The Beacon, March 20, 2015

Florida International University

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Suicide Walk coming to FIU this weekend

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Mikaela Berkman lost her best friend to suicide six years ago.

Since then, Berkman, a student majoring in hospitality and a building manager at the University’s Graham Center in the Modesto A. Maidique and, has made it her goal to spread awareness and make the topic of suicide “less taboo.”

“He was 21 days away from his twenty-first birthday,” she said. “It was probably one of the hardest things I’ve ever been through… Two years after it happened, I did a suicide awareness walk in San Francisco that really helped me.”

When Berkman moved to Florida, she tried finding similar campus walks at different universities.

She had no such luck.

Last year, she reached out to the University’s External Relations office to try to get one incorporated at the University.

“External Relations told me that it’s this whole big production and they would have to shut down the school, so I just said, ‘Never mind,’” Berkman said. “Then this year the American Foundation of Suicide Prevention reached out to me and we figured out a way to produce a walk inside the school – that way it wouldn’t be this huge thing.”

AFSP, a leading not-for-profit organization dedicated to preventing suicide, is sponsoring this year’s walk.

Advancing Trespalacios, assistant director of operations for GC and chair for the event, believes that this walk will open up discussion about mental illness.

“I went through an experience with my father and I learned that it is something that people just don’t like to talk about,” she said. “It’s also something that, unfortunately, is happening a lot in all universities; it’s such a big issue among college students.”

According to the American Association of Suicidology, suicide is the second leading cause of death among young attending colleges and universities in the United States. The study states that 33 percent of undergraduate and graduate students have considered attempting suicide at least once and over 30 percent of students have reported having suicidal ideations.

People have said to me things like, “It’s been 20 years and now is when I can actually say the word out loud,” said Trespalacios. “People have been taught not to talk about it and I think this walk will stop that. This is an opportunity to meet people who have been through very similar experiences, people who have felt the same pain and who have had to cope with the same thing.”

To ensure that happens, Trespalacios and her team will be giving out colored beads to attendees.

“Everyone’s wearing a red bead means that they’ve lost a parent, everyone’s wearing a blue bead means they’ve had an experience with a sibling and so on,” she said. “You’ll get to share your stories and help each other because you see that other person has been through what.”

The event will serve as a fundraiser for AFSP – with a goal of raising at least $5,000.

So far, they’ve raised $4,590.

“Now, it’s just about raising awareness,” said Berkman. “If there’s even one student that’s struggling on the thoughts [of suicide] and they come out and talk and that life is saved, then it’s absolutely worth it. It’s OK to talk about this. And it’s important that people can have easily accessible places to go to do this.”

Berkman has been in both sides of issue and has contemplated suicide.

“I’ve been there. I can personally say I’ve been there,” she said. “But I’ve also been on the other side and it’s devasting to your family and to your friends and, trust me, you will be missed… Talk. Reach out. It gets better.”

Lisa Varela, a sophomore engineering major, is looking forward to the event.

“Suicide affects everyone and we should all care enough to support this walk,” she said. “I’m really glad that FIU was able to do this because I’m sick of everyone shying away from the topic of mental illness. I’m looking forward to some change in the University and I think that this event is the perfect way to start it.”

The planning for the walk began in February. Currently, there are over 290 people registered for the event. Registration is still open and will close before the walk at 10 a.m. To register, go to asf.donordrive.com/event/fiu.

The walk will be held on Saturday, March 21 in the GC Lawn at 10 a.m.

“Don’t ever assume that the other person’s issue is not a big deal. Even if it’s not important to you, don’t brush it off,” said Trespalacios. “Always be someone’s angel. You never know how much a smile can mean for that other person and it can really save a life… Suicide is extremely preventable and, with the right help and sources, it should not be happening.”

President and CEO of Miami Dade County Fair & Exposition, Inc. on FIU’s expansion

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Founded in June 1965, the University began with just one building: the abandoned Tamiami Airport’s traffic control tower.

Today, the University has grown to acquire various campuses, regional centers, international campuses and a student body of nearly 54,000.

And at present, the University has no plans to halt its continuous expansion anytime soon.

According to Robert Hohenstein, president and chief executive officer of The Miami-Dade County Fair & Exposition, Inc., roughly five years ago the University began discussions of the County have taken into consideration for the University to start expanding.

“Financially, they are not going to break the lease, the lease may be terminated or cancelled for the public interest. The County must give the tenant, in this case The Fair, three years’ written notice and must first provide a secure and equal, or better, alternate site in Miami-Dade County.

The lease also states that, in the event that The Fair moves, the County must pay to the tenant all moving expenses.

“Our lease is with the County, if the County wants to break the lease before 2085, they know the ramifications,” Hohenstein said. “Financially, they are not going to break the lease until the University finds a site that we like and are agreeable to. The money to pay for it and none of those [other] things are close to happening.”

According to the Miami-Dade County Fair & Expo Relocation Study, there have been three places that the University, The Fair and the County have taken into consideration for the relocation.

These places include the Graham Site, located in the Hialeah/Miami Lakes area; the Homestead Site; and the Sun Life Site, located around the land of the Sun Life Stadium.

According to Hohenstein, none of the three proposed sites measured up to The Fair’s current site.

Hohenstein said that the Homestead Site is outside the development boundary and the major doesn’t want The Fair to leave a central part of the County. He also said that the Sun Life Site is too small to accommodate the largest fair in Florida and that the Graham Site had much potential, but was too expensive for the University to pay.

“We’ll just continue to have conversations and talk, we all know what our responsibilities are,” he said. “We are not going to abrogate our rights under the terms and conditions on the lease.”

According to expand.fiu.edu, the University plans to use the fairgrounds for the construction of an incubator entrepreneurship and data center, additional housing, expansion of STEM programs and green space.

When contacted for further contacts on the expansion, the University’s Office of Media Relations submitted an email with frequently asked questions on the issue.
Palestinians denounce Netanyahu, vow to keep statehood push

Palestinians signaled on Wednesday that if a right-wing new government takes command in Israel, they will enlist the help of the international community in pursuing their statehood bid and pressuring war-crimes action against Israel.

Saeb Erekat, the chief Palestinian negotiator in earlier peace talks with Israel, said it appeared Netanyahu would remain in place as prime minister. On the eve of the election, the Israeli leader declared that there would be no Palestinian statehood while he remained in office.

“It has become clear that Netanyahu, who just said that he is against a Palestinian state and that he plans to increase (Jewish) settlements if elected, will form the next government,” Erekat told the Voice of Palestine radio. “It is very clear that there is no partner in Israel for the peace process.”

Netanyahu wins decisively; Herzog concedes

Prime Minister Benjamin Netanyahu’s conservative Likud party won a decisive victory in Israel’s elections, according to results tallied Wednesday, putting him on track to forming a rightwing governing coalition and an unprecedented fourth term in office.

With 99 percent of the votes counted, Likud had 36 parliamentary seats compared with 24 for the center-left Zionist Union led by Isaac Herzog, the challenger.

An alliance of Arab parties won 14 seats, making it the third largest bloc in the 120-seat legislature.

Netanyahu’s triumph, following a bruising campaign in which he rebounded from a deficit in the polls, threatens to deepen a rift in relations with the Obama administration and the impasse in peace efforts with the Palestinians.

After testosterone rush hunting, men’s ‘love hormone’ surges upon return home

From hunting grounds to athletic fields to trading floors, men moving together in packs, and sometimes alone, are typically engaged in what anthropologists term “male status competition.” And their levels of testosterone — the hallmark hormone of maleness — tend to rise accordingly.

But a new study explores the nurturing, familial side of men who engage in such primal activities, often to support, feed or bring honor to their families. It finds that such too, is expressed hormonally, when a man arrives home to his family bearing dinner (or perhaps a paycheck or a trophy).

Indeed, the higher a man’s testosterone has risen in the course of his engagement in traditionally male activity, the more the “love hormone” oxytocin tends to surge upon his arrival home, researchers have found.

The longer his workday, researchers also found, the higher his oxytocin levels when he returns to his family.

Secretary of the Interior Sally Jewell has ambitious goals for the initiative, among them are to have 10 million kids playing and learning in the outdoors, one million volunteers across the United States’ public lands and 100,000 jobs for young people as scientists, park rangers and more across America’s backyard each year.

The event began with opening remarks from Pedro Ramos, superintendent of the Everglades National Park.

Ramos introduced Tomas Regalado, mayor of Miami, who expressed his support to Jewell and the Youth Initiative and his excitement to have Miami participate in an “initiative for the United States’ future” as the first city to publicly announce it.

Following Ramos’ remarks, Jewell performed the official announcement of the program and expressed her desire to be not only in the warm Miami weather, but also “in a city that is surrounded by such natural beauty.”

According to Jewell, from a young age, she has always maintained herself engaged with the outdoors and has visited many of the United States national parks and public spaces, from hiking in the Wichita Mountains during her job in petroleum engineering in Oklahoma, paddling in the Buffalo River in Arkansas, to the exposure of public lands in Seattle as chief executive officer of Recreational Equipment, Inc. and finally as Secretary of the Department of the Interior.

The common thread that runs through all [my jobs] I would say is the love for the outdoors. It has driven where I lived and how I’ve volunteered my job and it has been all of those volunteer experiences that have led me to this job.

Sally Jewell

Secretary of the United States Department of the Interior

Department of the Interior

The Department of the Interior aims to have children feel welcomed in Miami’s public lands, from the Everglades to Biscayne Bay to local parks and natural areas.

“Children are going to understand what’s happening with the Everglades and why they need to restored. Your children will be charting a course for [Miami and its public lands] for the future,” Jewell stated. “It is our job to create an environment for these children to really love and respect the outdoors.”
NERD CULTURE...

Nerd culture is fake Nerd is the word, and that’s okay

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A campaign against bullying is a great thing, but changing the meaning of a word that is constantly used to bully, in my opinion, will not stop the act of bullying. Maybe this campaign is meant to aid the self-confidence of those who have suffered from or are currently being bullied. The thought behind this unoffensive campaign could be that, if you give negative word a new, positive meaning, it will stop being negative - but it doesn’t work like that. If the word nerd suddenly takes on a new connotation, people will just invent another word to replace it. Changing the meaning of words isn’t going to stop bullying. It’s just going to make the bullies have to think and come up with a new cruel word to use.

In fact, this campaign to make “nerd” a positive word might be doing more harm than good. I can imagine that anyone who has been called someone who had been called that in the past. While it gave someone grief, it’s a source of torment for someone else. In my book, that still sounds like bullying if you’re deliberately saying it in front of someone you know has suffered from the name-calling.

Friendly name-calling is fine, when both parties are ok with it and know each other well. However, if one of the two takes it the wrong way, it becomes bullying.

It seems silly to think that bullying world transcend high school and into university but it does. It even translates into the workforce.

Just because someone graduates from high school doesn’t mean they suddenly change their ways. Yes, people change, but it doesn’t happen overnight. Change takes time.

It doesn’t matter if we’re out of high school, it doesn’t matter if you’re now a part of the workforce. As you’re finally graduating into the “real world,” you have to remember that words can still hurt.

Saying you’re adult and being one is two completely different things. Bullying will never go away, to think otherwise is foolish, but it can be lessened.

People like to think they don’t realize what they see on TV or in movies, but the truth is, sometimes we do - even if we don’t realize it. Instead of trying to change the meaning of words like nerd, maybe the campaign should focus on showing non-nerd people standing up to bullies in shows and movies. Some of you may be nerds, but I think this idea could work.

Doesn’t hurt to try, right?

FRANK AND IRENE: The News (is scary)

SEND US YOUR LETTERS
Have something on your mind? Send your thoughts (400 words maximum) to opinion@fiusm.com or drop by our offices at either GC 210 or WUC 124.

With your letter, be sure to include your name, major, year, and copy of your student ID. The Beacon will only run one letter a month from any individual.

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STORIES ABROAD

Alcohol wasn’t really my only motive in leaving; after nearly twenty years of Miami, I had been dying to get out of the peninsula and I knew this much-needed break was going to greatly impact my work as an artist and a writer, two opportunities I couldn’t pass out on.

Call me a drama queen, which could be appropriate, but I’ve always felt like the odd ball growing up, and when I came to Spain, not much changed. In kindergarden, I felt weird because all of my classmates had brown eyes and my eyes were of a different shade. I also, usually would have the hardest name to pronounce in class.

Now, again, I was the strange one who somehow had no foreign accent in Spanish or English, who remained primarily stoic during small talk, and spoke of the seemingly beautiful Miami with disdain.

However, the Escola Massana and Barcelona has allowed me to embrace myself by embracing me. A group of Spaniards from this school have inducted me into their group and, to date, we’ve travelled to Rome together, played a “truth-or-dare” that involved a great deal of strip-teasing, sent pictures of each other’s faces to each other, made art together and have shared a beer during our lunch break at the coffee shop across the street from school.

We accept each other and our unusual mannerisms; Adelaida’s objection to hair removal, Mamo’s battle with addiction to marijuana and negativity, Raul’s benevolent innocence and monkey-like tendencies to climb trees, Judit’s apparent asexuality and me for a hair that’s neither purple or blonde. Going abroad, for me, has been far more than being of one nationality and gender, about understanding cultural differences and about accepting the opposing perspective.

It’s been about seeing life in a different light and walking out the front door with a smile for no apparent reason.

Despite these miniscule financial losses, I have gained not just a great deal of weight but a great deal of life experience by getting as far as way from home possible.

I’ve been pickpocketed twice and the bakery next to my building is responsible for the twelve pounds I’ve put on over the course of six months. It can’t be all fun and games when you’re a Miamian studying abroad in Barcelona.

Leaving Miami to study abroad is a big chance for self-discovery.
**Big K.R.I.T.’s “Pay Attention Tour” Hits LMNT**

Mississippi artist, Big K.R.I.T. has recently felt the need to prove his worth since his latest release “Cadillactica” dropped November of 2014. Besides being labeled as one of the victims of Kendrick Lamar’s scathing “Control” verse, K.R.I.T even stated on “Mt. Olympus,” that the odds aren’t in his favor in regards to being considered the best lyricist in hip-hop because of his southern background.

With that being said, K.R.I.T.’s “Pay Attention Tour” (named after his second single) hit LMNT in Wynwood this past Saturday (March 13, 2014) and much like its title, proved he’s not the one to sleep on, but rather to “Pay Attention” to.

The concert hit a bit of a rough start as the vibe of the crowd was pretty distraught. Security handled the scuffle swiftly, but the vibe of the crowd was pretty distraught. To little surprise, DJ Dibiase took to the stage to set up, instantly shifting the overall tone of the venue.

Krizlle ran up on the stage, exuding pure adrenaline and performed his high tempo mixtape cut “King Without A Crown”. After the song, K.R.I.T. revealed to the crowd that he has not performed in Dade County since 2012. With that being said, he promised to give his fans a memorable performance and he would not let them down.

With much disdain, I felt as if K.R.I.T. was going to only perform songs off his latest release, “Cadillactica,” but to my surprise, he performed tracks off both studio albums as well as several of his mixtapes. This led me to the realization that 28-year-old K.R.I.T. has a stronger, more extensive discography than most of his peers.

While performing “Only One” off the mixtape “King Remembered In Time,” K.R.I.T. surprised the crowd by bringing out frequent collaborator Smoke DZA. Soon after while performing the title track of the tour, K.R.I.T. brought out Rico Love to serenade the crowd during “Pay Attention.”

Late in his set, K.R.I.T. ran off stage and out to an alley outside the venue briefly. He returned to the stage to announce to the crowd that LMNT management had received noise complaints and that his set was to be cut short. In order to soothe the crowd, K.R.I.T. performed an ode to his deceased grandmother with “The Vent,” a soulful cut off the “Return of 4Eva” mixtape, before ultimately finishing the show with the powerful track “Mt. Olympus,” where he solidifies his place as a top-tier artist in hip-hop.

**Judge Dredd, action packed sci-fi or parody?**

**CULT CLASSICS**

Based on the popular UK comic strip by John Wagner and Carlos Ezquerra, “Judge Dredd” was released in 1995 and was promptly a failure. It stars Sylvester Stallone as the titular Dredd, a man who must always remind those around him that “I am the law!”

The film also stars Armand Assante as Rico, Rob Schneider as Fergee, Diane Lane as Judge Hershers and Max von Sydow as Chief Justice Fargo. “Judge Dredd” has a loose association with the comic and the film is, above all, over the top. Now, I love over the top. I love it elevates the film to a level it otherwise wouldn’t be.

While sitting down and enjoying “Judge Dredd,” I was able to occasionally see the things viewers would definitely dislike and cite them as things that make the film a bad one. However, and this may be a flaw within my being, I couldn’t help but love all these flaws and everything else in this film. The performances are generally good for this kind of movie, to the point where it seems many of the actors were aware of what kind of movie they were making. The story also isn’t as bad as I thought it would be. It’s simple enough to follow and silly enough to go with.

The film is also hilarious, mainly due to its flaws and acting. There’s no way the filmmakers, cast and crew didn’t know they were making a ridiculous movie, as the finished result clearly demonstrates. “Judge Dredd” could have probably succeeded in some degree, but its lack of success seems to have been its only success. As a result of it failing to be either straight sci-fi action or parody thereof - it’s a weird mix of the two - it is not only a faint ghost of the actual source material, but an uproarious farce that can’t be seen as anything but.

The performances are generally good for this kind of movie, to the

**MOVIE: Judge Dredd**

**RATING: 2/5**

**Top Picks**

- **RHYE WILLIAMS**
- **RHYS WILLIAMS**
- **VINCENT RIVES**

**LIFE!**

Members of the Zeta Beta Tau fraternity pose with their giant beach on the QC Lawn on Tuesday, March 17.
**SWIMMING**

**FIU swimmers save life of a drowning woman**

**JACOB SPIWAK**
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The frequent season for the FIU swimming and diving team became even more incredible over Spring Break, as swimmers Chase Harris and Jess Chadwick saved a drowning girl’s life in North Palm Beach.

Twenty-one-year-old Dario Williams, the rescued woman’s cousin, was the other person stuck in the rip current.

“Without any hesitation, the two world class swimmers jumped in the water to save them. One of the two civilians who was trapped in the current was a young woman, and despite Chadwick being “deathly afraid of open water” after getting stung by a jellyfish prior to the 2013-14 season, she swam to the woman and was able to rescue her. She was drowning,” Chadwick said, “but I just told her to hold onto my foot and I just swam as fast as I could to shore and pulled her out.”

Unfortunately, despite the amazing display of instinct and heroism by Harris and Chadwick, some tragedy struck as well.

Twelve-year old Dario Williams, the rescued woman’s cousin, was the other person stuck in the rip current.

Harris was fighting off the currents attempting to reach Williams, but she was unable to reach him in time.

“Like, I was 5 feet from the man,” Harris said. “A wave hit and he was under and never popped back up. I swam and swam and swam.”

A fisherman spotted Williams’ body in the water a day later, after a previous search had been unsuccessful.

The death of Williams is terribly unfortunate, but the fact that Harris and Chadwick heroically swam into the water and saved a life can’t be overlooked or forgotten.

If it wasn’t for the two Division I swimmers and their bravery, two lives would have been lost that day.

Although the heroic efforts of Harris and Chadwick and the extremely unfortunate loss of Dario Williams are the real important stories here, it is worth noting that two of their teammates are going to be competing in the NCAA Tournament this weekend.

The death of Williams is terribly unfortunate, but the fact that Harris and Chadwick heroically swam into the water and saved a life can’t be overlooked or forgotten.

*The Beacon – 6 fiusm.com*

Friday, March 20, 2015

**FOOTBALL**

**Future true freshman is a stone cold kicker**

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As the FIU football team is having its spring practice with their returning players and early enrollees, some up and coming true freshmen have to wait until the fall camp to practice with the team.

“There is one true freshman who won’t be participating in the spring, but will make an immediate impact this coming season. His name is Stone Wilson, the kicker from Nokomis, Florida. That’s right, I said kicker.”

Stone Wilson at 5’11 170 pounds was a standout kicker/punter at the IMG Academy, a football powerhouse and private school located in Bradenton, Florida, where it is home to elite talented athletes and future NFL prospects.

The school produces NFL players like Cam Newton from the Carolina Panthers and Super Bowl winning QB Russell Wilson from the Seattle Seahawks; Just to name a few. Wilson finished his high school career without missing one field goal attempt. According to FIU Sports.com, he was 22-22 in field goal attempts, a net punting average of 40 yards, three came inside the 20 yard line and one inside the ten.

He also had 51 kickoffs that result into touchbacks and a 74 percent touchback rate.

He helped lead his team to a 10-1 record and finished the season ranked number 16 in the nation. Wilson was also second team All-Area selection and Kohl’s kickoff team.

According to Kohl’s Kicking, they listed this specialist as the number 14 ranked punter and number 66 ranked kicker in the country. There were high praises by Head Coach Ron Turner and Special Teams Coach Billy Miller.

“With his versatility and strong leg, he will have the opportunity to compete in multiple positions on special teams this coming fall. He will have to compete with returning and incumbent starter Austin Taylor, who will be a junior this fall and finished last season 15-21 in field goal attempts.

I expect Wilson to contribute and help improve FIU special teams, whether on kickoffs, field goal attempts, extra points or punting. He can do it all at a high level. First game is at UCF and special teams will be critical, but I expect good ole Stone to get the job done.”

*The Beacon – 6 fiusm.com*

Friday, March 20, 2015
Softball extends winning streak, sweep River Hawks

The FIU softball team (20-11, 3-3 C-USA) swept the UMass Lowell River Hawks in a doubleheader on Tuesday, improving their win streak to three. In the first game of two, sophomore Rachel Dwyer (2-0) threw her second complete game this season striking out a career-high four batters. She only allowed three hits and one run in the six innings out in the circle. The Panthers offense dominated in the third inning with seven runs including senior Krystal Garcia’s home run and junior Aleima Lopez’s two RBI double.

Sophomore Sammi Green made her first collegiate start at second base and started a 4-6-3 inning-ending double play to get the Panthers out of the top of the first. FIU made some great defensive plays in the second inning as Dwyer caught a sharp ground ball to end the inning.

The first run scored in the second game was one to be remembered. Lopez added two more runs on a double to left-center, while Garcia hit a two run shot over the center field wall.

All in all, the first game against the River Hawks was a 9-1 victory plating seven runs on eight hits. Junior Corinne Jenkins (12-5) started the second game and got her second shutout this season which moved her into a tied position for fourth all-time in FIU history. She pitched all seven innings tallying a season-high nine strikeouts.

The first run scored in the second game was one to be remembered. With one away, Belans hit a double down the left field line and advanced to third on Sanchez’s sacrifice hit.

Then the River Hawks intentionally walked Texeira to put the runners in the corners. Texeira then distracted UMass Lowell in a rundown while Belans snuck across the plate to score.

The Panthers took the game 3-0 Conference USA action will return on Saturday, March 21, at 4 pm in the Felser Field at FIU as the Panthers softball team takes on North Texas.

Rule changes possible but very unlikely for NFL
The University will formally open the new Royal Caribbean facility, located at the Biscayne Bay Campus, in a ribbon cutting ceremony on Friday, March 20. FIU commemorates the recent partnership with Royal Caribbean Cruises Ltd. and the completion of the Royal Caribbean and Celebrity Entertainment Production Studio.

The University signed a deal with the Miami-based cruise line to build their entertainment studio on campus grounds in December 2013, and the building opened for business last January. “The deal aligns with the University’s strategic commitment to the arts and to build win-win public-private partnerships, according to President Mark B. Rosenberg.

Royal Caribbean considers South Florida home, and what better way to give back to the community than to be able to enrich the education of FIU students.

Richard Fain
Chairman & CEO
Royal Caribbean

Collaborative, a program offering hospitality and architecture, University students exclusive access to facilities via research and internship opportunities. At least 20 students of the Chaplin School of Hospitality and Tourism Management, and College of Architecture and the Arts receive paid part-time internships this summer at the new facility.

Felix said the partnership is a good opportunity for hospitality and CARTA students because it will help them gain experience. They will also have access to RCL’s proprietary data for their research.

“Hospitality internships will include hands-on experience in operations and management,” said President Mark B. Rosenberg in an email about the ceremony.

According to Rosenberg, arts internships will include music, theater and visual arts – from stage management/lighting and design to auditions, promotion, rehearsals and final production. "We are excited to partner with FIU on our new entertainment facility, not only because it will enable Royal Caribbean to continue to produce world-class entertainment for our ships, but because it will provide an opportunity for FIU students to receive a unique and hands-on education in the hospitality industry," Fain said.

Royal Caribbean has also benefited with housing provisions offered by the University at Bay Vista Housing. Over 200 students lived in the residential space had to leave by May 1 of last year, leaving the campus without any housing available for students. However, students confronted health-safety issues at Bay Vista Housing due to its poor construction.

According to a powerpoint obtained by Student Media, Royal Caribbean has invested nearly $6.5 million into renovating the facilities to accommodate the housing for RCL employees.

President Rosenberg will deliver a speech at the ribbon cutting ceremony, as well as RCL Chairman and CEO Richard Fain. Following this will be a reception.

The event will be held in the Royal Caribbean studio, from 10:15 a.m. to noon and is by invitation only, with the general student body unable to attend, according to Jehenny Rivera, Divisions of External Relations coordinator.

SJMC hosts lively Communications Week

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To succeed in the media industry, Philip Tucker, marketing and communication coordinator at the School of Journalism and Mass Communication, said that students need to be innovative and digitally savvy. Communications Week is a week-long event opportunity for SJMC students to enhance their abilities in the industry, with workshops and lectures led by professionals in their field. From Monday, March 23 until Saturday, March 28, it is a week jam-packed with different aspects of the School’s programs, Tucker said.

“Communications Week is the SJMC’s sort of flagship event of the spring semester where we try to showcase to our students and the community just how varied and exciting the industry is,” Tucker said.

“We are really focusing on innovation and entrepreneurship and digital-first practices because we see that being where our industries are going,” he said.

The week kicks off with a visit from Chief Digital Officer at The Metropolitan Museum of Art, Stte Sreenivasan, who will speak at Monday’s Hearst Distinguished Lecture Series. According to the Cronen Website, the lecture will be based on getting the best use out of time spent online and how to build more fans and followers on social media effectively.

Sreenivasan has spent more than 20 years teaching at Columbia University. In 2009, he was named one of AdAge’s 25 media people to follow on Twitter and one of Poynter’s 35 most influential people in social media in 2010. He currently leads a 70-person world-class team in New York City.

“T he’s a really high profile, social media sort of digital tech guru and we’re really excited about having him come,” Tucker said. The lecture will be held in Room 244 at the Wolfe University Center from 1 p.m. to 3 p.m. There will also be livestreaming through the website.

On Tuesday, students are invited to the Graduate School Colloquium led by professor Leon Gomez, a serial entrepreneur in online marketing and advertising.

Along with SJMC graduate student entrepreneurs and SJMC Innovation in Resident Alex de Carvalho, the lecture will be based on what not to do when starting a business.

There will also be a Moving Women Forward webinar hosted by the Lillian Lodge Kamenhaver Center for the Advancement of Women in Communication which can be viewed at http://connect.fiu.edu/kamenhavercenter.

To help prepare students for the job market, Wednesday will include a group of Human Resource-related professionals at Professional Development Day. Followed by workshops, they will talk about how candidates are being sought by their respective industries.

“Since these are actually the people hiring right now, they’re going to give very cutting-edge advice on what the students should be doing on how they should be preparing themselves,” Tucker said.

On Thursday, students will engage in Panther Cage where four chosen student teams will present new media business ideas to be judged by a group of panellists. The game mirrors the television series Shark Tank. The winning team will be eligible for a $5,000 International Innovators Cup Prize.

There will also be a SJMC Awards Ceremony where recipients will be awarded with different recognitions and scholarships.

Jessica Figueroa, a senior public relations major and FIU Public Relations Society of America Membership Director, has been nominated for an Outstanding Undergraduate Student Award. In 2013 she transferred from Broward College and has been heavily involved as a public relations intern for the BBC Office of the Vice President.

“I basically learned as much as I could in terms of leadership experiences, professional and networking skills,” said Figueroa. To finish, the Society of Professional Journalists will host an all-day conference with panel discussions and break-out sessions Friday.

Saturday, there will be a technology conference at BarCamp Miami in Wymood’s Miami Ad School where people show up and pitch innovative ideas. It is entirely sponsored by the SJMC in collaboration with Hacks/Hackers, the Knight Foundation and the Fourth Estate.

“Companies are looking for individuals who cannot only stay at the cutting edge, but can also understand where things are going,” Tucker said.

“You need to have that mentality of being able to look beyond the horizons and innovate yourself and become a leader in these changes.”