

Communications student connects with Super Bowl

Dominican Communications and Media Studies major, Diane Farina '16, has enjoyed her work-related connection with the 2014 World Series champion San Francisco Giants, and reigning NBA champion Golden State Warriors. This month Super Bowl 50 ushered in a new opportunity.

Since September, Diane has worked as a video editor for SAMMCO, a San Francisco-based media production company that provides technical support and personnel assistance at major sporting events. In addition to operating equipment as an intern with [San Francisco Giants Productions](#) and serving as a productions assistant with the Warriors, Diane has worked as a live video editor for SAMMCO at Sacramento Kings basketball and Cal football games. She also has been a television replay operator at San Jose Earthquake soccer games and Stanford University basketball games.

SAMMCO's recent contract with the NFL Network has opened a new door for Diane. Instead of being behind the camera, Diane found herself this month behind the driver's wheel transporting NFL Network on-air talent and directors/producers to NFL sites and sets located all around the Bay Area. On February 2, she accompanied an NFL Network reporter and producer to Levi's Stadium, and listened as they prepared scripts for segments they planned to tape at the stadium.

"My dream is to be an on-air reporter, so it was awesome hearing their ideas about what worked and what didn't," Diane says. "It gave me even more motivation to pursue it as a career."

Diane also has transported NFL Network people to Super Bowl City at Justin Herman Plaza and to the NFL Experience at Moscone Center. On February 6, she drop-off passengers at the NFL Honors Awards Show at the Bill Graham Civic Auditorium.

Diane came to Dominican in Fall 2014. That has led her to a series of new internships and opportunities, new connections and relationships.

"My whole life changed. It's the best decision I've ever made," says Diane, who is now in the position to encourage her classmates and ultimately help them get internships/jobs too. "I'm so proud to represent the University."

Prior to Super Bowl week, Diane helped Leona George-Davidson, media support coordinator and [Penguin Radio](#) director in the [School of Arts, Humanities and Social Sciences](#), and Kayla Karlsson '16, another senior [Communications and Media Studies](#) major, participate as stand-ins for the NFL Network's media day at SAP Center in San Jose. Diane volunteered to SAMMCO to send an email blast to classmates at Dominican to recruit as many as she could to come to San Jose on January 31.

Kayla, Leona and Leona's husband, Jeff, were selected to the roster and drove to SAP Center and, for four hours, were directed to podiums and designated interview areas on the floor of the San Jose arena so that NFL Network could achieve the proper sound and lighting for February 1's "Opening Night" media event.

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