

Moore Internship Fund

May, Steve

Sat 12/17/2016 9:03 AM

Interim UGS Director

To:Fowler, Samantha <fowler08@email.unc.edu>; Monahan, Torin <torin.monahan@unc.edu>;

Cc:Perucci, Tony <perucci@unc.edu>;

4 attachments (183 KB)

John Moore - Marwood and Moore Fund Story.docx; Moore Internship Fund - Flier 2014.pdf; Moore Internship Fund - Rejection Letter '14.doc; Moore Internship Fund - Message to John Moore about Recipient '08.doc;

Hi Torin,

Samantha asked about the process for publicizing the Moore Internship Fund, as well as how the selection process works. The fund provides up to \$2,000 financial support to defray costs for a student pursuing an internship in the summer. Because John Moore felt that students should draw upon their internship experience in subsequent coursework, he has a strong preference that sophomores and juniors be given priority. Other criteria include: 1) internships in major metropolitan areas; 2) quality of internship; and 3) financial need.

In the past, we have given at least one stipend to a student with a Hollywood internship; however, since those students already receive a departmental benefit and tend to be seniors, we have prioritized students who are not associated with the Hollywood internship program. They are welcome to apply, though, and should be considered.

Because I know the donor, John Moore, I coordinated the process for the Moore Internship Fund for several years. In recent years, though, it made more sense to move that responsibility to the Undergraduate Studies Committee. Since you are the interim director in the spring, I wanted to forward you and Samantha some documents that might help in that process:

1. Background on John Moore, who is an alum, has served on the department's advisory board, and is currently a member of the UNC board of visitors
2. An announcement template that Samantha can use to publicize the fund, which provides up to \$2,000 for 4-5 students each summer to defray internship costs. Typically, we begin to publicize the opportunity in mid to late January and have a late March deadline (after spring break).
3. A sample rejection letter for students who did not receive the fund. I would make personal phone calls to award recipients, but do what works best for you.
4. A sample letter to John Moore, thanking him for his ongoing support and providing a brief summary of the recipient for that year. In subsequent years, we've had funding for additional students. Bill Swindell can give you an update on the amount that will be available this year.

Let me know if you have any questions. I am happy to help in any way. Tony may have some insights and suggestions, too, based on recent experience with the fund.

Steve

INTERNSHIP FUNDING FOR COMM MAJORS

John and Tatiana Moore Internship Fund

Based on a generous gift from John and Tatiana Moore, the UNC Department of Communication Studies is pleased to provide stipends of up to \$2,000 to Communication Studies students who have received internships related to their course of study during the summer of 2014. The stipend may be used to defray costs for travel, housing, and other expenses during the internship period. Preference will be given to sophomores and juniors who have secured internships at companies or organizations that are located in a major metropolitan area. Recipients will be selected according to the quality of their internship and their financial need.

To apply for the stipend, submit the following materials to Carley Niland (crniland@email.unc.edu) in Bingham 115 no later than 4 p.m. Friday, March 21st, 2014.

- A cover page that includes your name, major concentration, year in school, phone number, and email address
- A description of the organization, the start and end dates for the internship, a statement regarding whether the internship is paid or unpaid, and an explanation of the internship responsibilities, not to exceed one page
- A confirmation letter (or email message) from the internship supervisor, including phone number and email address
- A brief budget that includes anticipated expenses and a statement of financial need

STIPENDS OF UP TO \$2,000

John Moore is a Big Apple, Blue Suit Guy with Carolina Blue

John Moore is a Big Apple, Blue Suit Guy with Carolina Blue Roots

John Moore worked from the ground up to build Manhattan-based Marwood Group into one of the most respected healthcare-focused financial service firms in the nation.



Alumnus John Moore and his wife, Tatiana.



John Moore, Carolina lacrosse player, late 1980s.

Today, Marwood's co-founder, chairman and CEO—and Carolina alumnus—looks every bit the part of the successful entrepreneur that he is. He's also supporting Carolina students, giving them an edge in a highly competitive job market and helping them obtain real world experience before they graduate.

At just 29 years old in 1995, an ambitious Moore was a founding partner and vice chairman of CarePlus Health Plan, which grew to be New York's 12th largest HMO before he sold it ten years later in 2005 to Amerigroup. While establishing CarePlus, Moore also started a successful homecare business in New York City.

Along the way, while he was working in the healthcare industry, he realized that there were vast gaps between what businesses wanted—and needed—to know and what information regulatory agencies and legislative bodies made readily accessible.

“For the longest time, there was a huge disconnect between Wall Street and Washington for accessible health care data,” said Moore. “If you’re an investor, you’re always looking for better information.”

During the 1990s, Moore became friends with Edward “Ted” Kennedy, Jr., son of the late Sen. Edward M. Kennedy. The two shared a common interest in health care and in bridging that information gap, and in fall of 2000, the Marwood Group was born. The firm specializes in asset management, private equity advisory and proprietary equity research and has offices in New York City, Washington, D.C., and London.

“We named the company Marwood as a tip of the hat to Ted’s grandfather,” said Moore. “He understood more than anyone else, perhaps, that what happened in Washington affected Wall Street.”

That would be Joseph P. Kennedy Sr., the first chairman of the federal government’s Securities and Exchange Commission, who rented an estate called Marwood on the Potomac River when he worked in Washington, D.C. The senior Kennedy oversaw the establishment of SEC founding regulations that curbed some of the more speculative trading practices of the time and increased transparency, improving investor confidence in Wall Street during the Great Depression.

The Carolina connection

A high school senior and talented lacrosse recruit, Moore first experienced Chapel Hill— and North Carolina—on a trip with his parents in fall 1983.

“I was fortunate to be able to come to Carolina,” said Moore.

Ten years later, another high school senior from New York bound for Carolina had a chance meeting with Moore.

“John and I happened to be sitting next to each other at a Carolina lacrosse game in spring 1994 at SUNY Stony Brook and struck up a conversation,” said T. J. Modzelewski ’00.

“Although he was 10 years older, we had a lot in common, particularly since we were both from Long Island. I was impressed by his talent at understanding and explaining the ‘business side of business,’ those elements that fundamentally drive companies,” Modzelewski said.

Moore stayed in touch with Modzelewski during his college years, helping him understand the logic and complexity behind the business decisions of the companies that Moore was building.

“This became my informal education with John and led me to want to work with him when I graduated, even though my major had been physics,” he said. As a student in Pat Parker’s organizational communication class, Modzelewski, in fact, drafted the business plan for the Marwood Group.

Today, Modzelewski is chief operating officer at the Marwood Group where nine of the 95 employees are Carolina alumni.

“It’s been very rewarding to work with John as a colleague and apply in practice the many lessons he taught me at a young age,” said Modzelewski. “The great thing about John is that he is willing to teach young people at the company. He wants to empower them with knowledge on how and why things are done. It is the foundation of the Marwood Group’s great culture and a major reason for our success.”

Opportunities for the next generation

In 2005, Moore established the John and Tatiana Moore Student Internship Fund in the Department of Communication Studies in the College of Arts and Sciences to encourage promising students to think big and augment their Carolina classroom education with work experiences far from campus. The fund provides stipends to communication studies majors who have earned internships related to their course of study, with a preference for students studying in major cities.

Eight students have been granted awards, including Jennifer Carpenter ’09, a Moore Award recipient in 2008 who was an intern at the *Washington Post*. Carpenter earned a Fulbright Scholarship to study in Albania in 2009-2010, and credited the Moore Award with helping invigorate her filmmaking career.

Frederick Wellborn ’11, a communication studies major from Brevard, N.C., was elated to learn he was among three students to receive the Moore Award in spring 2010.

“This summer I was fortunate to land a position as filmmaker on the UNC Students of the World team. We will travel to Tanzania to film a documentary about unsafe drinking water in the Arusha region, and then spend the rest of the summer in Austin, Texas, for post-production. I am honored to have received the Moore Award to help finance my unpaid work with Students of the World this summer, and would not be able to do the project without this help,” he said.

Wellborn is just the type of student that Moore had in mind when he created the fund.

“I come from a small mountain town in western North Carolina, and I’ve always wanted to know what was outside of it,” said Wellborn, who wants to live in a large city and find a job in the film industry after he graduates. “I took a gap year before entering college, and in the fall of that year I traveled to Europe with a backpack and a rail pass, and went wherever I felt like going. The trip introduced me to so many different types of people, places and ideas that I didn’t know about before. My biggest regret is not taking a video camera with me.”

Moore’s generous commitment to Carolina students also extends to 12 coveted paid summer internships at the Marwood Group in its New York and Washington offices. In addition to office duties, students attend daily briefings, weekly “lunch and learns” with Marwood division heads and a weekly discussion lunch with Moore. They also tour local landmarks.

Several interns from this program have been hired as employees after graduation.

Francesca Rawleigh of Gettysburg, Pa., graduated from Carolina in May with a double major in political science and communication studies—and with a full-time job at the Marwood Group. In summer 2009, she interned in Marwood's Washington, D.C., office.

"I've known for a long time I wanted to work in D.C. after graduation and so having an opportunity to work there last summer was great. I wasn't quite sure what the Marwood internship would entail, but I knew I could use my developing communication skills and greater understanding of politics and policy.

"Every day as an intern at Marwood I learned something new. I especially enjoyed going to Capitol Hill and watching Congress at work. I know internships are supposed to help students gain real world experience, and I truly had the opportunity to live this every day," said Rawleigh.

"I know I have a lot to learn, but I am eager to do so. I feel very fortunate to have had this opportunity through Marwood last summer and now as an employee after graduation," she said.

Dennis Mumby, chair of the department of communication studies, said that it's hard to overestimate the impact of Moore's gifts.

"John's enthusiasm and support for our program epitomizes just how important our alumni are to the health and excellence of our educational mission.

"Our program is heavily invested in enabling students to experience how the analytic skills they learn in the classroom translate into real world life and work skills that will stand them in good stead for their entire professional careers. The Moore Internship Fund, as well as the Marwood Group internships, and the support they provide our best undergraduate students, helps us to make good on that investment in a very tangible and meaningful way," said Mumby.

For Moore, who now splits his time living in New York City and in Setauket, Long Island, with his wife, Tatiana, and their three young children, his support of Carolina is profitable in more than just the bottom line on a balance sheet.

"I want to give students opportunities that I didn't have," said Moore. "I'm glad that the internships and awards, in some small way, help students with potential yet no real world experience to bridge that gap."

Hi [name],

Thank you for your application for the Moore Internship Fund in the Department of Communication. A committee of faculty members met recently to evaluate the applications and select recipients for this year.

I wanted to inform you that, unfortunately, you were not selected for the internship fund. Although you had an excellent application, we had a particularly large and outstanding group of applicants for the fund this year. As a result, it was a difficult decision.

I wish you the best in your internship with this summer, though. I hope it goes well and you enjoy your time during it. It is a fantastic opportunity, so I hope that you learn a lot and that you are able to network there with established professionals in the industry.

Feel free to follow up with me if you have any questions.

Best,

Steve May
Associate Professor
Department of Communication

Hi John,

I hope you had a good weekend.

After reviewing the 15 applications for the Moore Internship Fund, the Department of Communication Studies selected Jennifer Carpenter as this year's recipient of the fund. Although we had many excellent applicants, we felt that Jennifer's academic performance, work experience, and extra-curricular activities made her the most deserving recipient. She will be an intern this summer in Washington, D.C. for The Washington Post with their interactive media group. She will have substantial duties there, based on their notification letter to her.

She is a junior with a double major in Communication Studies and Journalism and Mass Communication and has been on the Dean's list each year. She is also pursuing a certificate in documentary studies from Duke University. Her experience includes working for U.S. House Representative Brad Miller, ABC News, and UNC-TV. She has written, directed, and produced several documentary films (including one shot in Mexico and another in Bulgaria). She has also received numerous awards, including a John Hope Franklin Fellowship and a student Emmy Award.

We are very excited to have such an outstanding recipient and we are confident the financial support to pursue such a prestigious (and competitive internship) will launch Jennifer on a very successful career.

On behalf of Jennifer and the Department of Communication Studies, I want to sincerely thank you and your family for the generous support of another one of our students. As someone who gave up an internship opportunity because of a lack of funds in my own college years, I can't thank you enough for making these kinds of opportunities available to our students.

Best,

Steve