

# COMMUNIQUE



SCHOOL of  
COMMUNICATION

Made for U

June 2017



# ABOUT THE SCHOOL

The School of Communication at the University of Miami is a remarkable program of discovery and excellence that has launched professional careers and changed lives. For anyone seeking higher education in fields within the communication arts and professions, this program offers the opportunity to develop a personal voice within the context of collegial collaboration. The SoC strives to provide a learning experience that is permeated with the multicultural and global realities of the contemporary world.

The SoC is comprised of eight undergraduate majors: Advertising, Broadcast Journalism, Communication Studies, Electronic Media, Media Management, Motion Pictures, Journalism, and Public Relations. It is the third largest undergraduate school at the University of Miami.

The nature of how we communicate and connect worldwide continues to change rapidly. The SoC provides the tools and knowledge for reaching global audiences through voice, print, visual and multi-media.

The SoC is also committed to a com-

prehensive, focused and academic education for students. The degree students earn in Communication can be enriched by a second major of the student's choice in any other School or College at the University.

The faculty at the SoC are not only mentors and teachers, but are award-winning industry professionals and seasoned scholars. Students learn from professors and professionals who have worked for top television news networks, newspapers and magazines, have been executive board members of nationally recognized organizations, and winners of Pulitzer Prize, Emmy and Academy Awards.

This allows professors to bring theory and practice to students by taking the classroom into the world and ultimately setting them up for their careers. Our diverse faculty encourages and supports creative freedom and innovation from students.

As a student at the University of Miami SoC, you will be immersed in a global mix of cultures, media, technology and entertainment. The communication industry is changing

## UMission

The School of Communication's mission is to prepare forward-thinking, analytical, and responsible communication professionals for success in a global society. The school is committed to quality undergraduate and graduate programs in communication that emphasize the relationship between theory and practice. We believe in freedom of expression and creativity and encourage both collaboration and independent thinking as we prepare future scholars, professionals, and leaders for a lifetime of service and learning.

and the SoC believes that we must embrace new technologies. The SoC has approximately 85,000 square feet of digital smart learning space and resources. Students have the opportunity to work with state-of-the-art equipment used in the industry and participate in "real world" projects. They have access to the most technologically advanced tools and facilities such as:

- Digital Post Production Suites (Final Cut, Avid Xpress Pro, Avid Nitris)
- Digital Photography Studio
- Digital Audio Studio
- Digital Television Studios and Control Rooms
- Digital Animation Studio
- Converged Multimedia News Bureau
- HDV, Digital Video, 16mm and Super 16mm Image and Sound Capture
- Koenigsberg & Nadal Interactive Media Center
- 240-Seat Motion Picture Theatre Capable of Exhibition of All Moving Image Formats
- Computer (MAC, PC) Labs

## FEATURED ALUMNI



**Ashley Calloway**  
Class of 2010 - Journalism

Four years after graduating from the School of Communication with a major in journalism, Ashley Calloway is working in New York, in the fourth largest newspaper in the country. She is a copy editor for the New York Daily News website.

for Instructional and Non-instructional Student Use

- Broadcast Up Link Studio and Remote Organization Capability
- Student Advertising and PR's Agency

Given this strong network of support and training, SoC students have won numerous regional and national awards in categories ranging from news reporting to web design. Upon graduation, students will have received not only a strong classroom foundation but real hands-on skills and training in their field.

# INTERNSHIP PROGRAM

The School of Communication's internship program enables students to seek communication-related positions for academic credit or not in the South Florida area during the academic year. It is also possible for students to intern in their hometown during the summer. This program is designed to provide students with quality career related work experience prior to graduation. They can arrange the work hours to accommodate their academic schedule. One of the advantages of attending the University of Miami School of Communication is the city itself. South Florida offers a wealth of internship opportunities in journalism, Motion Picture, broadcasting, public relations, advertising, and others.



## Why an Internship?

Ten years ago, internships were the exception, not the norm. Now it is rare to see a graduating student who does not have at least one internship under his or her belt. As students pursue an academic program in their chosen discipline, practical experience is an invaluable part of their education. Internships allow students to gain "real-world" experience and exposure to a specific industry. An internship also adds to a student's resume and portfolio. Most importantly, approximately 35% of internships lead to jobs, directly or indirectly. Internships may be paid or unpaid. Students who wish to receive academic credit for the internships must seek approval and meet the requirements from the academic program in which they are in. There is no guarantee that students who are seeking internships will be hired. A student's major, GPA, skills, resume, and other factors will influence his/her candidacy.

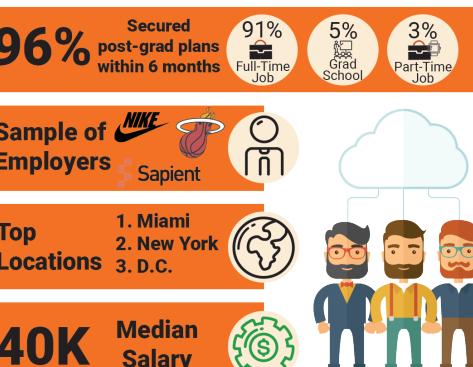
## How to Find an Internship?

Internships are widely available. There are at least five different opportunities listed in the School of Communication internship binders for every student looking. Regularly stop by Wolfson 2037 to find out about new job opportunities and internships. Also, take advantage of the Career Library. Learn about market trends and who are the leaders in your industry. Attend Career Fairs. Bring copies of your resume and dress in business attire.... casual talk can turn into an interview.

## TIPS

1. Experience and learn! Expose yourself to different career options before graduation.
2. When submitting a resume, letter, and any other information or application form an employer request, follow-up! Whoever shows they want the internship the most, is usually the one that gets it.
3. Don't be afraid to ask if a company will accept an intern, even if they've never had one before.
4. When you have the internship, raise above expectations! Maximize your learning experience as an intern and maybe you will get a job with the organization in the future.
5. Keep your resume updated at all times! You never know when opportunities will knock.

### University of Miami School of Communication Career Outcomes and Factors from Class of 2016





# FACILITIES

## Studio A, Studio B, Studio C, Master Control, Editing Suites

Nationally-recognized television professionals have learned their craft in our state-of-the-art broadcast center. The broadcast center houses two fully equipped digital television studios, control rooms, a broadcast up and down link studio, and a 40' X 40' sound stage for motion picture production. In addition, for broadcast students studying Meteorology, the center is equipped to deliver professional, on-air graphics with real-time data feeds and weather visualization software. As television technology advances, we look to stay ahead of the curve and continue to train tomorrow's newsmakers here at the School of Communication's Broadcasting Center.



## Broadcast Studios



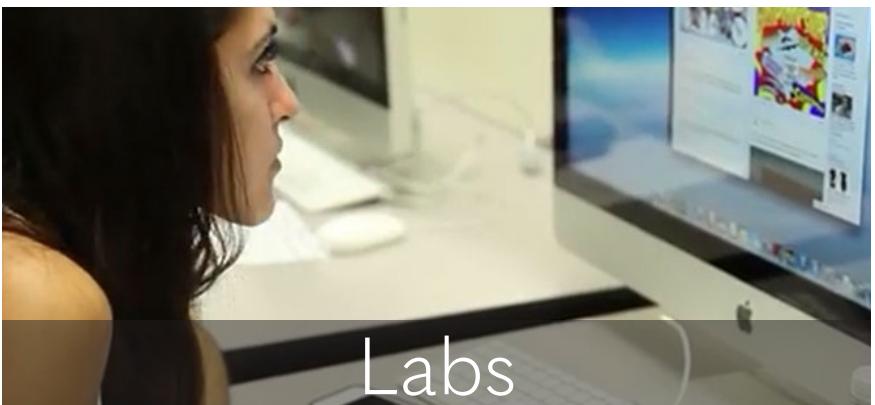
## Classrooms

## Smart Classrooms, Auditoriums, Lecture Halls

Our spacious classrooms are equipped with various resources including dry erase boards, projectors, computers, and recording materials for instruction. These classrooms produce the communicators and newsmakers of tomorrow. The state-of-the-art auditorium/classrooms include technology to facilitate student success in the field of communication. These include: three high-definition remote-controlled cameras, high-definition video projectors, and all electronic media playback capabilities. In addition, videoconferencing capabilities to connect the rooms globally and have simultaneous translation capability for multi-language activities.

## Computer Labs, Digital Editing Suite, Motion Pictures Lab

The School of Communication's computer facilities in the Frances L. Wolfson building consist of four main labs used for both classroom instruction and as a resource for UM students. Equipped with dozens of new Macs, the labs are open for use to Communication students and UM students taking Communication courses. Here, lessons come alive for students studying graphic design, visual journalism, advertising, multimedia, and more. In addition, the Digital Editing Suites allow access to editing stations, post-production facilities with Avid Media Composer, Adobe Creative Cloud, ProTools audio lab, ProTools HD mixing stations, and a Foley stage.



## Labs



## Crosford Cinema

200+ Seats, 4K, 35mm

The Bill Cosford Cinema is a single-screen, art-house cinema serving the University of Miami, Coral Gables, and greater Miami for more than 60 years. The venue houses a 70 square-foot screen and exhibits 35mm as well as a variety of high definition digital formats. As a non-profit art house theater, the Cosford is dedicated to distinguished film programming and supplemental, educational opportunities ranging from special lecture series, guest scholars, international film festivals, with acclaimed filmmakers like Chantal Akerman, Jon Landis, Andy Garcia, and Kevin Spacey among many more.

## New Interactive Media Lab



To reserve space in our world-class facilities, please visit <http://com.miami.edu/facilities-reservation>

The School of Communication offers students 8,200 square feet of facilities featuring advanced equipment and tools for learning, creating, and achieving. In keeping with our philosophy of offering students a hands-on, early on, education rich with opportunities to produce creative and scholarly projects. Students also have access to digital editing and post-production suites that are a valued resource for producing new and interactive media.

Since technology is constantly changing, especially in the field of communication, the School regularly works on the procurement and maintenance of the latest equipment necessary for all of the fields of study taught in the School. For students to be successful professionals, they need to be thoroughly trained on current technology and equipment and have those resources at their fingertips.

## Production Equipment, Lighting, Cameras, Audio

The School of Communication Equipment Room stores and maintains the inventory and scheduling of all SoC Production Equipment used by faculty, staff, and students as well as all SoC sponsored programs, productions, projects and SoC related courses and research involving media production. The Equipment Room has an inventory of digital video, still and audio equipment that is available to all School of Communication majors, faculty and staff. It also has inventories of "Specialized" film, video, still and audio equipment that correspond to the requirements and specific training level of particular courses in different SoC Programs.



## Equipment



## DID YOU GET TO KNOW US?

On Aug. 30, the rain didn't stop University of Miami's award-winning publications and organizations from getting together and encouraging students to get involved within the School of Communication.

Organized by the Public Relations Student Society of America (PRSSA), club leaders and interested students gathered around free pizza and soda to listen to the benefits of joining one of the many organizations the School of Communication has to offer.

PRSSA is a pre-professional organization open to all students that aims to give real-world public relations experience. Professor Heidi Carr, the faculty adviser for UM PRSSA, says that joining the society is a must for all students interested in public relations.

"We bring in people who have years and years of experience and you get to meet them," Carr said, adding that these meetings often lead to internships or part-time jobs. "I'm not exaggerating when I say this: This is how you get jobs today. You build a connection with people to make your résumé stand out from the other 500 the companies get. You build that one-on-one."

The Media Management Association (MMA) was the first organization to speak. The MMA gives students the opportunity to network with successful media professionals, to ask them questions, and to speak with experts about their own ideas. Domenica

Leone Berry, MMA president, encouraged students to join because the organization "can open so many doors in the media industry."

Following the MMA, members from The Miami Hurricane, UM's student-run newspaper, showed off some of their latest work and assured students that all majors from business to design are welcomed at The Hurricane. Founded in 1929, The Miami Hurricane is published on Thursdays during the academic year.

Freshman Jordan Orriols was impressed by the wide range of organizations, and was excited to get involved as soon as she could.

"I did things similar to this in high school, and I know Miami has an impressive program. I want to get involved as quickly as possible," said Orriols.

Next to speak was a representative from Ibis Yearbook. Founded in 1927, making it the oldest publication on campus, the representative from the Ibis encouraged students to join and become a part of the university's history. Editor-in-Chief Kaitlin Castillo says the Ibis gave her the opportunity to do something she loves while away from home.

"We have access to a unique experience that UM has to offer. Ibis allows us to have something familiar while we are away from home and keep doing what we love: make a great yearbook that students will have with them for the rest of their lives and being a part of documenting UM's history," said Castillo.

The room was brought to stomach-curling laughs when UM Debate Team's Virgil Capote excitedly asked the crowd what was America's oldest pastime. Professor Joseph Treaster yelled "farming."

"Close but no cigar," replied Capote, "It's activism and advocacy. The American

Revolution, the women's suffrage moment, the civil rights movement, the ability to change the world. Advocacy and activism, which is debate."

Capote is the reigning International Pan American Debate Champion, and spoke of the family he's found in the UM Debate Team. The team has won numerous competitions nationally and internationally, and works with the Miami-Dade Urban Debate League to bring debate to under-privileged middle and high school students.

"Well I don't know how to follow that," said Chelsey Sellars, executive editor of distraction Magazine, as she showed off last semester's



UM PRSSA got the ball rolling in its human hamster ball event in the Grass Field Thursday afternoon jumping into summer.

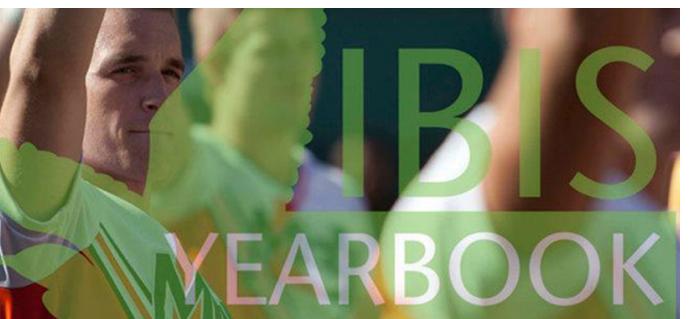
issue.

Distraction is a high-gloss, quarterly magazine that is dedicated to defining the culture of the student body by providing an entertaining and insightful "distraction" to daily stresses. The magazine was most recently nominated as a finalist for the 2016 Pacemaker Award by the Associated Collegiate Press.

For students interested in film, Delta Kappa Alpha (DKA), a national co-educational cinema fraternity, had representatives in attendance. With chapters only in top film schools around the nation, DKA works to give its members hand-on experiences in the film industry and has produced impressive alumni including Julie Andrews, Steven Spielberg, and George Lucas.

"We plan events that promote film on campus," said DKA member Kara Bogasky, "We intern for film festivals and work in workshops that help us apply what we learned in the classroom to the real world."

A representative from the Public Relations Experience Program (PREP), informed students of the benefits of this one-of-a-kind experience for students interested in public relations. PREP allows students studying any major or minor within the SoC to gain first-hand knowledge through experiential learning by immersing themselves in the



### After 90 years, Ibis is Still Going Strong

The University of Miami's Ibis yearbook, made its debut in 1927 at the end of the University's first year. In the foreword of the first yearbook, the strength and spirit of those pioneering students rang out: "We have no traditions to follow, no precedents to guide us in our venture into the realms of education.... We are constructing this yearbook for the purpose of making permanent record of accomplishments of our first year." The Ibis has been published annually since that first year and has grown considerably. The most recent volume of the Ibis was 496 full color pages, and created by staff of nearly fifty.



Staff members came together to celebrate the much anticipated 90th publication last week with a cake.

industry while simultaneously gaining elective course credit.

Also present were students from UMTV, the university's Emmy award-winning cable-news station with programs filmed, produced, and edited by UM students. From a sports show to a late night comedy program and a live news broadcast, UMTV has room for every and any major.

Finishing off introductions, the Society of Professional Journalists (SPJ) and Ad Group explained how their organizations open doors for members in the journalism and advertising industries, respectively.

SPJ is a professional organization dedicated to encouraging the free practice of journalism and stimulating high standards of ethical behavior. Professor Treaster listed the wide range of local and national internships brought to students by the SPJ.

Ad Group introduces students to the world of advertising through guest speakers and field trips to advertising agencies, media outlets, and suppliers in South Florida. Members attend various functions held by the local professional club, the American Advertising Federation of Greater Miami, and can volunteer their time at the January judging of the ADDY creative awards.

## SOC Organizations

- AD Group
- Alpha Delta Sigma
- Dean's Students
- Circle Peer Mentor Program
- Delta Kappa Alpha
- Delta Sigma Rho-Tau Kappa Alpha
- Future Black Communication Professionals
- Media Management
- NBS-AERho
- PRSSA
- Society for Design
- Society of Professional Journalisms
- UFilm Studios
- UM Debate Team



UMTV, University of Miami's Emmy Award-winning, student run cable TV station, producing last week's live News Cast.



# GIVE BACK

Every day, students at the University of Miami School of Communication are doing extraordinary things with the skills they've learned from our distinguished faculty. Few other schools can match the breadth of our curriculum—from cinema to advertising, interpersonal communication to broadcast journalism, and just about everything in between. From producing reports and videos about global poverty to creating powerful advertising for nonprofit organizations to raise awareness about charitable causes, our students are using communication to make the world and our communities better places.

Over the next decade, we will build upon our strong foundation to transform our school into the very best of its kind by breaking down walls and cross-training students to be proficient across a wide array of content. We will promote a truly global sensibility as we produce research and creative work that matters. We will carry out our mission while staying ahead of the technology curve, even as we continue to teach and practice the eternal lessons of good storytelling, relationship building, and ethical action.

We invite you to join us in this exciting effort.



*At the University of Miami School of Communication, we are setting the pace in education in this enormously important and influential field. Our students are learning not only how to be great communicators, but how to use their skills and imaginations to make a positive difference in their communities and around the world.*

**Gregory J. Shepherd**  
Dean

UNIVERSITY OF MIAMI  
**SCHOOL of**  
**COMMUNICATION**

