

FRESNO STATE

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Students to get a T.A.S.T.E of the future

Mass Communication and Journalism students at Fresno State will get a T.A.S.T.E. of what lies ahead in their chosen professions of public relations, advertising, digital media, broadcast and print

journalism or graphic design when they shadow professional mentors around town Wednesday, May 1.

More than 33 local businesses and 50+ are participating in the event. "Take a Student to Eat" (T.A.S.T.E.) is coordinated by Fresno State's Mass Communication and Journalism (MCJ) Department.

T.A.S.T.E is co-sponsored by the MCJ Alumni and Friends Chapter, the [Fresno Advertising Federation](#) and the [Fresno Advertising Federation Foundation](#).

Beginning at 9 a.m., the students shadow their professional mentor at his/her office. From 11:30 a.m. to 1 p.m. the mentors host the students at the networking luncheon at Pardini's.

During the luncheon, Fresno State's advertising students will present their entry into the 2013 [National Student Advertising Campaign](#) sponsored by Glidden Paint.

T.A.S.T.E's mission is to help students find jobs and to foster relationships, said Jan Edwards, Mass Communication and Journalism professor.

"The event gives students a chance to experience the daily work routine of a professional in their area of interest and get a 'taste' of life after graduation," Edwards said. "In this business, networking and connections are very critical so this gives our students a launching pad."

Previous students like Enrique Loera, a 2009 Fresno State graduate, said T.A.S.T.E helped him land his first job at Clear Channel Radio.

"This was such a rewarding opportunity for me because it helped me get my first job in sales at ESPN when I graduated," Loera said.

For the Glidden Paint competition, college chapter members of the American Advertising Federation develop a 32-page marketing campaign and 20-minute presentation in response to a real-world case study co-authored by the Glidden brand and the AAF Academic Division.

Fresno State's team finished fourth at the district level April 18-20 in San Jose with its Glidden Paint campaign, "Find Your Brilliance." First-place winners advance to the national level June 5-8 in Phoenix, Arizona.

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For more information, contact Edwards at 559.355.7602 or jedwardsmkt@gmail.com.

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- [Fresno Advertising Federation](#)
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