



## **Public Service Announcement** **Public Relations**

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### **FOR IMMEDIATE RELEASE**

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### **ROBINSON TUNES INTO BET**

Senior public relations major Cierra Robinson has been selected as a BET marketing representative for Jackson State. As one of 30 at colleges throughout the country, Robinson will use BET-provided materials to promote the company's shows and events on campus. The St. Louis native will be evaluated on her creativity, and promotional and marketing skills.

"I hope to get the experience and take advantage of the networking opportunities," says Robinson, who looks to attend graduate school in the Washington, D.C., area where BET is based.

While gaining professional experience and college internship credit, Robinson's efforts could land her a trip to the Hip Hop Music Awards in the fall or BET Music Awards in the spring of 2008.

"The person who wins gets to go behind the scenes, report and take a guest," Robinson says. "I'm taking another mass communication student so they can get experience and help. I know I'm going to win."

Robinson is president of the JSU chapter of the National Association of Black Journalists and a member of the Blue Key Honor Society, American Advertising Federation, Tiger Pride Connection, Student Leadership Institute, Young Forward Lookers and McNair Scholars.