

The Advertising Federation of Fargo-Moorhead



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FOR IMMEDIATE RELEASE

## AREA COLLEGE STUDENTS TO EXPERIENCE REAL-WORLD COMMUNICATIONS DURING FM AdFed ProAm DAY

Fargo, N.D. (September 18, 2006) – 28 students from area colleges will gain real-world experience in fifteen Fargo-Moorhead businesses on Tuesday, October 17th during the Advertising Federation of Fargo-Moorhead's (FM AdFed) annual ProAm Day.

"This is a great way for communication students to get a taste of what it's really like to work in their chosen fields on a day-to-day basis," said Barb Redinger, FM AdFed president. "At the same time, it allows our communication professionals to give something back to the community."

Each year, FM AdFed places students studying advertising, marketing, public relations, design, broadcasting, multimedia or other communication-related fields with area professionals for a full or half day. It not only gives students insights into their fields of study, but also allows them to observe and network with potential employers. Over the years, the club has placed thousands of students from Aakers College, Concordia College, Minnesota State Community and Technical College, Minnesota State University Moorhead and North Dakota State University with Fargo-Moorhead employers.

ProAm students also are able to attend FM AdFed's monthly professional development meeting. This month's speaker is Andrew Campbell, brand planner of Carmichael Lynch, Minneapolis, MN, who will present "Breaking into the Business: A look at agency life."

FM AdFed, one of 210 local affiliates of the American Advertising Federation, strives to enhance advertising, marketing and communications by supporting and recognizing its diverse membership and their contributions to the Red River Valley's vitality, economy and culture. It is open to anyone in a communication-related field.