Client Background Information

**The CW Television Network**

The CW Television Network (The CW) is a television network in the United States launched at the beginning of the 2006–2007 television season. It is a joint venture between CBS Corporation, the former owners of United Paramount Network (UPN), and Time Warner's Warner Bros., former majority owner of The WB Television Network. The "CW" name is derived from the first letter of the names of these corporations (CBS and Warner Bros.). The network features a lineup of shows that, according to its President of Entertainment [Dawn Ostroff](http://en.wikipedia.org/wiki/Dawn_Ostroff), "appeal to women 18 to 34-years-old" . The network currently airs programming 6 days a week: Monday through Friday afternoons and evenings (in prime time), and Saturday morning children's programming.

**The GIVE Center**

The GIVE Center serves as the volunteerism clearinghouse empowering students to make a difference by linking them to the needs of our community. It is through this center in which Georgia College students, faculty and staff become involved in campus wide, local community,  national and international volunteer efforts. We offer volunteer opportunities in the areas of Animals, Children & Youth, Disabilities, Disasters, Education & Literacy, Elderly, Environmental & Recycling, Female Issues, Fine Arts, General Service, Health, Male Issues, Minority Issues, Office & Clerical, Patriotic & Political , Poverty, PR & Event Planning, Recreational & Outdoors, Religious, and Technology. We challenge our campus to put their "paws on a cause."

**The Public Relations Student Society of America (PRSSA)**

 In 1968, 20 years after its own establishment, the Public Relations Society of America (PRSA) founded the Public Relations Student Society of America. The declared purpose of PRSSA is to cultivate a favorable and mutually advantageous relationship between students and professional public relations practitioners. The student society aims to foster the following:

* Understanding of current theories and procedures of the profession
* Appreciation of the highest ethical ideals and principles
* Awareness of an appropriate professional attitude
* Appreciation of Associate Membership in PRSA and eventually accredited membership

Today The Public Relations Student Society of America has more than 9,600 members in 284 universities across the country.

**The Boys & Girls Club of America**

In every community, boys and girls are left to find their own recreation and companionship in the streets. An increasing number of children are at home with no adult care or supervision. Young people need to know that someone cares about them. Boys & Girls Clubs offer that and more. Club programs and services promote and enhance the development of boys and girls by instilling a sense of competence, usefulness, belonging and influence. Boys & Girls Clubs are a safe place to learn and grow – all while having fun. They are truly “The Positive Place For Kids”.

**Georgia College & State University Department of Campus Life**

The Department of Campus Life is responsible for the intentional promotion of student development by encouraging student self-appraisal, assisting students in acquiring the skills necessary to excel in all areas of their life, assisting students in developing effective social and leadership skills, and creating and encouraging involvement opportunities. Campus Life offers programming that contributes to the University's mission of providing quality educational and co-curricular experiences.

 **The American Democracy Project (ADP)**

**The American Democracy Project (ADP)** is a multi-campus initiative focused on higher education’s role in preparing the next generation of informed, engaged citizens for our democracy.  The project began in 2003 as an initiative of the American Association of State Colleges and Universities (AASCU), in partnership with The New York Times.