

NEWHOUSE NETWORK

SYRACUSE UNIVERSITY S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS SPRING 2011 VOL. 23 NO. 2

CAPTURING A REVOLUTION



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Cover: Egyptians take to the streets of Cairo during the uprising earlier this year in this photo shot by freelance photojournalist Andrew Burton '10.



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The Public's Right to Know

Forty years ago this spring, the Pentagon Papers hit the front pages of our nation's newspapers. It was a staggering look at the government's deception and secret buildup of the Vietnam War over four presidencies—and triggered a First Amendment challenge in the U.S. Supreme Court. Today, WikiLeaks, with its release of diplomatic dispatches and classified military field reports from the wars in Iraq and Afghanistan, has drawn comparisons to that earlier episode that tested our democratic freedoms. Both involve thousands of pages of government documents, a questionable war, and strident debate over freedom of the press versus national security.

But one of the most significant parallels is that of the vital role of journalism. Even in this day of “self-made” journalists on blogs and Twitter, and web sites with unlimited capacity to store reams of content, there is no replacement for a skilled reporter.

The source of the Pentagon Papers leak, Daniel Ellsberg, a U.S. military analyst, provided the materials first to *The New York Times* and then to additional news sources, as the government attempted to stop publication of the classified documents. In the case of WikiLeaks, a source provided the organization with hundreds of thousands of secret documents that were ultimately posted to its web site. But before the documents were posted, the organization called upon three internationally known news outlets to tell the stories of these documents. The writers and editors of *The Guardian*, *The New York Times*, and *Der Spiegel*—and eventually other media outlets—recognized the value of the documents. They synthesized the complex materials into reports that provide a more in-depth understanding of two long-term conflicts and U.S. diplomacy across the world.

Wikileaks—and the public—needed journalists to vet this information. In this age of information overload, it matters that we have journalists who can purposefully sift through documents, interpret meaning, research thoroughly, and write comprehensively. They need to be able to work with confidential sources, dig deeper to verify facts, allow subjects to respond to allegations, and stand by a code of ethics, including minimizing harm to individuals.

Bill Keller, executive editor of *The New York Times*, explained in an essay, which appeared in the Sunday magazine, the pains his staff took to review the WikiLeaks

materials involving the war dispatches. “Guided by reporters with extensive experience in the field, we redacted the names of ordinary citizens, local officials, activists, academics and others who had spoken to American soldiers or diplomats. We edited out any details that might reveal ongoing intelligence-gathering operations, military tactics or locations of material that could be used to fashion terrorist weapons,” he wrote.

What Keller in part reveals is that the craft of journalism does not involve an unlimited dump of unexamined information but a careful deliberation of content and context.

At the Newhouse School, we're committed to making sure students leave with the knowledge and skills they need to do justice to the next Pentagon Papers or WikiLeaks post. They not only gain journalism training, but they also learn about law in our Communications Law course. They learn about issues surrounding libel, confidentiality, and access to information. It's taught mainly to seniors, but we are looking to shift the course to earlier in their school careers to immerse them in these ideas from the start.

Students also gain an understanding of these issues from the important work of Newhouse's Tully Center for Free Speech. The center educates university students and the public about the freedom of the press through speakers, resources, and research. In fact, the Tully Center recently brought Daniel Ellsberg to campus to speak about his experience with the Pentagon Papers and his thoughts on WikiLeaks (see page 7).

The Pentagon Papers and the WikiLeaks materials are more conspicuous cases that test the freedom of the press. However, journalists are challenged every day in the work that goes on in exploring small city governments, national policies, and international conflicts. In each case, we stand by our responsibility toward the public's right to know and to give meaning to the stories of our day.



Lorraine Branham
Dean





CELEBRATING 5 YEARS OF EXCELLENCE IN MEDIA INDUSTRY REPORTING

BY WENDY S. LOUGHLIN

The Newhouse School will celebrate the fifth annual Mirror Awards honoring excellence in media industry reporting at a special luncheon ceremony June 7 at The Plaza Hotel, Fifth Avenue at Central Park South, New York City. Mika Brzezinski and Joe Scarborough, co-hosts of MSNBC's *Morning Joe*, will emcee the event. Newhouse Dean Lorraine E. Branham will host.

Comcast chairman and CEO Brian L. Roberts will receive the Fred Dressler Achievement Award and Foursquare co-founders Dennis Crowley '98 and Naveen Selvadurai will receive the i-3 award for impact, innovation, and influence. Crowley is a Newhouse alumnus.

In addition to the special awards, juried journalism awards will be presented in seven categories:

- Best Single Article (Traditional Media)
- Best Single Article (Digital Media)
- Best Profile (Traditional Media)
- Best Profile (Digital Media)
- Best Commentary (Traditional Media)
- Best Commentary (Digital Media)
- Best In-Depth Piece (Traditional Media)

For information about sponsorship opportunities and online registration for the luncheon, see mirrorawards.com.

The Mirror Awards were established by the Newhouse School to honor the reporters, editors, and teams of writers who hold a mirror to their own industry for the public's benefit. The competition is open to anyone who conducts reporting, commentary, or criticism of the media industries in a format intended for a mass audience. Eligible work includes print, broadcast, and online editorial content focusing on the development or distribution of news and entertainment content. Entries are evaluated based on excellence of craft, framing of the issue, and appropriateness for the intended audience. Winners are chosen by a group of journalists and journalism educators.

For more information, contact Jean Brooks at 315-443-5711 or mirror@syr.edu.

Newhouse creates Center for Digital Media Entrepreneurship

BY JAIME WINNE ALVAREZ

Newhouse students can explore their entrepreneurial side and develop their ideas with the help of the newly created Newhouse Center for Digital Media Entrepreneurship. Dean Lorraine E. Branham announced the new center in March. Newhouse alumnus Sean Branagan '80, a serial entrepreneur and interactive marketer, was appointed the center's inaugural director.

The center's mission is to encourage Newhouse students to be entrepreneurial and to fortify the Newhouse brand in digital media, innovation, and entrepreneurship. The center will develop and provide courses, coaching, and connections for students who wish to pursue media careers with a sense of entrepreneurial spirit, innovation, and opportunity in a fast-changing, digital media environment.

Branagan, who will head the center and maintain his active work in the industry, describes himself as an "evangelist for innovation and startups." In his role, he will work with students and faculty at Newhouse to develop the center and its services. He will also teach a course in entrepreneurship. The center will be located on the first floor of Newhouse 1.

"Sean is the ideal person to lead this effort," says Branham. "He doesn't just talk about entrepreneurship, he does it and has been doing it for a long time. He has started many businesses and can speak from experience, and he is super enthusiastic about mentoring students. Secondly, as an alumnus, he understands the school and its values and is passionate about his alma mater becoming the leading school in this area.

"Through workshops, coaching, coursework and mentoring, we aim to encourage

all Newhouse students to develop an entrepreneurial mindset," Branham says of the center. "We want them to recognize opportunities and be more innovative and creative, no matter what their major or career objective."

"Newhouse students have always had a strong entrepreneurial spirit. Some of our alumni are among the legends in media entrepreneurship, including the name on our building," says Branagan. "The changes brought on by digital media are opening up even more opportunities. With this new Center for Digital Media Entrepreneurship, and a focus on this throughout the school, Newhouse will further shape the media future with new entrepreneurs, new ideas, and innovative new businesses."

Branagan is founder and president of Commigration, a technology marketing firm, as well as partner in C3 Strategic LLC, a boutique management consulting and venture firm that works with early-stage tech companies. He is also CEO of Digital Vertical Marketing, a search and social media marketing firm. He holds board and advisory board positions with four early-stage tech companies. He has started sole proprietorships, lifestyle businesses and high-tech companies, and was part of an Internet roll-up business that bought 10 companies in 18 months, and was later sold to Time Warner.



Sean Branagan '80, director of the Newhouse Center for Digital Media Entrepreneurship, Professor Seth Gitner, and several Newhouse students took in the events of the South by Southwest (SXSW) Interactive Festival in Austin, Texas, in March. In the front row are Gervis Menzies '12, Ade Coker, Kelly Karin Sullan '11, and Branagan. In the back row are Jason Blanck G'11, Andrew Bank '11, Gitner, Brian Dawson '11, Caitlin Dewey '11, and alumna Kate Holloway G'09, G'10.

Branagan has taught courses in interactive marketing and advertising at Newhouse and in interactive marketing and entrepreneurship, including "What's the Big Idea" at SU's iSchool and Whitman School of Management. He served as Entrepreneur in Residence (EiR) at the Technology Garden, helping startup and early-stage technology companies in upstate New York. He is currently an EiR for NYSERDA's CleanTech program statewide and has been instrumental in SU's award-winning Student Start-up Accelerator (a Kauffman-funded initiative), where he has developed programs and courses, and mentored student startups.

Newhouse awards first Toner Prize for Excellence in Political Reporting

BY WENDY S. LOUGHLIN

A reporter who wrote about Arizona's broken and expensive public pension plan was the first recipient of the Toner Prize for Excellence in Political Reporting, given by the S.I. Newhouse School of Public Communications.

Craig Harris, a reporter with *The Arizona Republic*, won for an eight-part series on that state's pension plan, which costs taxpayers nearly \$1.4 billion each year. His coverage was among the first in-depth looks at troubled pensions that have now become major news in states across the country. In Arizona, his series instigated reform from state lawmakers and mayors to change the pension systems and correct the abuses.

The Toner Prize is part of the Newhouse School's Robin Toner Program in Political Reporting, which honors the late Robin Toner '76, an SU alumna who was the first woman to be national political correspondent of *The New York Times*.

Honorable mentions for the Toner Prize also went to Ryan Lizza of *The New Yorker* and Sebastian Jones and Marcus Stern of ProPublica. Lizza's narrative, "As the World Burns," demonstrated the failure of climate change legislation last summer meant to transform the nation's use of energy. Jones and Stern reported on the ways money influences public policy and

the electoral process, such as political fundraisers at a Super Bowl and a Bruce Springsteen concert.

"This extraordinary journalism enriches democracy by giving voters crucial information to shape their communities and hold public officials accountable," says Lorraine E. Branham, dean of the Newhouse School. "It exemplifies the insight, incisiveness, and passion for public policy that were hallmarks of Robin Toner's work."

The journalists were honored March 28 at a celebration at the Newhouse School. The event also featured the Toner Lecture on American Politics and Political Journalism by award-winning journalist Marilyn Serafini. She is the first Robin Toner Distinguished Fellow for the Kaiser Family Foundation and reports on health policy and politics for Kaiser Health News.

The Toner Prize competition drew 103 entries from across the country and from across media platforms. To judge the competition, 30 veteran journalists—most of them now teaching journalism at universities—served on 10 juries to recommend finalists.

Toner, who graduated from SU in 1976 with a dual degree in journalism from the Newhouse School and political science from the College of Arts and Sciences, spent 25 years as a reporter for *The New York Times*. She covered five



Craig Harris

presidential campaigns, scores of Congressional and gubernatorial races, and most of the nation's major public policy issues. She died in 2008. She was married to fellow journalist Peter Gosselin and the mother of twins, Nora and Jacob.

Her husband, friends, classmates, and Syracuse University are fundraising for a \$1 million campaign to endow The Robin Toner Program in Political Reporting. For more information on the program and links to the winning entries, visit tonerprogram.syr.edu.

International Experience

Agency launches apprenticeships program for advertising students

BY KATHLEEN M. HALEY

Advertising students will get the chance to go global and apply their creativity at a top agency in a unique new program. The Wunderman agency is offering Newhouse students an opportunity to be part of its apprentice-style Z Academy. Students will be immersed for at least three months at one of its international offices, partnering with professionals and working on projects with such clients as Microsoft and Citibank.

William Manfredi '76, executive vice president for global talent management at Wunderman and a graduate of SU's Whitman School of Management, says the Z Academy is not only about training students in what it's like to work in an agency, but it's also about giving them the experience of adapting to a new culture—crucial to working in the global marketplace. “They can read about it, maybe travel somewhere, but being able to work and live in a country for three months is a lasting experience,” he says.

Wunderman is an ad agency of WPP, one of the top four advertising holding companies in the world. Wunderman's network has dozens of offices in more than 50 countries across 15-plus companies. Under Manfredi's initiative, the Z Academy started in 2010 with students from Singapore working in offices that included Hong Kong and New York City. The program has expanded to include offices in Europe, Canada, and more in Asia, and participation from three schools each in Singapore, London, and the United States.

“We were looking at schools that were flexible, to capture the vision of what we're trying to do,” Manfredi says. “We give students an extension of what they have already learned in academia and bring them in an academy of on-the-job learning.”

While searching for schools that might want to participate, representatives from Wunderman looked at various schools' curricula and came up with a short list, which included Syracuse. “We were blown away with the program and also the desire from the school to participate,” Manfredi says. He visited campus in February to meet with students about the program, attend classes, and meet the faculty. Bridget Lichtinger, assistant director of the Career Development Center at Newhouse, also helped build the connection between Wunderman and the advertising department.

“We want students to learn the professional skills that really cannot be taught in the classroom. They have to be in an agency environment,” says James C. Tsao, chair of the advertising department. “The other goal is the global experience. It's a unique opportunity to stay in a place for three months and interact with the local culture.”

Students can apply for one of the dozens of positions available by designating which opportunity and location they would like to pursue. Those selected go through orientation, receive a stipend, and work with a mentor. “We help them ease into the country but we put them right into the work,” Manfredi says. Students who participated last year included one who put together a viral video for Microsoft and a team of two students who worked on a Citibank account.

The benefit for Wunderman is preparing potential employees. “Our challenge is creating globalists,” Manfredi says. “Many of our accounts are global accounts, and you have to get people that know what time it is in another country.”

wunderman

Photographic Excellence

Newhouse student among winners in annual Alexia Competition

BY WENDY S. LOUGHLIN



(Photos by Bob Miller)

A Newhouse graduate student interested in documenting the work of Kenyan youth reformers was one of two student award winners in the 2011 Alexia International Photojournalism Competition. The professional award went to a freelance photographer for his work documenting young Muslims.

Tom Kennedy, Alexia Tsairis Endowed Chair in Documentary Photography in the Newhouse School, announced the winners following the competition, hosted at Newhouse in February.

London-based freelance photographer Bharat Choudhary won the \$15,000 Alexia Foundation professional grant for his project "The Silence of Others." The project documents "the emotional struggle of young Muslims in the face of negative perceptions and religious discriminations in the post 9/11 and 7/7 era," according to his proposal. (The date 7/7 refers to July 7, 2005, when four suicide bombers set

off a coordinated attack on London's public transportation system. Fifty-two people were killed in the attack by Islamic extremists.)

Choudhary received a master's degree in photojournalism from the University of Missouri in 2010 and worked for the *Columbia Missourian*. He was awarded a Ford Foundation International Fellowship for his graduate education.

Finalists in the professional category, which drew 233 entries, included GMB Akash, Jennifer Emerling, Deanne Fitzmaurice, and Aaron Huey.

Bob Miller, a graduate student in multimedia, photography, and design in the Newhouse School, and Amanda Berg, a senior majoring in photojournalism at Rochester Institute of Technology, tied for first place in the student portion of the competition. Berg will document binge drinking among female college students. Each was awarded a full-tuition

scholarship to study photojournalism at SU in London in fall 2011, plus a \$1,000 cash grant to help produce their projects.

Award of Excellence winners are Rebecca Barnett, a senior at Western Kentucky University; Mackenzie Reiss, a senior in the Newhouse School; and Brad Vest, a graduate student at Ohio University.

Judges for both portions of the competition were Bob Sacha, multimedia producer and instructor; Eliane Laffont, photo industry veteran and Visa Pour L'Image advisor; and Annie Griffiths, *National Geographic* photographer and founder of Ripple Effect Images.

The work of current and past competition winners can be viewed online at www.alexiafoundation.org/archives.

Freedom of Speech Past and Present

BY VALENTINA PALLADINO

The world rarely sees people place conscience over career. Daniel Ellsberg, named “the most dangerous man in America” after leaking the Pentagon Papers during the Vietnam War, made that decision and chose exposing injustice over his own personal preservation—and challenged Americans to think about their government’s role in war. He spoke to an overflow crowd at Newhouse’s Joyce Hergenhan Auditorium March 8 about how the use of information can wield immense power and change the course of history.

While working as a military analyst for the RAND Corp. in 1971, Ellsberg leaked thousands of pages of classified documents detailing the United States’ involvement with the Vietnam War to *The New York Times*, the *Washington Post*, and other publications. The U.S. government attempted to halt *The Times* and the *Post* from publishing any further information. The Supreme Court eventually ruled against the government.

The discussion “From the Pentagon Papers to WikiLeaks: A Conversation with Daniel Ellsberg” allowed Ellsberg to highlight his experiences as a “whistleblower.” After the Pentagon Papers were released, many government officials and Americans named Ellsberg a traitor. Even though facing more than 100 years in prison before criminal charges against him were dismissed, Ellsberg felt obligated to correct the injustices he saw his country facilitate. “It takes whistleblowers to show the public what really happens in war,” he said.

Ellsberg said he sees the parallels between his situation and the controversy surrounding Pvt. Bradley Manning, a U.S. Army soldier charged with releasing thousands of secret documents to WikiLeaks and its creator Julian Assange. Both events began with people who discovered secret information that threatened to expose government lies and corruption. Each man felt a need to inform society with the

information. Ellsberg, however, also stressed the differences between the two situations. “The Pentagon Papers were mainly historic; Manning’s information was lower-level and focused much more on the present,” Ellsberg said.

Ellsberg said he didn’t agree with the release of all the information WikiLeaks revealed, such as the documents releasing names of U.S. sympathizers in Afghanistan. Ellsberg stressed, however, the need for whistleblowers like Manning and Assange, because in times of war government officials will go to extreme, untrustworthy lengths to pursue personal agendas. “Officials are afraid to be called names,” Ellsberg said. “They’re willing to send many people to die in order to preserve an image.”

The Pentagon Papers and WikiLeaks controversies show how past issues of free speech are still relevant. Professor Roy Gutterman, director of the Newhouse School’s Tully Center for Free Speech and associate professor of communications law and journalism, brought Ellsberg to Newhouse to give his first-person perspective to students who are experiencing this kind of freedom-of-press conflict for the first time. “The issues Mr. Ellsberg

speaks about, such as national security and free speech, are key issues for students and professors,” Gutterman says. “His role in one of the most important First Amendment cases is crucial and still relevant today.”

Toward the end of the discussion, a student asked Ellsberg to clarify his views about torture, crimes which Ellsberg earlier described the United States as committing, and whether he believed it was also criminal in the cases of American soldiers and POWs who have experienced torture at the hands of the enemy. Ellsberg acknowledged the fact that both sides commit murder and other unjust actions during conflicts, reemphasizing the idea that criminal actions are wrong no matter which side commits them. “Unjustified killing is murder,” he said. “It’s time to call murder *murder*.”

Ellsberg noted that there is a heavy burden of responsibility on whistleblowers and journalists. However, the power to spread justice still inspires people. Ellsberg’s unwavering commitment to informing the public about government leaves a lasting legacy. “Even 40 years later, he would still make the same move, which was risky then and would be risky now,” Gutterman says. “I’m still in awe of him and amazed at his commitment to the issues.”



Roy Gutterman
and Daniel
Ellsberg



Yang Yang '11, Jennifer Brotman '12, and Adam Beilman '11

“CR-Z: You & Me” Campaign Wins Honda’s Heart

BY VALENTINA PALLADINO

If you think regular speed dating at a table in a coffee shop is boring, you’re not alone. Three students from The NewHouse, the Newhouse School’s student-run advertising agency, thought the same and spun this standard way of meeting people to create a nationally recognized advertising campaign. In December, the trio won first place in the American Honda Media Challenge, a public relations competition for college students, as well as the hearts of Honda executives with their speed dating campaign for the new Honda CR-Z sport hybrid.

The goal of the campaign was to creatively show the features of the hybrid and highlight its uniqueness—it’s the first hybrid sports car on the market, and it’s also intimate, having only two seats. Yang Yang '11, of Singapore; Adam Beilman '11, of Buffalo, New York; and Jennifer Brotman '12, of Westfield, New Jersey, came up with the idea “CR-Z: You & Me,” a combination “speed dating” online video series and photo contest. “We designed it to be a mix between *The Bachelor* and *Cash Cab*,” Brotman says. “We created an entertaining, genuine show, rather than using traditional and ineffective product placement.”

The team was selected as one of 10 finalist groups out of 32 teams. As a result, they received

a 2011 CR-Z for six weeks to carry out their campaign. They produced a YouTube mini-series in which a bachelorette went on speed dates with three bachelors that lasted only as long as the car ride to the next date. The entire “date” was filmed from a dashboard camera, so viewers could watch and vote for their favorite date directly from the YouTube page. They recruited advertising major and The NewHouse creative director Matt Conte '11 to help with the camera work and editing, and public relations major Calvin Iverson '12 to help prepare press releases.

As a partner to the automotive *Bachelor* spin-off, which had more than 6,200 views, the team started a photo contest using Facebook and Twitter. Beginning on Halloween 2010, the CR-Z cruised around SU holding photo events. People could take photos with the car and those photos were posted on the “CR-Z Syracuse: You & Me” Facebook page. Students could also follow The NewHouse on Twitter to stay updated on the car’s location. The person whose photo received the most Facebook “likes” won a gift card prize.

After weeks of filming, editing, and Tweeting, the team submitted their work to the contest, which was organized by EdVenture Partners. They were chosen as one of the top three finalists of the competition to present their campaign to

Honda executives, advertising agents, public relations leaders, and journalists. “I had never presented anything while wearing a suit in my life, so I was nervous,” Beilman says. “The Honda executives weren’t ‘executives’ in the normal sense of the word, though; they just looked like normal people. It was more like a conversation.”

As winners of the competition, the three were asked to attend the launch of the new 2012 Honda Civic in Washington, D.C., in April, and they were also given “virtual internship” positions with Honda for the spring semester. Each member of the trio communicated with Honda executives to brainstorm social media strategies and do week-by-week projects to help Honda reach out to the “Generation Y” market of potential car buyers.

The key to their win was the strategic elements that tied every aspect of the campaign together around the “You & Me” theme. “Having a focal point allowed us to easily decide what was appropriate for the project and what was relevant,” Yang says. The team’s determination and creativity, along with their online results, helped prove to the professionals that their idea was the most effective. “Nothing was just there to be there,” Beilman says. “Everything had a purpose.”

The Best of Newspapers

BY VALENTINA PALLADINO

An innovative daily newspaper from Portugal, *i*, won the title of World's Best-Designed Newspaper at the 32nd annual The Best of Newspaper Design Creative Competition held by the Society for News Design. Final judging for the world's largest program recognizing excellence in news design and photography took place in February at Syracuse University, a co-sponsor of the competition since 1988. The competition honored 239 publications out of 10,515 entries at the preliminary judging.

The final round of judging had six competing publications. However, the votes between the judges placed *i*, short for *informação*, above all the rest. "Many of those newspapers lost by one vote," says Marshall Matlock, Newhouse professor emeritus and directing judge for the competition for the 22nd consecutive year. "In reality we could have had six winners but at least one of the five judges thought each paper, with the exception of *i*, wasn't as good as the top publication."

According to the judges' statement, *i* rose above the other finalists with its artistic innovation and its ability to marry newspaper and magazine style effortlessly. The judges explained that *i*, which was launched in 2009, delivers timely, newsworthy content within a compact magazine format, allowing readers to hold the newspaper close and engage with the stories on a different level. The judges also complimented *i*'s use of graphics and content choices and how its design challenges the media world to explore where print is going and how print publications can be revitalized.

Winners from the competition are listed on a searchable database at www.snd.org/competitions/print/winners. Judges' comments can be found at www.su-snd.org.





On Assignment: Revolution

Photojournalism alumnus caught up in the chaotic events of the Egyptian revolution

(Photos by Andrew Burton)

BY KATHLEEN M. HALEY

The images of the Egyptian revolution earlier this year captured how a people transformed their nation—and riveted the world over. As a freelance photojournalist on assignment, Andrew Burton '10 was there to tell the story through the faces of the people.

But, on his first day shooting, he found himself caught up in something more than that of just an observer and recorder of history.



While photographing in Cairo's Tahrir Square on February 2, Burton was attacked by a mob of pro-President Hosni Mubarak supporters who punched and slapped him and grabbed at his cameras. He was rescued by pro-democracy supporters and hurled into a government tank where he remained for hours under the protection of Egyptian soldiers.

He was one of several journalists who would be injured during the massive people's revolution that would lead to Mubarak's resignation on February 11, ending a 30-year-old repressive regime.

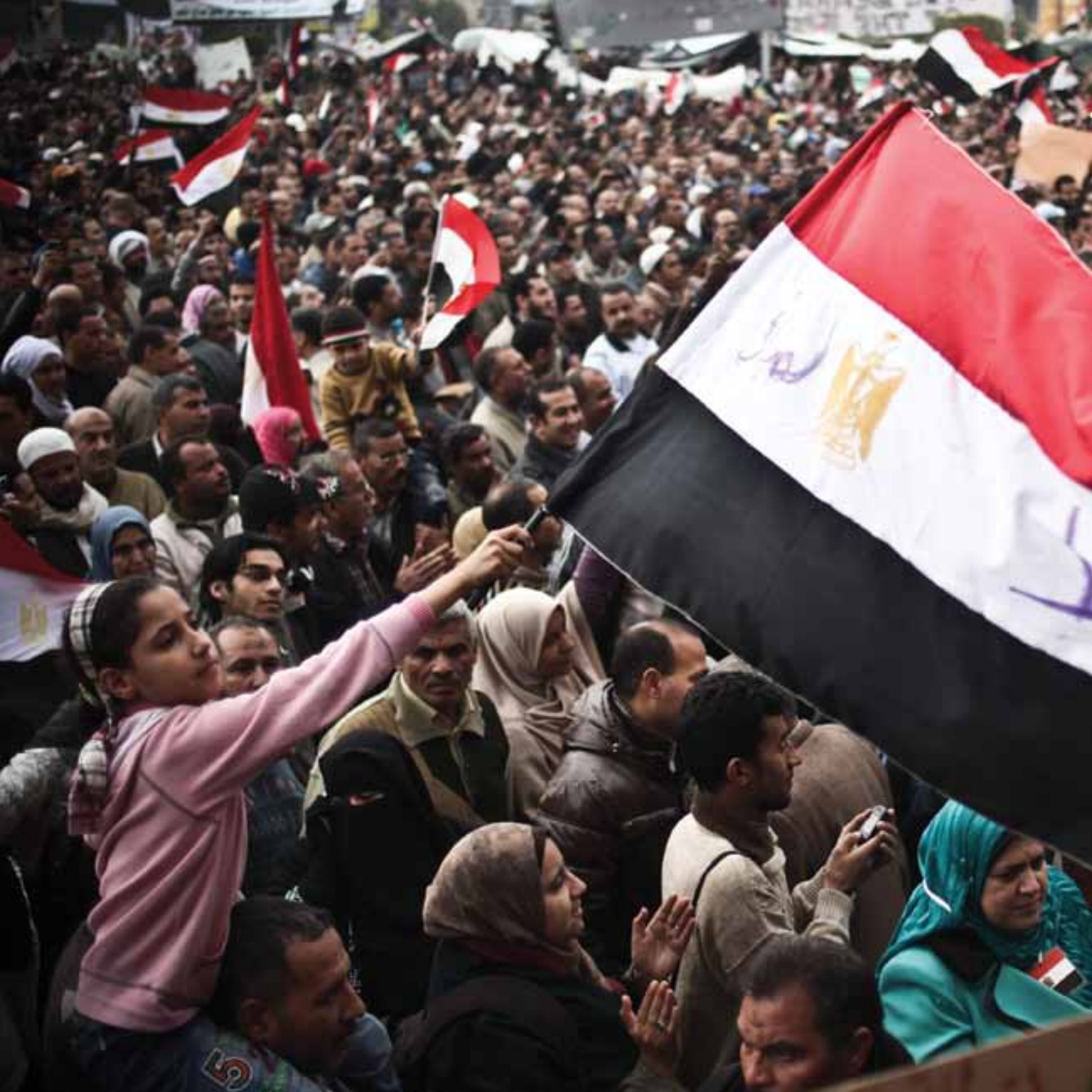
Burton, whose clients include *The New York Times*, Getty Images, The Associated Press, Reuters, and Bloomberg News, escaped from the ordeal relatively unharmed and went on to tell his story on his blog at andrewburtonphoto.com.

Burton recalled how on February 2 he started the day with another Newhouse alumnus and photographer, Andrew Henderson. (Henderson, who works for Abu Dhabi-based *The National*, would also be roughed up by pro-government supporters that day.) The two went their separate ways after shooting some crowd protests that morning. Burton went to shoot photos for planned assignments, such as the closed Egyptian Stock Exchange, before heading back to his hotel to transmit his photos.

About 4 p.m., Burton went to Tahrir Square where there were reported clashes between the pro- and anti-Mubarak groups. Although traveling alone without any other journalists might have been questionable, Burton had seen others in the same circumstances. "Simply put, things had been safe," he said in his blog.

The following is an excerpt from his blog about the events that soon developed:

"As I moved through the thickening crowd, things seemed slightly more tense than earlier in the day. Before I got to where the fighting was taking place, I noticed a pro-Mubarak supporter painting slogans over anti-Mubarak graffiti. I started to photograph him, but was suddenly grabbed from behind by a young man who also slapped his hand over my camera – he was very angry.



“I immediately tried to walk away, out of the crowd. There was no reason for me to try to argue or fight, I figured I would reroute to Tahrir Square through a different street. At this point, things got very hairy, very fast.

“Within seconds, anti-Mubarak protestors saw me try to leave the crowd – they grabbed me and encouraged me to continue to walk towards [the] fighting. Pro-Mubarak supporters got very angry over this, and fighting broke out around me immediately.

“Very suddenly 50% of the crowd started attacking me – kicking, punching and slapping. The other 50% (anti-Mubarak supporters) quickly encircled me to protect me. Five or six guys surrounded me and took many more blows than [I] did. We tried to move away, out of the crowd, but the crowd had gotten very large, very quickly—we only moved about 100 yards, at best. Movement was slow and clunky, we were stumbling through the people attacking us—forcing our way through the crowd. We were headed towards an Egyptian army tank and when we hit it, the men positioned me with my back to the tank, squatting down. At this point, I was pinned. People continued to kick, punch and grab at cameras. Soldiers standing on top of the tank were waving pistols and screaming. I was [expletive deleted] terrified. My shirt was ripped from my back, hands went into my pockets (the most they got was my CF [CompactFlash memory storage] cards), the men protecting me were looking at me screaming at me, ‘you are safe, we are here for you, we will get you out of this.’

“I only escaped when the soldiers on top of the tank literally ripped me out of the crowd, lifting me by the armpits. I was dumped head first inside the tank. My [expletive deleted]—cameras, cell phone, notepad –

everything went flying out of my pockets as I landed amongst the soldiers. As I got myself turned around, I found myself surrounded by 14 Egyptian soldiers—young men my age, smiling at me. They scooted around, made a place for me to sit—helped me gather my [expletive deleted].

“Everything was quiet – the transition from an angry mob scene to a calm but cramped interior tank happened very, very quickly. The soldiers were joking, laughing, making fun of me, they didn’t seem to care too much about what was going on outside. In the following hours that I sat inside the tank, we attempted to speak through broken English and ate food together. I tried to ask them why I was attacked—at the time I thought I had made a beginners mistake. They didn’t understand my question, and I only found out later how many other journalists were also attacked.

“I stayed there for two and a half hours talking with them while the protests continued. I didn’t know what to do—I was shaken and scared, knew that I didn’t want to head back outside alone, and the soldiers seemed to have no problem with me sitting there until things quieted down. Later, around 7 p.m., when things had calmed down a bit (in the immediate vicinity—the fighting raged on through the night), a general escorted me out and got me in a cab back to my hotel.

“I don’t know what happened to the men that protected me. I owe them my life, or something close to it. I don’t know what would have happened to me without them. This is my first time in a situation like this. I was incredibly lucky.”





Newhouse students walk to their next interview in Grahamstown. From left are students Christine Mehta '11 and Nate Hopper '11, and Sanele Ntshingana, a translator and guide. In the background are student Shayna Meliker '11 and Professor Seth Gitner. (Photos by Steve Davis)

SU goes to South Africa

Urban affairs students challenge their reporting skills in international setting

BY CAROL L. BOLL

When Christine Mehta enrolled in Steve Davis's urban affairs reporting class last fall, she figured it'd be a great opportunity to hone her journalism skills in an unfamiliar city neighborhood.

She had no idea.

After spending the semester covering stories for Syracuse's South Side newspaper, *The Stand*, Mehta and eight classmates were dispatched to another urban neighborhood over winter break—this one located half a world away, on the southern tip of the African continent. "I had heard the class might go to South Africa, but I didn't really believe it when I signed up for the course," says Mehta, a senior majoring in magazine and international relations. "I just enjoy reporting in a city. I had done the North Side and the West Side of Syracuse already, so the logical progression was to go to the South Side. When I learned we really *were* going to South Africa—I was just ecstatic."

The group—seven undergraduates and two graduate students—left December 28 for the two-week trip to Grahamstown, South Africa, along with Newhouse professors Steve Davis, who teaches the urban affairs reporting class, and Seth Gitner; and Ashley Kang, director of *The Stand*. Working with translators, they were challenged to find and produce, under tight deadline pressure, video stories focusing on day-to-day life in Grahamstown and its impoverished township.

The trip not only underscored the commonalities, and sometimes startling differences, between life in a South African township and life on Syracuse's South Side, but it also tested the students' resilience and resourcefulness as reporters. "I wanted the students to experience how journalists are the same all over," says Davis, who organized the trip as an extension of the urban affairs reporting class. "And I thought it would be particularly interesting for them to have that experience in a

country where they weren't comfortable, where they were nervous, where they had to go out and find stories in a place where they didn't know anybody or anything. I like to get people out of their comfort zone—and this trip did that. And they emerged with a lot of confidence."

Davis says he chose Grahamstown because of its similarities to Syracuse—both are home to a major university and journalism school—and because of a local connection who agreed to assist with the myriad logistics, including a need for translators, suitable lodging, and occasional security.

One particular concern: How to find compelling stories in such a thoroughly unfamiliar environment with little or no time to develop contacts or immerse oneself in community life? "It's very difficult to come into a culture or society and know nothing about it and just start working on a story," Mehta says. "That's really not how journalists are 'supposed' to do it." To help prepare them for the daunting



Brandi Kellam G'11 (right) with Sanele Ntshingana

Read more about the SU in South Africa experience as part of The World Journalism Project at worldjournalism.syr.edu. The students' video stories also appear on the web site of the Grahamstown newspaper, *Grocott's Mail*, at www.grocotts.co.za.

task ahead, the students took language lessons, researched Xhosa culture, and established close communication with some of their translators prior to the trip, Davis says.

As luck would have it, Mehta and her partner, Shayna Meliker '11, hit upon their topic soon after meeting their 19-year-old translator, Asanda, who had recently returned from a month-long stay in the bush. His sojourn was part of a traditional male initiation and circumcision rite of passage among the Xhosa—the major indigenous black population of South Africa. “It’s what you must do to ‘become’ a man,” says Mehta. “They say it’s not forced on you, but at the same time, culturally, it’s very important in order to be seen as a man and not a boy.” Asanda, she says, was proud of the uniquely Xhosa ritual and eager to talk with her about the experience.

As females, Mehta and her partner could not go into the bush themselves to cover the story, so they enlisted Davis and a male student to shoot footage and handle some of the interviews. “I couldn’t be in control of everything,” Mehta says, “so that was nerve-wracking. I had to channel my questions through others.”

Brandi Kellam, a graduate student in broadcast and digital journalism, produced a feature on a children’s shelter in Grahamstown and also profiled a local firefighter as a companion piece to a similar profile she had done on Syracuse’s South Side. Having never been to another country before, Kellam says the experience dispelled some misconceptions she had about Africa and underscored just how much similar expectations are shaped by cultural circumstances.

“In both instances, you have people who try to do the best that they can—to do better than they did before,” Kellam says. “But here [in the

United States], it’s more materialistic. There’s the sense that you have to do this or that in order to achieve the American Dream. There, it was more relaxed. They’re more comfortable in their own skin, more comfortable with who they are.”

“Both the South Side of Syracuse and the township of Grahamstown are very warm communities,” Mehta says. “But there’s also violence, poverty, and educational issues in both. In Grahamstown, all they want is access to education, food, security—the same things I saw on the South Side. They want to make sure their kids have a better life. They’re both looking for the same things, just under different circumstances.”

What does Davis view as the most important lesson from the trip? “That people are people—having the chance to learn how much like us they really are,” he says. “That would be the number-one ‘life lesson’ takeaway.”

Beyond that, he says, “This trip could inspire these students to rethink what they want to do. It also helped them immensely as journalists—in terms of confidence, experience in tackling a big challenge, stepping up, and doing well. It was a great experience for them to build their skills and confidence level, and I believe they’ll talk about it for years.”



Young Xhosa men take part in the male rite of passage in the bush.



New York State Assemblyman Sam Roberts at the Onondaga County Democratic Committee celebration on Election Day (Photo by Sean Harp)

Democracy in Action

Student-journalists cover the stories of voters, issues, and politicians as part of an Election Day collaborative project

BY KATHLEEN M. HALEY

Kathleen Ronayne '12 talked up the issues with voters. Sean Harp '11 snapped shots of winners and losers. And Alyssa Elias '11 produced newscasts with reports from the field.

They were among nearly 140 Newhouse journalism students who spread out across Onondaga County and collaborated on November 2 to cover the most sacred of democratic rites: Election Day. The Democracy in Action project brought together student-journalists and Newhouse faculty in a large-scale, interdisciplinary approach to a real-life news event.

Ronayne, a newspaper and online journalism major who plans to go into political journalism, spent time with voters in the western suburban districts. "We just walked up to random voters to ask them questions about the issues, so it was nerve-wracking. But you just learn how not to be nervous and how to get the information you need in a very short amount of time," Ronayne says. "Especially with political reporting and elections, it's all about being accurate and being immediate."

Ronayne participated as part of the Political Reporting course taught by Professor Charlotte Grimes, Knight Chair in Political Reporting, who came up with the idea for the project. Grimes saw a way to develop a project that would address a collaborative-intensive requirement that will soon be part of the curriculum. It also would expose students to something they might not be familiar with. "A lot of young people don't know much about politics and I thought this might be a chance for them to really see democracy in action," Grimes says.

Grimes asked Christy Perry, adjunct professor of broadcast and digital journalism, and Chris Tuohey, associate professor of broadcast and digital journalism, to help coordinate the project. They reached out to other

faculty members who also made the project part of their classes. Graduate and undergraduate students from nine classes in photography, print journalism, television, and radio took part. The collaboration also included Democracywise, a web site of stories and information on local issues and representatives generated by Grimes' Political Reporting students, and NCCNews, broadcast news produced by broadcast and digital journalism students.

The Sunday before Election Day, the coordinators gathered students at Newhouse to review what would happen and how to upload reports from the field. Board of Elections Commissioner Ed Ryan also talked with students about how close they could be to the polling places and respecting people's privacy.

Students were given press passes and signed up for shifts at polling places and campaign headquarters around the county. Along with capturing the voices of voters, a special focus was included on reporting about children at the polls. "We were capturing vignettes—moments of people being at the polls: why do they come, what does it mean to them, what are their concerns," Grimes says. "It was just letting people talk about democracy."



(Photo by Mackenzie Reiss)

The first of the students covered the opening of the polls at 5 a.m. Other reports came in about the Election Day spaghetti lunch at a local church, student voters at SU's Bird Library, and the Democratic and Republican parties late into the night.

Harp, a military photojournalism student who was part of Professor David Sutherland's Photojournalism and Multimedia course, decided to cover candidates at the Onondaga County Democratic Committee Headquarters celebration at the Holiday Inn in Liverpool. He snapped photos of party supporters who were eager for the results. "They were pretty hard-core," Harp says. "They were standing in front of the television, like they were waiting for the Powerball number to drop."

Harp, who is a U.S. Army sergeant assigned as a combat documentation and production specialist, also captured photos of an especially charismatic candidate, Sam Roberts, who was elected to the state's 119th Assembly district. "When he got to the podium, there were tons of people around him, cheering for him. I decided how best to show who he was by backing up and showing all the people around him," Harp says. "He was just larger than life on the stage."

As students gathered the news in photos, text, and audio and video, some students filed from the field; others waited to get back to campus. They also tweeted snippets from their polling places. There were also broadcast shots using Skype that were fed to student anchors in the studio.

Back at Newhouse, Perry oversaw the web site (www.dia-cny.com/electionday), which she created, and the Twitter and Facebook feeds. Grimes worked troubleshooting problems, and Tuohey, along with other faculty members, edited stories and photos and worked with students in the broadcast studio. "Our goal was to pull together on the web video, still photos, print stories, and radio stories that could all give people a slice of life on Election Day and also be informative," Perry says.

Elias, a broadcast and digital journalism major who was in the Television and Digital News Producing and Presenting class with Professor Frank Currier, worked the night shift, producing web casts with reporters in the field and working with the anchor in the Newhouse broadcast studio. "I would find out about two minutes before that someone was going to call in with Skype and they would have a live shot for me," Elias says. "I would have to write something up really quickly and run downstairs to the control room and slam it all together. It was an adrenaline rush."

The real-life experience proved to Elias that she could handle the work. "It was really important to me to know that when things are crazy that I could stay calm and create a good product," she says.

Partnering with Newhouse, *The Post-Standard* showcased some of the students' stories, and a political reporter supplied a database of polling places and statistics. Several retired *Post-Standard* editors volunteered to help edit stories on Election Day, and public radio station WRVO also aired some of the students' radio spots.

Tuohey was impressed by the amount of work that came out of the project, with 170 posts to the web site, and all of the stories that were done on places that rarely get coverage by the professional media. In a couple



(Photo by Sean Harp)

of instances, some voters were a bit reluctant to talk to students because they had never encountered the media at their polling place before. "That's always one of the big life lessons of being a journalist: learning how to approach people," Tuohey says. "There's a relationship there between the journalists and the people in your stories, and you have to develop a little bit of trust."

As reporters who have been in the field covering elections, Grimes, Perry, and Tuohey wanted students to experience the same excitement they felt. "It really did herald back to being in a newsroom on an election day," Tuohey says. "It was most satisfying to hear students say that it was fun and this was one of the more interesting things they've done at Newhouse."

Organizers are planning to do the project every year and will include more faculty members and students.

Along with the lessons in journalism, Grimes hopes students came to appreciate journalists' and citizens' roles in democracy. "I hope they took away some sense of the excitement about one of the most important things that happens in our country, which is free elections," Grimes says. "I want them to have a respect and passion for journalism and its role in democracy."



(Photo by Daniel Barker)

The students' work on the Democracy in Action project can be found at www.dia-cny.com/electionday.

THE POWER OF NEW MEDIA

Frank Biocca

BY KATHLEEN M. HALEY

Frank Biocca sees the future in 3D. The information we need to access will be instant and superimposed on the world right in front of our faces—whether it’s reading diners’ comments about the nearest restaurant, flipping through an instruction manual, or interacting with colleagues in a different country. Biocca, newly appointed Newhouse Endowed Chaired Professor of Communication, explores the possibilities of this field of augmented reality, technology that overlays 2D and 3D graphics on the real world, as a way to expand human capabilities—and as an emerging field in communications.

Biocca envisions the ultimate display as a pair of glasses. And he’s working with a scientist in optics to research the possibilities—just part of his research and curiosity in the field of human-computer interaction. “Human-computer interaction takes the technologies and tailors them to the way people think and work,” says Biocca, a communications researcher. “It’s about understanding that computer systems can potentially improve our ability to process information, to reach out to individuals, and to see other worlds and environments.”

The medium is the technology, but it often may take researchers from a variety of disciplines, including communications, computer science, engineering, education, and psychology, to propel new media to reach its fullest potential, Biocca says. He works in this collaborative style as director of the Media Interface Network Design (M.I.N.D.) Lab consortium based at Michigan State University, where he was a professor of telecommunication, information, and media. A network of 10 labs at universities in 7 countries, the M.I.N.D. Labs bring together researchers to explore human-computer interaction, communication, and virtual environment design.

Biocca, who is also World Class University Professor at Sunmkyunkwan University in Korea, was drawn to Newhouse because of its reputation in communications, its facilities, and its entrepreneurial and interdisciplinary approaches to new media. Biocca, who wrote *Communication in the Age of Virtual Reality* and has published in more than 150 publications, is also jointly appointed in SU’s School of Information Studies and the L.C. Smith College of Engineering and Computer Science.

Biocca’s interest in new media began when he first heard Marshall McLuhan, a theorist who predicted trends in mass communications, while Biocca was an undergraduate communications student in Canada. After graduating and settling in California’s Silicon Valley, where he headed his own public relations firm, Biocca was asked in the early 1980s to take part in a company that developed the first laptop computer. “I could see from the new media part that if computing could become mobile that it would create radical change,” says Biocca, who was head of Osborne Computer’s creative services.

Biocca enjoyed taking part in this new revolution, but he was interested in academia as a venue where he could pursue his own ideas. He earned his Ph.D. in communications from the University of Wisconsin, Madison, and began working on virtual reality systems at the University of California at Berkeley.

At Michigan State, along with researching new technologies, Biocca worked with teams in the M.I.N.D. Labs to apply their ideas to social projects. With a \$100,000 grant from the U.S. State Department, Biocca’s team developed a computer game that teaches youngsters how to detect the signs of landmines to avoid them. Biocca traveled to Phnom Penh, Cambodia, last summer to let youngsters test the computer game, deployed on the low-cost One Laptop per



Child platform. “Even though they had never played a computer game in some cases, they were able use the game and started to compete with each other,” Biocca says. Further funding and a partnership with UNICEF are being sought.

At Newhouse, Biocca plans to continue his work with new facilities to support virtual and augmented reality systems. For example, this fall a projective multi-touch table will be set up to explore the use of a computer interacting with the motion of a person’s hands, through the use of a projector and camera.

Students will be engaged in Biocca’s research and through his classes, including a Ph.D. seminar on theory and research and this fall’s project-based Emerging Media Incubator in which students may be involved in research or new social media services projects. “Facebook. Twitter. Those are great services but these are already out there,” Biocca says. “The way to get an advantage and have new opportunities is to know about these media when they are still sitting in labs as concepts.”

TRON

LEGACY

BY AMANDA WALTZ

Larry Elin '73 spent most of 1981 holed up in his Elmsford, New York, office, staring at a boxy, eight-bit computer that crashed almost as often as it worked. His fellow employees at MAGI Synthavision, a tiny computer graphics firm, regularly stayed overnight to work on the project. And after a year of work, the team finally had something to show for it: a 22-minute sequence in the 1982 cult classic *TRON*.

The much-anticipated *TRON: Legacy* hit theaters in December, nearly three decades after the original film broke major motion picture ground. The sequel piggybacks on the original plot, bringing the protagonist's son, Sam Flynn, into his hacker father's life-or-death computer world.

What some might not realize, however, is that the polished computer-generated imagery (CGI) and state-of-the-art graphics in *TRON: Legacy* also owe something to the original 1982 flick—and that flick owes its innovation to Elin, now a television-radio-film professor, and his team of animators and “computer geeks” at MAGI.

In 1980, Elin and his team were working small, cutting-edge projects for a range of clients, including *Close Encounters of the Third Kind*, for which they did a brief film test, and IBM, for which they made a 3D ad. But when *TRON* director Stephen Lisberger saw a presentation of the team's work in Boston, he shelled out \$1.2 million to have MAGI on the *TRON* project.

Before *TRON*, no other major motion film used computer graphics in place of traditional, hand-drawn animation. That gave Elin, a television and radio graduate of Newhouse, and his team plenty

of room to innovate. At the time, for instance, there was no way to make computer-generated light fade or glow, like real light does. Over a month and a half, MAGI employees created that software themselves. “We had to invent everything on the fly,” says Elin, who has also contributed to the films *FernGully: The Last Rainforest* and *Honey I Shrunk the Kids*.

To help the project along, MAGI also took on a young animator named Chris Wedge, who later co-founded Blue Sky Studios—the company that made *Ice Age* and *Horton Hears a Who*. Wedge could sometimes be heard throughout the MAGI offices, as the hands-on animator envisioned the *TRON* Light Cycle racing vehicles by leaning back and forth in his chair and making motorcycle noises. Today, the blue and gold Light Cycle racers remain one of the most iconic images from the film.

“I wasn't an animator, and Larry really wasn't an animator,” says Nancy Campi, one of the first SU graduates with a degree in computer graphics from the College of Visual and Performing Arts in 1978 who worked at MAGI. “We knew how to make things move, but we didn't know how to make animation look ‘sexy,’ if you will.”

The movie's premiere did not go as well as they had hoped. While audiences now embrace computer animation, as proven by blockbusters like last year's *Toy Story 3*, *TRON* was a commercial flop.

For *TRON: Legacy*, fans came out worldwide to the tune of more than \$390 million. Elin, however, was disappointed by the sequel's storyline. “In the original *TRON*, it was a pretty good reflection of what cyber space looked like in 1980. We didn't

have the Internet. The only way people related to new technology was through arcade games,” he says. “The new *TRON* misses everything. The scariest things about our age are terrorist attacks via the Internet. Was that a plot line? No.”

Looking back at the advances in movie making that the original *TRON* set off, Elin doesn't take credit for the CGI revolution that his studio started. “I think I had a hand in it,” he says. “Technology is like a bucking bronco—it's out of control. You can only hold on and see what happens.”

An earlier version of this article and a video on the subject originally appeared on TheNewsHouse.com.



Let's Talk

Professor Brown builds forum to discuss issues of body image

BY VALENTINA PALLADINO



Pressures surrounding body image created an epidemic in American society—the epidemic of “thinness.” Being thin is considered the beauty standard, especially among young women, and our relationships with food have been transformed because of it. Harriet Brown, Newhouse assistant professor of magazine journalism, experienced the struggles of “thinness” when her own daughter battled anorexia and gained an understanding about the complex issue of beauty. Inspired by her daughter’s courageous climb to recovery, Brown has opened a dialogue about body image through her recent books and oral project, Project BodyTalk. “I knew nothing about eating disorders before my daughter,” Brown says. “It opened up a new world to me and, like I always do, I wanted to talk about it.”

Project BodyTalk started in fall 2009 and remains an ongoing project accompanying Brown’s work. The initiative gives men and women a venue to record their thoughts about body image. The audio recordings, ranging from 3 to 10 minutes long, cover the ways American culture shapes our bodies and how we perceive them, focusing on such topics as social pressures, eating disorders, and food relationships. “The medium is the message—hearing people’s voices allows you to hear the emotion behind what they are talking about,” Brown says.

One commentary recorded by a 22-year-old woman, Kelsey, describes her struggle to maintain a positive attitude while having a

love-hate relationship with food. *“I absolutely love food, all different kinds. I love fruit and chocolate and anything you can imagine,”* Kelsey says. *“Unfortunately, I don’t love what it does to my body.”*

All of the stories inspire listeners to challenge the traditional notions of beauty that society assumes, spread body-positive messages, and raise awareness of the complications that arise from distorted body images.

“I stopped eating because I wanted to look skinny and pretty,” Kelsey says. *“The saddest part is that even though I was pale and had huge, purple bags under my eyes, people told me how great I looked. It made me feel good about myself even though I was sick and starving.”*

Project BodyTalk began as an audio extension of Brown’s book *Feed Me!: Writers Dish About Food, Eating, Weight, and Body Image*, an anthology of essays about the body issues women face in an appearance-obsessed world. NPR’s project StoryCorps, an oral history

initiative that collects narrated life stories from individuals across the country, inspired Brown to add a vocal component to connect people with others.

The first recording sessions gathered 30 stories from women. As Project BodyTalk

grew, more people started coming to the Newhouse School to record their commentaries, and sending Brown audio files that they recorded themselves. Graduate student Megan Swann helped Brown create the Project BodyTalk web site, *projectbodytalk.com*, where people can listen to stories and find more information about the project. Project BodyTalk even partnered with the National Eating Disorders Association

(NEDA) in February for National Eating Disorders Awareness Week to gather more commentaries from participants.

Project BodyTalk is just another example of how Brown has spent her 30 years as a journalist talking about the hard stuff. Brown has contributed as a writer and editor for such

“The medium is the message—hearing people’s voices allows you to hear the emotion behind what they are talking about.”

—Harriet Brown

BodyTalk

“I absolutely love food, all different kinds. I love fruit and chocolate and anything you can imagine. Unfortunately, I don’t love what it does to my body.”

—a Project BodyTalk recording by a 22-year-old woman

magazines as *Redbook*, *The New York Times Magazine*, *Vogue*, *Health*, and *Parenting*. She specializes in covering the lives of women and children. Using her personal experiences with these topics, Brown wrote *Mr. Wrong: Real-Life Stories About the Men We Used to Love* and *The Good-bye Window: A Year in the Life of a Day-Care Center*. Her most recent literary endeavor is her family memoir, *Brave Girl Eating*, which explores how families can help children and teens recover from eating disorders, focusing on her daughter’s battle with anorexia and her slow, yet inspiring recovery.

Brave Girl Eating is not just for families dealing with eating disorders. “I get people asking me about addiction and drug struggles,” Brown says. “*Brave Girl Eating* may talk about eating disorders, but it’s about family issues that are faced together.” Brown describes the book as a work of science journalism detailing

the latest research on eating disorders and as a testimony to the strength families can show when they are faced with such crises as eating disorders—and how families pull together to help and heal.

Facing body image struggles with others and sharing personal feelings are often the hardest parts of starting a dialogue. Project BodyTalk taught Brown that just because someone looks healthy and happy on the outside doesn’t mean the person actually feels that way. “You cannot tell how someone is feeling inside just by looking at their appearance,” Brown says. “You just can’t make assumptions.”

While women face constant challenges from the media and images of unattainable perfection, men are also victims to these stereotypes. Project BodyTalk is not an exclusively female domain; men have

contributed to the project and Brown hopes to have more contribute in the future. “Anything about ourselves that we see making us physically different is an issue, but it’s not a gendered issue,” Brown says.

In a society where issues surrounding food relationships and eating disorders are under pressure to remain invisible, Project BodyTalk encourages people to talk, express, share, and learn. Brown believes people are their own biggest critics, but once the taboo is broken and a conversation begins, society and individuals can heal.

“We’re the hardest on ourselves,” Brown says. “I hope Project BodyTalk will help people think, ‘Maybe I’m not the only one who feels this way. Maybe I don’t have to judge myself so harshly.’”

Focus on Refugees

BY VALENTINA PALLADINO



John Giammatteo '11, second from left

Despite coming from a vastly different world, John Giammatteo '11 became “fast friends” with a group of Karen refugees from Myanmar who moved near his hometown of Southbury, Connecticut, a few years ago. He was soon visiting them regularly after his summer job at a Waterbury newspaper where he worked as a reporter.

While bonding over soccer and fishing, he was captivated by the refugees' generosity and resourcefulness. “I'll never be able to understand half of what they've been through,” Giammatteo says. “Being completely uprooted, placed in a refugee camp, and then moved to a foreign country—it's unimaginable. But they came here and they're thriving.”

His curiosity about other cultures and refugee struggles led Giammatteo to study these issues at SU and abroad in Southeast Asia. His work was rewarded recently when the Marshall Aid Commemoration Commission of Great Britain named him a 2011 Marshall Scholar. He is the first SU student ever honored with the prestigious award.

A dual anthropology and magazine major, Giammatteo began exploring the issues of refugees when he took an honors course as a sophomore that focused on refugees in the Syracuse community. He met more Karen refugees through InterFaith Works' Refugee Resettlement Program at the Center for New Americans, where he tutored elementary and middle school refugees.

What he learned about the struggles and injustices refugees face led him to focus his Renée Crown University Honors Program thesis on Thai refugees. He spent fall 2009 studying in India at the Vivekananda Institute of Indian Studies in Mysore through SU Abroad's World Partners Program with the University of Iowa. Giammatteo focused on Sri Lankan refugees and their options for resettlement after the civil war. His study, “To Return or Stay,” was published in the July 2010 issue of *Forced Migration Review*. “I was able to keep my interest on refugees, but I also learned academic research and writing skills,” Giammatteo says. “It really prepared me for my thesis.”

In summer 2010, he traveled to Thailand, the home of his friends in Connecticut. He connected with the Mae Tao Clinic in the city of Mae Sot,

near the Thai-Burma border, which introduced him to a group of Karen refugees to study for his thesis. Exploring the lives of eight refugees, Giammatteo investigated how migrants create space in and around Thai refugee camps. He found refugees were treated horribly if they choose life outside the camps. However the alternative life inside the camps isn't much better. The trip was funded in part by SU's Honors Program Crown Award.

After adjusting to culture shock, adopting a foreign lifestyle, and braving “fun” traffic jams in Bangkok, Giammatteo learned just as much about himself, and what is truly important in life, as he learned about refugees. “I learned I can handle it—I should be doing this work,” Giammatteo says. “Everything now goes through the lenses of Thailand and India; it puts things into perspective. Those little things that were huge before aren't as big. The fact that the house isn't totally clean isn't a big deal.”

Giammatteo's research and humanitarian efforts made him a prime candidate for the Marshall Scholarship. Established in 1953, the Marshall Scholarship aims to strengthen the relationship between the United States and Great Britain by funding outstanding students who want to attend graduate school in the U.K. Students can pursue two-year degrees at one of 89 British universities. Giammatteo's work with refugees led him to apply for the scholarship, and to decide to complete master's degrees in global migration at the City University of London, and in Southeast Asia studies at the University of London's School for Oriental and African Studies.

After his Marshall Scholar education, Giammatteo plans to complete a Ph.D. in anthropology, focusing on forced migration in the United States. He hopes his work will enlighten others to refugees' potential to contribute to local communities, and inspire communication with refugees and others to advocate on their behalf.

“They are smart, generous, and kind people,” Giammatteo says. “If given correct support and resources, refugees can be really successful and accomplish so much.”

The “Fox Kid”

Broadcast and digital journalism student juggles being full-time student with a job at Fox Sports

BY KATE MORIN



While most students were cramming for mid-terms last fall, Jordan Harrison '12 was running errands for the on-air faces of Fox Sports. For the last two semesters, Harrison, a broadcast and digital journalism major, has juggled a full course load while flying around the country on weekends working for Fox. During his experience, Harrison was given the chance of a lifetime when he was asked to work for Fox at the World Series, and then the Super Bowl. “I wouldn’t trade anything in the world for the opportunities that I’ve gotten with Fox,” says Harrison. “This is what Newhouse trains us to do; this is why we are here.”

The hectic—but energizing—pace began last summer when Harrison contacted a person at Fox Sports in charge of hiring runners, or assistants that help with the day-to-day tasks for on-air talent. Harrison left a message for the Fox Sports employee on a Wednesday evening in mid-July. At 6 p.m. that Friday, he got a call back. “The person on the other end of the line told me to be at Yankee Stadium at 9 a.m. the next day—I was going to work for Fox at that Saturday’s game,” Harrison says. “It wasn’t even a question; I said yes right away.”

For the rest of the summer, Harrison traveled to games in Boston, Philadelphia, and

New York—and got paid for it. “I couldn’t believe they were paying me to go to baseball games,” Harrison says. “My mom was in utter disbelief at my first paycheck; she almost framed it.”

He picked up on-air talent and company executives, ran errands, hung banners—anything that needed to be done. After classes started in the fall, Harrison worked two weekends in a row at Mets and Yankee games, where he got to mingle with some of his sportscaster idols like Joe Buck and Fox Sports Vice Chairman Ed Goren '66.

When the regular season ended in October, he was asked to work the post-season games. “Being a die-hard baseball fan, I immediately said yes,” Harrison says. He flew around the country each weekend—Philadelphia, Dallas, San Francisco—covering the National League Championship World Series. He was on the field working with sideline reporter Ken Rosenthal when the San Francisco Giants won, witnessing the celebration first hand—and has a champagne-soaked sweater to prove it. “Newhouse professors were very willing to accommodate me once I explained what I was doing,” he says. “This is what they are training us to do. I am getting a sneak-peek at the professional world, and that’s invaluable.”

Once baseball season ended, he got a second call-of-a-lifetime three days before Christmas. His boss at Fox asked if he wanted to work as a runner at the Super Bowl. Again, his answer was obvious and he was prepared for the work—both at Fox Sports and at school. “I knew ahead of time that I would be working the post-season, and then that I would be working the Super Bowl for an entire week in February. I started doing school work ahead of time so that I could keep up,” he says.

Harrison has enjoyed his time working with Fox, and hopes to continue this baseball season. “What I’ve learned is invaluable,” Harrison says, adding that his first-hand industry experience adds an element to his education unmatched by classroom work. “I hope I can continue to work for them,” he says. “From what I’ve seen in the last six months, this is not only a company I want to work for, but one I want to retire with.”

Covering the Capitol

Graduate broadcast and digital journalism students find their way among the politics and power players of D.C.

BY KATHLEEN M. HALEY



Broadcast students work on their stories in the newsroom last summer in Washington, D.C.

Sara Sultanik G'10 spent six weeks last summer hauling her video equipment through the halls of Congress, meeting with lawmakers and newsmakers on the streets of Washington, D.C., and filing stories for a television station in southern Indiana. She was one of more than 20 Newhouse graduate broadcast students who earned their credentials as an “inside the Beltway” reporter.

“After going to D.C., I realized I could do anything, especially since we had to come up with story ideas about a place I had never been to,” says Sultanik, who is a weekend anchor/reporter at WETM-TV in Elmira, New York. “The course prepared me to come to Elmira, and it gave me great material to put on my resume.”

Every summer graduate students in the broadcast and digital journalism program wrap up their studies with a six-week stint reporting in the nation’s capital for news stations across the country. This final graduate course, which has been funded in part by a yearly Verizon grant, places students at the center of politics and power—and inside one of the most intense news environments in the world. Students also get a better understanding of the workings of democracy.

The students develop their own story ideas in consultation with Newhouse faculty members Bob Lissit and Lynne Adrine and their assigned station, track down and interview sources, and edit their materials with guidance from staff members in a facility set up by Newhouse as a real newsroom. Previously located at SU’s Greenberg House in the city and at a facility at

Boston University, the newsroom will be located at George Washington University this summer. Stories are transmitted from Washington to the students’ assigned stations through CNN. “Our grad student reporters are that station’s Washington reporter,” says Lissit, who finished up his last term as Washington semester director last summer.

Implemented in 2005, the course was the idea of broadcast and digital journalism department chair Dona Hayes, who tapped Lissit as the program director. Lissit, who lives in Washington, D.C., had been teaching courses at Newhouse since 1992. He developed the program to focus on reporting and connected with the Nexstar Broadcasting Group, which operates many stations in smaller markets, to set up students with individual stations, based on the students’ interests and the stations’ needs.

“We give the stations reporters and Washington coverage,” Lissit says. “They give us the dual benefit of having students understand the needs of a market and a place to air their stories.”

Although most students report for Nexstar stations across the country, some students work directly at the Hagerstown, Maryland, station as sports reporters and others intern with news organizations in Washington, D.C.

To broaden their experience, students also hear from guest speakers twice a week at Greenberg House. Speakers have included Gwen Ifill, managing editor of PBS’s *Washington Week*; NBC journalist Andrea Mitchell; and CBS correspondent Jim Axelrod, along with

congressmen, lobbyists, and polling experts.

As part of the program, students mentor D.C.-area high school students who are interested in journalism. The Newhouse students learn about the city from the high school students, who in turn learn about the business and the work from the graduate students, Lissit says.

Sultanik, who worked for WTVW, Fox 7 News, in Evansville, Indiana, says it was a challenge putting together stories and navigating her way around the city on public transportation. Her stories included one about a Supreme Court ruling on gun legislation; another on mining safety, an important issue for people in her station’s viewing area, which has a large mining population; and a feature on an Evansville native who is a viola player with the U.S. Air Force’s string orchestra.

Student reporters have spoken with the U.S. Surgeon General, nabbed an interview with Senator Arlen Specter during his first post-surgery visit to his congressional office, and covered President Barack Obama signing an education bill at the White House.

Helping to keep various aspects of the course in motion, including covering the fees to transmit stories and expenses for the guest speaker dinners, Verizon has funded some of the program’s expenses through a yearly grant. Verizon’s support at the beginning was especially invaluable, as organizers worked to figure out the program’s needs, Lissit says.

Verizon wanted to support the graduate students as they develop their skills and expertise in the field, says Howard Woolley ’80,

Verizon's senior vice president, Wireless Public Policy and Strategic Alliances. "We hope that our support exposes students to the tools that they will need in a high-pressure, 24-hour news cycle world like Washington, D.C.," he says.

Woolley also regards the mentoring aspect, in which the Newhouse students are shadowed by area high school students interested in journalism, as a valuable component. "This

is an opportunity to expose students to the importance of mentoring, and we hope they take that experience to heart wherever their jobs in journalism may take them," Woolley says.

And the program has been successful in parlaying students directly into their fields. Many of the students have gone on to take positions with the stations that they have worked for in D.C. "By covering the issues and personalities

that affect national policy, our students meet the challenge of prioritizing what their audiences need to know, and present that material in a succinct, understandable way," says Adrine, who now takes over as the Washington semester director. "When they realize they can do this kind of reporting in Washington, they know they can take these skills to almost any reporting situation."

Recent Newhouse Guests

Peter Bergen, national security analyst, CNN

Robert Freeman, executive director,
Committee on Open Government

Dorothy Butler Gilliam, senior editor, Slate
columnist, *The Washington Post*

Mary Cummings,
former assistant counsel, GlaxoSmithKline

Dahlia Lithwick,

David Marburger,
partner, Baker & Hostetler

Rose Catherine Pinkney,
entertainment industry executive

Sean McDonough '84, sportscaster, ESPN

Jeff Rossen '98,
NBC News correspondent

Eric Schlosser,
author/investigative journalist and author of
Fast Food Nation

Matt Seiler,
global CEO, Universal McCann

Marilyn Serafini, award-winning journalist, delivered the
inaugural Toner Lecture on American Politics and Political Journalism

Carol Stevens '77,
print editor, *USA Today*

Maria Sinopoli, analyst, Digitas

Mike Tirico '88,
sportscaster, ESPN

Joanne Zaiac,
president, Digitas New York Region

Matt VanDyke,
U.S. marketing communications director, Ford

Antony Young,
president, Optimedia

Social Media Roundtable:

Lynne Bohan, vice president of public relations and government affairs, HP Hood; **Brian Costello,**
general manager and vice president, The RedPlum Network; **Frank Days,** director of new and social media, Novell;

Kim Kelley, director of marketing, Filterfresh

60s

Barbara Barde '68 was named one of the Women's Executive Network's top 100 most powerful women in Canada for 2010. President and owner of Up Front Entertainment, Barde has produced more than 600 television programs and 30 major series.

70s

David Cohen '72 is the voice of *Judge Karen's Court*, a nationally syndicated TV show. He also does voice work for commercials, infomercials, corporate narrations, and e-learning. He was previously the voice of the New York Yankees on MSG Network and Syracuse football, basketball, and lacrosse.

Michael Perlis (Newhouse Advisory Board, A&S '76) was named president and CEO of Forbes Media in November. He was previously a general partner at SoftBank Capital, a venture capital firm focused on high growth Internet-based businesses.

Mark Weidel '78 is general manager of DBCi, the interactive division of Delmarva Broadcasting, as well as general manager Graffiti Radio, an award-winning HD Radio and online station.

Fran DeSimone Becque '79 is executive director of Women for Health and Wellness Inc. and the author of *Hearts That Are Bound by the Wine and Silver Blue: Pi Beta Phi Fraternity*.

80s

Bob Black '81 earned his fourth Virginia Sportscaster of the Year award. Black is the voice of the University of Richmond Spiders and



Deborah Henretta G'85, group president for Procter & Gamble Asia, hosts President Barack Obama in Yokohama, Japan, as part of the Asia Pacific Economic Cooperation (APEC) Business Council's Key Leaders Dialogue. The event last November brought together the Business Council and the leaders who make up the 21 economies that belong to APEC. Henretta, who was appointed by the U.S. government to serve as one of three U.S. business representatives on the Business Council, has been chair of the Business Council since 2011. She is the first woman to hold the position. This year's APEC Key Leader's Dialogue will be in Honolulu in November. For Procter & Gamble, Henretta, a member of the Newhouse Advisory Board, is responsible for its \$15 billion business spread across Australia, China, India, Japan, Korea, and the ASEAN countries. In 2010 she was listed at number 20 on *Fortune* magazine's list of the "Most Powerful Women in Business – International."

is the assistant athletic director for the university. He hosts a weekly radio call-in show with the coach of the men's basketball team and head football coach.

Mark Cerulli '82 wrote the horror script *Sunburn*, which won third place at the 2010 Bahamas International Film Festival. He also wrote and produced the HBO Buzz segment on the new Bruce Springsteen documentary, *The Promise*, and covered the world premiere in Toronto. He works as a freelance writer/producer for such networks as HBO, AMC, and Sundance.

Monique Fortune '82 is a lecturer and academic advisor at Bronx Community College.

Stuart Connelly '86 co-authored, with Clarence B. Jones, *Behind the Dream: The Making of the Speech that Transformed a Nation*, a personal memoir of Jones's work with Dr. Martin Luther King Jr.

Andrew D. Siegel '87 is the senior vice president of strategy and corporate development at Advance Publications.

Michele Jabloner Weiss '89 is executive director of original programming for Disney Junior.

90s

Cheryl Gilberg '91 is head of marketing and communications at Goldman, Sachs & Co.

Jennifer Poggi '94 is the chief White House photography editor and deputy director of the White House photography office.

Wendy Loughlin G'95 and her husband welcomed their second daughter, Violet, in November.

Sarah Layden '97 and **Tom Murphy G'03** welcomed a son, Trevor John, last October. They live in Indianapolis.

Chris Murray '99 is vice president of communications for the United Way of Southeastern Pennsylvania. He is an adjunct professor at Drexel University.

00s

Aaron Goldfarb '01 is the author of the satirical novel *How To Fail: The Self-Hurt Guide*.

JiaYing Grygiel (Caroline Chen)'02, G'05 is a photo editor for MSN.com in Seattle.

Jay Miles G'02 wrote *Conquering YouTube* (Michael Wiese Productions).

Tirico named 2010 National Sportscaster of the Year

BY CHRISTY PERRY

Newhouse alumnus and ESPN host Mike Tirico '88 was named 2010 National Sportscaster of the Year by the National Sportscasters and Sportswriters Association (NSSA).

Tirico was chosen by the NSSA's 600-plus members, who elect both National and State Sportscasters of the Year. The NSSA was founded in Salisbury, North Carolina, in 1959 as a way to honor the nation's sportscasters and sportswriters for their crafts.

The ESPN host and announcer began his sports broadcasting career anchoring weekend sports at WTVH-TV in Syracuse, while he was still an undergraduate student at Newhouse. He is play-by-play announcer on ESPN's *Monday Night Football* and also calls ESPN's and ABC-TV's NBA and college football games. He is also ABC's lead golf announcer, hosts major events for ESPN, and is an ESPN radio contributor.

Tirico, who also sits on the Newhouse Advisory Board, will receive his award at the NSSA Awards Banquet and Hall of Fame induction ceremony in Salisbury on May 16.

Another Newhouse alumnus, Bob Black '81, was elected Virginia Sportscaster of the Year for 2010. It is his fourth NSSA state award. He is the voice of the University of Richmond Spiders.



Emily Spitale '02 is director of publicity for USA Network and Sleuth. She was previously with A&E and BIO Networks.

Garrett Arwa '03 is the Michigan state director of the Democratic National Committee's Organizing for America.

Jenny Glickman '03 fronts the alternative/rock band Blameshift.

Tracy (Gardner) Nhek G'04 is an account manager with Pinckney Hugo Group in Syracuse.

Jason Benetti '05 is director of communications and the play-by-play announcer for the Syracuse SkyChiefs. He does play-by-play for High Point (N.C.) University men's basketball; does studio work for Notre Dame through the ISP Network; and calls high school football games for Time Warner Cable.

Matt Martucci '06 is the primary play-by-play announcer for St. Joseph's University sports.

Jeff Tiberii '06 was honored by the Radio Television Digital News Association of the Carolinas with first and second place awards for his sports commentaries, a first place award for one of his spot news pieces, and a first place award in sports reporting.

Andrew Wilson '06 presented his film, *Viral Assistance*, at the Banff Film & Media Center, as well as several other locations around the United States and England. He is currently earning a master of fine arts from the School of the Art Institute of Chicago, and recently received a \$20,000 grant from the Dedalus Foundation.

Ryan Pierce '07 is public relations and marketing manager for the Pebble Beach Company. Since graduating from Newhouse, Pierce has also earned a master's degree in sport management from the University of Massachusetts Amherst, and worked for the PGA Tour.

Jordan Zakarin '08 is associate entertainment editor at The Huffington Post.

Heather Manly '09 is a junior copywriter for Grey Healthcare Group in New York City.

Jennifer D'Angelo '10 is a creative associate at Rosetta in Princeton, N.J.

Nick Cicero G'10 is a social media strategist for Benedict Advertising in Daytona Beach, Fla.

Mike Daugherty '10 is the associate media planner at Starcom in Chicago.

Becca Feigenbaum '10 is on the staff of Avon's beauty public relations department.

Lori Gilbert '10 is an assistant media buyer for Group M in New York City.

Ian Guss '10 is an account coordinator at Weber Shandwick.

Lauren Hart G'10 is the external affairs officer at the Leadership Institute in the Washington, D.C., area.

Sam Hauss '10 is an account planner at Stein Rogan and partners in New York City.

Sheetal Kothal '10 is a data analyst for Envision Radio Networks in Cleveland.

Molly Little '10 is the content management intern at Crispin, Porter + Bogusky in New York City.

Emily McGuire G'10 is a public relations coordinator and content developer for Adworkshop & Inphorm.

Didier Morais '10 is a sports reporter for the *Houston Chronicle*.

Rachel Ousley '10 is a reporter for KFBB in Great Falls, Mont.

Erica Sanderson '10 is an assistant web editor for CountryLiving.com.

Warren Sell '10 is a video services technician with the Manhattan District Attorney's Office.

Ryan Smith G'10 is a marketing coordinator with Power Reviews in San Francisco.

Landon Stolar '10 is sports director, anchor, and reporter for KTVM, the NBC affiliate in Bozeman, Mont.

Angely Tavares '10 is the credits coordinator with Lifetime Television.

Jason Wachter '10 is a marketing coordinator for Turner Sports in New York City.

Sherri Williams '10 received first-place honors for a second consecutive year from the Ohio Society of Professional Journalists Awards in the minority issues category for her work at *The Columbus Dispatch*. She is also a doctoral candidate at the Newhouse School.

Yishu (Star) Zhou '10 is an account executive assistant at Leo Burnett Shanghai.

IN MEMORIAM

Denise Cramsey '90 passed away in November after suffering a brain aneurysm. Cramsey was an Emmy Award-winning producer who created *Trading Spaces*, was executive producer for *Extreme Makeover: Home Edition*, and most recently created and produced *School Pride*. She was from Allentown, Pennsylvania.

Cleve Mathews, retired Newhouse professor and former assistant dean, died January 14, 2011, in Asheville, North Carolina, from esophageal cancer. Mathews, 84, was the first news director of National Public Radio.

A native of Bosque County, Texas, he earned bachelor's and master's degrees at the University of Michigan. He held various editing positions at the *St. Louis Post-Dispatch* and then at *The New York Times*, where he was assistant foreign news editor and later the Washington bureau's associate editor. At NPR, he set up the news operation and helped create *All Things Considered*.

Mathews taught journalism at Wichita State, Kansas, before coming to Newhouse in the late 1970s. He was a professor, assistant dean of the journalism division, and later assistant dean for undergraduate affairs at Newhouse. He retired in 1991. Although retired, he continued to teach about media and public affairs at the College for Seniors at the University of North Carolina in Asheville.

He co-authored the book *Ethics for the Media* and also wrote poetry. He won first place in 2007 in the Poetry Council of North Carolina contest for traditional poetry. Some of his poems can be found at www.clevemathews.com.

Mathews is survived by his wife, Marion; three children; three grandchildren; and one great-grandchild.



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