

Part II, Standard 8. Professional and Public Service

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Executive summary:

SJMC is deeply engaged with the professional and academic communities of South Florida, and has made this public service engagement a cornerstone of its mission, vision and strategic plan. FIU presents itself as a solutions-center for South Florida, and SJMC’s public service reflects this mission. The highlights our public service and professional engagement in the past few years include:

- The establishment of the South Florida News Service, a news agency created in partnership with the Miami Herald, the Sun-Sentinel, and the Palm Beach Post newspapers. This partnership has allowed our students to produce more than 300 articles in print and online that have fulfilled a critical communication need in the region, as newspaper budgets get slashed and resources are harder to find. In some cases, entire communities and neighborhoods have been covered by these newspapers because of the work done by our students.
- Hispanic Communication Conference, part of the Hispanic Media Futures initiative and funded by a \$300,000 three-year grant from Telemundo. The conference, which took place in 2012 and 2013, attracted to FIU some of the most distinguished Hispanic communication researchers and professionals in the country, including Felix Gutierrez, Federico Subervi, Leonardo Ferreira (who subsequently became an FIU faculty member), Sallie Hughes, Amy Jo Coffey, Rosanna Fiske, Dan Restrepo, Amy Mitchell and Manuel Chavez. Each conference was attended by over 200 local professionals and graduate students.
- The founding of the Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication, a research and professional center whose mission is to empower the next generation of women communicators. A series of seminars and webinars organized by the center has brought to campus illustrious and accomplished scholars and professionals, including Aminda Marques, Liz Roldan, Lisa Knutson, Sylvia Gurinsky, Bey-Ling Sha, Mariana Santos and Joann Seiling. The seminars and webinars, which are free and open to all, are attended by students, professionals, faculty and community members. Other center

activities include pre-conference workshops for young, tenure-earning academics at the national AEJMC convention in 2013 and 2014.

- The Hearst Distinguished Lecture Series, funded by a Hearst Foundation endowment. It has allowed SJMC to bring to campus distinguished speakers such as Apple co-founder Steve Wozniak, Dan Rather, Daniel Ellsberg (Pentagon Papers), Lissette Campos, Larry King, Samuel G. Freedman (New York Times), Yoani Sanchez (most famous Cuban blogger) and Jose Antonio Vargas (journalist and immigration activist), among others. These are all major university events open to the outside community.
- Media Arts Film Festival. Created in 2013, this annual event serves as a showcase for multimedia and visual works done by SJMC students and alumni. A juried selection of submitted films guarantees the quality of the work shown. Both the 2013 and 2014 versions of the event were done in community spaces, such as the Miami Beach Urban Studios in Miami Beach, and the LABMiami collaborative workspace in Wynwood, in the heart of Miami's tech and arts district. Both were heavily attended by community members and media professionals.
- Capture the Moment: The Pulitzer Prize Photographs. From February to April 2014, the SJMC organized and sponsored this major international exhibition that brought together every single photograph to receive the Pulitzer Prize since its inception. Co-sponsored by the Knight Foundation, this show brought the largest-ever audience to FIU's Frost Museum, located on the Modesto Maidique Campus. In addition, a large number of public and private school students visited the show as part of the school's outreach and public service to the local community. The SJMC organized two educational panels as part of the exhibition, which were also well-attended by the community.
- Hosting and providing expertise for the Public Relations Society of America Miami Chapter, non-profit workshops at FIU. Through the PRSA-Miami public service committee and the SJMC's PRSSA chapter, faculty and students have provided branding, social marketing and social media support for numerous local non-profit organizations including: the Center for Independent Living; MUJER, a one-stop domestic violence and sexual assault center; Human Society of Greater Miami; Federation of Families; and a student-founded relationship violence campaign, REAL (Respect, Educate Advocate, Lead).
- The Dean's Advisory Board, which was re-launched in 2012. It now includes highly accomplished professionals in the media and communication industries, including representatives from all major news media, public relations and advertising organization, such as CNN, NBC, Turkel, and Burson-Marsteller.
- SJMC faculty are involved in a variety of public service initiatives, both locally and nationally. That includes from local involvement with tech groups such as Hacks/Hackers and Code for Miami, to the production of award-winning documentaries such as the one on climate change and sea level rise, to one of our faculty serving as national president of the Public Relations Society of America, while a full time-faculty member.

1. Summarize the professional and public service activities undertaken by the unit. Include operation of campus media if under control of the unit; short courses, continuing education, institutes, high school and college press meetings; judging of contests; sponsorship of speakers addressing communication issues of public consequence and concern; and similar activities.

SJMC has stepped up its engagement with the university and residents of South Florida through initiatives that attract scholars, journalists and visiting speakers. While the programs provide direct benefit to students, faculty and staff, all directly or indirectly benefit South Florida through public service such as journalism and discussions of social, environmental and economic topics that impact area residents. For example, while the Hispanic Communication Conference described below was designed for scholars and industry leaders, its attention to issues affecting Hispanics connected the conference to the local community.

1) South Florida News Service

The South Florida News Service (SFNS) serves South Florida through news and features on health, arts and culture, music and business, and through in-depth reportage on topics such as the “We Have A Dream” movement for legal residency status, and via live news coverage of local residents who attended the 2013 presidential inauguration. Through SFNS, the general public, faculty, students and staff become better informed about their communities, political and social issues, and newsworthy people and activities.

The News Service also provides an opportunity for SJMC students to publish stories in major newspapers in South Florida and learn firsthand what it means to be real reporters in the field.

The News Service is an independent and supplementary program to the journalism curriculum and draws students from all journalism courses from introductory to capstone. Since spring 2012, the SFNS has been incorporated into the SJMC curriculum with two courses, SFNS: The Newsroom (JOU 3405) and In-Depth Reporting (JOU 4101).

Since its inception in January 2009, SFNS has published over 300 stories, from community news to business to home and design, including many front pages and several videos to complement the pieces online.

Initially supported by the McCormick Foundation and its three original newspaper partners — The Miami Herald, Sun-Sentinel and Palm Beach Post – the SFNS has received national and international recognition for its pioneering and experimental approach. The website won the 2013 Society of Professional Journalists Region 3 Mark of Excellence, was a national finalist for Best Independent Online Student Publication, and its founder and faculty supervisor, Chis Delboni, received the SPJ’s David L. Eshelman Outstanding Campus Adviser Award in 2014.

A \$250,000 grant from the Scripps Howard Foundation sustains the SFNS and supports the expansion of its vision, telling local South Florida stories for global media, reflecting the area’s rapid urbanization, and participating in its international growth.

The structure of working with an SJMC news director and dedicated editors from each newspaper has produced a new kind of journalism student. Even in the midst of the deep recession and one of the worst crises in the history of modern journalism, many of the SFNS students have been hired because of their training in solid reporting and news writing and multimedia skills.

2) Operation of Campus Media

Although not under SJMC control, the school helped establish the student newspaper, in its current iteration as The Beacon, in 1990. Its goal is to inform students of news that affects their education, campus life, social issues and opportunities to engage in the South Florida lifestyle.

FIU has had an independent student newspaper since its opening. The university's first president, Charles Perry, made it clear that he wanted the university newspaper to be independent from the day it was founded so that the legal responsibility would reside with the editors and not the university administration.

SJMC still thinks the student press should be independent of outside controls, but that its editors and staff should be offered cooperation and support from the SJMC. A majority of *Beacon* editors and staff members are SJMC students. The school's dean, associate dean, and a faculty member serve on the Student Media Board, which advises the newspaper and the campus radio station on operations.

Radiate 95.3 and 88.1 FM reach audiences from the northern end of the Florida Keys to northern Miami-Dade County through its WRGP transmission towers and the world through its Web streaming service. The station is the voice of students, with correspondents, DJs and sports broadcasters from the student body.

The dean emerita serves as chair of the Media Board and chaired the search committee that helped hire Robert Jaross, formerly the business manager for the daily newspaper at Southern Illinois University, to serve as student media director at FIU. He also teaches Advertising and Public Relations courses as an adjunct professor.

3) Hispanic Communication Conference

Through a Hispanic Media Futures grant from Telemundo, the school produced the Hispanic Communication Conference in 2012 and 2013. Scholars and industry leaders in the fields of advertising, public relations, and marketing came together on the FIU Biscayne Bay Campus to share their insights on the culture and behavior of Hispanic consumers.

Speakers presented research papers and presentations on topics such as:

- The state of Hispanic news media
- The audience of Hispanic media
- The economy of Hispanic media
- Role of broadcast media
- Investigative reporting in Hispanic media
- The future of Hispanic dailies and weeklies
- Coverage and analysis of Hispanic issues in mainstream news media
- Immigration, employment, education, environment, health, etc.
- Hispanic journalists in U.S. newsrooms
- Hispanic media and reporting in a digital age
- Multimedia news work: reporting across all platforms
- Media, immigration and politics
- Media, democracy and communication

Professor Alejandro Alvarado, who managed the Hispanic Media Futures program, planned and produced the conferences with support from SJMC leadership, faculty, staff and students. Each conference attracted 150-plus attendees and speakers, and garnered media exposure.

The first conference, held Oct. 18, 2012, was titled "Hispanics and the Media: The Emerging Power." It addressed the growing influence of the fastest-growing segment in the U.S. population, and the media that cater to them. Attendees heard from:

- **Federico Subervi.** Associate Professor and Director of the Center for the Study of Latino Media & Markets at the School of Journalism and Mass Communication, Texas State

University-San Marcos, on how Latino-oriented media are assumed to play an important role in the political socialization of Latinos. The presentation offered some highlights of past research addressing these questions and current data on the traditional as well as new media (Internet) content related to politics. The presentation also posed a challenge to educators and practitioners to increase efforts to improve the options and quality of Latino-oriented news and information, particularly regarding politics, especially during election years. He edited the book *The Mass Media and Latino Politics. Studies of U.S. Media Content, Campaign Strategies and Survey Research: 1984-2004* (NY: Routledge, 2008).

- **Alan Albarran**, Associate Professor and Director of the University of North Texas' Center for Spanish Language Media, who discussed the growth of Hispanic media firms in the news "space" or market. His talk came just as Mundo Fox debuted and the ABC-Viacom partnership Fusion was announced.
- **Felix Gutierrez**, Ph.D. Associate Professor at Annenberg School of Journalism and Mass Communication, who brought the lecture and exhibit "Voices for Justice: More than 200 Years of Latino Media in the United States." The Voices for Justice exhibit, film, and presentation showcase key journalists, media and issues with pictures, reprints, headlines, quotes and other examples of Latino media's advocacy over the years. He is author or co-author of five books and more than 50 scholarly articles or book chapters, most on racial or technological diversity in media.
- **Dr. Amy Jo Coffey**, Assistant Professor in the Department of Telecommunication of the University of Florida, who participated in the discussion regarding the best language for reaching bilingual Hispanics within the United States.
- **Lucila Vargas**, Ph.D., Professor in the School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, who explored the implications of media ownership and various institutional patterns on Latino cultural and political agency.
- **Kenton T. Wilkinson**, Ph.D. Regents Professor in Hispanic and International Communication in the Texas Tech University's College of Mass Communications, who presented "*Latinos, Language and Television News*," a paper that examined the historical development of U.S. television news directed to Hispanic/Latino audiences, with particular attention dedicated to the 1990s through the present.
- **Amy Mitchell**, Deputy Director of The Pew Research Center's Project for Excellence in Journalism.
She produces the "The State of the Media" annual reports, which include a section on Hispanic Media. Mitchell discussed data relating to Hispanics and the news media. The figures included Hispanic population figures, language usage by generation, news consumption data and new data about Hispanic news usage on mobile devices.
- **Dr. Manuel Chavez**, Associate Professor in the School of Journalism at Michigan State University, who has studied the lifespan, content, and length of Spanish media printed in the states of Michigan and Ohio in the last 10 years.
- **Dr. Felipe de Ortego y Gasca**, Scholar in Residence at Western New Mexico University, who presented "*Dr. Jekyll and Mr. Hyde: The 'Bipolar' Hispanic in Contemporary Mainstream News Media*." He argued that American Hispanics receive bad press because Americans don't really know who they are and because of The Black Legend/La Leyenda Negra which keeps them sealed iconically in a perspective of disdain.
- **Dr. Guillermo Avila-Saavedra**, Assistant Professor in Communications at Salem State University, who presented "*A Wise Latina in the Supreme Court: Analysis of the News Coverage of the Nomination of Sonia Sotomayor*." The paper examined the coverage of the nomination of Sonia Sotomayor to the Supreme Court in three influential national newspapers: *The New York Times*, *The Wall Street Journal* and *USA Today*.

The second conference, held Nov. 7-8, 2013, and titled "Bridging Culture and Behavior" also brought together well-known leaders and professionals tied to the media, public relations, advertising, health, environment and political fields.

The keynote speakers were Miami-Dade County Mayor Carlos A. Gimenez; Hispanic marketing expert and author Isabel Valdés; and Texas Tech University College of Media & Communication Dean David D. Perlmutter.

Other panelists and speakers included:

- **Dan Restrepo**, former special assistant and principal adviser to President Obama on Latin American issues, the Caribbean, and Canada;
- **Millie Carrasquillo**, Telemundo senior vice president of research
- **Dr. Pedro J. Greer**, FIU Herbert Wertheim College of Medicine's (HWCM) Assistant Dean for Academic Affairs and Chair of the Department of Humanities Health and Society
- **Ileana Varela**, a former broadcast journalist in Miami and HWCM Associate Director of Marketing and Public Relations
- **Dr. Leonardo Ferreira**, FIU Worlds Ahead scholar in International Communications
- **Russell A. Bennett**, United Healthcare V.P. of Latino Health Solutions
- **Rosanna M. Fiske**, Wells Fargo's Florida Region Corporate Communications vice president

Along with discussion panels, the conference held a roundtable to discuss the present and future state of communication research in the United States and Latin America.

4) Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication

Founded in 2012 with a generous planned gift of \$1.05 million from dean emerita Lillian Lodge Kopenhaver, the center opened in May 2013 with the goal of empowering the next generation of women communicators by inviting female leaders in academia and the communications profession to discuss relevant topics of interest within the field.

For more than three decades, Dr. Kopenhaver has been a tireless advocate for women in communication and envisions the center as leading the way for future generations of communicators, professionals and scholars. The center sponsors seminars and webinars, supports women conducting research in communications and participates in conferences.

During the 2013-2014 academic year, the center presented speakers whose talks were aimed at female students, faculty, staff and local audiences, along with women in communication and academics who could participate online:

- **Aminda Marques**, executive editor of The Miami Herald, and the first Hispanic woman to lead a major daily newspaper, on women in print and online journalism.
- **Rosanna Fiske**, senior vice president at Wells Fargo, **Heather Radi-Bermudez**, SJMC alumna and former SJMC marketing coordinator, and **Rafael Brazon Di-Fatta**, FIU alumnus and marketing and communications manager at Conrad Miami, on "What to Expect in an Agency Job."
- **Lisa Knutson**, chief administrative officer of E.W. Scripps Company, on management opportunities at media companies.
- **Sylvia Gurinsky**, SJMC alumna and historian on the history of South Florida's top female journalists from Jane Wood Reno and Jeanne Bellamy to Molly Turner and Ann Bishop to the reporters of today.
- **Liz Roldan**, news director for WFOR-TV/CBS4, on women and careers in broadcast news.
- **Lauren Pastrana**, news reporter at WFOR/CBS4, on "Moving Forward in the News Profession."
- **Dr. Bey-Ling Sha**, APR, from San Diego State University's School of Journalism & Media Studies, on positioning yourself for leadership.

- **Joann Seiling**, professional search consultant and sales trainer, on “Building your Career: The Strategic Interview.”

At the 2013 AEJMC conference, the Kopenhagen Center, in conjunction with the AEJMC Commission on the Status of Women, held its inaugural workshop for attendees, who were chosen from applications in advance and who had to be tenure-earning, with keynote speeches from Hagit Limor, professor of electronic media at the University of Cincinnati and former national president of the Society of Professional Journalists, and Dianne Lynch, president of Stephens College. The event also offered networking opportunities and sessions on mentoring and career building.

At the conference, the center announced its 2013 fellows:

- Glenda Alvarado, University of South Carolina
- Giselle Auger, Duquesne University
- Stephanie Bor, University of Nevada, Reno
- Carrie Buchanan, John Carroll University
- Tamara Buck, Southeast Missouri State University
- Amy Jo Coffey, University of Florida
- Michelle Ferrier, Ohio University
- Sharon Ford-Dunn, Grambling State University
- Myna German, Delaware State University
- Ammina Kothari, Rochester Institute of Technology
- Mitzi Lewis, Midwestern State University
- Hagit Limor, University of Cincinnati
- Tracy Lucht, Iowa State University
- Jenn Mackay, Virginia Polytechnic Institute and State University
- Jasmine McNealy, University of Kentucky
- Emily Metzgar, Indiana University
- Marlene Neill, Baylor University
- Laurie Phillips, University of North Carolina
- Lisa Phillips, State University of New York at New Paltz
- Indira Somani, Howard University
- Kathleen Stansberry, University of Akron
- Miglena Sternadori, University of South Dakota
- Ingrid Sturgis, Howard University
- Marcia Taylor, Delaware State University
- Lori Tharps, Temple University
- Brooke Van Dam, Azusa Pacific University
- Erin Willis, University of Memphis
- Leigh Wright, Murray State University

In 2014, the pre-convention workshop was repeated at the AEJMC convention in Montreal. Another 20 participants became Kopenhagen Center Fellows and heard from several keynote speakers, including Diane McFarlin, dean of the College of Journalism and Mass Communications at the University of Florida and former president of ASNE, and Judy VanSlyke Turk, formerly director of the School of Communications at Virginia Commonwealth University and past-president of AEJMC, as well as a panel of senior scholars.

The Kopenhagen Center also demonstrated support for academic research by granting Brooke Erin Duffy, an assistant professor at Temple University’s School of Media and Communication, the 2014 Lillian Lodge Kopenhagen Outstanding Junior Scholar Award. She was the center’s first award recipient.

5) **Capture the Moment: The Pulitzer Prize Photographs**

The SJMC and FIU’s Frost Museum co-sponsored and co-organized “Capture the Moment: The Pulitzer Prize Photographs,” an unprecedented international exhibition that brought to the Madison Maidique Campus of FIU every photograph to ever win the Pulitzer Prize since the award was initially given to photographers. This one-of-a-kind dramatic display of award-winning

photography has been seen by more than 3 million people in more than 30 cities throughout the United States and abroad, and was presented for the first time in South Florida by the SJMC at the Frost Art Museum, from Feb. 12 - April 28, 2014.

The show was financially supported by the Knight Foundation, and broke all attendance records for an exhibition at the Frost Museum. A large number of public and private school students visited the show, as part of our outreach and public service to the local community. The SJMC organized two educational panels as part of the exhibition, and those were also heavily attended by the outside community.

6) Hearst Distinguished Lecture Series

The Hearst Distinguished Lecture Series is among the most important ways the school can expose FIU students to important political, economic, ethical and social issues. The William Randolph Hearst Foundation endowment provides funds for speaker expenses. Each event is free and open to the public.

Speakers are selected for their knowledge of issues of public importance. The SJMC publicizes each talk through email announcements, posters, news releases distributed by the university's media relations department, video signage on campus, and class announcements.

The guest speaker often spends the morning and early afternoon speaking to SJMC classes. He or she meets faculty for lunch.

The lecture takes place in the late afternoon and typically draws 150–200 people, often more. Attendees are FIU students, faculty and staff, community members and local media. The lectures have received media coverage in the South Florida Business Journal, the Miami Herald, Miami Today, Beacon (FIU's student newspaper), FIU alumni mailings, and other news outlets. Each event is followed by a private reception.

Here is a summary of the speakers. Biographical information was current at the time they came to FIU:

2013-2014

Larry King

TV broadcaster

The TV news legend spoke to FIU students about his experiences in the broadcast industry. He has conducted nearly 50,000 interviews. King began his career at a Miami TV station and eventually became a national talk show host before retiring from CNN in 2010.

Steve Wozniak

Co-founder, Apple Computers Inc.

Steve Wozniak held an informal conversation with students talking about changes in Silicon Valley and the world of technology over the past 30 years. He designed Apple's first line of products, the Apple I and II, and influenced the popular Macintosh. In 1976, Wozniak and Steve Jobs founded Apple Computer Inc. with Wozniak's Apple I personal computer. Wozniak founded the Electronic Frontier Foundation and wrote an autobiography, "iWoz: From Computer Geek to Cult Icon."

Richard Ross

Photographer, researcher and professor

Richard Ross gave a multimedia lecture “Juvenile in Justice,” on incarceration of American youth based on his investigative project and book of the same name. A professor of art based in Santa Barbara, Calif., he has received grants from the National Endowment for the Arts, the Annie E. Casey Foundation, and the Center for Cultural Innovation. A dozen books of his work have been published, including *Architecture of Authority* and *Waiting for the End of the World*.

Yoani Sanchez

Cuban blogger and independent journalist

Yoani Sánchez spoke on the intersection of technology and government in a lecture titled “Can Technologies and Social Media Accelerate Cuba’s Democratization?” After the Hearst Lecture, she received FIU’s Medallion of Courage. Sanchez is an open critic of the Cuban government. She documents life in Cuba through her blog and the Huffington Post.

2012-2013

Jose Antonio Vargas

Journalist

Jose Antonio Vargas’ lecture was titled “My Life as an Undocumented Immigrant” and recounted his years as a writer for prestigious news organizations and experiences as a non-American who has spent most of his life in the United States. When he was 16 years old, Vargas discovered that his green card was fake, and that he had entered the country illegally. Vargas realized he needed to continue hiding his true identity to avoid deportation and pursue a career in journalism.

Samuel G. Freedman

The New York Times columnist

The school hosted The New York Times religion columnist Samuel G. Freedman for his Hearst lecture, “We Aren’t One Anymore: Jews as a Wedge Issue in the 2012 Election.” He spoke to a large audience on how Israel has been turned into a wedge issue and American Jews into a voting bloc to be fractured along partisan and ideological lines. Freedman is a professor at Columbia University’s Graduate School of Journalism and author of several prize-winning books. His “Letters to a Young Journalist” is considered among the very best introductions to journalism as it’s practiced on the ground. He also authored “Jew versus Jew,” winner of the national Jewish Book Award.

In September 2013, the school co-sponsored a non-Hearst talk by Freedman: “College Football and Civil Rights: A Season of Change.” On the 50th anniversary of Dr. King’s “I Have a Dream” speech and the start of NFL and college football seasons, Freedman spoke about racial integration in college sports in 1967, which was the subject of his latest book.

2011-2012

Monica Lozano

CEO, impreMedia

Monica Lozano spoke on the state of Hispanic media and key issues surrounding the Hispanic population and the influence of Hispanic media in the 21st century. As CEO of one of the country’s leading news and information companies, she shared her insights gained in a lecture titled “Leading Transformation in the Hispanic Media Landscape.”

Following the lecture, SJMC professor moderated a panel discussion that included Lozano; Ramon Escobar, executive vice president, Telemundo Communications Group; Raul Cisneros, chief of digital media, U.S. Census Bureau; Alex Stepick, director of the FIU Research Institute on

Social and Economic Policy, FIU; and Rosanna Fiske, an SJMC professor and CEO/chair of Public Relations Society of America.

Whistleblower Tour

(Co-sponsored by Government Accountability Project, FIU College of Law, FIU School of International and Public Affairs, FIU Honors College, FIU School of Accounting, FIU Student Government Association)

FIU was the fifth stop of the Government Accountability Project's Whistleblower Tour. The two-day event featured panel discussions and classroom visits. Organizers estimate they spoke to 900 students, faculty staff, and members of the public.

The program began with a screening of "Smoke in the Eye," the PBS Frontline documentary examining how CBS executives blocked the airing of a "60 Minutes" investigation on the tobacco industry. The film features former "60 Minutes" producer Lowell Bergman and former Brown & Williamson executive Jeffrey Wigand, who blew the whistle on the tobacco company's calculated efforts to increase the addictive properties of its products. Their story was the basis for the movie *The Insider*. After the documentary, there was panel discussion on whistleblowing, investigative journalism, and corporate influence on media.

That evening, SJMC professor Fred Blevens interviewed FIU law professor Howard Wasserman about his book, "Poisoning the Press: Richard Nixon, Jack Anderson, and the Rise of Washington's Scandal Culture." The event drew over 200 students.

On the second day, speakers began by addressing SJMC students, including Blevens' multimedia class. Then, Mark Feldstein, an award-winning investigative correspondent for CNN and ABC News, delivered the Hearst Distinguished Lecture.

That afternoon, Dean Raul Reis and Blevens moderated a discussion by political scientist Hoh H. Oberg, investment manager Frank Casey and *Miami Herald* reporter Carol Marbin Miller for the final event. Organizers say the event drew over 300 students. Casey and Oberg talked about ethical issues related to whistleblowing.

Here are brief biographies of some speakers:

Frank Casey, an investment banker, collaborated with Harry Markopolos and Neil Chelo for nearly nine years beginning May 2000 in an effort to make the SEC aware of Bernard Madoff's Ponzi scheme.

Hoh H. Oberg is a retired political scientist. While at the Department of Education in a research capacity in 2003, he discovered illegal payments of federal tax dollars that the department instructed him not to investigate further. On his own time, he researched the payments and reported them to Congress, which in 2004 ended the payments prospectively, saving billions of dollars.

Carol Marbin Miller, an award-winning enterprise reporter, was at the St. Petersburg Times (now Tampa Bay Times) when she uncovered abuses at psychiatric and drug treatment facilities that led to new state legislation, convictions of dozens of people, and the closures of at least four hospitals or treatment centers. At The Miami Herald, Marbin Miller's reporting led to child-abuse prevention laws, bearing the names of children whose deaths Marbin Miller wrote about: Rilya Wilson, Martin Lee Anderson and Gabriel Myers. Her reporting also prompted a law regulating the use of mental health drugs among foster children. Marbin Miller then partnered with two Herald writers to expose the state Agency for Health Care Administration's failure to enforce laws designed to protect elders and mentally ill people who live in assisted-living facilities.

2010-2011

Don Browne*President of Telemundo Communications Group Inc.*

Don Browne spoke about broadcast television and digital media. He oversaw all functions of the Telemundo television network and its 16 owned-and-operated stations, including the programming division, Telemundo Studios, and News and Sports. In addition, he was responsible for Telemundo International and Telemundo Cable, as well as Telemundo's Digital Media initiatives and the network's advertising and marketing arm, The Telemundo Group, which is composed of broadcast, cable, digital, stations, events, mobile and research.

Browne was named President of Telemundo in April 2005. Shortly after taking the helm, he renewed the network's commitment to its original programming model and implemented a strategic reorganization. Under his steady leadership, the network secured its place in the industry as the leading producer of innovative, compelling and relevant Spanish-language content for U.S. Hispanics. He established Telemundo as the Hispanic media company of today and the future.

Daniel Ellsberg*Whistleblower*

Daniel Ellsberg spoke about the role of government in society and responsibilities of the news media. In 1971, he concluded that America's role in the war is based on decades of lies. He leaked 7,000 pages of top-secret documents to The New York Times. Forty years later, he was part of a campaign is to engage the public in an ongoing national dialogue on government transparency; ethics and the role of the press, national security; the separation of powers; democracy; and the idea that one person can make a difference. Those issues are as urgent today as they were when he leaked the documents.

Lissette Campos*TV journalist*

Lissette Campos talked about Hispanics working in news media and coverage of social issues. The Emmy-award-winning journalist is director of community affairs for WFTS-TV (ABC) Action News in Tampa. She has been recognized for her undercover reporting in Russia and her work on the station's "Taking Action Against Domestic Violence" campaign, which has received a half-dozen journalism awards including the National Headliner Award for Best Public Service Campaign, the Society of Professional Journalism's Best Public Service Campaign in the Southern U.S.; and named Best Community Service Campaign in Florida by the Associated Press & Society of Professional Journalists.

2009-2010**Steve Luxenberg***Journalist and author*

Steve Luxenberg discussed his journalism career and his current book, "Annie's Ghosts." An associate editor at The Washington Post, he has worked for more than 30 years as a newspaper editor and reporter.

In 1991, he succeeded Bob Woodward as head of the investigative staff at The Washington Post. Post reporters working with Steve have won several major reporting awards, including two Pulitzer Prizes for explanatory journalism. Luxenberg grew up in Detroit, where "Annie's Ghosts" primarily takes place.

Gary McCormick

Director of Partnership Development for Home and Garden TV

Gary McCormick spoke on industry trends and how to start a career in the communications industry. He is responsible for identifying opportunities for off channel exposure for leading home and lifestyle cable network and its on-air talent – investigating, defining and implementing the partnerships that will increase ratings and awareness with viewers.

Active in the Public Relations Society of America since 1985, he was chair and CEO of PRSA in 2010. He was recognized for his contributions to public relations education as the 2006 Honoree of the Educators Academy David Ferguson Award.

Dan Rather

TV news anchor and journalist

Dan Rather's lecture was titled "Journalism in Crisis." During his award-winning career at CBS News and later on cable TV, he gained insights into the transformation of the media industry. He analyzed the current state of the business.

7) Communications Week

Every late March or early April, the SJMC holds Communications Week with several days of panels and speakers culminating in its Annual Student Celebration and Awards Ceremony honoring student scholarship winners and outstanding students. All events are publicized to FIU alumni, faculty and staff, and open to the public. Many sessions are oriented around classes during that week and integrated into the syllabus.

Here is a summary of topics and events by year:

2014

On Tuesday, a panel discussed the internationalization of sports and sports media; the value and controversies of the Olympics; and diversity controversies in sports. At the dais were Gregory Lee, Jr., executive sports editor, the Sun-Sentinel; Gabriel Gabor, consultant, Major League Soccer; and Michelle Kaufman, sportswriter, The Miami Herald. The session was moderated by Professor Fred Blevens. The discussion of sports continued the next day with a panel composed of Jose Sotolongo, Miami-Dade Sports Commission; Bradley Gerber, Burson-Marsteller; Chris Yandle, University of Miami; and Jon Erik Alvarez, the Florida Marlins.

On Thursday, Virgil Smith, vice president of Diversity and Talent Acquisition at Gannett, taught students how to prepare for job interviews. That afternoon, SJMC faculty members presented "Innovations in Online Teaching," an open House for the school's new online Global Strategic Communications master's program. In the evening, the SJMC held its student awards program with a keynote address by FOX/7 NEWS sports reporter Donovan Campbell.

On Friday, FIU-SPJ held an all-day conference with five panel discussions on journalism ethics; social media; branding; war reporting; and photojournalism. Panelists included Lori Todd, Sun-Sentinel and Orlando Sentinel; Jacqueline Charles, The Miami Herald; Patrick Farrell, The Miami Herald; Andrew Innerarity, Caribbean Living Magazine; Angel Valentin, freelance photojournalist, Angel Valentin Photography; Michael Koretzky, SPJ Region 3; Juliet Pinto, SJMC associate professor; Carmen Gentile, freelance correspondent for USA Today and ABC Radio; Larry Doyle, freelance senior producer, CBS News; and Steve Rothaus, The Miami Herald.

2013

The week began with the Hearst Distinguished Lecture by Steve Wozniak, co-founder of Apple (see above). The following day, the school presented the 30th annual Journalists & Editors

Workshop on Latin America and the Caribbean with a session titled “Covering Domestic and Sexual Violence.” The event was co-sponsored by the FIU Latin American and Caribbean Center. Later that Tuesday, alumnus Jay Wray '98 spoke on social media, and at lunchtime, Dean Raul Reis moderated a panel discussion titled “Changing the Climate Change Conversation.”

On Wednesday, alumna Amanda Gonzalez spoke about her experiences as a marketing and public relations professional. An internship fair was held that afternoon.

The week culminated with a showcase of motion design from PromaxBDA's 2012 awards show, a talk by alumna Lourdes Palogi on being an entrepreneur and a keynote speech by alumna Dianne Festa, who is a director at NBC News/NBC Universal.

2012

Communication Week began with “The New South American Landscape and the Media,” a day-long conference of panels and speakers on media and democracy, economics, social protest and media practices in South America.

- Opening remarks, Andres Oppenheimer, The Miami Herald
- “Investigative Journalism and South America's Unanswered Demands” with panelists: Rosental Alves, University of Texas-Austin; Daniel Coronell, Univision; Juan Forero, Washington Post; and Marcio Aith, former Investigative Journalist, Brazil
- “Media and Democracy in South America: Challenges and Successes” with panelists Peter Eisner, journalist and author; Ricardo Trotti, Inter American Press Association and Leonardo Ferreira, University of Miami

Over the next several days, students, faculty and the public attended sessions including:

- “A Crash Course: The Agency and Media,” a session on the basics of media advertising sales as a career featuring industry experts and SJMC alumni now working in different advertising capacities in the media industry
- “In China, Human Costs Are Built Into an iPad,” a discussion moderated by Dean Reis
- “The Life and Times of a Global Agency Consultant” with Stan Stein, executive vice president of Weber Shandwick Detroit, who provided a behind the scenes look at what organizations look for when identifying people to work in its markets abroad

2011

The week focused on social media and all of its components and celebrated SJMC's 20th anniversary as an accredited school of journalism and mass communication. Programs featured the school's accomplishments and addressed the future of journalism and mass communication education and the professions.

On Monday, SJMC faculty and graduate students held a panel discussion on the importance of research and shared their latest projects. The next day, General Motors and Chevy Florida held a social media panel with media influencers and bloggers; that was followed by a test drive of a Chevrolet vehicle and a Twitter event.

On Wednesday, Scripps Networks held a “Career Boot Camp” at which its executives and recruiters critiqued resumes and held interview skills training and writing workshops. At the awards ceremony the following day, the keynote speaker was Hearst Distinguished Lecturer Lissette Campos (see above). The week concluded with keynote speaker Alex Vidal of South Circle Media discussing the digital revolution and best practices for social media marketing.

2010

With the theme of green initiatives and sustainability, the first day began with “The Big Chill in Washington: Prospects for Climate Change and Energy Legislation,” a presentation by John Broder, political correspondent for the Washington bureau of The New York Times.

Two days later, a career panel of academics and leading communication specialists led a discussion on employer trends, employee expectations and what to do and know when searching for and landing a job. The speakers were Virgil Smith, vice president of talent management at Gannett; Roberto Schaps, president of Turkel Advertising; and Debby Riston, director of human resources at Zubi Advertising.

The 19th Annual Student Celebration and Awards Ceremony featured a keynote speech by Gary McCormick, Director of Partnership Development for HGTV and PRSA National Chair and CEO.

8) FACES of Miami

Since 2010, faculty and students from the department of advertising and public relations have led the social marketing efforts of a county-wide children's mental health system of care. We led the process of branding a project initially called “Miami-Dade Wraparound.” Students in the capstone campaigns course conducted audience research and informed a new brand identity: FACES (Families and Communities Empowered for Success).

Through the project, advertising and public relations students have been involved with the social marketing of FACES through social media, Web development and stigma reduction activities. Besides guiding the development of the project's brand identity, we developed an internal communications structure, stigma reduction campaigns for culturally and linguistically specific audiences, and celebrating Children's Mental Health Awareness Day, and an annual event to celebrate the resiliency and recovery of youth facing behavioral health and substance abuse challenges.

For these efforts we have been recognized for four years in a row with awards from the SAMSA (Substance Abuse and Mental Health Services Administration).

2014

- Gold awards in internal communication category for FACES Spotlight Newsletter
- Honorable mention for Haitian Radiostories stigma reduction project

2013

- Silver award for Stigma Reduction in the Haitian Community. Bronze award for “2nd Youth and Family Empowerment Summit” at FIU

2012

- Silver Awards in Community Outreach to Parents & Caregivers, and Internal Communication categories.

2011

- Gold Award for outstanding achievements in using communications and social marketing to develop community partnerships for “FACES brand identity development

9) REAL

The “Respect Educate Advocate Lead” (**REAL**) campaign to promote dating violence prevention awareness was developed by a Global Strategic Communications student as her professional project. This was in response to a request by the Domestic Violence Sexual Assault Council of Greater Miami to conduct outreach to younger audiences and enhance its social media presence.

10) Unique educational programs

The school developed a summer program in Seville in 2008. In summer 2009, it took a pilot program to Buenos Aires and Galapagos and repeated the program over winter break 2012. The programs were led by SJMC faculty and were open to all FIU students; in fact, environmental studies undergraduates constituted the large majority of students participating in the Galapagos program.

These programs include summer study abroad and exchanges, and also offer students opportunities in global communications and journalism by providing either internships or work opportunities at media outlets in these countries. These global learning initiatives are only a part of the internationalization of the school's curriculum across all disciplines. The school is exploring additional opportunities that might include a full semester study abroad and the possibilities of student internships in Spain.

11) Media Arts Film Festival

In the 2012-2103 academic year, the SJMC launched the Media Arts Film Festival to showcase and support media works within the FIU and South Florida community. The annual event presents new media works to encourage the development of insightful and provocative visual storytelling of issues, topics, people and communities in local, national and international settings.

The theme for the first festival was "Only in Miami..." which featured creative snapshots of Miami's culturally rich community. The works were displayed at FIU's Miami Beach Urban Studios and inaugurated with a reception on March 26, 2013.

The school selected and presented submissions by:

- Andrea Cruz, SJMC/South Florida News Service student, "2012 Ballot: Miami's Election Struggles"
- Lada Ruso, "Recuerdo Cubano, Miami's Outdoor Gyms"
- Banelly Paz, SJMC student, "Miami Sole"
- Elias Garcia, Sons of Creativity, "Baghead: The Flight of an Artist"
- Fabiana Ortega, SJMC student, "Venezuelan Elections from Miami to New Orleans"
- Iris Gaillard, SJMC student, "A Poet's Story Estado Actual de la Poesia: Comentario de un Poeta"
- Javier Aparisi '12, SJMC alumnus, "Missile Crisis in Miami"
- Jenny Gamito, SJMC student, "Coral Castle"
- Jonathan Simmons, SJMC student, "Life on a Little Boat"
- Karla Ruiz-Gomez '09, SJMC alumna, "A Day with Arboles Libres; Fancy Me Yetr—Don't Be So Surprised"
- Krysten Medina, SJMC student, "Wynwood Walls"
- Lisann Ramos, SJMC student, "Impromedy"
- Lizzette Duarte '11, SJMC alumna, "Dumping of Elderly Immigrants"
- Maria-Emilia Garcia, SJMC student, "The Coral Castle: The Story of Unrequited Love"
- Michael Sheerin, SJMC professor, "305 From the Roots Out"
- Natasha Moya, SJMC student, "Caffeinds"
- Sarah Mendoza, SJMC student, "AMA Saves Lives White Board"
- Silvia Rodriguez, FIU South Beach Wine & Food Festival staff, "Music of the Hare Krishna"
- Shaun Wright '08, SJMC alumnus: Soledad; The Elevator; Tropical Fruit Growers of South Florida
- Students in Dr. Ted Gutsche's Fall 2012 Multimedia Production Class—305: Stories of Miami and South Florida
- The Greater Miami Convention & Visitors Bureau—It's So Miami
- Yamaira Muniz, SJMC student—Miami's Vice City Rollers

The school held its second event, the Media Arts Film Festival, on June 14, 2014, at LAB Miami in Wynwood, an arts-oriented neighborhood in Miami. The program featured juried digital films and short videos.

12) SJMC Faculty Talks

In spring 2014, the SJMC offered a lecture series, "SJMC Faculty Talks," to showcase SJMC faculty research, creative works and innovative teaching techniques. The talks were held the third Thursday of each month during the fall and spring terms on the Biscayne Bay Campus. The series, now discontinued, was open to the public and widely promoted among FIU students, faculty and staff, SJMC alumni and the local community. The following faculty were featured in that semester:

January: Associate Professor Juliet Pinto and Assistant Professor Kate Macmillin, "South Florida's Rising Seas" - screening and discussion of a documentary they co-produced.

February: Assistant Professor Moses Shumow, "The Geography of Communication: Using Geographic Information Systems (GIS) to Explore Connections between Media, Culture and Location."

March: Associate Dean for Graduate Studies and Research Kathy Fitzpatrick and Associate Professor and Director of SJMC Online Michael Sheerin, "Innovations in Online Teaching: Global Strategic Communications."

April: Professor Leonardo Ferreira, Worlds Ahead Scholar in International Communication and Director of International Programs, "The Legal Status of Freedom of Expression in Latin America and the Caribbean: Problems and Political Solutions."

13) 'South Florida's Rising Seas' Program

SJMC Assistant Professor Kate MacMillin and Associate Professor Juliet Pinto produced the documentary, "South Florida's Rising Seas," in 2013. The half-hour production, which informed South Florida residents about sea-level increases due to global warming, first aired on WPBT2, the local PBS station, on Jan. 15. That was followed by a half-hour roundtable discussion with John Englander, author of "High Tide on Main Street"; Dr. Hal Wanless, chair of the University of Miami Department of Geological Sciences; Richard Grosso, director of the Environmental & Land Use Law Clinic and professor of law at Nova Southeastern University.

The documentary was shot on location and included interviews with community leaders, engineers, environmental activists, geologists, and lawyers. The documentary explains sea level rise, its potential threat to South Florida, and what is being done about it. SJMC graduate Jonathan Shaffer was the associate producer and editor.

Shortly after the airing of the documentary, MacMillin, Pinto and faculty colleagues Robert E. Gutsche, Jr. and Susan Jacobson were awarded a \$35,000 Challenge Fund for Innovation in Journalism Education grant for further study. In the spring semester, Pinto enlisted her capstone journalism students in research and reporting.

The professors have also engaged South Florida Water Management District, WPBT2, the V science series, "Changing Seas," FIU Geographic Information Systems (GIS) Center, the CLEO Institute, and Code for Miami and Hacks/Hackers. They are bringing students, experts and community members together to produce journalism and citizen science.

Over the next year, the team and its partners will collaborate in creating news, interactive databases and maps, and data visualization tools using public participation to gather data about

water. As part of this campaign, FIU faculty, students and community partners are creating a website to serve as a clearinghouse for information about sea level rise.

The project kicked off on Sept. 29 with King Tide Day, a sea-level-rise rally on Miami Beach. The four SJMC professors, hundreds of college and high school students, and a dozen Miami area scientists, media and technology professionals gathered as part of the collaboration on the project. The event featured workshops in which high school students and SJMC students prepared for the citizen science event on Miami Beach on Oct. 9.

That day, professors Pinto, Gutsche, MacMillin and Jacobson organized an educational, scientific and media event in Miami Beach to mark King Tide Day, the day with the highest tides and the most potential for flooding in Miami and elsewhere. Dozens of SJMC and MAST Academy-FIU students were deployed throughout Miami Beach to collect water samples and produce multimedia stories about the project and its implications. Two U.S. Senators, Bill Nelson and Sheldon Whitehouse, as well as the top EPA administrator, Gina McCarthy, were part of the press conference the school organized in Miami Beach.

14) International Media Center

The SJMC's International Media Center has trained more than 600 independent journalists in Cuba through its programs. Founded in 1999, the center creates a virtual newsroom through Internet videoconferencing to teach Cubans from all walks of life to be reporters and editors.

The center operates from an office suite in Academic I. It cannot hold classes in Cuba because Florida prohibits spending public money for travel to and from the island. Courses were once taught in Latin American countries, but the Cuban government has imposed travel restrictions that make that impractical.

Center Director John Virtue, several SJMC faculty and two Latin American journalists teach a certificate program in 90-minute sessions over 20 weeks that provides instruction on topics such as:

- Principles of journalism
- How to think like a writer
- Civics
- Broadcasting

Students file stories with Radio Marti and a Spanish-language newspaper in the United States. Articles are aimed at ex-patriates of Cuba and serve to build credentials for the participants and provide them with incomes.

In 2012, the center added two programs, one in which 15 individuals at a time over a 16-week period receive advanced training in journalism, including reporting, writing and ethics. The other teaches people how to use the Internet for communication and research.

The center had been funded by the U.S. Agency for International Development. In 2010, then Sen. John Kerry suspended the program that provided a grant. The center obtained new funding through a grant from the Bureau of Western Hemisphere Affairs of the U.S. State Department. In 2010, the WHA awarded a first grant of \$898,237 that continues through February 2015. In 2012, the bureau awarded a second grant of \$468,000 that ends in September 2016.

15) High School Press Activities

The SJMC, through the efforts of dean emerita Lillian Lodge Kopenhaver, conducts an annual South Florida Journalism Day. This program brings together high school and junior high journalism students, their advisers and journalists from the news media in South Florida for a day

of sessions on careers, newspapers, yearbooks, magazines and broadcasting. The meeting is co-sponsored by District 6 of the Florida Scholastic Press Association. From 500 to 600 attend each year and it is one the largest such scholastic press association meetings in the state. It has been run by FIU for more than 42 years. Kopenhaver also works closely with the Florida Scholastic Press Association as a speaker and consultant and was awarded their Gold Medallion, their highest award.

16) PRSA-Miami Public Service Committee

The department of advertising and public relations partnered in 2011-2013 with the PRSA Miami chapter to host annual non-profit public relations and social media workshops.

17) Liberty City Link

As described in standard 3, Associate Professor Neil Reisner established in spring 2010 a partnership with the South Florida Times, the newspaper of Miami's African-American community, in which his students reported, wrote and published news and feature articles on the Liberty City neighborhood, which is best known for riots following a controversial criminal case. The student reporters produced community news that would not receive attention in mainstream media.

"One of the really exciting aspects of this partnership is an opportunity for young journalists to be exposed to hard-core journalism, real-life journalism in the real world, and to go through the editing process as if they were actually working for a newspaper, with all the rigors that entails," according to Robert Beatty, publisher and owner of the South Florida Times. He told Editor & Publisher, "The opportunity to cover a community that we believe has not gotten the kind of attention it deserves is an equally exciting thing for our newspaper. This is one of those partnerships you dream about."

18) HIV/AIDS reporting

As described in standard 3, Associate Dean Allan Richards co-developed "The Miami Epidemic," a one-hour documentary broadcast on WPBT2 that included "Lessons from South Africa," his documentary about HIV/AIDS in South Africa and Miami, and a panel discussion with AIDS experts Dr. William Darrow, Dr. Oscar Loynaz and Kira Villamizar of the Miami-Dade Health Department and him.

Richards also co-produced "Tell Somebody: The New Face of HIV/AIDS," a one-hour TV special focusing on HIV/AIDS in South Florida that aired on WPBT2, South Florida's PBS station in October 2009. An accompanying website, www.tellsomebodynow.com, was developed to provide more information. He was executive producer of "The Stigma Stops with Me," four-part Webisode series on HIV/AIDS, produced in partnership with The Miami Herald and posted on The Herald's Web site March 2009.

19) News Engagement Day

On Oct. 7, the SJMC celebrated the first national News Engagement Day by bringing to campus three journalists and editors from the Sun-Sentinel, editor Howard Saltz, alumna Anne Vasquez and SouthFlorida.com producer Marian Liu. In their presentation to SJMC students and the media management class, the Sun-Sentinel team showed how it is keeping its audience engaged with the news and products, and how it has become a 24/7 news organization. The speakers were joined by SJMC students who presented recent projects that used Vine and Twitter, among other social media, to explore how millennials and others engage or not engage with news.

20) Media Freedom in the Americas

On Oct. 9-10, the SJMC joined forces with Grupo de Diários América, a group representing 11 of the largest circulation newspapers in Latin America, for a campus event at the Kovens Center on Biscayne Bay Campus. Presentations and panel discussions centered on the legal implications and latest legal developments related to media freedom in the Americas.

Topics such as violence, impunity, media monopolization, privacy, government surveillance, online media rules, intellectual property, obscenity, administrative restrictions, and worrisome legislative initiatives were presented and debated. Speakers included the media law directors from O'Globo (Brazil), La Nación (Argentina), El Mercurio (Chile), El Comercio (Peru), El Comercio (Ecuador), El Tiempo (Colombia), El Nuevo Dia (Puerto Rico), and the Reporters Committee for Freedom of the Press.

21) New York Times Roundtable

Faculty members moderate New York Times roundtables that are open to anyone at FIU. These open discussions are commonly held in the student union during lunch hours for the convenience of everyone.

2. Provide brochures and other publications that describe the unit's professional and public service activities.

The school posts information about its programming on its website; distributes notices via its e-mail databases of students, faculty, alumni and friends of the school; and posts flyers, posters and notices on electronic displays on FIU's two main campuses. A sampling of the publicity is listed below and archived in Appendix S.

- SJMC Hearst Distinguished Lecture Series: Washington Post editor Martin Baron, Nov. 19, 2014
- SJMC reception for its Knight Innovator in Residence, Alex de Carvalho, Sept 22, 2014
- SJMC Knight Innovator in Residence Alex de Carvalho teaches four workshops: digital tools workshops: social media 1 Sept. 13, 2014; social media 2, Oct. 4; HTML5 & CSS3, Oct. 25; Intermediate HTML 5 & CSS3, Nov. 8.
- SJMC and Latin American and Caribbean Center (LACC) present the 31st Annual Journalists & Editors Workshop on Latin America and the Caribbean: "How Free are Media in the Americas Today?," March 27, 2014
- SJMC, Biscayne Bay Campus and Student Government Association present CNN political analyst Candy Crowley, March 26, 2014
- Cuban Research Institute/School of international and Public Affairs lecture by Yoani Sanchez: "Can Technologies and Social Media Accelerate Cuba's Democratization?," April 1, 2013
- SJMC and Biscayne Bay Campus Office of the Vice Provost present journalist Larry King, March 28, 2013
- SJMC and LACC present the 30th Annual Journalists & Editors Workshop on Latin America and the Caribbean: "Covering Domestic and Sexual Violence," March 19, 2013
- SJMC Hearst Distinguished Lecture Series: An Interview with Steve Wozniak, March 18, 2013
- SJMC Hearst Distinguished Lecture Series: "What if Nobody Listened? How Whistleblowers and Journalists Expose Corruption, Skullduggery and Injustices," Feb. 8 and 9, 2012
- SJMC Hearst Distinguished Lecture Series lecture by Samuel G. Freedman, professor, Columbia University Graduate School of Journalism and New York Times religion columnist, "We aren't One Anymore: Jews as a Wedge Issue in the 2012 Election," Nov. 28, 2012

- SJMC, FIU and WPBT2 present “The Most Dangerous Man in America: Daniel Ellsberg and the Pentagon Papers” documentary and live Skype chat with Daniel Ellsberg, March 24, 2011
- SJMC, Biscayne Bay Campus, Student Government Association and College of Arts and Sciences present TV journalist Dan Rather, March 9, 2010
- SJMC Hearst Distinguished Lecture Series, 2010 Adam Chodikoff, senior producer of “The Daily Show,” on “Finding the Funny: Thrilling Tales and Awkward Pauses from the Investigative Humorist, Feb. 29, 2010
- SJMC Hearst Distinguished Lecture Series presents “60 Minutes” correspondent, Byron Pitts, April 2, 2010
- SJMC Hearst Distinguished Lecture Series presents Bruce Turkel, president of Turkel Advertising, Jan. 27, 2010
- SJMC Hearst Distinguished Lecture Series presents Bruce Shapiro, executive director of the Dart Center for Journalism & Trauma, March 26, 2010

3. Describe the unit’s contact with alumni, professionals and professional organizations to keep curriculum and instruction, whether online or onsite, current and to promote the exchange of ideas. (Alumni and professional involvement in the assessment process will be discussed in Standard 9.)

The school engages alumni and professionals in the development of the curriculum by actively asking their opinions and inviting them to participate in programs.

Dean Reis regularly seeks and receives input from regular meetings of the Dean’s Advisory Board, whose members are leaders in the Miami community and national and international media. They are:

- Tim Burke, publisher and executive editor, The Palm Beach Post
- Alex de Carvalho, regional development director, South Florida, Constant Contact
- Ramon Escobar, vice president, talent recruitment and development, CNN America, Inc.
- Alina Falcon, executive vice president, news, Telemundo Network
- Dianne Festa, director of NBC News
- Antonio Fins, executive director, Guy Harvey Ocean Foundation
- Claudia Gioia, managing director, Burson-Marsteller
- Aminda Marques, executive editor and vice president, The Miami Herald
- Dan Grech, senior director, strategic communication and digital marketing, Liberty Power
- Monica Rabassa, vice president of marketing, Corporate Communications & Public Affairs, Univision Radio
- Howard Saltz, editor, Sun Sentinel
- Roberto S. Schaps, president, Turkel Brands
- Spero Canton, then-regional director of communications-South Florida, Comcast
- Henry F. Sorí, director, community information and outreach, Miami Dade County
- Dolores Sukhdeo, executive vice president and chief operating officer, 2 WPBT-TV
- Joe Zubizarreta, chief operating officer, Zubi Advertising

Alumni also have a voice in the school’s curriculum. When faculty and administrators were developing the Digital Media major, faculty generally agreed that the best path was to create a certificate program, then a master’s degree and, last, an undergraduate degree. However, after presenting this action plan to local media leaders, they responded that they needed college graduates with the knowledge and skills that a Digital Media degree would provide. In response, the faculty moved to create the undergraduate degree first; the major was implemented in fall 2013.

In addition, the FIU chapter hosted a meeting of all area PRSSA chapters in March 2014, when the guests were Brian Price, the national president of PRSA/PRSSA, and Kathy Barbour, national chair-elect of PRSA. This was the first joint meeting of the professional chapter with the three Miami PRSSA chapters in several years.

4. List examples of professional and public service activities undertaken by members of the faculty in the past six years (before the self-study year). Please do not refer team members to faculty vitae for this information. Do not include service to the unit or institution; this information should be presented in Standard 4.

Raul Reis

Dean and professor

Reis served as an external reviewer for the internal assessment of the Master of Arts Program in Mass Communication at California State University Northridge in 2010. Reis was elected in 2013 for a three-year term to serve on the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC), representing the Association of Schools of Journalism and Mass Communication (ASJMC). He is a manuscript reviewer for the *Science Communication* journal, and for the International Communication Division of AEJMC, among others. Reis is a founding member of the International Environmental Communication Association (IECA), and serves on the Brazilian International Foundation (BIF) advisory board. He has been a judge for the Scripps Howard Awards (a national journalism competition) in 2013, and was invited to serve as judge in 2015. Reis has also been a judge in 2014 for the AEJMC-Knudson Latin America Book Prize, and for the AEJMC Latino/Latin American Research Award (LARA).

Kathy Fitzpatrick

Associate Dean for Graduate Studies and professor

In 2013-2014, Fitzpatrick served as an adviser to the U.S. Advisory Commission on Public Diplomacy to evaluate public diplomacy measurement programs and activities implemented by the U.S. Department of State and to provide recommendations for improvements in practices. She worked with a task force that conducted comprehensive reviews of performance and impact measures used to evaluate the influence and impact of cultural and educational exchange programs and other public diplomacy programs on foreign participants. The final report will be presented to the U.S. Congress in late 2014.

Associate Dean Fitzpatrick was invited by the Center on Public Diplomacy, University of Southern California, to serve as a judge for the "Year in Review of Public Diplomacy News" project, which identified the most significant public diplomacy news stories in 2013.

Allan Richards

Associate Dean and Associate Professor

Richards has been a judge for Scripps Howard National Journalism Awards since 2007. As described below, he has produced and co-produced documentaries on HIV/AIDS in South Florida that have aired on WPBT2 and been published on The Miami Herald website. He is a director of South Florida News Service (described below), which publishes regional news.

Lillian Lodge Kopenhaver

Dean Emerita and professor

Dr. Kopenhaver has served as a member of the Board of Directors of the Association for Education in Journalism and Mass Communication (2010-13), as chair of the Council of Affiliates of the AEJMC (2010-13) and as a member of the AEJMC Council of Divisions responsible for programming the organization's annual conventions in Chicago, Washington and Montreal. She also chaired the AEJMC Outreach Committee, 2009-10, the ASJMC Secondary Education Committee, 2009-10, and currently serves on the AEJMC Strategic Planning Implementation Committee, 2014-17. She reviews research papers for the Law and Policy Division and the Scholastic Journalism Division of AEJMC and is a manuscript reviewer for Communication Law and Policy journal. She also serves as associate editor of College Media Review.

Dr. Kopenhaver has chaired and organized the SJMC's major activity with scholastic journalism in the South Florida Journalism Day, now in its 42nd year, which brings together approximately 500 middle and high school students, both private and public, in Miami-Dade and Monroe counties for a day of workshops and seminars at our campus each fall. Through planning and implementing the event, Kopenhaver works closely with the journalism advisers in the area and are often called up on to talk to classes and provide advice to the student media.

She serves on the Hearst Distinguished Lecture Series Committee and the SJMC Tenure and Promotion Committee, has served on a journalism faculty search committee, and chairs the University Student Media Board.

Margo Berman
Professor

She and instructor **Grizelle de los Reyes** have collaborated on a number of activities with corporations and institutions:

Creative work:

- Led corporate branding development for U.S. Century Bank
- Developed the concept, navigation and copy, as well as supervised the design of the website for Transformational Growth Company (www.TransformationalGrowth.com)
- Created, wrote and art directed promotional materials for Creative Ideas Company
- Wrote concept and copy for promotional flyer for Georgie Holbrook, health adviser and national public speaker

Corporate training:

- The Strategy Behind Brand Positioning workshop for Managers of U.S. Century Bank, Miami, February 2013
- The Strategy Behind Brand Messaging follow up workshop for Directors of U.S. Century Bank, Miami, February 2013
- Copywriting workshop for Zimmerman Advertising, Ft. Lauderdale, December 2011
- Copywriting workshop for Zimmerman Advertising, Ft. Lauderdale, November 2010
- Copywriting workshop for Zimmerman Advertising, Ft. Lauderdale, September 2009
- Killer Copy Boot Camp workshop for the AdScene students from the Art Institute of Fort Lauderdale, February 2010
- Copywriting Camp workshop for AdFed at the Art Institute of Fort Lauderdale, March 2010
- Killer Copy Boot Camp National webinar for The Association for Women in Communications, June 2010
- Innovation workshop for American Marketing Association, Fort Lauderdale, 2009
- Dealer Differentiation workshop, for Harley-Davidson, Washington, D.C., January 2009
- The Bug to Catch teleseminar for BIZSUM, February 2009

- Street-Smart Advertising workshop for National Network of Embroidery Professionals (NNEP) Dublin, Ohio, April 2009
- How to Write Killer Copy workshop for National Network of Embroidery Professionals (NNEP) Dublin, Ohio, April 2009
- Innovation workshop for American Express, Fort Lauderdale, June 2009
- Creativity workshop for American Express, Fort Lauderdale, June 2009
- Street-Smart Advertising: How to Win the Battle of the Buzz workshop for Women's Leadership Exchange, Ft. Lauderdale, June 2009
- Academy Differentiation workshop, for Academy of Learning, Miami, October 2009

Teresa Ponte

Chair and Associate Professor

Since 2006, Ponte has been a judge of the Society of Professional Journalists Sigma Delta Chi Awards judging several categories. As entries became more numerous she recruited faculty to share the judging responsibilities and composed panels that in different years have included Katherine MacMillin, Lilliam Martinez-Bustos, Elizabeth Marsh and Michael Sheerin.

For the past three years, she has acted as a judge for the State of Florida Bar Media Awards, which is sponsored by the Media & Communications Law Committee of The Florida Bar. These awards recognize outstanding journalism highlighting the system of law and justice as it affects Floridians.

In 2014 she was invited to be a judge of the Scripps Howard Awards honoring the nation's best journalism in 2013.

She has been a pro bono consultant of Hispanics in Philanthropy (HIP). Headquartered in the Bay Area, HIP's mission "is to strengthen Latino communities by increasing resources for the Latino and Latin American civil sector; increasing Latino participation and leadership throughout the field of philanthropy; and fostering policy change to enhance equity and inclusiveness." In 2009 she was invited to establish a HIP fellowship program for young Latinos interested in working in the non-profit sector.

Fred Blevens

Professor

Blevens served on the national curriculum committee for the Government Accountability Project in Washington in 2013-2014. He also served on the national advisory committee of the Molly Awards, which recognize journalistic work that exemplifies the values and principles of the late Molly Ivins, 2009-2014.

His other activities include:

While on the ISI Subcommittee in 2013-2014, Council of Communication Associations Committee, he reviewed journal nominations for ISI indexing and helped select new journals for submission. He also sits on the Social Sciences and Humanities committee.

Blevens served on the Taskforce on News Literacy for the Association of Schools of Journalism and Mass Communication between 2011 and 2014. During that same time, he represented the American Journalism Historians Association while chair of the Council of Communication Associations.

Leonardo Ferreira

Worlds Ahead Scholar and Associate Professor

Ferreira is very active in international and Latin American press groups. In 2013 he participated in the Board of Director's meeting of the Grupo de Diarios América (GDA) in Miami.

Juliet Pinto

Associate Professor

Pinto developed and co-led a tour at a professional conference and participated in media events regarding her documentary on rising sea levels. In fall 2009, she reviewed manuscripts for the Journalism Studies division of the International Communication Association. In the fall of 2011-2013, She reviewed manuscripts for the Environmental Communication division of ICA. In 2011, she reviewed manuscripts for the Conference on Communication and the Environment. She has reviewed manuscripts for International Journal of Press/Politics (2010-2011, 2013); Science Communication (2012-2013); and Media, Culture and Society (2011-2012).

Also, she has reviewed a manuscript for the journals: The Latin Americanist (2009); Taiwan Journal of Democracy (2011); Journalism: Theory, Practice and Criticism (2011); Television & New Media (2012); and Environmental Communication: A Journal of Nature and Culture (2014).

Neil Reisner

Associate Professor

Since 2013, Reisner has been data adviser to the Fundacion MEPI, a non-profit investigative reporting and training organization based in Mexico City. He is often an invited speaker at the National Institute for Computer-Assisted Reporting conferences.

Reisner created a partnership with the South Florida Times through Liberty City Link, which is described in detail in Standard 2, Section 2.

He judged the IRE Awards in 2010 and served as a judge for the Florida Scholastic Press Association in 2014.

Michael Scott Sheerin

Associate Professor

Sheerin has been a judge of the KTA Mott Book Award since 2003, and had judged the Sigma Delta Chi Awards for the Society of Professional Journalists, Sigma Delta Chi chapter, from 2011 to 2013.

Lorna Veraldi

Associate Professor

Veraldi has served as treasurer of the American Civil Liberties Union of Florida, Greater Miami Chapter for three terms. She also served on the Juvenile Justice Committee and the Nominating Committee. She was a staff writer for the Chapter Newsletter, "The Flame," and chaired in March 2014 the Ad Hoc Committee on Finance. She appeared on a panel of ACLU Board members in December 2011 at the Academy of Law Studies and Public Safety at South Dade Senior High School in Homestead to discuss First Amendment issues and forensic psychology.

Veraldi has served as a reviewer for Communication Law and Policy and for the Law and Policy Division, AEJMC National Convention for several years (Since 2009) She participated in the National Association of Television Program Executives (NATPE) faculty seminar, Miami Beach, Florida in January 2013

Mercedes Vigon*Associate Professor*

Since 2013, Dr. Vigon has served on the executive board of the International Press Institute North (IPI) America and on the executive board of the Florida Center of Investigative Journalism since 2010. She also has served on the Academic Task force of the National Association of Hispanic Journalists (NAHJ).

In 2011 she joined the Border Journalism Network established to create deeper public understanding of the U.S. – Mexico borderlands in all its diversity and complexity. Toward that end, the network functions as a hub through which professionals, educators and their students can gather, develop and share knowledge to improve the quality of border journalism.

Maria Elena Villar*Associate Professor*

Villar has served on the I AM MUJER campaign, planning and marketing committee www.iammujer.org (2011 –2013); the Florida Intimate Partner Violence Prevention State Steering Committee (2010 – present); the Miami-Dade Teen Dating Violence Prevention Team (2009 – 2011); and is an advisory board member of Broward Network for Students with Severe Emotionally Disturbed Children and Youth.

Robert Gutsche*Assistant Professor*

Gutsche's service at the national and international level include working as a consultant for Racial Equity in Iowa City and Johnson County, developed by The Coalition for Racial Justice, Iowa City, Iowa. He also served as a dramaturge and documentarian for the Working Group Theatre Co. out of Iowa City, which is interested in doing performances there and in Miami related to issues of social justice. He has also served internationally, as an external examiner for Ph.D. in media, film and communication, University of Otago, New Zealand.

Related to international scholarship, also, he serves on the International Editorial Advisory Board for Journalism and Mass Communication Educator, and review articles for Visual Communication, Journalism and Mass Communication Quarterly, Journalism Practice, Journalism and Mass Communication Educator, Digital Journalism, Journal of Communication Inquiry, and Critical Studies in Media Communication.

Susan Jacobson*Assistant Professor*

Susan Jacobson was the project lead for Code for Miami when the group, which is dedicated to developing civic technology projects using open data, conducted the 2013 Open Data Survey that was distributed to Miami-Dade candidates for political office. She is currently working with the brigade to develop the 2014 survey.

Yu Liu*Assistant Professor*

Liu was an officer in the AEJMC Communication Technology Division (2010-2013)

Katherine MacMillin*Assistant Professor*

MacMillin was invited to serve on WPBT2's Community Advisory Board in 2009 after the success of the Web series "The Stigma Stops with Me." Since 2012 she has been a judge of the Society of Professional Journalists (SPJ) Sigma Delta Chi Awards.

Lilliam Martinez-Bustos*Assistant Professor*

Martinez-Bustos has been a judge of the Sigma Delta Chi Awards for the Society of Professional Journalists (SPJ) Sigma Delta Chi since 2011.

Moses Shumow*Assistant Professor*

Shumow presented three different research projects at the ICA International Communication Association and Latin American Studies Association annual conference in May 2014 in Seattle.

In April 2014, Shumow was invited by the Journalism Education Association to its Spring National High School Journalism Convention in San Diego, where he helped a group of high school students produce a PSA on the importance of media literacy for high school journalists.

The McCormick Foundation invited him in spring 2012 to participate in a panel discussion on immigrant media in Miami and the Columbia Journalism Review interviewed him for an article on Hispanic media web outlets.

Shumow has been a reviewer for the Journal of Mass Communication Quarterly and the Taiwan Journal of Democracy.

As a member of an interdisciplinary research group based at FIU and University of Miami since 2011, he helped developed a joint proposal for using Geographic Information Systems (GIS) for cultural mapping in Miami-Dade County.

Alejandro Alvarado*Instructor*

Alvarado is a recurrent invited guest and commentator in Spanish-language media. He was a guest of Univision's Al Punto show, hosted by Jorge Ramos to discuss immigration, the presidential elections, and issues related to the journalism profession. He was also interviewed on Noticiero Telemundo and Actualidad Radio, as well as, by the Associated Press and the Miami New Times.

Grizelle de los Reyes*Instructor*

She has been a volunteer at youth at American Cancer Society, risk sports programs, small-business and women-empowerment organizations in South Florida.

5. Describe the role of professional and public service in promotion and tenure decisions.

Describe travel funding or other support by the unit for faculty involvement in academic and professional associations and related activities.

In a professionally-oriented school such as the SJMC, public service refers to service to local, regional, national, and international communities.

Under SJMC Policy 001, "Appointment, Tenure, Promotion and Annual Evaluation," (APPENDIX C) service entails maintaining a close relationship with professionals and professional organizations in a faculty member's field of interest and/or holding office or serving on committees at significant local, regional, national or international levels.

For example, for a full professor, service is defined as follows:

Service: a substantial record of sustained, professional service as evidenced, for example, through leadership in national or international societies, organizing conferences, or serving on editorial boards; service to schools, agencies, companies and community organizations; and evidence of service to the department, college or university, including participation in collegial governance.

As for tenure and promotion, greater weight is given under SJMC policy to those activities in which the faculty member volunteers his or her time in service to the profession and in which the faculty member serves as an officer, chair or organizer of an activity directly related to the mission of the SJMC.

While compensated work is allowed, it must be balanced with pro bono work.

To encourage faculty to engage in service activities, such activities are configured at no more than 8 percent of the faculty member's annual assignment. This is significant in that the time involves represents almost as much a time commitment as teaching a class during a semester. The SJMC estimates that teaching one, three-credit class during a semester represents a 22 percent (or 11 percent for a year) commitment of a faculty member's time for that semester.

In the tradition of the SJMC, public service means being a good academic citizen to those outside the SJMC and the university. Such activities, according to the SJMC Policies and Procedures Manual (APPENDIX C), entail such things as the following:

Maintaining a close relationship with scholarly or professional organizations representing his or her fields of interest; holding office or serving committees at significant local, regional, national, and on international levels; giving presentations, sharing of professional and academic experience through speeches, papers, or panel appearances with nonprofessional community groups; and working for community organizations in the faculty member's area of expertise. Within this framework it is generally expected that greater weight will be given to those activities that involve volunteer services that represent a donation of time and skills to meet the needs of society. Service will be evaluated based on the significance of the contribution. Specific items to be considered in evaluating service include the following:

- Chairing or being a member of a committee of the university or the School of Journalism and Mass Communication.
- Holding office or serving in major local, state-wide, regional, national, or international scholarly or professional associations.
- Chairing convention or conference sessions or panels.
- Devising new ways to use academic knowledge outside the university in effective community service.

- Serving local schools or colleges and their students and faculty as a consultant, speaker, or adviser.
- Advising student organizations and/or alumni groups and contributing to student welfare.
- Actively participating in conferences, conventions, seminars, and professional meetings of major scholarly or professional organizations.
- Serving as a reviewer or referee for journals, granting agencies, or conferences.

Each faculty member receives one fully-paid trip each year to support his/her academic and professional association-related activities. We encourage faculty to take leadership roles in those organizations and support their participation as budget permits. Preference is given to those in which the faculty member has a specific function, such as program planning, moderating a session or workshop, serving as an officer or committee head, or presenting a paper or serving as a panelist.

6. Describe the unit's support of scholastic (high school) journalism, including workshops, visiting lectures, critiques of student work, etc.

SJMC has a long history of being involved with high school and community college journalism faculty and students. First, and most important, is the annual South Florida Journalism Day, which was the 42nd annual such program in 2014 (APPENDIX M). It brings together junior and senior high school editors and staff and their advisers from the South Florida area to hear from media practitioners about careers in the business as well as how to better do the jobs that they do daily on their student publications.

The day is cosponsored with District 6 of the Florida Scholastic Press Association. Our faculty are always involved as speakers and judges for the on-the-spot writing and video contests and in securing media speakers for the session. We also provide financial support to the event and coordinate all materials, program printing and room setups.

This program has been an excellent recruiting tool, but it has also been an on-going force in assisting secondary schools and community colleges with journalism education activities within the counties which FIU serves.

Miami-Dade County Public Schools currently has one of the strongest sets of publications guidelines guaranteeing freedom of the student press of any school district in the United States. These guidelines grew out of a graduate class, "High School Student Publications Supervision," taught by Dr. Lillian Lodge Kopenhaver, former SJMC dean, in 1980. The guidelines were eventually approved by a task force representing students, faculty and administrators in the school system, on which Kopenhaver served, and then by the school board. The guidelines were disseminated by the superintendent's office to all schools in the system, which is the fourth largest public school district in the country, to be effective immediately. Over the years they have been a model nationally for the development of a free high school press and FIU has been very involved in this work.

Kopenhaver has a long history of working with the scholastic press throughout the country, and is one of the foremost researchers in this field. She was awarded the Gold Medallion Award by the Florida Scholastic Press Association, its highest award, for her work. Through her activities, including selecting the Florida High School Journalism Teacher of the Year, and the assistance of a number of other faculty in judging such activities as the Silver Knight Awards and the Florida High School Journalist of the Year Award, FIU has worked diligently within its community to assist on the junior and senior high and community college levels. Faculty regularly respond to requests to speak to high school journalism classes and the school is clearly proud of its close working relationships with and knowledge of journalism advisers and high school students in the Southeast Florida area.

Each summer the SJMC offers a three-credit graduate-level service course for journalism teachers, either “Student Media Advising” or “Ethical and Legal Foundation of the Student Press,” a week-long seminar. This has been ongoing for more than a decade and through this vehicle we have trained most of the student media advisers/teachers in South Florida.

The Department of Journalism and Broadcasting has an ongoing commitment to improve the quality of print and broadcast journalism in South Florida high schools. The department offers its services to the high school scholastic press community in Miami-Dade and Broward counties each summer.

In fall 2013, Associate Dean Allan Richards and Adjunct Professor Hugo Ottolenghi established a relationship between the school and Maritime & Science Technology Senior High (MAST Academy), a Miami-Dade public school that established a temporary campus in the same buildings that house the SJMC. Richards and Ottolenghi advised Arleen J. Señas, the high school’s language arts and journalism teacher on how to launch a website for the student newspaper, *The Marine Echoes*.

In a series of classes, Richards lectured the students on the principles of journalism and mass communication. Ottolenghi used the successes of South Florida News Service to show the students the types of stories they could produce and how they might organize their news articles. Ottolenghi also instructed the students on the basics of WordPress at the request of Ms. Señas. Richards and Ottolenghi have monitored the students’ progress and kept an open line of communication with the instructor to guide her and her students on how to produce quality school news.

7. Describe the unit’s methods for communicating with alumni, such as newsletters or other publications. Attach copies of publications during the previous academic year. (These documents can be placed in the appendices binder.)

SJMC uses print and electronic means to deliver news and information of interest to alumni. The school publishes and distributes via email “The Wire” every other week during the fall and spring semesters, and several times during the summer. The e-newsletter contains news about the school, alumni, faculty, events and programs, current students, job openings. Approximately 7,500 alumni were on the mailing list as of May 2014.

SJMC students produce *Bayview*, an annual alumni magazine, with feature stories about notable graduates, students, faculty, the school and its students. The publication is mailed to 4,000 addresses. In the most recent issue (attached as APPENDIX N), there were articles about:

- SJMC graduates making their mark in the sports industry
- The increased diversity of faculty and staff
- SJMC hosting a conference on Hispanics in communication and a workshop with MasterCard on marketing to younger audiences
- Alumni notes
- Faculty notes
- Student mini-profiles

The inaugural issue in 2012 profiled SJMC alumna Pamela Silva Conde, the anchor of Univision’s “Primer Impacto,” one of the nation’s leading Spanish-language news shows, and FIU alumnus Gio Benitez, who credits the courses he took at SJMC with helping become a correspondent with ABC News. It also attached in APPENDIX N.

8. Describe the involvement of alumni in the unit's educational and public-service programs (placement, internships, fund-raising, curriculum development, etc.) and in advisory or visitors' boards.

Alumni participate in numerous ways in SJMC's programs, as noted throughout this standard. In summary, alumni engage with SJMC by:

- Offering internships for students in all majors
- Providing feedback to faculty when the school was developing the Digital Media Studies major (see Standard 2)
- Contributing as speakers and sponsors of Communication Week (see above)
- Contributing as speakers and sponsors of Hispanic Communication Conference (see above)
- Contributing as speakers at the Lillian Lodge Kopenhagen Center for the Advancement of Women in Communications (see above)
- Sitting on the Dean's Advisory Board (see above)
- Giving guest lectures to classes when invited by faculty.
- Creating scholarships, such as the Pamela Silva Conde scholarship for first-generation college students studying mass communications (see Standard 7)