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FOR IMMEDIATE RELEASE

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## Cal Poly Mustang News Brings Home Top Honors from College Newspaper Business and Advertising Convention

SAN LUIS OBISPO — Mustang News, Cal Poly's student-run integrated newsroom, won numerous top honors at the College Newspaper Business and Advertising Managers (CNBAM) convention in Austin, Texas.

Held March 26-29, the annual convention hosted 67 universities and colleges from across the nation, recognizing 145 winners from 46 schools. More than 700 entries for the 42nd Annual Advertising Awards Competition were received.

At the annual awards, Cal Poly communication studies senior Taylor Riley was named the Marketing/Public Relations Manager of the Year. In addition, Albert Chang, art and design junior, placed second in the Designer of the Year category, and journalism senior Rachael Burnham placed third for Advertising Sales Representative of the Year. Recreation, parks and tourism senior Bianca Galvez won third for Advertising Manager of the Year.

Mustang News also took home multiple awards recognizing excellence in overall advertising and marketing, including first place in the Best Event Plan or Promotion category; third place for Best Mobile App Sales Strategy and Best Multimedia Campaign; fourth place in the Best Newspaper Marketing and Promotion Plan and Best Social Media Strategy category; and fifth place for Best Display Ad Black and White.

Rachael Burnham also took home the first prize for the convention's annual Saturday Morning Sell-Off Competition. The competition, open to only one applicant from each university, offers students the chance to participate in a mock sales call to a client in front of three judges from the advertising industry.

Graphic communication junior Nikole Knak attended the convention as one of five fellowship winners, and assisted the board in organizing the event. After running for the only student position on the national board, she was elected to a one-year term.

Established in 1972, CNBAM has more than 130 member schools from across the nation and offers many opportunities for students to interact with national industry experts, newspaper advertising professionals, and students from other schools.

### Links

- College of Liberal Arts: [www.cla.calpoly.edu/](http://www.cla.calpoly.edu/)
- Journalism Department: [journalism.calpoly.edu](http://journalism.calpoly.edu)
- Mustang News Website: [mustangnews.net/](http://mustangnews.net/)

### About the Cal Poly Journalism Department

Cal Poly's Journalism Department offers a professional program that prepares students for real-world careers. Beginning with core courses that establish a strong foundation in the field, journalism majors then focus on media specializations of their

choice. Students have the opportunity to acquire practical experience by working for the department's converged media center, newspaper, campus radio and TV station, or the student public relations agency.

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