



Cathy Hughes School of Communications  
Department of Media, Journalism and Film  
525 Bryant St. N.W., Suite 230  
Washington, DC 20059

November 15, 2016

Michelle Hord-White  
Vice President  
Talent Acquisition and Campus Programs  
NBCUniversal  
30 Rockefeller Plaza #1638W  
New York, NY 10112

Dear Michelle,

How are you? I'm doing well. Congratulations again on the award. It's well deserved and recognition not only of good corporate citizenship, but also your deep commitment to Howard. And we can't thank you enough!

A while back, I asked Jennifer Thomas to serve as our point person in response to your concerns about keeping our lines of communications open and on track. I appreciate your candidness, and I'm confident that you are in good hands, especially with your solid ties.

As Jennifer mentioned, we're excited about NewsVision's return to WHUT and the upcoming as-live newscast on Dec. 1, 2016. Like many news organizations, we're faced with the challenge of being more self-sufficient and entrepreneurial with a tighter focus on the bottom line. This also presents opportunities for staunch supporters like NBCUniversal to showcase your brand and the talent of tomorrow's journalists.

I'm approaching you first with the opportunity for exclusive sponsorship of the newscast. NBCUniversal would be acknowledged at the beginning and/or end of the newscast as well as through other promotional materials, releases and extensions of NewsVision. As a charter supporter, NBCUniversal would also be recognized in other departmental activities. Based on WHUT estimates, exclusive sponsorship of the December newscast would be about \$4,500.

In the true spirit of partnership, please let us know how we can assist you. One goal of our Media Innovation Center is to serve as an incubator of ideas so that we can assist companies with research and development, including brand extensions, solutions to problems, pilot projects, experimentation with emerging technology or whatever our students and faculty can dream up!

We've worked with EA Games in collaboration with computer science, engineering and fine arts; brought the achievements of radio pioneer Richard Durham to life through the creativity of audio and theater students; advised the Washington Post on its forthcoming Coral Project to revamp online comments; participated in the national Electionland project using social media to monitor voter suppression; produced a magazine for Kindred the Family Soul as a custom-publishing project for Hidden Beach Recordings; and our film students are working with Time-Warner Visiting Professor Julie Dash (*Daughters of the Dust*). We appreciate your support of our efforts to renovate, furnish and equip the Media Innovation Center along with its satellite labs and studios.

I look forward to speaking to you soon, and I'll also be in touch about the Alumni Advisory Council that we discussed for the Department of Media, Journalism and Film. I know that you might participate on other boards for Howard (and the other HU), but there's no place like home!

Thanks for your time and consideration. If you have any questions, please feel free to contact me at (202) 806-4499, direct line; 489-4850, cell; 806-7927; main number; or [ylamb@howard.edu](mailto:ylamb@howard.edu).

Sincerely,

*Yanick*

Yanick Rice Lamb  
Associate Professor  
Chair