Congratulations Class of 2017.

Your hard work, dedication and passion have brought you to this day. You have accomplished so much over the past years of your undergraduate education. To our MAIP winners, Women in Communications, Art Stevens PRSSA, Dot Giannone recipients and all our scholars, you continue in the tradition of excellence that epitomizes the Ad/PR program at CCNY. You now enter an industry that is ever changing and highly challenging. Let this be a stepping stone as you evolve, not only as professionals, but as people. We, the faculty, are so grateful to the many professionals that have connected to our program and sought our students providing them with opportunities resulting in continuing internship and full time job opportunities. Our program would not be the success that it is without your contributions.

On behalf of our Ad PR faculty, congratulations to our graduates and their families.

Best wishes,
Ed Keller
Ad /PR Program Director

Senior Spotlights:
Shannon Steck & Ari Berkowitz

Initially, Shannon Steck thought in terms of journalism ledes and hard-hitting breaking news. CCNY’s MCA program was a happy coincidence for her, one she encountered after transferring from SUNY Stony Brook and fleeing double majors in English and traditional journalism. Seeking to understand the art of communication, she stumbled into the Ad/PR program after having her sights set on City College’s journalism and women’s studies programs.

Human rights and justice, lofty ideas, became too weighty for her to address within the realms of public relations and journalism. During her second semester within the Ad/PR program, Shannon began integrating her other passions, fashion, entertainment and beauty, into her professional life—and managed to maintain a 3.9 GPA.

Encouraged by PR professors Lynne Scott Jackson and Alicia Evans, Shannon dove headfirst into these newfound realms, interning with premiere fashion agency KCD Worldwide and working New York Fashion Weeks. She picked up internships at CR Fashionbook, spearheaded by VOGUE Paris editor, Carine Roitfeld, NYLON magazine and BT PR, the firm behind artists like Adele, AC/DC, Zayn Malik and HAIM.

“If it wasn’t for Professor Jackson and Professor Evans, I wouldn’t have taken the initiative and would not have had the portfolio to secure such stellar internships,” says Shannon. “The Ad/PR program at CCNY gives its students all the resources -- and knowledge -- they need to flourish. I truly appreciate and admire every professor I’ve had during my time at CCNY for all they do for their students.”

When Ari Berkowitz started at CCNY in the fall of 2014, he had no idea that he would be graduating from the Ad/PR program. Ari was returning to school after a five-year hiatus, including two years serving in a combat unit in the Israeli military, and thought he was interested in psychology. But eventually, Ari made his way to Ad/PR in the spring of 2016 and never looked back.

From the beginning of the program, Ari looked to maximize every opportunity afforded by Ad/PR’s networking events, and secured a summer internship at media agency MEC Global during Ad/PR’s Building Bridges Career Fair and Alumni Networking Mixer. After MEC, Ari interned at PR agency RooneyPartners in the fall of 2016 and, most recently, as a Social Marketing Intern at digital marketing agency 360i. Ari will continue at 360i after graduation as an Associate Social Marketing Manager.

Outside of his internship experience, Ari also worked with small businesses and non-profits as a freelance social strategist. Over the past 18 months, Ari has worked with a breast cancer nonprofit, a food startup, a community growth initiative, and a book publisher to create comprehensive strategies and content that helps advance business goals.

"I never could have gotten where I am today without the Ad/PR program," Ari reflects. “The hard work and connections of the professors here, together with its rigorous curriculum of essential industry skills, allowed me to make the most of my time and find the right opportunities to help advance my career. I am forever indebted to this incredible program.”

“If the City College of New York helped you get all of this incredible work experience, then I would tell everyone I know to go there.”

Quote from leading NYC agency exec when reviewing the resume of a 2017 Ad/PR grad for an entry-level position

STUDENT HONORS

Stephana Eghan has been selected a NY-WICI Scholar/Intern. She will be interning this fall at the Interpublic Group of Companies. As a Student Archivist working on the George Lois Archives, Stephanah is ORCA Scholarship winner.

Oriol Brull is the 2017 Art Stevens PRSA NY/CCNY Scholar, receiving a $5,000 scholarship for his outstanding achievement and desire to pursue a career in public relations. 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 Hussain ’15 (BAV, AAE), Susan Akin ’16 (Y&R, AAE) and Troy Blackwell ’17 (White House Intern).

Shannon Steck has received the Israel E. Levine Scholarship for her superior academic record and drive to succeed.

Fariha Hussain has been selected for the Ernest Boynton Award, one MCA’s highest academic honors for outstanding academic achievement.

Carmen Quang has been selected as one of the Leonian Grant awardees for her work as a Student Archivist on the George Lois Archives.
Transitioning to the Real World
CCNY PRSSA Panel Features Ad/PR Alums

Students were treated to advice from recent grads who are making it in the communications field. From left to right, Ada Rojas, Gypsy in the City Founder + Influencer Relations at Latina Bloggers Connect; Bennett D. Bennett, Writer, Voiceover Actor and Ace Creative at BBDO Worldwide; Briana Wernz, Account Executive at Grey Group; and Brendan Shyrer, Strategist at Young & Rubicam. Thoughtfully moderated by CCNY PRSSA Secretary and Audience Relations Manager Amalia Lytle, the exchange left students empowered and energized in pursuit of their goals.

Ad/PR Majors Win Awards in The One Club 2017 Client Pitch

Two Ad/PR majors were part of a BIC team that was a Finalist in The ONE Club’s 2017 Young Ones Client Pitch. Along with another BIC team, they were among 9 finalists in the Client Pitch presentation where they showcased their social impact campaigns to judges from Partners Global Partners, the United Nations and BBDO. Henrik Bakke-Hareide, Carmen Quang, and Francesco Rizzo pitched “Donuts for Peace” which partners Dunkin Donuts and the Council on American-Islamic Relations to bring common values to American consumers in a truly delicious way.

The awards were given during an SRO crowd at The One Show’s YO Ceremony at the Google event space on Tuesday evening, May 9th. Nearly 15 BICsters filled the space and added color to a boisterous celebration. According to One Club President Kevin Swanepeel, this year’s winners were chosen from its largest pool of international submissions ever (from Milan to Mumbai, Rio de Janeiro to Stockholm) by a jury of top industry professionals and educators.

Ariana Yaptango Named 2017 IRTS Foundation Frank Fellow

Ariana Yaptango ’18 was named an IRTS Foundation City College Summer Fellow, sponsored by CCNY alumna and MCA adjunct professor Betsy Frank ’66. Betsy, a longtime IRTS Foundation Board member, is a consistent supporter of CCNY communications students.

Ariana will receive a $5,000 fellowship whereby she will continue work at Elle, Hearst Communications where she is currently an intern. Among 33 US students and the only CCNY Ad/PR major to receive the prestigious honor, Ariana was selected from a pool of 1,300 undergraduate and graduate school candidates.

The Summer Fellowship Program, the most notable student outreach effort of the International Radio and Television Society Foundation, teaches up-and-coming communicators the realities of the business world. The program includes practical experience and career planning advice which allows students to reinforce or redefine specific career goals before settling into a permanent job in the media industry. Fellows have a rare opportunity to engage with leaders in broadcasting, cable, advertising and digital media, as well as network with IRTS alumnae.

Committed to Excellence: Prof. Phil Ryan Guest Lecturers Share Expertise with Ad/PR Majors

Ad/PR alum Sofi Biviano ’14 (fourth from left), Account Executive at M Booth shared her secrets of success during a guest lecture at Prof. Phil Ryan’s Introduction to PR class. Informative and inspirational – as evidenced by the students’ broad smiles – all were energized by her presentation as they pursue similar career paths. Committed to extracting every ounce of excellence from his students, Prof. Ryan continues his star-studded line-up of guest lecturers who reveal trade secrets to those eager to follow in their footsteps.

CCNY White House Alum Troy Blackwell Urges Peers to Consider Public Service

City College of New York senior Troy Blackwell spent the last months of the Obama administration in Washington DC as a White House intern in the Office of Public Engagement and Intergovernmental Affairs. He worked under Valerie Jarrett, the Office’s Director and Senior Advisor to President Obama. On Feb. 22, the Ad/PR and political science double major encouraged City College peers to consider public service careers in a public conversation entitled The Value of Public Service. The event was co-sponsored by the CCNY PRSSA, MCA and the Colin Powell School for Civic and Global Leadership.

“It was a pleasure to share different ways people can get involved in advocacy, offer a behind the scenes look at effective government relations, and explain the importance of citizen engagement in community issues,” said Blackwell.

The internship added to the Elmont, Long Island, resident’s many honors, which include a Colin Powell Fellowship, a Weston Public Service Fellowship, the Art Stevens/PRSA-NY Scholar award, a Benjamin A. Gilman International Scholarship and a Stanford / CCNY Summer Research Program internship.
Jose Daniel Ocasio
2017 Kaye Foundation Scholarship Recipient

Jose Daniel Ocasio is Ad/PR’s latest Kaye Scholar; the program is made possible through a generous gift from the H. Austin and Florence R.S. Kaye Foundation. “I would like to thank the Kaye Scholarship Program for giving me such a magnificent opportunity and am incredibly honored to be a recipient,” said Daniel. “I would also like to thank the people who made it possible for me to win the award by submitting two amazing recommendation letters, Professor Lynne Scott Jackson and Professor Alicia Evans.”

He concluded, “This scholarship award will help me accomplish my career goals and stay in college. I hope to demonstrate that I am a worthy recipient of this award and take the pledge to set the example to all the students at CCNY, especially Ad/PR students. I hope to encourage them to follow their dreams, and make them a reality.”

The foundation’s goal is to “assist young people in the pursuit of new frontiers in the humanities, in the arts or in philosophy and thus strengthen the intellectual and productive base of our nation.”

Iliana Ortega Makes AAF’s Most Promising List of Top 50 Ad Students in US

Among seniors in the country majoring in advertising, Iliana Ortega is a rock star, according to the CCNY Ad/PR Program and the American Advertising Federation (AAF).

She was designated as one of 50 undergraduate seniors nationwide In AAF’s Most Promising Multicultural Students Class of 2017. Iliana graduates in 2017 with a double major in Ad/PR and English literature. “The Most Promising Program has become a very reliable source to find top-tier talent. These aspiring students of diverse backgrounds represent the future of marketing and advertising,” said Danielle Austen, Managing Partner & CEO, fluent360 and the AAF Mosaic Center Chair.

This is the second major Ad/PR honor for the Washington Heights resident. She was a 2016 MAIP Fellow and spent the summer interning at ad firm Merkley + Partners in lower Manhattan.

JWT’s Young Commodores
Inaugural Class Includes CCNY Ad/PR Majors

Founded by Keni Thacker (center), J. Walter Thompson’s New York senior technology specialist, the Young Commodores program is advertising’s first college / high school mashup.

Four CCNY Ad/PR majors have the privilege of having Thacker and as their mentor and serving as mentors to those following in their footsteps. Proudly serving as “an older brother figure” to some of the industry’s rising stars, Team Thacker includes (left to right) Ebony Anderson-Brown, Elizay Pierre, Kenneque Carlton and Stephana Eghan. The semester-long initiative is an immersive, 360 business advertising experience that concludes with students conceptualizing, strategizing and presenting an actual “Client Pitch.” It is the first time a program of its kind will be offered as college credit at the global agency.
George Lois Continues His Deep Connection With the Ad/PR and BIC Programs

George Lois, the iconic Ad Man who is considered to be the “Rock Star” of the Creative Revolution is truly a “Rock Star” at CCNY! Throughout this past year, he has delivered presentations to classes encouraging students to seek “The Big Idea.”

“When George gave the gift of his archives to CCNY, little did we know the level of his ability to connect with our students,” stated Professor Keller. As George has explained, “What really excites is me is the one on one discussions I am able to have with these incredible kids that occurs after my presentations. It really gives me hope that these students will really impact the advertising business in the years to come.”

With the gift of his archives, George gave CCNY original layouts that he created that became his iconic Esquire covers that are currently part of the permanent collection of MoMA. At Creative Week this May, this led to a keynote presentation by George that was sponsored by the One Club. It was a first public showing and a preview to the month long exhibit of all the original layouts and covers that will be on campus this coming September. With the standing ovation that he received, it is clear that George truly connects!

Stephana Eghan Receives $5,000 NYWICI Scholarship

Ad/PR senior Stephana Eghan received a $5,000 scholarship from New York Women in Communications at the annual 2017 Matrix Awards. Held April 24 at the Sheraton New York Times Square, the prestigious event was hosted by Hearst Magazine; more than 1,000 guests attended.

The ceremony was emceed by Katie Couric and featured Matrix Award winners and presenters Savannah Guthrie, Matt Lauer, Judy A. Smith (Scandal), Gretchen Carlson, Susan Credle and Nancy Weber, to name a few. Stephana was also featured in an NBC Today Show segment.

“We commend the dedication and accomplishments of these remarkable young women,” said Jacki Kelley, president, New York Women in Communications and Chief Operating Officer, Bloomberg Media, Bloomberg LP. “They are already well on their way to becoming the next generation of female leaders and we are so pleased to welcome these women into our New York Women in Communications family.”

A Bronx native, Stephana was among 19 young women to receive this prestigious scholarship, joining the ranks of Ad/PR alums Stephanie Guzman, Kar Ye Au and Joanna Ventour, past NYWICI winners.

Oriol Brull Receives $5,000 Art Stevens PRSA-NY Scholarship

Oriol Brull has been honored as the 2017 Art Stevens PRSA-NY Scholar and will receive a $5,000 award. Stevens, managing partner of The Stevens Group and CCNY alumnus, initiated the program a decade ago to support talented Ad/PR majors.

Brull is currently an intern at SociedAD, a division of Campbell-Ewald. In 2016, his expert reporting skills and love of cars earned him a spot in the “GM Discover Your Drive Journalism Experience” to cover the North American International Auto Show in Detroit.

“Oriol represents the best of our advertising/PR students and PRSSA. Beyond his stellar academic record, Oriol has demonstrated his passion for our industry as a PRSSA CCNY chapter leader and as a competitive intern for multiple agencies. Personally and professionally, he is a model for any aspiring PR student,” said CCNY Professor Lynn Appelbaum in an O’Dwyer PR article announcing the award.

Former Stevens Scholars include: Anne Tan ‘09 (Queens Botanical Garden, Marketing Manager), Isabella Safiyeva ‘10 (Blue Card, Senior Program Director), Kellie Jelencovich ‘11 (MSL, Account Supervisor), Asaf Breier ‘12 (Douglas Elliman Real Estate Sales and Development), Catherine Molina Barfell ‘13 (Ketchum, Senior Account Executive), Brent Reams ‘14 (Newell Brands, Associate PR Manager), Khaled Hassan ‘15 (Shillington School, graphic design student), Susan Akinyi ‘16 (Y&R, Account Executive) and Troy Blackwell ‘17 (White House Intern).
MAIP Fellows Land Prestigious Internships  
2017 Class Includes CCNY Ad/PR All-Stars

The Multicultural Advertising Internship Program (MAIP) is a professional development program that helps launch careers. MAIP participants gain credentials and advertising agencies obtain access to top talent, strengthening the American Association of Advertising Agencies (4A’s) efforts to enhance workforce diversity.

Natali Cabrera landed a coveted MAIP Art Direction internship at Partners + Napier. A double major in Ad/PR and Digital Design, Natali looks forward to helping brands solve their design and challenges. She said, “I can’t wait to be in the same room with copywriters, creative directors, art directors, designers and other professionals.” An AAF Club member, Natali worked as a computer coordinator in the Electronic Design & Multimedia Laboratory and membership associate at New York’s American Museum of Natural History.

Ebony Anderson-Brown is a rising senior with interests in Ad/PR, journalism and publishing. She’s a profound writer, DJ, and photographer. This summer, Ebony will intern at VML-New York. She was recently selected to join BBDO’s Concepting Class where executives will nurture her talent and help improve her portfolio. Ebony is grateful to be apart of the 44th MAIP class because this opportunity of a lifetime will help advance her professional network among a close-knit community of creative and supportive individuals. She looks forward to sharing what she learns as the newly appointed President of AAF.

Florence Ngala is a 2017 Ad/PR Major with a minor in Studio Art and a primary interest in Design. According to Flo, “Being accepted into the MAIP program is a very special opportunity … for that I am so grateful. Not only do I feel as though CCNY has given me the tools to go out into the world and be a great Art Director, but also to always push myself professionally.” She continues, “There are no words that adequately describe the amount of excitement I have to take on a new city and new work experience. I feel extremely blessed and want to give a special thank you to Professor David Harris who encouraged me to apply. I really would not have gotten this chance if it wasn’t for him!”

Sean Feol-Baugh recently decided to start working towards a career in advertising. “After much research and deliberation I decided to apply to CCNY because of their new MPS program in Branding + Integrated Communications, which seemed like the best fit for me. With the guidance of Professor Nancy Tag, we were kept informed of every possible opportunity for our growth,” says Sean. He says, “Being from Jamaica and recently relocating to the US, I had to take advantage of as many opportunities as possible to build an entirely new network.” Sean recently completed an account management; with MAIP, he will be based at McCann Erickson.
Fall 2016 Ad/PR Workshop: The City College Fund

The Fall 2016 Ad/PR Workshop client was The City College Fund. Our challenge was to plant the seeds of philanthropy in CCNY students while they are still undergraduates. Working together as four cross-disciplinary teams, workshop students created integrated marketing communications campaigns that engendered an appreciation of City College while student are still here – so that “giving back” to the institution which helps shape their future becomes second nature long after they graduate. Team Ethics asked students “What’s Your City College Moment Worth?” and included an event where current students identified their special CCNY moment and pledged a gift to memorialize it once they’d graduated. Team Infinite asked students to pledge to their alma mater so that they could be connected to the CCNY legacy in their campaign “I am CCNY.” Team Limitless asked students to “Dream Big” so that classes could work together to consolidate their giving for larger and more visionary projects around campus.

FACULTY NEWS

MCA Chair and Professor Jerry Carlson produced, & hosted twenty episodes of City Cinematheque for CUNY TV about films from India, Japan, Europe & the USA. In addition, he was nominated for two New York Emmy Awards for his work producing in Spanish the series Nueva York. Professor Carlson has given invited lectures in Argentina, China, Peru, and the Dominican Republic and has written the Foreword for the ethnomusicological study The Modern Bachateros: 27 Interviews.

Professor Lynn Appelbaum was a 2016 HPRA BRAVO honoree at their national awards dinner in Fall 2016. The award, conferred by the Hispanic Public Relations Association, celebrates her work in promoting diversity and ensuring that the younger generation of professionals is well equipped with the tools necessary to succeed in our industry.

Professor Nancy Tag and Professor Gerardo Blumenkrantz presented at the 3rd International Conference on Historical Links between Spain and North America which was held in Madrid, Spain in May. Earlier in the school year, they presented a theory on branding and integrated communications at the University of Palermo's VII Latin American Congress on Design Education in Buenos Aires, Argentina.

Professor Gerardo Blumenkrantz designed the 170th CCNY logo to commemorate City College's anniversary. And, congratulations to Professor Blumenkrantz for being awarded early tenure and promotion to Associate Professor.

Professor Angela Chitkara, CUNY Mellon Fellow, presented original research entitled PR Diversity: The Struggle is Real - Meeting Business Objectives with a 2020 Mindset. Presented by BIC and The Holmes Report, the May 3 event included a town hall discussion about the CEO’s role in diversity and inclusion that was streamed live on Facebook.

Professor Michael Cramer moderated a round table on the “adjunctification” of the humanities, and presided over a panel on race and racism in medievalism and reenactment at the 52nd International Congress of Medieval Studies. Professor Cramer will play Agamemnon in Agamemnon by Euripides this September.

Professor Lynne Scott Jackson serves as Board Member and Senior Director, Membership Committee, Public Relations Society of America - New York Chapter.