



University of Pittsburgh

Kenneth P. Dietrich School of Arts and Sciences
Film and Media Studies Program

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To Whom It May Concern,

I would like to submit this letter of recommendation on behalf of Ms. Lily Cohen.

I had the pleasure of instructing Ms. Cohen as an undergraduate student in my Broadcast class – TV News Practicum, which is also known as “Pitt to the Point” (www.pitttothepoint.com). I have known Ms. Cohen for two (2) years.

Ms. Cohen was an exceptional student, who demonstrated an advanced understanding of every aspect of broadcasting, production, and journalism. Ms. Cohen also demonstrated an expertise in audio production, story writing, producing, editing, camera work, formatting, copy writing, screenwriting, professional use of social media, and reporting. Ms. Cohen’s maturity and knowledge were evident in her approach to broadcasting and her preparation for assignments both in the classroom, as well as with business professionals.

Ms. Cohen was a standout student in my Broadcast class – TV News Practicum. This is a very demanding, high-level course, which requires students to produce a live 1-hour news/magazine program. The program is streamed on the University of Pittsburgh website and airs on KDKA’s (CBS affiliate) CBSN streaming platform.

Ms. Cohen was a leader in the class, serving as “Pitt to the Point’s anchor, City Beat Reporter (covering the City of Pittsburgh), “City Beat” producer, and “Pitt Beat” producer. Ms. Cohen was also responsible for copy writing in various news disciplines, editing, coordinating and setting up all audio, camera use (in studio and for remote broadcasts), WordPress, AP style writing, and interviewing.

She always exuded professionalism and was highly respected by her peers. Ms. Cohen’s ability to embrace any challenge and delve into extensive research were two of her many strong suits. She continually demonstrated her exceptional communicative skills and teamwork.

Ms. Cohen has several outstanding talents, which includes a true passion for broadcasting and production, an eagerness to not only participate but also learn, and a tremendous sense of responsibility. Ms. Cohen is very committed to her goals. She is self-motivated and willing to extend herself to learning, as well as assisting others. Her passion for “Pitt to the Point” TV show was evident on a daily basis. She was committed and driven to always go above and beyond to make the each show an unmitigated success.

Ms. Cohen was a member of Alpha Epsilon Phi Sorority for all four of her undergraduate years. She served as President of the sorority her junior year.

Ms. Cohen was also a member of the Challah for Change board, which is a club under Hillel that bakes challah and sells it with all the proceeds going to organizations that help fight food insecurity. As a sophomore and a junior, Ms. Cohen was the Social Media Manager. As a senior, she served as President of the club.

During her sophomore year, Ms. Cohen had articles published for Studio Four One Two (a lifestyle magazine club). Her elite story-telling ability placed her among the top students in broadcasting and Film & Media Studies at the University of Pittsburgh.

Having had the honor of instructing and working with Ms. Cohen at the University of Pittsburgh, I am confident she will exceed her educational and professional goals in the field of production, broadcasting and film. To that end, I would like to give my highest recommendation for Ms. Lily Cohen.

Sincerely,

Kevin M. Smith

Kevin M. Smith Director of Undergraduate Studies –Broadcast & Teaching Professor
University of Pittsburgh

https://www.imdb.com/name/nm2457070/?ref=fn_al_nm_1