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Feb. 7, 2011

Dr. Corey A. King
Associate Vice President and Dean of Students
Terry C. Mena
Associate Dean of Students
Florida Atlantic University
777 Glades Road
Boca Raton, Fla. 33431

Dear Dr. King and Mr. Mena:

Please accept my résumé and curriculum vita for consideration for Director of Student Media at Florida Atlantic University. I believe my extensive professional background in communication, journalism and broadcasting, together with my experience as a university news manager, college radio station adviser and adjunct professor of communication, make me particularly well qualified for this appointment.

The responsibilities in my current position, particularly my oversight of new-media news-and-information initiatives at Rochester Institute of Technology, have well prepared me to lead student-media staffs in meeting 21st-century communication and journalism demands and to acclimate students for careers requiring tech-savvy communication skills. I am intimately familiar with today's vital social-media communication tools—including but not limited to Facebook, Twitter, YouTube, blogs and podcasts—and my graduate research and coursework emphasized multimedia journalism and mass-media convergence.

I believe my broad practical experience in traditional print and broadcast media, together with my college radio advising, teaching, new-media and professional communication backgrounds, make me especially well suited for this appointment.

Lastly, I wish to acknowledge that I am acquainted, broadly speaking, with recent issues related to staff managerial positions within FAU's Office of Student Media. If selected as director, in addition to offering guidance, leadership and support to student media outlets, I would envision as a primary aim the fostering of needed stability within the organization, in part through the review and implementation of long-range goals identified in the existing Department of Student Media Reorganization Plan. Ultimately, I would seek to guide FAU student media to achieve status as respected, high quality communication vehicles that advance valuable and enjoyable experiential student-learning opportunities. I find the prospect of nurturing future professional journalists through mentoring and promotion of a "students first" philosophy—consistent with my current student-advising role—to be very appealing.

If you have any questions or wish to arrange a time for us to meet, please feel welcome to contact me at (585) 475-5697 (days), (585) 272-8714 (evenings/weekends) or mjsuns@rit.edu. Please note that I anticipate being in Boca Raton in late March.

Thank you for your consideration and best wishes for a successful search.

Sincerely,
Michael Saffran