



CONTACT: Margaret Wade (margaretjwade@hotmail.com) 504 581-4556 – or –
Diana Pinckley (diana@zehno.com) 504 525 1271 X14

Zehno Cross Media Communications Delivers Pioneering Print & Web Dean's Reports for Columbia Business School

NEW ORLEANS – Zehno Cross Media Communications, an integrated marketing communications company specializing in developing print and Web for education, has launched “Vision: A Report of the Dean of Columbia Business School” in Web and print versions.

“The Web site and the print Dean's Report - taken together – dramatically illustrate the impact of Columbia Business School's strengths,” said developer Paulette Hurdlik, an owner of Zehno. “It's a lesson in the power of cross-media synergy.”

The site (www.gsb.columbia.edu/advantage) addresses directly Columbia Business School strengths – the campus experience, student diversity and entrepreneurship, intellectual capital, global reach, the New York advantage, the strength of the lifelong network.

Two “sidebar” elements are used consistently through each section of the site to add information and interest in an easily accessible way: pull quotes from students, faculty, alums, recruiters, business leaders, and media, and a “fast facts” section with charts and bullet points that give a quick statistical overview of the progress of a school ranked among the top five business schools in the world. Its interactive elements allow students to apply directly from the site.

Zehno, with headquarters in New Orleans, develops print and Web strategies and tools for institutions with an educational mission.

Its portfolio of clients includes Columbia Business School, Columbia University School of Social Work, The Graduate Management Admission Council (Washington, DC), Dominican University (California), Population Action International (Washington, DC), and Volunteers of America (Washington, DC), among other colleges, universities, independent schools, museums, associations, and other not-for-profits worldwide.