

APRil Report

The Annual Report of the GVSU Advertising and Public Relations Program

2020

CELEBRATE
THE NATION'S
MOST PROMISING
MULTICULTURAL
STUDENTS



AN ADV
FED
**GRAND VALLEY
STATE UNIVERSITY**
ADVERTISING AND
PUBLIC RELATIONS

EDITOR'S NOTE

Welcome to the 2020 issue of April Report, the annual report of the GVSU Advertising and Public Relations program. Each year I am amazed and the accomplishments of our program, students, faculty and alumni. This year is no different.

In this issue you will be introduced to a new faculty member. You'll learn about one of our faculty winning a university teaching award. You'll read about two faculty who teamed up to publish an article about diversity in the profession. And still another self-published a textbook for one of our classes. You'll also be interested to read that four new adjuncts this year all are alumni who came back from a seat in class to the front of the room.

You'll also read about our program achievements, in the form of internships and class projects. This year we surveyed our students and you'll be pleasantly surprised to read about their own estimation of our program compared to others in the state.

Speaking of students, we have another group this year that demonstrated leadership by starting new organizations and winning

university and national awards.

Finally, we feature four alumni who have made significant impacts on their professions, their organizations, their communities, and society at large, in keeping with the GVSU mission.

Whether you are a current student, an alumnus, a prospective student, an advertising or public relations professional, an employer, or a member of the campus community, I hope this publication informs and inspires you. Thanks for reading.

Dr. Tim Penning, PhD, APR, Fellow PRSA
Professor, Coordinator of the Advertising and Public Relations Program



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Blog: "Enlighten" -- <https://gvsuapr.wordpress.com>



GVSU Advertising and
Public Relations Program



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GVSU Advertising and
Public Relations Program

Editor—Dr. Tim Penning
Photographer—Sara DeHaan, Class of 2020
Designer—Katrina Mahmoud, Class of 2018



iSpy with Lovie the Laker!

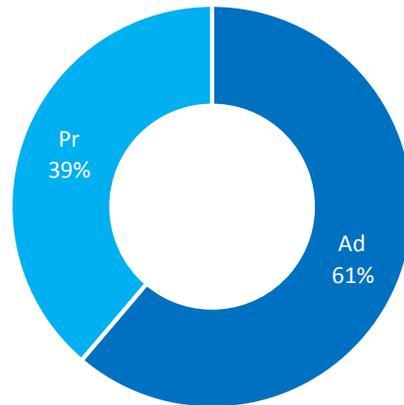
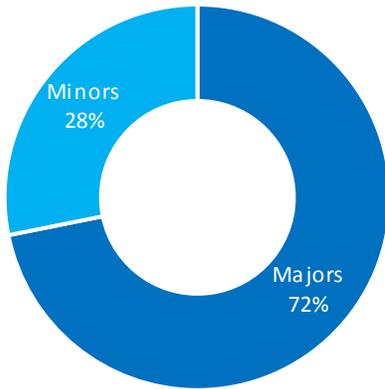
Lovie is dropping "straight facts" about GVSU throughout this issue. What can you find out about GVSU?

BY THE NUMBERS

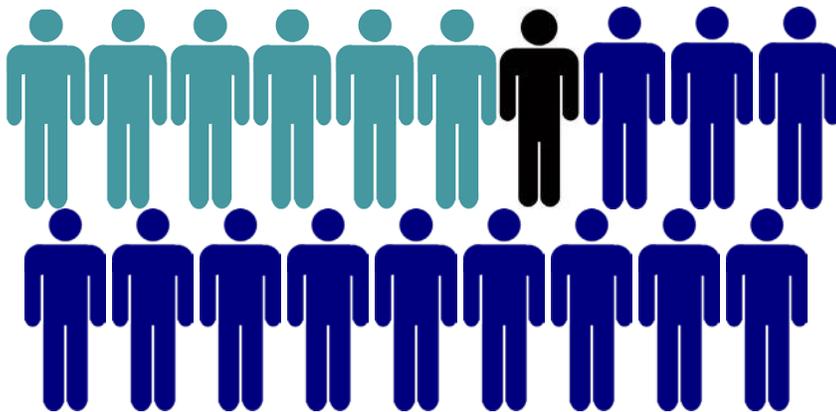
675 Students

485 Majors | 190 Minors

270 Ad Emphasis | 171 PR Emphasis



19 Faculty



6 Tenure-Track
1 Affiliate Professor
12 Part-Time Adjunct Instructors

INTERNSHIPS

85: SUMMER '19

49: FALL '19

48: WINTER '20

CLASS CLIENTS

28: FALL '19

35: WINTER '20

FACULTY

Imran Mazid Joins Faculty, Brings Digital Skills

Imran Mazid has joined the GVSU Advertising and Public Relations faculty as an assistant professor. Mazid comes to GVSU from Eastern New Mexico University. He has a PhD in Mass Communication from Ohio University. Professor Mazid studies

and teaches about the impact of digital technologies and applied data analytics on integrated strategic communication. For example, he recently investigated the use of social media analytics for data mining, data visualization, social network analysis, sentiment

analysis, and campaign design.

Like other faculty in the program, he works to integrate theory and practice. "My research goal is to translate data-driven consumer insights into business intelligence to formulate strategic decisions," Mazid said.



Imran Mazid presents his research as a GVSU Johnson Center event.

Robin Spring Wins Pew Teaching Excellence Award

Assistant Professor Robin Spring was honored this past February with the Pew Teaching Excellence Award. The award is given each year by the university's Faculty Teaching and Learning Center.

The award is given to faculty who use multiple approaches in classroom instruction and evaluation, stimulate intellectual curiosity in students, show evidence of being current in the field, demonstrate commitment to student learning, and reflect on past teaching experience or professional practice to improve current practice.

Spring uses a variety of innovative approaches in her teaching, including design thinking, team-based learning, learning process methodology (LPM), and universal design of learning (UDL). She has made presentations about teaching and pedagogy at college teaching conferences, and she co-authored an article about liberal and professional education in advertising that was published in the *Journal of Advertising Education*.

"The effort I put into teaching comes from my own intrinsic drive to make a positive impact on the lives of others," Spring said. "Helping students gain confidence and grow into their potential is my way of paying forward the lessons bestowed on me. My own role models have inspired me to continue the good

work of teaching through empowering others."

Spring started teaching as an adjunct in 1995 and became a full-time, tenure-track professor in 2014. Over the years she has taught 10 different courses.

"She ably guides students in the transition from academics to professional practice," said Dr. Tim Penning, Coordinator of the Advertising and Public Relations program, in a letter of support for the award.

"She inspires students to achieve in the classroom and to make a positive impact on the profession and our society, in keeping with the university's mission."

Rachael Watson, a 2017 graduate, also wrote in support of Spring's recognition.

"To this day, students keep in touch with Robin, myself included," Watson wrote. "She is the person we want to share our successes with, because we have her to thank."



Robin Spring accepting her Pew Teaching Excellence award.



GVSU had 24,033 total students this school year! 21,112 undergraduate; 2,921 graduate; 79 different countries represented

Professor Penning Self-Publishes Book for Media Relations Class

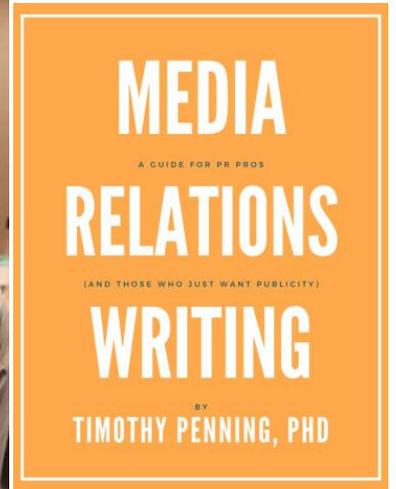
Professor Tim Penning, who teaches CAP 321: Media Relations Writing among his other courses, has self-published a book for the class.

"Media Relations Writing: A Guide for PR Pros (and those who just want publicity)" was launched last week and is available on Amazon, Barnes and Noble, and Apple Books for only \$5, \$10 or \$15 depending on format or platform. Students in his Media Relations class this semester have been using a PDF copy for free.

"The book was written with not only students but professionals who want some guidance in the area of media relations," Penning said.

Initial response has been good. Several professors from around the country have ordered it for their classes. Penning has also been invited to be on a panel at local workshop about media relations next spring, and the editor of PRSA "Strategies and Tactics," a monthly trade publication, invited Penning to write an article about the book for their February special issue on writing.

Learn more about the book on Professor Penning's Penning Ink blog and web site: <https://penningink.wordpress.com/publications/>



"Media Relations Writing" is Professor Penning's book used in the class by the same name.

Professors Spring and Yang Publish Article About Diversity and Creativity in Advertising

Assistant professors Robin Spring and Fang Yang have co-authored the article "Pro Tips for Advertising Educators: How Ethnic Diversity Can Solve Creative Problems" published in the current issue of the Journal of Advertising Education.

"Racially insensitive advertising continues to offend large segments of consumers," they write in their article. "Ethnic diversity in the advertising industry could be a solution."

In their research, Spring and Yang conducted depth interviews with 17 advertising professionals representing different ethnicities, genders and professional advertising roles. Three themes regarding the benefits of diversity on advertising teams emerged: 1) innovation and creativity are enhanced, 2)

a diverse team has a better understanding of human stories that make up so much advertising content, and 3) a diverse work environment is good for talent retention.

Given this, the questions in the study addressed why there is still a problem of lack of diversity and culturally insensitive ads. Participants were mixed about whether there is a "pipeline" problem in which new advertising professionals come from the same sources. But a lack of mentoring of minority employees and an unconscious bias were commonly cited as problems within the advertising industry.

As a result of the study, Spring and Yang offered suggestions to the industry professionals and to advertising educators. For professionals, the biggest suggestions were more intentionally raising minority

interest in the advertising industry and for the top managers at companies and agencies to make diversity a priority.

To educators, based on the comments of respondents, Spring and Yang stress an emphasis on liberal arts education, including the social role and impact of advertising, as well as strong preparation in advertising skills and experience in teamwork and collaboration.

"Learning from mistakes to find a path forward will not only alleviate cultural insults but also celebrate the multicultural world in which we live," Spring and Yang write in the conclusion of their article. "Advertising is a reflection of society; the reflection must be authentic."

FACULTY

Jonathan Snedeker Takes Role as First Student Media Advertising Advisor

Affiliate Professor Jonathan Snedeker has taken his professional background and the subjects he teaches and put them to work in a new role as advertising advisor for student media. This means he provides advice to students who sell, create and place ads on the *Lantern*, the *Whale Radio*, and *GTVV*.

Snedeker was approached by Bob Stoll from the Student Life Office to discuss the new role. Since the fall 2019 semester he has been working in a supporting role to the Multimedia Journalism Department, in particular Eric Harvey, who is now the lead faculty adviser to the *Lantern*, and the outgoing adviser Larry Beery.

Since Snedeker is an affiliate professor, he is not required to engage in such "service" work beyond teaching classes. But he saw the opportunity as something to enjoy as well as serve the students, the School of Communications and the campus at large.

"Through a couple of initial meetings, it appeared I'd be a good fit for the

advertising and business advisory position at *The Lantern*," he said. "I enjoyed my work in the newspaper industry very much over my 25 years in the industry. This new role at *The Lantern* is fun for me and it's great to work with the students dedicated to delivering this newspaper."

Since he teaches all sections of CAP 413 Media Planning, students working in the advertising department at the paper are applying what they learn in class to developing print and digital campaigns for clients.

"It's an awesome opportunity for them to get practical work experience prior to graduation," Snedeker said. "In addition, there are some other students doing ad design for the newspaper. This allows them to build their creative portfolio while earning a paycheck."

In addition to the *Lantern*, Snedeker said his new role will help to bring more advertising to other student media outlets as well. He is working with faculty Len

O'Kelly, advisor to *The Whale Radio*, and James Ford, advisor to *GTVV* to develop new ways of selling student run media.

"Clients will now be able to buy ads on radio, TV, newspaper and online which expands the media service offerings and builds revenue for student media," Snedeker said. "The clients benefit with more ways to reach out to GVSU students. It's a win/win."

The student advertising team can now sell advertising in all student-run media. They apply media planning principles to help clients determine the best mix of opportunities across media. Currently, the team is run by the Advertising Manager Jesse Becker (Accounting Major) with the help of Assistant Manager Shane McAtamney (AD/PR Major). Two new advertising representatives have been added to the team for next semester to grow these sales opportunities. If all goes according to plan, there will be more ad rep positions for students added in the future.



Jonathan Snedeker with the Lantern students.

FACULTY

Four New Adjuncts Are Program Alumni

When a number of adjunct professors suddenly announced they could no longer teach, Advertising and Public Relations Program Coordinator Tim Penning and School of Communications Director Richard Besel worked hard to find and recruit people who were able and willing to teach during the winter semester.

Four of the six new adjuncts for the winter semester got their bachelor's degrees in Advertising and Public Relations or another School of Communications program.

Abbey Sladick (BA in Broadcasting, 2007, MS in Communications, 2018) and Jason Manshum (BS in Health Communication, 1998, MS in Communications, 2008) are both teaching sections of CAP 321: Media Relations Writing. Sladick took the same class with Penning. Manshum had a health communications class with Penning when he was teaching as an adjunct more than 20 years ago, but also took CAP 321.

"It was exactly 23 years ago that, as a student, I took the course I'm now teaching," said Manshum, who recently worked for Nestle and is now a public and government affairs consultant. "I realized what I was doing 23 years ago when I took this class--I was about to begin my internship, where I would fax media outlets news releases and other materials. The technology PR practitioners use to do our jobs has changed so much over this

time!"

Sladick said she didn't plan to teach, but numerous factors came together to motivate her to become an adjunct at her alma mater.

"I really never envisioned myself teaching, however, during and after my master's program several leaders in my life encouraged me to pursue the opportunity," she said. "After reflecting on my undergrad, I remembered how much value I received from adjunct professors who brought their professional experience into the classroom. As a passionate supporter of Grand Valley, teaching is was another way I can show my loyalty and appreciation. I also feel that it's my duty to pour into the next generation of communication professionals."

Other recent adjuncts range from relatively recent graduates to an alumnus who helped start one of the program's student organizations decades ago.

Natalie Topalian, a December 2014 Advertising and Public Relations graduate who now works as a Copywriter at the Image Shoppe, is teaching CAP 315: Copywriting. Brad Beck, a 1978 BS in Advertising and Public Relations and current Partner and Vice President at SeyferthPR, is teaching CAP 320: PR Management and Case Studies.

Topalian actually entered college with the intent to become a math teacher. She

is now excited to be teaching the very thing she does professionally.

"It wasn't that long ago I was sitting in a desk myself," Topalian said. "Now here I am passing on the knowledge I've learned both from my time as a student and as a professional copywriter. "I never questioned whether or not my professors had our best intentions at heart, and I hope my students never question that when it comes to my class, either."

Beck, who was one of the Advertising and Public Relations program's first formal graduates and the first president of the Public Relations Student Society of America (PRSSA) chapter, said the university and the program seem much more evolved and organized compared to his time as a student in the 1970s. But he is glad to see the program has maintained its strong emphasis on experiential, hands-on learning that he counts as a benefit in his own long career.

"GVSU gave me the educational foundation—and practical experience—that prepared me for a successful career, working with global, national, and regional clients of all types," Beck said. "I've worked with some of the smartest and best in this industry—and I want to give back some of that in ways that can benefit GVSU students. This is our industry's next generation."



Brad Beck



Jason Manshum



Abbey Sladick



Natalie Topalian



95% of recent graduates are employed or pursuing advanced degrees.

PROGRAM

Student Survey Shows Strength of Program

A survey was conducted via Survey Monkey in October 2019 of 480 currently registered majors in Advertising and Public Relations.

The survey was open for four days and received 94 responses, for a 19% response rate. The sample was broadly representative. Students come from many regions of the state with some from out of state. All classes were represented, but the respondents were mostly juniors (24%) or seniors (55%). This is acceptable given that many students do not select the major until later in their college career and responses are more informed from upperclassmen.

Here is some select data from the survey:

- GVSU is overwhelmingly a first-choice college, with 69% indicating so. The next closest among state universities is Michigan State at 10%.
- Most significant in this survey is the reputation of the Advertising and Public Relations program in particular. 24% of respondents came to GVSU specifically because of the Advertising and Public Relations program; 35% heard of the Advertising and Public Relations program before coming to GVSU.
- The top ways students hear about the program is from friends/students (31%), promotional materials (20%),



- and employers or professionals in the field (14%).
 - The most common positive attributes of the program center around faculty, curriculum, and experiential learning opportunities.
- Separate from the survey of students, a comparative analysis of GVSU Advertising and Public Relations and other state university programs shows:
- GVSU's is the largest program in Michigan in student enrollment

- GVSU is unique in Michigan having Advertising and Public Relations integrated, and being housed in a School of Communication
- GVSU's curriculum matches the recommendations from faculty and professionals in Advertising and Public Relations, including the Commission on Public Relations Education (CEPR) and other independent research.

Adjunct Instructors Bring Perspectives to Classroom

Every year, in addition to full-time faculty, a variety of adjunct instructors teach Advertising and Public Relations classes. In so doing, they enhance the students' experience by exposing them to a broader variety of professional experiences and perspectives.

We thank the adjunct instructors who taught courses in the past academic year:

- Brad Back, Parter, Vice President, Seyferth PR
- Dottie Barnes, Associate Director News, GVSU University Communications
- Jason Brower, Social Media Specialist, LaFleur Marketing
- Michael DeMeyer, Chief Strategist, De Meyer Strategy Group
- Beth Dornan, Manager—PR, Social Media and Influencers, Amway North America
- Chad Fopma, Freelance Advertising & Public Relations Specialist
- Stephan Hokanson, Senior Content Strategist, Mindscape
- Christopher Koens, Marketing & Communications Coordinator, Urban Institute for Contemporary Arts (UICA)
- Austin Langlois, Global Social Media Manager and PR Specialist, Amway
- Doug Lipinski, Deputy Director of Athletics for External Relations, GVSU
- Jason Manshum, Public and Government Affairs Executive Counsel
- Jenn Mullins, Adjunct Instructor
- Becky Olson, Senior PR Strategist, Approach Marketing
- Timothy Putman, Owner, That's Cleverly Done Advertising
- Ben Risinger, Director of Marketing and Public Relations at Imaging Software Systems
- Abigayle Sladick, Senior Community Relations Specialist, Priority Health
- Lyman Steiner, Independent PR Professional
- Natalie Topalian, Copywriter, the Image Shoppe
- Kylie Torres, VP, Sirena Pool & Spas
- Jill Wolfe, CEO and Coach, GO Scavenger Hunts

PROGRAM

Ad and PR Courses Take on Community Clients for Experiential Learning

It is a long tradition of the Advertising and Public Relations program to provide service to the community and experiential learning opportunities for students. One way this is done is through the class “clients” program. Every year, the program serves more than 60 clients in various courses.

Students are expected to act as professionals in terms of their approach to assignments, interactions with clients, meeting deadlines, and the quality of their work, applying theories and skills they have learned in class.

Clients are expected to offer well-defined projects that can be completed in a semester timeframe and match the

course content and objectives. Usually clients meet the students in class at the beginning of the semester, are available by email to answer students’ questions during the semester, and then receive student work at the end of the semester. There is normally no fee required.

Courses that take on clients range in subject matter, with each course offering different projects for clients:

- CAP 315: Advertising Copywriting (Clients get a variety of ads)
- CAP 321: Media Relations Writing (Clients get a media kit, including media contact list, for publicity)
- CAP 413: Media Planning (Clients get a media plan for placing ads)

- CAP 423: Corporate Communications Writing (Clients get a communications audit, plan and portfolio of completed tactics)
- CAP 495: Advertising and Public Relations Campaigns (Clients get an integrated campaign including research, strategy and plan, completed tactics and evaluation methods)

Community businesses, nonprofit organizations, and others in need of advertising or public relations can find more information and apply to be a client on the Advertising and Public Relations program web site: www.gvsu.edu/soc/apr under the “Employers” link.



Katrina Mahmoud of Junior Achievement explains her organization's needs to a Media Relations Writing class in the Fall of 2019.

PROGRAM

Five Tips for Internship Hosts to Maximize the Internship Experience

The primary purpose of an internship in the School of Communications (SOC) is to provide a student with real-life work experiences related to the student's major. An internship is part of the student's total academic experience and is not always "a job" per se; it is a learning opportunity having direct relationships to the student's program of study and career interests.

In the Advertising and Public Relations major program, all students are required to fulfill an internship requirement of three (3) credits, which is the equivalent of 150 working hours in a role directly related to advertising and public relations. Students may seek out internship experience for credit following two 300-level courses, usually this is the cases course in either advertising or PR and either copywriting or media relations. This is to better equip students to serve in the entry-level needs of most internship hosts in advertising and public relations which usually equate to roles in media relations, copywriting, social media, and all campaign-related activities. Students are still free to take internships for "no credit" or experience only.

Many students graduate with two plus (2+) internships each - internships can also be used as electives and can count toward the total credits required to graduate.

"Our interns gain the most interesting experiences in advertising and public relations," Wallace said. "From corporate to firm life and everything in between. In some cases, our students are coupling an internship experience with a global adventure in a study abroad experience to maximize their time in an international environment.

Wallace offers five tips for internship hosts to maximize the internship relationship and experience:

1. Talk to them. After hiring an intern, have a conversation with the student. Find out exactly what they have learned in a classroom and what methods they use to perform the tasks that you want for them. They may be under- or over-qualified for the role you hired them for. Make a better fit for both of you by engaging in a conversation before they begin about roles and goals for both host and student. This alleviates frustration from the start and leads to a better internship outcome.
2. Pay them. I'm sure the days of you eating ramen every night for dinner are in your rear view; however, you'd be surprised at how many students struggle day to day to provide for basic needs after tuition is paid. Schools like GVSU have instituted food banks and support on campus, but that still doesn't cut it. I understand that "back in the day" you didn't get paid either, but what is this hazing or a work experience? I'll let you decide. If you can't afford payment of an intern this fiscal year, consider factoring their efforts into your budget for following years. Furthermore, the US Department of Labor requires compensation for work and have used what is called the "primary beneficiary test" in court to determine which party is the "primary beneficiary" of the relationship as well as the "employee" status of interns and students. There is a seven factor test you can check out online to stay within compliance with labor law: <https://www.dol.gov/agencies/whd/fact-sheets/71-flsa-internships>
3. Have regular check-ins with your intern. Most of the complaints I field from internship hosts AND students can usually be remedied with a quick check in of those roles and goals I talked about in #1 above. Having honest and earnest conversations in an open and accepting environment does grow better professionals and makes for better mentors as well. Schedule time with your intern every week or two to see how they are doing and how they feel in this new environment. If you teach them that they matter and that the work they do is important to you, they will work harder, I swear. I've never been disappointed by interns when I was an internship host if I operated under transparent and authentic motives. It's still among the most rewarding parts of any job I had outside of academia.
4. Ask for feedback. Sure, you have it all figured out, but what if you didn't? What if an intern could teach YOU how to be a better boss and mentor or even improve a process or product at your place of work? Consider that this relationship doesn't just operate like a one-way street. Put yourself in the shoes of life at your organization through a new and fresh perspective - maybe your intern is a process-whisperer and you just need to listen to them to solve a nagging on-going problem. You'll never know if you think you are the only one doing the teaching.
5. Offer feedback. All people respond differently to feedback, but we know we all want it. Please offer feedback to both your student AND our program. We are happy to hear how we could be improving our methods at the university level whether that is in the classroom or in our program in general. We are always looking to create better, faster, smarter, more competitive students that will be able to go out into the "real world" that place we keep telling them about and make an immediate impact. Furthermore, we need you to offer these experiences to our students, to be clients in our classrooms, to engage in committees and as advocates on the outside. We also LOVE hosting adjunct professors for classes semester-to-semester. Maybe you have something to offer lots of students, not just one at your workplace. Let us know if this sounds tempting by emailing our program coordinator Dr. Tim Penning at penning@gvsu.edu

Employers who need help structuring internship opportunities may contact Dr Adrienne Wallace at Adrienne.Wallace@gvsu.edu.



Olivia Windorf completed her internship in the fall of 2019 at Hello West Michigan.



GVSU has 136 degree options.
94 undergraduate degrees &
42 graduate degrees

STUDENTS

International Student Leads Student Group to Connect International and Domestic Students

Bringing Together the World, affectionately known as BTW, is a GVSU student organization founded in 2017 that exists to connect international and domestic students at Grand Valley State University while increasing intercultural competency. The organization provides intercultural awareness and new friendships by organizing frequent events which follow a multicultural theme.

Jowei Yek, an Advertising and Public Relations major from Malaysia, was the first to hold the president position after the organization founders graduated. Yek helped start the group along with founders Ariana Oneal, Amber Modena, and Alan Carter. The organization is supported by the Padnos International Center.

"Grand Valley State University has never had a big international student population, having only about 350 international students on-campus as of Fall 2019," Yek said. "With such a small and, often, sparse group of students, BTW exists as a community for all international students

to convene and foster lasting relationships. BTW also welcomes domestic students with the same passion."

BTW invites domestic students to learn about the world outside United States through first-hand accounts, and to share their stories to international students who are eager to learn about the life and culture in the United States. Many of the domestic student members have completed a study abroad or are planning one.

About 30 members regularly attend the general meetings which happen twice a month. Activities include games, potlucks, monthly international dinners with Campus Dining, "Sexy Accent Nights", and "interpretNation" discussions of social issues in a multicultural context,

"Games and potlucks are fun and all, but if you have an organization that is comprised of minds from every corner of the world and you are not talking about ways to better the world, then it will be a disservice," Yek said. "To be culturally competent is to use your knowledge for

good. This is why I came up with interpretNation, for us to be intentional about cultural exchange."

Yek said that even though he grew up in a multicultural environment in Malaysia, he has learned a lot from BTW. While he initially feared meeting expectations of life in west Michigan, he now says his problem is not loneliness but saying goodbye to so many good friends as he prepares to graduate.

"BTW has given me a new goal in life," Yek said. "Seeing that a major in PR can take off in so many ways, I have decided to marry my communication skills with my passion in culture, diversity, and inclusion. I would like to go in internal PR, to help companies improve their diversity and inclusion strategies, create a diversity-valuing work culture, and help companies share their movement with their stakeholders. BTW has given me a good taste of what the career would be like."



Jowei Yek At a meeting of the Bringing Together the World (BTW) student organization.



GVSU has over 400 student organizations. 63 service and advocacy organizations, 31 fraternities and sororities. & 18 intramural sports.

Devon Yousif Named Among AAF's 'Most Promising Multicultural Advertising Students'

Senior Advertising and Public Relations student Devon Yousif was named among a select group of 50 students across the country to be in the 2020 class Most Promising Multicultural Students in advertising. The American Advertising Federation (AAF) hosted leading industry professionals in Washington, DC to select the group of students from applicants from AAF's more than 160 student chapters.

This year's judging panel included representatives from Adobe, Octagon, Pandora, Spotify, Target, The Richards Group, and VidMob, including two Most Promising alumni. Leading agencies and companies, including 72andSunny, Apple, FCB, Google, IPG, McCann, Omnicom Group, Publicis Groupe, Wieden+Kennedy and more consider Most Promising to be an incredibly valuable resource in recruiting entry level talent.

"This program from the American Advertising Federation (AAF) is designed to intentionally identify promising multicultural students to help "widen the pipeline" of diverse talent for the industry," said Robin Spring, assistant

professor. Spring advises the student Ad Club and coaches the National Student Advertising Competition (NSAC) team of which Yousif is a part and nominated her for the honor.

Approaching its 24th year, the Most Promising Multicultural Student program is part of the AAF's Mosaic Center initiative to promote diversity and inclusion within the industry. Those selected will participate in a four-day industry immersion program in February that includes professional development workshops, site visits, Building Bridges to our Future awards luncheon and Recruiter's Expo.

"I feel incredibly honored to be able to accept an award for something I'm so passionate about," Yousif said. "I have gotten so much support from family, friends and Grand Valley faculty members throughout my college journey and I can't wait to represent GVSU in New York!"

Yousif is the only student from Michigan to be selected this year.

Students from AAF's college chapter network were vetted and selected through a rigorous application

process that included essays, letters of recommendation, résumé/portfolio submission and specific academic requirements. With an average GPA of 3.6, this year's class represents 29 schools and 19 states across the country, including California, Georgia, Florida, Illinois, New York, and Texas.



Devon Yousif is one of 50 "most promising multicultural students in advertising" according to the American Advertising Federation.

Keagan Bauer Receives 2019 Chapman Scholarship

Keagan Bauer has been named the 2019 recipient of the Frederick A. Chapman Scholarship. She will receive \$1400 towards her tuition next year.

The Chapman Scholarship is named for former Advertising and Public Relations Professor Fred Chapman and recognizes a student going into public relations who is dedicated to community service.

As a student, Bauer has been involved with the American Cancer Society, the Susan G. Komen Race for the Cure, and Make a Difference Day. She also served as public relations officer and secretary of Circle K International, which is the world's largest collegiate service organization that partners with various charities. In this role she volunteered every weekend with various charities. She also is a member of Phi Sigma Phi, a co-ed honors fraternity dedicated to fostering the ideals of

fellowship, scholarship, and leadership. With this organization Bauer serves as webmaster and serves on both the public relations and service committees helping to increase recruitment and help coordinate our service activities.

After graduating in December 2019, Bauer hopes to work for a public relations firm in the Grand Rapids area, either where she currently interns at COM 616 or another area agency. Long term she aspires to being a Chief Communications Officer (CCO) at a major local company. But she maintains her interest in using her public relations skills in community service as well.

"Community service has become an integral part of my life," Bauer says. "Community service is something that brings people of all backgrounds and walks of life together to benefit the

people in society. I am thankful that I have the opportunity to dedicate myself to serving others not only through volunteering but through the field of public relations as well. The two are intertwined in striking ways, and my draw to the field more than likely comes from my draw to helping others."

Students may apply for the Chapman Scholarship every year. The information about the scholarship and application guidelines are on the School of Communication web site: <https://www.gvsu.edu/soc/scholarships-and-grants-15.htm>

Donors who wish to contribute to the Chapman Scholarship may do so from the Advertising and Public Relations web site: <https://www.gvsu.edu/soc/apr>

STUDENTS

Students, Alumni and Faculty All Win WMPRSA 'P'Roof Awards

The Grand Valley State University Advertising and Public Relations program was well represented at the 2019 annual P'Roof Awards last May. Students, alumni and faculty from the program all received recognition at the annual awards ceremony held May 22 in Grand Rapids.

The awards, presented by the West Michigan Chapter of the Public Relations Society of America (WMPRSA), recognize the top public relations tactics and campaigns as well as several individual awards. The WMPRSA chapter covers an area from the Indiana border to Traverse City and from the lakeshore to the center of the state.

Students from the student-run PR firm GrandPR received three Gold P'Roof Awards. In the category of "Tactics/ Podcasts" the group won gold for its 'PR

Hangover' podcast, hosted in 2018-19 by Courtney Fogle. They also won two gold awards for campaigns in the "Events and Observances more than 7 Days" category, one for the Sawyer's Day Campaign done with Grand Valley Athletics and one for "Timeless 10," a campaign to celebrate the 10th anniversary of Grand PR, accepted by Sanrina Antcliff and Amanda Rogers.

Individual awards went to a student, an alumnus, and a professor in the program.

Trevor Bryan, who was the GVSU PRSSA President in 2018-19, was recognized as the West Michigan chapter's student of the year.

Sean Billisitz, a recent graduate now working at Truscott Rossman Public Relations, was named the 2019 Newcomer of the Year.

Adrienne Wallace, an assistant

professor and faculty advisor to PRSSA and GrandPR, was named the 2019 PR Professional of the Year.

The GVSU Ad and PR program were also involved behind the scenes. The P'Roof committee included two students—Morgan Schafer and Amanda Hume.

WMPRSA received a record 131 entries for this year's awards program. Also, the judging standard was more rigorous and aligned with PRSA's national Bronze and Silver Anvil awards criteria. All entrants had to achieve a minimum number of points. Tactics were judged on planning, creativity, technical excellence and results. Campaigns were judged on research, objectives and strategies, execution, and an evaluation of meeting measurable objectives.



(Left to right) Sabrina Antcliff, Amanda Rogers, Sean Billisitz, Trevor Bryan, Courtney Fogle, Dr. Adrienne Wallace.

STUDENTS

Student Team Wins Addy Award

The GVSU National Student Advertising Competition (NSAC) Team earned an American Advertising Award, otherwise known as an “Addy Award,” from the West Michigan Chapter of the organization for their work on the Wienerschnitzel campaign.

Wienerschnitzel was the focus of the 2019 NSAC competition, in which the students won the AAF District 6, which includes Michigan, Indiana, and Illinois. The team also placed 15th in the nation out of 150 teams.

The Addy Award was presented to the team on February 27, 2020 by the American Advertising Federation (AAF) of West Michigan.

NSAC teams across the US were tasked by Wienerschnitzel, the nation’s largest hot dog chain, to elevate the image of the hot dog and increase primary demand. The GVSU NSAC team of 23 students worked over nine months to create a fully integrated consumer advertising campaign. After 942 hours of research, over 1,000 survey respondents, 234 interviewees, and nine focus groups provided the main insight: Hot dogs are an integral part of American nostalgia.

“Based on their research, the team developed three tenants designed to interest the target audience, forming the cornerstones of the campaign strategy: Community, Education, & Experience,” said Robin Spring, assistant professor, who serves as faculty advisor to the team. “These tenants birthed the Wildly Loved slogan. The campaign capitalized on the regionality and nostalgic factors of hotdogs that translated into tactics to combat misconceptions about the hot dog through education.”

The Wildly Loved strategy was executed through a mixture of Experiential, Sponsorship, Digital, Influencer, Video, and Outdoor tactics. The team worked to develop a media plan that promoted these integrated tactics in a \$25 million year-round campaign which would garner over 4 billion impressions nationwide.

The Wildly Loved campaign earned first place in the American Advertising Federations Mega District 6 made up of schools from Michigan, Illinois and



Indiana and ultimately won 15th in the nation out of approximately 150 NSAC teams. The American Advertising Awards judges agreed with the merits of the campaign and awarded us with a Bronze Addy Award, confirming our campaign is Wildly Loved!”

The NSAC team from 2019, pictured from left to right in the above photo:

*Bottom Row: Hollie Pickelman, Nikki Schroeder, Bailee Gunderson, Robin Spring (faculty advisor), Kate Goldkamp, Kaitlyn VanCoevering; Second Row: Wesley Morgan, Keegan Bauer, Elise Cameron, Christine Melvin, Becca Bloom, Alan Carter, Jack Stempien; Third Row: Evan LaVigne, Alex Warner, Nicole Schinske, Holly Tumbarello, Miranda Crews, Leah Wilcox
Top Row: Brenden Childs, Brendan Cotter, Tom Crawford, Zac Noonan.*



The cover of the winning 22-page plans book.



We have over 6,000 beds on campus. 87% of first-year students live on campus, 11 dining locations, & 5 styles of living centers to choose from

Brandy Miller Goes from Intern to President of Chamber of Commerce

After graduating from GVSU in 2010, Brandy Miller found herself back in her hometown of Ludington planning what to do next. She had interned the summer between her junior and senior year at the Downtown Ludington Development Authority, an experience that had her meet many community members as she planned and marketed several community festivals. The experience proved to be a launch pad for her career.

"The Chamber President/CEO had heard that I was back in the community and called me about a short-term opportunity to contract for a fall festival the Chamber was responsible for," Miller said. "Not having any other prospects at the time, I said yes. At the completion of that contract, I was offered full time employment as the Chamber's Communication & Marketing Coordinator. I had no intention of staying in Ludington, but I found my passion of being able to positively impact my community."

Miller is now the President/CEO of the Ludington & Scottville Area Chamber of Commerce and Executive Director of the Ludington Area Convention & Visitors Bureau

"I have always been very driven to be a leader in whatever I have been tasked with and I was not shy about my desire to someday lead," Miller said of her rise to the CEO and Executive Director positions. "With that said, I also knew what it took to get there and made sure I did the work to be considered as a worthy successor".

She said the importance of relationships was a key she applied from her degree in Advertising and Public Relations and applied to her current job. Since the Ludington & Scottville Area Chamber is a non-profit, membership organization, she said relationships are everything. The Advertising and Public Relations program taught her how to effectively communicate, as well as cultivate and care for those relationships.

Miller also remembers a project she did as part of the AdPR program for Guiding Light Mission in Grand Rapids.

"That particular project has stuck with me all of these years. For one, it was my first time being exposed to a homeless shelter, but the project itself showed me

the power of communication and public relations," she said. "Being able to use AdPR skills to positively impact people's lives was a great lesson, and something I try to apply in my current role."

She encourages current students to be open to opportunities they may not envision while in college.

"Opportunities come in many different shapes and forms; they are not always overtly Ad or PR positions, but the skills needed to be successful directly align," she said. "My advice to all students is to say yes to as many opportunities as come your way because you never know what might present itself and what it

might lead to. Had I not said yes to a one-time contract with the Chamber, I would not be in the position I am 9 years later as the President/CEO. I would also say, be humble because my experience in the beginning of my career was not glamorous by any means, but the hard work and hunger for something more paid off."

Brandy Miller speaking at a Ludington and Scottville Area Chamber of Commerce Event.



Alumnus Ed Fritz Manages Ad and PR Side of Hearst's Michigan Outlets



Ed Fritz (above), a 1992 graduate of GVSU with a degree in Advertising and Public Relations, has a big picture view of the newspaper industry and how it has changed in a digital environment. As regional director for Michigan for Hearst Communications, Fritz is responsible for developing and selling digital products as well as hiring, training and supervising the sales team.

Hearst is a major media company that includes A&E, History, Lifetime and ESPN among more than 360 media, information and service companies. In Michigan, Hearst has seven newspapers, nine magazine or special interest publications, and four weekly shoppers. What a lot of people might not know is that Hearst Michigan also includes services such as content marketing, programmatic video and display, websites, search engine marketing (SEM), search engine optimization (SEO), mobile/location-based targeting, video production, and social media management.

Fritz said in an era where it seems that newspapers are dying due to free content online, those that focus on serving the local community are doing well.

"The future of news in the format that we used to call newspapers is unfolding in a unique way as people have come to realize that getting local news from non-natives does not provide the context, accuracy and relevance as a more organic process would," Fritz said. "Many of the big newspaper conglomerates

have decided to reduce the days they publish community newspapers, have reduced or eliminated local content, or shut them down completely. Hearst has taken a very different approach as they have invested in community papers to prop them up, keep them viable, and recognize each paper's vital role in each community. We've seen great success with this approach in our Michigan newspapers as we have seen readership increase tremendously and advertising dollars grow."

Fritz has also seen that digital advertising has changed all media, not just newspapers. Video is everywhere, ad dollars are moving to content marketing, and more refined targeting has replaced mass reach as a priority for his customers.

"Ultimately, the competition is all about content," he said. "Because of digital ad targeting, content is extremely valuable. The ad dollars are going to be spent where the content is. The local newspapers still provide relevant content in a compelling way in print or digital will survive because their audience is valuable."

Despite all of the changes in the industry that occurred after he graduated, Fritz maintains that fundamental principles of advertising remain relevant and important.

"The foundation of advertising hasn't changed," he said. "In fact, I would go so far as to say the people who have always been and will always be successful in advertising are the people who study the fundamental principles before they immerse themselves in the latest tools which will be old tools before their career is over. You can't lose sight of the fact that really taking the time to make sure that you shine the right light in the right space to the right people is what it's all about. Advertising when done correctly is an art form and I credit Grand Valley for teaching me this. It has afforded me the ability to stay in my field all these years."

Fritz maintains his connection to GVSU and the Advertising and Public Relations program. He has volunteered to be at the Majors Fair to talk to prospective

students, and he recently spoke in Professor Snedeker's media planning class. He advises current students to be mindful of history and put people first even as technology in the field changes rapidly.

"Absorb as much media as possible, study history as much as you work to stay on the cutting edge of your field, have a passion for reaching people and connecting them to each other, consider the big questions that face our global culture, but more than anything be present with what is going on around you, listen to what people want, get a feel for the tenor of society," Fritz offers. "People are the heart of any business, do not get so caught up the technology that you forget that in the end, communication was, is and will always be about people."

colors: blue, black, white
nickname: the lakers
first sport: crew (1964)
mascot: Lovie the Laker
pioneer class: 226
students (1963)



ALUMNI

Kristina Green Focuses Career on Community

Kristina Green sees her public relations job in terms of percentages. She rattles off the breakdown of her work for the Lake Michigan Credit Union (LMCU) without hesitation—60% volunteerism, 30% support to the credit union's southwest and southeast regions for sponsorship and philanthropy, and 10% for various employee and community giving campaigns.

The 2012 graduate said she didn't know exactly what she wanted to do while she was in college, but she knew Grand Valley had given her good skills. It was through several experiences that she saw the possibilities for her career path.

"In my junior year I realized that social media could be a career," says Green, who worked for four years at the GVSU Career Center and started their social media in her junior year. She was also the Vice President of Public Relations for the GVSU Public Relations Society of America (PRSSA) chapter and an account executive for GrandPR, the student-run PR

firm. "I also did social media as an intern at Quicken, and that led to a job. I found out that writing is varied and fun and energetic."

Working at LMCU since 2017, now as Senior Community Relations Specialist, Green does even more types of writing and many other duties. Her main task is to get LMCU staff involved in the communities where they work.

"Volunteering has been embedded in LMCU since 1933 when it was founded as Grand Rapids Teachers Union," she says. "The founder really wanted to give back and our main cause today is education."

Green found a software called "YourCause" that she uses to get volunteers to sign up, track hours, send reminders, and offer related articles. She says the tool is a one-stop shop for corporate volunteering and gives her great metrics.

"Volunteering is good for the community of course but also for LMCU," Green explains, describing the

'LMCU Community Crew employees wear when working in the community. "Volunteering allows staff to give back and they have a more invested approach to the organization. They come back from a volunteer activity more engaged and refreshed."

Besides volunteering, Green has also been involved in community philanthropic and sponsorship activities and events. For example, the organization helped raise \$17,000 for the Helen DeVos Children's Hospital and collected 3,500 bags of school supplies.

Green advises current students to get involved on campus, network, and use resources, starting with professors. She says she's grateful to have learned a lot of skills in college, but it's the people and connections that really pay off.

"This job is what I feel like is what I was set to find," she says. "At the end of the day, community relations is about supporting the community which is a passion of mine."



© Keith Mumma

Kristina Green engages the community in everything from speeches to work projects.



GVSU has over 4,000 study abroad programs.

Nick Convery Directs Digital for Top Clients At Publicis Collective

Nick Convery has overseen creative digital strategy for an impressive list of major global brands. Most recently he has led digital strategy and investment for TruGreen, Alfa Romero and Maserati. In December 2019 he transitioned from his role as Director Digital for Blue449, a full-service media agency that is part of the Publicis Group, to Director Digital for Publicis Collective.

"My responsibilities will remain the same," Convery said. "This includes leading client conversations about digital best practices including data protection and privacy, negotiating with media partners, and planning digital strategies and tactics that align with what each brand represents."

Convery's career since graduating in 2003 began as a broadcast TV and radio buyer, a role he was in for five years. He next joined Starcom, GM's media agency of record, in their digital trafficking department. After a year in that role he moved internally to the Cadillac media planning team. When Starcom lost the GM business, he joined the media planning team at Universal McCann to work on Temper-Pedic, Nationwide Insurance, and Aldi. After working there for a couple of years, he joined the newly formed digital team at Carat (GM's current media agency). He started off as a supervisor on the Buick/GMC accounts, and was promoted to Associate Director after a year. He joined Blue449 as a Director in Feb 2019 and transitioned to the Publicis Collective in December 2019.

Convery still values what he learned in college more than 16 years ago when much of the current digital technology and practices did not exist.

"What I learned in earning my degree

is what I carry with me to this day," he said. "I learned that advertising as a whole is an ever-changing landscape and that I need to be prepared for those changes. It also taught me the value of working within a team when everyone has different backgrounds and different points of view and how to pull that all together to make one cohesive product. The professors I had were amazing because they were teaching from a point of real-world experience so they were able to weave in how things really work with the curriculum."

One of Convery's best memories is a group project in his campaigns class.

His group had the Grand Rapids Children's Museum as a client. He and the classmates on the team and named their agency "4 Girls & a Boy" and even made up business cards. Their final project was more than 60 pages of overview, strengths, weaknesses, and opportunities as well as strategies and tactics to meet the client objectives. He proudly showed this work on every interview he had after graduating, and has kept the bound project to this day.

Convery's best

advice to current students about to graduate is to read trade publications such as Adweek and AdAge to stay current with practice in the field of advertising.

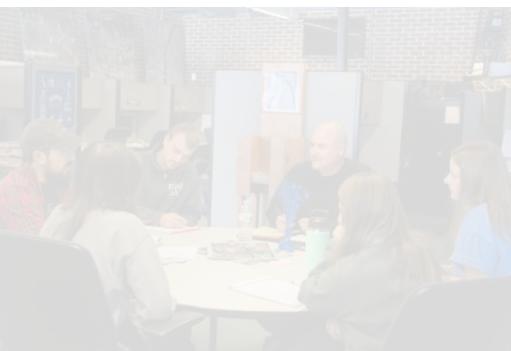
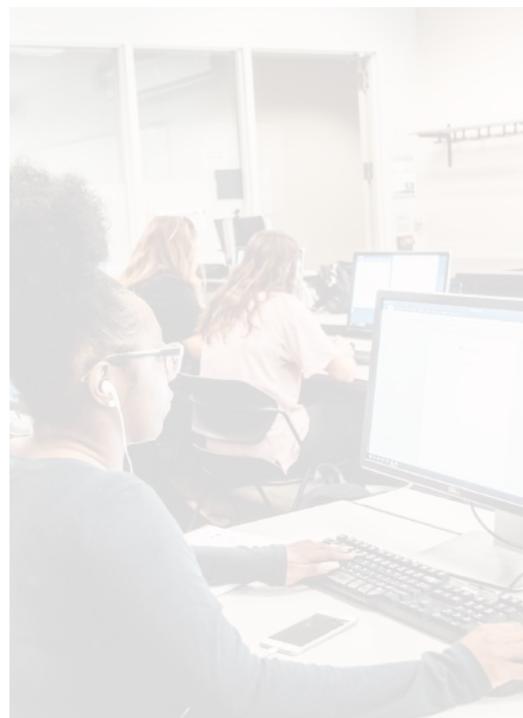
"I cannot stress this enough, because this is the question I ask the most when I'm interviewing candidates for junior roles," he explained. "The ones who can speak to what they've read and what they believe it to mean with a thoughtful point of view are the ones that stand out to me."



Nick Convery has managed digital strategy for several major brands since graduating in 2013.

GVSU has 123,171 alumni.
50 states called home by alumni; 13
areas worldwide host alumni clubs;
94,844 alumni in Michigan

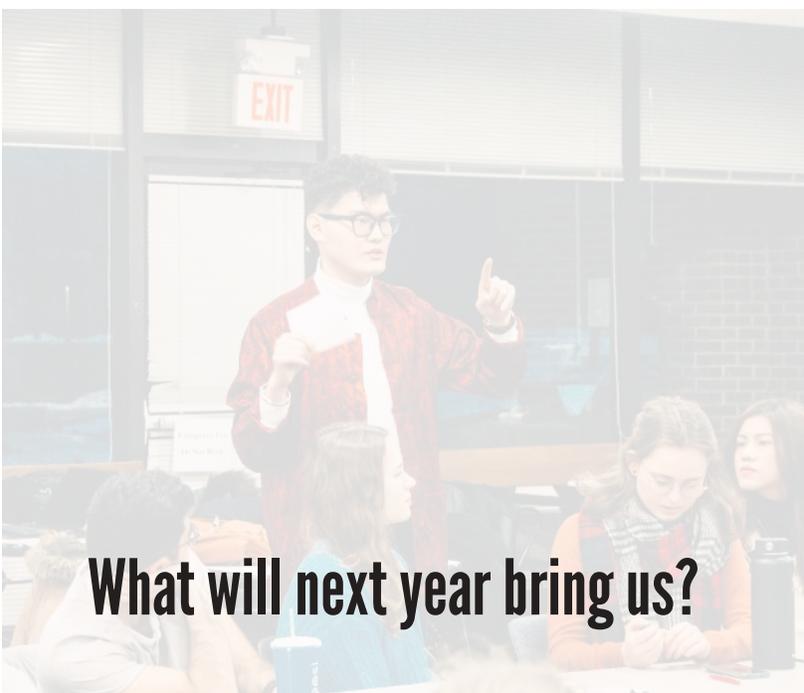
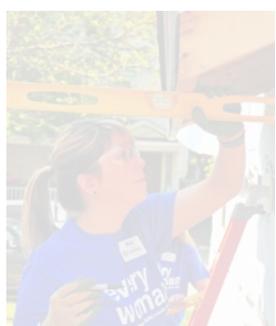
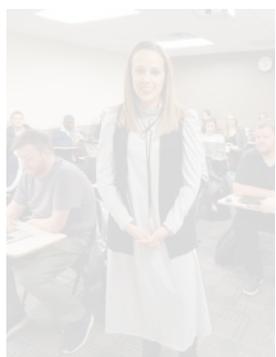




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