

PR Writing

1.

Bio

“Veston time” begins sharply at 8:30 a.m. with roll call and a shot of sarcasm. He calls students out and threatens to “remember” them for being late. If he hears any voice talking over his, he walks out of the room. He continuously sips the same coffee-cart-coffee every damn day and says, “Maybe this will be good someday.” But, underneath his stern, teaching façade, is someone who only wants his students to succeed.

Born and raised in Enid, Oklahoma, Chapman University artistic associate professor in Dodge College of Film and Media Arts, Veston Rowe, has always known writing would be in his life. During grade school, Rowe spent his free time as a paperboy and as a bad poet. Writing and re-writing, the words weren’t flowing, but the momentum switched gears after receiving an award for a feature story he wrote in his school paper. One journalism award led to another and Rowe graduated as a mass communications major from Phillips University in Enid and later earned his master’s in journalism from University of Oklahoma. In Oklahoma, Rowe found his passion, organized his personal values and decided, at the age of 16, that he’d never work for an asshole. But, it was in California where he began to make a name for himself as “an idea guy.”

Living in California never appealed to him, but in 1989, after taking advice from a friend, he interviewed and landed a position as publications coordinator at, what was, Chapman College in Orange, California. His previous experience as director of publications and public relations at his alma mater, Phillips University, helped him climb the Chapman ladder quickly. In 1990, Rowe assumed position as Chapman’s director of public relations and creative services and continued the job for twenty years. During this time, Rowe and his department played a big role in

heightening the school's image when it changed from Chapman College to Chapman University in 1991. Over his 28 years of teaching, he has pushed for a more progressive department by creating the first courses of Publishing on the iPad Design in 2010 and Storytelling for Business in 2014.

Among his teaching schedule, he's spent time in communities volunteering for organizations such as Stop AIDS Orange County, Being Alive, Los Angeles, and Habitat for Humanity in Enid. He was also featured in the November 2008 issue of People magazine for an act of kindness he did to help a fellow friend and their family.

Though he's had a successful, personal career, it's filtering his knowledge and experiences to his students that is most rewarding, he says. Growing up, Rowe cherished the people and teachers who made an effort to have a personal relationship with him. The way Rowe talks about these people easily reveals that he only strives to be all of them at once. He, dressed in a black blazer everyday, chooses to be the teacher who makes an imprint on his students' lives. Five years from now, Rowe knows he'll still be teaching at Chapman. "It never gets boring. By the way, it's Veston, not Professor Rowe," he said.

2.

Rated second liberal arts college in the Southwest Region by Barron's, Carpenter University prides itself that nine out of 10 of its graduates have jobs six months after graduation or enter graduate school. Such success only lends itself to the specific combination of the school's elite student body and dedicated, passionate faculty.

Established in Shawnee, Texas in 1907 as Texas Christian College, founder Ely Vaughn Zollars envisioned her university growing under the principle of an individualized education.

Though its name changed in 1920 to honor ****BE SPECIFIC** Otis B. Carpenter's generous contributions, the school continues to honor Zollars's principles.

With 2,000 students, coming from 14 countries and all 50 states, and 125 faculty members, Carpenter University maintains a 13-to-one student/faculty ratio as well as a 98 percent graduation rate within four years. Its intimate education structure provides students the one-on-one time necessary to succeed within and outside the university.

The university maintains a competitive acceptance rate of 43 percent and an average entrance GPA is 3.9. Carpenter also offers merit and need-based scholarships making 91 percent of the student body attending with some amount of financial aid. This important aspect of Carpenter is made possible by the school's endowment fund, which currently stands at \$220 million.

Carpenter makes it possible for students to design their own education whether it's abroad or on campus. It currently offers 40 majors from within its five different schools, its most notable being the school of business, and numerous study abroad programs in countries such as Belize and Norway. To encourage students to further pursue passions and engage with the community, the school supports a growing, 30 student-run clubs and organizations.

Its 40-acre campus contains 16 buildings, two resident halls, two apartment complexes, horse trails, and sports fields. The \$70 million Mabee Center, built in 2015, houses a sports complex comprised of two full-size gymnasiums, an Olympic indoor/outdoor pool, soccer field, football field, rodeo arena, and tennis courts. This new addition will accommodate all of Carpenter's sports including men and women's basketball, soccer, tennis, rodeo, men's baseball and women's softball.

As Carpenter University advances, students are receiving more opportunities to get their hands on quality and personal academics, as well as life and career experiences that exceed beyond their expectations.

3.

MEMPHIS, TENN.-- The second largest paper manufacturer in the world, International Paper, will move 225 positions to Memphis, increasing its current 1,600 Memphis employees payroll of \$85 million, said senior vice president of human resources, Robert M. Byrnes.

International Paper will consolidate its accounting and human resource departments to Memphis to improve productivity and lower overall spending costs, said senior vice president and chief financial officer, Robert C. Butler.

The company will relocate the departments in a three-year plan. In the first year, it will construct an 80,000-square-foot building in Willow Lake Business Park. The second year, the human resource department will move to Memphis, and in the third year, move accounting. Construction on the new office building begins Oct. 27, said Byrnes.

International Paper's presence in Memphis will bring 225 new job openings which means a boost in the overall Memphis economy, said Butler.

Pitches

1.

Hi Jeff,

For the first time, Newport Beach Film Festival 2018 will not screen a premiere opening night. Instead, it will celebrate the 50th anniversary of The Beatles' animated feature film *Yellow Submarine* with the help of Paul McCartney, Ringo Starr and performance from Cirque du Soleil's "The Beatles: Love"!

Come watch the newly restored, digitally enhanced version of the iconic 1968 film, followed by a Q&A with Giles Martin, son of famed Beatles producer George Martin. Before the screening, there will be a VIP reception and meet and greet with Paul and Ringo for media only, leading into the red carpet event for media photographers only. Over at Edwards Big Newport, the film screening and panel discussion with Martin will be open to all attendees. Lastly, the after-party gala at Fashion Island will be held for media and VIPs only.

Reuniting for the event, Paul and Ringo will perform live with Cirque du Soleil's performers, a star-studded night you will not want to miss.

We hope that this special event is enticing enough to warrant an advance article to let your readers know about this exciting event, and that you'll want to write about the entire experience after you attend the film screening, the VIP events, and the gala with musical performances. This is a once-in-a-lifetime event that OC guests will want to read about, and some, cherish forever. We hope you can make it!

Sincerely,

Camryn Eakes

SUBJECT: Anne Marie, Celebrate National Grilled Cheese month the Bruxie way. It's cheesier than ever!

Hi Anne Marie,

What cheesier than National Grilled Cheese month? Bruxie's newest cheesy creation!

To kick off National Grilled Cheese month, Bruxie will introduce a special grilled cheese waffle for the entire month of April. Made up of four mouth-watering cheeses and your choice of lobster or short rib, this is every foodie's heaven and something you won't want to miss out on.

Come try Bruxie's newest creation on me! If you would like to attend the March 31 media preview day at 11 a.m., we will inform the OC Bruxie of your RSVP and get you a free waffle creation. This delectable April treat is sure to get every reader's mouth watering and stomach rumbling!

Please let me know if you would like to attend. I would love to see you there!

Sincerely,

Camryn Eakes

3.

Hi Chris,

When people hear “California” they think Hollywood, fame and busy beaches. But, when I hear California, I think of Encinitas... California’s hidden secret.

Nestled in Northern San Diego County, Encinitas only radiates happiness, health, and adventure. Encinitas, California is a 60,000-resident beach town but not like Newport Beach or Malibu: no ritz, no tourism, just a fun and vibrant community that some may think is stuck in the 70s.

Encinitas is a travel destination for many, for a plethora of reasons but here are three I picked out just for you:

1. Encinitas is known as one of the surf capitals of the world with famous surfers like Rob Machado and Don Hansen living on the bluff just above the water. Its beach conditions? Always perfect for a swim and always perfect for a surf. Even though he’s a snowboarder, Olympic snowboarder Sean White has a house here and can sometimes be caught surfing instead of hitting the slopes!
2. The food! Encinitas is the organic foodie mecca serving everything from Thai breakfast, to butternut squash spaghetti, to vegan, Indian-inspired pizza to The Potato Shack’s “Manhole pancakes”. That’s right, this twenty five-year-old breakfast spot cranks out pancakes that are two inches tall and that droop off your plate. It is said that, every month, they make about three tons of potatoes and about 1,500 eggs a month! Their food? One of my first stops when I come home from out of town.
3. While some people come for that clean, beach-air smell, others come to smell the roses. Encinitas used to be one of the flower capitals of the world. While the amount of greenhouses has diminished, there is still an entire main road of them open for business, selling the most popular and obscure flowers out there! Encinitas is also known for

housing San Diego's Botanical Garden where some of the rarest forms of plants still thrive. It was recently ranked in the top ten gardens to travel to by the Canadian Garden Council!

With friendly residents and a positive environment, I could go on and on about the beauties and nuances of Encinitas. But, I guess you'll have to go and see for yourself why I deem Encinitas to be the hidden gem of California.

Come stop by my booth to learn more about the little surf town, Encinitas!

Sincerely,

Camryn Eakes

4.

Hi Kathleen,

On Friday, April 13 at 8 p.m., the Irvine Barclay Theatre will present the award winning and Oscar-nominated animated feature film *The Triplets of Belleville* with live accompaniment by world-renowned composer Benoit Charest and the Le Terrible Orchestre de Belleville.

Charest is most recognized for his work on *Belleville* after he won a César Award for Best Music Written for a Film as well as a Los Angeles Film Critic Association award for Best

Music. The film's theme titled "Belleville Rendez-vous" particularly earned him both an Academy Award and Grammy Award nomination.

Come experience the Parisian sounds of the 1920s along with the vintage, visual masterpiece beamed onto the big screen. Grab your popcorn in the lobby and follow the adventure of a trio of divas and one grandmother on the hunt for her kidnapped, Tour de France cyclist grandson. Ticket prices vary from \$38, \$44 and \$48.

We are happy to set up an interview with Charest for you, who can talk to you about the inspiration for the soundtrack and the challenges of performing live music for a film. Let us know what you think!

Sincerely,

Camryn Eakes and Ashley Sims