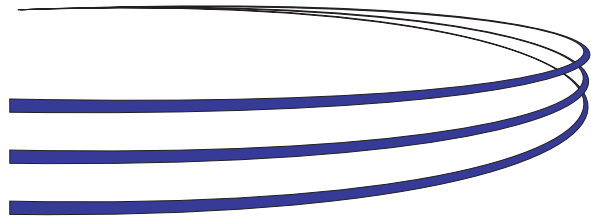


Newhouse School



October 2007 Newsletter

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

This fall, Newhouse celebrated the opening of Newhouse III with a dedication ceremony on September 19. U.S. Supreme Court Chief Justice John Roberts delivered a keynote address to a sold-out crowd at SU's Hendricks Chapel. Newhouse Dean David Rubin, SU Chancellor Nancy Cantor, and S.I. Newhouse Jr. also spoke at a ceremony outside the new building. A newsprint ribbon was cut to officially open the newest addition to the Newhouse Communications Complex.

The 74,000-square-foot addition will provide plenty of space for students and faculty to collaborate and learn together. Newhouse III includes a Center for Digital Convergence, a Collaborative Media Room, an executive education suite, the 300-seat Joyce Hergenhan Auditorium, and an I-3 Center, which stands for Inquiry, Innovation and Imagination. The new and improved Food.com dining area will serve as the heart of the building, connecting it to both Newhouse I and II. Designed by Polshek Partnership, New York Construction Magazine recently named the building the Best Higher Education Construction Project of 2007.

The dedication of Newhouse III also kicked off a year-long celebration of the First Amendment, with special events being hosted on campus and

in other locations. Newhouse will hold a First Amendment Film Festival, as well as a Freedom of Religion Event.

In other exciting news, our two new professional master's programs welcomed their first classes. Five students began their studies in Documentary Film and History, which involves coursework in both History and Television, Radio and Film. Public Diplomacy welcomed 13 students, who will receive master's degrees in both Public Relations and International Relations.

CLASS OF 2008

Our current master's class had the chance to watch the finishing touches being put on Newhouse III as they started classes this past summer. Current students from the 11 programs come from 32 states and 9 foreign countries, including Kenya and Turkey.

All of our professional master's students participated in boot camp that began the first week of July. 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 Chiefs, the Toronto Blue Jays AAA farm team. There was also a party at the Inn Complete on South Campus, a happy

hour at a nearby restaurant, and a trip to play mini golf.

CLASS OF 2007

While the new class arrived, the Class of 2007 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.

Late night Senate sessions on the Iraq war, committee hearings on the Farm Bill and concern over delays in passports kept **Broadcast Journalism** graduate students busy during the '07 Washington summer capstone program. Twenty-three news and sports grad student reporters completed 130 stories, most of which were run by Nexstar TV stations in eight states. Students interviewed Senators and members of the House of Representatives. Four producing interns worked at CBS News, the Cox Washington Broadcast Bureau and NBC News.

The **Goldring Arts Journalism** students worked for six weeks to complete their capstone, a deeply researched and reported magazine style feature, with an online component. Intensive workshops and editorial meetings took place in the Warehouse facility in the arts district of downtown Syracuse.

Magazine, Newspaper and Online Journalism students were divided up into their areas of interest.

Magazine students created *Envi*, an environmental magazine for Central New York. The 100-page magazine featured stories on green transportation, eco-friendly homes, well water in the region, and photo-essays. For the first time in the department's history, an online edition of *Envi* was also created. For the second year in a row, the newspaper capstone partnered with the Utica Observer-Dispatch to work on an investigative series examining the growth of the not-for-profit industry in Utica and the ramifications such growth has for the community. The 2007 capstone project grew out of a series that the 2006 capstone students began and which won second place in the statewide Associated Press awards competition.

Television, Radio, and Film students finished their programs with internships in industry settings. Many students found themselves working in either New York City or Los Angeles. Among the places they interned: Comedy Central; According to Jim; Overbrook Productions; New England Sports Network; Nickelodeon; PBS; Family Guy; Clear Channel Radio; and NBC Universal.

This year's **Advertising** capstone course asked students to take on a real world client, Oat Stovies. Oat Stovies are a cookie-like snack food produced by Masson Copeland Foods. The students developed a comprehensive marketing and advertising plan to launch the product. .

In the **New Media** capstone, each student is required to work on a project that demonstrates their abilities. Two students developed a structured query database to power a Content Management System for the coming Newhouse Web product. The new class of New Media grad students are expanding the database this semester. Many students also went on to internships at Turning Stone Casino, NJ.com, and Rodale Online.

The **Media Management** program welcomed Dow Smith as its new director. Smith brings 25 years of experience in television station management to the program. Most recently, Smith served as an instructor in the Broadcast Journalism department. The Media Management curriculum also saw some changes, with the addition of the class, Leadership in Organizations. The class examines leadership from a business perspective on three levels: individual, team, and organization.

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.

During the summer of 2007, **Public Relations** masters students did their practicum requirement through either internships, communications leadership programs, or new employment positions. They worked in a variety of locations from Syracuse to Osaka, Japan. Among the places they ended up: Lockheed Martin, Weber Shandwick, US Junior Golf Association, the IAAF World Championships in Athletics, and the US Department of Defense.

IMPORTANT DATES AND UPCOMING EVENTS

Our fall Open House is planned for **Friday, Nov. 16**, 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. 3** 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. 10** 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:

Dave Friend, editor of creative development for Vanity Fair; **Bob Costas**, Emmy award-winning sportscaster; **Paula Madison**, executive vice president of diversity for NBC universal; **Thomas E. Ricks**, military correspondent for The Washington Post and best-selling author; **Dahlia Lithwick**, senior editor and Supreme Court correspondent for slate.com; **Craig Matters**, editor of Money Mag and founding editor of CNNmoney.com

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.