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SapientNitro sponsors PRADDY Awards

University of Miami students showcase their best work to professionals

CORAL GABLES, Fla. (April 19, 2017) – It is no small feat to have a creative director of a large advertising agency or marketing firm sit down and review a student's work. The University of Miami Department of Strategic Communication has accomplished this and more its students and results will be shared and celebrated next month at the fifth annual PRADDY awards.

The awards, named in honor of the PR and advertising program begin at 6 p.m. Monday, May 1, in the Shoma Hall. The PRADDY's end of year showcase displays the latitude and versatility of the students – they are able to create social media campaigns.

SapientNitro is sponsoring the PRADDY's for the fourth year. One of the largest ad agencies in Miami, its global offices and clients include Audi, Coca-Cola and Foot Locker. In 2015, a student hoped for an internship with Sapient but unable to get her foot in the door entered her work into PRADDY. The VP of Sapient was on the panel of judges, fell in love with her work, and got her an internship. The student, before even graduating, had a job lined up.

Sarai Nuñez, PRADDY advertising coordinator and lecturer, says the most important aspect is that judges can see the work of the program as a whole.

"If we have good work to show them, they start taking notice and want to hire our students," she said.

The work speaks for itself and shows their skills and diversity. Many are repeat judges and are able to see the growth of students and the program. That is why we work so hard to get the right judges and the right submissions into the right categories – work in progress all the time!” Nuñez says.

While Nuñez manages advertising entries, Dr. Maria Scott, PRADDY coordinator and lecturer, oversees PR entries. Together they have made the PRADDY’s what they are today with careful selections and attention to detail.

Call for entries ask students to submit their best work. Students are able to submit their own work, professors also submit work on their behalf, which has allowed for double the number of submission. The submissions are blindly judged, and judges are invited from a mix of small and large agencies. Last year two judges from Droga5 in New York were on the panel and are expected back this year.

For the 2017 awards, 76 advertising projects across five different categories, and about 50 projects from PR were submitted. Submission deadlines are several weeks prior to the awards to give judges ample time to carefully review and examine work.

The PRADDY Awards will announce a winner and honorable mention for each category on May 1. For additional information on PRADDY, works and judges, visit <http://praddys.com>.

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About the University of Miami School of Communication’s Department of Strategic Communication

The School of Communication's mission is to prepare forward-thinking, analytical, and responsible communication professionals for success in a global society. The school is committed to quality undergraduate and graduate programs in communication that emphasize the relationship between theory and practice. We believe in freedom of expression and creativity and encourage both collaboration and independent thinking as we prepare future scholars, professionals, and leaders for a lifetime of service and learning. The Strategic Communication Department at the University of Miami School of

Communication consists of Advertising and Public Relations, two programs that are continually evolving to meet the demands of the ever-changing media industry.