

GRAF Career Education Panel:

## Preparing for a career in media/communications

### PART 1

TOPIC	TIME	PANELIST
Introduction – Panel Set-up and Description	0:00	
What got you into this profession?	0:53	Colin Stephenson, Sports Journalist
What turned an Architecture student into a cameraman?	1:41	Joe DeBonis, Cameraman
A brief peek at Internet Marketing	2:55	Jeanne Kardell, Internet Marketer
How can an English major get into Media/Comms.?	3:32	Howie Kapiloff, Managing Editor
How to distinguish yourself in a competitive market	5:26	A.J. Storinge, Ad Agency CEO
<ul style="list-style-type: none"> <li>"Passion" sets you apart   Don't limit yourself</li> </ul>	7:03	Minnie Roh, TV Reporter
Which stories have affected you the most?	10:18	Frank Scandale, Newspaper Executive
First job (newspaper)	12:06	Frank
Getting Noticed (awards can help)	12:57	Colin
When preparation meets opportunity ( <i>There is no "luck"</i> )	15:48	Mr. Tonic, moderator (and Oprah)
What should I major in? (The English major, part 2)	18:17	Nina Dietrich, Public Relations Executive
First job (public relations)	20:03	Nina
Creating your "narrative"	21:29	Mr. Tonic
The medium isn't the message   Worst Job of 2015	21:47	Colin
Reinvention in the current job market	23:25	Colin
The industry is CHANGING	24:06	A.J.
The underdog   "Get thee to a newsroom"	25:02	Frank
Another side of journalism: niche business publications	25:57	Howie
Internet Marketing: less drama	28:10	Jeanne
Connecting with the audience   Pitching stories	28:53	Colin
Collaboration (part 1)	30:04	Mr. Tonic
A Day in the Life of a Cameraman	30:19	Joe
Collaboration (part 2)   Cameraman and Reporter	32:47	Minnie, Frank
What it takes to be a REALLY GOOD reporter	34:45	Minnie, Frank
Social media: the "scoop" killer	37:06	Frank
Front Page Fight: Reagan or Red Storm?	37:31	Colin
How does one become an Advertising Chief?	39:05	A.J.

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### PART 2

TOPIC	TIME	PANELIST
A Day in the Life of an Advertising CEO	0:04	A.J. Storinge, Ad Agency CEO
How to "Talk the Talk" in a job interview	5:01	A.J.
A Day in the Life of a Public Relations Professional	6:20	Nina Dietrich, Public Relations Executive
Collaboration (part 3) PR   News Reporter	10:57	Frank Scandale, Newspaper Executive
"You're gonna have to serve somebody"	12:03	Frank
Columbine	12:39	Frank, Jeanne Kardell, Internet Marketer
Salaries (part 1): Public Relations	14:46	Nina
The niche Business Journalist has transferable skills	17:34	Howie Kapiloff, Managing Editor
Salaries (part 2): Newspapers	19:48	Colin Stephenson, Sports Journalist
What keeps people in this line of work?	21:06	Minnie Roh, TV Reporter
The Future: Industry Predictions for the next five years		
<ul style="list-style-type: none"> <li>• Newspaper Business</li> </ul>	25:05	Frank
<ul style="list-style-type: none"> <li>• Advertising Business</li> </ul>	27:53	A.J.
<ul style="list-style-type: none"> <li>• Camera Operators and Video</li> </ul>	30:24	Joe DeBonis, Cameraman
Internships: Get the knowledge, not just the coffee	32:19	Joe
Acknowledgements	35:15	Joan Cusack ( <i>Broadcast News</i> , 1987)