



**CONTACT:** Whitney Welcome  
Public Relations Intern  
(843) 266-5217  
[printern@cydc.org](mailto:printern@cydc.org)

**FOR IMMEDIATE RELEASE**  
April 20, 2009

### ***Rolling Stone* Publisher Visits CYDC's Bakker Career Center**

Students Participate in "Me Magazine" Contest

On April 9, Rosanna L. Krekel visited students at CYDC to teach the elements of magazine publishing and share tips on how to get into the publishing field. Krekel, a publishing expert, has worked for Life and Style Weekly, Glamour, and Rolling Stone magazines. Krekel gave a presentation and tutorial on her work at *Rolling Stone*. She interacted with the students, responding to their questions about publishing, marketing, and their own career goals.

As the owner of a marketing and advertising firm, La Vita é Bella, located on Sullivan's Island, she also discussed important elements of advertising. She encouraged the students, telling them to follow their dreams and not be discouraged by circumstances beyond their control. Using her own example of growing up in New York City, being raised by a single parent, Krekel noted that she worked two jobs while attending college, to pay her tuition. Her connection with the students was evident, as she was asked to autograph copies of her presentation.

CYDC's students were given the opportunity to design their own magazine covers by entering into the "Me Magazine" design contest. Students have one month to create a magazine cover describing who they are, what makes them special and featuring appropriate advertisers in their magazines. Krekel created the contest to be a learning experience that would foster greater self-esteem within the students. Contest winners will also receive an Apple Ipad, a music gift card, a one-year subscription to Rolling Stone and a hit CD album. Krekel plans to return in June to do a follow-up presentation.



Rosanna Krekel, publishing expert, met with CYDC students individually following her April 9<sup>th</sup> presentation.