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## **Saint Louis Crisis Nursery Recognizes Lindenwood Advertising Class**

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# SAINT LOUIS CRISIS NURSERY RECOGNIZES LINDENWOOD ADVERTISING CLASS

December 17, 2019

Earlier this month, Jane Beckman, communications director for the Saint Louis Crisis Nursery, presented a certificate of appreciation to Dr. Kristy Tucciarone's Advertising Campaign Management class for a variety of work the class has performed for the nursery over the past two years.

The class has created program cover artwork for the nursery's annual Razzle Dazzle fundraiser ball, designed a sponsorship deck for the event, provided website and social media assets, and most recently designed a 2020 gift calendar, among other things.

The nursery helps families by providing short-term care for children from birth through age 12 whose parents are going through times of stress or crisis. Tucciarone said she and Beckman came up with the arrangement after meeting and discussing ways in which they could help each other. The nursery derives various types of communications and promotional support from the class while the students gain valuable experience working for a real client.

"Thanks to Saint Louis Crisis Nursery, my advertising students work with a real client, on real projects, exposed to real conversations and constructive comments," said Tucciarone, who is chair of Lindenwood's Advertising and Strategic Communications program. "And even better, our advertising efforts are helping children and their families."

Tucciarone said when the class takes on a project for the nursery, she breaks it up into small groups, or agencies, which present their work to the nursery for consideration. This provides the students experience producing work in a competitive environment, and it provides the nursery at least three options to choose from on any task.

Beckman said the arrangement with the class has provided much-needed assistance that has helped out the nursery tremendously.

"We really needed help, and they provided it," Beckman said. "I wanted to give them something that expressed how much we appreciate their hard work, creativity, and fresh ideas."

The arrangement between the class and the nursery will continue in the spring 2020 semester with a new set of projects, Tucciarone said.

Photo cutline: Dr. Kristy Tucciarone (front left) accepts a certificate of appreciation from Jane Beckman, communications director of the Saint Louis Crisis Nursery, for work Tucciarone's Advertising Campaign Management class has performed for the nursery the past two years. Also pictured are students Landan Jaeger, Alaina Colclasure, Rachel Higgins, Courtney Carr, Kamila Kunka, Natalie Hasekamp, Lauren Pennock, Jessica Goddard, Aleksandra Tomala, Haley Cluck, Adrian Gamarra, Linh Nguyen, Cody Sturgill.