PMMA Newsletter
February 17, 2021

Reflection Time
If you had the opportunity to get a message across to a large group of people, what would your message be?

Today’s Inspiration
"In any given moment, we have two options: to step forward into growth or to step back into safety." -Abraham Maslow

Fordham University Updates:

Welcome to the beginning of Spring Semester 2021! We are now into our third week of classes!

PMMA Students: It’s a good time to begin thinking about your ideas and subject for your Capstone projects, which will begin after Spring classes end in May. You will also need to designate a Fordham Faculty member to be your mentor. More information on this coming in March!
REMINDER: Make sure to join the Fordham CMS LinkedIn group to stay up to date on job opportunities, networking, and more!

PMMA Student Opportunity: Scroll down to view information about application for membership to the Honors Society of the National Communication Association (NCA) or visit the Application Form via Google form here.

CAMPUS UPDATE - Rose Hill: Due to a spike in COVID-19 cases at Rose Hill, in-person instruction and activities on Fordham’s Rose Hill campus are paused for two weeks effective February 14, 2021. More information and details here

COVID testing precautions for the Spring semester require students to have a negative COVID-19 test prior to being allowed on campus.

- if you are in New York or in a state contiguous to New York (Connecticut, Massachusetts, New Jersey, Pennsylvania or Vermont), you must have negative test results within seven days prior to your arrival at Fordham

- if you are in a state that is NOT contiguous to New York (including if outside of the United States), you must have a test 3 days prior to your departure AND a test on day 4 to opt out of the 10-day New York state travel quarantine; you must also complete the Fordham Quarantine Form

To make an appointment to get tested on campus click here!

---

FACULTY SPOTLIGHT
KELLIE SPECTER

Kellie Specter joined Fordham University in 2021 for her first semester as PMMA faculty. Specter is teaching Marketing and Branding in the Public Interest, geared towards Strategic Communications concentrating graduate students. Specter has been engaged in Public Media since the day she began watching public television at a young age. With extensive experience in the commercial media and entertainment industry as well as the non-profit world, Specter said she is driven by the mission public media holds.

Specter’s drive and success has taken her across the country from Los Angeles, to Chicago, eventually landing in New York City. She currently works for WNET, the biggest public media company in the Tri-State area, which also has a partnership with Fordham. Specter has wide-ranging career experience in radio, marketing, and entertainment and media. Her talents have brought her to many impressive venues, such as Los Angeles’s Greek Theatre. “I prefer the non-profit world,” said Specter. “It’s heartwarming, it makes me feel good about going into work every day.”
Specter said her class, Marketing and Branding in the Public Interest, is about being able to communicate what a brand is. “It’s three sections,” said Specter. “It’s how can you understand what a brand is? And how can you communicate about that brand to your audience? And how can you fundraise for that brand?” Specter said she is teaching many students who want to work in the nonprofit area, and her goal is to make sure her students have a really well-rounded knowledge of marketing and branding for nonprofit. “I want them to come away with a really good solid knowledge and comfort,” said Specter. “If they walk into their first job at a nonprofit in the marketing or branding capacity, that they know what they’re doing and they feel comfortable.”

Specter said she has become accustomed to doing meetings and calls remotely through work since March of 2020 but is new to running her own class via Zoom, as she begins her third week into teaching. While Specter said she is excited to be teaching, being a very social person, she can’t help but miss being able to meet in a face to face environment. “There’s so much that you can learn about a person when you see them, standing in front of you, just body language and facial expressions,” said Specter. The pandemic has not stopped Specter’s love for living in New York City. Specter said she loves walking the streets, taking the East River ferry, or visiting a museum. “New York is just a part of me,” said Specter. “I can’t imagine living anywhere else. It’s just home.”

*Faculty spotlights will be a regular feature of this newsletter. We’d like to shine the spotlight on as many people as possible, so if you’re interested in sharing your story, please send us an email here!*
ANNE-SOPHIE NEUMEISTER

Anne-Sophie Neumeister graduated from University of Connecticut with a Major in Communication and Media. One summer of her undergraduate career, she interned in New York at a full service marketing communications agency called Agentry PR. Neumeister took responsibility to write press releases, briefs, and pitches for clients. “Basically it was kind of my introduction to the Strategic Communications world,” she said. “In terms of companies functioning, I’ve always wanted to know exactly what happens, how it happens, what steps go into it, and how a company can go from being a grassroots or small organization to really building themselves up and making a change in the world.”

Neumeister is currently in the Strategic Communications concentration within the Public Media program. Neumeister said what drew her to Fordham’s Public Media Masters Program was the involvement and accessibility of the faculty members who have made the PMMA community so appealing, along with the added bonus of being in New York City. “I wish the program was entirely in person,” she said. “All of the professors are so nice, knowledgeable, and easy
to talk to. I feel like they’re going above and beyond, which makes being online worth it, I guess is the best way to put it.” Neumeister said she is also very glad to be in New York City for the program, due to the amounts of accessibility and opportunity. “I feel like New York City is the place to be if you’re studying public media and just media in general,” she said. “I’m really hoping to gain a better understanding of how communication works in a non-educational environment.”

Part of Neumeister’s day-to-day environment involves working as a public relations specialist for a small startup company called Neuritek Therapeutics. The startup is working on developing a new treatment for PTSD. “The main focus right now is just to develop context in the story and explain to people why developing anew treatment for PTSD is so important, especially right now, because of COVID,” she said. “And, the fact that the general population is more prone to PTSD related symptoms after all of this is over.” Neumeister said she loves the company, the people, and her PR team, and hopes work with them for a few years.

Prior to March of 2020, Neumeister said one of her favorite activities was going out with her friends getting food and going to Central Park, Prospect Park, or just exploring the city all together. Neumeister said she loves exploring the city to find new things to do, and also really enjoys hiking and biking during the summer. “I love being in the city,” she said. “I wish there was more to do now, but I’m sure it’ll get better in the next few months.”

FORDHAM & NYC EVENTS

Black Lives Matter and the American Political Landscape
February 18th, 6 pm

Join a virtual webinar panel featuring Michele Prettyman, who is Assistant Professor in the Communication and Media Studies Department. The discussion will be moderated by Laurie Lambert, Associate Professor of African American Studies at Fordham University and also includes Christina Greer, Associate Professor of
The Office of Prestigious Awards: February Fellowships Week

February 22nd-26th

The Office of Prestigious Awards is hosting February Fellowships Week with week-long events. These sessions will clarify the basics for fellowship applications, navigation of finding awards to support graduate work, and applying for specific opportunities.

The goal is to demystify the application process and encourage a greater number of Fordham students to apply for external awards.

Descriptions of each session can be found here on the website.

Fordham Center for Ethics Education Spring 2021 Discussion Series

February 22nd

Fordham’s Center for Ethics Education
Sustainable Fashion for All: Examining the Industry through the Lens of Social Justice  
**February 24th, 9:30 am**

On behalf of Fordham Impact Initiative, join online for a virtual fashion show featuring ethically produced clothing, followed by a panel discussion about the harmful practices of the fast fashion industry.

The event will be moderated by Fordham Fashion Law Institute’s Jeff Trexler. If you’re interested in sustainable fashion, fashion ethics, and clothing in general, this event is for you!

RSVP for this event [here](#).

---

Beyond the Basics - Reimagining Patterns in Practice  
**February 24th, 6 pm**

Join Fordham for a new series of forum-style events that amplifies the voices of those advancing Fordham’s call to address racism and educate for justice.

For the second discussion, a panel of
staff leaders within areas of the University who are re-evaluating current systems and implementing necessary changes will be speaking about creating more just and inclusive practices for all members of the Fordham community.

Learn more about this event [here](#).

---

**1 Minute Film Festival**

**DEADLINE:** Sunday, February 28th

**Zoom Event:** Thursday, March 25th

Make any kind of film comedy, drama, music video, or whatever you want! It can even be done on your iPhone, it’s the idea that counts. Your film can’t be over 60 seconds long and you must currently be enrolled as a Fordham student.

Films will be judged for creativity and originality by a panel of Fordham film/TV professors. Entry fee: $5 (All money will go towards gift card prizes for winning films)

Email submissions to: fordhamnyftsa@gmail.com

---

**Ignatian Spirituality and Yoga**

**Mondays & Tuesdays at 7PM**

*Ignatian Spirituality and Yoga* offers a quiet and reflective opportunity to pray with your body in a most holy and sacred space. It weaves the art and practice of movement, reflection and meditation, and spiritual exercise. Weather permitted, Ignatian Spirituality and Yoga will sometimes be held on the Church Lawn or the Lincoln Center Plaza. It will be available weekly, however,
One-on-One with the President of the UN General Assembly

*February 19th, 10 am*

President of the UN General Assembly H.E. Mr. Volkan Bozkir will share his reflections on the 75th Session of the UN General Assembly and civil society engagement. RSVP is required for this event.

RSVP & ask a question [here](#)

---

Call My Agent: Launch A Creative Career

*February 23rd at 6 pm*

Join Center of Communication for an information panel on what it takes to jump-start a career in the fast-paced, dynamic field of creative industries. Agents from film, television, music, journalism, and publishing will share their experiences and top advice!

Click [here](#) to register!

---

NYC College Journalists: Join The Deadline Club for a Conversation with WNYC's Richard Yeh

*February 24th, 12-12:30 pm*

Looking to work in public media? RSVP for The Deadline Club’s lunchtime conversation with WNYC’s supervising senior producer Richard Yeh. Get all of your questions about breaking into Public Media and learn how to land an internship in the industry!
Black and Excellent: A Conversation Amongst Diversity Change Agents

**February 24th, 5:30 pm**

In celebration of Black History Month, Namic Chapters presents a real conversation with effective leaders Waikinya J.S. Clanton and Trovan C. Williams via Zoom.

The goal is to provide members with a platform to reflect on Black Culture in the workplace as well as the hard and soft influences it has on one’s career trajectory.

Register for the event via Eventbrite [here](#).

---

Office Hours: Discovery Communications Q&A Event

**February 24th, 4 pm**

Join virtual "Office Hours" for a one hour Q&A Session between students and top media professionals at Discovery Communications!

Sydney Still, Internship Program Coordinator, and Carla Rampersad, Recruiter at Discovery Communications, will give information about Discovery's virtual internship program.
Learn what it takes to work for a global leader in real life entertainment, and learn about Discovery Communications 12-week Internship for their Summer 2021 Internship Program!

Click here to register!

The Joyce Theatre Presents: Ronald K. Brown's EVIDENCE

*Live performance: February 18, 8 pm EST*

*On-Demand streaming available until: Thursday, March 4*

Join The Joyce Theatre to watch Ronald K. Brown/EVIDENCE perform a selection of solos and duets from their repertory that blends contemporary, African, Caribbean, and social dance forms.

More information and tickets here

New York City Center: Honoring Black History Month

*February 2021*

In honor of Black History Month, NY City Center proudly presents three encore performances by dynamic artists Kyle Abraham, Dormeshia, and Jamar Roberts.

Each of the pieces premiered in October of 2020, filmed live from the stage, and are free and accessible to all for the month of February.

The performances can be found through New York City Center’s YouTube Channel
International Women's Day: Celebrating Female Leadership
March 6th, 6 pm

Join a virtual conversation in celebration of women's achievements among female media leaders on how they have overcome obstacles to advance their careers.

This event will focus on why female leadership is so important, and how to inspire and empower the generation to come.

Register for the event [here](#).

---

New York Music Month Events

New York Music Month Extended Play is a way for musicians, industry, and fans to tune into New York's one-of-a-kind music scene safely from their homes. Learn to create your own music or record a podcast, hear from up-and-coming NYC artists, take a masterclass from industry experts, or join a workshop to hone your music business skills – all for free.

[Click here to learn more!](#)

---

**JOB / GENERAL OPPORTUNITIES**

Current PMMA Students: Apply for Membership to Lambda Pi Eta (LPH)

*Deadline: March 5th, 2021 by 10 pm EST*

Fordham University's CMS invites PMMA students to apply to be a part of the National...
Communication Association (NCA) through Lambda Pi Eta.

The Fordham University Beta Pi Chapter of Lambda Pi Eta strives to create an organization based on networking, academic and professional development, and collaboration between Communication scholars, professors and students. Being a member of Lambda Pi Eta shows that you are among an elite group of students who are dedicated to making positive contributions to the media industry.

For more information, click here.

To apply via Google Forms, click here.

---

**Interdisciplinary Research Award: Call for Proposals for Support of Interdisciplinary Research**

*Deadline for Proposals: February 28*

*Award Announcement: March 28*

The objective of this funding opportunity is to provide pilot funds to simulate interdisciplinary research, and to increase the visibility of Fordham in interdisciplinary research.

Thematic areas may include interdisciplinary work and collaboration in areas studies & taught at Fordham within the Arts & Sciences, Gabelli School of Business, Graduate School of Education, Graduate School of Religion and Religious Education, Graduate School of Social Service, and the School of Law.

For more information, click here.
Application form available [here](#)

Email The Office of Research at research@fordham.edu with inquiries

---

**NYSAIS Virtual Job Fair to Promote Diversity**

*February 20, 10 am*

Join Fordham for a premier opportunity to explore, network, and pursue a meaningful teaching or administrative career within independent schools throughout NYS and beyond all from the comfort of your living space. This is a free virtual event.

Have any questions? Please email [jobfair@nysais.org](mailto:jobfair@nysais.org)

RSVP for this event [here](#)

---

**Join the Waterfront Conference as a 2021 Con Edison Waterfront Scholar**

*Deadline: April 16
Conference will be held: May 10, 12, 14*

Waterfront Alliance, a civic organization working to inspire and effect resilient, revitalized, and accessible coastlines in the New York & New Jersey metropolitan region, is inviting students to apply to attend the annual Waterfront Conference as a Waterfront Scholar.

Waterfront Scholars will be invited to attend the Waterfront Conference free of charge, and will be recognized during the day's activities.

Fill out the short application [here](#)
New York Post: Audience Development Summer Internship
Summer 2021 Internship

The New York Post is looking for an Audience Development Intern for this coming Summer! The candidate’s primary responsibilities include: curating pitch content to partners, pulling newsletter data for email platform, and assisting the Manager in analyzing push notification strategies. The intern must be comfortable with writing, editing, and analytical skills.

Learn more about the position on LinkedIn [here](#) or go to New York Post’s website under Career Page.

Humanities Institute Research Assistant at the New York Botanical Garden

**DEADLINE: Friday, February 26th**

The Humanities Institute is excited to expand its innovative programming with a Food Studies Initiative. This new Food Studies Initiative aims to create opportunities for the Garden’s Bronx neighbors to share their stories and cultural traditions around growing and preparing food by documenting and archiving these untold food narratives. In addition to capturing oral histories, the Food Studies Initiative will present public lecture programs, including conversations with chefs, online seminars, workshops and symposia.

[Click here](#) for more information on how to apply!
Poynter Internship Database

Poynter has launched its Internship Database, designed to be the go-to place for students seeking paid summer, fall and spring internships. The goal is to create the nation’s premier collection of journalism and communications internships.

Students can browse our listings and employers can add their own. The database is updated and refreshed weekly.

Don’t forget to check out Handshake for job & internship opportunities throughout the semester!

If you’re looking for more personalized career guidance, please contact Megan McDonald with Fordham Career Services at mmcdonald21@fordham.edu.

SIGN UP HERE

That’s it for now. Thank you for reading and have a wonderful rest of your week!

Miranda Stuck
PMMA ’21

Copyright © 2019 Fordham University, all rights reserved.
For comments or suggestions, please email mstuck@fordham.edu

Want to change how you receive these emails? You can update your preferences or unsubscribe from this list.