



NICHOLE PETERS-VELASCO

B.A. ENGLISH '15

For most people, going to a concert or music festival is a special event or weekend highlight.

To Nichole Peters-Velasco, it's that and much more.

As Publicity Manager for Jensen Communication in Pasadena, Peters-Velasco helps musicians get media coverage and enhance their public image. Her role includes marketing new songs, albums, books and video premieres through news releases and press interviews. Attending things like concerts, festivals and award shows is part of the job.

"The arts – especially music – have always been an important element of my life," says Peters-Velasco, a native of Phoenix, Arizona. "My mother is a singer and classical guitarist, and my father is a composer. I dated a drummer who is now my husband."

Peters-Velasco initially studied photography and creative writing at the University of Arizona but left after her junior year. In 2007, she and her husband moved to L.A. to expand his career.

The move brought new opportunities for Peters-Velasco, as well. She connected with her passion of helping promote musical talent, enlarged her skill set (which also included making and marketing handmade goods) and did what some said was too challenging after entering the job market – finish her degree.

"PR involves a lot of deadlines, late nights and weekends," she says. "I worked a few jobs that were demanding to the point of being unhealthy, so I made the decision to quit, return to school and reevaluate options. CI helped me learn additional skills, and it gave me the confidence to do anything. I now have an amazing job in the music industry, and they are hard to come by."

Peters-Velasco's long-term goal is geographic freedom.

"Americans don't travel nearly as much as foreigners," she says. "Experiencing different cultures is important to our society and growth. I would eventually like to make Arizona my base and create more music opportunities there, including festivals, professional development and building a larger scale community of labels and specialty firms. People shouldn't have to uproot their lives to be a musician or work in the music industry."

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**ONE UNIVERSITY DRIVE
CAMARILLO, CA 93012**

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