

Newhouse

S.I. Newhouse School of Public Communications

FALL 2011 NEWSLETTER

Recent News

Many Newhouse Master's Programs underwent a three-year process of curriculum redesign, which New York State has approved. These changes resulted in Media Management becoming New Media Management in which the program has been updated to address the importance of digital media and the practices of good content management. The Advertising curriculum now gives students the opportunity to customize their program by focusing on a major area of study, such as account planning, digital management, and non-profit promotion. The Public Relations program now has two internships, two business courses from the Whitman School of Management and an additional PR writing course. Smaller, but significant, changes have also been made to the Magazine, Newspaper and Online Journalism program and the Television, Radio and Film program. The MNO program has been changed to provide students with more digital experiences including multiplatform writing and reporting, content management, and the use of social media. The TRF program has added a three-semester Proseminar course that brings issues and practices straight from entertainment workplaces to the classroom.

Class of 2012

We welcomed 225 new master's students to our 10 programs this year. They come from across the United States and from numerous foreign countries. All of our professional master's students participated in boot camp that began the first week of July. Boot camp is an intensive six-week period of academic instruction and skills based classes that set the stage for the remainder of the program.

Students in the [Advertising](#) (ADV), [Magazine, Newspaper and Online Journalism](#) (MNO), [Photography](#) (PHO), [Public Diplomacy](#) (PD) and [Public Relations](#) (PRL) programs raced towards a 5pm deadline each Friday as they completed projects that reinforced visual communications theories in GRA 617 Visual Communication Theory and Practice. The projects ranged from designing personal logos to designing an interactive iPad magazine interface.

MNO and [Arts Journalism](#) (AJ) students took the initial steps towards becoming multiplatform journalists in NEW 605 News Writing and Reporting. Students covered a staged car accident turned hostage-taking situation one morning, which involved the Syracuse Police Department, Syracuse Fire Department, the FBI and a helicopter. To watch a video from this event click [here](#). They also produced a project called [Start Here](#) about people and places that had origins or new beginnings in Central New York.

DFH 610 Documentary Production Research, HST 802 Modes of Analysis in History and TRF 655 Screenwriting and Production Workshop provided [Documentary Film and History](#) (DFH) students with foundation production, research and analysis skills needed to create a successful thesis documentary. Students produced short radio documentaries about Syracuse neighborhoods and studied the work of important filmmakers and historians.

[Television, Radio and Film](#) (TRF) students worked in teams in TRF 655 Screen Writing and Production Workshop on three major projects: a one minute film, a five minute non-fiction film and a five minute fiction film. One five minute fiction film took place in the year 2050 where parents are able to go to a store and “design” their child. This class complimented TRF 636 Critical and Historical Perspectives on TRF, in which students learn to critically analyze films and TV programs. The inaugural TRF 610 Proseminar class was treated to several industry talks lead by TRF faculty covering topics from disruption, the geography of entertainment, production value, entrepreneurship, and resilience and risk to name a few.

[Broadcast and Digital Journalism](#) (BDJ) students churned out a record amount of multimedia content in BDJ 611 Writing for Broadcast and Digital News and BDJ 663 News Reporting I. NPR affiliates WAER-FM and WRVO-FM aired some of these radio stories. Through this experience, students learned how to find news, report it, produce and deliver it under conditions as close to real life in the broadcast news business as possible. Their stories can be found on [NCC News Online](#) (scroll down to the July and August archives).

[New Media Management](#) (NMM) students began thinking about their rights and liabilities as future owners, managers and directors of media companies in COM 698 Media Law. In ICC 617 Issues in Media Management, students read and discussed a book a week. In the discussions, students surveyed the economic, regulatory and technological forces that are re-shaping the business of media.

PRL 602 Introduction to Public Diplomacy and Communication was a course for PD students, filled with in-depth discussion, personal research and a strong group dynamic. The class discussed current events, selected readings, and professional journals on a daily basis. Each student researched a self selected public diplomacy case study, such as the effect of American entertainment on public diplomacy efforts in the Middle East, and presented it to the class.

Public Relations students in PRL 604 Writing for News and PR created and implemented PR campaigns from start to finish. One campaign, “Put Your Breast Foot Forward,” partnered [Susan G. Komen](#) for the Cure with Victoria’s Secret to debut a new mastectomy bra for women that have been diagnosed with breast cancer. A media kit was designed surrounding this campaign and the event was announced at a mock press conference in front of the graduate PR department.

ADV students in ADV 611 Strategic Principles and Practices explored the strategic development process in advertising. Students focused on a brand for their “Strategic Project,” for which they researched and analyzed industry and consumer data, derived strategic recommendations from it and authored a lively, persuasive document for submission to a potential client. Brands students chose for their projects included Gillette Satin Care Shaving Gel, DonQ Rum, gDiapers, and yellowpages.com.

AJ students immersed themselves in the arts community of CNY. They visited the [Everson Museum of Art](#), [Syracuse Stage](#), [The Redhouse](#), [Subcat Studios](#), [Glimmerglass Opera](#) and had visitors come from the [Post Standard](#), the [Syracuse Opera](#) and representatives from various arts groups. Students wrote arts articles that will be published this fall, created profiles on non-profit arts organizations and had many discussions about art non-profit business models, copyright laws, arts education, and the role of the arts journalist.

PHO, NMM and PRL students studied Q Methodology, a research method used to study subjectivity. Students designed their own studies covering a wide range of topics including relationships, beauty, civil disobedience and travel. Look out for a publication of their studies, “Carpets, Coffee, and Couples: A Summer of Q at Newhouse” coming out this academic year.

Despite the intensity of boot camp, the new class found time for social activities ranging from a clam bake at [Hinerwadel’s](#), happy hour at Faegan’s, trivia night at [Funk ‘n Waffles](#), a trip to see the [Syracuse Chiefs](#) at Alliance Bank stadium and a day at the [Rosamond Gifford Zoo](#)!

Class of 2011

While the new class arrived, the Class of 2011 left us for a host of interesting jobs and internships. A few of these alumni have been featured on our [Alumni of the Month](#) section of our website. But before they left, each student was involved in a last project for their respective programs. The following are some of the capstones, final projects and internships from this past year.

Students in the [Arts Journalism](#) program worked as bloggers, critics, photographers and social media coordinators in Charleston, South Carolina for three weeks during the internationally recognized [Spoleto USA Festival](#). The students wrote 46 feature pieces, six reviews, 250 blog posts, a few hundred tweets and made more than a dozen videos for the [Post and Courier](#), the daily newspaper in Charleston that provides the main coverage of the festival. Click [here](#) to read more about their experience.

In five weeks, [Magazine, Newspaper and Online Journalism](#) students created Newhouse's first tablet-only magazine called "Barcode: A Gentleman's Guide to the Drinking Lifestyle." The magazine features articles such as "The Drink of Culture and Hitchcock," "Recipe for Success: Learn How to Win Her Heart With a Homemade Cocktail," and "Travel Mugs: A Photo Essay of Portraits from Boston's American Craft Beer Fest." To view the magazine, download the application "The Best of Newhouse" (search "Newhouse" in the iPad app store).

[Public Relations](#) students finish their program with an eight-week summer internship, which can be taken anywhere in the world in the field of public relations. Students have worked at agencies large and small, with many heading to New York City for these experiences. Others work in sports, higher education, health care, entertainment, and corporate and governmental organizations. Internships from this past summer include [GolinHarris](#), the [U.S. Department of Agriculture](#), [Edleman](#), [Welch Allyn](#), [TYCO International](#) and the [American Red Cross](#).

[Television, Radio and Film](#) students end the program with an industry experience or internship in NYC or LA. The students shared their perspectives, challenges and offer advice for the new graduate sequence at the blog [Notes From the 4th Wall](#).

In the [Advertising](#) campaigns capstone course, three agencies (teams) were formed from the 11 aspiring practitioners, competing against one another for two new business pitches. The challenging and intensive pitches included a client, [Global Enterprise Technology Immersion \(GET\) Experience Program](#), participated by blue chip companies including [Bloomberg](#), [CISCO](#), [Ernst & Young](#), [GE](#), [IBM](#), [JPMorgan & Chase](#), and [Nationwide](#). The other client was [The Weather Channel](#) that challenged the student agencies to rebrand it's position from a trusted brand to a trusted and engaging lifestyle brand. After six weeks, the students traveled to NYC to present their integrated marketing communication campaign ideas to the clients. Click [here](#) to view previous campaigns.

For their capstone, [New Media Management](#) students completed consulting plans for various clients struggling with the new rules of public communications, marketing and media. Projects included proposing new business units for [Netflix](#) and developing marketing plans for new media players such as [Hearst Digital](#).

[Broadcast and Digital Journalism](#) students produced twice daily newscasts and a website during Summer Session I. They covered the same stories as the professionals in the Syracuse market, sometimes beating the pros to a story. In July, they moved to Washington DC where they were immersed in national and international news. Click [here](#) for more on the BDJ Capstone in Washington.

The Indian army's perspective on cashmere, fracking (releasing natural gas by fracturing rock layer) and the effect of a CAFO (concentrated animal feeding operation) on a small upstate NY

community are just a few examples of the capstone documentaries produced by [Documentary, Film and History](#) students. The entire process takes place over one year and is the core of the program. Students proposed their topic in their first summer, took courses relevant to their project in the fall and spring and concluded with production and post-production starting late spring and into the second summer.

The two-year [Public Diplomacy](#) program ended with a semester in Washington DC. While students were in the nation's capital they attended seminars and completed an internship. Internship locations included: the [World Wildlife Fund](#), the [US Department of State](#), [Hill and Knowlton Inc.](#), the [Organization of American States](#), the [Institute of International Finance](#), the [U.S.-Ukraine Business Council](#), the [Pan American Health Organization](#), and the [Center for Strategic and International Studies](#).

[Photography](#) students complete an original project that allows for individual expression which then can be added to their overall portfolio. Some projects from this year include a published series of photographic children's books about Indian culture, a multimedia piece about time, and "Dark Matter: Inside the Compost Cycle," a web video that has been published on [Quest](#).

Speakers at the Newhouse School

Newhouse has welcomed many speakers from the industry so far this fall:

Bill Doescher G'61, The Doescher Group
Bob Isherwood, formerly of Saatchi & Saatchi
Bill Halpin, Google
John Hill, LinkedIn
Chuck Porter, Crispin, Porter + Bogusky
Brian Stelter, New York Times
Edward Boches, Mullen

Speakers scheduled for the remainder of the semester include:

[Bob Liodice, Association of National Advertisers, November 2, 6:30PM](#)
[Michael Cassidy, Undertone, November 15, 6:30PM](#)
[David Sable, Young and Rubicam, December 1, 6:30PM](#)

Questions?

Check out our website at <http://newhousemasters.syr.edu>. You can also e-mail us at pcgrad@syr.edu or call us at 315-443-4039. Our application is due February 1, 2012.

Don't miss our Master's Open House!

Friday, November 4, 2011
10:00 AM – 4:00 PM
Newhouse 3 Lobby

This open house is for prospective graduate students who want to learn more about the Newhouse School's master's degree programs.

To reserve a spot, [register online](#) or call (315) 443-4039. Attendees will receive a special gift.

