NSU Multimedia Conference
Saturday, November 1, 2014
9:00 a.m. – 5:00 p.m.
Carl DeSantis Building
Registration begins at 8:15 a.m.
Huizenga Sales Institute, 3rd Floor

This event is co-sponsored by the Farquhar College of Arts and Sciences and Office of Student Media.
Welcome To NSU

Set among Nova Southeastern University’s 18 academic centers is the Farquhar College of Arts and Sciences. Choose from 35 undergraduate majors, 53 undergraduate minors, 3 certificate programs, and 2 graduate degree programs. Customize your delivery format with day, night, or online classes.

The academic experience at the college is profound and inspiring. Our smaller class sizes offer you personalized contact with professors, chances for active participation, and individualized support—all to help you achieve academic success. Our outstanding faculty is composed of accomplished scholars committed to academic excellence. Unlike those at many large universities, classes at the college are taught by the faculty members themselves, not teaching assistants. The average class size is 22 students, which means more personal attention from faculty, as well as a greater opportunity to connect with other bright students.

All this and the resources of an international university are at your disposal.

About Nova Southeastern University

Situated on 300 beautiful acres in Ft. Lauderdale, Florida, Nova Southeastern University (NSU) is a dynamic fully accredited research institution dedicated to providing high-quality educational programs at all levels. NSU is a not-for-profit independent institution with an enrollment of approximately 27,000 students. NSU awards associate’s, bachelor’s, master’s, specialist, doctoral and first-professional degrees in a wide range of fields. NSU is classified as a research university with “high research activity” by the Carnegie Foundation for the Advancement of Teaching, and it is one of only 37 universities nationwide to also be awarded Carnegie’s Community Engagement Classification. For more information, please visit www.nova.edu
NSU Multimedia Conference

8:15 a.m. – 8:45 a.m. .......................................................................................................................... Registration
Huizenga Sales Institute, 3rd Floor
Continental Breakfast

9:00 a.m. – 9:50 a.m. .............................................................................................................. Media Training 101
Guest Speaker: Jeremy Katzman, Associate Director of Public Affairs for NSU
Room 2072
Whether you are sitting in the hot seat or on the other end of a phone call, there is an art to being interviewed. What you say is important, but how you say it could make all the difference between success and failure. In this session, learn some helpful tips so you can prepare for the best and manage the tough questions without breaking a sweat. Whether you plan to be a spokesperson or not, this seminar can help, you avoid being the next YouTube blooper.

Writing with Authority
Guest Speaker: Jennifer Jhon, Editor of South Florida Parenting & Teenlink
Room 2073
Writing with authority starts with knowing what you are talking about, whether you are writing a column, a review, a profile or a feature. In this session, learn how to write strong opinions, descriptive narratives and compelling features with a voice all your own.

Tips from a Working Photojournalist
Guest Speaker: David Muir, Photojournalist South Florida Times, Westside Gazette & Miami Times
Room 2081
This session will provide: tips to enhance your visual storytelling—determining what really matters. Tips about lighting in the field—deciding what rules can and should be broken. Tips on engaging and interacting with your subjects—learn what works.

Get B-Roll
Guest Speaker: Cathleen Dean, Communication Studies Adjunct Faculty
NSU Farquhar College of Arts and Sciences
Room 2082
Not enough footage to intercut your stories? No cutaways? In this session, learn a cinema technique that will help you quickly gather footage and enhance your news features through visual storytelling.

The Spread: How to Tell a Story Through Photographs
Guest Speaker: Lauren Aurigemma, Graphic Designer, Brera Orologi
Room 2077
Learn ways to capture important moments for your spread, easy photocopy techniques and design skills that will aid in impactful storytelling.

Peer to Peer: Editing Effectively with Writers
Guest Speaker: Keren Moros, Editor in Chief, The Current, Nova Southeastern University
Room 2078
We tend to think of writers as geniuses who stay holed up in dark rooms for days forming perfect sentences. But the truth is that writing is often a collaboration between writers and editors. The key to effective editing lies in the relationships editors form with writers, and those who aspire to be either writers or editors have to learn how to edit effectively with their peers. In this workshop, you’ll learn editing basics, how to conduct an editing session, how to work with different kinds of writers, and tips and tricks that make editing easier.
10:00 a.m. –10:50 a.m. ................................................................. Career Path: Remaining Flexible
Guest Speaker: Cristina Blanco, Miami Marlins, L.P., Coordinator, Fan Loyalty & Digital Marketing
Room 2072

There is a great deal of knowledge, personal growth and recognition that is inherent in a traditional postsecondary
education. While each of these aspects is important—and often imperative—to a future career, a great deal of growth
and education also comes from your on-the-job experiences. In today’s society, traditional company roles, the way we
consume media, how consumers make decisions and the skill sets needed to complete career tasks are all constantly
in flux. What can be controlled is your ability to adapt to these changes and allow them to advance your career. This
session will discuss tips and tools for forging your own career path amidst fluctuating societal norms and take an
interactive approach to putting it in perspective.

Using Social Media to Share a Brand and Messaging
Guest Speaker: Michael Sarasti, Program Manager
Miami-Dade County’s Community Information and Outreach Department
Room 2077

Organizations are using social media to inform and build relationships with their customers. Learn how to engage an
audience, how to frame a discussion, and how to measure your effectiveness on social media.

Find Your Feature
Guest Speaker: Jennifer Jhon, Editor of South Florida Parenting & Teenlink
Room 2073

In this session, learn what makes a good feature story and how to find it, develop it and report it into reality.

Writing for Television News
Guest Speaker: Brandon Beyer, General Assignment Reporter, WSVN-TV 7 News
Room 2081

Television is a visual medium. It is powerful when your eyes see what your ears are hearing. The trick to this is
writing stories that match your video. If you’re talking about something we don’t see on TV—something isn’t right.
It’s not hard—but it takes practice.

Radio’s Place in the New Media Environment
Guest Speaker: Scott Pritchett, Business Development Manager, Redline Media Group in Dania Beach, Florida
Room 2078

Satellite, Pandora, smartphones, MP3 on USB, streaming stations, Spotify, AM/FM? Technology is changing the ways
and the time that people spend with media, including traditional ‘terrestrial’ radio. Radio is using technology, too,
to become more efficient and leverage economies of scale. So where does that leave my local radio station, with the
personalities I like? What’s the future for AM/FM? In this session, gain insight on these questions and more about the
evolving radio industry.

How to Succeed in a Multimedia World
Guest Speaker: Jolie Balido, President, Roar Media and Adriana Serna, Social Media Specialist, Roar Media
Room 2074

In this age of digital journalism the rules are different and the skills you need are too. Come find out from a panel of
high-tech media professionals what you need to know for career success in today’s multimedia world.

Women in Film
Guest Speakers: Chetachi Egwu, Assistant Professor of Communication Studies NSU Farquhar College of Arts and
Sciences and Cathleen Dean, Communication Studies Adjunct Faculty NSU Farquhar College of Arts and Sciences
Room 2082

This session is a discussion exploring women in documentary film. Filmmakers Cathleen Dean and Chetachi Egwu
will profile women documentarians, discuss their experiences working in the documentary film industry and discuss
benefits and challenges associated with being female in a male dominated industry. Tips on getting started in film
will also be shared.
11:00 a.m. – 11:50 a.m. .......................................................... Manners, Etiquette And Other ‘Old-School’ Skills
Guest Speaker: Marcia Meskiel-Macy, East Coast/Florida Publishing Consultant for Balfour
Room 2078

What you need to know before you have that all-important job interview, before you are asked to meet a prospective employer for lunch, before you purchase your ‘power suit’ can be covered in this 50-minute session. Have fun, learn fast and be Ready-Set-Go for the Real World.

How Social Media is Being Used in Television and News Environment
Guest Speakers: Brandon Launerts, Social Media Producer, WTV J-NBC 6 South Florida and Barb Besteni, Director of Integrated Media WTV J-NBC 6 South Florida
Room 2077

Social media has turned into an everyday part of our lives and when news breaks, news organizations are turning to social media to alert their community. Stations are relying on user-generated-content (photos and videos) to help report stories. In this session, you will learn how local newsrooms are integrating social media into newscasts and the challenges that accompany it.

Everybody Wants my Job
Guest Speaker: Julia Ford-Carther Editor, Ocean Drive Magazine
Room 2074

A workshop on what it takes to be an editor in the luxury lifestyle print media, from pitches and writing styles to building relationships and keeping content relevant. Attendees are encouraged to come prepared with pitches for the editor and Ford-Carther will provide real, viable feedback.

Media Ethics: How to Expect the Unexpected
Guest Speaker: Kim Segal, Journalist and Former Supervising Producer For CNN
Room 2081

Reporters on the job and under deadline often encounter ethical dilemmas that require them to make—and live with—split-second decisions. Young journalists are armed with significant power and discretion early in their careers. This session will explore common dilemmas you may encounter on the job.

Going Solo: Telling the Story with Little Equipment
Guest Speaker: Gabriel Tyner, Independent Producer and Director
Room 2073

This seminar is about the art of the one man band, and how to make a compelling video. We will focus on a documentary style of storytelling using the right questions and interviews to tell the story, rather than using a voice over track. We will cover everything from equipment needed to learning how to edit fast by having a good plan. Also, we will be covering all the equipment needed to be self-sufficient in the field, from picking the right backpack, to using the right voice recorder. In addition, students will also learn about how to shoot using DSLRs, common video cameras, and iPhones to capture events and edit them for broadcast or the internet.

Telling the Multimedia Story
Guest Speaker: Chetachi Egwu Assistant Professor of Communication, NSU Farquhar College of Arts & Sciences
Room 2082

The heart of modern journalism is how you tell the story and what methods you use to tell it. This workshop covers the various aspects of news gathering to create multimedia news pieces, such as using Zoom to record sound, smart phone and iPad videos, interactive maps, Sound slides, and more

How to be a Kinder, Gentler and More Effective Editor
Guest Speaker: Megan Fitzgerald, Associate Professor, Division of Humanities, NSU Farquhar College of Arts & Sciences
Room 2072

An editor doesn’t have to be a writer’s worst enemy; a good editor can be a writer’s best friend. This session helps editors develop stronger relationships with writers, effective communication strategies and techniques for providing feedback that brings out the best in the team.

Noon – 12:50 p.m......................................................................................................................................... Lunch
Lunch sponsored by Office of Undergraduate Admissions
Huizenga Sales Institute, 3rd Floor
1:00 p.m. – 1:50 p.m.  ........................................................................................................The Magic of the Interview

Guest Speaker: Marcia Meskiel – Macy, East Coast/Florida Publishing Consultant for Balfour
Room 2078

Learn about the ten tried-and-true tips for a meaningful interview. Whether it's for a story or for a job/internship, the Magic Ten make all the difference in leaving a lasting impression and getting the real story.

Improving Your On-Air Performance

Special Guest: Kevin Ozebek, Reporter WSVN – TV, The Fox Affiliate in Miami
Room 2074

While it may sound easy to be “casual” and “conversational” while reporting on the air, it is actually what most reporters struggle with the most. Many seasoned reporters still find it difficult to be natural while they report. This seminar will give tips and pointers on how to relax, and just be yourself while reporting for television.

Broadcasting Sports on TV: Behind the Scenes and On-Camera

Guest Speakers: Stephen Andon, Assistant Professor of Communication, NSU Farquhar College of Arts and Sciences; Drew Goldfarb, Host of Panthers Pre-game and Post-game Shows on Fox Sports Florida
Room 2073

This session will offer a discussion and Q&A with a veteran sports broadcaster, with advice on how to get started in the field and insights into what makes a well-produced sports broadcast.

Fashion Blogging 101

Guest Speaker: Annie Vazquez, Miami Fashion Blogger, Fashion Writer, Stylist, Event Planner
Room 2082

In this session, Miami fashion blogger, Annie Vazquez who was featured on Vogue, Marie Claire and The Today Show will share tips how to get hired by top national brands.

Why Community Reporting is Important in Journalism

Guest Speaker: Fallan Patterson, Community News Reporter, Sun Sentinel, Pembroke Pines, Miramar, and Cooper City, Florida
Room 2077

Your paper needs more than dead game stories to make it worth reading. This comprehensive session includes tips on all types of sports reporting and writing, sports photos and design.

IG - WTF?! : #Instagram and the Rise of Social Photography

Guest Speaker: Andy Royston, Freelance Artist, Photographer And Designer
Room 2072

A photography social explosion led by Instagram has revolutionized that way that we see, value and use our photographs. Smartphones have become the camera of choice for a generation, and we've learned to create, communicate and share in a new visual way. Andy Royston, designer and fine art photographer, presents his thoughts on this remarkable new emerging art form and how the future of photography is now in everyone’s hands. He will showcase some of the world’s best iPhone and Android photographers, talk about the way that the mainstream media are now tapping into this new photographic revolution, and where we go from here.

How to Become a Digital Influencer

Guest Speaker: Nikki Novo, Blogger, Author, and Former Fashion Editor
Room 2081

Long gone are the days of traditional media holding the key of mass influence. From bloggers with a million followers and vloggers with a billion views to online fashion entrepreneurs crossing several platforms, today we are the media. Join Nikki Novo, former fashion editor (DailyCandy, Refinery29, MSN) turned digital influencer and author in the women empowerment sector, for an inspiring and informative talk on what it takes to pave your own path, spread your own message and move the masses—all on your own terms.
2:00 p.m. – 2:50 p.m................................................................. The Truth About Jobs and Internships
Guest Speaker: Gregory Lee, Executive Sports Editor of Sun Sentinel
Room 2073

Tips to finding out about internship and job openings and discuss strategies for students to use in landing the position they want. Find out what experience you need for the job or internship you want. Learn how to make it successful along the career path you have chosen.

Multi-Platform Journalism
Guest Speaker: Kevin Ozebek, Reporter WSVN-TV, The Fox Affiliate in Miami
Room 2074

Today, journalists are expected to report for TV, print and social media. This workshop will explain how a story can be adopted for each platform, and enhanced by integrating the platforms together. The workshop will then focus maximizing the emerging platform of social media.

Social Media in Professional Sports: Research and Practice
Guest Speakers: Stephen Andon, Assistant Professor of Communication, NSU Farquhar College of Arts and Sciences; Frank Rekas, NHL blogger, founder of Panther Parkway—a Florida Panthers-devoted blog, and credentialed media member for the Florida Panthers; Paige Lewis, writer and social media manager for the Panther Parkway; and Jameson Cooper, writer for Panther Parkway.
Room 2077

This panel will offer a recap of trends and research in the growing field of sport media communication with a focus on social media. Participants will then have the opportunity to engage with media-credentialed bloggers who run the website, Panther Parkway, a blog devoted to the NHL’s Florida Panthers.

Put your Social Media Savvy to Work
Guest Speaker: Kim Segal, Journalist and Former Supervising Producer For CNN
Room 2081

Learn how to use YouTube, Twitter, Facebook, blogs, Flickr, and other media channels for professional purposes. Explore how to handle a crisis using social media, create practical social media guidelines, and learn about SEO, SMS, and mobile communications.

Photoshop 101 and Best Practices in Print
Guest Speaker: Scott Toner, Technical Relations Manager, Sun Coast Press, Port Charlotte, Florida
Room 2082

Photoshop basics for toning, sizing, color correction and file types. The class will cover the top tools and their uses based on industry standards for print. The most asked questions like cutting out/clipping paths and layers.

Playing Nicely with Time
Guest Speaker: Marcia Meskel-Macy, East Coast/Florida Publishing Consultant for Balfour
Room 2078

If you tell yourself that you just need more time or there’s never enough time or “if only...” well, you get the picture. Bring your watch, your smartphone and your old-school calendar. In this session, let’s see what’s what with how you have said “yes.”

Staying Relevant in the Film Industry
Guest Speaker: Frank Kelly, Executive Producer and Creative Director, Reel City Films
Room 2072

As technology and the industry changes, how will you stay relevant in a competitive market. A discussion with executive producer and creative director, Frank Kelly.
3:00 p.m. – 3:50 p.m.................................................................What to Expect Working at a Television Network
Guest Speaker: Vanessa Medina, General Assignment Reporter, WSVN-TV 7 News
Room 2082

Being a valuable TV network employee requires a variety of skills, because networks have a variety of departments. Whether you land in production, sales, marketing or programming, you’ll need to know what’s expected of you to move up the ladder.

Successful Sports Section
Guest Speaker: Gregory Lee, Executive Sports Editor of Sun Sentinel
Room 2073

Your paper needs more than dead game stories to make it worth reading. This comprehensive session includes tips on all types of sports reporting and writing, sports photos and design.

The Do's and Don’ts of Social Media
Guest Speaker: Toby Srebnik, Director of Social Media, Fish Consulting, LLC, Hollywood, Florida
Room 2077

Learn how brands use social media to engage with current and potential customers, how to plan ahead and to avoid self-inflicted crises.

Build Community or Die
Guest Speaker: Jordan Melnick, Editor, Award-Winning Culture Blog “Beached Miami,” Freelance Journalist
Room 2078

Back when newspapers ruled the media world, success was measured in eyeballs. Today, as traditional revenue streams dry up and technology transforms anyone with an internet connection into a potent publisher, you need more than a large readership to succeed. You need a community. This session will focus on “the community imperative” and explore various community-building methods with the help of attendees.

Writing for Broadcast
Guest Speaker: Carmen Cardenas, Imaging Voice, Mega 94.9 F.M.; Voiceover Talent/Copywriter, Clear Channel Media & Entertainment
Room 2074

Is writing with a purpose? Can you engage or persuade someone to do something or take action in 60 seconds or less? That's exactly what it takes for you to be successful in broadcast writing. Learn how to creatively and effectively construe and transform ideas into powerful, persuasive content by aligning the right words into the proper yet simplest form to capture attention, motivate minds and instill drive to take action all in the right length of time. Learn how the creative writing process works. Take an idea and bring it to life all through the elements of sound.

How I Made it to this Point
Guest Speaker: Felisha Monet, WEDR Host, 99 Jamz (99.1 FM), WEDR-FM
Room 2072

In this workshop, find out how to: build your brand, know your voice and value, set goals, benchmarks and timelines, follow your passion and dream, turn your dream into reality. Learn the key steps on having longevity in the entertainment field and how to make sure your talent supersedes the “hype.” Don’t fall for the HYPE!

Finding Stories and Dealing with Sources
Guest Speaker: Kim Segal, Journalist and Former Supervising Producer For CNN
Room 2081

How do writers go about getting ideas and turning them into pieces that readers will remember? Let's walk through that process, highlighting such essential tasks as seeing a story; developing an approach; identifying and working with sources; planning, writing and rewriting; and holding readers’ interest. The role social media plays. You’ll leave with tips on getting started and the dos and don'ts.
4:00 p.m. – 4:50 p.m.......................................................... Media Professionals Panel
Huizenga Sales Institute, 3rd Floor

Learning can extend beyond the classroom. Hear from the pros about their careers and what they’ve learned along the way.

- Tommy Hutton, Television Analyst, Miami Marlins
- Kevin Ozebek, Reporter WSVN – TV, The Fox Affiliate in Miami
- Kim Segal, Journalist and Former Supervising Producer For CNN
- Gregory Lee, Executive Sports Editor of Sun Sentinel
- Vanessa Medina, General Assignment Reporter, WSVN-TV 7 News
- Carmen Cardenas, Imaging Voice, Mega 94.9 F.M.; Voiceover Talent/Copywriter, Clear Channel Media & Entertainment
- Felisha Monet, WEDR Host, 99 Jamz (99.1 FM), WEDR-FM
Andon, Stephen
Stephen, originally hailing from Maryland, received his doctorate degree from Florida State University in 2011 after writing a dissertation on sports fans and the materiality of sports memorabilia. His research interests involve a wide array of topics dealing with sports and media, including the commodification of sport, sport and nostalgia, fan cultures, and social media. Currently, Stephen teaches speech, debate, and rhetoric classes at Nova Southeastern University’s Farquhar College of Arts and Sciences.

Beyer, Brandon
Brandon is a reporter for WSVN 7 News in Miami/ Ft. Lauderdale. Before joining WSVN 7 he worked in Oklahoma City and Tallahassee. He has a master’s degree from Central Michigan University and a bachelor in Communications from Midwestern State University. He is a general assignment reporter in South Florida, which means each day is something new.

Aurigemma, Lauren
Lauren is the former chief of visual design for The Current and graduated from NSU in 2011 with a bachelor’s degree in business administration with a concentration in marketing, as well as a minor in graphic design. Lauren currently works as the graphic designer for Brera Orologi, a luxury italian watch company. As part of their in-house creative team, she manages not only their advertising needs, but also assists with web development, product development, sales, and trade shows. Additionally, Lauren started her own company, Lauren Aurigemma Photography and Design, in 2011. She has photographed everything from weddings and events to portraits and travel. Her design work ranges from brand identity to stationary design. Part of her company also includes time collaborating with colleagues on new business ventures.

Besteni, Barb
Barb joined the NBC6.com team as Director of Integrated Media in April of 2014. It’s her second go-around at NBC 6, where she served as Managing Editor for the station’s website from 2000 until 2008. After six years serving as Managing Editor at Local10.com, she returned to NBC 6. Barb’s other passions include travel, writing, music and fitness.

Blanco, Cristina
Cristina currently serves as the Fan Loyalty and Digital Marketing Coordinator at the Miami Marlins, L.P., devising and executing the Club’s fan engagement strategy. Cristina oversees the creation and implementation of fan loyalty programming where her responsibilities include developing and implementing a structured benefits package for Marlins fans, executing multiple events and experiences throughout the ballpark and Miami, interpreting and improving fan-driven engagement with the team, as well as supporting the Marlins’ digital marketing strategies via web, email and social media marketing.

Carmen, being born and raised in New Jersey has resided in beautiful, sunny Florida for the last ten years. Surrounded by such amazing weather and friendly environment, she quickly adapted to the Miami social life and began to work with talent agencies as she’s always had a curiosity for the entertainment world. She began as a Brand Ambassador, marketing and promoting different brands at very upscale events with high profile people, including celebrities. Enjoying every minute of it, shortly after she became involved in the TV industry performing in commercials and light acting. With a taste and now a drive for the entertainment industry, she quickly gained interest and decided to learn more. She attended the Connecticut School of Broadcasting and upon successful completion and graduation was offered an opportunity as a Production Assistant with iHeart Media formerly known as Clear Channel Media & Entertainment. Through her 5 years of experience in the radio industry, she has successfully grown in her career and has not only become the company’s Copywriter but is also the friendly Radio Imaging Voice you hear today on the Hispanic, urban station marketed #1 in the market...Mega 94.9. Carmen has also recently become a Radio Personality for the station known as “CC” and can be heard on the weekends. She loves to provide her listeners with unique, entertaining content through her vibrant and energetic personality.

Cardenas, Carmen
Cristina received her Master’s of Arts from the University of Miami School of Communication, concentrating in Public Relations and Sport Administration. Prior, Cristina attended the University of Central Florida, earning a Bachelor’s Degree in Public Relations and Advertising, with Minors in Dance and Marketing. Cristina was born and raised in Miami where she attended Coral Reef Senior High School and was active on the dance team, Key Club, Best Buddies Club and volunteered with her local church youth group.

Balido, Jolie
Jolie, president and co-founder of Roar Media, is a nationally known marketing-communications professional and media strategist with more than 15 years of experience in helping corporate, governmental, and individual clients locally and worldwide achieve their business goals. She began her journalism career as a high school intern with The Miami Herald. Her passion and dedication made her stand out and led to a position as a reporter covering business and political events for The Miami Herald with a firm focus on stories that had a strong impact on the community. She later decided to move into the public relations field and apply her extensive knowledge of the news media to help companies, organizations, and individuals work more effectively with the media. After several years working in top leadership positions on both the agency side and the client side, she decided to fulfill her life goal of establishing her own firm.

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Cooper, Jameson
An English major with a passion for pucks, Jameson has been covering the Florida Panthers for Panther Parkway since the 2012-2013 season. Through player interviews and discussions, it’s his goal to help bring players closer to their fans through interesting stories and personal pieces. With a unique blend of humor and insight, Jameson looks to provide hockey fans with articles that not only entertain, but also educate.

Dean, Cathleen
Cathleen is an adjunct professor in communication studies at Nova Southeastern University’s Farquhar College of Arts and Sciences. Cathleen Dean has spent several years as both talent and behind the scenes in radio, television, and film. In addition to writing and directing the short films Stories of Hope and Corporate Karma, she served as co-producer and co-director of the 2012 film Runway Afrique and is the Miami producer for the 48 Hour Film Project. Cathleen is an alumna of Columbia University and the Miami Film School.

Ford-Carther, Julia
After receiving her B.A. in Communication from Stanford University, Julia Ford-Carther has developed a well-rounded career as a lifestyle writer. Currently, as an editor at the renowned regional Ocean Drive magazine, she covers the luxury lifestyle in Miami, from super models to fashion’s biggest names and the culinary industry’s finest chefs. With a distribution of 50,000+ copies, her words command the attention of the city’s most prominent officials, industry leaders, socialites, residents and visitors. Julia has also contributed to various outlets, including Allure magazine, Blush.com, Ceremony Magazine, EatLivellife.com, Huffington Post Miami, Metromix.com, MindBodyGreen.com, Modern Luxury Brides South Florida & The Caribbean, Stylist, and Tyra Banks’ TypeEcom.

Egwu, Chetachi
Chetachi is an assistant professor in communication studies at Nova Southeastern University’s Farquhar College of Arts and Sciences. She is also a writer/producer, filmmaker, artist, and performer who was raised in Buffalo, NY to Nigerian parents. Chetachi earned her bachelor degree in communication from the University of Buffalo in 1996, then moved on to Howard University in Washington, D.C., where she completed a master’s degree (1999) and doctorate degree (2005) in mass communication. Though her work has been featured in academic journals, newspapers, and online publications such as TheGrio.com, her creative nature reaches beyond writing. Chetachi is also a dancer and choreographer, and currently the co-producer and co-director for two documentaries, Runway Afrique and No Justice, No Peas: Getting A Veggie In The Hood. Chetachi holds memberships in several service organizations, including Delta Sigma Theta Sorority, Inc.

Fitzgerald, Megan
Megan is an associate professor and major chair of the communication studies program at Nova Southeastern University. In addition to teaching journalism and media courses, she is the faculty advisor for the university’s student-run newspaper and the communication honor society, Lambda Pi Eta. She is actively involved in the Journalism Education Association, National Communication Association, and Association for Education in Journalism and Mass Communication. She earned her Ph.D. in Mass Communication from Florida State University, a MA in Journalism from Syracuse University, and a BA in Communication from Stonehill College.

Goldfarb, Drew
Drew enters his second season hosting Panthers LIVE! and intermission reports on FOX Sports Florida. He returned home to south Florida after spending over three years working in Tupelo, Mississippi. There, he anchored weekend sportscasts for WTVV, including hosting and producing a 15-minute sports show on Sunday nights. Prior to his time in Tupelo, Goldfarb attended Florida State University. A recipient of eight Associated Press Awards since 2010, including being named “Sportscaster of the Year” by the Mississippi AP in 2014, Goldfarb has earned recognition for his work covering sports at all levels. Born on Long Island, New York, Goldfarb moved with his family to Coral Springs in 1993, attending his first ever hockey game at the Miami Arena the following year. Drew graduated from Florida State University with a degree in Media Production. He now resides in Sunrise.

Hutton, Tommy
Tommy just completed his 18th year as a Miami Marlin’s television analyst and 50th Year in baseball. Tommy played professional baseball for 17 years and 10 ½ of those years were in the Major Leagues with the Los Angeles Dodgers, Philadelphia Phillies, Toronto Blue Jays, and Montreal Expos. He has been a broadcaster for 33 years. Tommy’s has broadcasting experience with the New York Yankees (WABC Radio), ESPN, Toronto Blue Jays (CBC), and Fox Sports Florida. Tommy has been a Palm Beach County resident for over 30 years and member of Palm Beach County Sports Hall of Fame.

Jhon, Jennifer
Jennifer is the editor of Teenlink South Florida and South Florida Parenting magazine and a senior editor at Forum Publishing Group. She has led the Sun Sentinel’s teen programs since 2001, first with Next Generation and the Summer Minority Intern Program, then with Teenlink (2006 to present). She coordinates the Teen Voices feature that runs every Friday in the Sun Sentinel and organizes the Sun Sentinel High School Journalism Awards every year. Jennifer has also been a front-page and special sections designer, an assistant news editor and a copy editor at publications in Colorado, Ohio and Alabama.
Guest Speakers

Katzman, Jeremy
Jeremy is an associate director of public affairs for Nova Southeastern University. Prior to joining NSU, Jeremy served as associate director of public relations and e-philanthropy for Miami Children’s Hospital Foundation. His primary focus was to enhance the foundation's brand and message by serving as the primary media contact, spokesperson, and copywriter. Jeremy also managed the organization’s website and social media presence. He previously served as an account executive at O’Connell & Goldberg Public Relations in Hollywood, FL where he provided expertise to clients in a variety of industries, including healthcare, non-profit, hospitality, and sports. Jeremy holds bachelor's degrees in public relations and in political science from the University of Florida and is a member of the UF Hall of Fame. He earned his master's degree in business administration from Nova Southeastern University.

Lee, Gregory
Gregory is the executive sports editor of the Sun Sentinel in South Florida. He was previously the senior assistant sports editor at The Boston Globe. He also worked for the Times Picayune and The Washington Post. He served on the board of directors of the National Association of Black Journalists as president from 2011 to 2013. Greg, 39, has been previously in charge of the organization's internship, scholarship, student development, and mentorship programs. He has guided over 500 students into media careers. Greg also served for four years as the national secretary for the NABJ. Greg also serves as editor of The Bulletin, a newspaper for the Associated Press Sports Editors convention. The newspaper is staffed by college students participating in the Sports Journalism Institute, a program designated to help increase diversity in the nation's sports departments. Greg has also taught as an adjunct professor at the University of Maryland and has written numerous articles on the need for diversity in the nation’s newsrooms.

Lewis, Paige
Paige was born and raised in South Florida to a family full of hockey lovers. While she grew up an avid Pittsburgh Penguins fan, Paige’s heart will forever lie with the Florida Panthers. She interned with the Florida Panthers for two seasons as well as with the New York Rangers. Two years ago, Paige joined the Panther Parkway staff and began as a writer and a frequent guest on the Web site’s podcast. Now, she takes care of all the social media for the Facebook page, Twitter, and PantherParkway.com and is still a frequent guest on Panther Parkway Radio.

Medina, Vanessa
Vanessa is a general assignment reporter for WSVN-TV-7 News. Vanessa has worked in the news business working both in front of the camera and behind it. She began her career in South Florida working in special projects at WTVJ, NBC-6 then as a producer at WSVN, Channel 7 and associate producer at WFOR, CBS 4. In 2001, she moved to South Bend, IN where she worked at WSBT, a CBS affiliate as a news reporter. She covered the Benton Harbor riots and Crumstown tornadoes, which devastated both towns. She won the Associated Press Award for best investigative journalist. In 2003, Vanessa moved to Chicago, Illinois and worked for Chicagoland TV covering the meteoric rise of then politician Barack Obama who had just secured a senate seat. In 2005, she worked at WKMG, the CBS affiliate in Orlando covering the destruction of Katrina and its aftermath. In 2007, Vanessa returned to WSVN covering local, national and international news.

Melnick, Jordan
Jordan is a freelance journalist with clips from The New York Times, Atlantic Cities, Guardian, HuffPo and others. He co-founded the award-winning culture blog Beached Miami and co-created the Sketchy iPhone app, which artists in 60+ countries use to find artistic inspiration and share their creativity with the world.

Meskuel-Macy, Marcia
Marcia covers the Southeast Coast of Florida as a publishing rep for Balfour (formerly Taylor) bringing award-winning journalistic practices to yearbook staffs for more than 30 years. She speaks at national media workshops and is the founding director of MyMediaSeminars—a host organization for national scholastic media seminars at the high school level plus national collegiate-level workshops. A graduate in Journalism from the University of Iowa, Marcia is thrilled to return to University of Miami as the publisher of The Ibis, a staff on which she worked back in the ’60s during her freshman and sophomore years in college. Serving as Vice President of the Space Coast Chi Omega Alumni and Corresponding Secretary for the Melbourne Panhellenic Association offers her opportunities to give-back to her communities. This desire also pushed her to become an internationally certified life coach, a skill set that builds stronger leadership for publication staffs regardless of media.

Laurnerts, Brandon
Brandon is an Emmy Award-Winning Journalist who has a passion for social media. Brandon is the Social Media Producer at NBC 6 and also covers stories across South Florida, his favorite stories relate to music and the talented people behind it. You can find Brandon on Twitter at @Launerts.

Kelly, Frank
Frank is an executive director and creative director with experience in branded entertainment, film/digital content production, sponsorships, brand management and integrated marketing solutions. He has extensive experience in creating and pitching sizzle reels for reality TV shows. Utilized sales skills to pitch TV show concepts to the heads of development at OWN, Tyler Perry Studios, Lifetime and TLC.

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Nikki is a Cuban-American author and speaker based out of Miami, Florida. She was the Miami editor for Refinery29, a contributing editor for DailyCandy Miami, and the associate editor at Miami magazine. Her work has been seen in Allure magazine, the Huffington Post, MSN.com, Zgat.com, and others. She also spent time in the publicity department of Lionsgate and Fox Searchlight in Los Angeles. Nikki is the author of “Will I be Alone Forever? … And Other Dating Questions You Wish a Psychic Would Answer,” a book about enjoying the dating process and self-love. She also held relationship columns with eHarmony.com, Huffington Post, Miami New Times, and Disney.com.

Novo, Nikki

Felisha made her debut on radio after moving to Tallahassee in 2001. A local DJ noticed her at working at a mall job and thought her charismatic personality was better served gracing the airwaves than selling sneakers. She decided to follow her instincts, quit her job and a few weeks later she was a regular voice on Tallahassee's HOT 105.7. She was later recruited to work for Clear Channel's WBWT 100.7 The Beat where she is credited with giving award winning singer T-Pain his break into the industry as seen on VH1's Behind The Music: The T-Pain Story. Felisha then took her talents to South Beach (99JAMZ) and she has been winning ever since. Called 'The Voice of Miami' she can be heard on the #1 night show "The Takeover" weeknights from 6:00 p.m.–10:00 p.m. on 99 Jamz. Tune in to hear interviews and music from the likes of Diddy, Lil Wayne, Rick Ross, Nicki Minaj, Chris Brown, and more.

Moros, Keren

Keren is the editor-in-chief of The Current, NSU’s student-run newspaper and holds a bachelor’s degree in communication studies the college’s Farquhar College of Arts and Sciences. Previously, she worked at The Current as the copy editor, features editor and contributing writer. Keren is passionate about helping students reach their full writing potential and dubs herself a “grammar diva.” Besides her affinity for feature writing, she is also interested in fiction writing, and her work has been published twice in Digressions, the Nova Southeastern University Farquhar College’s student-run literary magazine, once winning first place in the fiction category. She is currently enrolled in NSU’s Master of Arts in Writing program and working on her thesis, a fictional story set in the Scottish Highlands.

Muir, David

David is a South Florida-based photojournalist with great passion for self-expression through photography. His photographs have appeared in various media including print and web publications, and featured in juried art contests, as well as group and solo fine art exhibitions. He is most attracted to portrait, candid and lifestyle photography, which are signature components of his art exhibitions. David’s artistic pursuit has generated an intense passion, which has only been tamed by expanding this pursuit into a daily business activity. This transformation has propelled David’s portrait and event photography business, DAVIDiPhoto, Inc. to be recognized as a premier event photography business of South Florida’s Caribbean and African-American communities. In 2012, one of his collections, “Pieces Of Jamaica”, which captures the candid beauty of the Jamaican people and its rich and diverse landscape, was published as “Pieces Of Jamaica: The Real Rock Edition”. The book features vivid photographs displaying Jamaica’s rustic reality juxtaposed with spirited humanity and an intrinsic beauty found in its people. His new 2014 collection, “Portraits Perspectives,” focuses on his exploration of individuality, beauty and authenticity through pseudo-candid connections with his subjects.

Ozekb, Kevin

Kevin is a reporter for WSVN-TV the FOX Affiliate in Miami, Florida. He joined the station in 2010 as a general assignment reporter. While at WSVN, Kevin has covered national and international breaking news. He reported live from Newtown, Connecticut after the Sandy Hook Elementary tragedy, and extensively covered the fallout from the shooting of Trayvon Martin. Also during his time at WSVN, he reported live from Beirut, Lebanon when a car bomb rocked part of the city. He also filed reports on the mass of Syrian refugees who escaped civil war and crossed into Lebanon. Kevin was born and raised in Cleveland, Ohio and graduated from Ohio University. He is currently studying Arabic.

Patterson, Fallan

A Broward County native, Patterson has covered the incorporation efforts of Liberty City; cold case murders and superintendent drama in Osceola County and pay raises, neighborhood meetings and new school programs for Delray Beach, Pembroke Pines, Miramar and Cooper City. A Florida International University alumnus, Fallan has written for the Sun Sentinel, the Miami Herald, the Osceola News Gazette and Orlando Family Magazine.

Pritchett, Scott

Scott is the director of sales at Lincoln Financial Media 101.5 LTE FM, MAGIC 102.7. Scott is one of the few, the proud, who actually studied radio as a career—don’t worry, most don’t. While still in college in 1984, he began jocking on the student station at Indiana University Bloomington, and his career was off and running. However, he didn’t actually get paid for being in radio until his first official job, after graduation, more than three years later. It was a small town start, where he did sales, weather reports, the weekend countdown show, production, copywriting, and whatever else needed doing. Since those days, Scott has been in the radio and ad agency business only—McDonald’s restaurant account executive, sales management, director of sales, general manager, market manager, and part-time production. Scott’s won numerous awards, including being a finalist for Radio Ink’s Director of Sales of The Year; Air Award for Publix Supermarkets Production, Silver Microphone Award for Syd’s Hot Bagels, Star Award for the State Museum in South Carolina, and has served many charities, organizations, and boards, including the Boy Scouts of America, Hospice of Jacksonville, FL, the Scarborough Advisory Committee, and most recently Flamingo Gardens, as MC Flamingo in their radio ads.

Recas, Frank

Founder and owner of Panther Parkway, Frank is originally from Chicago and moved to Florida in 1993. Frank is Blackhawks and Panthers fan. Frank is the original writer for The Rat Trick and also a credentialed media member for the Florida Panthers.
Guest Speakers

**Royston, Andy**
Andy is a British-born artist, photographer and designer with over thirty years’ experience in the United Kingdom and the U.S.A. As an award-winning creative Director of one of Florida’s leading design agencies, he worked with clients across a range of industries including motor sports, restaurants, hospitality and retail. He is the artist behind the daily @FlLauderdaleSun project, which shares images of a beach dawn each morning live from Fort Lauderdale beach. His work has been shown internationally, and in 2012 he held his first solo show ‘First Wave’ at the Art4Vision Gallery in Ft Lauderdale. He is a Community Ambassador at the Museum of Discovery and Science where he gives regular presentations on his work, and he also is running a series of workshops and classes at the Museum of Art Fort Lauderdale’s AutoNation Academy. In 2011, he created Tropical Sun, a company that sells his fine art photography and creates specialized books of his work. He is an honors graduate in design and advertising from Manchester Metropolitan University and has been resident in Fort Lauderdale since 2000.

**Sarasti, Mike**
Mike is program manager overseeing special projects and digital media for Miami-Dade County’s Community Information and Outreach Department. In his most recent role, he has guided the implementation of the online redesign of miamidade.gov and the 311 Answer Center’s Citizen Relationship Management application. He has extensive experience driving survey research, web development projects, and digital media campaigns. As part of his role serving digital media campaigns, Mike has helped guide social media policy and practices for Miami-Dade County. Mike holds a master’s degree in interactive communication from Florida State University and a bachelor of arts in business administration from Florida International University’s Honors College.

**Segal, Kim**
Kim Segal spent 24 years working for CNN as a journalist and manager she has been sent to cover stories all over the world. Kim has managed staff and covered stories such as the war in Iraq, genocide in the Balkans, presidential campaigns in the US and natural disasters like the earthquake in Chile and Hurricane Katrina. Most recently, Kim was the site manager for the CNN anchor position in Washington, DC during the network’s 2013-inauguration coverage. Her byline can be found on CNN.com and on websites of CNN affiliates around the country. After years of covering the legal system and famous trials such as the Oklahoma City Bomber, O.J. Simpson, the Unabomber and recently the trial of George Zimmerman she recently left the news business to pursue a career as a public defender. Kim remains active on twitter (@NewsKimSegal) and maintains a travel website, Kimsegal.com, for fun.

**Serna, Adriana**
Adriana is a Social Media Specialist for Roar Media. She has years of experience developing and implementing successful social media strategies for companies in a wide array of industries. She has worked with international corporations such as AeroMexico Airlines, Tiffany, World Research Center, Tampico Beverages, SoEnergy International as well as local organizations like the Coral Gables Chamber of Commerce, Miami Children’s Initiative, and CHARLEE of Miami-Dade County.

**Srebnik, Toby**
Toby is a senior account executive for public relations and social media with Hospitality-Marketing in Fort Lauderdale, where he represents multiple Florida hotels including Casa Marina and The Reach in Key West, Hyatt Pier 66 in Fort Lauderdale, Waldorf Astoria Naples and Edgewater Beach Hotel in Naples, South Seas Island Resort in Captiva Island, and Buena Vista Place Hotel & Spa in Orlando. He also handles strategy and tactics for the firm’s social media strategy. He has spent 12 years in public relations and has five years of social media experience. He holds a bachelor’s degree in communications from Florida State University.

**Toner, Scott**
Scott is a second-generation printer working in offset print for 20 years. Starting with film and working up to computer to plate. He has improved quality while streamlining processes with training and education. Working with schools and small papers to improve the reproduction of those publications.

**Tyner, Gabriel**
Gabriel is an independent producer and educator based in Fort Lauderdale. In 2007, he worked as an associate producer for a local TV station in Gainesville, and shortly thereafter moved into directing and producing live TV. He then took a job with Fox News in Orlando. While in Orlando, Gabriel started using his storytelling skills to make documentaries and even started getting into a couple of festivals. Still wanting more, he moved down to South Florida to a larger market where he joined the board of directors for the Society of Professional Journalists and started working with Eye on South Florida news. At Eye on South Florida, Gabriel was given free range on the stories he wanted to tell and developed his own style of documentary film making for the news using a the DSLR cameras. Gabriel continues to make documentaries and has gotten several documentaries into the Fort Lauderdale Film Festival. Most recently, Gabriel has gotten into narrative storytelling and has finished a short film that he is shopping to festivals. His passion for storytelling continues to grow and Gabriel plans to make a feature film soon.

**Vazquez, Annie**
Annie is a Miami fashion blogger who has been featured on Vogue Brazil, TODAY Show, Marie Claire, Elle Magazine, Nylon Magazine, Paper, The New York Times, Life.com, and Refinery 29. Vazquez, a regular at New York Fashion Week, has also contributed her fashion reports to IMG’s Mercedes Benz Fashion Week site, NBC, The Miami Herald, AOL, Stylist, Ocean Drive, The New Times, WSVN, and Miami.com. She was one of two bloggers to be invited to an exclusive dinner with Christian Louboutin and has co-hosted events with glossies like Marie Claire. Known for being a pioneer in Miami’s Fashion Blogging community, Vazquez created the first Fashion Blogger’s Night Out in Miami and she co-created the first ever-networking event called Fashion Blogger’s Do It Better. She was also was asked by Google to form a network for bloggers called Miami Fashion Blogger’s Official Google Plus page. Most recently, she produced her first short film called Blogging: Behind the Seams which debuted at the Miami Fashion Film Festival. The Miami native is an expert when it comes to shopping on a budget, unearthing new designers and labels in her hometown, as well as spotting style trends around the world.
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