Congratulations 2012 graduates! This is the ideal time to reflect on the Ad PR program and our wonderful students who make this the dynamic academic and professional environment we thrive in. Our students continue to benefit from our outstanding professional partners, Y&R and GroupM. These global leaders help our talented, diverse students transition to the workplace through internships, professional development workshops, agency tours, and seminars.

Ad PR is growing! We’re excited to announce our new MA in Branding + Integrated Communications (BIC) program for Fall 2013. Our new master’s builds on our strengths by focusing on the shifting, more integrated marketing communications environment. Stay tuned for more information.

In a tough market, our grads demonstrate their smarts, tenacity, and resourcefulness. Our faculty celebrates your stellar achievements and wishes you well in all your endeavors.

Best wishes,
Lynn Appelbaum
Ad PR Program Director

STUDENT HONORS

Yael Brayer ‘12 was named the Israel E. Levine Scholar for her outstanding academic achievement. With a 3.9 GPA, Yael was at the top of her MCA graduating class.

Stan Lyubiarskyi ‘12 was named the Ernest Boynton Scholar for his outstanding academic achievement.

Caterine Molina (next to Art Stevens) is this year’s recipient of the Art Stevens CCNY/PRSA NY Scholarship of $5,000 for her outstanding academic achievement and commitment to pursue a career in PR. Caterine was honored at the CCNY Communications Alumni Group Dinner and PRSA-NY Big Apple Awards.

Shirley Symister was named the 2012 WEPR Phyllis Berlowe Scholarship recipient for her outstanding academic achievement and interest in pursuing a career in PR.

Philomina Umukuro was named the WEPR Helen Ostrowski Award winner for an International Student for her academic achievement and desire to pursue a career in PR.

MAIP Summer Internship Winner:
Martha Escobar was selected for the highly competitive 4A’s Multicultural Advertising Internship Program (MAIP). She competed against students across the country for a paid summer internship at the nation’s most competitive agencies. Martha was accepted to an internship at McGarryBowen in New York.

Senior Spotlights:
Yael Brayer & Salwa Sayed

“I’m addicted to social media,” says Yael. “I never realized how much Facebook and Twitter affect a business’s success.” Now, Yael uses her social media savvy at digital marketing agency Social Fulcrum.

An Account Coordinator, Yael helps clients manage their Facebook, Twitter, on-line forums, blog postings, and Linkdin accounts along with their SEO rankings. “Social media is the future,” Yael reflects. “Businesses need it to connect with customers in order to build their brands.”

Yael also interned at Rogers and Cowan PR agency. Her focus was media relations working for TV reality star / entrepreneur Bethenny Frankel, among others. “Everything I did at Rogers and Cowan, I learned in my PR Writing class,” reflected Yael. “I got to take the classroom experience and bring it to the real world.”

Even before CCNY, Yael did PR in the Israel Defense Forces. She represented her unit to senior officers and even arranged VIP visits to the base.

Yael can do it all, from communicating with journalists through radio, print and TV, to engaging consumers through social media. She is the future of PR.

Salwa Sayed embarks on her career as an Assistant Account Executive at McCann Erickson ad agency having accomplished more than most new college grads. Coming into the Ad PR program, Salwa knew what she wanted to accomplish and took advantage of all the program offers.

Over two years, she completed five highly sought after internships for leading global advertising agencies, including four account management posts: at J. Walter Thompson in Cairo, Egypt; McCann Erickson as part of the 4A’s Multicultural Advertising Internship Program; RDA International; Y&R; and an internship in digital media planning at Mindshare, part of GroupM.

And that’s only part of it. As a GroupM Diversity Scholar, Salwa was the guest of GroupM North America CEO Rob Norman at the 4A’s International Conference in Austin, TX, where she networked with advertising professionals. Among those she 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.

She also served on the executive committee of CCNY’s American Advertising Federation chapter, and took on the demanding role as team leader for the senior Ad PR Workshop. Salwa will graduate summa cum laude -- a terrific finale to her CCNY tenure, and a stellar launch as a young professional.

Student Honors

MCA The City College of New York
Media and Communication Arts
In 2009, at an exclusive CCNY screening of the documentary “Art & Copy,” Professor Ed Keller was taken by how dynamic George Lois was on the screen. Having worked for the iconoclastic ad man years ago, he was determined to get him on campus to speak to the students. However, Lois is in big demand. So Professor Keller asked Tiffany Edwards of The One Club, co-producer of the film, to make the initial contact. Then, working with LwL co-sponsor, the CCNY AAF Club and its president Rose Dionicio, the room was booked a year in advance. A photographer was hired. A special cake was made to order. In the end, no one was more pleased than George Lois himself. “I enjoyed every second,” he wrote. “You offered us warm, heartfelt hospitality. The DAMN GOOD ADVICE dessert was icing on the cake.”

Yael Brayer ’12, was hired as an account coordinator at Social Fulcrum, following a highly successful internship there.

Paul Castro ’12 will intern at Y&R this summer, following a spring internship in account management.

Rosemaira de la Cruz ’12 was accepted to a competitive paid internship with GroupM in media planning.

Scott Lam ’12 was hired as the marketing manager in Agorafy, following a highly successful internship there.

John Frank Little, Jr. ’12 will intern at Y&R this summer before entering the CUNY Graduate School of Journalism.

Anthony Mainville ’12 is a paid intern with the Vidal Group in media buying.

Samira Marte ’12 works for the corporate division of JPMorgan Chase as a commodities operations risk management analyst.

Gabriela Peralta ’12 works as Assistant Supervisor at The Intrepid Sea, Air & Space Museum where she was promoted from Seasonal Group Sales Associate. She oversees all financial transactions, manages floor staff, and acts as liaison between the corporate staff and visitors. She started at the Intrepid museum as an intern in the PR Department.

Dustin Plutzer ’12 is an Associate Producer at SiriusXM radio. He was hired full-time for a political talk show following a year long internship at the station, including a stint on the Howard Stern show.

Alana Reich ’12 has been hired into an entry level post at Esti’s clothing boutique following a highly successful internship there. She will work in-house on their advertising and public relations including overseeing the store’s creative ads, media placements, Facebook and the website copy.

Salwa Sayed ’12 was hired as an Assistant Account Executive at McCann Erikson, where she’ll be working as an account manager on the Weight Watcher’s account.

Anderson Serrant ’12 will intern this summer with R/GA digital advertising agency. He’ll work full-time as a Social and Mobile Platform Intern. Anderson writes, “I attribute all of my success to being a part of MCA.”

From left to right: Michael I. Roth, CEO & Chairman of IPG, Keith Reinhardt, Chairman Emeritus of DDB, Jackie Leo, Editor-in-Chief of The Fiscal Times, and George Lois, advertising legend.

**ALUMNI NOTES**

Shauna Gaye Bigby ‘11 is an administrator at George Washington University’s School of Professional Studies in DC and hopes to enroll in its graduate communications program.

Natalie Henry ’11 works as a paid intern at Social Chorus as a Social Media Moderator.

Amelia Lopez ’11 attends NYU’s Integrated Marketing Master’s Program.

Kellie Jelencovich ’11 was promoted to Account Executive at Hunter Public Relations. She was also elected to the CCNY Communication Alumni Group Board of Directors for 2012.

**BEHIND THE SCENES: THE MAKING OF A "Lunch w/Leaders"**

In 2009, at an exclusive CCNY screening of the documentary “Art & Copy,” Professor Ed Keller was taken by how dynamic George Lois was on the screen. Having worked for the iconoclastic ad man years ago, he was determined to get him on campus to speak to the students. However, Lois is in big demand. So Professor Keller asked Tiffany Edwards of The One Club, co-producer of the film, to make the initial contact. Then, working with LwL co-sponsor, the CCNY AAF Club and its president Rose Dionicio, the room was booked a year in advance. A photographer was hired. A special cake was made to order. In the end, no one was more pleased than George Lois himself. “I enjoyed every second,” he wrote. “You offered us warm, heartfelt hospitality. The DAMN GOOD ADVICE dessert was icing on the cake.”
Four Ad PR Workshops Do Great Work for Good Causes

In the Fall, Professors Lynne Scott Jackson and Mike Macina partnered with Memorial Sloan-Kettering Cancer Center (MSKCC) to disseminate meaningful information on the Genital HPV Infection. While clients Abraham Aragones, MD and Francesca Gany, MD declared the “Extra Step” campaign the winner, Ad PR majors succeeded in educating fellow students and those in their circles of influence who may be among the six million people infected with HPV each year, according to the Centers for Disease Control.

Professors Lynn Appelbaum and Nancy Tag partnered with the Healthy CUNY Initiative (HCI) to deliver the message of healthy living as a key to academic success. The winning campaign, “Big Campus. No Excuses.,” invited students to use every aspect of the campus as an opportunity to flex their muscles and strengthen their stamina. Dr. Luis Manzo and HCI Coordinator Patti Lamberson have already implemented aspects from all campaigns into CUNY initiatives.

This Spring, Professors Appelbaum and Tag teamed up once again with HCI, this time to promote mental well-being. Using the insight that students who participate in extracurricular activities have fewer incidents of depression, the winning team created the “Commingle” campaign which encourages CCNY students to “Stay. Be happy. Commingle.” The two other teams focused on ways to control stress, a trigger to depression which can negatively impact school performance.

The teams from Professors Scott Jackson and Macina’s workshops were challenged by clients Teresa Walker and Sarah Hahn to rebrand CCNY’s Student Health Services (SHS) here on campus. The winning “Strive to Survive” campaign brilliantly incorporated CCNY’s forthcoming college-wide “Strivers” messaging and was endorsed by Acting Vice President of Communications, Ira Krawitz. The One Club Asks: Where Are All the Black People?

As part of this year’s Advertising Week, The One Club staged an all-day conference entitled “Where Are All the Black People?” at New World Stages in mid-town Manhattan. Panelists addressed the critical need to recruit more diverse talent in the ranks of agency creative departments. Keynote speakers included Jeff Goodby, Co-Chairman and Creative Director of Goodby, Silverstein & Partners, Jimmy Smith, CCO and CEO of Amusement Park Entertainment, and Neal Arthur, Managing Director at Wieden+Kennedy. The City College of New York was a co-sponsor of this event where over twenty CCNY students volunteered their time and energy to organize, network, and give shape to this gathering of industry professionals, recruiters, and job seekers.

Harold Burson Returns to CCNY

Described by PR Week as “the century’s most influential PR figure,” Harold Burson took part in The Living Room Experience®, Where Meaningful Chats Change Lives, created and moderated by Prof. Alicia Evans. Mr. Burson spoke on a variety of topics, including his innovative approach to promoting his alma mater, Ole Miss, and founding Burson-Marsteller, the world’s largest public relations agency.

Building Bridges Helps Students Network with Alums

This fall, CCNY’s PRSSA chapter sponsored the 6th annual “Building Bridges Making Connections” gathering where current students hear from recent grads about what to expect in the professional world of PR and advertising. Alums Kellie Jelenovich ’11, Jen Spivak ’11, Javier Garcia ’10, and Martin Frebres ’09 gave students the real scoop about how to make the transition from student to pro.

Students Get Insider’s Look at Ruder Finn and Y&R

In April, twelve Ad PR students got an insider’s look at one of the leading global PR agencies, Ruder Finn, founded by David Finn, a CCNY alumnus. Emmanuel Tchividjian, senior vice president, hosted PRSSA members and other interested students to a two hour seminar at Ruder Finn headquarters, East 57th Street. Earlier that month, the CCNY AAF Club organized a similar tour at Y&R where nearly 30 Ad PR students gathered at its worldwide headquarters to hear “stories from the trenches.” Featuring CCNY alums and other Y&R executives, the two-hour session was spearheaded by Dot Giannone, EVP, Director Account Management, and Chris Villanueva ’11, who is now a Junior Account Executive at Y&R.

Y&R’s Nightshift Inspires Creativity

For nine Ad PR students who dream of a career as an advertising creative, Y&R’s 10-week “Nightshift” workshop at the agency’s Madison Avenue headquarters gave them a foot in the door. Taught by members of Y&R’s global creative team, students were given weekly assignments to develop campaigns for critique by the pros. Ad PR alum Sal Lombardo ’07, who successfully transitioned to Y&R’s creative department, shared his first-hand account about what it takes to make it as a creative. Nadine Michelle, Y&R’s Creative Coordinator, gave kudos to all the students for their creativity and hard work.

SHOUT OUTS!!

Each year, Ad PR faculty use their business connections to invite industry professionals into the classroom to share insights with our students. To drop a few names: Brian Knox, SVP of Diversity & Inclusion at Katz Media Group, Arn Ashwood, former Creative Director at UniWorld Group, Raymond O’Rourke, consultant to UBS, formerly of Morgan Stanley and Burson-Marsteller, Andrew Edwards, Vice President of Harris Interactive, Tim Cecere, GroupM Chief Talent Officer, Marie Raperto, Cantor Integrated Marketing Staffing, Inc. and Andrew Tider, Co-Founder/CEO of Munchly. BIG thanks to all!
Ad/PR Major Wins CUNY’s “Fight the Fizz” Contest

MCA senior Arturo Acosta’s advertising print campaign selected from among many to win CUNY-wide contest.

As part of CUNY’s effort to combat rising rates of obesity, diabetes, and other life-threatening chronic diseases caused by sugar-sweetened soda, the “Fight the Fizz” contest invited students from all CUNY campuses to enter videos, posters, music, photographs, spoken word or other submissions to be used in a Spring 2012 Healthy CUNY Campaign to reduce sweetened soda drinking among CUNY students, faculty, and staff. The work will be used to help “build support for policies to reduce the promotion of unhealthy sweetened beverages.”

Arturo Acosta’s campaign modified the logos of well-known beverages to dramatically communicate the downside of over-consumption. In addition to being selected from a very competitive field, this recent grad and Ad PR major won $500 for his efforts.

ALUMNI NOTES

Jennifer Spivak ’11 is Director of Marketing for Social Fulcrum, a digital marketing and social media agency, where she was hired following her MCA internship.

Yan Kanner ’11 is an overnight Assignment Editor at NY1’s breaking news desk. He develops assignments and events to be covered from news tips. He also shoots and field-produces big events like the New Year’s Eve ball drop.

Sabrina Hartel ’10 is an Advertising Representative at Tribune Media Group in Chicago, owners of The Chicago Tribune, Baltimore Sun & LA Times. She recently won an award for best employee and is up for promotion.

Natalie Taveras ’07 is an Account Supervisor at Translation advertising agency since July 2011 on Coca Cola Zere Smartwater, Target and Bud Light Platinum. Natalie also served as a judge for this year’s CCNY Ad PR Workshop.

Tracey Zhen ’11 is a skin care consultant for Sephora.

Diara Bamba ’11 is an Assistant Media Planner at Mediacom.

Livia Bilt ’11 has secured a paid internship with Associated Press this summer.

Justin Pellino ’11 is US Marketing Director of HEADRUSH where he has traveled to events in Ohio, Virginia, Toronto, and Las Vegas.

Tara Boras ‘09 is now an Account Executive at Grok advertising agency.

Ann Tan ’10, is PR Officer, New York Restoration Project. She writes, “My primary role is to work closely with media, the general public, and internal groups to increase the visibility of the non-profit’s work in transforming open space in NYC’s underserved communities to create a greener, more sustainable city.”

Simeon Coker ’11 received a prestigious InterPublicGroup InterAct Assoc. Fellowship. He will rotate among various departments at IPG agencies.

Natasha Bisbal ’09 works for the Diocese of Brooklyn with whom she interned at CCNY. She is Executive Assistant to the Chairman and CEO at the DeSales Media Group Inc., which houses the communications office, the Diocesan newspaper, and the Diocesan cable network.

Amy Choi ’09 works as office manager for Connect the Dots since 2008 handling case management and incoming clients. She hopes to pursue a Master’s in Social Work.

George Oliver ’07 works as both the Marketing Manager at the Caribbean Cultural Center and as Community Liaison at Manhattan Community Board 6 which gives him insight into the various ways of disseminating information that shapes lives and institutions.

Joanna Tuzel ’11 was promoted to Media Planner at Initiative, after only nine months.

Natalia Repolovsky ’10 works as a technical writer for TimeLink, which specializes in workforce management software. She is also an active blogger about design for small spaces.

Wina Wirsatyo ’10 moved to Jakarta in 2011 and works at Stratcom, a Daniel J Edelman company, as an Account Executive. “It’s been wonderful and exactly what I had expected from a PR agency. My client portfolio includes: Yahoo, MasterCard, Nissan, and Unilever.”

Jere Jeannoel ’11 just gave birth to a 5 pound 8 ounce baby boy named Gabryel.

FACULTY NEWS

Lynn Appelbaum was an invited panelist at Public Relations Society of America International Conference, October 2011, Orlando Florida. She also co-authored a chapter on teaching diversity in public relations at Public Relations Society of America’s “Learning to Teach” book.


Lynn Appelbaum, Lynne Scott Jackson, and Nancy R. Tag received the 2012 Service-Learning Recognition Award from the Colin Powell Center.

Gerardo Blumenkrantz was awarded the Maurice Sendak Fellowship.

Alicia Evans will be an Artist-in-Residence for the African Atlantic Genealogical Society.

Prof. Lynne Scott Jackson wins CCNY Women in Arts & Culture Award

The first-ever awards were given to seven outstanding CCNY women on March 9th at Aaron Davis Hall.

CCNY Professor Publishes Landmark Textbook

Professor Nancy R. Tag’s new book, Ad Critique: How to Deconstruct Ads in Order to Build Better Advertising, is the first of its kind to teach critique skills to both creative- and business-minded marketing professionals.

Nancy R. Tag, Chair

Ad PR Program of the Media & Communication Arts Department

Nancy R. Tag, Chair
Shepard Hall Room 472
Convent Avenue & 138th Street
New York City 10031