

NC

Cássia C. Sari

ccsari@live.unc.edu
(919) 949-5217
<https://tarheels.live/cassiasari/>

EDUCATION

University of North Carolina at Chapel Hill – Chapel Hill, NC May 2023

Hussman School of Journalism and Media, Kenan-Flagler Business School

Political Science and Journalism - Broadcast, Business (Minor)

- GPA: 3.9
- Relevant Coursework: TV News and Reporting, Digital Storytelling, Environmental and Science Journalism, Business Storytelling, Broadcast Production, Audio Journalism, Comparative and International Politics
- Dean's List - Fall 2019, Fall 2021 N/A for S2020-S2021 due to COVID-19

EXPERIENCE

Organization for World Peace – International December 2021 - February 2022

Correspondent Intern

- Research peace solutions and alternatives to combative strategies in dealing with conflict
- Produce and publish articles and reports about international conflicts and possible outcomes
- Spread awareness of the negative impact of war and violence

Voice For Adoption (Non-profit) – Washington, D.C January 2021 - May 2021

Lead Policy Communications Intern

- Wrote and published national weekly newsletter sent to over 800 members
- Communicated with Congress to push legislation regarding adoption and family policy
- Maintained consistent and relevant social media activity

UNC School of Government – Chapel Hill, NC August 2020 - Present

Strategic Communications Assistant

- Perform market research and build client lists through communication with municipalities in North Carolina
- Communicate with faculty and external clients of the School to create news articles
- Edit email collateral and creation and tag content collateral

American Bankers Association – Washington, D.C June 2021 – August 2021

Communications and Marketing Intern

- Edited podcasts and created messaging for ABA members and affiliates
- Analyzed hundreds of newsletters and reports for consumer engagement and interest
- Presented social trend data to CCO and Communications and Marketing teams

LEADERSHIP AND COMMUNITY INVOLVEMENT

Carolina Week - Chapel Hill, NC January 2022 - Present

Director, Reporter

- Manage UNC's top student broadcast station by directing audio, video and personnel
- Ideating, filming, editing, scripting, and producing news pieces every week for air on Carolina Week

UNC Womens Club Soccer – Chapel Hill, NC May 2021 - Present

President and Captain

- Led 24 players to an undefeated season through intense practices, games, and player development
- Organized charity events and raised over \$1000 through community fundraising

The Bridge - Chapel Hill, NC January 2020 - January 2022

Editor and Content Creator

- Led team of eight content creators and edited work submitted by staff for publication
- Created content to promote diversity and inclusivity for women of color

ADDITIONAL INFORMATION

- Fluent in Portuguese and English, conversational Spanish, and intermediate Italian
- Proficient in Microsoft Office Suite - Word, Excel, Powerpoint
- Experience with website creation, hosting, and maintenance; created my personal portfolio website using HTML and CSS
- Experience with Adobe Premier Pro, Adobe Audition, and other Creative Suite applications - reel in portfolio website
- Creative leader with excellent delegation and management skills

General Information:

Name and year in school	Cassia Sari, Third-Year at UNC-Chapel Hill
Home and school addresses and phone numbers	Home: 606 Alden Bridge Dr, Cary, NC, 27519 School: 322 S Heritage Loop, Chapel Hill, NC 27516 Phone number: (919) 949-5217
College major	Double major in journalism (concentration in broadcast) and political science, minor in business administration
College honors, offices and activities	<ul style="list-style-type: none"> ● Deans list every year applicable ● President Womens Club Soccer Team ● Strategic Communications Assistant at UNC School of Government ● NAHJ Member, UNC and National chapters ● Carolina Week Reporter and Audio Technician ● DTH Podcast Host
High school attended and any honors, offices and activities	<p>Panther Creek High School</p> <ul style="list-style-type: none"> ● NC Scholars Award ● Summa Cum Laude ● Womens varsity soccer team ● Treasurer of ASL club
The names, addresses and phone numbers of at least two references	<p><u>Tom Linden, M.D.</u> Glaxo Wellcome Distinguished Professor of Medical Journalism Hussman School of Journalism and Media U. of North Carolina at Chapel Hill CB# 3365, Carroll Hall Chapel Hill, NC 27599-3365</p> <p>919-597-0152</p> <p><u>Lynn Owens</u> Hussman School of Journalism and Media U. of North Carolina at Chapel Hill CB# 3365, Carroll Hall Chapel Hill, NC 27599-3365</p> <p>(919) 923-2891</p>

Statement:

As evident in my resume, my work is my pride and joy. I have worked with business and communications on the local, national and international levels. After the internships and professional experiences I've gained, I know my passion lies in broadcast journalism and political communications. In UNC's Hussman School of Journalism and Media, I've taken courses in written, audio and video journalism, including a graduate course in science and medical journalism. I currently work with Carolina Week, UNC's award-winning student-run broadcast station, as a reporter, audio technician and occasional director. I use Adobe Creative Suite applications daily and am proficient in Premiere Pro, Audition, and Photoshop. The broadcast process became second nature. From beginning to end, pitching to production, I love every aspect of broadcast and audio journalism.

Communication drives everything I do because I recognize it is the foundation for relationships and progress on a micro and macro level. Meeting new people excites me and getting to work with different people is the reason I get out of bed every day. As a Latina and child of immigrants, I have strong inter-cultural understandings that positively impact my communication style. I consistently push myself outside of my comfort zone, but I don't bite off more than I can chew; I simply chew more.

Until this year - my third year in college - all of my classes and internships were remote once the pandemic began. Despite missing the in-person experience, I've actively looked for and found opportunities to further my audio and broadcast journalism experience. During my marketing and communications internship with the American Bankers Association, I contributed to editing the weekly podcast, the ABA Banking Journal. The Organization for World Peace recently offered me a podcast host position during my correspondent internship period. I hosted the HeelTalk podcast for the Daily Tar Heel until the audio department was cut from the newspaper. Now, I have interviewed for four separate positions with CNN and CNNI in their business broadcast and content broadcast departments. My GPA and internship experience reflects the passion driving my professional and academic lives. The RTDNAC would help with relocating for a summer internship so that I can experience an in-person internship for the first time in my college career. With this scholarship, I will be able to fully and truly experience life as a broadcast journalism intern. Whether I accept a position with CNN or with a local broadcast news station, I need the scholarship money to aid in my travel and housing expenses.

Beyond a summer internship, I will travel to Spain this fall for an exchange program with the Universidad de Navarra. UNAV has an internationally acclaimed communications program, and my studies there will focus on global and political communications, providing a distinguished perspective on journalism that I have not and cannot obtain while studying solely in North Carolina. The RTDNAC scholarship will further help my finances because

moving across the Atlantic directly after relocating for an internship will cause significant financial strain on my family and me. I currently receive financial aid, but FAFSA does not help with international studies, so I will have to take out more loans without aid from RTDNAC.

My mentors in broadcast journalism often tell me that joining the marketing and PR industry is an easy switch, but it is less fulfilling. I've had my experience in marketing, and I've rejected offers to intern for PR companies despite the financial security and comfort of living the career path offers. I truly want to work in the broadcast industry, and the RTDNAC scholarship will provide an inexplicable help towards my career goals. Thank you for your consideration, and I look forward to hearing from you.

THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL



University Registrar

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Name: Sari, Cassia Cubas
Student ID: 730314623

Birthdate: 05/31/2001
Print Date: 01/27/2022

Test Credits Applied Toward AS Bachelor

Test Credits

Course	Description	Earned
ENGL 152	ENGL GENERAL ELECTIVE	3.000
HIST 128	EUROPEAN HISTORY SINCE 1650	3.000
MATH 110P	AM HIST SINCE 1865	3.000
MATH 231	ALGEBRA	0.000
MATH 110P	CALC FUNC ONE VAR I	4.000
MATH 129P	ALGEBRA	0.000
MATH 231	PRECALCULUS MATHEMATICS	0.000
MATH 232	CALC FUNC ONE VAR I	0.000
MATH 110P	CALC FUNC ONE VAR II	4.000
MATH 129P	ALGEBRA	0.000
MATH 100	PRECALCULUS MATHEMATICS	0.000
POLI 100	INTRO AMERICAN DEMOCRACY	3.000
PSYC 101	GENERAL PSYCHOLOGY	3.000

Test Transfer Totals: 23.000

Academic Program History

Program:	Active in Program	College of Arts and Sciences	Media and Journalism Major	Journalism Option
04/11/2019:	AS Bachelor	College of Arts and Sciences	Media and Journalism Major	Journalism Option
04/11/2019:	Active in Program	Political Science Major	Political Science Second Major	
01/17/2020:	AS Bachelor	College of Arts and Sciences	Media and Journalism Major	Journalism Option
01/17/2020:	Active in Program	Political Science Major	Political Science Second Major	
08/10/2020:	MJ Bach Arts Media and Journl	School of Media and Journalism	Media and Journalism Major	Journalism Option
08/10/2020:	Active in Program	Media and Journalism	Media and Journalism Major	Journalism Option
08/10/2020:	Active in Program	Political Science Second Major	Political Science Second Major	
01/19/2021:	MJ Bach Arts Media and Journl	School of Media and Journalism	Media and Journalism Major	Journalism Option
01/19/2021:	Active in Program	Media and Journalism	Media and Journalism Major	Journalism Option
01/19/2021:	Active in Program	Political Science Second Major	Political Science Second Major	
01/19/2021:	Active in Program	Business Administration Minor	Business Administration Minor	

Beginning of Undergraduate Record

2019 Fall

Course	Description	Attempted	Earned	Grade	Points
101	INTRO ASTRO I	3.000	3.000	A-	11.100
101L	INTRO ASTR LAB	1.000	1.000	A-	3.700
113	PUBLIC SPEAKING	3.000	3.000	A	12.000
50	TIME AND THE MEDIEVAL COSMOS	3.000	3.000	A-	11.100
153	WRITING AND REPORTING	3.000	3.000	A	12.000
180	FOUNDATIONS OF PHOTO	3.000	3.000	B+	9.900
Term Totals		16.000	16.000		59.800
Cumulative GPA		16.000	39.000		59.800

Term Honor: Dean's List

Academic Standing Effective 12/13/2019: Good Standing

2020 Spring

Course	Description	Attempted	Earned	Grade	Points
101	ECON INTRO	3.000	3.000	A	12.000
105I	ENG COMP/RHET (INTERDISC)	3.000	3.000	A	12.000
101	Writing in Digital Humanities	3.000	3.000	A	12.000
130	ELEM ITAL I	3.000	3.000	A-	11.100
130	INTRO TO COMP POLI	3.000	3.000	A-	11.100
Term Totals		12.000	12.000		47.100
Cumulative GPA		28.000	51.000		106.900

In response to the academic disruption caused by the Coronavirus pandemic, the University of North Carolina at Chapel Hill implemented an emergency grading accommodation in the Spring 2020 that allowed for grades of pass/fail.

In response to the academic disruption caused by the Coronavirus pandemic, the University of North Carolina at Chapel Hill suspended the Dean's list in the Spring 2020 semester.

Academic Standing Effective 05/05/2020: Good Standing

2020 Summer I

Course	Description	Attempted	Earned	Grade	Points
102	FINANCIAL ACCOUNTING	1.500	1.500	A-	5.550
155	INTRO DATA MODELS & INFERENCE	3.000	3.000	A	12.000
Term Totals		4.500	4.500		17.550
Cumulative GPA		32.500	55.500		124.450

THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL



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Name: Sari, Cassia Cubas
Student ID: 730314623

Academic Standing Effective 06/18/2020: Good Standing

2020 Fall

Course	Description	Attempted	Earned	Grade	Points
ITAL 102	ELEM ITAL II	3.000	3.000	A	12.000
LFT 114	LIFETIME FITNESS: YOGA/PILATES	1.000	1.000	A	4.000
MEJO 121	INTRO TO DIGITAL STORYTELLING	3.000	3.000	A	12.000
MEJO 424	MEDIA MGMT AND POLICY	3.000	3.000	A-	11.100
POLI 150	INTL REL & GLBL POL	3.000	3.000	A-	11.100
POLI 281	DATA IN POLITICS I	3.000	3.000	A-	11.100
Term GPA	3.888 - Term Totals	16.000	16.000		66.200
Cumulative GPA	3.848 - Cum Totals	48.500	71.500		186.650

In response to the academic disruption caused by the Coronavirus pandemic, the University of North Carolina at Chapel Hill implemented an emergency grading accommodation in the Fall 2020 that allowed for grades of pass/fail. In response to the academic disruption caused by the Coronavirus pandemic, the University of North Carolina at Chapel Hill suspended the Dean's list in the Fall 2020 semester.

Academic Standing Effective 11/24/2020: Good Standing

2021 Spring

Course	Description	Attempted	Earned	Grade	Points
BUSI 406	PRINC OF MARKETING	3.000	3.000	PS	0.000
ITAL 203	INTMED ITAL I	3.000	3.000	A	12.000
MEJO 252	AUDIO JOURNALISM	3.000	3.000	A-	11.100
POLI 193	INTERNSHIP IN POLI	3.000	3.000	PS	0.000
POLI 272	ETHIC PEACE WAR DEF	3.000	3.000	A-	11.100
Term GPA	3.800 - Term Totals	15.000	15.000		34.200
Cumulative GPA	3.841 - Cum Totals	63.500	86.500		220.850

In response to the academic disruption caused by the Coronavirus pandemic, the University of North Carolina at Chapel Hill suspended the Dean's list in the Spring 2021 semester. In response to the academic disruption caused by the Coronavirus pandemic, the University of North Carolina at Chapel Hill implemented an emergency grading accommodation in the Spring 2021 that allowed for grades of pass/fail.

Academic Standing Effective 05/14/2021: Good Standing

2021 Summer I

Course	Description	Attempted	Earned	Grade	Points
CLAS 131	CLASSICAL MYTHOLOGY	3.000	3.000	A	12.000
Term GPA	4.000 - Term Totals	3.000	3.000		12.000
Cumulative GPA	3.849 - Cum Totals	66.500	89.500		232.850

Academic Standing Effective 06/24/2021: Good Standing

2021 Fall

Course	Description	Attempted	Earned	Grade	Points
BUSI 403	OPERATIONS MGMT	3.000	3.000	A	12.000
BUSI 470	STORYTELLING INFLUENCE	1.500	1.500	B+	4.950
BUSI 508	INSPIRE SUSTAINABLE BUS IMPACT ESHIP	1.500	1.500	A	6.000
MEJO 340	INTRO TO MEDIA LAW: JOUR FOCUS	3.000	3.000	A	12.000
MEJO 421	TV REPORTING AND PRODUCING	3.000	3.000	A-	11.100
POLI 238	POLI GLOBAL SOUTH LAT AM	3.000	3.000	A	12.000
Term GPA	3.870 - Term Totals	15.000	15.000		58.050
Cumulative GPA	3.853 - Cum Totals	81.500	104.500		290.900

Term Honor: Dean's List
Academic Standing Effective 12/10/2021: Good Standing

End of Official Undergraduate Academic Record

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February 27, 2022

Pete Poore, RTDNAC Scholarship Chairman
955 Park St., P.O. Box 191
Columbia SC 29202

TOM LINDEN, M.D.
*Glaxo Wellcome Distinguished Professor of Medical Journalism
Director, Science and Medical Journalism Program*

Dear Mr. Poore,

I am writing this letter of recommendation in strong support of the application of Cássia Sari for the 2022 RTDNAC Scholarship. I have known Ms. Sari since January of 2021 when she was a student in my Audio Journalism (MEJO 252) course. She is now enrolled in my Environmental and Science Journalism (MEJO 560) course.

In my Audio Journalism class, Ms. Sari took an active role in class discussions and was host, assistant producer and reporter for a podcast on gun violence, the capstone project for the course. On a team with two other members, Ms. Sari excelled as she worked collaboratively with other students to produce a high-quality, 12-minute podcast on a very difficult topic. The podcast, "No Vaccine for Gun Violence," featured interviews with three former and current high school students who organized efforts to raise awareness of gun violence after the 2018 Stoneman Douglas High School shooting in Florida. In the podcast Ms. Sari displayed a high level of professionalism in her reporting, voicing and producing. For her work she received a 98/100 for the podcast and an A- in the course.

She is now a student in my Environmental and Science Journalism course. Although almost half the members of the class are first-year master's students, Ms. Sari shows no hesitancy to contribute to class discussions. As a former television environmental and medical reporter for CNBC, Lifetime Television, KRON-TV in San Francisco, and Fox-11 in Los Angeles, I'm impressed with Ms. Sari's ability to translate complex scientific issues into plain English -- the hallmark of a good science journalist.

In terms of broadcast and digital journalism, Ms. Sari has the requisite skills as she's proficient in Adobe Premier Pro and Audition, as well as other Adobe applications. In addition, she's fluent in Portuguese and English and can converse in Spanish. She has broadened her educational background by double majoring in journalism and political science with a minor in business. Most important of all are her interpersonal skills. She is collegial, inquisitive and has a can-do attitude. I highly recommend Ms. Cássia Sari for consideration as a very worthy recipient of the RTDNAC Scholarship.

Sincerely,

Tom Linden, M.D.
Glaxo Wellcome Distinguished Professor of Medical Journalism

February 25, 2022

To the Selection Committee:

I am writing this letter to recommend my student, Cassia Sari, for the 2022 RTDNAC Scholarship.

Cassia is currently in my Producing Television News course, and is one of the top students in the class. Simply put, you won't find a more intelligent, more positive, and harder-working participant. Every week she leads the class in pitching story ideas and turning news content. She is also extremely reliable, and always meets deadlines.

Cassia is not afraid to work hard and earnestly seeks constructive criticism to become better. I have spoken to other faculty members in the School who are equally impressed by her drive and talent. I have no doubt she will succeed in the broadcast journalism field, and is deserving of this generous scholarship.

Thank you for your kind consideration! If you have any other questions, please don't hesitate to contact me.

Best,



Dr. Lynn Owens
Lecturer of Broadcast Journalism
UNC Hussman School of Journalism and Media
lynnowens@unc.edu

February 28, 2022

**Andy Bradshaw
Marketing and Communications Specialist
UNC School of Government
730 Washington Street
Raleigh, NC 27605**

To Whom It May Concern:

I have had the pleasure of managing Cassia Sari in her role as Strategic Communications Assistant at the UNC School of Government. The communications team is tasked with amplifying the School's mission to serve public officials in North Carolina, and Cassia has been indispensable in helping achieve that goal. Having observed her strong interpersonal skills, dedicated work ethic, and talented writing abilities, I can confidently say that she is more than deserving of a scholarship from the Radio Television Digital News Association of the Carolinas (RTDNAC).

Joining a new team always requires learning from the ground up—but doing so in a virtual climate without ever being able to physically meet your coworkers poses a unique challenge. Cassia, however, has adeptly navigated this unusual situation. She has gone out of her way to make introductions to her coworkers and forge meaningful connections. In her role, she is truly a team player who is an enjoyable and reliable colleague. Her desire to connect, from both near and afar, is truly in line with RTDNAC's values.

I can also attest that Cassia has a strong work ethic and is extremely dependable when assigned a task. When given a project, I can rest assured that it will be completed quickly and done well. Cassia regularly finishes tasks well ahead of the given deadline, and her attention to detail and clear interest in the subject matter shine through brightly in the finished product of her work.

Cassia's collegial nature and diligent work ethic are complemented by her proficiency in writing. I have assigned many writing projects to Cassia and have been impressed by the final product she creates each time. Her proven experience in reporting and writing—which can be a complex task that requires clear and effective storytelling—is worthy of being recognized by an organization so devoted to fostering these skills within young professionals.

In closing, I am very much assured that Cassia's receipt of a scholarship from RTDNAC is a much deserved one. Please feel free to contact me via email at bradshaw@sog.unc.edu or by phone at (828) 234-9068 for any additional information about what a great candidate Cassia Sari is for this honor.

Sincerely,

Andy Bradshaw