

# COMMUNIQUE

University of Miami's  
School of Communication Newsletter

Debate Team  
Wins ACC  
Championship  
Tournament

*The School of  
Communication at the  
University of Miami  
heated things up  
during the month of  
April!*

VOLUME 4 | APRIL ISSUE



The School of Communication (SoC) at the University of Miami prepares young people for success in a global society and to become good citizens of the world. There are few schools that can match the breadth of our curricula—from cinema to advertising, interpersonal communication to broadcast journalism and just about everything in between.

Studying communication in Miami, one of the most dynamic, international, and important cities in the world, and on a campus that is among the most beautiful in the country, has its advantages—and the SoC gives students opportunities to make the most of the exciting environment that surrounds them.

Led by faculty who have excelled in the professional world or who are seasoned scholars, the school is committed to breaking down walls and training students to be proficient across a wide array of content so that they are truly prepared for a career in the ever-changing world of communication. Our faculty provide students with personal attention and mentoring, and our classes require collaboration among students, a diverse and highly select group.

We believe that becoming an expert in the various fields of communication requires both rigorous classroom study and challenging, hands-on experience. Through internships, professional student organizations, radio and television broadcasts, film productions, print and Web publications, and other avenues here at the SoC, students put their courses of study into practice using the most advanced resources and facilities.

At the School of Communication, a superb education is just the beginning. Students also participate in special projects and courses that let them use their skills to make a positive difference within the community and around the world.

We invite you to become part of the School of Communication, where we encourage students to exercise their curiosity, follow their dreams, and make work their playground.

Gregory J. Shepherd

Dean, School of Communication



# THIS MONTH: *Featuring Debate Team ACC Win*

## THE SCHOOL OF COMMUNICATION

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Should the United States Electoral College be abolished? That was the topic presented to debaters at the Third Annual ACC Debate Championship Tournament held April 1-2. Presented by the ACC Academic Consortium, for two days students from 10 ACC member schools argued their position on the topic, advancing in the tournament through a bracket system, much like athletic ACC tournaments. The University of Miami Debate Team won the Coastal Division, but lost the championship to the team from Wake Forest.

“Debate has the competitive value and excitement of sports combined with educational objectives. Academic debate, offers outstanding students from our excellent universities the opportunity to engage in important civic discourse, to apply the skills and knowledge they are learning in their academic programs, and to network with young people who will become our civic leaders,” said David L. Steinberg, senior lecturer and director of the University of Miami Debate Team.

“One of the things that debate provides is an opportunity to bring a diverse collection of people together who have different perspectives of the world, different understandings, and to then have a conversation about salient and important issues that are going,” said Lee.



*Virgil Capote  
competes in the ACC Debate  
National Tournament on April 1-2.*



Koenigsberg & Nadal  
Interactive Media Center

# A bold VISION

Communication requires constant change. As media, strategy, techniques and technology advance, communicators are challenged to adapt, learn and create in new ways. At the School of Communication, we create the next generation of great communicators. Educating tomorrow's leaders means equipping them with innovative ideas, novel experiences, technological expertise, entrepreneurial ambition and social responsibility. The Koenigsberg & Nadal Interactive Media Center, a space for collaborative learning, real-world experiences and a student-run multimedia agency is the centerpiece of the School of Communication, a space that embraces change, and empowers students to thrive in it.

## INNOVATION



The Koenigsberg & Nadal Interactive Media Center is the hub for collaborative education in the School of Communication. With the latest technology and a flexible co-working space, students write, edit, design, develop and create advertising campaigns, public relations collateral, films, websites and an array of niche communication products for real-world clients.

## EXPERIENCE



The Koenigsberg & Nadal Interactive Media Center is home to the School of Communication's most exciting student work. Ideas collide here. Opportunity, technology and shared curiosity propel students to create, unfettered by limitations inherent in existing spaces and structures. Students experiment with new techniques, analyze and test their skills, and share their knowledge.

## OPPORTUNITY



Combining hands-on learning, entrepreneurship and collaboration, the Koenigsberg & Nadal Interactive Media Center provides valuable experience for students at every phase of their careers. Students have unprecedented opportunity to apply their knowledge in real-world circumstances. It's an ecosystem for experimentation and innovation unique to the University of Miami.





## COM Meet-Up a Success for Students and Employers

*UM Communication School hosts a Communication Meet-up in the courtyard for students and local employers to network.*

Last week, more than 160 University of Miami School of Communication students, faculty, and alumni filled the Frances L. Wolfson courtyard to mingle with industry leaders and network with specialists in film, multimedia, design, public relations, journalism, and various other communication fields.

Students met with representatives from more than 20 organizations including ESPN, Yahoo, and Fox News. Each company rep was able to speak with students one-on-one to discuss their organization's corporate culture, the opportunities available, and how interested students could get involved.

According to first year public relations student Elizabeth Pozzuoli, the Communication Meet-Up gave her a chance to make a personal connection

with the companies she was most interested in working for.

"I was able to put a face to my résumé and speak to them directly. During the Meet-Up, I got to talk to company representatives, and give them a better sense of who I am and what I can offer them without having to fight for their attention," says Pozzuoli.

One of the companies Pozzuoli was able to network with was Sly Fox. Sly Fox is a digital marketing and public relations firm that focuses on creating innovative communication strategies in the southern region of the United States for clients like Walt Disney Pictures, Inc., Marvel Studios, Pixar, and LucasFilm.

According to Arthur Antonio, Sly Fox brand solutions coordinator, this is the firm's third year coming to the Meet-

Up. Antonio says the talent and opportunity to make personal connections keep the firm coming back.

"The talent here is always great. Our best interns have been UM students, and it's the most convenient way to put a face to a résumé. We prefer the face-to-face interaction, and UM does a great job at providing that," says Antonio.

Motion Pictures student Jessie Gonzalez is working as an intern for Sly Fox. He met Antonio and learned about the opportunities offered at the company through last year's Communication Meet-Up. According to Kebrina Maharaj, career services and internship manager, success stories like Gonzalez's are common at the annual Meet-Up.

"A majority of students in attendance go on to be hired. It all depends on the needs of the employers and the demand for certain skill-sets or majors. Out of all employers in attendance, about 90% get their recruiting needs satisfied," says Maharaj.

As the event wrapped up, recruiters left with a healthy stack of résumés and expressed their gratitude for the opportunity provided by the Meet-Up.

"I received emails from the recruiters and other guests expressing gratitude for the opportunity to network with our alumni, students, and faculty and letting me know that the event has helped them tremendously with their recruiting efforts. We expect that many of the students who were in attendance will get picked up for an interview and eventually, a job or internship," says Maharaj.



The University of Miami's Ibis yearbook, made its debut in 1927 at the end of the University's first year. The Ibis has been published annually since that first year and has grown considerably. The most recent volume of the Ibis was 480 full color pages, and created by staff of nearly fifty.

*Calling all  
Cameras*

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The Miami Hurricane is the student newspaper of the University of Miami in Coral Gables, Fla. The newspaper is edited and produced by undergraduate students at UM and is published weekly on Thursdays during the regular academic year.



The Robert & Lauren Mann Broadcast Center

# For the Love of Alma Mater

University of Miami School of Communication recently named the Robert & Lauren Mann Broadcast Center in honor of alumnus Robert “Bob” Mann, B.A. ’70, who is being recognized for his unwavering support of the university for more than 30 years. The dedication ceremony takes place on Friday, December 2, at 3:30 p.m. in the courtyard of the Frances L. Wolfson Building.

In the late 1960s, Mann stepped foot on University of Miami’s campus for the first time as an undergraduate student studying radio and television broadcast. His area of study would evolve into the School of Communication, but at that time it was a department in the College of Arts & Sciences with classes spread throughout the campus.

“The facilities were not great, but it was the professors who were very dedicated,” says Mann.

At the time, students gained hands-on experience in broadcast by working with surplus equipment from a local Television station.

“[Students] did not have a lot to work with, but a lot of the equipment in television was donated by channel 4, WTVJ, which is now 6,” says Mann.

Today, thanks in part to alumni like Mann, students studying at the School of Communication work in modern state-of-the-art facilities to perfect their craft before entering the professional world. The Robert & Lauren Mann Broadcast Center includes two HDTV broadcast studios, a sound stage for film production, an equipment room providing students with the latest technology, two control rooms, and editing suites with multiple functions.

“I think it’s very important that the students have the right and proper equipment to work with in an educational setting that they would have in a professional facility. You want them to have the best resources possible,” says Mann.

Mann began transforming education at the university as an undergraduate student. Along with two other classmates, Mann co-founded WVUM, the university’s student-run radio station, serving as its first general manager. In 1968, he was tapped into Iron Arrow, University of Miami’s highest honor.

Since graduating, Mann has supported the university in numerous efforts including gifts to construct the Communication International Building and the Koenigsberg & Nadal Interactive Media Center, which is being dedicated in conjunction with the Robert & Lauren Mann Broadcast Center. He also established the Samuel and Grace Mann Endowed Scholarship Fund in his parents’ honor to benefit undergraduate students majoring in broadcast journalism.

“I think people want to give back, generally. I think in my case it’s part of my DNA, that I was taught that by my parents. I think it’s something you can take pride in. You hope that the students appreciate us and that they learn to give back as well,” says Mann.

Mann is a member of the university’s Board of Trustees and chairs the School of Communication’s Visiting Committee. In 2008, he was named Henry King Stanford Alumnus of the Year. He is a member of Alpha Epsilon Rho, the honor society of the National Broadcasting Society, and the Order of Omega, an honorary fraternity.





## Opportunities at ESPN Stats & Info

UM Communication School Media Management Association hosts a ESPN's Statistics and Information David Bearman (right), manager of production research, Tiffany Doolittle (middle), manager of business operations, and Carmen Mia (left), student, for internship opportunities.

Last Wednesday, the Media Management Association invited ESPN's David Bearman, manager of production research, and Tiffany Doolittle, manager of business operations, to explain the purpose and functions of Bristol, CT-based ESPN's Statistics and Information. This division specializes in sports data and analytical storytelling and disseminates content across ESPN's television, radio, digital, mobile, and magazine platforms. It was clear from this informational session that opportunities for paid internships and entry-level positions at ESPN Stats & Info are available to qualified and interested applicants.

Bearman and Doolittle described what happens behind the scenes in four areas or departments: statistics and analysis, BottomLine, production research, and sports analytics. The first department, statistics and analysis, runs all of ESPN's live tracking, including updates, real-time scoring, and statistics. The second department, BottomLine, is responsible for the headlines that viewers see at the bottom of the

screen. This department mostly consists of editors with strong writing skills. The production research department oversees the creation of insightful and accurate content for television and digital platforms. Finally, the sports analytics department focuses on transforming mathematical data into compelling stories. Ultimately, ESPN's detailed on-alert approach to statistics and information is designed to support and enhance its credibility as the provider of the most accurate and up-to-date sports news.

The use of various digital platforms to relay ESPN's statistics and information was heavily discussed. Both Bearman and Doolittle noted the vast amount of information that their departments collect. Whatever data are not covered on television are shared on ESPN's social media accounts.

For those interested in internships and entry-level jobs at ESPN, Doolittle, previously an intern herself, recommended that students set up job alerts through ESPNCareers.com.



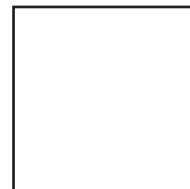
**One person represents 10 University of Miami School of Communication students. Orange represents freshman enrolled, green represents transfers enrolled in the School of Communication.**



The Public Relations Student Society of America (PRSSA) is the foremost organization for students interested in public relations and communications. We see to advance the public relations profession by nurturing generations of future professionals.



SCHOOL of  
COMMUNICATION



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# Spend Your Next Semester with the Stars

The School of Communication Los Angeles Program provides selected seniors and junior students from the School of Communication at the University of Miami the opportunity to gain professional experience in their chosen fields through a 14-week internship while taking industry-related courses. The program allows students to experience and integrate themselves into the Los Angeles film and television industry while providing immersion into the culture of the city.

Students will be assisted in obtaining internships, and courses will be taught by Los Angeles based faculty and industry professionals.

## IMPORTANT DATES:

April 17, 2017: \$500 Deposit due

Note: Deposit is refundable

To pay the deposit, select the Pay Deposit button in the Program Info section and select "Semester in LA Deposit" in the payment category field. Follow the instructions to submit the payment.

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