

Genesis Flores is 2020 Art Stevens PRSA-NY/ CCNY Scholar for Excellence in Public Relations

[CommPRO](#) Editorial Staff

Genesis Flores, a junior in the [Advertising/Public Relations Program](#) in the [Division of Humanities and the Arts](#) at The City College of New York, is the 2020 Art Stevens PRSA-NY/ CCNY Scholar for Excellence in Public Relations. This marks the 13th year that Art Stevens has funded this scholarship to support rising talent.

Stevens, managing partner of The Stevens Group and a CCNY alumnus, created the scholarship in 2008 to support talented students majoring in communications. His commitment to both [PRSA-NY](#) and the City College Communications Alumni Group inspired him to name the scholarship for both organizations.

In addition to excelling academically, Genesis interns at Braid Communications, a boutique PR agency that specializes in consumer marketing and multicultural consumer-facing communications. She currently serves on CCNY's PRSSA chapter executive board and was elected chapter president for the 20-21 academic year. She was selected to participate in the highly competitive 4A's 2020 Multicultural Advertising Internship Program (MAIP) this summer.

"Genesis is in a class by herself as an outstanding recipient for this important award," said [Lynn Appelbaum](#), professor in the Ad/PR program. "As a member of our PRSSA chapter's leadership team for the past two years, Genesis has made invaluable contributions to the professional opportunities for our majors. Her strong academic record, internship experience

and leadership are the emblematic of what makes her an outstanding PR professional in the making.”

Former Art Stevens scholars include, **Kellie Jelencovich '11**, public relations manager, Travel Leaders Group and president of PRSA NY; and **Caterine Molina Barfell '13**, supervising account executive at Ketchum; **Brent Reams '14**, communications professional at Jackson Spalding agency, Atlanta; and [Jody Karg '20](#), who will join R/F Binder's Associate Program this summer.

“Art Stevens's support plays an essential role in student success because it alleviates the tuition burden, so students can focus on their academics and careers,” said [Ed Keller](#), professor and Ad/PR program director. “Beyond the financial support, Art continues to mentor his scholars and has built a family of Stevens Scholar alumni who meet annually to support each other. Art is a role model in our industry.”



About the City College of New York

Since 1847, The City College of New York has provided a high-quality and affordable education to generations of New Yorkers in a wide variety of disciplines. CCNY embraces its position at the forefront of social change. It is ranked #1 by the Harvard-based Opportunity Insights out of 369 selective public colleges in the United States on the overall mobility index. This measure reflects both access and outcomes, representing the likelihood that a student at CCNY can move up two or more income quintiles. In addition, the Center for World University Rankings places CCNY in the top 1.2% of universities worldwide in terms of academic excellence. [Labor analytics firm Emsi](#) puts at [\\$1.9 billion CCNY's annual economic impact on the regional economy](#) (5 boroughs and 5 adjacent counties) and

quantifies the “for dollar” return on investment to students, taxpayers and society. At City College, more than 16,000 students pursue undergraduate and graduate degrees in eight schools and divisions, driven by significant funded research, creativity and scholarship. CCNY is as diverse, dynamic and visionary as New York City itself. [View CCNY Media Kit.](#)