



*We Learn By Doing.*

## **DB&H Communications Agency Team Wins AT&T National Competition**

A team of five San José State University advertising and public relations students took home the grand prize at the AT&T Campus Challenge in Dallas on December 12<sup>th</sup>. Their multi-part communications campaign presentation in the national competition was chosen as the best among 30 participating academic programs in the United States. In the last four years, DB&H Agency teams have also won national competitions sponsored by Chevrolet and Honda.

Most colleges competed in the AT&T Campus Challenge with teams composed of entire classrooms of students with at least 25 students. SJSU's team took first place honors, and a \$3000 award, with only five student team members, Kent Bravo, Lisa Sydes-Findlay, Daria Gorohova, Jenna Martinez and Nick Mundy. Their coordinator was veteran global media executive and SJSU Advertising Professor Tim Hendrick. The second place team from CSU Fullerton had 25 students.



Advertising and public relations students working together in the San Jose State University DB&H communications agency started the competition in August. This unique agency offers a special learning opportunity for future media professionals studying in the School of Journalism and Mass Communications. Students collaborate across academic disciplines and work with local, regional and national professional clients to develop effective communication campaigns that target specified demographic groups.

For the competition, teams were challenged to change the perception of AT&T among young adults 18-to-24-years old through on-campus events, and focus on enlisting science, technology, engineering and math students to consider employment with AT&T after graduation. The team worked with regional employees of AT&T to gather and present initial research and data. SJSU students completed the first round of competition by winning AT&T products as prizes. The field was narrowed to seven teams, then two who were given an all-expense paid trip to Dallas, Texas to compete for first and second honors at AT&T corporate headquarters.

Professor Hendrick said the task of presenting to 50 top company executives was daunting for the students, "but they were brilliant in presenting their solution. The team really came together, learning how to work as a team, and develop creative and comprehensive solutions to meet the challenge," Hendrick said.

He also noted the short two-day trip came in the midst of final exams for the students. They spent time studying on the plane ride home. "I am so proud of what they accomplished, and they will be able to take the skills and knowledge they developed into their careers." Some student team members have already been approached by AT&T executives about potential employment after they graduate in spring semester 2014.

The School of Journalism and Mass Communications congratulates Professor Hendrick and the five students for their outstanding accomplishment. The JMC School continues to be ranked as one of the top programs for media higher education in the nation. It is part of the SJSU College of Applied Science Arts, the largest college on campus. It fosters a culture of excellence and innovation through creative partnerships and careful strategic planning.

Learn more about the DB&H Agency online: <http://www.dbh.sjsu.edu/capabilities.html>