

ANNE KLEIN COMMUNICATIONS GROUP

Minority Fellowship Program in Biomedical Research

One in a Series of Award-Winning Solutions

The Challenge:

Attract national attention and increase recognition for a Bristol-Myers Squibb (BMS) National Medical Fellowships, Inc. fellowship program encouraging the nation's medical schools and their biomedical research laboratories to increase the number of gifted minorities on their faculties.

Results:

- National Medical Fellowships, Inc. President Dr. Leon Johnson said the interactive forum created by Anne Klein Communications Group “was a successful culmination of the goals the Fellowship Program has been working toward over the past 10 years.”
- Students from 30 schools nationwide attended the interactive forum at six downlink sites and participated in discussion via telephone. The in-studio audience consisted of 35 Fellows and their mentors, students from Trenton, N.J.-area high schools and colleges, and BMS staff.
- Post-event surveys showed students viewed the speakers as successful role models and were challenged and inspired with ideas for their own career direction.
- A wide variety of media covered the event, including the *Boston Globe*, *Working Woman*, *Essence*, the *Chronicle of Higher Education* and *The Wall Street Journal*.
- The program received Honorable Mentions in Special Events from the N.J. chapter of PRSA and the International Association of Business Communicators.

Background:

Sponsored by the Bristol-Myers Squibb Foundation in association with National Medical Fellowships, Inc., the annual Fellowship Program in Academic Medicine for Minority Students provides scholarships for academic research.

The Campaign:

AKCG recommended expanding awareness of the program through a special event honoring the program's 10th anniversary. Role models from industry, government and academia participated in an interactive forum for high school, college and medical school students. Originating from BMS research headquarters in Princeton, N.J., the forum was broadcast nationwide via satellite to participating BMS facilities, plus locations in Philadelphia and New York City, selected because of high interest among minority students in those cities.

Information kits and supporting materials prepared by AKCG included a lead news release about the forum, a general background release on the Fellowship Program, fact sheets on all organizations involved, key messages and a questions-and-answers document. More than 600 kits were mailed to a media list developed specifically for the event.

To learn more about how Anne Klein Communications Group can develop attention-getting ideas to increase national awareness and recognition, please call and ask for Anne Klein or Chris Lukach.