

## **DOC Students Gain Professional PR Experience from Class Assignment**

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Students enrolled in Professor Michael Saffran's fall quarter "Public Relations Writing" course not only learned a lot, they experienced tremendous professional success. Within days of the final class meeting, there were already three media placements resulting from press kits created by students for their final project.

Mallory McGee placed a story on RIT's Animal Advocacy Group on WHAM-TV's (Channel 13) 6 p.m. and 11 p.m. newscasts on November 15<sup>th</sup>.

Juanita Sikorski received coverage for a story on the Farm Sanctuary in the Democrat and Chronicle on November 18<sup>th</sup>.

And Diana McKee placed a profile of Pastor Bill Finnerty of Open Door Baptist Church in the Gates-Chili Post .