For Immediate Release

ADVERTISING:
THE ART, THE SCIENCE, THE BUSINESS

Joseph Nunziata
Nunziata Creative Group, Inc.

February 23, 2006
Devlin 008
6:30 p.m.

The Communication Department is pleased to announce that Joseph Nunziata, of the Nunziata Creative Group, will deliver a lecture entitled: Advertising: The Art, The Science, the Business on Thursday, February 23, at 6:30 p.m. in Devlin 008.

A real, true-to-life, creative "ad man" from Madison Avenue talks about the wonderful, wacky, multi-billion dollar world of advertising, answering questions like: What makes advertising so effective? How do you create a commercial and get them on the Super Bowl? What does it take to get a career in advertising? TV commercials, along with radio spots and print ads will be part of the presentation, as will a Q & A session.

Joseph Nunziata is an award-winning copywriter/creative director and advertising agency founder. Throughout his 25-year career, he has worked for some of the world’s largest advertising agencies (Doyle Dane Bernbach, Saatchi & Saatchi, J Walter Thompson) on some of the world’s largest accounts (IBM, JP Morgan Chase, Volkswagen, Texaco, Calvary Hospital, Yoo-Hoo, MasterCard, Albert Einstein College of Medicine, and Carnegie Hall, just to name a few) with some of his TV commercials appearing on the Super Bowl.

His volunteer creative work on local and national levels has earned him a nomination for a National Point of Light award from The White House, the “Whatever It Takes Award” from the National Office of the Volunteers of America, and has a annual scholarship established in his name “The Joseph L. Nunziata Award for Creativity and Service.”

For further information, please contact the Communication Department at 552-4280.