

Soup's on — with a lot of good will

January 28, 2015

Local restaurants and organizations served up a competitive variety of soups in the Baldwin Gym on Wednesday, January 21, in a fundraising benefit for Mom's House.

Clash of the Souper Heroes was created and promoted by the Winter Session Public Relations Practicum class, run by SUNY Broome's Department of Communications and Media Arts, and was held in the Baldwin Gym. Entrants included Lampy's Restaurant, Mario's Pizza, Taste of Europe, American Food and Vending and Party City.

This Winter Session PR Practicum has literally been a "soup to nuts" course in the creation and promotion of a fundraising event.

"We've done everything," said Brooke Gillenwalters, a student in the course. "We are actually executing in practice what we have learned in theory during our regular course work about Public Relations."

The tasks involved in creating the event included recruiting restaurants and organizations who would partner and provide soups, creating a web site and content for social media, and working with Equinox Broadcasting to write and produce a traditional radio public service announcement that ran since mid-January to promote the event.

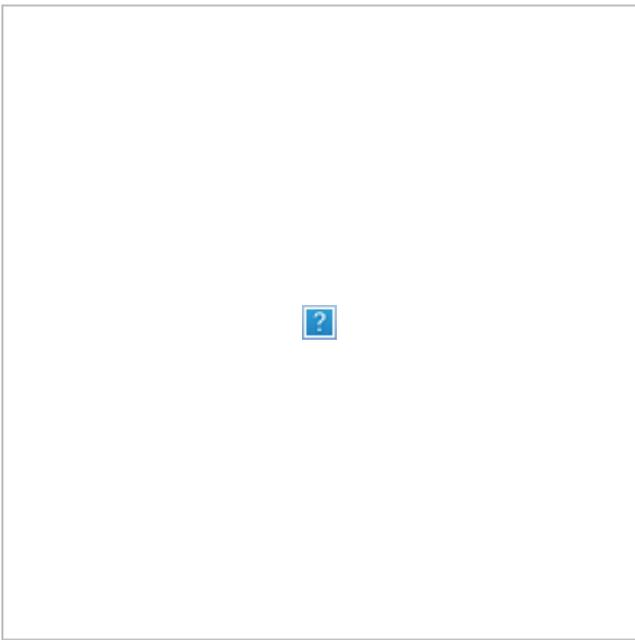
"These students have had the real world experience of working under a tight deadline. In this case they have had just two and a half weeks to put this all together," said Tim Skinner, the course instructor.

Collaborating with the other students to create and promote a real event has been both unique and rewarding for Devin Greco, a Criminal Justice student at SUNY Broome.

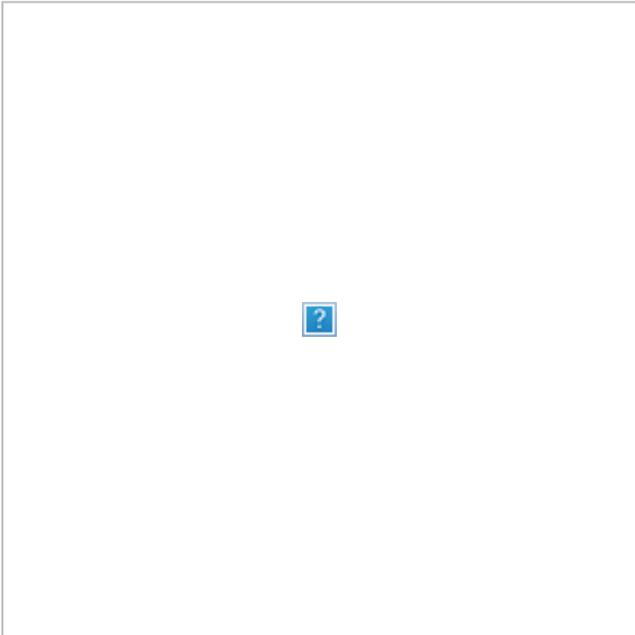
"We actually are seeing the results of our efforts. It has really been a hands-on experience," said Greco.

Mom's House, the organization that benefited from the fundraiser, is a not-for-profit organization which provides child care and other support for single parents who are trying to achieve their college degrees.

http://youtu.be/8_xLK1FDS_g



Students from the Winter Session PR Practicum course shoot video for use in a video short that was posted to social media sites created for promoting “Clash of the SOUPER Heroes” (Photo: Tim Skinner).



Ray Scott (left) Promotions Director for Equinox Broadcasting, meets with the students in the PR Practicum class to create radio public service announcements, which the students helped produce, and which were aired on the Equinox stations in Binghamton to promote the “Clash of the SOUPER Heroes” fundraising event. (Photo: Tim Skinner)

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