Saturday/Sunday March 16-17
Travel to DC

Monday, March 18
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 (tentative)** 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, Senior Congressional Correspondent & Columnist for The Washington Post
**Address:** Meet at Capitol Hill Visitor Center Cafeteria  
**Metro:** Union Station (red line)

3:30-5pm
**Site Visit #2: Reflections on Serving in the White House (Tentative).** 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.
**Contact:** Mike McCurry  
**Metro:** Archives (green/yellow lines)

6-8pm
**Advisory Council Reception (Tentative):** 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.
**Contact:** Laura Toole  
**Location:** General Motors, 25 Massachusetts Ave NW #400, Washington, DC 20001  
**Metro:** Union Station (red line)

Tuesday, March 19
9-10am
**Site Visit #3- Sard Verbinnen (Tentative).** Sard Verbinnen provides strategic communications advice and services to help clients manage overall positioning and specific events affecting their reputation, business, and market value. We are experienced in targeting multiple constituencies including journalists, investors, analysts, employees, customers, lawmakers, regulators, and other stakeholders.
**Host:** Bruce Haynes, Managing Director and Vice Chairman of SVC Public Affairs, Sard Verbinnen  
**Address:** 1717 Pennsylvania Avenue, NW, Suite 333, Washington, D.C. 20006

11am-12pm
**Site Visit #4: Rep. Joe Cunningham’s office (Tentative).** We will continue the morning on Capitol Hill at the offices of newly-elected Representative Joe Cunningham (D-SC). We will meet with representatives from his 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:** TBD  
**Address:** Rayburn House Office Building, Washington, DC
12:30-2pm

**Site Visit #5: Ketchum (Tentative):** 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 Devon Conley 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 capital.

Contact: Devon Conley, HR, Ketchum
Address: 1615 L Street, Suite 500, Washington, DC
Metro: Farragut North (red line)

2:30-4pm

**Site Visit #6: FleishmanHillard (Tentative).** 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 Jean Dickerson, office manager of the DC office.
Contact: Jean Dickerson, Operations Manager, FleishmanHillard
Address: 1615 L Street, NW, Suite 1000, Washington DC
Metro: Farragut North (red line)

4:30-5:30pm

**Site Visit #7: 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 CofC graduate who has worked in DC since graduation.

Contact: Erin Dempsey, Executive, Brunswick Group
Location: 600 Massachusetts Ave. NW, Suite 350, Washington DC
Metro: Chinatown/Gallery Place

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**Wednesday, March 20**

Travel to New York

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**Thursday, March 21**

9:30-11am

**Site Visit #1: Integral Communications/Heyman Associates**

Contact: Taylor Shawver, Communications + Business Operations, Integral Communications Group
Address: TBD

12-1:30pm

**Site Visit #2: Lunch at Landor (Tentative):** 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.

Contact: Julia Race, Senior Manager, Culture & Engagement, Landor
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. (Tentative):** 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 graduate 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.

Contact: Aaron Hite, Advertising Executive at Google
Address: 111 8th Ave, New York, NY 10011.
Closest subway is A,C,E lines 14th Street station.
As of 12/3/2018

6-8pm

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

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**Friday, March 22**

9-11am

**Site Visit #4: Thomson Reuters (Tentative).** 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, Senior Vice President, Core Narrative, Thomson Reuters

**Address:** 3 Times Square (on 7th Avenue bet. 42 and 43rd Streets). Closest subway is #1 train, 42nd Street/Times Square station.

11:30am-1pm

**Site Visit #5: TBD**

1:30-2:30pm

**Site Visit #6: Fox Business News (tentative):** After lunch, 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.

**Contact:** Brian Jones, President, Fox Business News

**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

3-4pm

**Site Visit #7: Bloomberg, Inc. (Tentative):** 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.

**Contact:** Victoria Rogers, Employee Communications Specialist, 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.