

September 18th, 2015

## Greetings!

The fall 2015 semester has officially started and we are so excited to have the MEBUS house filled once again with our talented students! We got back from London a few weeks ago and quickly hit the ground running. Exciting things have been happening recently for MEBUS Alums and current students so check it out!



## Alum of the Month: Teresa Samaras



## NEWS & EVENTS



### MEBUS takes London Part 2

MEBUS recently traveled with 20 students to London, England for our second Study Abroad trip. It was a jam packed two weeks of site seeing and meeting some of London's most influential music and entertainment industry executives. From Parliament, Royal Albert Hall, Liverpool, site visits to BMI London and Sony Music we just about saw it all!

We are currently finalizing plans for our London 2016 trip so if interested make sure to save the date for the upcoming Study Abroad Fair on September 29th!

Study Abroad Fair  
Tuesday 9/29

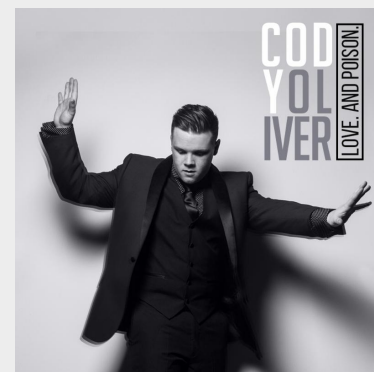
There is a specific moment that every college student faces when graduation is upon him or her, a time of panic and fear of the unknown. Has the education I received in college prepared me for the real world? What happens if I don't get a job before or right after graduation? Will all of my hard work really pay off? Recent Kennesaw State University Alum, Teresa Samaras, asked herself all those questions and more during her final semester here at KSU. Teresa researched and interviewed for many positions prior to graduation, but did not find the right position that best fit with her values and Bachelor of Business Administration in Marketing degree. With the help of her experiences and connections through the Joel A. Katz Music and Entertainment Business Program (MEBUS) she found a career she never could have dreamed of!



From left to right: KSU President Dr. Papp, Joel A. Katz, Teresa Samaras and MEBUS Director Keith Perissi

When Teresa first became interested in the MEBUS program and found what it has to offer, she decided to follow her passion and pursue a career in music & entertainment business. The 24-credit hour certificate program teaches the business side of both the music and entertainment industry by providing students with the knowledge, connections, and real-world experience needed

10am - 3pm  
University Rooms in  
Student Center



### **MEBUS Student Releases Sophomore EP**

About about a month ago, [Cody Oliver](#) and fans celebrated the release of his second EP called "LOVE AND POISON" at the Atlanta Hard Rock Café. Since the album's release on August 22nd, Cody's EP debuted at #4 on the Art of the Mix New Release Pop chart and is now available on [iTunes!](#) Congrats Cody!

### **Video Production Workshop**

Don't miss the second

to succeed. Each semester students are required to complete an internship so they will have worked with at least three different entertainment companies by the time they graduate. As a MEBUS student, Teresa was placed in internships through the program with companies such as BET Networks, Sixthman and Allied Integrated Marketing while also closely working with Ed Roland & The Sweet Tea Project, Grassroots Entertainment and PlayPro Media. Teresa says these internships are what took her college learning to a higher level by teaching her how to retain the course material and apply it to real life. "I started to get much more out of my day-to-day college experience at Kennesaw State and this is something I truly could never repay the MEBUS program for."

One of the biggest highlights of Teresa's time at MEBUS was the senior capstone project with Sixthman. The Atlanta-based



company produces music festivals on cruise ships and the student's assignment is to create a marketing plan, onboard activities and potential artist bookings for one of the upcoming cruise ship festivals.

Students work all semester on these marketing plans and present their ideas to Sixthman executives at the end of the semester. The executives decide on the team who had the most creative and authentic ideas to win a free Sixthman cruise of their choice. Although Teresa's team did not win this was still "an unbelievable opportunity for a college class and one that I will never forget," she says.

After graduating Magna Cum Laude from Kennesaw State University in July of 2014 with an impressive resume, Teresa was still looking for the perfect career opportunity. She reached out to MEBUS Director, Keith Perissi, shortly after graduation seeking career advice. After a few months of interviewing and networking, Teresa's hard work and persistence paid off. Greenberg Traurig, one of the largest law firms in the world, offered Teresa a full-time position in their Miami, Florida office. It just so happens that the MEBUS Program's namesake and main donor, Joel A. Katz is

Video Production  
Workshop with Director and Producer, Dale Goldberg, next Tuesday, September 22nd. The workshop will be held in the MEBUS Mac Lab at 6:30pm and all MEBUS students are welcome.

Future Workshop Dates:  
Tuesday, October 6th  
Tuesday, November 17th  
\*All at 6:30pm



### **New Opportunities in Entertainment Communication Panel**

MEBUS will be presenting a breakout panel at the next Communication Colloquium on Thursday, September 24th, 5-9pm in the Social Science Building! Mark your calendars because this will be a great event with a variety of speakers, some familiar and new faces of MEBUS!

[MEBUS Breakout Panel: New Opportunities in Entertainment Communication](#)

7:00pm & 8:00pm  
Room: SO 3030

Paul Jenkins - Digital & Interactive Technologies,

Traurig. Katz is one of the largest entertainment lawyers in the country. Billboard Magazine's number-one-ranked entertainment attorney, has been called "the dealmaker who thinks outside of the box." Katz' clientele represents a long list of celebrities and organizations too long to list. Some of his celebrity clientele include Jimmy Buffett, Kenny Chesney, Justin Timberlake, the Michael Jackson Estate, the CMA's, GRAMMY'S and many more.



Teresa packed up her things and moved to Miami shortly after accepting the position and is now working as the Litigation Practice Development Coordinator. She assists with the, "preparation of client-facing and internal marketing materials, as well as the coordination of practice group events, sponsorships, advertisements and speaking engagements." One of the biggest things Teresa learned in the MEBUS program that has helped her excel in her new job is the ability to multitask. Through the internships she worked while in the program Teresa mastered the craft of time management. After honing her skills she is now comfortable balancing multiple projects and simultaneous deadlines needed to be successful at her job.

Some advice that Teresa would give to any current student would be to work hard and strive to better yourself every day. To always stay ethical and not be afraid to try new things. Most importantly, she says, "Remember that success does not come without challenges. It is about how you handle yourself and learn from those challenges that continuously move you forward in life."

-Samantha Lane

Writer, Composer, Creator,  
Designer (new part-time faculty  
for MEBU 4100 this semester)

Beth Keener - Actress, Host,  
MEBUS Television and Film  
Instructor

Scott Tigchelaar - President  
of Raleigh Studios and Senoia  
Enterprises, Inc  
(*Walking Dead*)



### **MEBUS Alum Opens for Country Star Dwight Yoakam**

Congrats to Carly who opened up for Country music star Dwight Yoakham last Friday at the Atlanta Symphony Hall. Check out Carly's [new website](#) and see her live at the [Peach State Chili Cookoff](#) October 3rd in Suwanee, GA.

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The purpose of the multi-disciplinary program is to provide the foundation of practical experiences, on-the-job training, and exploration of career opportunities in the music and entertainment industry. Success in the music and entertainment business requires a variety of skills from diverse fields.

The mission of the Music and Entertainment Business Program is "to educate students to become professionals in an environment that motivates and enriches their intellectual curiosity to the level where they see themselves making music and entertainment their full lifetime career." Joel A. Katz



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