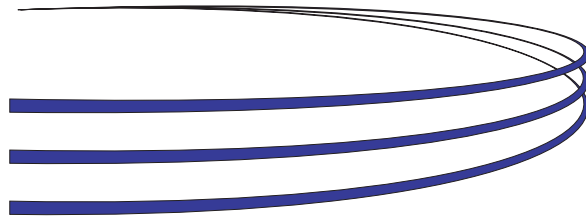


Newhouse School



November 2008 Newsletter

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

The Newhouse School had the pleasure of welcoming a new Dean to campus this past academic year. She comes to Newhouse from the University of Texas at Austin, where she was the director of the School of Journalism.

Lorraine Branham began her career at the Philadelphia Tribune, a small newspaper that serves the city's black community. After enrolling in the Minority Journalism Program at the University of California, Berkeley, Dean Branham worked at the Courier Post in Pennsylvania, and later at the Baltimore Sun, where she covered the air traffic controllers' strike and subsequent firings during the Reagan administration.

Over the course of her career, she has held top editorial positions including managing editor for features at the Philadelphia Inquirer and senior vice president and executive editor of the Tallahassee Democrat.

Dean Branham has held visiting faculty positions in Missouri, Florida, and California. She joined the University of Texas faculty in 2002.

The new dean comes to Newhouse during a time of great transition in the field of journalism. However, she maintains her confidence that communications is an excellent field in which to make one's career. Beginning with her first address

to incoming master's students this summer, she encouraged prospective communications professionals to think about new ways to work at their chosen craft.

CLASS OF 2009

Our current master's class was the first to be able to take advantage of the new Newhouse III building from its first day on campus. Current students from the 10 programs come from across the United States and from 10 foreign countries including Nepal and China.

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 an Independence Day picnic at my home as well as a trip to see the Syracuse Chiefs, the local AAA baseball team. There was also a party at the Inn Complete on South Campus, a happy hour at a nearby restaurant, and a thrilling scavenger hunt that took students a number of area landmarks.

CLASS OF 2008

While the new class arrived, the Class of 2008 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, committee hearings and other Capitol Hill intrigue kept **Broadcast Journalism** graduate students busy during the '08 Washington summer capstone program. News and sports grad student reporters completed more than 100 stories, most of which were run by Nexstar TV stations in eight states. Students interviewed Senators and members of the House of Representatives.

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 created a professional 100-page magazine and an online extension of the publication with original content, including videos, blogs, and audio files. Called Elevator, the magazine is a cross between Vibe and Oprah's magazine and caters to young, urban women who want

to act on their creativity and their aspirations with style and meaning. Students interested in doing an investigative project as part of the MNO capstone worked with the Utica Observer-Dispatch to produce stories about housing and zoning code violations in the inner city.

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.

The Newhouse and Maxwell schools graduated the first class of the **Documentary Film and History** master's program. This first group set very high standards for those who follow. Evidence of this is the content and quality of their capstone projects. They covered a broad range of topics such as Civil Rights in the American South, Human Rights in Armenia, Irish Music and the old, ethnic neighborhoods of Chicago.

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.

The **Media Management** program welcomed Bob Lloyd as its new director. He 20 years of ex-

perience in newspapers, and most recently served as executive editor at the Erie Times-News, where he oversaw the merging of two staffs and launching of an expanded product. 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 2008, **Public Relations** masters students did their practicum requirement through either internships or new employment positions. They worked in a variety of locations from Syracuse to New York. Among the places they ended up: China, PAN Communications in Boston, and agencies in New York.

This year was also the inaugural year for the two-year **Public Diplomacy** program. This dual-degree program is offered jointly by the Maxwell School's International Relations Program and the Newhouse School's Department of Public Relations. It is designed to train professionals to assume public communications responsibilities for governments, nongovernmental organizations (NGOs), and the private sector.

IMPORTANT DATES AND UPCOMING EVENTS

The second of our two fall Open Houses is planned for **Friday, Nov. 21**, beginning at 10 a.m. 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.

Please note that all application support materials should be sent before **Feb. 2** to the Graduate Records Office, 330 Newhouse 2, 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, the President and CEO of Universal; **Bob Costas**, Emmy award-winning sportscaster and Newhouse alum; **Steve Greenhouse**, The New York Times' labor correspondent and author of "The Big Squeeze: Tough Times for the American Worker"; **David Remnick**, editor of The New Yorker magazine; and **Alan Alda**, who was at Newhouse for a premiere of his film, "Nothing But the Truth."

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.