advanced to a spot in the Account Management Apprentice Program in Spring 2010. Now, as the Assistant Account Executive for the Colgate Total account, Mark must keep a constant eye on the competitive landscape, budgeting and trafficking. Because there are so



many projects in the pipeline for his Y&R team, his responsibilities don't end there. For example, he was asked to provide content and design for a major client PowerPoint presentation. The team spent most of the week working late each night fine-tuning all of the details.

Most recently, Mark was asked to do logistics support for a new business pitch of CVS Pharmacy. This meant extremely long hours in an extraordinarily high pressure environment. Still, it was an incredible opportunity to meet and work with some of the top brass at Y&R, including the new President of the New York Office and the President of Planning and Insights.

As Mark puts it, "The past nine months have been far-and-away the most rewarding and personally validating period of my life. I'm so incredibly proud to be an Assistant Account Executive at one of the most prestigious agencies in the world."

This spring, **Chanel Lemond '10** was not just an intern at Blackman Rakowitz Public Relations, but had the opportunity to work directly under President Diane Blackman in the New York office. Chanel states, "Through my education at CCNY, I learned the importance of research, and did plenty for clients. To keep clients relevant and in the news, I had to think on my feet and be creative about getting their name out. I scrutinized news outlets, specifically business and national news, to find relevant stories where my client's expertise as a spokesperson would be valuable. By connecting the client to breaking news, we were creating a brand for the client as an expert that the business press could turn to for additional insight."

Writing blogs for the agency's website gave Chanel first-hand experience in the value and importance of social media as critical tools for public relations. Diane Blackman took special care to teach her young intern how to set up a successful online presence for clients through Facebook fan pages, Twitter, and blogs.

After her intense, but exhilarating internship at BRPR, Chanel says, "This experience confirmed that I want to go into PR. I love the diversity and fast-changing nature of the industry. The way we communicate is constantly changing, and this field allows me to be creative and to find different ways to adapt to the media environment."



STUDENT HONORS

Kellie Jelencovich '11 has been awarded the 2010 Art Stevens CCNY/PRSSA Scholarship for her outstanding academic achievement in the Ad/PR major. **Art Stevens '57** created the \$5,000 annual scholarship in 2008 to support outstanding Ad/PR majors. Kellie is the City College PRSSA chapter president and has already completed two PR internships, in addition to maintaining a highly competitive academic standing.



Jennifer Spivak '11 was awarded the WEPR Phyllis Berlowe Scholarship for her outstanding scholarship and commitment to pursue a career in PR.

Diana Bamba '12 was awarded the WEPR Helen Ostrowski Scholarship for International Students for her outstanding academic record and commitment to pursue a career in PR.

GRADUATE NEWS

Javier Garcia '10 has been awarded the Communication Alumni Group's Israel E. Levine as the outstanding senior in the MCA program. The \$1,000 award honors a graduating senior with an outstanding academic record who plans to pursue a career in communications. In May, Javier was hired by Young & Rubicam as an Assistant Account Executive with their global coordination team for LG, following his training as an account management apprentice. He began at Y&R as an intern in Fall 2009 through the Ad/PR internship program.



GRADUATE NEWS cont.

Mark Golson '10 has been hired by Young & Rubicam following a highly successful internship and role in the account management apprenticeship program as an Assistant Account Executive.

Meng Li '10 is Assistant Communications Analyst at Mediaedge:cia. Meng assists her team in media planning to coordinate communication between client, creative agency, and the specialty teams (such as print, broadcast, and online).

Adam Maldonado '10 has accepted a position as a Junior Engagement Planner at Tribal DDB, a top ten international digital marketing agency. Adam just completed a highly successful internship at Y&R.



ALUMNI NOTES

Olivia Byun '09 is Marketing Assistant/Catering Sales Associate for LDV Hospitality. She uses social networks to promote restaurants that are owned by the company, as well as travel to companies that may be interested in the services they provide. Olivia writes, "I love my job. It's never boring. It's fun and exciting and I meet new people everyday! I have to thank CCNY for everything the professors have taught me. Thank goodness I didn't sell back my text books and have my file cabinets full of CCNY notes, because I look at them AT LEAST 2 times a week!"

Sabrina Hartel, '09 has been appointed as a PR Assistant at R.C. Auletta and Company LLC.

Melissa Quezada '09 is Project Coordinator at Medicus (part of Publicis Group), one of the top 10 advertising pharmaceutical companies. She works on the Procter & Gamble account for Crest/Oral B in the traffic department.

Anne Tan '09 has been appointed an Assistant Account Executive at Carmichael Lynch Spong, where she interned as part of the Ad PR program.

Isaiah Ward '09 is a Sales Assistant for A&E television.

Clarissa Sanders '07 is an Assistant Account Executive at Rubenstein Associates.

Ad/PR Workshops take on causes close to home -- and close to the heart.



Last fall, one section of Ad/PR Workshop encouraged CCNY students to explore life off campus on behalf of its client, Heritage Heights Village. The winning team's campaign asked students to shift their perceptions of City College and think "outside the gates." Using the beaver mascot to represent CCNY, their print ads were



shot at local stores to encourage greater interaction between the neighborhood establishments and the student body.

In the meantime, the second section of the Ad/PR Workshop went in the opposite direction as student teams promoted greater involvement in the clubs and activities on campus for their client, CCNY's Office of Student Life & Leadership. Winning team, Royal Purple, Inc., had an event that attracted nearly 600 students to the Hoffman Lounge, where students learned about ways to round out their college experience.

The spring workshops both worked on behalf of the New York Organ Donor Network to increase registration among City College students. Armed with data that puts New York state near the bottom in organ donation yet tops in charitable giving, teams identified the onerous registration process in New York state as a main deterrent. With legislation to modernize the process stalled in Albany, students from both sections of the workshop boarded a bus and traveled up to the state capital on April 27th and met with representatives to encourage passage of Bill S4999.

In the spirit of City College's activist tradition (including Barack Obama's work as a "Project Coordinator" in February 1985 to run NYPIRG's office at City College), Team WordWorks staged a rally to gather signatures for a petition which was to be delivered by hand to New York State Senator, Tom Duane, who sponsored the bill. Before they could do that, however, their efforts paid off: the bill passed in the Senate in late April. Now Governor Paterson must sign it into law.

This year's workshops were team taught by Professors Eugene Donati and Nancy Tag and by Professors Lynne Scott Jackson and Michael Macina.





New “Lunch w/Leaders” Lecture Series is launched this spring.

Despite a raging snow storm, a standing-room only crowd packed into the MCA theatre on February 25th to see Faris Yakob deliver the inaugural “Lunch w/Leaders” lecture entitled, “Stuff that Doesn’t Work Yet -- How Technology is Changing the Nature of Advertising.” The former Executive Vice President/Chief Technology Strategist of McCann Erickson, New York, and self-described digital ninja took the audience through a

rousing presentation on how digital technology is creating a seismic shift in communication. Afterward, Faris mingled with the crowd, passing around his business cards as he encouraged everyone to continue the conversation and “have a nice day.”

Sponsored by the MCA Ad/PR Program and the AAF Club, the “Lunch w/Leaders” Series is an ongoing forum for industry thinkers, creators, and doers to share their views in an informal setting. Before the semester wrapped up, the series welcomed Joe Pantigoso who lectured on “The Branding Solution” and Donna Renella (right), Professional Recruiter and HR Consultant, who gave students advice on how to “Get a Job & Keep the Job” in this difficult economy.



Exclusive “Art & Copy” screening at CCNY includes all-star panel to discuss diversity in advertising

Nearly 200 people filled The Great Hall in early December to see an exclusive screening of “Art & Copy,” the award winning documentary produced by The One Club for Excellence in Advertising Creative. A powerful new film about advertising and inspiration, “Art & Copy” reveals the work and wisdom of some of the most influential advertising creatives of our time -- people who’ve profoundly impacted our culture. Exploding forth from advertising’s “creative revolution” of the 1960s, these artists and writers all brought a surprisingly rebellious spirit to their work in a business more often associated with mediocrity or manipulation.



Following the film, Kevin Swanepoel, President of The One Club, moderated a panel discussion entitled, “How do I Get a Foot in the Door?” which featured Creative Directors from Y&R and McCann Erickson. One panelist, Sallie Mars, is not only the Director of Creative Services and Diversity at McCann, but a City College alumna. Students in the audience were also invited to The One Club’s Creative Boot Camp which was offered exclusively to CUNY students for free during Winter break.



CCNY students blog. The world listens.

A new course in Social Media Strategies taught by Professor Alicia Evans offered a detailed overview of popular social networking websites and other forms of social media, giving insight into their professional applications. Each week, students explored how sites such as Facebook and Twitter operate for both one and two-way communication.

Students also created and maintained a blog that demonstrated the lessons of the classroom. One student, Reva Lewis, developed a Caribbean-focused blog that caught the attention of Tempo Television Network. From political news to World Cup Cricket coverage, this is one site that’s gained a real world following. Check it out at: Caribprmediablog.tumblr.com

Annual Building Bridges Event a big success.

More than 50 students and alumni attended “A Steady Foundation in Challenging Times” last November in Shepard Hall. Organized and hosted by CCNY’s Public Relations Student Society of America (PRSSA) chapter, this year’s panel featured recent City College graduates Tara Boris, Dan Guarino, Antoniette Pemberton and Kyle Helm.

AdMan II is coconuts for ZICO.



Students in Professor Alix Morrow’s Advertising Management II class partnered with suite850, a brand incubator and full-service marketing firm, during the spring 2010 semester to better understand their class client, Zico Coconut Water. Over the course of the semester, students were tasked with understanding the brand’s consumer, marketplace, and product for the creation of a polished Integrated Marketing Communications Plan. From an initial conference call briefing to attending the final student presentations, suite850’s feedback added professional insight to this semester-long project.

MCA teams with EDM to create multi-media campaigns for the New York City Police Foundation

The New York Police Foundation, 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, advertising 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.

Aleisha Render of the NYCFD was excited to see the number of CCNY students and faculty engaged in the project which included work from more than five classes. After many rounds of revisions, Professors Nancy Tag and Anne Bartoc met to determine which two campaigns to submit. The first campaign, “Change the Future,” was created by Kyle Witmer (copywriting), Marta Fronc-Villar (graphic design), and Kenneth Jansson/Sam Rossel (digital video). The second campaign, “You Don’t Need a Badge to Fight Crime,” was created by Professor Tag’s Ad Copywriting class along with Kenny Chen (graphic design) and Welsey Turner-Harris (digital video & web animation).

Competing with such schools as Cooper Union, Parsons School of Design, and Pratt, submissions are to be judged by industry professionals. Winners will be announced later this summer.



City College in the One Club’s 16th Annual Student Exhibition

For the first time, City College was among a select group of international schools invited to showcase their top senior’s portfolio quality work at the One Club’s Annual Student Exhibition. Held at OpenGallery in NoLiTa during Creativity Week NYC, industry creatives, academics, and recruiters visit the exhibition to find new talent and to find out what inspires aspiring creatives.



CCNY students, Danny Pacheco, Javier Garcia, Roberto Clemente, Kyle Witmer, and Michelle Pichardo joined Professor Nancy Tag (above) at the opening night reception on May 11th. This year, the exhibit featured print and multimedia campaigns from schools such as VCU Brandcenter, University of Texas, Creative Circus, Miami Ad School, and Escola Panamericana de Arte e Design.

Colin Powell makes surprise visit to PR Writing class.



As part of an ongoing service-learning initiative with the Colin Powell Center for Policy Studies, Lynne Scott Jackson’s PR Writing class developed a wide range of press materials, including brochures, flyers and promotional pieces, for West Harlem Group Assitance, an organization that offers social services and financial support to Harlem residents. Students were also visited by General Colin Powell (‘58) himself.

He generously offered the following advice: “Develop a simple message and in military terms—attack the situation violently.” Taking his comments to heart, students delivered a campaign that WHGA Executive Director Donald Notice said was “on par with what we’ve paid Madison Avenue consultants over the years. It’s a pleasure to work with CCNY - MCA students.”

FACULTY NEWS

Lynn Appelbaum, APR, Fellow PRSA and Ad/PR Program Director, has been promoted to Professor.

Nancy R. Tag, Assistant Professor, and **Lynne Scott Jackson**, Distinguished Lecturer, presented “Transforming Semester-long Projects into Sustainable Relationships” at the Annual Symposium for Strengthening Service-Learning Connections Across New York City, sponsored by New York Metro Area Partnership for Service-Learning (NYMAPS) and New York Campus Compact at Barnard College on March 11th.

Later this spring, both were joined by Maria Binz-Sharf of the Economics department in receiving the Colin Powell Center’s annual award for Commitment to Exemplary Service-Learning .



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