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## Ambassador Program IWU Ambassador Program Speaker Answers Question

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Contact: Sherry Wallace, 309/556-3181  
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Central IL**The Ambassador Program****IWU Ambassador Program Speaker****Answers Question: "Does Advertising Work?"**

BLOOMINGTON, Ill.--Mr. Tarik Sedky, vice president, account director of Young & Rubicam (New York) will attempt to answer the question "Advertising looks great, but does it work?" along with other questions concerning advertising, during his visit February 11-12, 1998 to Illinois Wesleyan University. Sedky will speak to students, faculty, and the public at 7 p.m., Wednesday, Feb. 11 in Room 218 of the Art Building, 302 E. Graham St., and the following day, to Illinois Wesleyan marketing students about ethics in advertising and about the creative process to graphic design students.

Sedky comes to IWU under the auspices of the Ambassador Program of the Advertising Educational Foundation and the Illinois Wesleyan Career Center. This program sends high-level advertising and marketing executives to colleges and universities across the country to discuss with students, faculty and the public, the advertising process and how it fits into our economic and social structure.

Sedky's presentation Wednesday evening will present case studies of both effective and less effective advertising, and discuss whether visibility always correlates with successful advertising. He will also entertain questions from the audience.

Sedky received his Bachelor's Degree in communications from Stanford University, worked as a bellhop in Aspen for a year, then started his own business in 1988 designing and producing corporate brochures. He has been an assistant and senior account executive for Young & Rubicam's public relations firm, Burson-Marsteller. Sedky's assignments have included the American Paper Institute, Coca-Cola Foods, and McDonnell Douglas, generally focusing on environmental issues, public relations and public affairs.

In 1993 Sedky became director of operations for Burson-Marsteller's Montreal office, managing the pan-Canadian gaming client Casinos Austria

International. 1994 saw Sedky leave the Young & Rubicam family for a year, to run Gulfstream Aerospace's direct marketing account at The Andersen Group in Hilton Head Island, South Carolina. And, in 1995, Sedky re-joined Young & Rubicam as an account supervisor on the advertising agency's MetLife business, where he was promoted to vice president in 1996 and to account director in 1997.

Since 1997, Sedky has assisted the President of Young & Rubicam's holding company, Y&R, Inc., in developing business among the corporation's largest accounts.

The Advertising Educational Foundation is a non-profit organization supported by agencies, media companies and advertisers. The foundation is dedicated to building a better understanding and greater appreciation of the socioeconomic role of advertising. This is the second year the Ambassador Program has sent a speaker to IWU.

IWU, founded in 1850, enrolls about 2,000 students in a College of Liberal Arts, and its Schools of Music, Theater Arts, Art, and Nursing. Since 1994, these facilities have been added to the IWU campus: a \$15 million athletic center, a \$25 million science building, a \$6.8 million residence hall, and a \$5.1 million liberal arts center. The Carnegie Commission for the Advancement of Teaching ranks Illinois Wesleyan a "Baccalaureate I" institution, a classification that places it among the 159 highly selective National Liberal Arts Colleges. IWU won the 1997 NCAA Division III men's basketball championship.