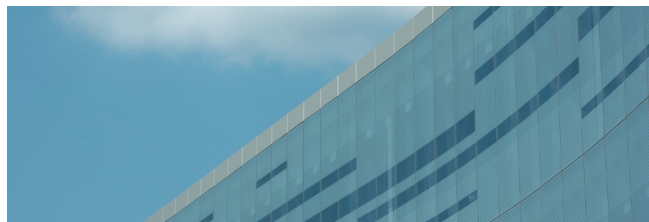


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Steve Sartori

COMMENTARY

Here's what people are saying about Newhouse III:

KELVIN ANG '07, newspaper student:

"As newspaper journalism majors, we learn that the print business—and really, the entire communications industry—is changing at break-neck speed. We have to master technologies that are constantly evolving, and it is gratifying to know that the Newhouse School is committed to helping students adapt to this process. The Newhouse School already produces some of the finest young men and women in the industry, and now, Newhouse III will ensure that they are technologically savvy as well.

"And let's not forget the First Amendment inscribed along the exterior of the building. Even in keeping up with the times, we still hold dear the original principles that made us one of the top journalism schools in the first place."

Malcolm Borg, chairman and CEO, North Jersey Media Group:

"Newhouse is on the front lines of training our new staffers and our future leaders. When we learned about the plans for Newhouse III, we knew we wanted our company strongly represented to signify our close ties with the school and its graduates.

"However, it's not a building that prepares students—it's an education. A building provides a setting, equipment and resources for training. Our company has benefited significantly over the years by hiring Newhouse graduates. That's why we support the school in so many ways. Newhouse III is simply another asset that will attract "the best and the brightest."

ROBERT HAMI JR. '01, president, Hallmark Entertainment Inc.:

"The future of communications will be fast-paced and ever-widening. Newhouse III will be a pioneering environment where students, faculty and real-world media professionals can interact in a myriad of ways using this state-of-the-art facility to shape public communications in the 21st century."

LARRY KRAMER '72, advisor, CBS Interactive:

"We are witnessing the reinvention of the storytelling process. For the first time we will be able to use text, photography, video and audio in one medium.

Journalists will be expected to converse with their readers and viewers in real time. Stories will become loops, changing as more people become involved and add more information.

"There has never been a more challenging and exciting time than this. We must fuel a vigorous and ongoing debate and discussion about nearly every aspect of our business and how quickly change will come. Newhouse III will bring our disciplines together. It will expose our students to the best technology and the best minds in the business and give them front row seats to an upheaval in the media world that equals or exceeds in importance the invention of the printing press."

ERIC MOWER '66, G'68, chairman and CEO, Eric Mower and Associates:

“This third building of the Newhouse School simultaneously reflects and embodies the powerful changes that have made message media so pervasive in our daily lives and so essential to the workings of the world.

“In order to teach and research in a time of such complex social, political, and economic shifts, geo-political and scientific change, global competition and technological advance, there must be superior facilities to support the work of educators. Syracuse University is more than fortunate to have the Newhouse family so cognizant of this need and so responsive to the opportunity.”

DAVID RUBIN, dean, Newhouse School:

“Newhouse III allows the Newhouse School to undertake an expanded mission that helps to insure our preeminence among communications schools. Specifically, the building enables us to do three important things: to serve our students in new ways in a more student-centered environment and to foster a greater sense of community for them and for faculty, staff, alumni and guests; to expand our capacity for research of value to the industry; and to extend our service to alumni and other media professionals.

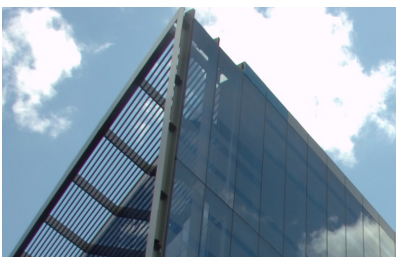
“Newhouse III provides us with an exciting environment in which to address the challenges to the communications industry in the early 21st century.”



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