



'Philly's Future' 2010 scholarship award winners

Philly Ad Club is proud to honor the students that represent the future of Philadelphia in advertising, communications, media, design, marketing and interactive. This year, the Philly Ad Club awarded \$15,000 in "Philly's Future" Scholarship awards to 10 student (shown below). **Liz Wagner** of LaSalle University received a \$5000 scholarship, **Arielle Friscia** of Cabrini College received a \$2500 scholarship and the remaining eight were awarded \$1000 scholarships.

There were a record number of schools—20—submitting nominees this year. Scholarships were awarded based on personal, professional and academic development and a personal interview with the Philly Ad Club Student Committee consisting of **Alan Tempest**, **Allen Murphy** and **Marianne Zaren**. (To view youtube videos of the award winners, go to: youtube.com/phillyadclubstudents#p.)

The "Philly's Future" Scholarship Awards are a direct result of member participation in the silent auction and the hole sponsorships at the Philly Ad Club Annual Summer Outing. Special thanks also to the Summer Outing Committee, chaired by **Paul Blake** of Greater Media Philadelphia, for organizing a very successful silent auction at last year's Summer Outing.

Liz Wagner ('11)
LaSalle University
\$5,000
Major:
Communication &
English/ Honors
Program



Jill Dembinsky ('11),
Art Institute of
Philadelphia
\$1,000
Major:
Fashion Marketing



Arielle Friscia ('11)
Cabrini College
\$2,500
Major:
Communications



Tykeem Chavies ('11),
Hussian School of Art
\$1,000
Major:
Advertising Design

Jason Kaminsky ('11)
Temple University
\$1,000
Major: Advertising



Alexandra Wilson
(11)
Ursinus College
\$1,000
Major:
Media & Communi-
cations/Politics



Jaeger Rae Cohen
Moore College of
Art and Design
\$1,000
Major:
Graphic Design



Danielle Roberts ('11)
Rowan University
\$1,000
Major: Advertising

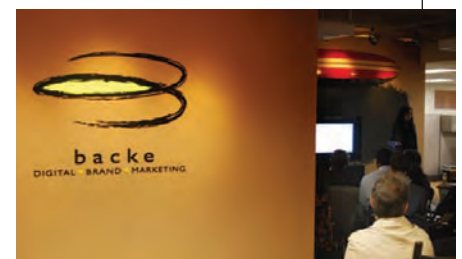
Amy Failing ('11),
Saint Joseph's
University
\$1,000
Major:
Food Marketing



Andrew Pickul ('11)
Neumann College
\$1,000
Major: CMA



KYW NewsRadio wins awards - KYW NewsRadio 1060 won an exceptional seven regional Edward R. Murrow Awards in April, including the prize for Overall Excellence given to the entire KYW Newsradio staff. This is the fifth time in six years that KYW has been honored for Overall Excellence, in an area which includes Pennsylvania, New York and New Jersey. In addition, KYW Newsradio was honored with a dozen Pennsylvania AP Broadcasters Association Awards and three Pennsylvania Association of Broadcasters Awards, all within the last month. Among the AP honors was the prestigious Joe Snyder Award for Outstanding News Service, awarded by the Pennsylvania AP Broadcasters Association to the best news service among major market radio stations in the state of Pennsylvania. KYW will now go on to compete for national Murrow Awards, to be announced this summer. Senior Vice President and CBS Radio Philadelphia Market Manager is **Marc Rayfield**.



Backe unveils new offices - Backe Digital's new offices in Radnor are 6,600 square-feet of customized workspace built out for increased openness, collaboration and the pursuit of "purposeful play." Designed by D2 Solutions Architects, the new offices feature open areas for cross-pollination, designated workspaces and glass-encased offices. Included is its own version of a "board room."