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**FOR IMMEDIATE RELEASE**

**Area College Students To Experience Real-Life Job Experience During AAF-ND ProAm Day**

**Fargo, N.D.** (October 12, 2010)

The American Advertising Federation of North Dakota is providing an opportunity for college students to gain real life experience in the advertising and communications industry. On Tuesday, October 19, eight area businesses will partner with 35 students for the AAF-ND's annual ProAm Day.

"Mentoring these students is one of the best opportunities they can go through to gain real life experience as they begin to make decisions on their career plans," comments Autumn Graber AAF-ND president.

Each year, AAF-ND places students studying advertising, marketing, public relations, design, broadcasting, technology, or other communication-related fields with area professionals for a full or half day. Students gain insights into their fields and have an opportunity to observe and network with potential employers. Over the years, AAF-ND has worked with Concordia College, Minnesota Business College, Minnesota State Community and Technical College, Minnesota State University Moorhead, North Dakota State University, and Rasmussen College to place their students with Fargo-Moorhead employers. Students are also able to attend the AAF-ND monthly professional development luncheon meeting on Tuesday, October 19. The speaker for this month's meeting is Aaron David Shapiro, Vice President, Audience Monetization at the firm, HUGE.

AAF-ND is a nonprofit, professional trade association serving the advertising, marketing and communications community. For more information about the organization, please visit [www.aaf-nd.org](http://www.aaf-nd.org).