Welcome
Newhouse Faculty and Facilities
Syracuse University and Syracuse, NY
Newhouse Network/Career Development Center
Employers
Advertising
Arts Journalism
Audio Arts
Broadcast and Digital Journalism
Magazine, Newspaper and Online Journalism
Media and Education
New Media Management
Photography
Public Diplomacy
Public Relations
Television, Radio and Film
Sports Communications Emphasis
Communications@Syracuse
Media Studies, Doctoral Program, Communications Management

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Thank you for your interest in the Newhouse School at Syracuse University. The strength of Newhouse 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 communications today. A combination of academic excellence and hands-on professional training ensures you will graduate ready to make your mark on the communications industry.

- We have 12 professional master’s programs that offer necessary versatility in today’s changing media landscape.
- Our 11 on-campus programs start in July. Graduate students begin classes with a six-week “boot camp” session.
- 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/apply.
- Graduate education is expensive, but our costs are comparable to or lower than many competitor institutions. For more information on costs and financial resources, go to newhouse.syr.edu/admissions/graduate/tuition-and-financial-aid.
- Our online professional graduate program allows for four starts a year—January, April, July and October—with a focus on digital communications and specialties in advertising, public relations and journalism innovation. To apply, visit communications.syr.edu.
- Newhouse enrolls approximately 1,800 undergraduates, 225 master’s degree candidates and 15 doctoral degree candidates each year.

We hope that this catalog answers many of your questions about Newhouse. For more information, visit newhousemasters.syr.edu.
The Newhouse School’s faculty comes 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.

To learn more, visit newhouse.syr.edu/faculty-staff.

The Newhouse School spreads out over three interconnected buildings covering 250,000 square feet. They 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.

- Laboratory computers are equipped with motion graphics, 3D animation and research tools.
- Visual media students have access to digital imaging, digital sound editing, Final Cut and Adobe Creative Suite programs.
- The Dick Clark Studios 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 Alan Gerry Center for Media Innovation, Newhouse expertise in content development and production will meet the latest technology and programming trends.
- The Diane and Bob Miron Digital News Center brings a file-based digital media environment to news, talk and magazine-style production. As a go-to studio for external production, a fully-produced, 30-minute, broadcast-quality show can be originated live from this facility.

To learn more, visit newhouse.syr.edu/about/facilities.
We are one of 11 colleges within Syracuse University, a private, coeducational university founded in 1870. With approximately 14,000 undergraduates and 6,000 graduates enrolled, there are numerous resources and opportunities offered on campus. Syracuse 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.

Syracuse, New York, offers all the benefits of a medium-sized city while being manageable enough to explore and enjoy everything the 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:

- A short drive away is the scenery of the Finger Lakes and New York’s wine country.
- Venture north to ski, hike or gaze at the Adirondack Mountains.
- Easily travel to major urban centers like New York, Boston, Philadelphia, Washington, D.C. and Toronto.

Local internship opportunities 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 Advance Media NY’s Syracuse.com and The Post-Standard.

Other possibilities for internships include:

- Alternative news weekly Syracuse New Times
- Several local TV and radio stations
- 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 the 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.
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 5,000 alumni who have agreed to be contacted by current students and other graduates to share their expertise.

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 3,000 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 Career Fair provides you a venue each fall to meet and make connections with regional employers.
- The Spring Newhouse Recruitment Collective includes a career fair and on-campus interviews with representatives from industry-leading organizations offering job and internship opportunities in the communications field.
- CDCGradNews is a weekly e-newsletter of speakers, workshops, internship leads, fairs and other career-related items sent to current master’s students.
Here are some examples of where our alumni are finding their first jobs. Most data is from a survey of graduates from 2012-14.
ADVERTISING

Your path to a rewarding career in the advertising industry begins with our intensive, 12-month program organized around the concept “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 begins in July with coursework to give you a solid understanding of the advertising business.

• 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’ll 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 help facilitate your job search.

• The program boasts special partnerships with ad agencies including 360i, Digitas and Wunderman, and many other agencies in cities like New York City, Los Angeles so you can 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, American Association of Advertising Agencies, 360i, Y&R Worldwide, Saatchi & Saatchi and more than 30 other leading ad agencies.

• Interactive Advertising Bureau has named Newhouse among the top five digital programs 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.

Bridget Andrews ’10, associate brand group director, Horizon Media, New York
Joanna Mo ’11, account director, Hogarth Worldwide, New York
Alex Gardner ’11, business development director, 72&Sunny, Los Angeles
Camille Dunn ’12, sr. manager, Marketing & Corp Communications, Walmart, AR
Wes Johnson, ’13, sr. account manager, Razorfish, New York
Stephanie Hernandez, ’15, account executive, Sudler & Hennessey, New York

Joanne Zaiac, President, DigitasLBi, NY Region, gave a special lecture to graduate students during the annual Benchmark trip to several agencies including DigitasLBi, MRM//McCann, and Dentsu Aegis Global Network in NYC.

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ALUMNI SPOTLIGHT

“The program teaches its students the necessary tools and skill sets to hit the ground running in the advertising industry. From day one, the faculty challenges you to think strategically and find creative solutions to brand problems.”

— Danielle Fields ’14, assistant account executive at BBDO
ARTS JOURNALISM

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

The program allows you to design your curriculum to suit your interests. Areas of emphasis include:

- Music
- Theater
- Film
- Art
- Dance
- Television
- Fashion and design
- Architecture
- Food and drink
- Popular culture

Unique features of our program:

- A three-week capstone course covering the Spoleto Festival USA in Charleston, South Carolina
- A cultural immersion course in New York City
- A global experience at the Toronto International Film Festival
- Internships in New York City and locally at newspapers, magazines, websites and cultural institutions
- Opportunities and events throughout the year to connect with Goldring alumni and other arts writers and editors

Outcomes:

Goldring graduates hold staff jobs at Google, Saturday Night Live, the Kennedy Center, Forbes, the Sundance Film Festival, NPR, the Art Institute of Chicago, ArtForum, Carnegie Hall, Alvin Ailey Dance Company, USA Today, the Denver Philharmonic Orchestra, TV Guide, the Brooklyn Academy of Music and the Aspen Music Festival.

Raquel Lanieri ’07, fashion writer, New York Post
Arshie Chevalwala ’14, features editor, GQ India
Phillip Crook ’10, director of luxury editorial, Ralph Lauren
Jeremy Reynolds ’16, press and publications manager, Fort Worth Symphony Orchestra
Christina Riley ’13, publicist, Jazz at Lincoln Center
Gemma Wilson ’10, senior editor, City Arts Magazine, Seattle

Combine your passion for culture with hands-on skills to become an experienced, knowledgeable and highly marketable arts journalist. 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 as well as in your specific discipline.

ALUMNI SPOTLIGHT

“When you connect with art, you feel it deeply. The Arts Journalism program empowers you to chase those passions, then sculpt them into job-ready skills. For me, that meant studying how to talk about music, film, TV, theater and more in an honest, nuanced way. I learned how to ask artists the right questions — and how to really listen for the answers.”

— Patrick Hosken ’15, daily news editor, MTV News

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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 interests 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. No matter your interest, this program will prepare you.
- The program combines flexibility and rigor, with individualized attention to help you chart your own course in the music business. Recent Audio Arts graduates are making their way in the industry, securing positions across a range of sectors including:
  - Sony/ATV
  - Remote Control Productions
  - Jingle Punks
  - Line 6
  - Paradigm Talent Agency
  - Twelve Studios

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**ALUMNI SPOTLIGHT**

“I knew that if I wanted to be in the film industry, I had to get the best training possible. A number of technical courses I took prepared me for my current position. It would have taken me a longer time to adjust to the studio environment if I had not spent time at the Belfer Recording Studio and the Newhouse recording studio.”

—Queenie Li ’15, music production coordinator at Remote Control Productions
BROADCAST AND DIGITAL JOURNALISM

Skills-based curriculum:
- Producing, for the newscast and in the field
- Performance, in field and studio
- Anchoring
- Management
- Sports Communications

Emphasis option
- Produce news content in a state-of-the-art production facility
- 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 cameras, equipment and digital technology that is on par with or exceeds that which is used in the professional world.
- Facilities include a new state-of-the-art newsroom and fully automated newscast production studio. Additionally there are four news laboratories with access to the Associated Press wire service, professional scriptwriting/producing software and professional editing systems.
- 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 news or sports 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 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 professional broadcast news operations with the goal of being ready for the job the day they graduate. You will learn the skills necessary to be a contemporary broadcast news/video journalist, and produce news content on multiple platforms under deadline to learn how to work quickly and accurately.

Macy Jenkins ‘13, reporter at KOVR CBS 13, Sacramento, Calif.
Cody Combs ‘12, investigative reporter at WWMT-Newschannel 3, Kalamazoo, Mich.
Allison Nachman G’13, newscast producer, NBC Connecticut, West Hartford, Conn.
Racquel Asa ‘09, traffic and general assignment reporter, WFTV-WRDQ TV 27, Orlando, Fla.
Weijia Jiang ‘06, CBS Newspath correspondent at WCBS-TV, New York

ALUMNI SPOTLIGHT

“Newhouse gave me all the technical and journalism skills I use on a daily basis. In addition, it taught me how to work in a high-pressure, tight-deadline environment.”

—Brad Spelich ’15, morning show co-host on 99.3 WAJK and news anchor for Classic Hits 103.9 WLPO, Oglesby, Ill.
Innovation serves as the hallmark of the magazine, newspaper and online journalism program. In just 12 months, students acquire the skills necessary to work in today’s competitive media industry as true multiplatform journalists.

• You enter the program through an intensive six-week boot camp that covers basic newsgathering and reporting and delivers design and multimedia skills.

• Applied Research in Content Management helps you understand the back end of websites, interpret analytics and learn how to build an audience for your work.

• At the end of the program, you will develop and produce a digital launch in just six weeks or pursue a professional internship and writing project.

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 including experiences that provide internship opportunities.

• You learn to report, write, edit and design content across platforms.

• You will gain experience with industry-standard software such as Adobe Creative Suite and Final Cut.

• You may complete an optional track in data journalism.

Outcomes:
• Every student leaves the program equipped to be a reporter, writer, editor or designer.

• 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, Slate, Viacom, InStyle, SI.com, Google, the San Francisco Chronicle and other print and digital publications.

Megan Paolone ’13, deputy copy chief, BuzzFeed
Lorenzo Arguello ’11, homepage producer, SportsIllustrated.com
Luis Rendon ’11, senior designer, New York Post
Chris Ballard ’12, senior product designer, The Washington Post
Paul Brady ’05, articles editor, Condé Nast Traveler

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, associate editor, New York Magazine
The M.A. in media and education is for any professional interested in the art of visual and digital storytelling, and the analysis of media in educational settings.

**Unique features of our program:**

**EXPLORING** the status quo of the fields of media and education

- Deconstructing the narratives on topics such as disability, race, gender, class, identity, popular culture and democracy, and the historical and current representations of those topics in the media
- Mastering the process of critical thinking through provocative research, multimedia creations, thought-provoking films, challenging and honest conversations in colloquia and interdisciplinary investigations

**CREATING** compelling media works

- Engaging in conventional and unconventional storytelling by mastering tools and techniques in a particular area of interest
- Using storytelling as a tool for exploration, analysis, and expansion of knowledge

**REINVENTING** the possibilities inherent in the convergence between media and education

- Providing spaces for individuals, cultures, and communities to tell their stories in meaningful and authentic ways
- Producing work with the assumption that the world, media and education are multicultural, multiracial and global

**Outcomes:**

Students in 21st century schools do not learn without mass media tools or content. It is imperative that education professionals have a high degree of media literacy in order to connect with today’s learners, and that media professionals understand the power of media in education. Our program can shape a career for:

- students interested in media production, the development of media literacy programs or enhancing their classroom teaching.
- content producers and media directors for educational television, not-for-profit organizations or charitable foundations.
- directors or media integration specialists for after-school programs, libraries, social service agencies and non-profits.
- curriculum development and consultant positions in publishing, television or higher education.

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. We offer both a master of arts degree as well as a certificate of advanced study.

The Media and Education Certificate of Advanced Study (CAS) is designed for educators who want to learn more about visual storytelling—video, film, television, radio, music and the nearly infinite incarnations of these forms in online media—both how to make visual stories for teaching and how to help students tell their stories.

The Media and Education experience is designed around the priorities, conveniences and assets of practicing educators. We have built a program centered on your specific educational settings and needs. This is why this teaching and learning centered program principally takes place in your own educational settings.
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 websites 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.

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

Coursework:
- 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, Sony Pictures Digital and Amazon.

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.

Tom Staudt ’13, chief operating officer of ARK Investment Management, and president of the ARK ETF Trust, New York
Meghavaty Suresh ’15, director, consumer strategy at Guardian News & Media, New York
Bethany Devendorf ’12, sales engineer at Hearst Magazines, New York
James Voyles ’14, senior director, policy counsel at Consumer Energy Alliance, Washington, DC
Brittany Campbell ’11, senior account manager for media and entertainment at Google, New York

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
PHOTOGRAPHY

The Multimedia Photography and Design Department attracts students who are passionate about visual storytelling—photography, videography/cinematography, design, and multimedia—and 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
• Videography/cinematography
• Editing and postproduction for still photography and video
• Design
• Story
• Entrepreneurial/business skills

Unique features of our program:
• An 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.
• Cutting edge 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 U.S.
• Strong Newhouse network of alumni and friends and interaction with notable industry professionals.

Outcomes:

Roman Knertser ’16, photographer for Go Out Petersburg, Russia
Andrea Wise ’15, contributing photo editor for Newsweek, New York
Todd Cross ’12, producer at TODAY, NBC, New York
Katie Szrom ’11, multimedia designer at Portland Center Stage, Portland, Ore.
Amanda Marzullo ’15, digital content producer at Northwell Health, New York
Zixi Wu ’14, director of photographer, cinematographer at Pear Video, Beijing

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.

ALUMNI SPOTLIGHT

“Newhouse students are encouraged to make thesis work from a deep place. Newhouse gave me the flexibility to take classes outside of photography to expand my knowledge of directing, filmmaking, and the art of storytelling. The program’s intensity nurtured my understanding of the foundations of story and the strong visual language needed to carry it.”

— Natalie Camou ’16, producer, Blue Chalk Media, Portland, Ore. and winner of inaugural Audi Fellowship for Women
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.

Daniel Moulton ’11, stakeholder relations officer at NASA – Marshall Space Flight Center
Hadeel Alhaddadah ’14, full-time lecturer at An-Najah National University and Goodwill Ambassador at United Nations
Ryan J. Suto ’12, government relations manager at Arab American Institute
Timi Komonibo ’15, director of recruitment and diversity, Newhouse School at Syracuse University
Cameo M. Cheung ’13, recruitment & public affairs specialist at US Department of State
Deborah Baldwin ’16, producer/digital media strategist at One Micro Nation

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, Managing Editor and Director of Communications at We Are The Mighty
The program fuses theory and practical applications into its courses so graduates understand:
- PR writing in traditional, digital and social formats
- Multimedia storytelling and content development
- Analytics
- Strategic planning and campaigns
- Business/Finance (through courses at Martin J. Whitman School of Management)
- Public relations theory, research and law
- Professionalism through two required practical internships
- Specializations through elective courses, workshops, guest speakers and benchmark trips

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.

Ranked as the #1 PR Program by PRWeek, the Newhouse School’s one-year master’s program will give you the foundational knowledge and skills to make you “job-ready day-one.” The most skilled public relations professionals understand how to use their knowledge of theory, research and current best practices to meet today’s challenges.
The program offers a large variety of courses specific to the media and entertainment industry:

- 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:

- A 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 and prepares you to engage in TRF issues:
  - 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.

Derek Thomas ’16, video editor and cataloger at National Geographic, Washington, D.C.

Emily Moomey ’14, video streaming coordinator at NBC Sports, New York

Karissa Valencia ’14, script coordinator at Disney Junior/Brown Bag Film, Santa Monica, Calif.

Toby Wall ’16, videographer/post production video editor at U.S. Environmental Protection Agency, Chicago, Ill.

Pamela Branch ’14, key production assistant at Sesame Workshop, New York

William Cvecko II ’15, production assistant at Fox Sports San Diego

PROGRAM DIRECTOR
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ALUMNI SPOTLIGHT
“This program was extremely hands-on. I graduated with many projects to add to my portfolio. I learned how the industry works and what to expect. The biggest compliment to Syracuse is the network that I now have access to.”

—Randi Lemons ’15, field producer for Lifetime Entertainment Services, Los Angeles
SPORTS COMMUNICATION EMPHASIS

You may pursue this emphasis in conjunction 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.
• You complete 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 provides oversight. It collaborates with on-campus sports media and emphasizes academic/industry partnerships, special events and guest lectures.
• Recent visitors include Nick Wright ’07 of Fox Sports, Sarina Morales ’08 of ESPN, Claire Smith, 2017 winner of the J.G. Taylor Spink Award in balloting by the Baseball Writers’ Association of America and Mike Tirico ’88 of NBC Sports.

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.

NBC’s Bob Costas ’74 and 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
The N.Y. Daily News’ Kristie Ackert ’91 and Gary Myers ’76 and Newsday’s Kimberley A. Martin G ’06
Sports Illustrated’s Pete Thamel ’99 and Greg Bishop ’02
Sports talk radio’s Adam Schein ’99 and Damon Amendolara ’01

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.

ALUMNI SPOTLIGHT

“Outside of the classroom, I spent a lot of time covering Syracuse athletics, specifically men’s and women’s lacrosse on behalf of the Newhouse Sports Media Center. I became friendly with the sports information directors for each team and learned about their responsibilities, which are essentially the same responsibilities I had after graduation working as a public relations assistant for the NY Giants football team.”

—Kerry Bretti ’16, digital media producer, NBA, New York
Communications@Syracuse is an online master’s degree in communications that explores emerging digital tools and trends while offering students a foundation in traditional media.

The curriculum and schedule have been designed with students at various stages of their careers in mind.

- You will complete a core curriculum and then choose one of three specializations: advertising, public relations or journalism innovation.
- Coursework includes classes in digital communications, multimedia storytelling, media law, social media and media research and design.
- Online courses are designed by Newhouse faculty and are taught by both full and part-time instructors, many of whom are also leaders in their respective fields.
- The program offers four start terms per year: July, October, January and April. Each session is 11 weeks.

Unique features of our program:

- Newhouse faculty transform their lectures and traditional assignments into video coursework you can access 24/7. Coursework includes recorded lectures, case studies and quizzes.
- You will attend live sessions in a virtual classroom. These live sessions are designed around active engagement between Newhouse faculty and students. Class size is generally 12-15 students, and all live sessions are recorded so they can be reviewed at any time.
- A mobile app allows you to access the online campus from your smartphone or tablet. You can upload assignments, view course videos and keep track of your schedule.
- You are required to attend two immersion experiences during the program. Syracuse University will host at least one immersion on campus each year, and others will take place in media hubs across the country. Immersions are typically three days, and offer you the chance to hear from industry experts as you meet in person with classmates, professors and alumni.

Outcomes:

- The knowledge and skills you gain in the online program can help you to move up within your current organization or position you for new opportunities and career paths.
- You will have full access to the Tina Press and David Rubin Career Development Center at Newhouse, which offers lifelong support to Newhouse graduates.

For more information on the online program, please go to communications.syr.edu or email admissions@communications.syr.edu.

Robert Bierman ’16, principal, founder Tiny World Media, LLC Board Advisor, News Deeply at Tiny World Media LLC, New York
Adam Harder ’16, multimedia reporter/producer for US Air Force; NATO multimedia journalist-operations and station manager at Defense Media Activity
Ninos Hanna ’16, communications manager at PwC, Boston
Emily Riccio ’17, account executive at Grey Group, New York
Natascha Tritts 16, marketing training manager with International Olympic Committee, Switzerland
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

The Executive Master’s Degree in Communications Management is designed to prepare working communications professionals for leadership positions, without their having to leave full-time employment. The program combines coursework in strategic communications, business management and leadership development, delivered through short on-campus “residencies” followed by independent study and online learning to enable completion in as little as two years. Students from all over the world have completed this interdisciplinary M.S. degree that combines courses from 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.