

## STRATEGIC COMMUNICATION COMPETITION TEAMS AAF AD TEAM AND PRSSA BATEMAN TEAM

**APPLICATION DEADLINE:** 3 p.m., Friday, Sept. 18

**Client/AAF Loyola Ad Team:** Tinder  
Faculty Advisers: Alvaro Bootello, Ph.D.  
Michelle Clarke Payne, '06, United Way

**Client/ PRSSA Bateman Team:** TBA  
Faculty Adviser: Dr. Cathy Rogers, APR.

Applications available here: <http://cmm.loyno.edu/strat-comm>  
*Scroll to bottom of link for the info.*

**APPLICATION MATERIALS DUE:** 3 p.m., Friday, Sept. 18

- Application form <https://forms.gle/9EcePUf6srnfVMVM8>
- Cover letter (attach to the end of the application form)  
*Your letter represents your writing skills and provides an opportunity to describe why you are a good fit for one of our prestigious teams.*
- Resume (attach to the end of the application form)

**TEAM COMPOSITION:** Students are selected for interviews based on application, resume, cover letter, academic standing, references and supporting materials. Priority consideration is given to students with internship experience and evidence of academic success. Interviews with Faculty Advisers will take place within two weeks after the application deadline. PRSSA limits the team to five students.

**ELIGIBILITY:** All students are eligible, but those who have completed the most strategic communication course work and who have substantial internship, work experience, Ad Club or PRSSA involvement will be considered first. To participate in Bateman, students must be a PRSSA member. To participate in Ad Team, students must be an Ad Club member.

**COURSE CREDIT:** Ad Team members must register for CMMN 415, advanced advertising campaigns, and PRSSA Bateman team members must register for CMMN 419, advanced public relations campaigns during the spring semester.

**OTHER CONSIDERATIONS:** Team members must be willing to work during this semester, Fall 2020, and be available during Mardi Gras and Spring Break.

**AD TEAM QUESTIONS? CONTACT:** Ms. Payne, [michellep@unitedwaysela.org](mailto:michellep@unitedwaysela.org)  
or Dr. Bootello, [bootello@loyno.edu](mailto:bootello@loyno.edu)

**BATEMAN TEAM QUESTIONS? CONTACT:** Dr. Rogers, [crogers@loyno.edu](mailto:crogers@loyno.edu)

