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

10-11:30am
Capitol Hill Tours (optional): Students should arrange tours of the Capitol through the Visitor Center web site: https://www.visitthecapitol.gov/plan-visit/visitor-hours-info

11:30am
Meet for lunch at Capitol Hill Visitor Center Cafeteria, eastern side of the Capitol, lower floor. The Capitol Visitor Center, the main entrance to the U.S. Capitol, is located beneath the East Front plaza of the U.S. Capitol at First Street and East Capitol Street. Metro: Union Station (red line)

12:45-2pm
Opening Site Visit #1: Capitol Hill Meeting with Paul Kane of the Washington Post. Our week begins with a visit to the Capitol Hill television media center. We will meet with journalist Paul Kane of the Washington Post and discuss how the paper covers Capitol Hill, the White House and the government. Our host will be Paul Kane, the Post’s senior congressional correspondent and columnist.
Host: Paul Kane, the Washington Post
Address: Meet at Capitol Hill Visitor Center Cafeteria
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, Washington, DC
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. Our host is Bruce Haynes, Managing Partner and President and a member of our Advisory Council.
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 other staff to learn about the important role of the communications function in working with elected officials. Staffers will also discuss internship opportunities on Capitol Hill.
Address: 520 Hart Senate Office Building, Washington, DC (Entrance between 1st and 2nd on C Street)
Nearest 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, Chairman. 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 Schneiders, former communications strategist for President Jimmy Carter.
Location: Public Strategies, 633 Pennsylvania Ave, NW, 4th Floor.
Metro: Archives (green/yellow lines)

4:30-5:30pm
**Site Visit #7: Brunswick Group (to be confirmed):** Since 1987, Brunswick group has provided strategic counsel to its clients in the financial, political and social worlds to build trusted relationships with stakeholders. A global partnership with 24 offices in 14 countries the firm operates as a single profit center globally. Our host will be Erin Dempsey, a CofC alumna who has worked in DC since graduation.
Location: 600 Massachusetts Ave. NW, Suite 350, Washington DC
Metro: Chinatown/Gallery Place

**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 CofC 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 (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 CofC COMM 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, 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 Communications Department 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.

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**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.

12-1:30pm  
**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 CoF Communication Department 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. (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.