

Public Relations Portfolio

John McKiernan

Manhattan College

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# John McKiernan

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(845) 596-4332

## Education

**Major in Mass Communication, Concentration in Public Relations; Minor in Business**  
Manhattan College, Graduating: May 2022

## Courses Taken Related to Major

Intro to Communication, Introduction to Public Relations, Ethics in Mass Communication, Media Theory and Research, Writing for Public Relations, Public Speaking

## Work Experience

- Page and Reference Desk employee at Nanuet Public Library (2016-2018)
  - Assisted patrons that came into the library with questions or concerns that they had

## Leadership Experience

- Manhattan College Mens Crew Varsity Athlete (2018-Present)
- Raced in Head of the Charles, Head of the Schuylkill, and NYS Championships
- Analyst of Manhattan College Investment Club (2018- Present)
  - Pitched companies such as Microsoft, Shopify, and Cloudera to investment board
  - Worked as a team to research these companies to entice the board to purchase stock
- Member of Manhattan College's PRSSA (2020- Present)
- Member of MC Singers and Music Ministry (2018-Present)
  - Performing Arts Scholarship Student

## Skills

- Proficient in Microsoft Office, including Word, Excel, and Powerpoint
- Experience with Adobe
  - Includes Photoshop, Lightroom, and Adobe Premier
- Experience with Bloomberg Business
- Second Language (Spanish)
- Public Speaking
- Able to work with both Mac or Windows devices



4513 Manhattan College Pkwy - The Bronx, NY, 10471- (718) 862-8000

## News Release

**For Immediate Release**

**March 1st, 2021**

For More Information

John McKiernan

Public Relations Director

(917) 718-5803

[jmckiernan01@manhattan.edu](mailto:jmckiernan01@manhattan.edu)

### **Manhattan College Welcomes Mayoral Candidate Andrew Yang to Campus**

New York, NY- New York City mayoral candidate Andrew Yang will be making a stop at Manhattan College while along his race to become New York City mayor. This event will be in person and scheduled for Monday, March 15th at 4:00pm and will be following COVID protocols. The event will take place in Gailec Park and will be open to Manhattan College students, in addition to the residents of the Riverdale section of the Bronx. This event will also be streamed live on Zoom for anyone unable to attend in person. Mr. Yang will be speaking on a range of issues that face New York City, but will be focusing on *Forward Thinking Education*, which will focus on affordable college and improving the K-12 system currently in place.



“We have the best teachers’ in the world”, Yang said in an initial statement. “ We need to support them in teaching their students’ and generating materials’ that can be used to enrich our curriculum. We can expand our curriculum to teach more life skills and critical thinking, while also bringing in

viewpoints’ that are traditionally left out”.

Andrew Yang gained interest during the 2019 demorcatic presidential debates. His “\$1000 For All Americans” plan generated discussion around voters, and he looks to bring his same policies and views to New York City residents as mayor. Andrew Yang looks to create the largest basic income program in New York City, something that he had promised to all Americans during his presidential campaign. An entrepreneur, politician, and philanthropist, he has been working with startup companies prior to making the move to politics in 2019.

-over-

“We are very excited to have Andrew Yang speak to our students and to the community”, Manhattan College President Brennen O'Donnell said in a statement. “We believe his progressive ideas on certain issues coincide with our core Lasallian values here at Manhattan College”.

Announcing his mayoral bid in January 2021, Yang came on the scene by gaining media publicity and has already generated over \$2 million in public funds, making the mayoral race “his to lose” according to Business Insider. Gaining a national following with his #Yang2020 and his *Yang Gang* supporters, he will bring that momentum into Gaelic Park, and into the mayoral elections later this year.

District 11 council member Andrew Conan looks forward to Yang visiting his section of the Bronx. “We believe that Mr. Yang can help the Bronx and stabilize the city. He has the capability to directly help communities here in Riverdale and Kingsbridge.” Conan, a democrat elected to council in 2013, always has a strong commitment to helping his community and helping to improve New York City. “His potential policies on education can benefit colleges like Manhattan College and other CUNY’s in the Bronx”.



Sasha Ahuja, Andrew Yang’s campaign manager said in a statement how “Andrew Yang is looking forward to sharing his message on education to the Manhattan College community and to the people of Riverdale. Manhattan College is widely considered the ‘college that built New York City’, and Andrew looks to build on his tremendous momentum towards becoming the next mayor of this city”.

Ms. Ahuja is a progressive herself and was recently promoted to co-campaign manager, along with Chris Coffey. Ahuja expects a major turnout for Andrew Yang on election day, mainly because “we do not fall in a traditional ‘lane’, we expect voters from every lane to turn out at the polls”.

###

To: [mhinman@riverdalepress.com](mailto:mhinman@riverdalepress.com)

Subject: For M. Hinman- Exclusive on Mayoral Candidate A. Yang

Mr. Hinman:

When Mr. Yang made his announcement that he was running for New York City mayor in January, many top journalists in New York City came to see his initial press conference, listened with anticipation to his visions for New York City, and the optimism he has when he becomes New York City mayor. Manhattan College is planning on hosting Mr. Yang on Monday, March 15 for him to speak about his ideas to the residents of Riverdale and students at Manhattan College.



The event for Andrew Yang would be great for *The Riverdale Press*. With over 2 million followers on Twitter, Mr. Yang is one of the most popular politicians today. The event that we are hosting with Andrew Yang is predicted to be one of Manhattan College's most talked about events this year. Your recent stories about Riverdale's politics have been excellent, and we would like you to join us for this event and exclusively cover Mr. Yang's political event.

Being that Mr. Yang is a frontrunner in the mayoral race, we believe with your journalistic experience, you can deliver a message to the residents of Riverdale on Mr. Yang's visions about his vision of his education system in the Bronx.

We are offering Yang's event exclusively to the Riverdale Press, so I will need to be informed by March 10th whether you are interested in covering it. Mr. Yang would love to interact with any writers or photographers that you choose to bring to our event. We can help arrange exclusive interviews after the event if you have any questions that you, or the residents of Riverdale have for Andrew. Proving transparency to you and your audience will be Manhattan's number one priority.

Let me know if you have any specific questions or if you need any help. My direct phone is (917) 718-5803.

Thank you for your time and I look forward to hearing from you soon.

John McKiernan

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Public Relations Director  
Manhattan College  
(917) 718-5803

## Alumni Profile- Topher Nuzzo

Topher Nuzzo graduated from Manhattan College in May of last year with a degree in Communication with a concentration in journalism.

Currently, he is a part of the NBCUniversal Page Program, which is a year long rotational program geared towards those entering the media industry who have a specific interest in NBCUniversal. The program gives Topher a diverse amount of experience in a variety of departments. His interest is currently in producing news and working behind the scenes, which is something he would like to pursue.

Topher explains how being a communication student was not his first choice. “I was actually a marketing major in my first semester, and I knew right away that wasn’t for me. I always had an interest in the media but I didn’t know in what capacity I wanted to work in it.” Ultimately, being a part of the production team is Topher’s goal because it allows him to incorporate other aspects of media into his profession such as marketing, editorial, and public relations.



His days working at NBC Universal are always different and sometimes difficult with various COVID protocols in place, but it makes each day unique for him. “My main role is in the distribution of network assets to our partners for use in promotional tactics. My day consists of a lot of emails, management of creative approvals, and working with our network graphics team to ensure the timely delivery of assets”. Typically, the first three month program would be reserved to giving tours and helping audiences during some of its shows. But given this new opportunity due to COVID, he is currently working on different projects in relation to the Summer Olympics in Tokyo!

With lockdown orders being in place at the beginning of a job, being placed in an at home working environment is not ideal, but he tries to make the most of it. In a virtual environment, Topher makes sure he uses effective communication skills. Reaching out to people unexpectedly became one of the biggest challenges for him in wake of the pandemic. He

combats this by learning everyone's preferred mode of communication. "Do they prefer emails? iMessaging on Slack or Microsoft Teams? Just giving them a call? By figuring this out, I've been able to streamline a lot of my day to day tasks". This useful aspect of Topher's professionalism is something that he will hold on to when his work gets back to normal.

Being prepared is something that is very important to Topher, which is why he is so grateful for the Manhattan College's COMM Department, as well as its Liberal Arts curriculum for preparing him for life outside of the classroom. "As someone working in media, it's so important to have varied interests and to be up to date on major current events". He credits the COMM Department and various clubs such as MCTV that were able to give him the production experience that he needed to take the next step in his media career. With his work ethic, it is no question that he will be able to achieve his goal of becoming a producer in no time.



## The Intrigue Behind Investor Relations

By John McKiernan

When I look at the field that is Investor Relations, I see one that does not just incorporate the values of public relations, but I also see something that includes all factions of business, such as finance, marketing, finance and human resources. When I was deciding what degree I would want to pursue I knew I wanted something that incorporated both aspects of public relations, as well as factors that are used in the business world. Utilizing a field such as investor relations allows me to incorporate both public relations and finance in order to help investors make business decisions for their company. All components are vital for businesses to maintain their relationships with their investors and their shareholders.



The most important factor of being in the investor relations field is to be a reliable source for investors and shareholders, as well as being someone trusted to help make investment decisions or recommendations on where your company stands. You must also have understanding in the marketplace among your investors as someone with the capability to communicate with people that have a stake in your company, as well as having the ability to provide facts and statistics for these people that are interested. If you do not enjoy building relations with the people or businesses that can prove a considerable stake in your company, then this is not the type of public relations to pursue.

Having credibility can be the difference between a board investing their revenue into your company or not. This credibility is earned by providing accurate and recent statistics, through factors such as projecting a reasonable stock price, will influence shareholders to purchase shares, resulting in the stock price to increase. An investment relations personnel plays the role of advisor to members on the executive board, so knowing their tendencies and where they would want to invest their money is critical to building relations with other companies.

Society is changing, and the market is changing evermore, especially since COVID began. Methods such as building up internal networks with your peers and knowing who can help you build your knowledge on aspects of your company is especially important today more than ever. External organizations expect investor relations personnel to be one of the main sources of information for your company, and if you are able to jump the hurdles and adapt to various situations, you will be a valuable asset in the investment relations field.

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John McKiernan is a junior communication major with a concentration in public relations. He is a member of Manhattan College's PRSSA, as well as a member of Manhattan College's Crew Team and its Investment Club with aspirations in investment relations.





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## Backgrounder

**For Immediate Release**

**March 1st, 2021**

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### Andrew Yang

Andrew Yang is a current democratic candidate running for the office of New York City election in the upcoming 2021 mayor election.

Born in Schenectady, NY, he was raised in Westchester County and graduated college from Brown University, where he studied political science and economics. He then went on to receive his law degree from Columbia University, and founded the company Ventures for America (VFA), thus becoming a successful businessman and entrepreneur. Yang is married to his wife Evelyn and has two children.

In 2020, Andrew Yang gained his political popularity in his attempt to become the democratic candidate for president in the 2020 election. He ran under the slogan Make America Think Harder (MATH). Although he suspended his campaign in February 2020, dropping out of the race proved beneficial, as he is now focused on becoming the next mayor of New York City.

Andrew Yang's policies revolve around making New York City more affordable for its residents. From providing COVID relief, to making housing more affordable to city residents, Yang wants to take what he learned from being an entrepreneur and apply it to New York's current situation.

Yang's education reform for New York City includes a "Forward Thinking" initiative, which includes a redesigned K-12 system that brings more technology to underprivileged school systems, as well as providing more funding to the city's CUNY schools.

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### **Manhattan College**

Manhattan College is a private liberal arts college located in the Riverdale section of the Bronx in New York City, New York.

Founded in 1853, the college was originally located around 131st Street and Broadway. With its founding brothers from French heritage, the school followed teachings of St. John Baptist de laSalle. As the campus grew entering the 20th century, a new location in Riverdale was settled, where the current college resides. The college became co-educational in 1973, transitioning Manhattan College from commuter based to mainly residential. As the 21st century began new buildings were built to accommodate the growing student body, including Kelly Commons in 2014, as well as two new dormitories.

Manhattan College is composed of five schools, which include engineering, business, liberal arts, science, and education.

As Manhattan College follows the values of a Lasallian university, it preaches to its students to respect one another. The college also takes initiative in terms of social justice, taking part in quality education, and to immerse yourself in an inclusive community, all of which are features that are a part of the Manhattan College community.

Approximately 3,330 students attend Manhattan College as undergraduates, with over 100 different majors and has a vast alumni network both in New York City and around the United States.

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## Fact Sheet

### For Immediate Release

March 1st, 2021

### For More Information:

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## Manhattan College Welcomes Mayoral Candidate Andrew Yang to Campus

### What

- Andrew Yang will be visiting Manhattan College's Gaelic Park.
- The news was released by M. Hinman on February 28th for the *Riverdale Press*.
- The event will be following social distance guidelines and attendees will be required to wear a mask.
- Andrew Yang's event will begin with Manhattan College's student government introducing Mr. Yang, followed by Yang talking to the community, and concluding with Mr. Yang addressing the local media.
- Andrew Yang will be discussing his "Forward Thinking" education plan to the residents of Riverdale and the students of Manhattan College, and will talk specifically on the city's K-12 and its colleges.

### Who

- The story was released by *The Riverdale Press* M. Hinman on February 28th.
- The event will be at a 100 person capacity, and 10 media personnel will be allowed to attend, all must abide to COVID guidelines and regulations.

### Where

- Andrew Yang's event will be taking place at Manhattan College's Gaelic Park (4513 Manhattan College Pkwy, The Bronx, NY 10471).
- Manhattan College is located in the Riverdale section of the Bronx, New York City.

### When

- Mr. Yang's event will be taking place on Monday, March 15th at 4:00pm.
- The event is open to both the students of Manhattan College and residents of Riverdale.

###

GACMIST Brief

G-Signify that New York City residents are tough mentally, and we can overcome this virus together by getting vaccines and searching for the nearest mass vaccination center.

A- 16-30, recently eligible people for the vaccine.

C- “Secure Your Shot”; allows 16+ back to school, return to normal. The ad will stress that it is important to get your vaccine soon in order to return to normalcy in New York City

M- That it is necessary for all New York City residents to seek their nearest vaccination center now, because it is what we need to see our loved ones and return to a normal life.

I- Statue of Liberty holding a dose of the vaccine, as well as her in a mask. It will signify unity during COVID, and someone as iconic as the Statue of Liberty still wears a mask.

S- Affirmative towards vaccines, goal oriented

T- We need all New York City residents who are eligible for the vaccine. We have all experienced what it is like to be New York Tough, so let us once again be tough towards this virus and not back down in getting a vaccine.

PR Ad

# Secure Your Shot



**With vaccines being available to New York City residents aged sixteen and over, it is up to us to stop the spread of COVID-19 and get vaccinated.**

**The COVID vaccine is the only way we get back to normalcy. Find your nearest vaccination site, make an appointment, and receive your dose of the COVID vaccine.**

**Let us, the residents of New York City, show the rest of the country how #NewYorkTough we are.**

<https://www1.nyc.gov/site/doh/index>

**NYC**  
Health



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Memorandum

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To: goodLife Marketing Department  
From: John McKiernan, Colette Barron, Directors of Advertising  
Subject: Marketing Strategy for goodLife Product  
Date: March 1st, 2021  
CC: Mike Smith

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*Objective:* Our objective in this memorandum is to help in better understanding the male perspective on weight loss and various weight loss products that are on the market, and that are currently accessible to the male demographic. The way in which the goodLife product helps its customers in blocking the absorption of some fats has helped them successfully lose weight. It has performed very well in the market, especially with the female demographic. Introducing it to the male demographic will elevate sales and help with competing with many larger corporations. We wish to use the information that is compiled to help better connect with men wishing to lose weight, to help lay the foundation for healthier habits and to obtain a healthier lifestyle.

*Industry Net Worth and Growth:*

The US weight loss industry is worth an estimated \$72 billion as of 2019, with the **industry growing approximately 2.6% annually through 2023**. This growth presents opportunities for an organization like BeechamClark to stand out against its main competitors like Weight Watchers, Nutrisystem and others. goodLife has the opportunity to direct its marketing efforts towards a new, untapped demographic in the male population. With the industry being worth

\$71.1 billion in the year 2020 alone, this not only indicates that the weight loss industry is a vastly growing sector, it will continue to increase in its evaluations for years to come.



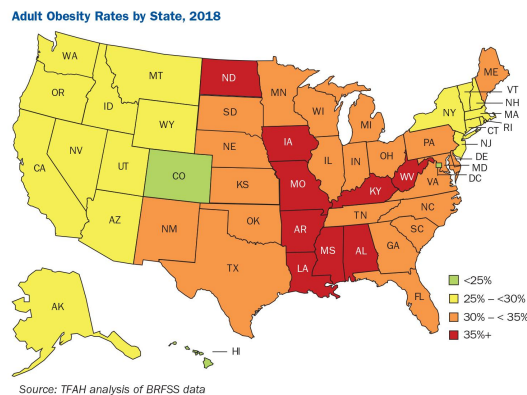
This large valuation is largely due to the pandemic, as people placed in quarantine, without access to a gym, were forced to find alternative ways to work out and attempt to lose weight. A factor that goodLife should pay close attention to is the meal replacement market, which

includes shakes, protein bars, and pills. This specific market grew 5.4% in 2020, a growth of \$5.25 billion. The sector is anticipated to grow even more in the coming years, with more people being mindful about their health and wanting to make a change in their lives.



Challenges:

- Men not wanting to publicly speak about weight loss- Unlike women, men want just to take action with weight loss and not speak on the subject. Attempting to end the stigma that men are not allowed to speak about their health publically can help them be more open to speak freely on potential weight loss.
- Prescription Weight Loss Drug Market- The weight loss drug market saw a decline of 15% decrease in 2020, to a value of \$584 million.
- Encouraging a Lifestyle Change: One fourth of each state's population is overweight, meaning that gearing a message to men who spend less time exercising and more time consuming television could prove challenging for marketers.

Weight Loss Products on Market

- Food: Meal Replacements, Low Calorie Sweeteners, Low Calorie Food, Organic Food
- Supplements: Protein supplements, Fiber Supplements, Optimum Nutrition
- Exercise Equipment
  - Brands: Proform, Precor, Bowflex, Peloton

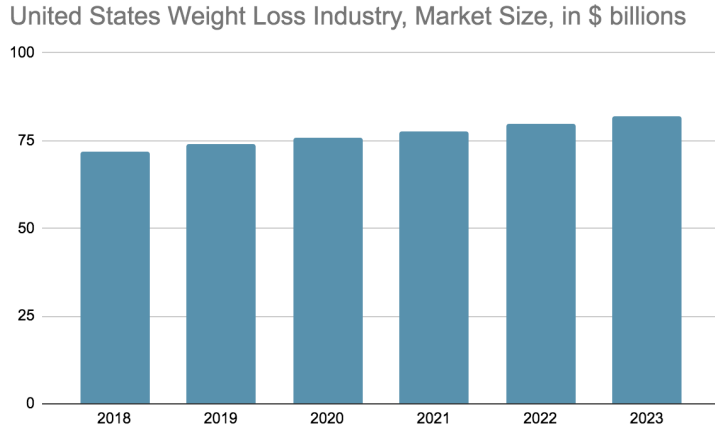
Strategies to Reach Male Audience

- Emphasize a Healthier Lifestyle- center the marketing message around fitness
- Market with Images of Average Male- makes marketing more appealing for the viewer as it shows what they can achieve if they take your product
- Use Marketable People to Promote Product- use men such as athletes, actors, or marketable businessmen to promote goodLife.

Potential Audiences for Growth:

- Mens Health Magazines- Stories entailing the use of physical activity for weight loss as well as detailed dietary changes allowing an increase in viewing coverage
- Pharmaceutical Companies- Demand in supplements allowing for net cost savings within corporations by supplying individuals with weight loss medications
- Doctors' Offices- Since the product is approved by the CDC, having doctors and dietitians recommend this product for patients may provide the help that many overweight males need

- Drug Stores- placing a goodLife product with other fitness supplements will give the product a “fitness” identity, in contrast to a weight loss product. As stated earlier, men do not like talking openly about weight loss, and giving the product a fitness identity could garner better response with potential consumers.



*Looking Ahead:* According to the statistics listed above, we believe that this is a perfect time to make a push towards the male demographic. With COVID-19 making fitness centers scarce, alternative resources, such as the goodLife supplement is a marketable alternative that can reach men. When it comes to marketing, emphasizing to the men seeking weight loss, emphasizing the importance of fitness and a healthy lifestyle will lead to men choosing nutrition. One other way to market the use of goodLife prescription is to have the average man as the central figure in your marketing campaigns. Doing this will make your advertisements more attractive and appealing to the male audience, as showcases a realistic goal that the consumer can achieve. Finally, having your message backed by medical professionals shows that a goodLife prescription is a successful product that can be beneficial for men's weight loss.

### References

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