Congratulations 2016 grads! We celebrate the hard work and long hours you devoted to your studies to bring you to this day. And while it’s a culmination of your time at CCNY, it’s just the beginning. The industry is changing daily. You have the foundational knowledge and skills in strategic communications to pursue many roads. We hope that whatever path you take, you’ll find it rewarding and that your Ad PR education will serve you well.

Our students continue to be competitive with their peers nationally, as 4 A’s Multicultural Advertising Internship Program and T Howard Foundation Scholars.

Grads are getting competitive jobs across advertising, PR and marketing communications. (Look inside for proof!)

We are grateful to the many professionals that connect to CCNY’s Ad PR students for interns and entry-level hires. Thanks to all who came to CCNY and sought out students for opportunities. We remain especially grateful to Y&R for their stellar intern program and program support.

On behalf of our Ad PR faculty, congrats to our wonderful grads and to their families.

Best wishes,
Lynn Appelbaum
Ad PR Program Director

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**Senior Spotlights:**

**Domonique Chaplin & Susan Akinyi**

When **Domonique Chaplin** entered CCNY’s Ad PR program 18 months ago, she already had a strong foundation in two professional areas, writing and healthcare. As a licensed nursing assistant, she was immersed in medical issues and terminology. She also enjoyed using her writing skills as a global intern for the World Wildlife Fund Natura Magazine in Pakistan. Through the Ad PR program, she found a way to combine both passions. Her education and experience enabled her to launch her PR career after graduation as an Assistant Account Executive for Edelman’s Bio-Science team.

Beyond her outstanding academic record, Domonique found opportunities to build on her experience. She first interned with the American Foundation for Suicide Prevention on their communications and branding team. This was followed by an eight-month internship with the PR agency Rooney & Associates where Domonique worked in media relations with pharmaceutical and bio-tech clients.

Domonique reflects, “The Ad PR curriculum, professors, and networking opportunities aided my growth as a student, intern and more recently, as a PR professional. I am beyond grateful.”

**Susan Akinyi** came to Ad PR, a long way from her native Nairobi, Kenya by way of Westchester Community College, not certain of her path. Her distinguished Art Stevens PRSA-NY/CCNY scholarship affirmed her potential.

She interned at Y&R in account management in spring 2015 and was invited to continue for the competitive summer internship. But, she also wanted to experience public relations and secured a competitive internship in fall 2015 at M Booth and Associates.

Realizing that advertising was the best fit, she returned to Y&R this spring with a full-time position. But there were still hurdles. Without US citizen status, it was uncertain if she could stay. Luck was in her favor. In April, Susan learned she won the lottery to stay in the US on an H1-B work visa. Today, Susan works as an Assistant Account Executive on the Tyson Bull Park Brands account.

“I can’t say enough about the Ad PR program,” comments Susan, the first in her family to attend college. “The professors are like family. My success is as much theirs because they really invest in students. I feel like I belong to a community of people that work hard to get to where they want to be. Whatever we do in life we’ll always tie it back to something we learned at CCNY, but most importantly what we learned in Ad PR.”

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**STUDENT HONORS**

**Kira Rakova ’16** was selected for the Ernest Boynton Award, one of MCA’s highest academic honors, presented to a graduating senior for outstanding academic achievement. A student in CCNY’s Macaulay Honors College, Kira is a double major receiving a BA in Communications and a BA International Studies.

**Joanna Ventour ’16** received the Israel E. Levine Scholarship. Selected as one of CCNY’s 2016 Great Grads for her academic record and drive to succeed, Joanna been an active leader in the Ad PR program through the AAF club and through her mentorship and support of her fellow students. Joanna has received national recognition as a MAIP intern, NYWICI Scholar/intern and a PRSA scholar. A T Howard Foundation finalist, she is under consideration for several competitive internships. She plans to pursue a career in experiential marketing.

**Olayinka Ajibola ’17** was named WEPR Phyllis Berlowe Scholar for her academic achievement and interest in pursuing a PR career.

**Valeriya Gornostayeva ’17** is this year’s WEPR International PR Scholar for her strong academic record and interest in pursu-
Dominique Dajer ’16 will work on branding her client, “Womban Origins.” She will also be a contributing writer for several online publications.

Esraa Elsin ’16 has secured a paid internship with Marina Mahrer Communications in their health and beauty group.

Cassandra Henry ’16 has been hired by MEC as an associate in digital investment.

Lindsey Lee ’16 will be an intern with Y&R’s competitive summer program following her fall internship there.

Mohammad Khalil ’16 will be a part of Y&R’s summer intern program, following a highly successful spring internship.

Katusca Nunez ’16, who secured a spring internship at Havas Formula1n, has been invited to stay on as a full-time intern.

Katiaucsa Nunez ’16, who secured a spring internship at Havas Formulatin, has been invited to stay on as a full-time intern.

Kira Rakova ’16 will attend King’s College London this fall for her master’s - MSc Global Mental Health - which combines psychiatry, public health, medical anthropology, and program planning/implementation.

Huma Sayiida ’16 has been selected for the highly competitive CCNY/Stanford University Summer Research Program. Huma currently works as a copy clerk for The New York Post.

Brendan Shyrer ’16 will continue as a summer intern at Y&R following a highly successful spring internship there, continuing on as an IRTS Betsy Frank Fellow.

Stephanie Veras ’16 will start a new chapter at Riders Alliance, a grass-roots organization that advocates for reliable, affordable public transit. She returns (following an internship) as a community organizer to mobilize bus riders to hold public officials, DOT and MTA accountable to their 8 million riders.

**Ad/PR Continues Strong Showing with 4 A’s MAIP Finalists**

Two Ad PR majors continued the tradition of the program’s strong showing as finalists for the 4 A’s Multicultural Advertising Intern Program (MAIP). Wayne Rodgers ’16 will intern with Clive Davis + Mann agency as a copywriter for pharmaceutical advertising. Ilana Ortega’ 17 will intern in media planning with Merkley + Partners. Students compete against a national pool of applicants for choice summer internships with the country’s most competitive agencies. Finalists are chosen after a thorough screening and must demonstrate strong academic standing, evidence of professional accomplishment and a desire to pursue a career in advertising or PR.

**Y&R Honors Senior Executive with Ad PR Scholarship/Internship**

How does a global advertising agency celebrate one of its senior executives for her many years of service? They connect with CCNY’s Ad PR program to set up a scholarship and internship in her name to support a top notch student. That’s how Y&R chose to honor Dot Giannone, Executive Vice President/ Director for Account Management and a long-time supporter of Ad PR students. Dot manages Y&R’s robust intern program and oversees hires to their account teams.

“Dot has single handedly helped create a richer and more diverse culture in the profession by giving more than 300 Ad PR students the chance to intern at Y&R since 2005. Even more impressive, Y&R has hired more than 30 alums into full time posts,” said Professor Lynn Appelbaum. “Dot creates opportunities for our students that have changed lives. She is truly in a class by herself.”

Angel Delgado ’17 is this year’s recipient for a $3,000 scholarship/summer internship out of a competitive field of applicants. Runners-up Fariah Hussain ’17 and Derek Dewosky ’17 were invited to intern with the agency this summer.

**Ketchum Ad/PR Alums Welcome current PRSSA members**

CCNY PRSSA members got a special welcome on their March visit to Ketchum as part of a PRSA NY-sponsored agency tour. Stephan Guzman ’14 and Kar Ye Au ’15, now Ketchum employees, gave insightful presentations about the Ketchum Fellows program and their current account responsibilities. Hearing CCNY Ad PR alums present was not only inspiring but was great for networking for current students.
Troy Blackwell named 2016 Art Stevens PRSA NY/CCNY Scholar

Troy Blackwell ’17 is the 2016 Art Stevens PRSA NY/CCNY Scholar, receiving a $5,000 scholarship for his outstanding academic achievement and desire to pursue a career in PR. Troy, a finalist for the White House internship program, has been active in public affairs serving as a Budget Fellow for the New York City Council, and as a Service Member for the Global Eco-village Network in Dakar, Senegal. Stevens ’47 created the scholarship to support outstanding Ad PR majors. Former Stevens fellows are: Anne Tan ’09 (Queens Botanical Garden, Marketing Manager), Isabella Safiyeva ’10 (Blue Card, Program Director), Kellie Jelencovich ’11 (MSL, Account Supervisor), Asaf Breier ’12 (Visual Process, Business Development Manager, Israel), Caterine Molina Barfell ’13 (Ketchum, AE), Brent Reams’14 (Cohn & Wolfe, AE), Khaled Hassan ’15 (BAV, AAE) and Susan Akinyi ’16 (Y&R, AAE).

Brendan Shyrer named 2016 IRTS Foundation Frank Fellow

Brenden Shyrer ’16 was named an IRTS Foundation City College Summer Fellow, sponsored by CCNY alumna Betsy Frank ’66. Betsy, a longtime IRTS Foundation Board member, wanted to give a talented CCNY media student more opportunities. Her $5,000 fellowship allows a top MCA student to be a part of the competitive national program that gives talented college students a paid summer internship with a media company and access to senior professionals. Brendan already has a head start, continuing on as a Y&R intern. Former Frank IRTS Fellows are Lamique Farrell ’15 (AAE at Cohn & Wolfe) and Brianna Wernz ’14 (AE at Grey).

Ad/PR Major Takes First Prize in Human Rights Poster Competition

Henrik Bakke-Hareide ’18 took $2,000 first prize in the poster contest sponsored by The Human Rights Forum at CCNY, The Collin Powell School, Division of the Humanities and the Arts and Division of Interdisciplinary Studies. The contest challenged students to address the topic of human rights or any one of the 30 articles in the UN’s Universal Declaration of Human Rights.

Ad PR students Earn Top Zahn Bucks in 2016 Zahn Center Incubator Competition

Ryan Morabito ’17 and Derek Dewosky ’17 earned top Zahn Bucks out of the 26 cohort teams that competed in the Zahn Incubator Program. Their start-up app, DAPP, helps CCNY students (and others) to connect with like-minded groups for social activities. The team earned points for their pitch and overall dedicated hours to develop their start-up plan. Anja Kerkapoly (SUNY New Paltz ’17) was lead designer. The honor entitles the team to a private meeting with an investor to explore funding their new app.

Linda Kaplan Thaler Featured at Lunch w/ Leaders

Linda Kaplan Thaler returned to her alma mater this spring as a featured speaker at Ad PR’s Lunch w/ Leaders series. Kaplan Thaler, named by Ad Age as one of the most influential women in advertising, is also a CCNY grad with degrees in psychology and music. She addressed a packed house of students in Shepard Hall, discussing her latest book, GRIT to Great, about the importance of tenacity and resilience to succeed in life and work.
George Lois; Advertising Icon, CCNY Ad/PR Benefactor and Friend

George Lois, the iconic Adman who is considered the “Rock Star” of the creative revolution in advertising, is also a fan of CCNY and, most importantly, MCA. Through his 40 year association with Professor Ed Keller, who began his career at Lois’s agency in the 1970’s, Lois has connected deeply with students in CCNY’s Ad PR and BIC programs—so deeply that he is donating his archives reflecting his iconic 60 year career.

“By giving his archives to CCNY, George recognized the unique link between diversity and education as a gateway to help students realize their dreams, which is the core of CCNY’s mission,” said Professor Keller. His gift elevates our program and affirms the value of advertising as a part of our culture. This is an unparalleled gift that will benefit our program for years to come.”

Lois, a member of the BIC program advisory board, is already a regular in Ad PR classes, enriching students through his guest lectures about the advertising business and what it takes to be a great creative. He has been so inspired by his CCNY connection that one of his latest creations is a special line of tee shirts branding each of CCNY’s major programs.

DKC Agency Leaders Give Intro to PR Students A Glimpse into the Power of PR in Action

When Professor Phil Ryan reached out to midtown firm DKC Communications to invite a PR pro to visit his Intro to PR class, little did he realize who would show up. His students were treated to an insightful and thought-provoking presentation by firm president Sean Cassidy and vice president Michael Moschella. Cassidy discussed the steadily evolving role of PR in marketing strategy and emphasized the importance of engaging audiences through story telling that is both provocative and unexpected. Moschella discussed the power of data analytics to identify and mobilize audiences through social media. Students came away considering their widening career options and some go-getters took the initiative to network for their first internship at DKC.
Building Bridges: PRSSA and AAF Students Host Networking Event for Alums, Students and Pros

The power of the Ad PR program was fully evident on April 13, thanks to a stellar Building Bridges networking event, sponsored by the PRSSA and AAF clubs. More than 60 Ad PR alumni who work in marketing communications industries returned to CCNY to meet with over 100 majors and a variety of advertising and PR agency HR professionals. Networking was top of everyone's agenda. Alums were excited to return to campus for the first time since graduating as current students got a glimpse of what their future might look like in a communications career. More than 200 people filled Shepard 290 for the alumni mixer and Shepard 291 where they could meet with agency HR professionals to pave the way for competitive internship and jobs.

ALUMNI NEWS

Chelsea Henriquez ’15 is Account Coordinator in the publicity division at Havas Formulatin.

Vernon James’15 is an Assistant Account Executive at Ruder Finn.

Ashley Martino ’15 is a Global Assistant Account Executive at Y&R.

Stephen Nunez ’15 is at ZenithOptimedia as a Campaign Specialist

Valentina Padilla ’15 is an Assistant Account Executive at Trachtenberg PR.

Rohan Patrick ’15 is a Junior Strategist at Havas Health (Health4Brands).

Julian Robinson ’15 is a Performance Media Analyst at Havas Media Group

Krystal Suarez ’15 is an Assistant Account Executive at Digital Agents, a direct marketing company.

Maya Valerio ’15 is an Assistant Account Executive for Nike Communications Inc.

Alexander Aleman ’14 is an Account Executive at Rubenstein Public Relations.

Sofi Biviano ’14 is an Assistant Account Executive at M Booth & Associates.

Earl Bryce ’14 is at Translation Agency as a Junior PR Associate.

Brent Reams ’14 is an Account Executive at Cohn & Wolfe in their consumer team.

Stephen Benincasa ’13 is an E Commerce Manager/Marketing Assistant at Seasons USA, Utica, NY

Paul Castro ’12 is an Account Executive at Spark44.

Francois Chang ’11 is an Account Coordinator at Bender/Helper Impact for their video games team.

Kellie Jelencovich ’11 is an Account Supervisor at MSL Group and is a PRSA NY board member.

Agnieszka Rybak ’11 works at New York Cares as a College Programs Manager.

Maquita Peters ’09 is an Associate Producer at NPR, where she works in the Digital News group.

Stacy Ann Edwards Effs ’07 is a Director at Carat for the Home Depot account.

Daniel O'Connor ’96 is the founder and CEO of Mediamorphosis, a multicultural marketing agency.
Ad PR Workshops Tackle Student Mental Health, Mindfulness and Healthcare for DACA Status Students

Ad PR seniors took on some formidable clients this year to enhance the quality of life for CCNY students. Healthy CUNY Initiative with CUNY’s School of Public Health challenged students to develop integrated marketing communications campaigns to de-stigmatize mental health issues among CUNY students.

The winning campaign, “You’d Never Know” by team 199X from Professor Gerardo Blumenkrantz and Angela Chitkara’s workshop, helped students appreciate that anyone could have mental health issues no matter how successful they outwardly appear. Team TranquilliT’s “How Are You Really” campaign, from Professors Appelbaum and Tag’s class, helped students reflect on how better peer listening creates a more supportive and healing environment for students who are having a challenging time.

In spring, Professor Blumenkrantz and Chitkara’s class created campaigns that show how mindfulness builds campus and group community for their client Artistic Circles, founded by Ann Feldman. Professors Appelbaum and Tag’s class worked with Memorial Sloan Kettering Cancer Center to raise awareness of healthcare coverage benefits among DACA-status CCNY students.

FACULTY NEWS

Professor Lynn Appelbaum was named Outstanding Educator of 2015 by the Public Relations Society of America at their international conference in November 2015. The award is among the top professional honors bestowed by the organization to PR professionals. Appelbaum also presented her recent research on “Factors Affecting the Success of Under-represented Groups in the Public Relations Profession,” co-authored with Dr. Franklin Walton, funded by the PRSA Foundation. Their research was selected as one of the top 10 PR studies in 2016 by the Institute for Public Relations.

Professor Blumenkrantz chaired a panel and co-presented a lecture with Professor Francisco Uceda from the CCNY’s School of Education on “Feminism Strikes Back. Or Not: The Humorous Portrayal of Males in Contemporary Spanish and U.S. Advertising,” at the Second International Congress on Historical Links between Spain and North America: Past, Present and Future. The event was organized by CCNY’s Division of Interdisciplinary Studies, Instituto Cervantes and The Franklin Institute of the Universidad de Alcalá. He also created the logo for Healthy CUNY Initiative, officially launched on May 2nd. The work was developed in conjunction with design studio Menos es Más.

Professor Nancy Tag, who also serves as CCNY’s BIC Program Director, was invited to serve on an international jury of professionals and educators for the prestigious 2016 Young Ones Competition. She has been named a 2016 Catalyst Fellow by CCNY’s Zahn Center for Innovation.

Lynne Scott Jackson, Distinguished Lecturer, celebrates 25 years as a communications consultant for Colgate’s Bright Smiles, Bright Futures (TM) program, which has reached 800 million children in 80 countries. Her marketing consultancy, Millyneum Inc. has served the program since its inception in 1991. Her research focuses on education, youth employment and public private partnerships in the information communication technology (ICT) sector in the Republic of South Africa.