This summer marks 50 years since the day prominent publisher Samuel I. Newhouse stood side-by-side with President Lyndon B. Johnson and dedicated Newhouse 1 at Syracuse University (see story page 2), beginning a relationship between the Newhouse School and the Newhouse family that continues to this day.

At the time of the dedication, Mr. Newhouse remarked: “It is right and fitting that such a communications center be located within a dynamic university with world-embracing interests. The many fields of study provide an unparalleled opportunity for the interplay of creative talents of the first rank.”

Half a century later and in the face of a radically changed communications industry, his words still ring true.

When Newhouse 1 opened, the school—then known as the School of Journalism—was focused mainly on print media. But the field of communications was already changing; in 1934, Syracuse University became the first school in the country to offer a college credit radio course, and in 1947 launched WAER, one of the nation’s first college radio stations. Syracuse was also the first to offer courses in the fledgling field of television, beginning in the 1940s.

By the time Newhouse 2 opened in 1974, the School of Journalism had merged with the Department of Television and Radio and was renamed the S.I. Newhouse School of Public Communications. CBS Chairman William S. Paley was the guest of honor at the dedication of that building, symbolizing how much the field of communications had evolved beyond print.

By the time Newhouse 2 opened in 1974, the School of Journalism had merged with the Department of Television and Radio and was renamed the S.I. Newhouse School of Public Communications. CBS Chairman William S. Paley was the guest of honor at the dedication of that building, symbolizing how much the field of communications had evolved beyond print.

Thirty-three years later, in 2007, the school dedicated Newhouse 3 with a keynote speech from U.S. Chief Justice John G. Roberts. By then, the Internet and the digital revolution had fully transformed the field, but the words of the First Amendment, etched on the side of the new building, reminded us that the fundamentals had not changed.

That was seven years ago. Since then, we have continued to watch our industry evolve at a break-neck pace. We’ve seen the explosion of social media, the development of wearable technology, the use of drones for reporting and a slew of other happenings that we could have hardly imagined when we opened Newhouse 3.

Our students understand that to excel in the communications industry of today—and tomorrow—they must be nimble, they must be entrepreneurial, they must expect the unexpected. They must have, in the words of Mr. Newhouse, “world-embracing interests.” And yet they must also remain true to the fundamentals of good communications and the traditional values we still teach them.

The “re-opening” of Newhouse 2 in the form of the Newhouse Studio and Innovation Center, which we will celebrate next month, is symbolic of this marriage of the traditional and the progressive. In a nod to both the past and the future, the renovated space features Dick Clark Studios and the Alan Gerry Center for Media Innovation. While the studios will focus primarily on production of traditional programming, the Gerry Center will facilitate the development of content for next-generation communications formats and platforms.

Newhouse 2 will also become a place where the “interplay of creative talents” that Mr. Newhouse spoke about in 1964 will flourish. The Newhouse Studio and Innovation Center will provide all Syracuse University students, regardless of discipline, a place to learn, collaborate, invent and explore together.

We hope you will join us to celebrate the dedication of the Newhouse Studio and Innovation Center on Sept. 29! Visit our website at newhouse.syr.edu to plan your visit.

Lorraine E. Branham
Dean
“SEEK EXCELLENCE”:
SAMUEL I. NEWHOUSE and the NEWHOUSE SCHOOL
at SYRACUSE UNIVERSITY

BY WENDY S. LOUGHLIN
On the morning of Aug. 5, 1964, rain clouds hung over Syracuse as hundreds of people gathered behind a chain-link fence at the edge of a runway at Hancock Airport. They held signs. They looked curiously at members of the Secret Service and the White House Press Corps, assembled nearby. They listened to transistor radios bringing news of unrest in the Gulf of Tonkin, off the coast of Vietnam. They peered skyward for some sign of the plane.

As if on cue, the clouds parted at 10 a.m. and, minutes later, the blue-and-white jet came into view. The crowd watched it land and taxi, saw the door swing open, caught a glimpse of a green silk dress and then, emerging into the light, came the president and first lady.

Lyndon Johnson and his wife, Lady Bird, had come to town to dedicate the newly constructed Newhouse 1. It was the first of three planned buildings at Syracuse University that would be known as the S.I. Newhouse Communications Center in honor of the publishing magnate whose $15 million gift was the largest in the school's history. Standing on the tarmac, Newhouse himself waited with his wife, Mitzi, to greet the Johnsons.

Samuel I. Newhouse had been born to poor immigrant parents on the Lower East Side of Manhattan, and now he stood next to the president of the United States. He understood, perhaps more than anyone else present, the significance of the scene. The evening before, at a dinner in his honor hosted by SU Chancellor William Tolley at the Hotel Syracuse, Newhouse had noted: “I cannot be unaware of a dramatic contrast that concerns my name. The first time it appeared anywhere was on a birth certificate written in a New York City tenement, where I was born. I’m proud of that. Tomorrow I will see my name inscribed on the wall of what is perhaps the most modern school of communication in the world. I am proud of that, too.”

A MOMENT IN HISTORY

Lyndon Johnson was the first—and remains the only—sitting president to visit Syracuse University, and Newhouse brought him there.

continued on next page
A crowd stretches across campus at the dedication of Newhouse 1

The two men, who had met before, drove together in a car from the airport to campus, wending their way along a route crowded with an estimated 10,000 people hoping to see the president. Johnson was highly popular with an American public still reeling from the assassination of John F. Kennedy eight months earlier. He was also gearing up for an election the following November, and may have been heartened to see such an enthusiastic turnout in the majority Republican town.

Another crowd waited for him on campus, covering the sloping hill from University Place back to the Hall of Languages and Maxwell Hall. The president and first lady stood on the plaza in front of the building flanked by the Newhouse family, Chancellor Tolley and New York Governor Nelson Rockefeller and his wife, Happy. But Johnson looked grim as the ceremony commenced, and those who noticed his demeanor thought they knew what was on his mind: Vietnam.

The night before the Newhouse dedication, Johnson had gone on television to inform the nation of what he called “renewed hostile actions against United States ships on the high seas in the Gulf of Tonkin.” North Vietnamese vessels, he said, had twice attacked U.S. Navy ships, including the destroyer USS Maddox. The aggression, Johnson said, “brings home to all of us in the United States the importance of the struggle for peace and security in Southeast Asia.”

U.S. troops had been stationed in Vietnam since the Eisenhower administration, but always in an “advisory” capacity. Now, Johnson told the American people, it was time to take action. “I shall immediately request the Congress to pass a resolution making it clear that our government is united in its determination to take all necessary measures in support of freedom and in defense of peace in Southeast Asia,” he said.

Johnson's remarks were met with applause and, at the end, a standing ovation. Tolley presented him with an honorary doctor of laws degree, then LBJ then turned his attention to the four orange ribbons that had been strung across the opening of Newhouse 1. Newhouse’s wife was the first to clip a ribbon with a pair of gold scissors; his daughter-in-law, Susan, clipped the second. Lady Bird Johnson clipped the third and the president clipped the last, officially opening the Newhouse Communications Center at Syracuse University.

Tolley presented both Johnson and Newhouse with golden keys, and Newhouse used his to unlock Newhouse 1. The 76,000-square-foot, flat-roofed building, designed in a cruciform shape, featured a spanning atrium lit by...
skylights in the 32-foot-high ceiling. On the wall was a bronze Jacques Lipchitz sculpture, “Birth of the Muses,” and a quote from Newhouse: “A free press must be fortified with greater knowledge of the world and skill in the arts of expression.”

Devoted at that time to print media, the building included classrooms, photography darkrooms and studios, design studios, faculty offices, a library and a public lounge. Enrollment that fall was 165 students.

The building had been six years in the making. After a chance meeting at the Waldorf-Astoria in New York City, Tolley and Newhouse had become friends, and around 1958 began discussing a proposed new building for the School of Journalism. At its founding in 1934, the school had been located in Yates Castle; but the building had been demolished in 1953 to make room for additions to the medical school, which had just changed hands from Syracuse University to the University of the State of New York. The School of Journalism needed a new, permanent home.

Newhouse’s initial gift of $1 million for the construction of a new building and $700,000 for operations was announced in 1960. But by 1962, the gift, along with the vision, had been expanded. That summer, the same summer he appeared on the cover of Time magazine, Newhouse pledged $15 million for what would become a three-building complex.

Newhouse chose up-and-coming architect I.M. Pei to design the first building. Pei, who would soon be tapped by Jacqueline Kennedy to design the John F. Kennedy Presidential Library and Museum, was recognized for the Newhouse design in 1965 with the American Institute of Architects’ National Honor Award. The award citation noted that the building “exemplifies a powerful manipulation of mass and plane to enclose space. Its relation to its environment is superb, its materials simple and logical, its detailing excellent.”

That the building was located in Syracuse was not happenstance, and not solely the result of the relationship between Newhouse and Tolley. Newhouse’s connection to Syracuse stretched back to 1939, when he purchased two Central New York newspapers and merged them to create the Syracuse Herald-Journal. In 1942, he purchased the city’s other daily, the Syracuse Post-Standard. He also acquired Syracuse radio properties, and for a time made weekly train trips from New York City to Syracuse. Both of Newhouse’s sons, S.I. Jr. and Donald, attended Syracuse University. Newhouse received an honorary degree from the University in 1955 and was named to the Board of Trustees in 1959. “The City of Syracuse has a very special place in my heart,” he once said. And in a letter to Johnson a week after the dedication, Newhouse called Aug. 5, 1964, “my happiest of days.”

**A LEGACY CONTINUES**

In 1971, when the School of Journalism merged with the Department of Television and Radio, the school was re-named the S.I. Newhouse School of Public Communications and became the most comprehensive, stand-alone school of its type in the nation. Three years later, Newhouse saw the opening of the second building in the complex, Newhouse 2, which was dedicated with a keynote address by William S. Paley, chairman of the board of CBS.

Newhouse died in 1979, and control of his publishing empire—which by then included 31 newspapers, seven magazines, six television stations, five radio stations and 20 cable television systems—passed to his sons. Both men and their families were present in 2007 when the third building, Newhouse 3, was dedicated by Chief Justice of the United States John G. Roberts.

When Newhouse died, Dean Henry Schulte noted: “Mr. Newhouse maintained a keen, penetrating interest in the school, but never by word or gesture interfered in the management or growth of the school. It was if he said, ‘I’ll give you the tools. Seek excellence.’”

L-R: President Lyndon Johnson, Chancellor William Tolley, Samuel I. Newhouse

For these and other stories celebrating the Newhouse School’s 50th anniversary, visit our interactive timeline at Newhouse50.syr.edu and follow on Twitter at #Newhouse50.
Newhouse School will dedicate new Studio and Innovation Center Sept. 29

BY WENDY S. LOUGHLIN

The Newhouse School will dedicate the new Newhouse Studio and Innovation Center on Monday, Sept. 29, on campus. Special guest Oprah Winfrey will join students, alumni, media executives and other VIPs to celebrate the re-opening of the school’s Newhouse 2 building, which is undergoing an $18 million renovation. Follow on Twitter at #NewhouseStudio.

The Newhouse Studio and Innovation Center will provide the school with a cutting-edge media facility that gives students the best possible preparation for careers in the communications industry. Inside the complex, highlights include:

• **DICK CLARK STUDIOS**: Named for legendary entertainer and SU alumnus Dick Clark ’51, the studios will be a high-tech entertainment production environment rivaling many Hollywood studios.

• **ALAN GERRY CENTER FOR MEDIA INNOVATION**: Named for Cablevision Industries founder Alan Gerry, the center will be the creative hub where Newhouse expertise in content development and production will meet the latest media technology and programming trends.

• **DIGITAL NEWS CENTER**: This newsroom will be dedicated primarily to news, talk and magazine style production, with multimedia capabilities and a file-based digital media environment.

The dedication celebration will include a daylong series of events, including academic symposia, remarks by Winfrey, a ribbon-cutting at the Waverly Avenue entrance to Newhouse 2 and tours of the new facility.

All alumni, students and friends of the Newhouse School are invited to attend the dedication, which will officially kick off the school’s 50th anniversary celebration year. To plan your visit, go to newhouse.syr.edu.

Learn more about how you can support the Newhouse Studio and Innovation Center by contacting Lynn Vanderhoek at 315-443-9236 or lavander@syr.edu.
Winners announced in the Newhouse School’s 2014 Mirror Awards competition

Winners in the eighth annual Mirror Awards competition honoring excellence in media industry reporting were announced June 4 at a ceremony in New York City, hosted by the Newhouse School. Gayle King, co-host of “CBS This Morning” and editor at large of O, the Oprah Magazine, emceed the event, which was held at Cipriani 42nd Street.

The winners, chosen by a group of journalists and journalism educators, are:

- **Best Single Article - Traditional/Legacy Media:**
  “Local Story” by Rachel Aviv (The New Yorker)

- **Best Single Article - Digital Media:**
  “Politic0’s Mike Allen, native advertising pioneer” by Erik Wemple (The Washington Post)

- **Best Single Story - Radio, Television, Cable or Online Broadcast Media:**

- **Best Profile - Traditional/Legacy or Digital Media:**
  “The Operator” by Michael Specter (The New Yorker)

- **Best Commentary - Traditional/Legacy Media:**
  Michael Meyer (Columbia Journalism Review) for “False fronts”; “Unfinished business”; and “News havens”

- **Best Commentary - Digital Media:**
  Jina Moore (Salon, Columbia Journalism Review, The Atlantic) for “Don’t blame the victim, or the photographer”; “Documenting domestic violence”; and “‘South African Violence’ Only Explains the Pistorius Case If He’s Not Guilty”

- **John M. Higgins Award for Best In-Depth/Enterprise Reporting:**
  “Combat Journalism” by Frank Greve (CQ Researcher)

In addition to the juried awards, special awards were presented to David Zaslav, president and CEO of Discovery Communications, who was honored with the Fred Dressler Leadership Award; and Kara Swisher and Walt Mossberg, co-executive editors of Re/code, who received the i-3 award for impact, innovation and influence. Tom Freston, principal at Firefly3, presented the Dressler award and Patricia Fili-Krushel, chairman of NBCUniversal News Group, presented the i-3 award.

Steve Miron, chief executive officer of Bright House Networks; Tonia O’Connor ’92, president of content distribution and corporate business development at Univision Communications Inc.; and Melinda Witmer, executive vice president, chief video officer and COO of Time Warner Cable Networks, were luncheon co-chairs.

The Mirror Awards are the most important awards for recognizing excellence in media industry reporting. Established by the Newhouse School in 2006, the awards honor the reporters, editors and teams of writers who hold a mirror to their own industry for the public’s benefit.

For more information about the awards, see mirrorawards.com.
Earica Parrish says her mother jokes that she’s been ready for college since the moment she was born.

“My mom says I started thinking about being a writer as soon as I came out of the womb,” says Parrish, who just completed her freshman year at the Newhouse School. “I was pretty advanced for my age. I started thinking seriously about it during sixth grade. And by high school I really started getting my life together but I still didn’t know where I wanted to go.”

That’s when Washington Post reporter and Newhouse alumnus Eli Saslow ’04 walked into her classroom in Washington, D.C., and changed her life.

Saslow, who won a Pulitzer Prize earlier this year, was at her law-themed high school—Thurgood Marshall Academy charter school—to talk about his then-fledgling nonprofit: Press Pass Mentors. The program sought to match D.C. high school students with Washington Post reporters as mentors. The pairs would work together during the students’ junior and senior years on writing and college-prep skills.

Parrish says she wanted to be a part of the Press Pass program right away.

“You get to be mentored by a journalist,” she says excitedly. “They were saying things that I really needed to hear.”

Saslow founded Press Pass Mentors in 2011 with fellow Newhouse alumnus Louis Goldstein ’04, who works in corporate strategy for Time Warner. The two have been friends since they lived on the same floor in Brewster Hall during their freshman year. They say Press Pass Mentors marries Saslow’s writing expertise with Goldstein’s business background.

The program now accepts eight low-income students a year from several D.C. charter schools. Each student is matched with a mentor from The Washington Post with whom they meet and talk regularly. The students also attend events as a group throughout the year—including a Washington Wizards game, complete with a trip to the locker room—and write about their experiences afterward. Mentors also help the students prepare for the ACT and SATs and write college essays.

“We are providing something that is pretty needed,” Saslow says. “We’re mostly taking kids who are writing a few years below grade level and trying to put them in a place where they are writing stand-out college essays.”

Members of the first Press Pass class, which included Parrish, just completed their freshman year at schools such as St. Lawrence University, Wake Forest University and the University of Maryland. Press Pass awards a $2,000 scholarship to each of its graduates, Saslow says.

“We help them think bigger about where they can go,” Goldstein says.

Parrish says she wouldn’t be at Newhouse without Press Pass. Her first mentor was transferred to China so she was assigned a new one: Rachel Saslow ’04, a Newhouse alumna and Eli’s wife. Rachel Saslow encouraged Parrish to consider attending the Newhouse School and the Press Pass program funded a campus visit, which Parrish says wouldn’t have been possible otherwise.

Parrish isn’t shy about what the opportunity has done for her.

“I was blessed with two very ambitious mentors and it was just blessing after blessing after blessing. I really love them. They mean a lot to me,” she says. “Press Pass is the reason I’m here and why I’m interested and passionate about journalism.”

Parrish, who changed majors from newspaper and online journalism to magazine, worked for Juiced and Renegade magazines this year. She says her dream job is working for Essence or Cosmopolitan magazine.

She says her favorite thing about college is that there’s something new to do every weekend.

“Other than the weather, I love it here.”

Press Pass Mentors relies on private donations and grants. Saslow and Goldstein say it’s tempting to grow the program but they don’t want to sacrifice student attention.

The founders say they are thankful for their students’ dedication.

“They are the ones choosing to apply to college,” Goldstein says. “They are the ones choosing to write the extra essays. They are the ones choosing to do the extra work. But it pays off.”
Eli Saslow knows he can’t buy groceries for the families he writes about. That’s not his job. His job is to write stories that shine a light on inequality or injustice or the hardships of life. Saslow, a 2004 graduate of the Newhouse School and a reporter for The Washington Post, hopes people read his stories and are motivated to do something—to understand, to help, to make change.

Saslow also recognizes that any attention to the stories he writes—this time in the form of journalism’s most important award: the Pulitzer Prize—brings more readers and hopefully, more change.

And that might buy groceries.

Saslow was awarded the Pulitzer for his yearlong series about food stamps for The Washington Post. Saslow previously won the prestigious George Polk Award for National Reporting and an ASNE award for the six-part series. Saslow, who was a newspaper and online journalism major at Newhouse and worked extensively at The Daily Orange while a student, said the series took a year to report and then was published throughout 2013.

Saslow says he worried that food stamps and food insecurity were too “bureaucratic” to be interesting to readers.

“I hope a lesson for me going forward was that I can take on these big policy issues and make them real on a human scale,” he says. “I think the food stamp stuff was a good way to sort of pilot that.”

Saslow's narrative stories take you deep inside families whose refrigerators are never quite full enough, to a Florida congressman struggling to overhaul the system, to a family in Texas dealing with diabetes and cholesterol because they can’t afford vegetables.

The stories are intimate and informative. In one, an exhausted and hungry mother throws everyone out of her house, frustrated that there’s never enough food to go around. Another—the one about the congressman—includes food stamp statistics dating back to the 1950s. The narratives are clearly what Saslow is known for: engaging details that humanize critical issues.

Saslow says one of the most surprising things he learned while reporting the series was what an economic impact food stamps can have in the communities where people buy their groceries.

“The first of the month there’s this huge economic injection into every place in the country,” he says. “A shadow economy has grown from that. Stores that might do $1,000 worth of business on the 30th might do $15,000 on the first or the second. And they are hiring part-time help just for those days.”

Saslow says he feels fortunate to be able to write such stories at a time when journalism—newspaper journalism in particular—is in flux. He joked that he hoped the future was “long-form, narrative journalism,” which tends to be a luxury in any newsroom these days.

Saslow, who started out in sports reporting, has found his passion and hopes others do, too. He encourages Newhouse students to practice, practice, practice.

“Getting good at journalism is just doing it,” he says. “It’s great to talk about and it’s great to have schools like Newhouse but it’s not enough. You just have to go out and do it and do it a lot and find the parts you like and can get better at. Just keep doing it.”
NEW FACULTY

Six new faculty members join the Newhouse School

ROCHELLE FORD is the new chair of the public relations department. Before joining the Newhouse School, Ford was a full professor at Howard University in Washington, D.C., where she was co-director for the Provost Center for Academic Excellence Initiative and also served as associate dean for research and academic affairs for the School of Communications. She is an accomplished administrator and a recognized leader and scholar in public relations and diversity. In 2011, the University of Alabama’s Plank Center for Leadership in Public Relations honored her for her commitment to mentoring students. Ford earned a bachelor’s degree in journalism from Howard University, a master’s degree in journalism with a specialty in public relations from the University of Maryland and a Ph.D. in journalism from Southern Illinois University at Carbondale.

Renowned photographer GREGORY HEISLER is a distinguished professor of photography in the multimedia photography and design department. Heisler is well-known for his portraits, and his work has appeared on more than 70 Time magazine covers, as well as on the covers of numerous other publications. He has also photographed major advertising campaigns for clients that include American Express, Intel, Ford, Subaru and others. He is the recipient of the Alfred Eisenstaedt Award and the Leica Medal of Excellence, and has been profiled in American Photo, Communication Arts, Esquire, LIFE and numerous other industry publications. He is the author of “Gregory Heisler: 50 Portraits.”

ADAM PERUTA ’00, G’05 has been hired as an assistant professor in the new computational journalism program, which will launch at Newhouse next year. Peruta is brand manager for Gopher Grocery Inc., an online grocery delivery company, and is also the principal owner of Adam Peruta Design Company, which specializes in visual communications. He was previously assistant professor in the Department of Strategic Communications at Ithaca College and an adjunct at Syracuse University. He earned bachelor’s and master’s degrees from Syracuse University.

KEREN HENDERSON joins the broadcast and digital journalism department as an assistant professor. Her research focuses on the relationship between the business of making news and the art of making news. She previously worked as a producer at Raycom/Media/WAFB-TV in Baton Rouge, Louisiana. Henderson earned a bachelor’s degree from the University of Toronto, Canada, and master’s and doctoral degrees from the Manship School of Mass Communications at Louisiana State University.

HILLARY ROSNER will join the Newhouse School faculty in January as an assistant professor in the still-under-development science and sustainability program. Rosner is a freelance science/environmental journalist, editor and blogger whose work has appeared in The New York Times, Wired, Scientific American and Popular Science, among others. A working journalist for nearly 20 years, she is known for her ability to translate complicated research for a general audience. Her writing focuses on
biodiversity conservation, renewable energy, climate change and many other topics related to the environment.

ANTHONY ROTOLO, a leading expert on emergent media and digital technologies, has joined the Newhouse School faculty as the inaugural director of the school’s new, online master’s degree program, which is expected to launch in spring 2015. His areas of expertise include current research and practice in social media, 3-D Printing and the “Internet of Things.” His signature course on digital communications, known by the hashtag #RotoloClass, has been called a “Twitter legend” for its unique use of real-time social media in the classroom. He is also known for his course on “Star Trek,” which examines the iconic science fiction franchise and its relevance to modern-day issues of science, technology and popular culture. In 2012, Rotolo taught #ElectionClass, which examined social media and the American election as it unfolded in real time. He was previously a professor of practice in SU’s School of Information Studies.

Drawing on the strength of its vast network of accomplished alumni in the communications industry, the Newhouse School has established a satellite campus program in New York City. “Newhouse in New York” will engage students from all Newhouse majors in professional internships, specialized course work and regular interactions with industry leaders. The inaugural class of students will begin in fall 2014.

Accomplished magazine editor and Newhouse alumna Cheryl Brody Franklin ’04 will serve as director. Franklin has worked and written for People, Time Out New York, Glamour and, most recently, InStyle, where she was a senior editor. Franklin resigned from her post at InStyle.com to take the position with Newhouse.

“I learned so much about the industry when I studied at Syracuse University, and I’ve always welcomed the chance to pay it forward,” Franklin says. “I’ve been lucky enough to mentor students over the years and help plan the annual William Glavin magazine benchmark trip to New York City, but this new position allows me to give back in an entirely new way. I want to help students launch their careers, and I’m honored to be able to help shape this program from the ground up.”

Students in the program will spend a semester in New York, interning two to three days a week and taking courses at Syracuse University’s Fisher Center in midtown Manhattan. Internships will be designed to match each student’s interests and abilities and will span a range of disciplines. Students will also be able to take a variety of online courses offered by SU’s College of Arts and Sciences.

Franklin will work with SU faculty to inform curricula, hire instructors and connect students with internships.

A similar satellite campus program, the Syracuse University Los Angeles Semester, was established in 2009.

For more information, contact Franklin at csbrody@syr.edu.

“[I] want to help students launch their careers, and I’m honored to be able to help shape this program from the ground up.”
—CHERYL BRODY FRANKLIN
Advanced Social Media Strategy program grads tout benefits of HootSuite/Newhouse School partnership

BY EMILY KULKUS

Adelyn Biedenbach has a cool job. The 2013 Newhouse graduate is part of the social media team for the Florida Panthers professional hockey team near Fort Lauderdale. Biedenbach is using much of what she learned from her Newhouse graduate degree in new media management, certainly, but she is also tapping into skills she acquired through the Advanced Social Media Strategy (ASMS) Certificate program—a recent partnership between the Newhouse School and HootSuite.

Biedenbach was one of the first people to complete the course. She’d been a teaching assistant for professor of practice William Ward while at Newhouse and he asked her to test the course before it was officially launched to the public. She made her way through the online classes and discovered new areas she says she really enjoyed. She took the class last summer and started with the Florida Panthers in September.

Since its launch last year, hundreds of people have tapped into ASMS training, which offers 15 self-paced lessons on social media strategy, all taught by Ward. Biedenbach says she’s taken several online classes before and really enjoyed the variety of ASMS.

“One thing I really liked is that it switches it up a lot,” she says, describing the Advanced Social Media Strategy Certificate program as a lot of “lean in” and “lean back,” whereas many online classes are just videos that you watch and absorb. “They would give you an issue that you would page through or an essay you would have to respond to. Then there’s a video or an article. It helps keep your attention.”

Biedenbach says she knew from her undergraduate days at Point Park University in Pittsburgh that she wanted to work in sports. But she enjoyed learning about other industries through the Newhouse/HootSuite program and says seeing examples from the food or film industries, for example, were helpful in applying the skills to her area.

“One thing that sticks out in my mind is the case studies,” she says. “You learn about the whole social media landscape from a number of industries.”

Businesses of all sizes are realizing that social media can no longer be an afterthought. The ASMS program helped Biedenbach think on a larger scale, she says, which has helped in her job.

“It was a great background to get into the strategic mindset,” she says. “I have to think of social as an extension of the existing communications strategy.”

Biedenbach says she would recommend the class to others.

“I would say that if you have the time it will definitely get your ideas flowing and give you a good introduction to the strategic landscape of social media,” she says.

For more information about the Advanced Social Media Strategy (ASMS) Certificate program, see newhouse.hootsuite.com.

SOCIAL EXPERTISE

By Emily Kulkus
After 14 years with the Newhouse School, Maximo Patiño stepped down from his post as director of diversity and recruitment at the end of the spring semester. A 1998 graduate of Newhouse, Patiño leaves a legacy of nearly tripling the diversity of the student body and shaping the school in “extraordinary ways,” say those who know his work.

Many students took the news of Patiño leaving hard, especially those who are part of the Newhouse Ambassadors, a student-matching program that is just one of the ways Patiño increased the number of students of color at Newhouse.

Before coming to work at his alma mater, Patiño specialized in Hispanic media for a public relations firm. Lynn Vanderhoek, assistant dean for advancement at Newhouse, reached out to Patiño with very specific thoughts about what the new position needed to accomplish.

“She came to me and stated that Newhouse did not do well during its last accreditation in the area of diversity and they wanted to be proactive about it,” Patiño says. “They decided to create this position and have somebody who would work with admissions but as a priority, create initiatives related to addressing the issues of diversity recruitment among the undergrad population.”

Patiño says that when he was a student at Newhouse in the late 1990s, students of color accounted for about 9 percent of the Newhouse student population. Today, that number is about 27 percent.

The Newhouse Ambassador program calls for students of color and different religious backgrounds to serve as representatives of the Newhouse School during recruitment. The ambassadors lead information sessions and give tours of the facilities for prospective students.

“I really wanted it to be something that created diversity beyond ethnicity,” Patiño says of the program. “There are people from different walks of life, gender, socio-economic background, disability services, sexual orientation... I think that’s the true meaning of diversity. Bringing them all together and creating a class where they can deal and learn from each other.”

Kadisha Phillips, a junior television, radio and film major, says Max—as he is most commonly known—has played a crucial role in the Newhouse careers of countless students.

“He’s seen many students come and go and has been one himself,” Phillips says. “He is able to see diversity issues and help us students work through them when we encounter them.

“Every time I have a problem or issue, I run to Max,” she says. “Max is my rock to lean on. I’ve grown closer with Max as a mentor and sort of father figure.”

Patiño has served as adviser to many student organizations, including the National Association of Hispanic Journalists, the National Association of Black Journalists, the Student Hip-Hop Organization, the Haitian-American Student Association, Black Communications Society, Lambda Upsilon Lambda Fraternity and Hermandad de Sigma Iota Alpha, and serves as the mentor for the POSSE Foundation (Los Angeles).

Newhouse senior Kelvin Sherman, who is also president of the Syracuse University chapter of the National Association of Black Journalists, says Patiño will be missed.

“As president and a member for the past four years, I can truly attest that Max’s dedication, guidance and counsel has contributed significantly to the success and the prestige the organization has acquired over the years,” Sherman says.

Several students in the ambassador program say they were very surprised to learn that he was leaving Newhouse.

“I couldn’t believe it,” says ambassador Amanda Winograd, a broadcast and digital journalism major. “Max has always been part of my experience at Newhouse and I thought he always would be. I see him every week and it’s going to be strange going into his office and seeing someone new.”

In an email to faculty and staff in late April, Newhouse Dean Lorraine Branham said he’s leaving big shoes to fill.

“My first thought was, ‘Oh no. How am I ever going to replace him?’ Because I do feel that he will be very hard to replace,” she wrote. Branham stressed the tremendous work Patiño did to increase diversity at Newhouse.

Patiño says he will miss the students he worked with most of all.

“They’re more than family.”

Marabia Smith is a senior broadcast and digital journalism major.

Photo by Olivia Johnson, a senior newspaper and online journalism major
Three smiling, camouflage-clad soldiers stand next to Charlotte Grimes, whose broad grin contrasts with the assault rifle in her hands. The photograph, taken during the 1989 Panama invasion, as well as letters, press passes and other photographs, adorn the walls of Grimes’s office at the Newhouse School.

They tell of a storied journalism career, which she has shared with countless students during the last 11 years as the inaugural Knight Chair in Political Reporting at Newhouse. Grimes retired this spring.

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“Democracy is not a spectator sport,” says Grimes, who spent 20 years writing about international trade and health care policy for the St. Louis Post-Dispatch. “Even if you’re not a political junkie, almost everything is related to politics. It’s all about the stories that tell you how people’s lives are affected by something.”

Grimes has reported on the 1992 Liberian Civil War, the Persian Gulf War and George H.W. Bush’s presidential campaign. She has taught political reporting and news literacy during her time at Newhouse. She also heads the Robin Toner Program, which honors the late Newhouse alumna who was the first female political correspondent for The New York Times.

Marwa Eltagouri, Grimes’ assistant and a student in her fall 2013 Political Reporting class, says the loss will be felt among students.

“What journalism does is it gives people choices,” Grimes says. “I contribute and my students contribute to this country’s democratic health by doing good, reliable, engaging journalism.”

Grimes’ small stature is a poor indicator of her candid personality, as Charlie Miller, an adjunct professor at Newhouse, says he realized soon after meeting the Alabama native.

“I always tell my students that being a reporter is the most fun you can have with your clothes on,” Grimes says with a Southern accent that gets more noticeable the more excited she gets.

Grimes’s mantra—“Journalism is an act of citizenship”—is clear in her work. In 2007, Grimes launched Democracywise, a website dedicated to her students’ political reporting. She also started the Election Day Project, which showcases stories about local voters as told by Newhouse students.

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“She’s gonna be teaching news writing? She doesn’t look like a news reporter,” he says. “But I quickly changed my mind. Her vocabulary wasn’t all that different from mine. She swore like a sailor.”

Miller, who has worked at the Syracuse Post-Standard for many years, began co-teaching with Grimes in 1998. He says Grimes taught him how to balance being a teacher and a friend to students.

Grimes says she views her students as her children, having no biological kids of her own. She takes her job seriously: after every assignment she has students write down lessons learned, she scolds them for skipping assigned readings and she matter-of-factly addresses them as children. Most often, she gives them motherly advice.

“A story has not been done until you do it,” she assures her class. “You will bring something new to the story that no one else has before.”

Aileen Gallagher ’99, an alumna and an assistant professor of magazine at Newhouse, remembers her former professor’s fierce loyalty to students when Grimes invited her to her home before a job interview.

“When I got to my hotel room, the phone was ringing,” Gallagher says. “I picked up and it was Charlotte making sure I was still coming over. When I asked her how she found me she says, ‘Well, I figured there were only five or six hotels you could be in so I just kept calling them.’ She really uses her journalistic tenacity in every aspect of her life.”

Gallagher says Grimes’s romantic journalism career and healthy disregard for authority inspired her to live similarly.

As a Washington, D.C., correspondent, Grimes lived on a houseboat on the Potomac River for 12 years. There, she and her husband befriended an eclectic group, including a CIA analyst, a former national security adviser and a district judge. She made connections that helped her reporting endeavors.

“I would think about what countries I wanted to travel to and would find the reporters in D.C. who would cover those countries,” she says. “Then I would call them and invite them to my Fourth of July party. Building relationships is important. Plus, you make good friends.”

While in Liberia, Grimes says she befriended a British woman named Betsey who had adopted two Ghanian boys. During the Liberian Civil War, the woman’s husband, and the children’s adoptive father, was shot and killed in their home.

“Betsey had to travel back to Britain to bury her husband’s body but didn’t have any clothing for the cold weather,” Grimes says. “I had been carrying a red ski jacket with me for the whole trip and at that moment, I realized the reason why. She wore it to Britain, sent it back to me and then let me interview her about her experiences. You never know what’s going to come in handy.”

Grimes believes the best writers are well read. She has read “The Hobbit” and “The Lord of the Rings” novels at least 13 times. So when she noticed her students were not reading the newspaper daily, she was in shock.

“Why do we read the newspaper every day? To see examples of good journalism,” she told her students. “Promise me you’ll read it every day!”

Grimes understands her students’ frustrations, but also revels in their work as reporters.

“You get paid to go see people, ask questions,” she says. “It’s like getting paid to be a student for the rest of your life. And you get educated about important things by some of the world’s top experts. Where else do you get paid to do that? It’s fantastic!”

Upon retirement, Grimes and her husband will move to Daytona Beach, Florida. She looks forward to the change of pace and new adventures: sleeping and resting to be exact. Even so, she says she will miss her “children” greatly.

“I used to think of my stories as a vindication of my existence,” she says. “But now, that’s what my students are: A vindication of my existence.”

Julia Naftulin is a senior magazine major.
When asked to describe what he does, Larry Wilmore of “The Daily Show” said he’s in the business of telling a good story and making people laugh.

During a visit to the Newhouse School in February, Wilmore shared his experiences working on shows, such as “In Living Color,” “The Bernie Mac Show” and the TV role he is perhaps most famous for: “senior black correspondent” for “The Daily Show with Jon Stewart.” Wilmore came to Syracuse University as a guest of Newhouse’s 13th annual Conversation on Race and Entertainment Media. He took part in a Q&A with assistant professor Charisse L’Pree.

Wilmore, in his familiar and laid-back comedic style, answered questions about his experience in the media. He also talked about how he’s able to talk about race through his position on “The Daily Show.”

Wilmore said “people are scared to talk about these things today,” referring to race and other sensitive topics. He says comedy is “a great way to start a conversation.”

Diversity was a major theme of the evening. Wilmore said he believes in a diversity of ideas, but that he likes to be more specific about what that means.

“Diversity just means a mix of different things, but I think many times we need specific pushes and approaches,” he said. “I’m not thinking diversity, I’m thinking specifics... that I want to do something about that culture.”

Wilmore mentioned two current examples of diversity in media today: “The Mindy Project,” an NBC sitcom featuring an Indian woman as the main character, and African-American screenwriter Shonda Rhimes of the hit show “Scandal,” which represents diversity both in front of and behind the screen.

Despite outward success, Wilmore said he too, has struggled. On co-creating, writing and producing “The Bernie Mac Show,” he admitted that he didn’t have the greatest relationship with Fox. Writing for the show won him an Emmy in 2002, but the network later fired him.

“We had creative differences,” he said of the firing. “I was creative, they were different.”

Wilmore said it was a huge disappointment for him and one of his “lowest moments.” He started working for NBC not long after that, however, and that led to “The Daily Show.”

“That low moment opened up this whole other thing that I had kind of forgotten about, and that was performing,” he said.

As the night wound down, Wilmore offered advice to aspiring writers in the audience.

“There is always room for another great writer. Always, always, always,” he said. “The landscape that you’re working in is always changing and sometimes you’re part of that change. If you’re doing something no one has done, consider that a good thing. You might be leading the way instead of following the way.”

Note: After Wilmore’s visit to Newhouse, Comedy Central announced that he would host “Minority Report with Larry Wilmore,” which will premiere in January.

Whitney Marin is a senior television, radio and film student.

Photos by Tammy Chan ’14, a broadcast and digital journalism alumna.
Bill Doescher G’61, president and CEO of the Doescher Group, was honored with the John W. Hill Award from the New York Chapter of the Public Relations Society of America.

Marv Albert ’63 was honored by the Newhouse School with the Marty Glickman Award for Leadership in Sports Media in July. The award was presented by fellow sportscaster and alumnus Bob Costas ’74.

David Champoux G’72 is one of three recipients of the 2014 Torchbearer Award from Herkimer County Community College, where he is an associate dean emeritus.

John Miller ’72, chief marketing officer of NBC Sports Group and chair of the NBCUniversal Marketing Council, visited the Newhouse School in April as a guest of the Eric Mower Advertising Forum.


Robin Forman Howard G’76 was named director of the Syracuse University Los Angeles Semester program (SULA Semester) in September. The program is in its fifth year.

Kathleen Johnson Corbalis ’77, executive director of college relations for Atlantic Cape Community College, was honored with a 2013 Community College Spirit Award by the New Jersey Council of County Colleges.

John Sykes ’77, president of Clear Channel Entertainment Enterprises, received the Lifetime Music Industry Achievement Award at the 38th annual T.J. Martell Foundation Honors Gala last fall in New York City.

Brent Marchant ’78 is the author of “Consciously Created Cinema: The Movie Lover’s Guide to the Law of Attraction.”

Randa Handler ’78, G’79 is the author and illustrator of two children’s ebooks: “The Boy Who Spoke to God” and “The Thanksgiving Dinner Platter.”

Andrew Dawson ’79 is station manager and host of GPB Augusta, the Georgia Public Broadcasting station housed on Georgia Regents University’s Summerville Campus.

Seth Resnick ’79, an acclaimed photographer, presented “Seeing Color and Enhancing Creativity: The Ingredients that Make Images Work” at the Newhouse School in January.

Andy Katell ’80, senior vice president of communications for General Electric Energy Financial Services, presented “The Power of Communications at GE: A Strategic Approach” at the Newhouse School in March.

Jim Condelles ’83 is senior manager and acting director of communications with Boeing Commercial Airplanes in Seattle.

Peter DePietro ’83 is the author of “Transforming Education with New Media.” He is a faculty member at the University of Cincinnati’s College-Conservatory of Music.

Deborah Henretta G’85, group president of global beauty at Procter & Gamble, delivered the keynote address at the Newhouse Convocation Ceremony at the Carrier Dome in May.

Toni Kayumi ’85 is the chief development and communications officer for Western Reserve Public Media.

Daniel Sherman ’85 was named to Financial Times’ list of “Top 400 Financial Advisors” for 2013. He is a senior vice president of wealth management with Morgan Stanley.

Charles Cassady ’86 is the author of “Great Lakes Folklore.”

L. Camille Massey ’87 was named founding executive director of the Sorensen Center for International Peace and Justice at the City University of New York School of Law.

Mike Tirico ’88 was inducted into the WAER-FM Wall of Fame.

Larry Hyrb ’89, director of programming for Xbox Live, spoke at the Newhouse School in April.

Billy Mallery ’90 created the music and sound for Lionsgate Entertainment’s latest logo sequence.

Paula Szulc Dominguez G’91 was selected as a Fulbright Scholar for 2014. She is the deputy director of policy with the Rhode Island Senate.

Jim Olson ’91, vice president of global corporate communications and public affairs at Starbucks, was co-chair of the Public Relations Society of America 2014 International Conference in Washington, D.C.

Don Diefenbach G’92, G’95 is chair of the Department of Mass Communication at the University of North Carolina at Asheville.
**CLASS NOTES**

**Matt Prohaska '92** is the programmatic advertising director at The New York Times and a regular columnist for The Makegood, an industry trade publication.

**Lisa Fantino G'93** is the author of “Shrouded in Pompeii.”

**Rich Hollenberg '93**, sportscaster for ESPN and the NFL Network, spoke at the Newhouse School in October.

**Chris Licht '93**, vice president of programming for CBS News, presented “Why Network News Matters” at the Newhouse School in February.

**Robert Shields '93** was named deputy editor for daily news online at The New York Daily News.

**Michael Rosen '94** joined First Look Media as chief revenue officer.

**Keith Jodoin '95** and Sapling Pictures, where he is executive producer, received an Emmy Award for “Gold Rush Aftershow: Digging Deeper” at the 55th Annual Emmy Awards gala.

**Seth Kaufman '96** is vice president of brand marketing for colas with Pepsi.

**Doug Melville '98**, chief diversity officer for North America for TBWA Worldwide, presented “The Future of Advertising is YOU” at the Newhouse School in February.

**Will Swope '98** is a producer at KUSA in Denver. He was recently honored with several awards, including the National Edward R. Murrow Award for best newscast; Heartland Chapter Emmy Awards for best newscast, best weekend newscast and best producer; Colorado Broadcasters Association Award for best newscast; and Colorado Associate Press Awards for best newscast and best producer.

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**Elizabeth Gebler Griswold '00** is an associate at MSA Architects in Cincinnati.

**Michael H. Weber '00** is a screenwriter for the film “The Spectacular Now.”

**Carter Blackburn '01**, play-by-play announcer with ESPN, spoke at the Newhouse School in February.

**Myra Maresh '01** has been commissioned as a lieutenant in the United States Navy.

**Jaime Winne Alvarez '02** is director of public relations for the Rosamond Gifford Zoo in Syracuse.

**Jerry Barca G'02** was a producer on “Plimpton! Starring George Plimpton as Himself,” which aired on PBS in May. Barca is co-founder of Joyce Entertainment.

**Stacey Tank '02**, senior vice president and chief corporate relations officer with Heineken USA, presented “The dogma of engagement and trust: Why business and society need rock star communicators more than ever” at the Newhouse School in October.

**Adam Ritchie '03**, principal at Adam Ritchie Brand Direction, was honored with a 2013 MarCom Award for his work with the Cyber Aces Foundation.

**Eli Saslow '04**, a reporter with The Washington Post, was honored with a Pulitzer Prize and a George Polk Award for his yearlong series on food stamps (see story p.9).

**Eli Saslow '04** and **Louis Goldstein '04** founded Press Pass Mentors, a program that matches low-income students from Washington, D.C., with mentors at The Washington Post (see story p.8).

**Todd Harper G'06**, a researcher at the MIT Game Lab, presented “Play as Practice and Performance in Competitive Gaming” at the Newhouse School in April.

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**Jack Cognetta G'07** is an associate producer for the Major League Baseball Network, and recently won a third production team Emmy for Most Outstanding Studio Show Daily, “MLB Tonight.”

**Courtney Rae Kasper G'07** was named associate publisher of editorial for the Scotsman Media Group in Syracuse and editor-in-chief of Today’s CNY Woman.

**Masa Takaya G'07** is communications director for the Tokyo Organising Committee of the Olympic and Paralympic Games (TOKYO 2020).

**Nadia Crow '08** was named anchor at KTVX-Channel 4 in Salt Lake City, Utah, making her the first black female news anchor in Utah.

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**Matt Rivers '10** is a reporter with CBS 3 and The CW Philly's Eyewitness News team.

**Ryan Balton '11** is a lead studio operator for ESPN.

**Lina Josephson '11**, an analyst with Digitas Boston, presented “A Journey from Media Planning to Digital Analyst” at the Newhouse School in March. She was a guest of the Eric Mower Advertising Forum.

**Jesse Pantuosco '11**, a fantasy sports writer and editor with The Sports Network, was recently nominated for several national Fantasy Sports Writers Association Awards, winning the Basketball and Hockey Writer of the Year awards.

**Tandameshia Hastings '12** is a production assistant at Sesame Workshop’s Sesame Street Transmedia.

**Valeria Aponte '13** is a videojournalist with Action 4 News Harlingen, Texas.

**Nomi Foster G’13** and **Sarah Roche G’13** are the creators of Platypus TV, a social television platform.
**Passing of a Newhouse PR Legend**

**WILLIAM P. EHLING '43, G'52, G'54**, professor emeritus and founder of the public relations department at the Newhouse School, died Feb. 7. He was 93.

Ehling taught at Syracuse University from 1954 until his retirement in 1991. During his tenure, he served as the director of graduate studies at Newhouse, and was also the University’s director of public relations and head of the Office of Information Services from 1954–1963.

In 1968, he established the Syracuse chapter of the Public Relations Student Society of America (PRSSA), one of the first PRSSA chapters in the country. The chapter was renamed in his honor in 1990, and remains active today, with over 200 members.

With Betsy Plank, the first woman national president of the Public Relations Society of America (PRSA), he co-authored the 1987 report of the Commission on Public Relations Education, which set the standards for undergraduate education. And he was a contributor to James E. Grunig’s watershed study “Excellence in Public Relations and Communication Management.”

He was a member of PRSA, which awarded him the Silver Anvil for Outstanding Educator of the Year in 1988; the International Communications Association; the International Association of Business Communicators; the Association for Education in Journalism and Mass Communications; and the American Sociological Association.

Ehling was a consultant on research methodology, communication theory, management strategies, conflict resolution and environmental issues.

He earned a bachelor’s degree from Newhouse (then the School of Journalism) and the College of Arts and Sciences, and master’s and doctoral degrees from the Maxwell School of Citizenship and Public Affairs.
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