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Media Advisory

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Date: Feb. 4, 1998**Contact:** Warren Kistner, IWU Career Center, 556-3237

Media Advisory

Event: The Ambassador Program of The Advertising Educational Foundation

Guest Speaker: Tarik Sedky, *vice president, account director*
Young & Rubicam (New York)

Mr. Tarik Sedky, vice president, account director of Young & Rubicam (New York), will speak at Illinois Wesleyan University under the auspices of The Advertising Educational Foundation and the IWU Career Center. Sedky's speech is titled, "Advertising Looks Great, But Does It Work?"

Speech is free and open to the public.

The Ambassador Program sends high-level advertising or marketing executives to colleges and universities across the country to discuss with students, faculty and the public, the advertising process, how it fits into our economic and social structure, and the issues surrounding advertising.

Date: Wednesday, February 11, 1998

Time: 7 p.m.

Location: Room 218 of the Art Building, 302 E. Graham St.,
Bloomington

Sponsors: The Ambassador Program of the Advertising Educational Foundation and the Career Center at Illinois Wesleyan University

Background: Mr. Tarik Sedky 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.

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

Editor's Note: Sedky (will/will not) be able to meet with the press.
Check this out with Warren Kistner - 556-3237