

*The Newhouse CDC provides
the following....*

RESOURCES

- **Newhouse Alumni Database**
An up-to-date database of 4,000+ alumni who have agreed to serve as career contacts
- **Internship Database**
Allows students to search for 1200+ national internships by city and field
- **Career Guides**
Describe the wide variety of jobs in the communications industry
- **Industry Directories**
List communications companies and agencies

SERVICES

- **Individual Appointments with Career Advisors**
- **“CDCNEWS & CDCGRADNEWS” listservs**
Keeps students ‘up’ on what’s happening career-wise at Newhouse and on-campus
- **JobOps listserv**
Electronic newsletter sent to alumni

ACTIVITIES

- **Job Hunt Seminar Series**
15+ seminars offered each year
- **Internship and Resume/Letter Writing seminars**
offered biweekly
- **Communications Career Day**
Required for COM 107 students
- **Communications Internship Fair**
Featuring regional employers
- **Central NY Communications Recruiting Consortium**
Brings 40+ national companies to campus (April)
- **Alumni Speakers**
From the communications industry

THE COMMUNICATIONS JOB SEARCH

The communications industry has some unique characteristics that will affect your job search:

1. Two to three week lead time to fill jobs.

The industry hires on an “as needed” basis, usually filling positions in a short time frame. This means they DO NOT recruit in December for May grads. Communications companies anticipate openings but hire only when they know for certain there are openings.

2. Outside experience required.

The single most important factor in hiring is hands-on or professional experience, NOT a college degree. “Real world” experience in the field is critical to set you apart from other job applicants.

3. People hire people they know.

As stated above, companies try to fill positions quickly and often hire through ‘word of mouth.’ It’s never too soon to begin building a network of industry contacts. The more people you know who you are and what you’re looking for, the greater your chances of finding work in your field.



S.I. Newhouse School of Public Communications

GRADUATE STUDENT EMPLOYMENT STATISTICS 2008

Rm. 313, NEWHOUSE 3
215 UNIVERSITY PLACE
SYRACUSE, NY 13244

Tel. 315-443-3270

Fax 315-443-3946

<http://newhouse.syr.edu/cdc>

• Monica Roberts, Director •

• Kelly Brown, Assistant Director •

• Bridget Lichtinger, Senior Administrator •

Employment Statistics

Newhouse graduates are finding jobs in their fields, but today's soft economy is prolonging their job hunts.

Currently, the average communications job search takes six months.

Newhouse master's degree graduates from 2004-2007 were surveyed as to how long did it take for them to find their first job after graduation?

Had a job at graduation	34%
1 - 6 Months	53%
6 - 9 Months	4.7%
9+ Months	3.2%
12+ Months	1.1%

Salaries

A master's degree does not guarantee a higher level job or higher salary if you have no prior professional experience.

Master's students graduating from undergraduate programs in May '07 and continuing immediately into the master's program will be looking for entry level jobs at entry level salaries. Master's degrees pay off in the form of earlier promotions and raises a few years after graduation. Master's graduates with prior related professional experience (2-3+ yrs.) can expect salary increases of \$3,000-8,000+ with a master's degree.

\$25k-\$34.9k	31% of respondents
\$1k-\$24.9k	30% of respondents
\$35k-\$44.9k	19% of respondents
\$45k-\$54.9k	10% of respondents
\$65+	8% of respondents
\$55k-\$64.9k	4% of respondents

Newhouse graduates find jobs through the following methods:

Personal Contact/Networking	39%
Online classified (monster, mediabistro, etc)	22%
Internship led to job	12%
Applied Directly to Company	17%
Newhouse JobOps	6%
Newspaper classified	3%
CNYCC Consortium	1%
Employment Agency	1%

(based on 50% respondents 2008)

Successful job searches use a combination of job hunting methods.

Sample of Companies that Recruit at the Newhouse School

- Abrams Artists Agency.
- BlissPR
- Capital News 9
- Clear Channel—Syracuse
- CJP Communications
- Condé Nast Publications
- Cooney/Waters Group
- Crain Communications
- Draftfcb
- Edelman
- Gannett Co., Inc.
- GCI Group
- Initiative
- Interep Radio
- Katz Media Group
- Manning Selvage & Lee
- McCann Erickson
- Mediaedge:cia
- MediaVest Worldwide
- Momentum Worldwide
- MTV Networks
- NBC Universal
- New York Times.com
- News 12 Networks
- Nexstar Broadcasting
- NHL Productions
- OMD
- Publicis
- Procter/Gamble Productions
- Random House
- Rodale, Inc.
- TracyLocke
- Universal McCann
- ZenithOptimedia

Positions Acquired by 2008 Master's Graduates

ADVERTISING

Assistant Account Executive - Atmosphere BBDO, New York, NY
Assistant Account Executive - Saatchi & Saatchi - NYC

ARTS JOURNALISM

Associate Editor - Scholastic News Online, NYC
News Editor - Anchorage Museum Rasmuson - Anchorage, AK

BROADCAST JOURNALISM

Director of Broadcasting- Worcester Tornadoes - Toronto, Canada
Medical/General Assignment Reporter - WILX-TV - Lansing, MI
Sports Reporter - WHAG-TV - Hagerstown, MD

MAGAZINE-NEWSPAPER-ONLINE JOURNALISM

Copy Writer - Star Ledger, Newark, New Jersey
Sales Assistant - Glamour Magazine, New York, NY

MEDIA MANAGMENT

Production Assistant - CNN, Atlanta, GA
Marketing Support Associate - Nielsen Media Research - Chicago

MEDIA STUDIES

Managing Editor - HollywoodMomentum.com, Los Angeles, CA
Online Associate Producer - The Daily Press, Newport News, VA
Program Assistant - Telamon Corporation - Montgomery, AL

NEW MEDIA

Interactive Producer - Charles Schwab, San Francisco, CA
Internet Content Specialist - Franklin Institute, Philadelphia, PA
Online Producer - HeraldTribune.com - Sarasota, FL

PHOTOGRAPHY

Photo Coordinator - Feld Entertainment - Vienna, VA
Picture Editor - USA Today - Arlington, VA

PUBLIC RELATIONS

Account Associate - Manning Selvage & Lee, New York, NY
Junior Associate - Neale May & Partners, New York, NY
Manager - Tokyo 2016 Olympics Bid Committee, Tokyo, Japan

TELEVISION-RADIO-FILM

Associate Analyst - Nielsen Media Research, New York, NY
Film Dev. Asst. , Overbrook Entertainment, Beverly Hills, CA
Research Analyst, VH1 Ad Sales, MTV Networks, NYC