

College Students Compete For Nissan Prize Money

National winners selected in creative competition.

Every year college students across the country submit their most creative efforts to be judged in Nissan's Advertising Contest and FOCUS Film Competition.

The Advertising Contest is for magazine ads, with the entries judged on

creativity and relevance to the college market. In the FOCUS Film Competition, categories include narrative film, animation, documentary, screenwriting, film editing, cinematography and sound.

The contests were established fifteen

years ago by Nissan Motor Corporation in U.S.A. as a means of showing support and encouragement to students seriously interested in the highly competitive fields of advertising and filmmaking.

Monetary awards, print and industry recognition are given to the winners.

1989 Nissan Ad Contest Winners Announced

Nissan Motor Corporation's Ad Contest for college students has been judged and prize money awarded to ten students across the United States. The winners received \$250 cash and an Excellence in Advertising certificate. A select number of winning ads will be produced and published in future issues of *America: The Student Travel & Adventure Guide*.

Winners in the Nissan ad competition are Gregory R. Wright, Shippensburg University, Liz Eselius, University of Oregon; Karen E. Hardy, University of Kentucky; Krista L. Messina, University of Oregon; Andrea McHone, University of Oregon; Albert F. Navarro, University of Pennsylvania; Hope Russell, University of Oregon; Timothy J. Smith, University of Tennessee; Joseph Zukowski, Temple

University, and Jennifer R. Little, Southern Illinois University.

Nissan Sets Date For Student Creative Ad Contest

The official call for entries for next year's Nissan Advertising Contest will be announced in fall of 1990. College students across the U.S. are encouraged to collect their creative thoughts and ideas and prepare to submit entries for spring, 1991.

For more information on the Nissan Ad Contest, write Nissan Contest, %America Magazine, 505 Market St., Knoxville, TN 37902.

Students Awarded Major Prizes in FOCUS Film Competition

Nissan's FOCUS (Films of College and University Students) competition recently honored twenty-six winners in nine categories. This program annually grants more than \$100,000 in cash, cars and prizes to students who display outstanding achievement in finished 16mm films and feature-length screenplays.

First-place winners include Mark Richardson of New York University for his narrative film, *Stray Dogs*; Joseph W. Savino of Columbia University for his screenplay, *Detroit Roll*; Stacey Steers of the University of Colorado at Boulder for her animated film, *Watuwva*; and Dr. Lance A. Gentle of the University of Southern California for his documentary film, *Stat*.

Other categories are cinematography, film editing, sound achievement, the FOCUS Women in Film Foundation Award and the Renee Valente Producers Award.

FOCUS sponsors include Steven Spielberg's Amblin Entertainment, John Badham Films, Dolby Laboratories, Inc., Universal Pictures, Eastman Kodak Company and Benihana of Tokyo. For further information on the FOCUS competition, write FOCUS, 10 East 34th Street, 6th Floor, NY, NY 10016. Or call Sam Katz at (212) 779-0404.

Contest Winners Get Career Boost



Andrea McHone, Nissan Ad Competition winner and University of Oregon graduate, 1989, is making great career strides as circulation production manager at Miller

Freeman Publications in San Francisco. McHone considers her job to be "the ideal blend of marketing, P.R., and creative."

Crediting Professor Bill Ryan and the Nissan event with helping open doors that may otherwise have remained closed, she said, "Just to have an ad produced in a quality publication like *America* gave me a great boost in the interviewing process."

McHone won the Nissan competition for her ad entitled "Multiple Choice."



When New York University student John Fusco, III won the top FOCUS screenwriting award in 1983, he gave his Nissan Sentra automobile prize to his sister, as a gift for her help in financing his college education.

The following year, another one of John's NYU screenplays—*Crossroads*—won top FOCUS screenwriting honors. This time, Fusco got to keep his car.

The 1984 FOCUS Award-winning script became the Walter Hill-Columbia Pictures feature, starring Ralph Macchio and Joe Seneca. More recently, John wrote and executive-produced the 1988 box-office hit *Young Guns*. Shooting has begun on the film's much-anticipated sequel, *Young Guns II*.