As of 11:20am, 1/8/19

College of Charleston
Department of Communication
Washington-New York Student Experience
Agenda: March 18-22, 2019

Saturday/Sunday March 16-17: Travel to DC

Monday, March 18

10:00-11:30 a.m.  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

12:00-2:00 p.m.  Opening Site Visit #1: Trade Association Panel (Confirmed). Our week begins with a visit to the National Governor’s Association. We will meet with CofC alumni Matt Simeon, who serves as Senior Advisor to the CEO/Executive Director at the National Governor’s Association (NGA). He will provide an overview of his work at the NGA, and then will host a panel discussion about the critical role of trade associations in Washington. He will be joined by Ben Jenkins, a strategic public affairs and communications executive with the Locust Group, and Mollie O’Dell, Vice President, Communications and Media Relations, the National Restaurant Association.
Host: Matt Simeon, National Governors Association
Address: 444 North Capitol Street, Washington, DC 20001
Metro: Union Station (red line)

2:30-4:00 p.m.  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 Lauren Hoffman.
Address: 1615 L Street, NW, Suite 1000, Metro: Farragut North (red line)
Contact: Lauren Hoffman, 312-543-9012

4:30-5:30 p.m.  Site Visit #3: Russell Reynolds Associates (Confirmed): Russell Reynolds Associates opened its Washington, DC office in 1979 to better serve the Public Policy, Corporate Government Affairs and International NGO communities. Since then, the office’s client base has expanded to include the Technology, Aerospace/Defense, and Healthcare industries, while remaining a center for excellence within the Nonprofit and External Affairs arenas. Our host for this visit will be TR Straub, a member of the Advisory Council and an Executive Director at Russell Reynolds Associates.
Contact: TR Straub, Executive Director
Location: Russell Reynolds Associates, 1700 New York Avenue, N.W. | Suite 400 | Washington, DC 20006

6:00-8:00 p.m.  Advisory Council Reception (To be confirmed): Washington area Advisory Council members, alumni and current students will meet and greet at Russell Reynolds Associates, one of the leading recruiting firms in the country. Our host will be longtime Advisory Council member TR Straub.
Contact: TR Straub
Location: Russell Reynolds Associates, 1700 New York Avenue, N.W. | Suite 400 | Washington, DC 20006
Tuesday, March 19

9:00-10:00 a.m. **Site Visit #4: Brunswick Group (Tentative):** 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 CoC graduate who has worked in DC since graduation.
Location: 600 Massachusetts Ave. NW, Suite 350, Washington DC
Metro: Chinatown/Gallery Place
Contact: Erin Dempsey (CoC alum)

11:00-12:00 p.m. **Site Visit #5: Rep. Joe Cunningham’s office (Confirmed).** We will continue the morning on Capitol Hill at the offices of newly-elected Representative Joe Cunningham (D-SC). We will meet with Rebecca Drago, Communications Director, and representatives from the press office to learn about the important role of the communications function in working with elected officials. They will also discuss internship opportunities on Capitol Hill.
Host: Rebecca Drago, Communications Director
Address: 423 Cannon House Office Building, Washington, DC 20515

12:30-2:00 p.m. **Site Visit #6: 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 Andre Tirloy 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, Metro: Farragut North (red line)
Contact: Andrea Tirloy, HR, (202) 835-7279.

2:30-4:00 p.m. **Site Visit #7: 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.
Contact: Mike McCurry, 202.783.2596 Metro: Archives (green/yellow lines)

4:30-5:30 p.m. **Site Visit #8: Sard Verbinnen (Confirmed).** Sard Verbinnen provides strategic communications advice and services to help clients manage overall positioning and specific events affecting their reputation, business, and market value.
Host: Bruce Haynes, Sard Verbinnen
Address: 1717 Pennsylvania Avenue, NW, Suite 33, Washington, D.C. 20006

Wednesday, March 20

Travel to New York

Thursday, March 21

9:30-11:00 a.m. **Site Visit #1 Fox Business News (Confirmed):** As we begin the New York portion of the week, we will visit the global headquarters for Fox News, Fox Business News and Fox Sports. Our host will be Brian Jones, President of Fox Business News and a member of our Advisory Council. Fox Business Network (FBN) is a financial news channel delivering real-time information across all platforms that impact both Main Street and Wall Street. FBN launched in October 2007 and is available in more than
80 million homes in major markets across the United States. Owned by 21st Century Fox, the network has bureaus in Chicago, Los Angeles, Washington, DC and London. Location: 1211 Avenue of the America’s (6th Ave.), at 48th Street. Closest subway is B, D, F, M trains, 47-50th Street, Rockefeller Center
Contact: Brian Jones, President, Fox Business News

12:00-1:30  

**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 alumni who has worked for Landor for several years. We will also meet Berkeley Fisher, a Landor associate, CofC graduate and Martin Scholar.  
Contact: Julia Race, (212) 614-5050  
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.

2:30-4:00 P.M.  

**Site Visit #3: Bloomberg, Inc. (Tentative):** Our final stop of the day 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.  
Contact: Victoria Rogers, Bloomberg  
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.  
Contact:

6:00-8:00 p.m.  

**Advisory Council Reception (Tentative):** New York area Advisory Council members, alumni and current students will meet and greet at (location TBD)  
Contact:

**Friday, March 22**

9:00-11:00 a.m.  

**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, Enterprise Messaging, 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.”  
Contact: Michael Moore, Advisory Council Member  
Address: 3 Times Square (on 7th Avenue bet. 42 and 43rd Streets). Closest subway is #1 train, 42nd Street/Times Square station.

11:30 a.m.-1:00 p.m.  

**Site Visit #5: Integral Communications/Heyman Associates (Confirmed)**  
Our luncheon visit will be hosted by Integral, a start-up agency focusing primarily on internal communications. Taylor Shawver a CofC graduate and Martin Scholar who now works for Integral, will be one of our hosts. We will also hear from Ethan McCarty, founder and CEO of Integral. They will be partnering for the session with representatives from Heyman Associates, the leading corporate communications
search firm, who will share recommendations for improving interviewing, resume
and other professional skills. The luncheon sessions will be held at Hot Paper
Lantern, the agency hosting the following session.
Host: Taylor Shawver, Communications and Business Operations, Integral
Contact: Taylor Shawver, 212-931-6197
Address: 470 Park Avenue **South, 4th Floor**, between E 31st and E 32nd Streets.
Closest subway stop is the #6 Train, 33rd Street Station.

1:30-2:30 p.m. **Site Visit #6: Hot Paper Lantern (Confirmed):** Hot Paper Lantern was spun off from
Peppercomm in 2018. It is a hot new digital agency working for clients such as Ernst
and Young, Facebook, Avon39 and Nikon. Our host will be CofC alumnus Chris
Piedmont, and Ted Birkhahn, a member of our Advisory Council and President of
the agency.
Contact: Ted Birkhahn, President, Hot Paper Lantern
Address: 470 Park Avenue **South, 4th Floor**, between E 31st and E 32nd Streets.
Closest subway stop is the #6 Train, 33rd Street Station.

2:30-3:30 p.m. **Site Visit #7: Peppercomm (Confirmed):** Peppercomm is a mid-sized integrated
agency doing some incredible work for companies like Mini-Cooper, Capitol One,
Whirlpool, and Cisco. We will meet Steve Cody, the firm’s founder and CEO and a
Life Member of our Advisory Council, Trisha Bruynell, a CofC graduate and head of
the London office (via Teleconference), and Corey Law, a CofC graduate and Martin
Scholar.
Host: Corey Law, Associate, Peppercomm
Address: 470 Park Avenue **South, 5th Floor**, between E 31st and E 32nd Streets.
Closest subway stop is the #6 Train, 33rd Street Station.

**Faculty Contact Numbers:**
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