



900 N. Benton Ave.
Springfield, MO 65802

NEWS RELEASE

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Contact: Liz Mabe
Phone: 417.827.3881
Cell: 417.343.2573
Fax: 417.334.3536
E-mail: eratzlaff@drury.edu

Drury Ad Team creates a communication plan to combat binge drinking for 36th annual National Student Advertising Competition

SPRINGFIELD, Mo. – Fourteen Drury Ad Team members will travel to Dubuque, Iowa on April 24 and try to win in the District 9 regional competition for the National Student Advertising Competition (NSAC).

The Ad Team members have created a \$10 million researched-based communication campaign that will help combat the overconsumption of alcohol by college students, for The Century Council. The Century Council, a not-for-profit organization, desires a menu of tactics and activities that fit the budgets of colleges and universities across the nation. The Ad Team has prepared a 32-page plans book and a 20 minute presentation for the NSAC.

“Ad Team is as close to a real world experience that you can get in a college atmosphere” says Ron Schie, Ad Team’s Senior Faculty Advisor. The NSAC is considered the nation’s premiere advertising competition. Through its 215 chapters, the American Advertising Federation provides 6,500 advertising students with real-world case studies and recruitment to corporate America. 2009 marks Drury’s 11th year of participation in the competition.

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Drury's 2009 Ad Team consists of 14 students majoring in advertising, public relations, visual communications, and/or integrated media. The team members include: Mallorie Rodak, Casey Wormington, Amanda Bretz, Carley Williams, Sarah Carlstrom, Katie Thompson, Jessica Lacy, Sarah Quinn, David Ho, Dan Dahler, Amy Stockhausen, Mark Kennedy, Emily Todd, and Sarah Montgomery. The faculty advisors for this year's Ad Team are: Ron Schie, Brie Ott, and Regina Waters.

On Tuesday, April 21 at 4-4:30 p.m. the Ad Team will have a dress rehearsal to practice pitching their communication plan in Reed Auditorium of the Trustee Science Center. It is free and open to the public.

Drury is an independent University, church related, grounded in the liberal arts tradition and committed to personalized education in a community of scholars who value the arts of teaching and learning. Education at Drury seeks to cultivate spiritual sensibilities and imaginative faculties as well as ethical insight and critical thought; to foster the integration of theoretical and practical knowledge; and to liberate persons to participate responsibly in and contribute to a global community. For more information, visit www.drury.edu/strategicplan.

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