

January 15, 2011

Dr. Corey A. King
Associate Vice President and Dean of Students
Florida Atlantic University

Dear Dr. King,

The rapidly changing multi-media landscape still requires a multi-media journalist (MMJ) to not only deliver information on a multi-platform scale in a credible way, but also to be able to create a bright and understandable story, no matter what size the screen or type of medium. MMJs today must be capable in all forms of digital and social media. It is now apparent that a solid educational experience such as student media which fosters student growth and competency from the “tried and true” to Tweets to Facebook is more necessary than ever. I am firmly based in the traditions of journalism; a student of digital delivery and integrated newsroom and their functions and future; and I am up-to-date on the latest developments in press law. I am an expert in past and current practices in the journalism fields. I have led newsrooms to success and beyond and provided strategic direction based on audience analysis. I have developed and managed budgets as big as \$1.8 million. Most important is that I am a mentor and teacher. I believe I would make an outstanding member FAU’s Division of Student Affairs. Therefore, I am submitting my application materials for the position of Director of Student Media.

I am currently an instructor of broadcasting/multi-media and mass communication at Northeastern State University in Tahlequah, Oklahoma. On top of teaching a 5/4 schedule of Broadcast Writing, News Production, Advanced Production, Introduction to Mass Communication and Freshman Connections, I am also developing a student media operation on campus.

My qualifications for the position of Director of Student Media include; a Master’s of Science degree in 2009 in Public Communication and Technology from the Department of Journalism and Technical Communication at Colorado State University; 30 years of experience in the broadcast business as a News Director, News Executive Producer, News Managing Editor, Reporter, Line and Field Producer and Executive Producer of Special Projects. My teams have won a regional EMMY, a Wisconsin Associated Press Newscast of the Year award and my “*On the Money*” team took second place to *60 Minutes* in the large market/network category of the Gerald R. Loeb Awards for Financial Reporting from the UCLA Andersen School of Business. Being the son of a newspaper man and husband of a newspaper editor also gives me the broad experience and outlook Florida Atlantic is looking for.

Personally, I am energetic and passionate for my craft; I have a broad intellectual outlook; I value diversity and the strength it brings to an institution and the convergence of the world; I explore the theoretical multiplicity of this field and I seek to constantly grow and develop. My students fully represent the unique racial and cultural diversity of Oklahoma and the world. I have students from France, Japan, Canada and the Native American Nations. We learn from each other and we grow together. My goal is to give them the ability and confidence to compete in the media business...or any business they may seek. Because of my experiences, I have added to my ability

to lead from a perspective that includes U.S. ethnic minorities, other marginalized groups, and/or women and non-traditional students. These qualities have also helped to make me an excellent recruiter. I am also a Veteran's mentor.

I am always accessible to my students for mentoring, instruction, guidance or just talk. My quest to become an outstanding teacher or student media leader comes from my desire to contribute my experience and talent to the new generation of broadcast, print and Web journalists. I have spent my career and education building and shaping news/information delivery systems. I am a student of bright and informative writing, aggressive and fair reporting and high production values which combine to bring stories to life with quality production values that grab you and won't let go. I strive to satisfy the curiosity of my audience with precise and concise copy that lives with the video and is buoyed by natural sound. A newsroom leader teaches and coaches writing, structure and presentation all day.

Finally, I would like to add that I believe I will make an excellent addition to the Office of Student Affairs at Florida Atlantic University. I look forward to meeting you and further convincing you that I am the best person for this position.

Sincerely,

Michael R. Gaede