WELCOME

Thank you for your interest in the Newhouse School at Syracuse University. The strength of our School is rooted in the quality of the education, made possible by our talented, professional faculty members and our state-of-the-art facilities. We also have an extensive network of loyal, accomplished alumni that includes some of the most successful people in today’s industry. A combination of academic excellence and hands-on professional training ensures you’ll graduate ready to make your mark on the world of communications.

- We offer 13 professional master's degree programs that have embraced new media and social media. They offer necessary versatility in today's changing media landscape.
- The faculty includes more than 70 full-time professors and 50 adjunct instructors. Most of these faculty come directly from the profession and possess current skills and industry contacts.
- More than 3,500 of our alumni have joined the online Newhouse Network to provide you with career contacts and advice.
- All graduate programs begin in the summer. Graduate students typically start classes the first week of July in a six-week “boot camp” session. Summer is one of the best seasons to spend in Syracuse.
- Most of our programs can be completed in just one year, limiting the time spent away from the job market.
- The application deadline is January 15 of the year in which you plan to enroll. To begin the process, please go to newhouse.syr.edu/admissions/graduate/masters-program/apply.
- Graduate education is expensive, but our costs are comparable or lower than many competitor institutions. For more information on costs and financial resources, go to newhouse.syr.edu/admissions/graduate/masters-programs/financial-aid.
- Newhouse enrolls approximately 1,800 undergraduates, 225 master's degree candidates and 15 doctoral degree candidates. Nearly 30 percent of our master's students are international, and minority students comprise 36 percent of our domestic population.
- We are one of 11 schools within Syracuse University, a private, coeducational university located in the City of Syracuse, in the center of New York State.

We hope that you’ll read through this catalog and seek additional information on our website: newhousemasters.syr.edu.

Lorraine E. Branham, Dean
Joel Kaplan, Associate Dean
FACILITIES

All Newhouse classrooms are web-ready with KeyNote and PowerPoint for advanced multimedia presentations.

Laboratory computers are equipped with motion graphics, 3D animation and research tools.

Visual media students have access to digital imaging, Final Cut editing, digital sound editing and Adobe Creative Suite programs.

An $18 million renovation of the Newhouse 2 building will be completed in fall 2014:

- The Dick Clark '51 Studios will rival many Hollywood studios for high-tech entertainment production:
  - Full soundstage suitable for live or taped productions
  - Full digital Media Asset Management (MAM) capabilities and workflow
  - Virtual studio accommodating green screen production, still photography, digital cinema film-style production and other media applications
  - High-definition production capability throughout the studios and control rooms

- In the Allen Gerry Center for Media Innovation, Newhouse expertise in content development and production will meet the latest technology and programming trends:
  - A focus on production for TV viewing
  - Development of content for next-generation screens and distribution platforms — from YouTube and Apple TV to Google Glass and smart appliances

- The Digital News Center brings a file-based digital media environment to news, talk and magazine-style production:
  - A contemporary news set built for a 16:9 world
  - A set for talk-show formats
  - A control room with classroom seating

The Newhouse School spreads out over three interconnected buildings covering 250,000 square feet that feature state-of-the-art classrooms, a 300-seat auditorium, a research center, a café and many spaces for formal and informal meetings and collaborations among students, faculty and staff.
NEWHOUSE FACULTY

The Newhouse School faculty of more than 70 full-time professors and 50 adjunct instructors come from diverse professional and academic backgrounds and bring a breadth of experience to their classrooms. In preparing their students to become communications industry leaders, our faculty members are breaking new ground in today’s rapidly changing media landscape. They conduct communications-related research, speak at academic institutions around the world, write for academic and popular publications, and receive numerous honors for their work.

Simon Perez
Award-winning bilingual reporter Simon Perez brings 20 years of international experience in television, newspaper, and magazine journalism to his classroom as an assistant professor of broadcast & digital journalism. His expertise is in news coverage. He worked for KPIX-TV in San Francisco, newspapers in Virginia and the ABC Prensa Espanola in Madrid, and served as a reporter for the 1996 Atlanta Olympic Games.

Tula Goenka
A lifetime of social activism informs Tula Goenka's teaching in television, radio & film, as well as documentary film & history. A native of India, she is a co-founder of Sakhi for South Asian Women, which works to end violence against women. She began her career as an editor for Spike Lee and Mira Nair and now produces and edits her own documentaries. Most recently she has authored a book, Not Just Bollywood: Indian Directors Speak.

Brian Sheehan
Advertising professor Brian Sheehan maintains his long relationship with Saatchi & Saatchi, managing the agency’s Toyota Worldwide Executive Board as a consultant. Sheehan served nine years as chairman and CEO of Team One Advertising in Los Angeles. He served as CEO of Saatchi & Saatchi in Japan and Australia and has written three books, among them, Basics: Online Marketing and Basics: Marketing Management.

Aileen Gallagher
Magazine journalism professor Aileen Gallagher’s interests range from food to Olympics to horse racing to children’s nonfiction books. A Newhouse School graduate, she’s a former senior editor for New York Magazine online, where she shared in several National Magazine Awards, including General Excellence Online.
Newhouse School alumni are among the most powerful, successful group of communications professionals in the world. They can be found in leadership positions across the industry, shaping the future of public communications, and they want to help you.

The Newhouse Network is an online community of more than 3,500 alumni who have agreed to be contacted by current students and other graduates to share their expertise.

We hosted more than 100 guest speakers and visitors during the past year, many of whom were alumni. Those speakers include:

David Doubilet, contributing photographer and author for National Geographic magazine
Deborah Henretta G’85, group president of global beauty at Procter & Gamble
Anand Kamalakar G’95, documentary filmmaker
David Kordalski, The (Cleveland) Plain Dealer’s visual editor and president of Society for News Design
Chris Licht ’93, vice president of programming for CBS News
Doug Melville ’98, chief diversity officer, North America for TBWA Worldwide
Mitzi Miller, Jet magazine editor-in-chief
Damaris Ocaña Perez, director of editorial content at Latina Media Ventures (LMV)
Seth Resnick ’79, internationally acclaimed photographer
Anish Shroff ’04, ESPN studio host and play-by-play announcer
Larry Wilmore, comedian/writer/producer at The Daily Show with Jon Stewart and The Minority Report with Larry Wilmore

THE TINA PRESS AND DAVID RUBIN CAREER DEVELOPMENT CENTER provides students and alumni with the essential skills, services and resources necessary to conduct a successful, proactive job or internship search and find career success.

• An internship database allows students to search more than 3,300 national internships by city and field.
• The JobOps Listserv is a weekly e-newsletter of job listings, industry events and advice sent to alumni.
• The Communications Internship Fair provides you a venue each fall to meet and make connections with regional employers.
• The Communications Consortium brings more than 35 national companies to campus each April to interview and meet students.
How long it takes to find a job:

- 0-3 Months: 63%
- 3-6 Months: 20%
- 6-9 Months: 11%
- 12+ Months: 4%
- 9-12 Months: 2%

How grads find jobs:

- Personal Contact/Networking: 45%
- Applied Directly to Company: 25%
- Previous Internship: 17%
- Other: 8%
- Classifieds (Online or Print): 3%
- Employment Agency: 2%

* Based on a 43% response rate

Starting salaries:

- $30,000-39,999: 32%
- $20,000-29,999: 21%
- $0-$20,000: 21%
- $40,000-49,999: 14%
- $50,000-59,999: 8%
- $60,000-69,999: 3%
- $70,000-79,000: <1%
- $80,000+: <1%

Geography:

- NYC: 41...
- Upstate NY: 19...
- DC/VA: 17...
- CA: 16...
- FL: 5...
- AL: 3...
- IL: 3...
- Int'l: 3...
- MA: 2...
- MD: 2...
- NH: 2...
- OR: 2...
- PA: 2...
- WA: 2...
- AR: 1...
- AZ: 1...
- DE: 1...
- DC: 1...
- LA: 1...
- NC: 1...
- NJ: 1...
- NV: 1...
- OH: 1...
- RI: 1...
- UT: 1...
- VT: 1...
- WI: 1...
EMPLOYERS

ARTS JOURNALISM
- Seattle Met Magazine
- BroadwayWorld.com
- The Film Stage

PHOTOGRAPHY
- The Metropolitan Museum of Art
- Newsday

ADVERTISING
- Crispin Porter + Bogusky
- JWT
- Saatchi & Saatchi LA

TELEVISION, RADIO & FILM
- Bunim/Murray Productions
- Amblin/DreamWorksTV
- Cox Media Group

MAGAZINE, NEWSPAPER & ONLINE JOURNALISM
- Rodale/Fitbie.com
- InStyle
- Sports Illustrated

DOCUMENTARY FILM & HISTORY
- Meetinghouse Productions
- Focus Features International

TELEVISION, RADIO & FILM
- Bunim/Murray Productions
- Amblin/DreamWorksTV
- Cox Media Group

NEW MEDIA MANAGEMENT
- Florida Panthers
- The Bowen Group

BROADCAST & DIGITAL JOURNALISM
- NBCUniversal
- Golf Channel
- ESPN

PUBLIC RELATIONS & PUBLIC DIPLOMACY
- Lockheed Martin
- The World Bank
- Welch Allyn

ADVERTISING
- Crispin Porter + Bogusky
- JWT
- Saatchi & Saatchi LA

BROADCAST & DIGITAL JOURNALISM
- NBCUniversal
- Golf Channel
- ESPN

PUBLIC RELATIONS & PUBLIC DIPLOMACY
- Lockheed Martin
- The World Bank
- Welch Allyn
Your path to a rewarding career in the advertising industry begins with our intensive, 12-month program organized around the concept of “Think, Do, Perform.” Within a curriculum focused on advertising management and strategy, you can customize your studies to develop an emphasis in account planning, social media management, fashion promotion, media planning, health promotion, nonprofit promotion or international advertising.

The program includes a combination of courses that are critical at the master’s level with practical skills courses:

- The program begins in July with coursework giving you a solid understanding of the advertising business.
- You can concentrate your education and skills in management, strategic planning, digital advertising, copywriting, art direction or communication/media planning, or buying.
- Take courses such as Integrated Advertising Campaign, Digital Branding and Strategy, The Creative Brain, and Strategic Brain: Account Planning and Research.
- The program concludes with two intense campaign pitches to real clients in New York City.

Unique features of our program:

- You will be assigned a faculty adviser who will guide you to build a professional network, including three to five graduates and professionals working at ad agencies to facilitate your job search.
- The program boasts special partnerships with ad agencies including 360i, Digitas and Wunderman and many other agencies in New York City, Los Angeles and others to provide you opportunities to explore your career interests.
- An array of professionals visits campus to lead workshops and network with students. Recent visitors have included CEOs from Ogilvy & Mather Worldwide, Eric Mower + Associates, Association of National Advertisers, American Association of Advertising Agencies, 360i, Y&R Worldwide, OMNICom, Saatchi & Saatchi and more than 30 other leading ad agencies.
- An Interactive Advertising Bureau study has recognized Newhouse with a Digital Advertising Emphasis as one of the top five in the country.

Outcomes:

Recent graduates are working at companies like 360i; Razorfish; BBDO; Saatchi & Saatchi; Grey; mcgarrybowen; Horizon Media, Generator Media + Analytics; Cline, Davis & Mann; and Gotham.
ALUMNI SPOTLIGHT

“Extraordinary education aside, the program raises the brightest advertising minds within the country. Jump head first into the competitive world of advertising and learn from industry veterans.”

— Gareth Lim ’12, global account executive on Colgate and Palmolive Account, Red Fuse Communications

Brian Hinton ’13, account coordinator, Razorfish
Kristin Mommers ’12, brand strategist, Gotham
Alexandra Gardner ’11, new business manager, BBDO
Elizabeth Lewis ’06, global marketing manager, Clinique
Jia Chen ’03, vice president/account director, Vizeum

PROGRAM DIRECTOR
JAMES TSAO
JCTSAO@SYR.EDU
ALUMNI SPOTLIGHT

“The Arts Journalism program is an incredible opportunity to fine-tune your graduate education in journalism toward the specific arts-related sector that is of interest to you. For those journalists who are interested in music, architecture, theater, fashion, dining and more—and for those who want an arts-focused journalism education—this program is absolutely a perfect fit.”

ARTS JOURNALISM

You will gain advanced skills in digital technology, reporting, critical writing and multimedia storytelling—all essential in being able to communicate about today’s culture, whether online, on air or in magazines and newspapers.

The program is a collaboration of the Newhouse School, School of Architecture, College of Arts and Sciences and College of Visual and Performing Arts, allowing you to design your curriculum to suit your interests. Areas of emphasis include:

- Music
- Theater
- Television and film
- Visual arts
- Popular culture
- Fashion and design
- Architecture
- Popular culture
- Fashion and design
- Architecture

Unique features of our program:

- a trip to New York City for a cultural immersion course
- a trip to Toronto to cover the international film festival
- a trip to Charleston, S.C., to contribute print and online coverage of Spoleto Festival USA for the regional newspaper
- internships at newspapers, magazines or cultural institutions
- the annual Goldring alumni party in Manhattan brings together many graduates from around the country and abroad, members of this vibrant arts journalism community

Outcomes:

Last year’s class is 100 percent employed. Goldring graduates hold staff jobs at The New York Times, NBC News, Minnesota Public Radio, NPR, National Geographic, New York Daily News, the Aspen Music Festival, Alvin Ailey Dance Company, Art Institute of Chicago and Carnegie Hall.

Vinny Y. Huang ’13, fashion editor at ELLE China, Beijing
Lauren Smart ’12, arts & culture editor, Dallas Observer
Chiderah Monde ’11, entertainment reporter, New York Daily News
Nigel Smith ’10, film reporter & managing editor at IndieWIRE

Combine your passions for arts and culture with communications skills to become an arts journalist, highly sought after in the arts and media world. In the Goldring Arts Journalism Program, the first master’s degree program in arts journalism at an accredited journalism school, you will take coursework in communications and culture.
The current state of the music business demands entrepreneurial initiative and leadership across many facets of the industry, just what you will obtain in this new graduate program, offered jointly with the College of Visual and Performing Arts. The first class entered in summer 2014.

The program includes a combination of courses that are critical at the master’s level with practical skills courses:

- You will explore the core underpinnings of the entertainment business and achieve a baseline grasp of the dynamics of the industry, best practices and professional ethics.
- The summer boot camp will establish a common foundation.
- Faculty will engage with each student to identify career direction and curricular concentration/options.

Unique features of our program:

- You may choose from one of the following four tracks or create your own focus:
  - Music industry studies
  - Sound production and recording arts
  - Radio horizons
  - Music video
- The Audio Arts Colloquium includes sessions with television, radio & film master’s candidates for broader entertainment industry context as well as audio- and music-focused sessions. At times the colloquium will join the undergraduate Bandier Program’s lecture series to provide access to relevant speakers.

Outcomes:

- Your interest can range from live presentation, touring, venues and facilities, artist representation and management and personnel management to developing e-commerce opportunities, social media, mobile apps, catalogue, licensing and monetization. This program will prepare you.
- The program is designed as the enhanced graduate version of the undergraduate Bandier Program for Music and the Entertainment Industries. In its first three years, Bandier placed 90 percent of its graduates.
  - Two are working for Scooter Braun Projects: One manages Martin Garrix, and the other was named the first of “Eleven Assistants Who Run Hollywood” by BusinessInsider.com.
  - Another graduate is one-half of the Chainsmokers of “Selfie” fame.
PROGRAM CO-DIRECTOR
DOUGLAS QUIN
DHQUIN@SY.EDU
ALUMNI SPOTLIGHT

“As I entered the job market, I felt ahead of the game in terms of my on-air performance and storytelling ability. Six weeks spent putting together newscasts, and serving in a variety of positions, added to six weeks of reporting from Washington, D.C., more than prepared me for any job I may have taken upon graduation.”

— Nick Carboni ’10, Sports Director at WBIR-TV, Springfield, Mo.
The program includes a combination of courses that are critical at the master’s level with practical skills courses:

- Producing, for the newscast and in the field
- Performance, in field and studio
- Anchoring
- Management
- Newsroom operations
- Digital news operations
- Communications law and ethics
- On-campus capstone newscast, followed by six weeks studying and reporting in Washington, D.C.

Unique features of our program:

- You will use equipment and technology that is on par with, and in some cases exceeds, that which is used in the professional world.
- Facilities include four news laboratories, the Associated Press wire service and scriptwriting/producing software system, a professional television news studio, digital camera systems, and multiple video and audio editing stations.
- In Washington, D.C., you will report as a stringer for stations across the country, produce sports stories for local or national media, or tell stories in innovative ways at digital news operations.

Outcomes:

- Most graduates begin their careers in television news operations as reporters or producers.
- Storytelling skills are not limited to any particular platform. Video news content reaches consumers over broadcast and cable outlets, the web, mobile devices and all social media.
- Recent graduates have landed jobs at more than 20 local and national television news operations. Many move on to second and third jobs at places like WCBS-TV in New York City and WTTG-TV in Washington, D.C.

The broadcast and digital journalism program trains students to work in a professional broadcast news operation with the goal of being ready for the job the day they graduate. You will learn every skill necessary to be a contemporary broadcast news/video journalist, constantly producing news content on multiple platforms under deadline to learn how to work quickly and accurately.

Macy Jenkins ‘13, Multimedia Journalist, KTHV Channel 11, Little Rock, Ark.
Cody Combs ’12, Reporter at 13 WHAM, Rochester, N.Y.
Mojgan Sherkat ’11, Reporter at CBS 13 Sacramento, Calif.
Racquel Asa ’09, Traffic and General Assignment Reporter, WRDQ VT 27, Orlando, Fla.
Weijia Jiang ’06, General Assignment Reporter at WCBS-TV, New York

PROGRAM DIRECTOR
CHRISTOPHER TUOHEY
CPTUOHEY@SYR.EDU
Computational journalists stand at the threshold of a new dimension in journalism. Like all journalists, they seek to inform, illuminate and occasionally entertain. They just let numbers do their talking.

To do this, computational journalists learn how to analyze large sets of data from government and organizational databases, as well as unstructured data from sources like social media and online blogs. These large-source texts are analyzed to discern the patterns and stories that are important to a 21st century society.

This new program, launching in summer 2015, is jointly offered with the College of Engineering and Computer Science.

The program includes a combination of courses that are critical at the master’s level with practical skills courses:

- Students with a background in computer science will take a curriculum focused on digital journalism.
- Students with a journalistic background will take a curriculum stressing computer science.
- All students learn how to design and execute algorithms and programs to capture and analyze large-scale data sets to discover information and insight for the public good.

Unique features of our program:

- Students will learn to use powerful scripting and automation technologies like Python (in frameworks like Django) to scrape public data, or mine large unstructured data sets.
- In collaboration with faculty from both colleges, students will develop data sets into basic and experimental forms to tell important stories.

Outcomes:

- The degree prepares students to apply various computation techniques (and the related networking, information technology, data mining and information visualization skills) to news-gathering and investigative journalism for print, broadcast and online media.
ALUMNI SPOTLIGHT

“This one-year, guerilla filmmaking-style program trains students in documentary storytelling, script writing, editing, filmmaking and pitching. These skills translate well in many different fields, whether they may be for a camera operator position at an independent documentary filmmaking company, an editor at a television station or a producer at a feature film studio.”

— Ashley Harrington ’09, post production manager, Focus Features
DOCUMENTARY FILM AND HISTORY

The program includes a combination of courses that are critical at the master's level with practical skills courses:

- The curriculum is structured around a yearlong production of a documentary. Each student researches, designs and produces his or her own film and crews for classmates.
- The minimum film length is 25 minutes, though the film may be part of a longer piece. Many students finish a feature-length film after graduation.

Unique features of our program:

- The program is affiliated with two world-class schools at Syracuse University—the Newhouse School and the Maxwell School of Citizenship and Public Affairs.
- Your year ends with an internship that may place you with Ken Burns, Alex Gibney or other award-winning documentarians.
- The program is connected to an impressive network of documentary professionals who advise, provide internships and, in some cases, jobs.

Outcomes:

- You'll be prepared to work as a writer, editor, director, designer or executive at an independent production company or with companies like NBC, Focus Films, Kurdistan National Television and Jigsaw Productions.
- Recent graduates are working as a producer at National Geographic Television; an editor for a post house with offices in New York and London; an associate producer for an academic award-winning documentary producer; and a supervising producer for an Academy Award-winning Hollywood production company.

Lisa Baker '12, coordinator foundation and government giving, Sundance Institute
Corey Robinson '12, director of photography and field producer, National Geographic
Jackie Hurwitz '11, documentary filmmaker, Part2pictures
Meghan Moore '09, associate producer, ABC

Documentary film and history is about the documentary tradition. Students learn how documentaries are funded, researched, designed and produced. This is a cross-disciplinary program in which you will deepen your understanding of the history of film while acquiring the practical skills of the filmmaker’s craft. Many students have an undergraduate major or minor in history.
Innovation is the hallmark of the magazine, newspaper and online journalism program.

In just 12 months, students are equipped to work in today’s competitive media industry as true multiplatform journalists with strong skills in writing, design, multimedia editing and entrepreneurship.

The program includes a combination of courses that are critical at the master’s level with practical skills courses:

- You enter the program through an intensive six-week boot camp that covers basic newsgathering and reporting as well as design and multimedia skills.
- Applied Research in Content Management helps you understand the back end of web sites, interpret analytics and develop your own web site.
- In the capstone at the end of the program, you will produce an entire tablet magazine from scratch in just six weeks.

Unique features of our program:

- The program’s flexibility allows you to discover and bolster skills in photography, multimedia, design, magazine writing and editing, and social media.
- You have an opportunity to take several electives at Newhouse and throughout Syracuse University.
- You learn to report, write, edit and design content across platforms.
- You gain experience with industry-standard software such as Adobe Creative Suite and Final Cut.

Outcomes:

- Every student leaves the program equipped to be a reporter at any news organization.
- MNO students have seen their classwork published in *The Atlantic*, *USA Today*, *Poynter* and *Running Times*, in addition to Syracuse-area publications.
- Recent graduates work as editorial assistants, newspaper reporters, copy editors, sports reporters, fact-checkers, page designers and interactive designers at Buzzfeed, the *Seattle Post-Intelligencer*, *Vogue.com*, *Slate*, *Reader’s Digest*, Viacom, *InStyle*, *SI.com*, the *San Francisco Chronicle* and other print and digital publications.
ALUMNI SPOTLIGHT

“The MNO program offered access to a wealth of resources, including the most up-to-date software and technology and professors who didn’t just have years of experience but were also working journalists. If you need advice on job hunting, a reference for a job application, or even help with networking, they’re there for you every step of the way.”

— Dee Lockett ‘13, editorial assistant, Slate.com

Megan Paolone ’13, associate copy editor, BuzzFeed
Lorenzo Arguello ’11, associate producer, SportsIllustrated.com
Luis Rendon ’11, news designer, San Francisco Chronicle
Kaitlin Santanna ’11, digital products manager, Golf magazine
Rachel Chang ’03, senior editor at Us Weekly magazine

PROGRAM DIRECTOR
MELISSA CHESSHER
MCHESSHE@SYR.EDU
MEDIA AND EDUCATION

Do you want to be at the cutting edge of teaching high school media? Do you want to explore and understand the synergies between the forces of media and education in the contemporary world? This new interdisciplinary master’s program in media and education is for you.

The program includes a combination of courses that are critical at the master’s level with practical skills courses:

- Students gain hands-on experience in a range of creative storytelling practices from conventional production techniques of film, television, radio and music industries to the emerging digital media creation practices in online storytelling settings.
- The School of Education’s emphasis on fundamental inquiry into the nature of education grounds students in topics of disability, popular culture, race, multiculturalism, identity and difference, democracy, intergroup dialogue, theories of knowledge and feminist theory.

Outcomes of four program tracks:

- Media education. This track will prepare teachers of media, including K-12 teachers, media technology integrators, media literacy educators and community college professors—as well as media literacy or media directors for foundations, and producers and directors of educational media for public television.
- Youth development. The fastest growing segment in media education includes youth development communities and youth media organizations, after-school programs, libraries, social service agencies and nonprofits.
- Multimedia educational curriculum development. This track will prepare graduates for curriculum development positions in publishing, the cable industry, MTV University or public television.
- Leadership in the field. Some students will pursue doctoral studies and further research.

The media and education master’s program joins the multimedia storytelling focus of the Newhouse School with the cultural foundations of education focus of Syracuse University’s School of Education. The program launches in the summer of 2015.

PROGRAM CO-DIRECTOR
MICHAEL SCHOONMAKER
MSSCHOON@SYR.EDU
If you envision a future in communications leadership, the new media management program is right for you. The premise of the program curriculum is that every company is a media company. When corporations have web sites for public storytelling and advertising morphs into ongoing “brand conversations” through social media channels, strategic communications managers need to be fluent in both the discipline and the tools of modern communications.

New media management is offered jointly between the Newhouse School and the Martin J. Whitman School of Management. Students split their coursework between the two schools.

The program includes a combination of courses that are critical at the master’s level with practical skills courses:

- Underlying principles of search engine and content optimization
- Modern content management
- Large-scale economic and technological forces in modern business
- Marketing and managerial principles.

Unique features of our program:

- At the end of your program, you’ll participate in a capstone project with a real-world client. New media management students have worked with companies like Foursquare and Sony Pictures Digital.

Outcomes:

- The program prepares you to work in a supervisory capacity in any strategic and digital communications area.
- You will practice the application of innovative digital solutions to strategic communications problems in both traditional and new media businesses.
- Graduates have gone on to work with new media companies like Google, digital advertising agencies like 360i and Mullen, traditional media companies like The New York Times and companies like ARK Investment Management, which understand that their online presence is their business presence.
ALUMNI SPOTLIGHT

“Newhouse provided me a holistic understanding of the professional communications landscape, which has been invaluable in my career. Media is changing. Convergence is real. Being a valuable employee in the entertainment industry requires knowing how content is produced and distributed across a variety of platforms.”

— Bryce Kirchoff ’11, marketing and social media manager, PBS

Boer Chen ’14, digital marketing specialist, Win-Holt Equipment Group, Syosset, N.Y.
Tom Staudt ’13, associate portfolio manager, ARK Investment Management, LLC, New York
Brittany Campbell ’11, account manager, Media & Entertainment, Google
Gervis Cash ’11, partnership development manager, Evernote
ALUMNI SPOTLIGHT

“Newhouse excelled at preparing me for my job by teaching a forward-thinking approach to storytelling. From the first day, we were pushed beyond photography, into audio and video and ultimately, into considering the final user experience, whether as a short film or an interactive piece.”

— Andrew Hida ’12, freelance visual journalist and multimedia producer; co-founder of Spēk Pictures

Brad Horn ’10, video journalist, Washington Post; owner of Brad Horn Multimedia
Alicia Hansen ’09, founder and executive director, NYC SALT; freelance photographer
Joe McNally ’03, owner, Joe McNally Photo
Jamie Rose ’02, chief operating officer, Momenta Group LLC
Lisa Krantz ’00, photojournalist, San-Antonio Express-News
PHOTOGRAPHY

The Multimedia Photography and Design Department attracts students who are passionate about all types of visual storytelling—photography, videography/cinematography, design, multimedia. Our goal is to customize your studies to meet your interests and needs.

The program’s impressive faculty will help you develop critical skills and understanding in:

- Photography (photojournalism/documentary, advertising/illustration, fashion, portraiture)
- Videography/cinematography (latest methods in short-form fiction and nonfiction audio and video collection and production)
- Editing and postproduction for still photography and video (story structure, image/clip editing, non-linear video editing, color correction, compression and output)
- Design (motion graphics, publication, Web, tablet, mobile, branding, typography)
- Story (concept, structure, management, fiction and nonfiction)
- Entrepreneurial/business skills (writing, social media, marketing, ethics, law)

Unique features of our program:

- Emphasis on building an exceptional portfolio/reel
- Engaged and inspiring professors with impressive industry credentials and contacts
- Intimate class size, which allows for more individual attention
- Strong sense of community and shared purpose among classmates and faculty
- Hundreds of thousands of dollars in photo/audio/video/HDSLR gear for checkout, a two-story, fully equipped digital photo studio, and seven Mac Labs with the latest software
- Weekend workshops and other special projects, both overseas and in the States
- Strong Newhouse network of alumni and friends and interaction with notable industry professionals. Our industry friends regularly visit, speak with our students, review portfolios and help students as they launch into the working world.

As creative entrepreneurs, our students typically work in journalism, advertising, fashion and the nonprofit world—with many choosing to work across industries—and they publish their work via myriad distribution platforms, from books, magazines and newspapers to digital options, such as smart phones, tablets, the Web, cable and broadcast channels, to film festivals and gallery exhibits.

Outcomes:

This is a program for those who want to make a difference in communications on a global scale. Students receive two master’s degrees in less than two years—one in public relations from the Newhouse School and one in international relations from the Maxwell School of Citizenship and Public Affairs. Students learn research skills, communications skills and the ability to build positive relationships across cultures and nations.

The curriculum includes a unique schedule integrated between the two schools:

- The program begins in early July with a six-week summer seminar, introducing you to the cross-disciplinary synthesis of public diplomacy and public communications.
- During fall and spring semesters, you take courses at the Maxwell and Newhouse schools.
- The following summer, you complete an off-campus experience in either Washington, D.C.; Geneva, Switzerland; Vienna, Austria; or Strasbourg, France.
- You resume coursework in the fall semester and finish the program that spring in Washington, D.C.

Unique features of our program:

- You spend your last semester living and studying in Washington, D.C., taking two seminar courses in public diplomacy and completing a public diplomacy internship.
- You are active in the Association of Public Diplomacy Scholars, hosting various speakers’ series, producing an annual symposium and publishing an annual issue of Exchange: The Journal of Public Diplomacy.
- You participate as a producer, director or online talent with the Newhouse School’s Public Diplomat podcast, blog and videos.

Outcomes:

- Public diplomacy graduates are making the world a better place by building positive relationships, opening doors of communication and improving understanding between people of different cultures.
- Our students find jobs in government, nongovernmental organizations, and public relations firms—at places like the Near East Foundation, the World Bank and the U.S. Department of State.
ALUMNI SPOTLIGHT

“The Public Diplomacy Program is an introduction to the world at an interpersonal level. It challenges each of us to approach complex communications problems with culturally sensitive solutions, to live outside of our comfort zones, and start seeing the world from another point of view. Cross-cultural communication is the foundation of diplomacy and understanding. Public Diplomacy is more than just the sum of its parts.”

— Blake Stillwell ’13, Media Officer at Near East Foundation

Daniel Moulton ’11, Congressional and Legislative Affairs Specialist at Veterans Health Administration
Brendan Rohr ’11, Manager of Media & External Affairs at World Wildlife Fund
Felipe Estefan ’10, Open Government Practice at The World Bank
Sarah Goldfarb Thomas ’10, Public Affairs Specialist at U.S. Department of State
ALUMNI SPOTLIGHT

“The public relations program prepared me for the industry by giving me hands-on experience and valuable training. During the program I was able to plan campaigns for real clients, learn about research and theory, and secure an internship that led to my current job.”

— Lauren Wint ’12, assistant account executive, Edelman, Chicago

Brenden Lee ’12, communications and public affairs, NFL
Elise Trent ’11, senior manager, communications, Pfizer, New York
Clare Brown-Meneely ’09, manager of social media for Maybelline and Essie, L’Oreal, New York
Anya Woods ’07, marketing creative director, Lesley University, Boston
Brent Murphy ’04, marketing, communications and global brand manager, Welch-Allyn, Inc.

PROGRAM DIRECTOR
ROCHELLE FORD
RLFORD@SYR.EDU
PUBLIC RELATIONS

The program fuses theory and practical applications into its courses so graduates understand:

- Public relations theory, research and law
- Writing (in traditional, digital and social formats)
- Media relations
- Strategic planning (campaigns)
- Program management
- Business/finance (through courses at Martin J. Whitman School of Management)
- Two required practicums (internships) to gain hands-on professional experience in and out of the Syracuse area

Unique features of our program:

- We are home to the new W2O Center for Social Commerce, where faculty, students and industry leaders are exploring how big data, analytics and social media are changing the practice of public relations.
- Your portfolio of real-world samples will come not only through class assignments for real clients, but also through internships and through participation in Hill Communications, a student-run public relations firm.
- We are an alpha chapter of PRSSA, with more than 300 members.

Outcomes:

- Our graduates are employed in public relations and public affairs firms; in marketing communications and social media boutiques; in corporations; nonprofit agencies; hospitals and health care organizations; tech companies; educational institutions; sports; and politics and government.

Considered as a member of the “Ivy League” of public relations programs in the United States, the Newhouse School’s 13-month master’s program will give you that foundational knowledge and skills to make you, as so many employers describe our graduates, “day-one” ready. The most skilled public relations professionals understand how to use their knowledge of theory, research, and current best practices to meet today’s challenges.
TELEVISION, RADIO AND FILM

The program includes a combination of courses that are critical at the master’s level with practical skills courses:

- Courses like Industry Forces, Television Production Workshop, Human-Computer Interaction, Advanced Management Capstone and Communications Frontiers prepare you for the uncertain media environment ahead.
- Major themes in coursework include production, screenwriting, criticism, business management and trends, the creative process and entrepreneurial strategies in uncertain creative and business environments.

Unique features of our program:

- Strong connection to our New York City and Los Angeles campuses and resources in our one-week industry immersion program
- The Proseminar Industry Series, spanning your year of study, brings together TRF studies and practices.
  - The Proseminar experience prepares you to engage in TRF issues and practices
  - Helps you understand changes in media environments
  - Enables you to respond to future challenges as a skilled creator and decision maker
- Nearly half of your studies are self-selected, based on your interests and strategies formed with a faculty advisor

Outcomes:

- You will gain a full understanding of story—from critical thinking to concept to form to genre to structure to aesthetics to law and policy to promotion and marketing to distribution.
- You will become a leader in enterprises where stories for screens entertain and persuade audiences—as a writer, director, editor, producer, media executive, multimedia designer, manager, entertainment lawyer or agent at places like PBS, Comcast-NBC Universal, Google, MTV, Discovery Networks, Time Warner, Disney, Nickelodeon and CAA.
Mioshi Hill ’05, senior vice president of development at Hud:sun Media
Jim Shearer ’00, VJ and host of VH1’s Top 20 Video Countdown
William McRobb ’85 and Chris Viscardi ’85, TV and film writers known for their television series “The Adventures of Pete & Pete”
Steve Leeds ’73, vice president of talent and industry affairs, Sirius Satellite Radio
Arthur Liu ’66, founder and chief executive of Multicultural Radio Broadcasting

PROGRAM DIRECTOR
MICHAEL SCHOONMAKER
MSSCHOON@SYR.EDU
NBC’s Bob Costas ’74
Mike Tirico ’88, Beth Mowins G’90, Sean McDonough ’84, Dave Pasch ’94, and Dave O’Brien ’86, all of ESPN
CBS’ Ian Eagle ’90
Sports Illustrated’s Pete Thamel ’99
Sports talk radio’s Adam Schein ’99 and Damon Amendolara ’01
SPORTS COMMUNICATION EMPHASIS

The Newhouse School is renowned as the incubator for American sports journalists. Here you can sharpen your passion for covering sports, no matter your interest—in broadcast and digital journalism; magazine, newspaper, and online reporting; television, radio, and film programs; or working in media relations for colleges and professional sports organizations.

This emphasis can be combined with three of our master’s degree programs:

- Broadcast and Digital Journalism
- Magazine, Newspaper and Online Journalism
- Television, Radio and Film

Requirements:

- You complete all required courses in your designated Newhouse master’s degree curriculum
- Additional required and elective courses in sports communication. Topics include
  - Contemporary issues in sports media: cross-media coverage of sports, conflicts of interest in sports media
  - Sports communications entrepreneurship: creating your own job, opportunities in independent production, online gaming, research and writing
- A capstone internship

Unique features of our program:

- You will receive instruction and hands-on experience in covering sports on multiple media platforms and contact with dozens of sports media professionals.
- The Newhouse Sports Media Center, located in the new Dick Clark Studios, provides oversight. It collaborates with on-campus sports media and emphasizes academic/industry partnerships through its alumni board, special events and guest lectures.
- Recent visitors include Keri Potts ’98, G’99, senior director of public relations for ESPN, and ESPN Game Day crew members coordinating producer Brett Austin, host Rece Davis and analyst Jay Bilas.

Outcomes:

Newhouse graduates have reached the pinnacle in sports journalism, and they are willing to critique demo reels or clips or help make internship or job contacts.
MEDIA STUDIES

The media studies master’s program is ideal for students interested in the focused study of media texts, processes, or audiences using communication concepts, theory, and research methods. This research degree, which includes coursework incorporating both social scientific and cultural studies approaches, culminates in the production of an original thesis using primary research. The two-year program begins in the fall semester. You may take electives from any Newhouse department or any other school or college at Syracuse University. Students from this program are well prepared to go on for a Ph.D. or to secure a research position in the communication industries. For more information, contact masscomm@syr.edu.

DOCTORAL PROGRAM

The three-year Ph.D. program allows students to explore mass communications issues and produce work that will enrich academic scholarship and classroom experience. Topics for specialization have included media ethics and diversity, media sociology, new media, political communication, popular television and social effects. Students focus on excellence in teaching by participating in Syracuse University’s Future Professoriate Program and the University Teaching Certificate program and receive guidance from faculty teaching mentors.

Five students are accepted each year. All Ph.D. students are fully funded through fellowships, teaching assistantships or research assistantships. The program begins with two years of coursework, followed by qualifying exams and the dissertation. Most students entering the program desire to teach and conduct research at an academic institution. Our graduates have taken positions at the University of Kansas, Texas Tech University, University of Missouri at Columbia and University of Southern Mississippi. For more information, contact masscomm@syr.edu.

COMMUNICATIONS MANAGEMENT

2014 marks the 20th year of a pioneering initiative at the Newhouse School to bring master’s degree education to midcareer professionals in public relations and related fields through a flexible delivery model: short on-campus “residencies” followed by independent study and online learning. The M.S. degree in communications management has served professionals from all over the world with an interdisciplinary program that combines courses in three schools at Syracuse University: public relations and communications from Newhouse, business from the Whitman School of Management and leadership from the Maxwell School of Citizenship and Public Affairs. Interested candidates who have a minimum of five years of full-time work experience can learn more at commgt@syr.edu.

PROGRAM DIRECTOR
BRAD GORHAM
PROGRAM DIRECTOR
DENNIS KINSEY
PROGRAM DIRECTOR
MARIA RUSSELL
Syracuse, New York, offers all the benefits of a medium-sized city while being manageable enough to explore and enjoy everything our region has to offer. Syracuse fuses distinctive neighborhoods, year-round festivals, parks, collegiate and professional sporting events, destination shopping and a thriving art, music and social scene. We also benefit from a lower-than-average cost of living that translates to cheaper housing and entertainment costs.

Beyond the community, you may be tempted to take a road trip:

- Just down the road are the scenery of the Finger Lakes and New York’s wine country.
- Venture north to ski, hike or gaze at the Adirondack Mountains.
- You’re well positioned to easily travel to major urban centers like New York, Boston, Philadelphia, Washington, D.C., and Toronto.

Internship possibilities abound. Our Career Development Center hosts an internship fair every fall semester with numerous companies and organizations in attendance. Newhouse has a long affiliation with the Syracuse Media Group’s Syracuse.com and The Post-Standard. Other possibilities for internships include:

- Professional sports teams the Syracuse Chiefs (baseball), Syracuse Crunch (hockey) and Syracuse Silver Knights (soccer)
- Public relations companies and public relations divisions of various corporations and nonprofits including American Red Cross, Carrier Corp., Crouse Hospital, Welch-Allyn, Rosamond Gifford Zoo and United Way, among many others
- Local organizations seeking writers, content producers, social media managers, marketing and graphics assistance, etc.

Syracuse University also boasts a plethora of student publications, campus radio and TV opportunities, national speakers, comedians and musical acts, Division I sporting events, and abundant student activities and organizations.
CONTACT:
Graduate Records Office
330 Newhouse 2
215 University Place
Syracuse, NY 13244

315-443-4039

pcgrad@syr.edu
newhousemasters.syr.edu
@newhousemasters

READY TO APPLY?
newhouse.syr.edu/admissions/graduate/masters-programs/apply