NSU Multimedia Conference

Saturday, February 16
9:00 a.m.–4:00 p.m.

Carl DeSantis Building

Registration begins at 8:15 a.m.
Carl DeSantis Atrium
Message from the Dean

On behalf of the Farquhar College of Arts and Sciences, I want to thank you for your interest in attending the Multi-Media Conference for High School Students at Nova Southeastern University.

The college supports opportunities like this for local students to meet and learn from our faculty and guest speakers, while exploring topics of interest. You may also want to learn more about our diverse academic programs.

I’d like to thank college faculty member Megan Fitzgerald, Ph.D., for leading this effort to connect NSU with the community. And I’m pleased to acknowledge the assistance of our college student volunteers.

I hope your time on our campus is thought-provoking and inspiring. Please consider joining us again at the college’s many performing arts and academic events open to the public. Follow this link to view the college’s events calendar.

Sincerely,
Don Rosenblum, Ph.D.
Dean
Farquhar College of Arts and Sciences
Nova Southeastern University
www.fcas.nova.edu
NSU Multimedia Conference

8:15 a.m. – 8:45 a.m. .................................................................Registration
Carl DeSantis Atrium, Continental Breakfast Sponsored by Chartwells

9:00 a.m. – 9:50 a.m. .................................................................Shameless Self-Promotion
Guest Speaker: Marcia Meskiel – Macy, East Coast/Florida Publishing Consultant for Balfour
Room 1054
An interactive session putting you in the driver’s seat. Learn how to get your name out there, where to network (and how). Spot-on Tips from old-school tried-and-true to social media innovations.

Copy Editing and Proofreading
Guest Speaker: Jodi Tandet, Copy Editor for The Current Newspaper, NSU
Room 1047
Learn tricks, tips and tools for improving your own work and helping others’ improve theirs. You will participate in interactive activities that will demonstrate how the art of copyediting is about far more than just adding in commas and memorizing every single rule of the AP Stylebook. Come learn how copyediting can be fun, effective and rewarding.

Understanding cultures or, how sign language was mistaken for gang signs: An introduction to intercultural communication
Guest Speaker: Stephen Andon, Assistant Professor of Communications, NSU Farquhar College of Arts and Sciences
Room 1053
Just last month in North Carolina, a deaf man was stabbed when a man nearby misinterpreted his use of sign language as gang signs. Such is the nature of intercultural communication, whether it be verbal or nonverbal, it is fraught with misunderstandings. Consequently, this session examines a world full of different symbol systems and cultural expectations—from signs and values to language and gestures. Because if we can start to understand and appreciate the different ways we communicate, we can approach our interactions with each other with confidence and goodwill.

Using Social Media to Share a Brand and Messaging
Guest Speaker: Michael Sarasti, Program Manager Miami-Dade County Community Information and Outreach
Room 1052
These days, social media is part of everyday life. People use it to keep in touch with friends while organizations are using it to inform and build relationships with their customers. Join Mike and your fellow attendees for a conversation about using social media to engage an audience. How are you using Facebook to better frame a discussion? How can Twitter help spread the word about ideas and events? Come ready to give feedback and, if you’re willing, bring up your social media accounts on the “big screen” to share and be discussed

10:00 a.m. –10:50 a.m. .................................................................The Art of Interviewing
Guest Speaker: Ken Ma, Associate Director of Public Affairs, Office of University Relations NSU
Room 1053
Before you can write, you need to have material. In order to have good material, you need to interview people. The better your interview is, the more riveting your story is going to be. The devil is in the details. In this session, you will learn how to ask the most important questions during an interview for any type of story—news, features, sports, etc. You will also learn expert interviewing techniques to effectively speak to people at all levels, from the everyday person to CEOs, celebrities, high-ranking public officials, religious leaders, etc. You will learn which questions to ask; how to ask them; how to get people to open up; body language; taking control of an interview; and not wasting time. Remember, a good story and a good interview, go hand in hand.
10:00 a.m. – 10:50 a.m. ................................................................. Get a Life

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

Room 1054

If you feel like life is passing you by, like it’s happening to you, like you have little or no control over how you spend your time, come learn how to get a grip! Here are five steps to mastering time, focusing on what's important to you to get you from here (where ever that is) to there, all the while enjoying the journey. This is not touchy-feely stuff; this is a tried-and-true methodology!

“Who Wants to be a Reporter?” AKA “Wheel of Fortunately Correct Grammar”

*Guest Speaker: Jodi Tandet, Copy Editor for The Current Newspaper, NSU*

Room 1052

This challenging game will put the party in Jeopardy. Work with other participants to answer questions on a variety of media topics, focused on newspaper writing. Categories will include “The Glamour of Grammar”, “Shock and Awe and Media Law”, “Don’t Snooze! Write News” and more. The Game Show Network must be jealous.

Finding Your Lead

*Guest Speaker: Jennifer Jhon, Editor TeenLink South Florida*

Room 1047

Your writing might be magic, but there's a catch: your lead. As Goldilocks learned from the three bears, one size does not fit all. So bring your imagination and fairy tale folklore to learn how to craft a lead that fits like a glass slipper.

11:00 a.m. – 11:50 a.m. ................................................................. Using Social Media Effectively to Future your Personal Brand

*Guest Speaker: Alex Buznego, Manager of Digital and Social Marketing at the Miami Marlins L.P.*

Room 1054

Don’t be among the 99% who use social media wrong! From the philosophy of social marketing in today's world, to how to use it for your own personal endeavors, this panel will discuss how to intelligently and effectively use technology to promote your personal brand and drive attention to your business.

Sources

*Guest Speaker: Kim Segal, CNN Supervising Producer/Miami Journalist*

Room 1052

Where they are, how to find them, how to get info out of them, the Anonymous source test, the difference between on the record, off the record, background and deep background.

Finding Stories

*Guest Speaker: Kim Segal, CNN Supervising Producer/Miami Journalist*

Room 1052

Where to look for stories, where to find the characters for your stories, FOIAs, Sunshine state law, PIOs Pr folks, and what makes a good story.

Writing for Broadcast

*Guest Speaker: Kevin Ozebek, Reporter WSVN-TV, The Fox Affiliate in Miami.*

Room 1047

Since writing for television and radio is so different than writing for print, this seminar will cover the basics of writing for broadcast news. Gain tips for writing for the ear rather than the eye, and for writing a strong lead sentence. When managers are hiring reporters, the candidates’ writing is usually what they look at first. The ability to write clearly and concisely is critical in the profession of broadcast news.

Noon – 12:50 p.m. ................................................................. Lunch

Carla DeSantis Atrium
Behind the Headlines

Special Guest: Kim Segal, CNN Supervising Producer/Miami Journalist
Room 1052

Take a look at what goes into covering a big story and the essential support staff. You don’t have to be a journalist to work for a media organization. We will discuss those job options such as transportation, catering and graphic design. And I’ll take them behind the scenes & into the CNN workspace/set that was built on the National Mall for the 2013 Presidential Inauguration. Also take a look behind the lens during Hurricane Katrina & the Chile Earthquake.

Improving Your On-Air Performance

Special Guest: Kevin Ozebek, Reporter WSVN – TV, The Fox Affiliate in Miami
Room 1047

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.

Telling the Multimedia Story

Special Guest: Chetachi Egwu, Assistant Professor of Communication Studies at NSU Farquhar College of Arts and Sciences
Room 1054

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 the Zoom to record sound, smart phone and iPad videos, interactive maps, Soundslides, and more!

A Conversation on The State of the Art

Special Guest: Jennifer Valoppi, Author, TV Journalist, Founder and President Women of Tomorrow
Room 1047

We cannot have a free country without a free press—a tenet readily accepted. But is today’s press really free? Or are it’s hands tied by big businesses demand for profits? Has the FCC helped the cause or made it worse by allowing major corporations unprecedented control over the media? Is social media the answer and what is the future of news? A conversation on the state of the art.

Making the Best First Impression

Guest Speaker: Marcia Meskie-Macy, East Coast/Florida Publishing Consultant for Balfour
Room 1052

An interactive session covering everything from how you dress to what you say. The tips learned here will put your name at the top of the list for a call-back on a job interview. It’s interactive! It’s fun!

Being a Reporter in the Digital Age

Guest Speaker: Stephen Feller, Freelance Reporter based in South Florida
Room 1054

We like to complicate it but, at its base, reporting is not the most difficult job in the world: Ask questions, gather information, ask more questions, understand the information and repeat it for an audience. The key is to understand the tools available to reporters. In the “digital age,” information is everywhere. The trick is knowing where to go and figuring out if you’ve got the RIGHT information.

Panel Presentation by Professionals
Room 1048, 1049

- Tanto Irie (Cox Radio)
- Nancy Olson (Sports and Recreation Manager, Adjunct Professor NSU)
- Lauren Aurigemma (Brera Orologi)
- Kevin Ozebek (WSVN- TV)
- Erica Braun (Braun Group)
- Kim Segal (CNN Supervising Producer /Miami Journalist)
Andon, Stephen originally hailing from Maryland, Stephen Andon received his Ph.D. 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 sport and media, including the commodification of sport, sport and nostalgia, fan cultures, and social media. Currently, he teaches speech, debate, and rhetoric classes at Nova Southeastern University.

Aurigemma, 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 & Marketing, as well as a Minor in Graphic Design. Aurigemma currently works as the Graphic Designer for Brera Orologi, a luxury Italian watch company. As part of their in-house creative, she manages not only their advertising needs, but assists with web, product development, sales and trade show. Additionally, Aurigemma 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.

Buznego, Alex currently serves as the Manager of Digital and Social Marketing at the Miami Marlins L.P., devising and executing the Digital Marketing strategy for Miami’s baseball club, as well as for Miami’s newest community multi-purpose venue, Marlins Park. Alex works to connect the principles of Marketing to the capabilities that digital technologies provide, and thus his areas of responsibility include devising and executing Social and Peer-to-Peer Marketing efforts, Mobile and Location-Based Marketing efforts, coordinating Web efforts, as well as devising and executing Email Marketing, Search Marketing and Digital Advertising strategies.

Braun, Erica is a 1998 Telly Award winner has 30 years of experience as photojournalist for newspapers and as associate editor for magazines. TV producer, director and writer for various shows.

Egwu, Chetachi is writer/producer, filmmaker, artist, performer and professor raised in Buffalo, NY to Nigerian parents. She earned a BA in Communication from the University of Buffalo in 1996, then moved to on to Howard University in Washington, DC, where she completed a Masters (1999) and Ph.D. (2005) in Mass Communication. She has served as a faculty member in the Communication departments at Morgan State University and The George Washington University. She is currently Assistant Professor of Communication Studies at Nova Southeastern University in Fort Lauderdale, FL. 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.

Feller, Stephen is a freelance reporter based in South Florida. Currently, he is regular writer for Newsmax.com, as well as an occasional contributor to SaltyEggs.com and QuartersMagazine.com. Stephen got his media start as a station manager and on-air disc jockey at 88.5 FM WKPX at Piper High School. A graduate of the University of Florida, he has written for the Sun-Sentinel, Suffolk Life Newspapers and the Open Source Technology Group. Stephen also was a copy editor and page designer for the Daily Local News in West Chester, PA, and advertising sales consultant at New Times and the Sun-Sentinel.

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Irie, Tanto is celebrating 10 years as the DJ Host of Reggae Runnins on HOT 105 FM, you can catch Tanto Irie on South Florida’s #1 radio station featuring three hours of Reggae Music, every Saturday night from 10pm to 1am. Tanto is President and CEO of Reggae Runnins, which has expanded into entertainment booking, producing and promoting reggae artists, live radio broadcasts, concerts, festivals, and other special events. As the producer and host of his TV show Island Vibes, Tanto has created several travel documentaries filmed in Jamaica that have aired on the UPN channel, now My 33. His successful career as a DJ and producer has given Tanto Irie the opportunity to travel the world and meet many people, and his advice for anyone interested in working in radio is to be humble, patient, willing to learn, and never give up.

Jhon, Jennifer is the editor of Teenlink South Florida and a senior editor at Forum Publishing Group. She has been working with 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 Sun Sentinel High School Journalism Awards every year and is a member of the Teen Program Advisory Team at Young Art Museum. 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.
Ma, Ken, M.B.A., is an Associate Director of Public Affairs at Nova Southeastern University. Prior to joining NSU, Ma was a social services and minority affairs reporter at the Orlando Sun Sentinel, where he was a part of several reporting teams that covered NASA’s first space shuttle launch after the Columbia shuttle tragedy; the Terri Schiavo story in Tampa Bay; and the destructive Central Florida tornadoes of 2007. Previously, Ma covered politics, government, education and public safety at several Southern California newspapers, including the Los Angeles Times.

Meskiel-Macy, Marcia covers the Southeast Coast of Florida as a publishing rep for Balfour (formerly Taylor) bringing award-winning journalistic practices to yearbook staffs for the past 30 years. She speaks at all national media workshops and is the founding director of Meet Me @ Miami, an integrated media summer workshop on the University of Miami campus. A graduate in Journalism from the University of Iowa, Marcia is thrilled to return to UM as the publisher of The Ibis, a staff on which she worked back in the 60’s during her freshman and sophomore years in college. Serving as Vice President of the Space Coast Chi Omega Alumni and fundraising promotion chair 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 career which will see her through the next decade as she semi-retires from yearbooking in 2015.

Olson, Nancy is an adjunct professor for the H. Wayne Huizenga School of Business and Entrepreneurship at Nova Southeastern University. She teaches in the Department of Sport and Recreation Management Department. She spent nearly fourteen seasons with the Florida Marlins where she served as the Executive Director of the Florida Marlins Community Foundation. Prior to joining the Marlins, Olson was Assistant Operations Manager of Windjammer Barefoot Cruises. She was the Director of Intercollegiate Athletics for Florida International University from 1979-1985 and was a teacher with the Broward County School System from 1970-1979. Olson was the second woman in the state to serve as High School Athletic Director. Olson earned her Bachelor’s in Health and Physical Education from Bowling Green State University, a Master’s in Health and Physical Education from the University of Miami and a Master’s in Sports Administration from St. Thomas University. She also has a Certificate in Corporate Community Relations from Boston College.

Ozeber, 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.

Sarasti, Michael is a 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 miamiad.de.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, Mr. Sarasti has helped guide social media policy and practices for Miami-Dade County. Mr. Sarasti 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 is a Supervising Producer 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 often be found on CNN.com. She is active on twitter (@CNNKimSegal) and maintains a travel website, Kimsegal.com, for fun. Kim is a graduate of NSU’s law school and a member of the Florida Bar.

Tandet, Jodi is the copy editor for Nova Southeastern University’s student newspaper, The Current. She is also a first-year NSU graduate student, working toward a master’s degree in College Student Affairs. She graduated from Emory University in 2010, where she earned a B.A. in Creative Writing, contributed to the student literary magazine, and created her own blog for admissions. As an intern, she also wrote and produced stories for the Sun-Sentinel, NBC Miami and the Israel Broadcasting Authority.

Valoppi, Jennifer is a multi-Emmy Award winning television journalist and award winning author who has been recognized five times on the floor of the United States Congress and is a 2006 recipient of Florida Governor Jeb Bush’s Points of Light Award, the highest honor in the state. As a veteran news anchor in Miami, New York and Los Angeles, Jennifer has covered almost every major news event of the past 25 years and has hosted numerous network, nationally syndicated and cable programs as well as consulting on and appearing in films.