

COALITION OF ADVERTISING, MEDIA LEADERS ANNOUNCE PLANS TO ACCELERATE UNIVERSITY OF HOUSTON PROGRAM

Agencies, Media Firms Join to Support Surging UH Advertising Curriculum

HOUSTON, October 31, 2007 – If a unique coalition of marketing communication agencies and media companies have anything to do with it, the University of Houston will become a hotbed for incubating advertising talent in the very near future.

The Friends of the University of Houston Advertising Program will tap the resources of some of Houston’s most formidable ad agencies and media companies, including FKM, Lopez Negrete and Love Advertising, CW-39, ABC-13, Univision 45, CBS Outdoor, the Houston Chronicle, ClearChannel and the American Advertising Federation-Houston. Add in support from the non-profit Advertising Education Foundation and you’ve got a coalition with the power to help turn the university into a recognized breeding ground for agency talent, says coalition organizer Larry Kelley, an Instructional Professor of Advertising at UH.

“The University of Houston advertising program is beginning to gain traction,” Kelley explains. “We’ve added classes to the curriculum and the student demand is great. This partnership is designed to help us hasten plans to make the program a central part of the Houston advertising community.”

The Friends coalition will help ramp up resources to add faculty, says Kelley, while serving as a real-world advisory council on advertising curriculum. In addition, the coalition will cover travel and event costs that can help students compete in advertising competitions and professors who are trying to increase the visibility of UH’s ad program outside of the Texas Gulf Coast.

“Advertising is certainly changing rapidly and there is a constant need for fresh talent in the market,” says Roger Bare, General Manager of television station CW39. “We are glad to do our part to ensure that the students of today are properly equipped to help our organizations grow in the future.”

The coalition comes at a perfect time for the university, which is accelerating efforts to build a strong ad program, explains Dr. Beth Olson, Director of UH’s School of Communications. “We are excited to be more closely aligned with the local advertising and media community,” Olson says. “Collaborating with advertising and media leaders can only benefit our students today and tomorrow.”

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The Friends of the University of Houston Advertising Program is a coalition of Houston-based ad agencies and media companies formed to provide private industry resources that can help the university with recruiting faculty, curriculum counsel and event/travel underwriting. For more information, contact Larry Kelley,

Press Release

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► **For Immediate Release**

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