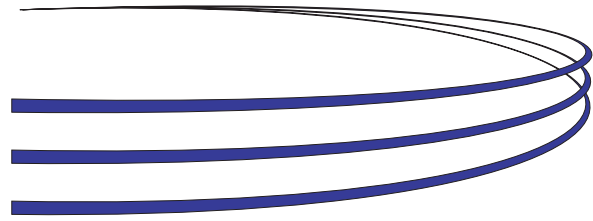


Newhouse School



October 2006 Newsletter

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

There is so much excitement going on around the Newhouse School this fall. Perhaps the biggest change is a physical one: Newhouse III and its 70,000 additional square footage is in its final stage of completion and will increase by one-half the space of the Newhouse complex. Newhouse III has been designed by award-winning architects Polshek Partnership and will include a new Center for Digital Convergence; an I³ Center, which stands for Inquiry, Innovation and Imagination; a 400-seat auditorium and a newsroom of the future. Mark down the date of September 19, 2007, when the building will be dedicated. Next year's master's class will be the first to use the new facility, which will open in time for the fall semester.

The other big news has to do with two new professional master's programs: **Public Diplomacy** and **Documentary Film and History** are joint with the Maxwell School. Public Diplomacy is really a dual degree program and students will receive master's degrees in both Public Relations and International Relations. The Documentary Film and History program involves coursework in both History and Television, Radio and Film. These two new programs join our nine current professional master's programs, including Arts Journalism, which just finished an extremely successful first year.

CLASS OF 2007

Our current master's class is having to put up with the construction of Newhouse III but don't seem to be letting the additional noise bother them. They are a bit jealous that they will be leaving before the doors to the new building are opened. Current students from the nine programs come from 34 states and 10 foreign countries, including Ukraine and the Philippines.

All of our professional master's students participated in boot camp that began immediately after the July 4 holiday. The boot camps are an intensive six-week period of academic instruction and skills-based classes that set the stage for the remainder of the program.

But despite the intensity, the new class found time for social activities ranging from a welcome picnic at Dean David Rubin's home as well as a trip to see the Syracuse Sky-Chiefs, the Toronto Blue Jays AAA farm team. There was also a party at the Inn Complete on South Campus as well as a happy hour at a nearby restaurant.

CLASS OF 2006

While the new class arrived, the Class of 2006 left us for a host of interesting and exciting jobs. But before they left, each student was involved in a capstone or culminating experience for their respective programs. The following are some of the capstones from this past year.

This was the second year that **Broadcast Journalism** students did their final capstone program in Washington, D.C., which is now a standard part of their curriculum. Of the 32 BJ students in Washington, about half were reporting news or sports for television stations around the country while the other half were working on behind-the-scenes producing jobs for network bureaus or local stations. Since the end of the program, six of the students have continued work in D.C., including two at NBC News, one at WTOP All News Radio and another producing at News Channel 8.

The first class of **Arts Journalism** students, who took trips to New York City and Ireland, spent their six-week capstone developing, researching and revising a New Yorker-style in-depth feature on subjects of their choice. Their intensive workshop took place in the Warehouse, a new facility in downtown Syracuse.

Magazine, Newspaper and Online Journalism students were divided up into their areas of interest. Magazine students created a publication from concept to printed launch issue devoted to uncovering the secrets of Syracuse called *Peeled*. Those interested in the newspaper capstone partnered with the Utica *Observer-Dispatch* for an in-depth series of stories on non-profits. The series included several investigative pieces including one that documented how the head of a local non-profit was secretly using the non-profit to subsi

dize another company. A third group did internships to partially fulfill the requirement. Students interned at *Newsweek*, *American Lawyer*, *The Nation* and *Premiere*, among others.

Students from the **Television-Radio-Film** sequence fanned out coast to coast, finishing their programs in industry settings that reflected their interests. Among the places they ended up: NHL Productions; VH-1; Bridget Johnson Films; Sirens Media; E! Entertainment; and America's Funniest Home Videos. You can share in their discoveries by connecting to The 4th Wall (<http://4thwall.syr.edu>), their electronic journal charting developments in the television, radio and film industries.

This year's **Advertising** capstone course asked students to take on a significant real world client, the American Council on Education's Solutions for Our Future initiative. ACE is a major coordinating body for the nation's higher-education institutions. Syracuse Chancellor Nancy Cantor is chair of its board of directors. The students developed a comprehensive integrated marketing communications plan for ACE. This fall, the course's professor, Carla Lloyd, will showcase the student work at a conference attended by area college presidents and the Texas-based agency that is handling all advertising for the initiative.

In the **New Media** capstone, each student is required to work on a project that demonstrates their abilities. One student developed a complete site and content management system for the Bleier Center for Television and Popular Culture. Another student developed a full commercial site for Steel City Toolworks, a Pittsburgh-based tool company. Other projects included a video game module, a Flash audio slide application for *Syracuse.com* and a site for artists to post work and solicit peer feedback.

The **Media Management** students' capstone projects included proposals for attracting younger audiences for the *Syracuse Post-Standard*; a transition communications plan for incorporating new audiences for Time Warner Cable; a sales management plan for Clear Channel Radio; and a local marketing plan for a new network for WSTM-TV.

Photography students do a master's project but they also worked with newspaper, news design and information graphics students on a collaborative project featuring long-form journalism. Graduate students in photo illustration partnered with magazine students to produce new magazines as well as worked with graphic arts students producing catalogues and booklets for business.

Most **Public Relations** students choose to take a comprehensive exam and an internship for their capstone experience. Last summer, they interned in locations from Syracuse to Tanzania. Among the other intern experiences were at major firms in Washington, D.C. and New York, investor relations in San Francisco, a boutique specialty firm in Boston; a non-profit in Sacramento; and a New York sports marketing company.

IMPORTANT DATES AND UPCOMING EVENTS

Our fall Open House is planned for **Friday, Nov. 17**, beginning at 10 a.m. Come visit us and see what we're doing! This is a chance to meet faculty and current master's students and to tour our facilities. If you are interested in registering, please visit our website below.

For those who can't 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 recent alumni will be there to offer information and answer questions about the

programs. Further information for these can also be found on the website. To register, please send an e-mail to pcgrad@syr.edu.

The Washington session is **Saturday, Nov. 4** from 2-4 p.m. at SU's Greenberg House, 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. 11** from 2-4 p.m.

Please note that all application support materials should be sent before **Feb. 1** to the Graduate Records Office, 466 Newhouse II, 215 University Place, Syracuse, New York 13244.

HAPPENINGS AT THE NEWHOUSE SCHOOL

As usual, there are at least two guest speakers from the industry each week at the Newhouse School. Among the visitors so far this fall:

Ron Meyer, President and Chief Operating Officer of Universal Studios; **Julia Hood**, editor-in-chief of *PRWeek*; **Floyd Abrams**, nation's preeminent First Amendment attorney, **John Wildhack**, '80, senior vice president of programming for ESPN; **John "Pat" Philbin**, National Director of Communications of FEMA; **Danielle Medina**, '96, Emmy-nominated supervising producer for MTV News and Documentaries; **Arian Campo-Flores**, Miami Bureau Chief of *Newsweek*.

QUESTIONS?

Check our website at <http://newhousemasters.syr.edu>. We have alum/faculty profiles, an events calendar, and information about admissions, financial aid and career opportunities. You can also e-mail us at pcgrad@syr.edu or call us at 315-443-4039.