

COTA Gearing Up for Innovative Technologies

The University of Southern California's renowned Annenberg School for Communication and Journalism accepted COTA Communications Director Wayne Trujillo into its Master of Communication Management program. Next year, COTA will initiate an ambitious program and schedule to disseminate its mission and vision through innovative communication practices and digital platforms and technologies. USC Annenberg's MCM program, described as the "Communicator's MBA," integrates all facets of the communication process, including strategy, development, delivery and measurement, into a rigorous graduate program that has real-world applications across organizations, situations, platforms and campaigns.

Trujillo, who holds a B.S. in Journalism from the University of Colorado-Boulder and an M.A. in Digital Media Marketing and Communication from Regis University, regards USC Annenberg's professors as a "dream team," widely recognized as among the world's leading communication and journalism scholars and practitioners. COTA will experience and benefit from the USC Annenberg faculty's instruction and mentorship both during and after Trujillo's program. "My graduate experience at Regis presented an incredible opportunity to understand and appreciate digital media communications," Trujillo said. "The interdisciplinary curriculum allowed me to apply theories and concepts across the board in my personal and professional life. With USC Annenberg, I will both expand and concentrate my existing knowledge and experience to a whole new level and depth."

Trujillo will remain COTA's Communications Director during his USC Annenberg studies. In 2011, the school launched its online program for working professionals. The online curriculum and content are identical to that of its traditional on-campus program. "USC Annenberg went all out to ensure that its online MCM program maintains the same quality and standards as its traditional, on-campus studies and degree," explained Trujillo. "The admission standards and processes are the same, and the degree conferred is the same. USC Annenberg is not separating their traditional and online programs. The definitive allure is the opportunity to study under the legendary Annenberg faculty. USC Annenberg is committing a precious and priceless resource – its full-time faculty – to this program. COTA will definitely benefit from this educational endeavor."

Since its inauguration two decades ago, COTA has connected and interacted with organizations, businesses and governments at the highest levels, including Fortune 500 companies, presidents, ambassadors, and non-profit and professional powerhouses. COTA also maintains relationships with numerous educational organizations and institutions. The USC connection adds another esteemed presence in COTA's ongoing mission. "I am excited about COTA's new connection to one of the world's premier institutions of higher learning," said COTA Interim Chairman and CEO Gil Cisneros. "The opportunity to improve and expand our presence across international and

intercultural borders, facilitated by Mr. Trujillo's education at the University of Southern California's Annenberg School for Communications and Journalism, represents another milestone in COTA's history of accomplishments."