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PRESS RELEASE

Meeman 901 Strategies Accepting Client Applications for Spring 2023 Semester

(Aug. 27, 2022) Communication agency, Meeman 901 Strategies, is encouraging businesses to apply to receive entry-level help with advertising, communications, digital marketing needs, and more.

Meeman 901 Strategies is run by graduate and undergraduate students majoring in public relations, advertising, marketing, creative mass media, and journalism. The services they offer include, but are not limited to, managing social media content, conducting competitive analysis, implementing a paid search campaign, developing a social media strategy, creating a website, executing PR campaigns, and media relations.

The agency is equipping students with real-world experience by producing campaigns and products for actual clients in the Memphis area and beyond.

“Meeman 901 gives students an opportunity to not only create a plan, but to execute against that plan for the clients,” said Kim Marks Malone, APR, Fellow PRSA, the agency’s faculty-adviser, -“It’s results driven.”

Meeman 901 Strategies builds relationships that are beneficial not only to students’ learning, but to the entire Memphis community. “We are focused on preparing the next

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generation of public relations and strategic media students by creating and strengthening relationships with local clients,” Marks Malone said.

Meeman 901 has partnered with many notable companies including, the Fed Ex Institute for Technology, the American Red Cross, the City of Memphis, and Sonny Flower Company.

“The success of the agency helps elevate the Journalism and Strategic Media Department (JRSM) by making it more visible through not only the clients we have, but also by the students themselves who work within the agency”-, said JRSM department chair, Dr. David Arant.

“Despite being an on-campus organization, Meeman 901’s impact stretches far and wide in the Memphis community.”

Meeman 901 Strategies is available for work through the entire Spring semester from Jan. 23 to May 5, 2023. Memphis-area nonprofits and startups are welcome to apply.

Companies interested in working with Meeman 901 should apply in person or on the agency’s website, www.meeman901strategies.com. Meeman 901 Strategies is located in the new Obsidian PR Social Media Lab, Rm. 108, in the JRSM Department’s Meeman Journalism Building at the University of Memphis.

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