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19 Ideas Partners with Say Yes Buffalo to Launch Marketing and Communications Fellowship

Annual, year-long program will provide Say Yes Buffalo Scholars with comprehensive marketing agency experience and network connections before graduation

Partnership is centered on addressing racial equity and inclusion in the local marketing and advertising community

BUFFALO, NY (May 18, 2021) – Strategic marketing agency [19 Ideas](#) today announced a partnership with [Say Yes Buffalo](#) to offer an annual fellowship program that will provide Say Yes Buffalo Scholars with a comprehensive, 12-month experience of working with a marketing agency and clients across various industries. As part of the Say Yes Buffalo Internship and Career Pathways Program, the competitive paid fellowship opportunity will be available to Say Yes Buffalo Scholars for the next five academic years – beginning in fall 2021.

The fellowship provides an immersive, hands-on environment for Say Yes Buffalo Scholars looking to pursue a career in marketing and communications, who will annually learn the different facets of the industry, as well as important workplace skills such as organization, project management, and an approach to internal and external communications. The position connects with all departments within 19 Ideas, providing scholars with the opportunity to learn about, and assist in, multiple tactical areas of marketing and communications, as well as have hands-on experience with the agency's clients, which span numerous industries, such as healthcare, nonprofits, higher education, and financial services.

Agency fellows will leave with a rich understanding of modern-day marketing that provides them with a leg up in their first jobs out of college.

“We approached Say Yes Buffalo with this fellowship proposal last summer with a desire to create lasting, impactful change for our community,” said Katie Krawczyk, chief executive officer and partner at 19 Ideas. “In the past year, our society has needed to tackle difficult questions about racial justice and equity. Doing nothing, or doing the same thing is not an option. In our industry, marketing is about creating memorable experiences and reaching all people. Workforce development and providing deeper relationship opportunities for these scholars to build their networks as they enter the job market is crucial and where internships fall significantly short. Together with Say Yes, our vision is to provide a new brand of opportunity for our community's next generation of marketers and keep this going year-over-year to provide a broad network of 19 Ideas fellows for years to come.”

As part of the fellowship, 19 Ideas will cover each selected scholar's books and incidentals for the 12 months they are enrolled in the fellowship program. Selected fellows will work alongside the 19 Ideas team at the agency's Buffalo office – with the option for hybrid or remote engagement, pending New York State's health and safety guidelines.

The Say Yes Buffalo Internship and Career Pathways Program was established to connect Say Yes Buffalo scholars – current college students who graduated from Buffalo public and charter high schools and lived

within the city of Buffalo – with paid internships, networking events, and various professional development opportunities. The program partners with area employers to provide meaningful professional experiences to create talent pipelines. To date, nearly two hundred Say Yes Buffalo scholars have completed internships with leading employers in the Western New York region.

“We’d like to thank Katie and the team at 19 Ideas for their establishment of this fellowship opportunity,” said David Rust, Say Yes Buffalo’s Executive Director. “A lot of our students balance complex lives. While studying full-time, they are often working one or two part time jobs and unable to participate in an internship that would provide them experience in their intended careers. The fellowship is alleviating the financial concerns by providing a valuable learning experience that is incentivized with payment. We are proud to partner with 19 Ideas in offering this opportunity.”

“There are many aspects to our partnership with Say Yes that excites me, but one area of particular excitement is the inherent alumni group this fellowship program will create,” continued Krawczyk. “We have an opportunity to nurture these relationships well beyond the 12-month fellowship program, where we can connect our fellows with our industry peers and other connections in the community who may be seeking qualified job applicants. Not only are we creating a network for when we have our own positions to fill, but also we are looking to bridge hiring gaps for other businesses in the area looking to fulfill various workforce needs in the marketing and communications field. This workforce development piece – along with the education and networking opportunities we are providing select scholars – is a critical component for any employer and job seeker. It’s a true win-win.”

Say Yes Buffalo students who have completed at least their first year of undergraduate studies and have an interest in advertising, branding, public relations or web design may apply.

The application process is now open. To learn more and apply, visit SayYesToYourCareer.org.

About 19 Ideas

19 Ideas is a strategic marketing agency headquartered in Buffalo, NY. We are a New York State Woman-Owned Business Enterprise (WBE) that puts an unparalleled perspective to work for our clients, team and community. With a wide array of in-house experience and specialties, we apply creative and technical problem solving with individualized service to inspire people and products to achieve goals. Our agency has been recognized as a “Fastest Growing Company” in Western New York, and has produced award-winning work across for-profit and nonprofit spaces. For more information, visit 19ideas.com, or join the conversation on [Facebook](#), [Instagram](#), [LinkedIn](#), and [Twitter](#).

About the Say Yes Buffalo Partnership

Launched in 2012, the Say Yes Buffalo partnership is a community collaboration dedicated to strengthening the city’s public-school system and increasing high school and postsecondary graduation rates. Comprised of the Buffalo Public School District, City of Buffalo, Erie County, the Buffalo Teachers Federation, the District Parent Coordinating Council and more than four hundred other funders and community-based-organizations the work is made possible by the collaboration and generosity of Western New York individuals, families, businesses and organizations. More information at www.SayYesBuffalo.org.

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