

APRIL

REPORT
2019

Students
and Alumni
Celebrate
GrandPR
10 year
anniversary



Editor's Note

Welcome to the third issue of the APRil Report, the annual report of the GVSU Advertising and Public Relations program.

The 2018-2019 academic year came with lots of changes for us. We've had several faculty retirements and conducted extensive searches to hire new faculty and will introduce them in the fall.

We have made more refinements to our curriculum to adapt to the dynamic advertising and public relations industry.

We have new ways for alumni and others to support the Advertising and Public Relations program specifically. The Chapman

Fund—named for former Professor Emeritus Fred Chapman—made its first grant last year. And in this issue you can read about the newly created Frank Fund in honor of recently retired Affiliate Faculty Frank Blossom.

As always, you can read about how our students, faculty and alumni are engaged in the community and profession. The faculty are conducting research and leading regional and national associations and committees. The students are participating in competitions, serving organizations in the community with class projects, and working as interns in countless organizations. The alumni

featured in this ...issue are engaging the world through travel, creativity, medicine and politics.

Thank you for reading. I encourage you to keep up with us all year long via our blog and social media platforms.

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

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GVSU Advertising
and Public Relations
Major Program



GVSU Advertising
and Public Relations
Major Program



(left to right) Vanessa Lansdale, Tim Penning, Christine Melvin.

Editor: Tim Penning, PhD, APR,
Fellow PRSA
Professor and Coordinator of
Advertising and Public Relations
Program

Designer: Christine Melvin, 2019

Photographer: Vanessa
Lansdale, 2019

Advertising and Public Relations by the Numbers...

Students

683
Students

485 Majors
268 Ad Emphasis
180 PR Emphasis

198 Minors
*As of winter semester 2019

Faculty

22
Faculty

5 Tenure Track Professors

2 Affiliate Professors
15 Part-time Adjunct Instructors

Clients

61
Class Clients

27 Fall 2018

34 Winter 2019

Internships

191
Internships

64 Summer 2018

56 Fall 2018
71 Winter 2019

Faculty Research in 2018-19

Robin Spring

Spring, assistant professor, and Alex Nesterenko, a professor of Communication Studies, teamed up on a national survey of 366 advertising professionals to get their perspective on the appropriate type of education for young people going into the advertising profession. Their study “Liberal vs Professional advertising education: A national survey of practitioners” was published in the *Journal of Professional Communication*. It shows that what most advertising professionals want in an advertising education is what Grand Valley’s Advertising and Public Relations program offers. (See more on ‘Enlighten’, the blog of the Advertising and Public Relations program).

In addition, Spring’s “15 Steps to Group Project Success” is now a teaching module that is hosted on an open access educational website as a resource for all teachers to reference worldwide. This was a peer reviewed process and took many months to complete.

This is an explanation and overview of the College STAR initiative: <https://www.collegestar.org/>

Fang Yang

Spring and colleague Fang Yang, assistant professor, collaborated on research on diversity in the Advertising industry that received the ‘Top Paper Award’ at the Association for Journalism and Mass Communications (AEJMC) at its August 2018 convention. They have now launched the second phase of research on the topic of Diversity and Creativity in the Advertising Industry (working title).

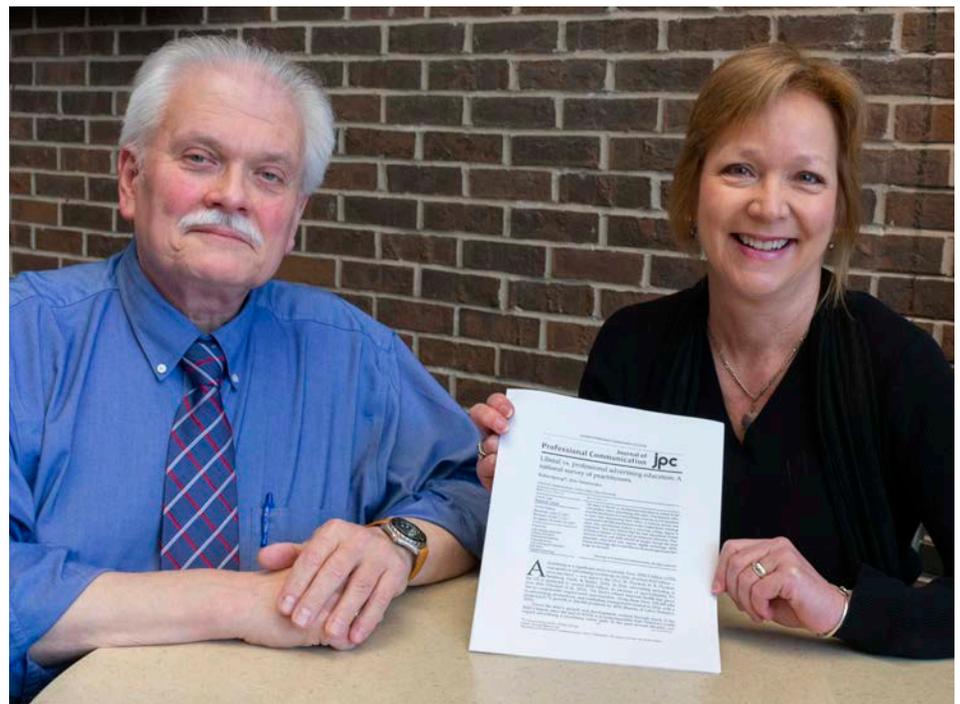
Yasmin Gopal

Gopal, assistant professor, presented a paper titled “Building Brand Equity Through Social Media” at the IAMCR annual conference in Cartagena, Columbia in July 2017. She revised it for publication and it has been accepted by the *Journal of Communication and Media Research* for its April 2019 issue under the title “Building brands and communities: How social media are changing the landscape of non-profit organizations in a city in Michigan, U.S.A.” The paper is based on qualitative analysis of interviews with social media managers at five non-profit organizations about their use of Facebook, Twitter and Instagram. Data analysis revealed the indispensable benefits that accrue through the use of these media to

spread the word about the mandate of these organizations, to connect with stakeholders, and to attain a strong employee and volunteer base. Little evidence was available about the use of social media for development efforts.

Tim Penning

Penning, professor of Advertising and Public Relations, worked with local professional Mark Bain to publish “High Performing Corporate Communications Teams: Views of Top CCOs” in *Public Relations Journal*. Because the article was one of the most frequently downloaded from the journal, Penning was asked to present the research at the annual conference of the Public Relations Society of America (PRSA) at its annual conference in Austin, Texas in October 2018.



Alex Nesterenko, left, Professor of Communication Studies, and Robin Spring, Assistant Professor of Advertising and Public Relations, co-authored a research article about what employers seek when hiring advertising professionals.

Professor Wallace Named to PRSA District Board, Co-Authors Book

Adrienne Wallace, assistant professor, has been named chair elect of board of the East Central District of the Public Relations Society of America (PRSA).

Wallace will serve as chair elect this year. In 2020 she will be chair of the board, and serve in 2021, the last year of a three-year term, as Immediate Past Chair. She has served as a board member of the East Central District since 2017. She has also served on the board of the West Michigan Chapter of PRSA on and off since 2009, and has been the faculty advisor of Grand Valley's student chapter of PRSSA since 2012.

Wallace served on the board previously, initially elected as member at large, communications chair and website chair, then she was elected by the board in late 2018 to serve as chair elect.

"I serve the ECD to further the advancement of the professional

organization which advocates for public relations," Wallace says. "I love the idea of "doing PR for PR" often changing the perception of the industry to outsiders through creating robust relationships."

The goals of ECD leadership in general include prepping chapter and regional leaders for national leadership positions as well as improving relations between the chapters and national organization, often serving as a conduit.

"In this role, I'm able to connect Grand Valley PRSSA students directly to PRSA national leadership, which is also a perk for our students, which increases the profile and value of a GVSU Ad&PR degree," Wallace says.

Wallace is also co-authoring a book on social media with two other authors—Gina Luttrell at Syracuse and Kelly Gaggin of Strategic Communications, LLC. With a working title "Introduction to Social

Media," the book will be published in 2021 by Rowman and Littlefield.

The book covers all aspects of social media, from benefits and concerns to use of social media in specific contexts to methods for measuring results and keeping up with the constant changes in the ever-evolving communication form.

The intended primary audience is public relations and communications professors and their students, both graduate and undergraduate. While a number of texts exist on social media, few focus specifically on social media and mass communication. The purpose of this book is to provide a framework for understanding the connection between the two disciplines. A correlating secondary audience could also include practicing professionals.

Wallace is responsible for 6 of the book's 13 chapters.

Professor Spring Chairs National Association Committees on Teaching

Assistant Professor Robin Spring has been named Chair of the Pre-Conference Teaching Committee of the Advertising Division of the Association of Educators of Journalism and Mass Communication (AEJMC). She was nominated by an Advertising Division former board member and elected by the members at the annual AEJMC meeting in Washington, D.C. in August of 2018. She will serve a three-year term.

Spring is also the Chair of the Distinguished Teaching Award and

the Early Career Teaching Award, as well as the Chair for the Advertising Division Teaching Conference Paper Competition. In these roles she helps the organization plan pre-conference programming on teaching, judge teaching award nominations, and review and determine which research papers about teaching advertising will be presented at the conference.

The activity makes Spring busy but she said she does it because it benefits both her and Grand Valley's Advertising and Public Relations program.

"I do this because it is a fantastic

opportunity to meet other advertising professors across the US and understand what is important to them in advertising education," she explained. "This informs my own pedagogy and inspires me to continually reach higher and improve my own teaching by incorporating new ideas stemming all of these activities. Further, my position as Teaching and Pedagogy chair keeps our GVSU brand on the national radar as deeply involved in advertising pedagogy and provides information that can assist us in improving our own curriculum."

Penning Named to Arthur W. Page Society and PRSA College of Fellows

Tim Penning, Professor, was named to two prestigious public relations professional organizations during the past academic year.

In April he became a member of the Arthur W. Page Society, a professional association for senior public relations and corporate communications executives who seek to improve and support their profession. Members must be nominated and approved by the board. Penning is one of several educators to join the prestigious organization.

In October, he was named to the College of Fellows, an honorary organization within the Public

Relations Society of America that includes more than 350 senior practitioners and educators who have each left a significant footprint on the public relations profession. To qualify for the organization, a public relations practitioner or educator must have at least 20 years of experience, hold the Accredited in Public Relations credential, and have demonstrated exceptional accomplishment in practicing or teaching public relations. Fewer than 2 percent of the more than 21,000 PRSA members are accepted into the College of Fellows.

“I have great respect and admiration for both the Page Society and the PRSA College of Fellows,”

Penning said. “This is not only a career milestone for me, but it’s a recognition of the quality of our Advertising and Public Relations program at GVSU. Several board members told me that our excellent educational reputation in the field was a factor in my selection.

Penning intends to use his membership in both groups to directly benefit his students and the program by incorporating into the classroom the current practices and insights from the top professionals who are part of both groups.



Tim Penning is inducted in the PRSA College of Fellows at a ceremony in Austin, Texas in October 2018

Professor Howard to Retire in August 2019

Peggy Howard will retire from GVSU in August of 2019, after supervising one more batch of summer internships.

Howard has taught in the Advertising and Public Relations program since 2006, first as a Visiting Professor until 2009 and as an Affiliate Professor ever since. She became a Senior Affiliate in 2018.

Prior to teaching, Howard worked for 20 years in health care public relations and advertising at the corporate headquarters of a major health care organization. She was president and co-owner of Straightline Public Relations from 2000-2005, when it was acquired by Lambert, Edwards and Associates. She was a managing director for LEA handling several major accounts until she started teaching at GVSU full time in 2006.

“I was looking for my next career move,” Howard says of the transition to education. “I am passionate about the practice of public relations, so I wanted to continue within this career path.”

She had taught elsewhere as an adjunct and enjoyed the experience. When the visitor position in Advertising and Public Relations at GVSU became available, she applied.

“After surviving the first semester, I was hooked!” she says. “I have been at GVSU longer than any other position throughout my long career.”

In the past 13 years, Howard has taught a variety of courses, including research, event planning, media relations writing, corporate communications writing, fundamentals of public relations, and campaigns. She also

has served as faculty internship coordinator for the Advertising and Public Relations program in recent years. She said through all of it the student interactions have been the best part of teaching.

“I have stayed at GVSU this long because this job is so rewarding,” she says. “To meet students as freshmen, just starting a new life’s journey, and see them emerge in the next four or five years as competent public relations practitioners ready to take on the world, well how does it get any more rewarding than that? We also have a phenomenal faculty in Advertising and Public Relations at GVSU. I am proud to be a member of that team.”

Howard says the love of her life has already retired and is waiting for her to join him on adventures. But she says she simply wants to spend time with our family and friends, do more boating, traveling and read “old school” –hard cover books.

“I will miss the discussions about public relations, what’s out, and what’s new, and the continued learning that is required as part of the job,” she says. “I’ll just miss the hustle and bustle of a college campus.”

Peggy Howard speaks to students, alumni and faculty at a program event after receiving a gift commemorating her retirement.



Professor Stipe Retires

John Stipe, who has taught in various capacities for 16 years, retired in December of 2018.

He became an adjunct professor in Advertising and Public Relations in the fall of 2003. In 2006 he became a full-time visiting professor, an affiliate in 2009, and was appointed a senior affiliate in 2016.

He also taught part time for Baker College in the 1970s and '80s, while working for the Flint Journal. Few may know that his first teaching job was a 6th grade teacher in Howell, right after he graduated from CMU in 1968. After two years there, he joined the Marine Corps Reserve and served as an infantry officer until 1976.

His professional career in advertising was at Booth Newspapers for 32 years. For 15 years he worked at the Flint Journal as sales rep, sales manager, and finally marketing services manager doing research and promotion. In 1985, he was promoted to Cooperative and National Sales Manager at the Detroit sales office. He moved to Grand Rapids in 1996 when he was promoted again to corporate Advertising Manager.

"In addition to supervising group corporate sales for national, cooperative and travel sales advertising, plus corporate research, I also worked with each of the eight individual Booth Newspapers to help them develop successful cooperative advertising sales programs," Stipe says.

"My specialty and penchant developed throughout my career, was cooperative advertising-- working with manufacturers, distributors and retailers to help them develop successful newspaper advertising programs."

In 1997, Stipe was awarded the John Maione Award by the Newspaper Association of America, the highest award in the industry for cooperative advertising.

At GVSU, Stipe taught a variety of Advertising and Public Relations courses, including Research Basics for Advertising and Public Relations, Introduction to Advertising, Advertising Management and Cases, Direct Marketing, and Advertising Copywriting.

"I enjoyed teaching all of these classes, but my favorite would be copywriting," he says. "It combines research--primarily, target market identification and brand distinctiveness-- with creativity, which involves simplicity and integrity."

Stipe said he has always been impressed that GVSU students were motivated goal-oriented and willing to work hard. He confesses to lacking those qualities himself



when he was in his late teens and early 20s. He'll most miss the students who could let their guard down and put aside preconceptions to learn. He also will miss his own ability to learn and grow.

"I came to be a big believer in discovery, because that is the best form of learning," he says. "I also developed a great deal of fondness for the quote, 'We teach best what we need to learn the most'."

Adjunct Instructors Contribute to Student Experience

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

- Clayton Boothe,
- Jason Brower, Social Media Specialist, LaFleur Marketing
- Michael DeMeyer, Chief Strategist, De Meyer Strategy Group
- Beth Dornan, Manager—PR, Social Media and Content Strategy, Amway North America
- Chad Fopma, Freelance Advertising & Public Relations Specialist
- Wendy Hammond, Church Relations Manager, World Renew
- Stephan Hokanson, Senior Content Strategist, Mindscape
- Christopher Koens, Marketing & Communications Coordinator, Urban Institute for Contemporary Arts (UICA)
- Doug Lipinski, Deputy Director of Athletics for External Relations, GVSU
- Rob McCarty, Managing Partner, The Image Shoppe
- Jenn Mullins, Adjunct Instructor
- Ben Risinger, New Media and Community Relations Specialist, Mary Free Bed Rehabilitation Hospital
- Lyman Steiner
- Kylie Torres, VP, Sirena Pool & Spas
- Jill Wolfe

Q&A with Adjunct Beth Dornan, Content and Communication Strategist, Amway North America

Why Did You Want To Teach As An Adjunct?

When I had spoken to Grand Valley PR classes in the past, professors had asked if I would consider teaching because I had real-world experience to share. A conversation with a couple of former Amway interns a few years ago convinced me to give it a try. Making time to teach was an investment in trying something new and building new skills.

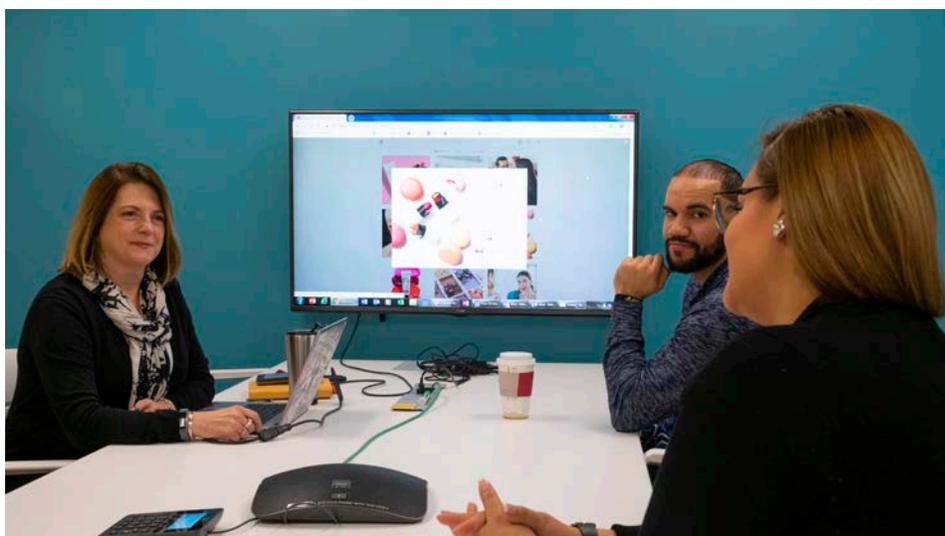
What Have You Found To Be The Biggest Challenge And The Biggest Reward Of Teaching?

Teaching CAP 220 challenges me to explain, in practical and relatable terms, the theories and fundamentals of the profession. When you've been practicing PR

a long time, so much becomes instinctive. Teaching requires me to unpack the profession in ways that are relevant and compelling to students. There's also the challenge

of applying theory to timely, real-world examples so students can see PR happening around them.

The biggest reward is when I see a spark turn into a fire for the profession.



Beth Dornan (left) at work at Amway

Have You Learned By Teaching, And If So What?

I've learned that doing is so much easier than teaching. It's easy to make a guest appearance in a classroom and deliver a talk on an aspect of public relations. Working with students over the course of a semester and navigating through the curriculum, from the basics to creating a campaign as we do in CAP 220, is a journey that requires me to engage and guide the students every week.

What Is Your Impression Of Grand Valley Ad And PR Students And Our Program?

I'm so impressed by the Advertising and PR students. They're focused and attentive and come into class with insights and perspectives that make discussions and activities fun and inspiring for me as well as them.

The best testament to the quality of the program comes from the fact that I've hired and managed more than a dozen interns in the

past 15 years, and nearly all have been Grand Valley Advertising and PR students. All but one who have eventually been hired by my company after graduation have been from Grand Valley. The program does an excellent job of preparing students for eventual careers with a balance of academic rigor and practical experience. They enter the workplace ready to perform and deliver from day one.

Jonathan Snedeker Joins As Affiliate Professor

Jonathan Snedeker has joined the Advertising and Public Relations faculty as an affiliate professor. Prior to teaching full time, he worked in media for thirty years, mostly in media representation working directly with advertising clients.

"My responsibilities involved media planning, market research, and creative advertising design,"

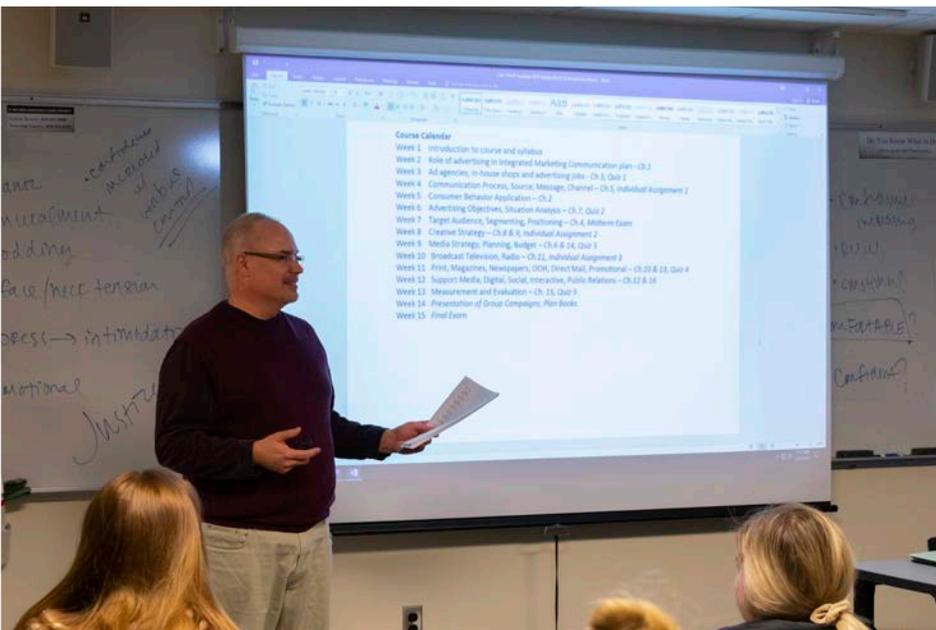
Snedeker says. "I am fortunate to have been employed in print, radio, cable, network television, online publishing, and market research."

Snedeker actually joined the faculty with much previous teaching experience as an adjunct instructor. The first course he taught was at GVSU in the late 1990s--the media planning course (CAP413).

He has taught that course regularly since 2010 as an adjunct. He also taught courses in introduction to advertising and public relations, public speaking, and interpersonal communications. In addition to GVSU, he has taught as an adjunct at Calvin College, Grand Rapids Community College, and online at schools such as Southern New Hampshire University.

At GVSU, Snedeker is teaching Research Basics for Advertising and Public Relations (CAP 115), Fundamentals of Advertising (CAP 210), and Media Planning (CAP 413). He likes the program at GVSU and finds the students to be hard working and a pleasure to teach.

"I like the sharing of common interests in the classroom with students," he says. "The exchange of ideas teaches me new things, too. I'm impressed by how hard GVSU students will work outside of the classroom on individual assignments and group projects."



New Affiliate Faculty Jonathan Snedeker teaches an advertising course.

Curriculum Updated to Stay Current With Industry

The Advertising and Public Relations curriculum has been revised again to keep up with changes in industry and pedagogy.

Collaborating with the Visual and Media Arts Department, a course in graphic design will now be required for all Advertising and Public Relations majors.v

“We actually had an art course required in the major years ago,” said Tim Penning, Professor and Coordinator of the Advertising and Public Relations program. “But the Art Department at the time was no longer able to accommodate the number of students we had, plus we wanted to do some specific things in that course. So we created our

own course called Technology in Advertising and Public Relations.”

That popular course has taught desktop publishing, photo editing and other technical creative skills. Since its origin it has evolved to include social media and other digital creative skills. With the advent of search engine optimization (SEO), analytics and other creative technologies, that course became overwhelming. Going forward, the design principles will be covered in the graphic design course and the technology course can focus on those aspects.

Meanwhile, a new course called Advertising and Public Relations Agency was created as an elective to

offer students another experiential learning opportunity focused on an agency model. In this course—which will require a permit—students will work on unique hands-on projects with community partners that do not fit in other courses, such as campaigns. Students in the student-run firm GrandPR and those who participate in the National Student Advertising Competition will enroll in the course to get credit for what have been extra-curricular activities. Professors Adrienne Wallace and Robin Spring, who coach and advise students in these projects, will each teach a section of the course.

New Fund Created to Support Student Professional Development



A new endowed fund was created this past year to support the professional development of Advertising and Public Relations students.

The Frank Fund was created in honor of Professor Frank Blossom, who retired last year. The fund supports professional development opportunities for Advertising and Public Relations majors, ranging from airfare to conference registrations to experiential learning outside of the walls of GVSU.

“Frank was passionate about students gaining experience beyond the classroom, whether that was hands-on projects of networking with industry professionals,” said Adrienne Wallace, assistant

professor who suggested establishing the fund.

In the last few years of his career at GVSU, Frank created “The Bloom Group” – an integrated practice model mirroring that of large firms which sought to solve many complicated real-world problems for a company: from initial client meeting, to pitch, to implementation and finally evaluation.

The fund was launched with money contributed by area companies with whom Blossom and students worked on special projects as part of the Bloom Group. There is currently about \$15,000 in the fund. Another \$15,000 needs to be raised to reach the endowment level at which point grants can be made.

The Frank Fund is the second fund established specifically for Advertising and Public Relations students. The Frederick A. Chapman Endowed Memorial Public Relations Scholarship was established by the family of former Professor

Fred Chapman, who taught in the Advertising and Public Relations program from 1990-2000. The fund offers scholarships of \$1,000-\$1200 per year to a Public Relations student who is committed to community service. The Chapman

Fund gave its first scholarship in 2018.

To support either the Frank Fund or the Chapman Fund, go to <https://www.gvsu.edu/giving/>

Students Complete Nearly 200 Internships in 2018-19

All Advertising and Public Relations majors are required to do a 3-credit internship. Many do more than one as employers increasingly look for various experiences when hiring new staff. Increasingly, students are doing internships in other cities, out of state and even in other countries. The following is a list of all organizations where students completed internships in the past year, including the cities where they worked. (Some employers had more than one intern).

Spring/Summer 2018:

- 95.7 Connie and Fish Townsquare Media
- Alissa Lane Allendale
- Alternatives in Motion
- Angela Peavey - Branding for Entertainers
- Better Advertising Professionals, Inc.
- Bianchi Public Relations
- Cancer Council NSW
- Creative Change Mission
- Cull Group
- D&R Sports Center, Inc.
- Destination Consultants, LLC
- Doner
- Dreamers Home Care & Staffing, LLC
- First United Methodist Church of Northville
- General Filters
- GR After Hours
- Grand Rapids Children's Museum
- Grand Rapids Sport & Social Club
- Grand Valley State University's Center for Scholarly and Creative Excellence
- GRNow.com Alto
- Grosse Ile Recreation Department
- GVSU Athletic Department
- GVSU Sustainable Agriculture Project
- Harper Collins Christian Publishing
- Healthy Homes Coalition of West Michigan
- Innovative Client Connections
- Jason Piasecki

- Jessica Ann Tyson
- Kids' Food Basket
- Kunz, Leigh & Associates
- LA Fitness
- Lake Haven Animal Rescue
- Lake Haven Rescue
- Leukemia & Lymphoma Society
- Lucas Howard Group-Keller Williams Realty
- LupusChick
- Make-A-Wish Michigan
- Margie Korshak, Inc.
- Meijer, Inc.
- Metro Health - University of Michigan Health
- Perrin Brewing Company
- Peterson American Corporation
- Pieces of Me
- Scott Group Studio
- SDI Consulting
- Spider Marketing Group
- The Adventure Park at West Bloomfield
- Together We Rise
- Topcrest Stables
- Townsquare Media
- TreeRunner Grand Rapids Adventure Park
- Uccello's Hospitality Group
- United Shores Professional Baseball League
- Vital Spec Labs
- YMCA Camp Ohiyesa

Fall 2018:

- 2|42 Community Church
- 95.7 Connie and Fish Townsquare Media
- All Star Assembly LLC
- Angela Peavey - Branding for Entertainers
- Blandford Nature Center
- Brand Labs Rochester
- Campus View
- Citizens National Bank
- Courtney Jones
- Debbie Mikula
- Debra Lanning
- Donna Karan New York
- Eminence Mangement, Inc.
- Extra Credit Projects
- Family Futures
- Farmers Insurance Group
- Grand Rapids Drive
- Grand Rapids Film Festival
- Grand Rapids Natural Health

- Grand Rapids Symphony
- Grandapps
- GVSU Campus Recreation
- GVSU Sustainable Agriculture Project
- GVSU University Communications
- Haworth, Incorporated
- Health for Life Grand Rapids
- Healthy Homes Coalition of West Michigan
- Helping Hands Gifts
- J. Hoffman Lumber Company, Inc
- Jeff Carter
- Jenison High School
- Lake Michigan Pawn LLC
- Langlois Management LLC
- Management Business Solutions
- Media Place Partners
- Michigan Mountain Biking Association
- Modern Day Events and Floral
- Monsma Marketing
- Moxie Wild
- Newcombe Chiropractic PLLC
- Nolan Transportation Group
- Perrin Brewing Company
- Porteen Gear
- Post Family Farm
- Priority Health
- Quicken Loans
- Rockfinch Realty
- Samaritas Senior Living of Grand Rapids
- Sharalle Arnold
- St. Vincent
- Townsquare Media
- Trio Townhomes
- Women's Lifestyle Magazine

Winter 2019:

- Ada Bible Church
- BlackTruck Media + Marketing
- Blandford Nature Center
- Campus West Apartments
- Church of Pentecost
- Assembly
- City of Grand Rapids
- COM 616
- Comprenew
- Congressman Bill Huizenga
- Cottonwood Church
- Daddy's Dough
- Deksia
- Gilda's Club Grand Rapids
- GO Scavenger Hunts
- GR After Hours

- Grand Rapids Civic Theatre
- Grand Rapids Drive
- Grand Rapids Natural Health
- Grand Rapids Office of Special Events
- Grand Rapids Sport & Social Club
- Grand Tap Media
- Gravity Taphouse & Grille
- Greater Apostolic Faith Temple
- GVSU Athletic Department
- GVSU Charter Schools Office
- H2Hydro Hydroponics
- Harbor Humane Society
- Horizon Kids Complex
- J. Milito and Associates, Inc
- JR Automation
- Keller Williams Realty
- KPS Essentials
- LMVisuals LLC
- Louis Padnos Iron & Metal Company
- Lucas Howard Group-Keller Williams Realty
- Make-A-Wish Michigan
- Management Business Solutions
- Mary Black
- Mary Idema Pew Library
- Mercy Health Saint Marys
- Monsma Marketing
- MUSE Gr
- Nolan Moore
- Pieces of Me
- Property Management Associat
- Rebounderz Indoor Trampoline Arena
- Red Bull North America
- River City Studios, Ltd.
- Scott Allen Creative
- Sieler's Water Systems
- Stahls
- Straight Arrow Customs LLC
- The Fulton Group
- Town Square Media
- Truscott Rossmann
- Uccello's Hospitality Group
- University Viral LLC
- WMEAC
- WOOD TV



Emily Gagnon interned with the Steelcase Architectural Solutions Team, shown here on a retreat at their Chicago showroom.

Students Work With Community Based Clients In Classes

The Advertising and Public Relations program has a reputation for developing talented creative professionals with both a rigorous class instruction as well as experiential learning. This past year, the program had students do projects within class sections from fundamentals to the senior capstone campaigns class. More than 61 local organizations—including businesses, nonprofits, and government offices—benefited from the work of students.

We thank and recognize the organizations who worked with us this past year, a full list can be found on the following page.

Fall 2018 Clients:

- Allendale High School Theatre
- Boys and Girls Club
- Breton Travel
- Career Center Focus 2 Assesment Tool
- Great Legs Winery, Brewery and Distillery
- GVSU Community Service Learning Center
- Healthy Kids Running Series
- Hearts of Hope Dog Rescue

- Inside Moves
- K-Connect
- Light Gallery +Studio
- Lomonaco Sicilian Cookies
- Muskegon Civic Theatre
- Noorthoek Academy
- Oh So Cheesy
- Ottawa County Dept of Planning and Performance
- Ottawa Food
- Pieces of Me
- Sitting Pretty Pet Spa
- Social Kitchen & Bar
- The Comic Signal
- The Wharf
- Urban Roots
- VanHoeck's Footwear
- Women's Resource Center
- World Renew

Winter 2019 Clients:

- Amway
- Daddy's Dough
- DUNEiversity
- Getting' Fresh Food Truck
- God Send Ministries
- Grand Rapids Public Museum
- Great Lakes Pub Cruise
- GVSU Knowledge Market
- GVSU Regional Math and Science Center
- GVSU Surplus Store
- GVSU Surplus Store
- Has Heart
- Healthy Homes Coalition
- Hello West Michigan
- Humane Society of West Michigan
- K-Connect
- Malamiah Juice Bar

- Matrix Entertainment
- MDOT Performance Excellence Section
- Midwest Enterprises for the Blind
- Nestle Waters North America
- Orange Theory Fitness
- Refu Tea
- Sirena Pool and Spa
- Sprinkles Donut Shop
- St Cecelia
- Stir Up Bakery
- Sullivan's Carpet and Furniture
- Sullivan's Carpet and Furniture
- Terra Firma
- The Noines Gentlemans Shop
- Voices-WKTV
- Wimage
- Yote App & Yote Social Lab



Alumna Brooke Rosier of Amway, working with CAP 495 Students

GrandPR Celebrates 10 Years

In 2009, students Charlotte Milligan and Doug Clemente started something that has proven to have a legacy. The pair, as part of the GVSU chapter of PRSSA, started a student-run public relations firm and called it GrandPR.

In the spring of 2019 Milligan came back to celebrate the firm's 10th anniversary along with other alumni and students who have been involved with the firm over the years.

"It was absolutely amazing to see so many students involved with GrandPR," Milligan said. "I enjoyed hearing how the organization evolved and continues to grow. The best part is that it's doing exactly what the goal was when we started it back 2009--it's helping students get real-life and hands-on experiences so they can launch their career after graduation."

Since the launch in 2009, the group has maintained consistent leadership. The students pass on management roles each spring to an incoming group of officers, account managers and staff. Over the years they have taken

on dozens of clients, gained and maintained national affiliation from PRSSA, and participated in Create-a-Thon events (see page 14).

"This is the tenth year that GrandPR has been Nationally Affiliated through PRSSA," said current GrandPR CEO Sabrina Antcliff at the anniversary event. "Being nationally affiliated is a feat. There are hundreds of PRSSA chapters, and we are only one of 25 firms that are affiliated in the nation. The firm has to go through

a rigorous application process for every three years, so being nationally affiliated for a decade is something worth celebrating! "

Students have found their involvement in the group to be fun as well as educational. Former CEOs and firm staff have landed good jobs in west Michigan, Detroit, Chicago and elsewhere.

The CEO and officers have already been named for the 2019-20 school year and are eager to continue the tradition.



Former, current and future GrandPR CEOs pose at the 10th anniversary celebration: (left to right) Daltyn Little, Eleanor O'Hara, Jaclyn Ermoyan, Sabrina Antcliff, Emily Gagnon, Sarah Myles, Shayne Boonie, Morgan Yingst.

PR Students Do Outreach in Local High School

On January 21, GVSU members of the PRSSA e-board went to Jenison High School to share with high school students how public relations could be a college and career option for them.

"PR is a field that is often overlooked in high school," said Amanda Hume, Vice President of Programming for PRSSA. "Being able to talk one-on-one with students about an industry that is

exciting and empowering proved to be a great opportunity. PRSSA showed students a different, yet equally as important, side of marketing and business."

For the first hour, the college students partnered with their high school counterparts in hands-on work with the students who were preparing for their DECA competition. They reviewed the submission and provided feedback.

They also brainstormed with them about what could be improved and how to make the research they did valuable to a company.

For the rest of the day, the PRSSA representatives did a crisis communication activity with the class as a way of showing the students how important PR can be. They presented a case study to the class and walked the high school students through the situation

and key problems the company was facing. The students then split up into groups and each college student sat with each one and brainstormed potential statements. They discussed the basics of crisis communication and the importance of honesty and ethics. At the end each group presented their statements to the rest of the class.

“Doing high school outreach was a great way to show students how versatile this career can be and, most importantly, that there is an opportunity for anyone and their interests,” Hume said. “Being able to show our knowledge allowed us as college students to reflect on why we chose this exceptional field in the first place.”



Students who visited a local high school include, left to right: Morgan Shaffer, Allyssa Murphy, Amanda Hume, Trevor Bryan, Courtney Fogle, and Emily Gagnon.

PRSSA Presents Diversity in Student Organizations at Teach-In

Grand Valley State University’s PRSSA (Public Relations Student Society of America) Faculty Adviser Dr. Adrienne Wallace, and Chapter President Trevor Bryan, spoke at the sixth annual Teach-In. The event took place at Grand Valley State University on Thursday, Nov. 8. Wallace and Bryan discussed “Intentional Inclusion: How to Improve Your Student Organization’s Efforts for Inclusion.”

The annual Teach-In is a two-day event intended for mutually beneficial education among the GVSU student, faculty and staff communities. It addresses topics related to inequality and systems of oppression as well as social justice and liberation.

“Our Chapter’s Diversity Initiative began in response to

a member expressing concerns about representation within our Executive Board,” Bryan said. “It’s important for us to host conversations of diversity and inclusion because we owe it to our members to be socially responsible, and we owe it to the public relations industry which greatly lacks in diversity.”

As a result, Bryan and Wallace shed light on diversity and inclusion by first explaining how the terms are different while going on to show how they work together symbiotically. They discussed what the idea of “intentional inclusion” is and how those in attendance can incorporate this philosophy into their own student-led organizations and planning.

“Student-driven initiatives

are at the heart of GVPRSSA,” Wallace said. “When Trevor saw an opportunity to bridge a gap, he took it. That is both brave and inspiring. Diversity enhances innovation and creativity in teams; it only makes sense to introduce these concepts to students before they graduate in order to ensure better inclusionary culture in the field of PR.”

For more information on the Teach-In, visit www.gvsu.edu/teach-in/.



Sabrina Antcliff Presents on Create-A-Thon at National Conference

In 2018, GrandPR, the student-run PR firm, participated in Create-A-Thon, a 24-hour marathon to develop communication campaigns for nonprofit organizations.

Sabrina Antcliff, the 2018-19 CEO of GrandPR, was asked to present about GrandPR's 2018 CreateAthon experience to an international audience of PRSSA conference-goers in Austin, Texas. She was asked by the National Professional Development chair for the PRSSA (the Public Relations Student Society of America), Ashleigh Kathryn.

"She wanted a ten minute presentation that highlighted how our Create-A-thon worked, how participating in Create-A-thon benefited our firm, the things we learned through planning and participating in our first Create-A-thon, and why nationally affiliated firms should bid to host their own Create-A-thon through the society," Antcliff said.

She created a PowerPoint that highlighted all those topics as well

as a video re-cap with footage from the Create-A-thon in progress during the 24 hour work session.

"The presentation also included and video testimonials from our non-profit clients for whom we made campaigns," Antcliff said.

Groups have to apply to host a Create-A-Thon, and GVSU's PRSSA chapter has been successful in their bid two years in a row. In March of 2019 they did it again to help another group of local nonprofit organizations with PR campaigns.



Sabrina Antcliff gives a presentation about Create-A-Thon at a national conference in Austin, Texas.

PR Students Place in Page Case Study Competition

A student team of Allyssa Murphy, Teagan Epley, and Emily Gagnon took third place in the annual Case Study Competition in Corporate Communications. The national competition is sponsored by the Arthur W. Page Society and the Institute for Public Relations.

Page is a global membership organization that brings together the world's leading communications

executives to strengthen the enterprise leadership role of the chief communications officer (CCO). The Institute for Public Relations is an independent, nonprofit research foundation dedicated to the science beneath the art of public relations™. Members of the groups, top PR professionals and Chief Communications Officers, served as judges.

The students completed their case study, titled "Google and the #MeToo Movement: Responding to a Global Walkout in the Wake of Sexual Harassment Allegations," as an assignment in Dr. Tim Penning's Fall PR Cases and Management class.

"We thought looking into the Google Walkout would be an interesting case because it's timely and extremely relevant," said Allyssa

Murphy. “Most people think Google has this amazing company culture and is the best place to work, but we found out some very intriguing things in our research. We had a lot of fun and we’re thrilled to be recognized by the Page Society for our hard work.”

Students were given the option to do a typical library case study individually or work in a team and participate in the competition. Four teams created case studies according to the competition guidelines, and only three from any school could be submitted. Penning had to choose three to go submit to the competition.

“It was a tough choice,” Penning said. “All the work was good, but I had to decide on fine lines of excellence. I dreamed all three would win, but with 52 entries from top university public programs around the country, I’m delighted that Grand Valley is represented among the winners.”

The students’ case was an interesting example of employee relations or internal communications that involved a current social

issue of the “me too” movement. According to the case study abstract: “Although Google aligns itself with the #MeToo Movement, employees felt it was necessary for the company to revise their policies regarding sexual harassment in the workplace. An article released by The New York Times detailing Google’s mishandled sexual harassment cases instigated a global walkout. On November 1, 2018, more than 20,000 Google employees in over 50 offices around the world protested the company’s policies. Google responded by releasing modified company values and practices in an attempt to improve strained internal communications. Employees, however, were unimpressed with management’s effort and demanded their needs be met.”

This is the second year in a row that a GVSU team has placed in the prestigious competition, and



(Left to right) Teagan Epley, Emily Gagnon, and Allyssa Murphy worked together on a public relations case study that won third place in a national competition.

once again is in good company. The grand prize this year went to Boston University, first place to DePaul University, and second place to Brigham Young University.

Winners were announced to members of the Arthur W. Page Society at its annual spring conference in New York City on April 4. The students received \$800 to split as a third-place prize.

Lansdale Named Outstanding Student



Each year every major program at GVSU selects one student to be named “Outstanding Student” in the major. Vanessa Lansdale was named the winner of this distinction

for 2018-2019.

Faculty consider Lansdale an asset to the Advertising and Public Relations program. In addition to taking the photos for this APRIL Report and last year’s, she has served the program in numerous ways. She has been on PRSSA’s executive board as Director of Alumni Relations, effectively leading a committee with the charge of developing our preliminary Ad&PR alumni outreach which she did by establishing a newsletter and organizing events.

She was also active with GrandPR, the student-run firm. She has also distinguished herself for her many internships: Marketing and Communications Intern at The Right Place, Digital Media and Art Operations Intern at Black Thorn Productions, and she currently serves as the Marketing and Web Intern for Hello West Michigan.

Lansdale was also named the first recipient of the Fred Chapman Ad&PR Competitive Scholarship in 2018 for the School of Communications.

Superior Awards Recognize Top Classroom Work

For several years, the Advertising and Public Relations program has recognized 'superior' work on class assignments. The name comes also from Lake Superior Hall, where the School of Communications and the Advertising and Public Relations program is located.

In the past, students were asked to enter their own work, which was judged by area professionals and alumni of the program. This past year, faculty selected work from their classes to be given a Superior Award. Here are the winners from 2018, honored at the program's annual event in March:

Technology in Advertising and Public Relations

Social Strategy: Allison Carter, Gabby Cutler, Dana Dziedyie

Infographic: Courtney Fogel

Infographic: Kylee Reinert

Research Basics for Advertising and Public Relations

Research Report: Amanda Heuck, Rachel Napier, Amelia Wampler, Mega Bouwkamp

Fundamentals of Advertising

Campaign: Dominic Raona, Elliot Rieth,

Sam Vaughn

Campaign: Denise Carlson, Shelby Cassel, Heidi Hodges, Morgan Johnston, Haley Rasmussen

Campaign:

Kearston Frusti, Mitch Kaiser, Eric Molnar, Connor Skrobot, Kali Tomlinson

Campaign:

Megan Dungy, Courtney Fogel, Kelly Pierce, Anna Post, Matthew Smith

Advertising Management and Case Studies

Case Study: Patricia Dickson, Shania Lee, Joslyn Mara

Case Study: Julia Armstrong, Bailee Gunderson, Luke Janiszroski, Thomas White

Case Study: Daniel Shea

Case Study: Luke Janiszewski

Case Study: Emily Farrell, Olivia Passe, Shannon Seguin

Case Study: Devon Yousif

Advertising Copywriting

Ad Copy Campaign:

Zac Kucher

Ad Copy Campaign:

Christine Melvin

Ad Copy Campaign:

Emily Seymour

Ad Copy Campaign:

Julia Glenn, Laine Gaarner, Faith Fleming, Emily Seymour

Public Relations Management and Case Studies

Case Study: Brooklyn Wilson, Aaron Robert,



A group of Superior Award winners show off their certificates: (left to right) Jowei Yek, Courtney Gogle, Asialina Katmanivong, Elizabeth Kebler.

Bri Olson, Erin Stehlik

Case Study: Amanda Rogers

Case Study: Megan Dungy, Courtney Fzogel, Asialina Katmanivong, Joi Reddick

Case Study: Alyssa Murphy, Emily Gagnon, Teagen Epley

Case Study: Jowei Yek, Elizabeth Kebler, *Page Society PR Case Study Competition*

Media Planning

Media Plan: Christine Melvin, Alan Carter, Emily Sexton

Media Plan: Emily Farrell, Mackenzie Hamilton

Advertising and Public Relations Campaigns

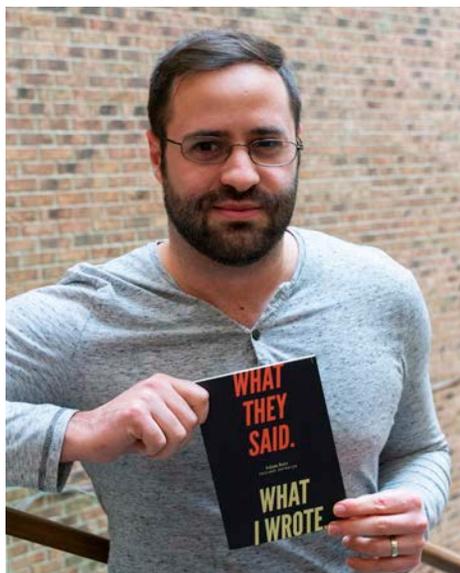
Campaign: Andrea Photiou, Emily Weston, Trevor Bryan, Tiera Ross, Jennae Ruehrdanz

Campaign: Nicholas Kurty, Amari Rose-Walker, Tyler Lane, Karlee Tykosky, Marissa Ensing

Campaign: Sean Bllisitz, Alexis Deckert, Mackenzie Fraim, Christina Oberly, *PRSA Bateman Campaign Competition*



Alumnus Adam Barr Writes Book About Copywriting



Adam Barr, a 2009 graduate of the Advertising and Public Relations program, makes a living writing advertising copy. So he wrote a book

about writing advertising copy.

“What They Said. What I Wrote.” is a brief book that shows client statements about their unique problem and advertising goal, followed by resulting ad copy Barr created. He wanted the book to have something tangible to hold that he had made. But as a freelancer he also wanted another way to promote himself that was not just digital.

“It then became a matter of what the concept should be,” he said. “I wanted to show both strategy and creative.”

Barr has sent the book all over the United States and Canada, basically to any brand he wants to work with. It has been well-received and led to a few clients that has made it worthwhile.

“One funny thing was when I sent it to an agency in Chicago—Firebelly,” he said. “They never got in touch, but they did refer me to a different agency in Minneapolis, which hired me for a pretty hefty branding project.”

While the book is brief and goes quickly from client statement to resulting ad copy, Barr said the process can take a few hours to several days.

“But when you hit on something good, you know it pretty quick,” he explains. “And the client does, too. That’s the most rewarding part.”

Adam Barr is a freelance copywriter based in Grand Rapids, Michigan. See his work at copybyadam.com.

Austin Langlois Travels World Before Returning to West Michigan for PR Job at Global Company

Austin Langlois, a 2013 graduate with a major in Advertising and Public Relations and a minor in Spanish, knows his way in the world.

In the past year, the peripatetic PR professional has been all over Europe, including Croatia, England, Spain, Germany, Greece, and Italy. He’s been to the Canary Islands, Iceland, Egypt, Lebanon, Mexico, and Bali.

Unlike some college students who see the world right after graduation before settling down, Langlois had some good work experience before

embarking on his global adventures. He was a full-time intern at Amway while in school, and then hired after graduation. He worked with the company from 2014 to 2017.

In 2018 he moved to Miami to work at a tech PR firm with a unique agency model where each staffer was the only person on an account. Work was all retainer based and what Langlois calls very intense. He was expected to have 30 media placements per month. He left after 7 months but had gained great experience—he got clients in the

New York Times, Forbes, BuzzFeed, Men’s Fitness, and CNBC as well as other national media. He honed his media relations skills and pitching at this job.

But it was a former boss who got him trotting the globe.

“My old boss at Amway said what would you do if you could?, and when I said travel she said why aren’t you doing that?” Langlois explains. “So I sold everything, shipped a bunch of stuff to my parents’ house and booked a one-way ticket to Bali.”



Langlois hired a professional photographer to have a quality visual record of his world travels. Here he enjoys a view in Indonesia

He was based in Bali. From there he went to Thailand, Japan and Korea, as well as other places mentioned above.

“I went where the weather was good,” he said. “I would stay three weeks to a month, sometimes less. I came in as tourist and also worked remotely. Then at a coworking place in Bali where I frequented they asked me about being a marketing director. So I did that for four months before deciding to come home.”

He made a living while traveling by freelancing for magazines and doing public relations for a handful of clients, including Amway and Boxed Water and other clients he picked up remotely. He wrote articles for Bon Appetite, Grand Rapids Magazine, TimeOut Miami, AskMen.com. While he could easily work remotely, he did occasionally have to join conference calls remotely at 2 am.

“I was making enough,” he said. “It’s cheaper to live outside the U.S .so you don’t need to make as much. I didn’t have a lot of expenses by not having a car. A lot of people look at travel at this big thing but you just take steps like anything else. You have to sell stuff, budget, look at costs of living in different places, and understand priorities and objectives in traveling. For me it was tow work and travel at the same time.”

Eventually, Langlois wanted more stability. He had kept in touch with Amway and they were one of his clients, for whom he had done media relations, crisis communications, corporate communications, executive communications, speechwriting, strategy and planning. Hired at the beginning of 2019 to return to the home office, his role is social media for Amway Corporate and he is PR lead for Home and Durables brands,

a \$1.5 billion brand.

Langlois has advice for students that is characteristically adventurous.

“Always take the meeting,” he says. “Even if you’re not looking. Explore every opportunity. I’ve interviewed everywhere from British Ambassador office to Samsung. Sometimes I wasn’t a fit, sometimes they weren’t, but you learn about other companies, workstyles, leadership, and where you fit in the competitive landscape. Also, it’s good to try to find a position outside your comfort zone. Don’t be afraid to look for jobs outside the country or outside your career trajectory or plans. You may find the experience will be useful or that you find that it was more enjoyable than you imagined.”

You can see Langlois’ articles and photos of his world travels on his website: <https://austinlanglois.com>

Alumnus Aris Lazdins Heads Communication for Stanford Medicine

Aris Lazdins originally thought he wanted to be a lawyer when he job shadowed one and observed a press conference. As it turned out, he went into Advertising and Public Relations. But now he finds himself on the forefront of medicine.

The 2006 graduate is the director of strategic communications at Stanford Medicine. In this role, he leads executive communications for the Dean of the Stanford School of Medicine as well as the CEO of Stanford Health Care, the adult hospital. He is also responsible for developing and executing communications campaigns that promote the work of our institution and faculty members. This involves working on speeches, book conference appearances and media

interviews for the organization's leaders, coordinating special events, and high-level planning.

"Stanford Medicine's vision for the future of health care is precision health," Lazdins explains. "The idea is to take the latest advances in technology and science and apply them to predict, prevent, and cure disease – precisely. It's an approach to health care that emphasizes prevention and seeks to give people new tools to improve their health. Every day, I get to tell stories that demonstrate how we are getting closer to this future, which is the best part about my job."

Lazdins was recruited for the position LinkedIn. He had worked as a director at Golin, a large PR agency headquartered in Chicago.

He worked in their San Francisco office for four years, where he eventually launched and directed a digital health practice, serving clients ranging from genetic testing startups and wearable device companies to national health insurers and health systems.

"I think this entrepreneurial experience was important in preparing me for my current role," he says. "I learned volumes about the health care industry and how to be a strategic partner to my clients."

He spent most of my career in PR agencies that specialize in the technology sector. His

interest in health care came later—after a broken wrist led to a year-long health care experience that was frustrating and dysfunctional.

"It woke me up, and I became very interested in efforts to modernize the industry," he said. "It's been my passion ever since."

Looking back to his days at Grand Valley, he said the opportunity to work in classes with real clients really solidified his interest in Advertising and Public Relations.

"What I appreciated most was the AdPR program's balance between fundamental theory and the practical application of PR," he says. "I felt that the program at Grand Valley was very attuned to the trends of the time, including things like the emergence of blogs, social media, and online influencers and their role in the new media landscape. In the early 2000s, this was ahead of the curve."

Lazdins has ready advice for current students. He encourages students to have a full media diet, including national news, books, journals, blogs and podcasts about all types of topics. He advises reading a lot to become a better writer. He also recommends taking setbacks in stride and being patient about career growth. But he mostly stresses applying Ad and PR skills to something of personal interest.

"Try to align your job with an issue you care about," Lazdins advises. "It's hard to fake passion, and it shows in your work. PR is a demanding industry and the hours pass much easier when you feel you're doing something important."



Aris Lazdins is applying his public relations skills to advancing precision medicine, a subject in which he has a personal interest

Alumnus Works for State of Michigan on Talent Gap

Jeremy Hedges, a 2002 graduate of the GVSU Advertising and Public Relations program, is putting his creative and management skills to use for the State of Michigan. Former Gov. Rick Snyder named Hedges to serve as interim director of the Talent and Economic Development Department of Michigan. He replaced Roger Curtis who left the position at the end of September.

“Jeremy has been a key player in bridging the talent gap here in Michigan,” Snyder said in a news release. “The work he has done in TED, especially on projects like Project Rising Tide and the Marshall Plan for Talent, has been tremendous. I look forward to seeing the positive impact he will continue to make, and I appreciate him taking on this new role.”

Snyder created TED through Executive Order 2014-12, which took effect in March 2015. TED brings state job creation and economic development efforts together under one umbrella. The department includes the Michigan Economic Development Corporation, the Michigan State Housing Development Authority, the Talent Investment Agency, and the Michigan Land Bank Fast Track Authority. As the new leader of TED, Hedges will continue to work with these agencies to bring together businesses, residents, educational institutions, and state and local governments to continue Michigan’s economic revival.

Hedges was previously appointed in March 2017 to serve as chief deputy director for TED. In that role, he led the Governor’s

Project Rising Tide program, which aims to give Michigan’s smaller communities the tools they need to develop a framework for economic success. He also played a critical role in implementing the Marshall Plan for Talent, a new educational approach designed to better prepare Michigan’s student and adults for current and future careers in skilled trades.

Prior to joining TED, Hedges worked in the Michigan Legislature for 12 years, where he developed public policy in House and Senate leadership offices to address issues facing Michigan’s economy.

While a student at GVSU, Hedges was involved in the Student Senate and the Grand Valley Lanthorn student newspaper.



Jeremy Hedges has used his Ad and PR degree to work in state government.

