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## News Media Advisory

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March 19, 1999

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## **... News Media Advisory ...**

**Event:** "Why Advertising and Marketing Still Matter" *A look into what advertising can do and how it functions in people's lives*

**Speaker:** Kevin McCann, Division Manager of Newspaper Marketing, Chicago Tribune

**Date:** March 24 (Wednesday)

**Time:** 7 p.m.

**Location:** Main Lounge, IWU Memorial Student Center, 104 E. University Ave.,  
Bloomington

**Admission:** Open to the public; free of charge

**Sponsors:** IWU Career Center, American Marketing Association, Advertising Educational Foundation, Inc.

**Background:** Prior to joining the Chicago Tribune, McCann was senior partner, management supervisor, Ogilvy & Mather, where he directed agency teams responsible for advertising, sales, and marketing efforts for clients such as DieHard and Helene Curtis/Unilever. Previously, he was a partner, management supervisor for Bozell Worldwide. He began his career in 1984 at Leo Burnett USA as an account executive. McCann graduated in 1979 with a bachelor of arts degree in English from Yale University.