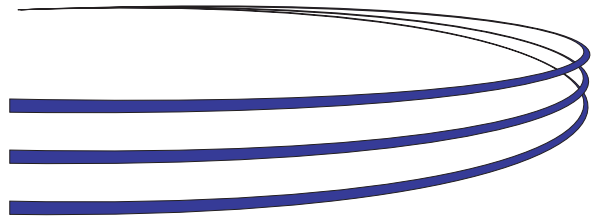


Newhouse School



October 2005 Newsletter

*From Joel Kaplan,
Associate Dean for
Professional Graduate Studies*

The leaves are changing in Central New York and I'd like to update you on some of the activities involving our 10 Newhouse master's programs as well as inform you of some important dates as you consider applying for the 2006-07 academic year.

OUR NEW MASTER'S CLASS

We welcomed 209 new master's students to our nine professional programs this summer including 16 students in our new Arts Journalism program. An additional 11 students in our one academic program—Media Studies—joined that group in time for the fall semester. The students hail from 35 states and countries like China, India, Nigeria and Romania.

As usual, all of our new students participated in the summer boot camp courses: an intense six credit hours of academic instruction designed to prepare all of our students for the rigor of a one-year program. But the new students also found time for a few recreational activities including a welcoming softball game and barbeque at Dean David Rubin's home; a party at the Inn Complete, a restaurant/bar located on South Campus where many of our graduate students live; a pizza party

at the Newhouse School and a Syracuse SkyChiefs AAA baseball game.

CLASS OF 2005

Welcoming the new class means saying goodbye to the Class of 2005, most of who finished their Newhouse education with a capstone experience, internship, thesis or special project this past summer.

For **Magazine, Newspaper and Online Journalism** students, those interested in newspaper journalism worked on a six-week project examining suburban growth in the Utica area for a series in the Utica Observer-Dispatch. During the previous two years, capstone students working on projects won statewide awards for their reporting.

Magazine students worked on and produced a prototype magazine called *Lake Life*. Students developed stories on environmental concerns, local bands, travel, wineries, profiles, and a photo essay project on drive-ins. Students designed, wrote, photographed, and edited the 100-page publication. In six weeks, students sent *Lake Life* to the printer and were left with a compelling, professional magazine.

New Media master's students created a number of interactive projects including a Content Management System for a student news site and the Television, Radio and Film department's NSite. Another student interned at Syracuse.com over the

six-week session, and was subsequently hired as an on-line producer. Past student projects and descriptions can be found at <http://newmedia.syr.edu/newmedia/696.html>

Students in **Public Relations** can complete their program by either writing a traditional master's thesis, or by completing a comprehensive examination and an internship. The great majority chose the second option. Students completed internships or found full-time employment at the following organizations: Padilla Speer Beardsley, Inc. in New York City, Atlantic Southeast Airlines, Inc. in Atlanta, Stanton Communications, Inc. in New York City, Euro RSCG Magnet in New York City, Text 100 International in Rochester, N.Y., Idenix Pharmaceuticals, Inc. in Cambridge, Mass., Burson Marsteller, San Francisco, American Cancer Society, Syracuse and Fleishman-Hillard, St. Louis.

Television, Radio and Film students complete their six-week capstone interning within the field. Students can choose to intern anywhere. During this past summer, many chose to intern at companies in New York City and Los Angeles. Some of the companies our students interned at were: ABC/Touchstone, Nickelodeon Creative Resources, NFL Films, MTV Networks, SONY/EPIC, Stick Figure Productions, and The Young & The Restless. Some students also opted to intern locally at WSYR Newschannel 9 in Syracuse and WKBW-TV Channel 7 in Buffalo,

N.Y. Student testimonials and links to student projects can be found at <http://4thwall.syr.edu>

Meanwhile, the **Broadcast Journalism** program successfully completed its first Washington program, where students finish their degree by spending six weeks in the nation's capitol. The students worked in TV reporting, radio or producing for a variety of news organizations including CBS News, CNN, PBS, Fox Newschannel and more than a dozen other stations in six states. Stories included reports on the Central American Free Trade Agreement, reactions to the nomination of Judge John Roberts to the Supreme Court, hearings on a reporter's shield law, and security reactions to the London transit attacks.

All of the broadcast students had the opportunity to see a series of lunch and dinner speakers, underwritten by a grant from Verizon Wireless. Speakers included CNN's Judy Woodruff, PBS's Gwen Ifill, CBS News White House Correspondent Bill Plante, Tribune Broadcasting White House reporter Sabrina Fang (a Newhouse graduate), Senator Jack Reed of Rhode Island, Syracuse Congressman James Walsh, and long-time voice of the Washington Redskins Frank Herzog.

During the **Media Management** capstone, students worked on special projects for local companies such as Time Warner Cable, Clear Channel Communications, Galaxy Communications, The Post-Standard, Eric Mower, and WSTM Channel 3. Students performed programming and marketing analysis. They also analyzed the company's operational procedures and worked on the advertising sales development.

In addition to taking a thesis design course, several **Media Studies** students researched and wrote their theses this summer. Three of the

titles, which all happen to be gender related are: "Deconstructing a cultural icon: A case study of Gwen Stefani," "Single women and television viewing: A qualitative inquiry of motives and meanings" and "Marketing the sizzle to sell the steak: A case study of Hooters and female sexuality."

IMPORTANT DATES AND UPCOMING EVENTS

Our fall Open House is planned for **Friday Nov. 4**, beginning at 10:30 a.m. Come visit us and see what we are doing! This is a chance for you to meet faculty and current master's students and to tour the Newhouse facilities. If you are interested in attending please visit our website (<http://newhousemasters.syr.edu>) and register.

For those who cannot make our Open House, we are also having two information sessions in Washington, D.C. and New York City. Representatives from the School as well as some recent alums will be in attendance to offer information and answer questions about the master's programs. Further information about these events is also available on our website.

The Washington session will take place on **Saturday, Oct. 29** from 2-4 p.m. at SU's Greenberg House, located at 2301 Calvert St., N.W.

The New York session will be held at SU's Lubin House, 11 E. 61st St., on **Saturday, Nov. 12** from 2-4 p.m.

DEADLINE FOR APPLICATIONS

The master's program application deadline for 2005-06 is Feb. 1, 2006. Your application must be received by this date for you to be considered for admission and merit-based financial aid. Applications received after Feb. 1 will be considered only on a space-

available basis depending on the program. The 2006-07 master's programs except for Media Studies begin on July 5. You may apply online or download the application. Go to the prospective students section of our website for further information.

HAPPENINGS AT THE NEWHOUSE SCHOOL

The biggest development at the Newhouse School this fall is the groundbreaking for Newhouse III, which will begin construction in earnest this spring. But, as usual, not a week goes by that several guest speakers and other visitors come to the School.

Among the guest speakers this semester:

Toni Muzi Falconi, Chairman of Methodos spa, an Italian change-knowledge-communication management consultancy; **Jem Aswad**, editor of MTV.com and frequent contributor to Time Out NY and the Village Voice; **Mira Nair**, critically acclaimed, award-winning film director, writer, and producer; **John Wildhack** ('80 Newhouse alumnus), senior vice president of programming for ESPN; **Thanh Truong** (G'00 Newhouse alumnus), reporter for WWL-TV, New Orleans; **Diane Weathers** (Newhouse alumna), a former reporter, writer and editor for Newsweek, Black Enterprise, Redbook and Consumer Reports, she most recently held the position of editor-in-chief of Essence; **Doug Clifton**, editor of the Cleveland Plain Dealer.

QUESTIONS?

Check our new and improved master's programs website at <http://newhousemasters.syr.edu>. We have a calendar of relevant events, a monthly alum/faculty profile, and information about admissions, financial aid and career opportunities. You can also send us an e-mail at pcgrad@syr.edu or call our office at 315-443-4039.