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UGA Grady College launches first AdPR Academy to address diversity gap in advertising, public relations industries

ATHENS, GA – (March 6, 2017) The University of Georgia’s Grady College of Journalism and Mass Communication is launching its first [AdPR Academy](#), a week-long bootcamp designed to teach students from diverse backgrounds tangible skills from the advertising and public relations industries.

This program includes over 35 hours of training from experts and professionals in the industry, including skills-based classes, participation in a capstone project and daily networking sessions with corporate executives and agency professionals. Participating students include juniors and seniors from the following regional colleges and universities: Savannah State, Florida A&M University, Albany State, Emory University and the University of Georgia.

According to [2011 data](#) from the U.S. Bureau of Labor Statistics, the diversity gap in these industries is expansive, with only 8.7 percent African-Americans/Blacks, 7.3 percent Asian Americans/Pacific Islanders and 15.3 percent Hispanics/Latinos holding advertising, marketing and public relations jobs.

“As these industries continue to serve a global consumer market, it is imperative that the workforce reflects a more diverse perspective,” said Dr. Tom Reichert, Advertising and Public Relations Department Head at the University of Georgia. “UGA Grady is committed to helping strategically address this gap through our creation and future growth of AdPR Academy.”

Coursework during the week includes topics of message development, writing technique, communications tactics and measurement. Courses will be taught by professionals from agencies and corporations such as Moxie, Porter Novelli, Home Depot, Turner, Golin and others. At the end of the week, students will present campaigns to a panel of judges and receive a certificate of completion from the University of Georgia.

“We are eager to impart both in-depth knowledge of the technical aspects of this career and a practical understanding of the day-to-day activities of an industry professional to these students,” said Solange Claudio, President of Moxie. “Participants will leave the Academy with invaluable skills, knowledge of

opportunities in the industry and a broader network of professional relationships with top leaders in advertising and public relations.”

Keynote speakers during the week include:

- Sean Reardon, Chief Executive Officer, Moxie
- Avin Narasimhan, Head of Communications Planning, PhD Media Group
- Briony McCarthy, President New York, PhD Media Group
- Jenna Thomas, Senior Director of Public Relations & Social Media Marketing, Nebo
- Melissa Golden, SVP of Purpose Practice and Client Director, Ketchum
- David Haan, Executive Director, Creative Circus

Moxie and Erwin Creates are co-founders of the 2017 AdPR Academy. Sponsors include Turner, Coca-Cola, The Creative Circus, The Home Depot, MR Media, Nebo, PhD Media Group and Porter Novelli. The bootcamp is funded at no cost to the participating students.

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About UGA Grady College of Journalism and Mass Communication

[Grady College](#) offers undergraduate degrees in advertising, entertainment and media studies, journalism and public relations, along with certificates in new media, public affairs communications and sports communication. Grady also offers three graduate degrees; a master’s and doctoral program of study plus a Low-Residency Master of Fine Arts in Narrative Media Writing. Grady offers a Graduate Certificate in Media Industry Research for students enrolled in a graduate program at the college. Accredited by the Accrediting Council on Education in Journalism and Mass Communications, Grady is a leader in journalism research and education. The College is home to several prominent centers and institutes, including the [Peabody Awards](#), recognized as the most prestigious award in electronic journalism, and the [National Press Photographers Association](#). Grady’s faculty includes internationally known researchers and respected industry professionals. Alumni include Pulitzer Prize winning journalists, Emmy Award winning producers and reporters and company CEOs.

About Moxie (www.moxieusa.com)

Moxie is a modern marketing solutions agency that expertly leverages the value of channel, data, content and technology to help our clients grow with unprecedented pace. Founded in 2000, Moxie has over 400 talented employees in Atlanta, Los Angeles, New York and Pittsburgh and is a transformational component of Publicis Media. Moxie's client roster includes Verizon, The Coca-Cola Company, Chick-fil-A, Nike, Ainsworth Pet Nutrition, TGI Fridays, American Cancer Society and Delta.

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About Erwin Creates

Erwin Creates was established in 2016 by Joe Erwin, co-founder and former president of national marketing agency Erwin Penland. It serves as the platform to support Erwin's continued entrepreneurial involvement in business consulting, education, training and civic activities, including his commitment to growing The Erwin Center for Brand Communications at Clemson University. In spring 2016, Erwin Creates opened Endeavor (www.endeavorgreenville.com), a creative, collaborative community which will offer coworking space and business-building opportunities for creative services professionals — and serve as a destination for companies and individuals looking to connect with and help cultivate the Upstate's vibrant creative class.