

## PR Education Program of the Year 2010

Sponsored by Waggener Edstrom Worldwide

### Winner

#### New York University School of Continuing and Professional Studies

With continued growth and high-profile partnerships, the masters program in PR and corporate communications at New York University set itself apart for the second year in a row. Its relationships with senior-level PR pros are a major part of its success, and this year, Helen Ostrowski, retired Porter Novelli chair, joined the core faculty of 27 adjunct professors.

NYU boasts a constantly updated, 14-course curriculum, focusing on writing, strategic thinking, and integrating social media with business objectives. Professors are encouraged to have class blogs and accounts on Twitter, Facebook, and LinkedIn, facilitating interaction through online communities.

Future plans include introducing a social media course in early 2010 and the launch of a graduate certificate in global PR in September. In its fourth year, the overall program has 160 active students,



including an incoming class of 48 – its largest to date.

Outside of class, students learned about PR from guest lecturers like GE's Gary Sheffer and IBM's Jon Iwata. In June, NYU partnered with Johnson & Johnson to launch the Academy for Communication Excellence and Leadership. The school also has strong ties to PR organizations including PRSA, The Council of PR Firms, and the Arthur Page Society.

The practicum program at NYU adds to the educational value, offering students real-world experience in research, analysis, tactics,

strategies, project management, and client interaction.

Graduating students have found jobs at top PR firms, government organizations, and corporations. Adding to the school's reputation, the UN published a paper written by grad student Lauren Isenman and academic director John Doorley (*pictured*) about Ketchum's work to identify and rescue victims of human trafficking.

"NYU has the best reputation and arguably the most resources, which distinguished it," noted one judge. "It's the gold standard" and "consistently strong," others said.



### Honorable Mention

#### University of Alabama

The University of Alabama is one of the US' five largest PR programs, with a diverse group of 600 undergrad and 25 grad students. The program focuses on writing and speaking skills, new media, and integration. Students work with real clients in the Capstone Campaign Course, while the PR History Wiki, launched by students and one teacher, serves as a valuable resource. The program "combines wide course offerings, solid inclusion of digital media tools, and a commitment to diversity," one judge said.

### The Award

*Open to any PR undergraduate or graduate curriculum taught in the fall 2008 or spring 2009 semester. This award recognizes achievement in lesson plans that educate the next crop of PR professionals. Entries will be judged based on the ability for professors to use both real-world case studies and instructive scenarios to educate students about new media, media relations, crisis communications, and other tactics.*

### Finalists 2010

- Brigham Young University
- Georgetown University,  
School of Continuing Studies
- Howard University
- New York University  
School of Continuing and  
Professional Studies
- University of Alabama



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