

Bobcat Promotions Announces Inaugural Trip to New York City

By Jasmyne Douglas, Texas State University

Internship Coordinator Charles Kaufman announced during a press conference on Tuesday that Bobcat Promotions will sponsor its first trip to New York City, New York during the winter break.

During the trip, members of Bobcat Promotions, a student-run Public Relations and Media organization, will visit the headquarters of Ogilvy Public Relations and will meet with the New York Mets Public Relations Vice President and Stéphane Dujarric, the Spokesperson for United Nations Secretary-General Ban Ki-moon.

“I think the meetings themselves will be terrific,” Kaufman said. “We’re going to be visiting many different fields in communications. I think it’s important to expand people’s horizons. I want the students to engage with many different facets of PR, and communications and media.”

The trip, which will take place from January 4 to January 9, is available to students who are juniors and seniors and have been with Bobcat Promotions for at least a year.

“So far, we have about 18 to 19 who have expressed interest,” Kaufman said. “We’re looking at taking 15 to 16 (students).”

Members will also meet with Texas State University alumni who have gone into different media industries during a panel that Kaufman has titled “The Happy Hour Program”.

Kaufman, who is also a senior lecturer and the faculty advisor for Bobcat Promotions, said the importance of Bobcat Promotions, which is open to students of all majors, is to give students hands-on experience with clients.

“We’re here to make them successful and provide a service,” Kaufman said. “They gain the sense of entrepreneurship and value for what they are doing. It’s a slice of the real world.”