



PART OF THE BAY AREA .COM NETWORK

[RSS](#) | [Mobile Edition](#)  
[Newspaper Subscriber Services](#)[Home](#) | [News](#) | [Sports](#) | [Living](#) | [Entertainment](#) | [Business](#) | [Opinion](#) | [Choose a Publication](#) | [Help](#)[Shopping](#) | [Classifieds](#) | [Homes](#) | [Jobs](#) | [Cars](#) | [Post Ad](#)**Thank you for using NewsLibrary**[Click here for a printer friendly version of this article.](#)

## Oakland Tribune, The (CA)

### Oakland natives are finalists in NASCAR marketing contest

November 15, 2009

Section: My Town

**Cassie Harwood** Oakland Tribune

Proving there's more to NASCAR than what you see on the racetrack, two Oakland natives will head to Miami on Tuesday as finalists in the NASCAR Kinetics: Marketing in Motion program.

Jamela Joseph, 21, and Ta'Darrell Randolph, 20, both students at Howard University in Washington, D.C., are taking part in NASCAR's marketing competition, which prepares students for jobs in advertising, marketing and public relations by examining sports marketing case studies.

"This is a very prestigious opportunity for both students," said Brad Klein, of NASCAR. "This shows that both students not only were great athletes, but have the smarts to succeed off the field and court."

Joseph, a 2006 graduate of Bishop O'Dowd High School, where she played basketball for two seasons, is a senior at Howard working toward a degree in public relations with a minor in sports administration. Randolph, who graduated in 2007 from Skyline High School, where he was a standout receiver on the football team, is studying television production.

Since September, students from six universities around the country have been working in five-person groups to develop four public relation campaigns, as well as do marketing and advertising for NASCAR-themed on-campus panel discussions at their respective universities.

Based on their performance in these areas, students from three schools — Coastal Carolina University, Howard and Notre Dame — were chosen as finalists for Tuesday's competition. Each student group will have 15 minutes to present to NASCAR executives its ideas for marketing the auto racing company to the youth demographic.

Joseph, team leader for her school's group, said she and her teammates have been working hard on their presentation nearly every day since September.

"It's been very difficult," she said, "because it's almost like having another class or another job."

Nevertheless, the students say they are glad to get real-world experience in PR and advertising. The group is making its last-minute preparations, and Joseph says it will be ready in time for Tuesday's competition.

The winning group will go to Miami's South Beach for NASCAR's Ford Championship Weekend on Saturday at Homestead Miami Speedway.

All content © 2009- Oakland Tribune, The (CA){PUBLICATION2} and may not be  
republished without permission.

[Home](#) | [Classifieds](#) | [Real Estate](#) | [Jobs](#) | [Cars](#) | [Place An Ad](#) | [Advertise](#) | [Subscriber Services](#) | [Site map](#) | [RSS](#)

?© 2000-2010 ANG Newspapers | [Privacy Policy](#) | [Contact Us](#) | [Help](#) | [About Bay Area News Group](#)  
MediaNews Group - Northern California Network