

**Date Media Contact**

Friday, November 20, 2009 Karley Ura

Humber Student

647-588-6391

[Karley.a.ura@gmail.com](mailto:Karley.a.ura@gmail.com)

Andrea Tavchar: Humber Public Relations Gem

She moved from Croatia when she was three years old and couldn’t speak any English. Now she is an accomplished public relations professional. She has worked for the City of Etobicoke, Star Choice, YTV and MTV. She has met prominent news and media professionals and is the first teacher for Humber’s course on social media. Who is she? She is Andrea Tavchar, and Humber is lucky to have her.

Teaching, however, wasn’t her first step. She always loved to write, but wasn’t interested in being a journalist. As a student at U of T, she took a job with the City of Etobicoke as a summer information officer. After graduation, she went into advertising, but quickly decided it wasn’t for her. She dipped her toes in government with the Region of Peel, but it wasn’t providing her with enough excitement, so she pursued a career in the entertainment world. Her passion and ability landed her a fast- paced job at YTV. After many years at YTV, however, and two kids later, the need for something to match her values was calling.

(more)

So she chose a new life for herself at Humber. “I love being at Humber,” Tavchar says. “After being involved in marketing, I didn’t have much of a balance between work and home. Humber allows me to do what I love, while allowing me to be with the ones I love.”

And Humber students love her. Jaclyn Klein, a first- year Advanced Diploma student said, Andrea is one of the best teachers we have. You can tell she is really interested in helping us make sure we understand everything and has no problem helping us with any questions we may have.”

As if Tavchar hasn’t achieved enough in her career, she is now teaching Humber’s first course in social media. Her interest in social media was piqued by the topic she chose for her PhD, Youth Literacy and Social Media. An industry professional has created the course and she is the lucky person to teach it.

“I was scared to death to teach the course. Would the students trust me, would they learn from me? But I get a lot of support from my colleagues, and I think the course is going well.” The course is going well. Klein, who is enrolled in the course said, “Andrea is a good teacher for social media. She is involved in every one of the sites she teaches. She knows what she’s talking about. Not many people who are older than our generation know how effective social media can be, but she does.”

(more)

From a small girl who was teased for not speaking English to an accomplished public relations professional, Andrea Tavchar is “living the life she has always wanted to live.” Her passion for teaching shines through in everything she does. She is able to balance work, school, home and extracurricular activities like her book club. She is a great role model and we hope she doesn’t leave the Humber community any time soon.

-30-