College of Charleston  
Department of Communication  
Washington-New York Student Experience  
Agenda: March 19-23, 2018

Saturday/Sunday March 17-18:

Travel to DC

Monday, March 19

11:30 am  
Meet for lunch at Potbelly Sandwich Shop, Union Station, 50 Massachusetts Ave. NE

12:15-2pm  
**Opening Site Visit #1: CNN Washington Bureau (to be confirmed).** Our week begins with a visit to the Washington offices of CNN. We will tour the studio facilities including the newsroom where coverage of Capitol Hill, the White House and the Pentagon is based. We will also hear from CNN executives who will discuss the changing nature of broadcast journalism in the wake of the explosive growth of on-line news. Our host will be CofC communication and political science 2015 alumna Caroline Kenny.  
Address: 820 First Street NE, Suite 1100 Washington, DC  
Metro: Union Station (red line)

3-4:30pm  
**Site Visit #2: FleishmanHillard (Confirmed).** Students will visit one of the world’s largest and most innovative communications firms, FleishmanHillard. The students will get an opportunity to learn how public affairs and public relations work in the nation’s capital. Our host will be Brianne Mims, office manager of the DC office.  
Address: 1615 L Street, NW, Suite 1000, Metro: Farragut North (red line)

6-8pm  
**Advisory Council Reception (Confirmed):** Washington area Advisory Council members, alumni and current students will meet and greet at General Motors Washington office, hosted by Advisory Council member Tony Cervone.  
Location: General Motors, 25 Massachusetts Ave NW #400, Washington, DC  
Metro: Union Station (red line)

Tuesday, March 20

9-10am  
**Site Visit #3- Purple Strategies (Confirmed).** Purple Strategies is an American communications firm headquartered in Alexandria, Virginia and founded in 2008. The name Purple Strategies reflects the company’s bipartisan blend of strategists from both Democrat "blue" and Republican "red" political backgrounds. Purple Strategies also operates two subsidiaries, a reputation management firm Citizen2, and a government affairs and lobbying group called Purple Advocacy.  
Address: 815 Slaters Lane, Alexandria, VA  
Metro: Braddock Road Station (blue line)

11am-12pm  
**Site Visit #4: Sen. Tim Scott’s office (Confirmed).** We will continue the morning on Capitol Hill at the offices of Senator Tim Scott (R-SC). We will meet with one of the Senator’s legislative aides, and some of her colleagues
to learn about the important role of the communications function in working with elected officials. She will also discuss internship opportunities on Capitol Hill.
Address: 520 Hart Senate Office Building, Washington, DC
Entrance between 1st and 2nd on C Street
Metro: Union Station (red line)

12:30-2pm
**Site Visit #5: Ketchum (Confirmed):** At this site, we will meet in the Washington offices of Ketchum, the global communications firm, with a visit arranged by Council member Rob Flaherty. Host Sharon Jones of Ketchum’s DC office, will share valuable advice on interviewing, resume development and preparing for internships. In addition, Ketchum executives will discuss how agencies and clients work together to advance policy initiatives in our nation’s capitol.
Address: 1615 L Street, Suite 500, Washington, DC
Metro: Farragut North (red line)

2:30-4pm
**Site Visit #6: Reflections on Serving in the White House (Confirmed).** Meet with Mike McCurry, former Press Secretary for President Bill Clinton and Greg Schneider, former communications strategist for President Jimmy Carter.
Location: Public Strategies, 633 Pennsylvania Ave, NW, 4th Floor, Washington, DC
Metro: Archives (green/yellow lines)

**Wednesday, March 21**

Travel to New York

6-8pm
**Advisory Council Reception (Confirmed):** New York area Advisory Council members, alumni and current students will meet and greet at Burson-Marsteller, 230 Park Avenue South, entrance on 19th Street. Our host will be Mike Fernandez, a member of the Advisory Council and CEO, Burson-Marsteller- U.S.

**Thursday, March 22**

9:30-11am
**Site Visit #1: Peppercomm/Heyman Associates (Confirmed):** Peppercomm is a mid-sized integrated agency doing some incredible work for companies like Ernst & Young, Mini Cooper, Darden Restaurants and Steelcase. Four CoC graduates now work at Peppercomm. Our host is Ted Birkhahn, President and Partner of Peppercomm and a member of our Advisory Council, and Lisa Ryan, Senior Vice President of Heyman Associates. Our featured speakers will be from both Peppercomm and Heyman Associates, the leading corporate communications search firm.
Address: 470 Park Avenue South between E 31st and E 32nd Streets.
Closest subway stop is the #6 Train, 33rd Street Station

12-1:30pm
**Site Visit #2: Lunch at Landor (to be confirmed):** Landor is one of the industry's leading branding and design agencies, part of the WPP group of agencies. Their expertise spreads from brand strategy, identity and internal engagement to retail design, interactive activations, architecture and live events. Our host will be Julia Race, a CoC communication 2013 alumna who has worked for Landor for several years.
Address: 230 Park Avenue South at 19th Street. Entrance is on 19th Street, near the corner of Park Avenue South
Closest subway #6 line, 23rd Street station.
2:30-4pm
Site Visit #3: Google, Inc. (Confirmed): Our final site visit on Thursday will be at Google, home of the world's most valuable brand. Our host will be Aaron Hite, a CofC Communication 2001 alumnus and a member of our Advisory Council. Hite is an Advertising Sales Executive at the company. We'll hear about Aaron's career in digital marketing, his role at Google and how his Communications degree has served him throughout. Address: 111 8th Ave, New York, NY 10011. Closest subway is A,C,E lines 14th Street station.

Friday, March 23

9:30-11am
Site Visit #4: Thomson Reuters (Confirmed). We begin our New York visit at the Times Square hub of news and financial communications, the global headquarters of Thomson Reuters. The company operates in 140 countries with 60,000 employees. The company was created by Thomson Corporation’s purchase of British-based Reuters in April of 2008. During our visit, Michael Moore, Senior Vice President, Core Narrative, and some of his colleagues will lead an informal discussion on the topic of “Building and Protecting Brand and Reputation – Your Company’s and Your Own.” Address: 3 Times Square (on 7th Avenue bet. 42 and 43rd Streets). Closest subway is #1 train, 42nd Street/Times Square station.

Noon-1:30pm
Site Visit #5: Lunch at Odyssey (Confirmed): Our Friday lunch session will be hosted at Odyssey. Odyssey is an online publication startup with over 20 million page views per month and 3,500 active creators across 200+ communities around the United States. Instead of a top-down model in which perspectives and stories are decided by editorial, Odyssey invites the generation often overlooked —millennials— to voice their valuable opinions, perspectives, and personal stories, ensuring diversity of perspectives and a sense of ownership. At Odyssey’s New York headquarters, we will hear from Berkeley Fisher, Content Strategist and CofC Communication 2017 alumna; Carleigh Watts, Editorial Manager; and Eoin Townsend, Chief Operations Officer. We will learn about startup culture, content strategy, working in online publications, and the versatility of a communication degree. Address: 300 Park Avenue, near Grand Central Terminal. Closest subway stop is #6 train, Grand Central Terminal.

2:30-4pm
Site Visit #6: Bloomberg, Inc. (to be confirmed): Our final stop of the week will be a visit to the hub of financial communications, the global headquarters of Bloomberg. Students will see what some of our Council members describe as “the news business model of the future.” The offices feature stunning use of global technology as well as a true corporate “brand experience.” The Bloomberg facility is representative of state-of-the-art global journalism as it will be practiced in the decade and century ahead. Address: 731 Lexington Avenue, between East 58th and East 59th Streets - or - enter via courtyard between Lexington Avenue and Third Avenue with entrances on 58th and 59th Streets. Closest subway is #6 train, 58th and Lexington station.