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New NC A&T Campaign Invites Students to Make History

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Ads Use Past to Connect With Future
Students, A&T Community, Triad

Contact:
Mable Scott
North Carolina A&T State
University
336.256.0863

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Greensboro, NC (March 24, 2009) – North Carolina A&T State University is using its rich history to engage and inspire its audience as part of a new advertising campaign that asks, “How will you make a difference in the world?” The campaign is designed to communicate multiple elements of the N.C. A&T college experience.

According to Dr. Mark Kiel, vice chancellor for development and university relations, the creative messaging was developed as part of a strategic effort to increase N.C. A&T’s visibility, both in the community and in a crowded marketplace. “As stewards of the University, we recognized some time ago that we needed a fresh and consistent message that protected and enhanced our brand,” says Kiel. “We think this campaign will play an influential role in helping prospective college students recognize that our institution is the place for them. We also feel this campaign will engage both the A&T community and the Triad and will reinforce and enhance their perspective of the University.”

The campaign, featured online at <http://www.ncat.edu/newcampaign/>, will include television and radio commercials and billboards, in addition to placement on campus and through internal messaging. The concept features visual and

audio representations of moments, individuals and events that have created the history of the University. The ads invite prospective students to come to N.C. A&T to make their own history and leave an indelible mark on the world.

Kiel says that the campaign communicates an asset of the University that often is overlooked – the vast intellectual capacity of its students, faculty and alumni. “We believe that N.C. A&T is in a better position than any other school in the state to turn potential into opportunities for students,” says Kiel. “We’re extremely proud of our rich history and tradition, but we want our audience to recognize us for more than just our drum line. This campaign really showcases how the University has created opportunities for individuals to make an impact on this world, from the Greensboro Four, to Astronaut Ron McNair, to advances in science, engineering, arts and business.”

The campaign, which has been in development for several months, will officially launch throughout the region in March.

About North Carolina A&T State University

NC A&T State University is a learner-centered community that develops and preserves intellectual capital through interdisciplinary learning, discovery, engagement and operational excellence.

[About the Campaign](#)

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