25 to Watch
IN THIS ISSUE:

Dean's Column
2010 Mirror Awards
Larry Kramer '72: An Expert in the Classroom
Editing in a New Era
Journalism Against All Odds
Winning Pitch
'Navigate New Media' Project
Building the Brazilian Brand
Giving Voice to Veterans' Stories
Young Alumni to Watch
The World on Campus
She's the First
Alexia Winner: 'Growing Up Girl'
The Stand Debuts in Print
Carrying the Torch
Lessons from Lico
M.O.B. Conference
Faculty Retirements
Speaker Round-up
Class Notes
Report of Donors
EMBRACING SOCIAL MEDIA

Hiring new faculty is “business as usual” for any dean, but things got interesting at the Newhouse School last fall, when we decided to hire our first-ever faculty member in social media.

In higher education, as in the industry, social media have caused no shortage of controversy. Like those of you who practice communications, those of us who teach it have very different opinions about the value, the impact, even the definition of social media. So the decision to establish this position involved a lot of careful thinking and discussion among the faculty.

What kind of person would we hire (researcher or practitioner?) and in which department (Public relations? Newspaper journalism? Communications?). What and whom would this person teach? For many faculty members, the turning point in the debate was the realization that we were already teaching social media content as part of an experimental course, with the help of one of our doctoral students who is doing research in this area. The waiting list for his class could have filled two more sections.

As Newhouse alumnus and Advisory Board chair Larry Kramer says, this is a “Gutenberg moment” for communications. And big, transformative moments, as we know, can cause uncertainty and, at times, resistance. But it has become obvious (sometimes painfully so) that we cannot ignore this change, this moment.

I believe social media are part of this moment. And, of course, I am not the only one. Just take a look at the Society of Professional Journalists’ Digital Media Handbook, which details social media usage. Consider the proliferation of major companies using blogs to interact with their customers. And then there are moments like last year’s presidential election in Iran, when the use of Twitter allowed for widespread coverage of the event even as traditional media outlets were stopped short by government censorship. (In fact, we were so impressed with Twitter, we decided to honor it with the i-3 award for impact, innovation, and influence at this year’s Mirror Awards luncheon ceremony [see story, p.2].)

Social media have grown—at an incredibly rapid pace—from fledgling experiments to major communications tools, and they must be embraced. But they must be used in keeping with the professional standards we have always taught at Newhouse. Yes, anyone can use social media, but not everyone who uses them is a journalist (or an advertiser, or a PR professional). Those who are professionals in the communications field, however, are increasingly required to use social media, and they must do so at a more sophisticated level than the average user. We must train our students to do just that.

Which is why I also believe we must take the social media bull by the horns right here in the classrooms of our communications school. Deciding to hire a faculty member in social media was a defining step; so, too, was a curriculum overhaul—recently approved by New York State—that will infiltrate new and social media content throughout all Newhouse majors. It is also my intention to establish a center for social media at the Newhouse School that will allow our faculty and students not only to understand social media as they stand today, but also to shape what they may be, and how they may be used, in the future.

And speaking of social media: Please tell me what you think. Visit the Newhouse School’s Facebook page at www.facebook.com/NewhouseSU, become a fan, and share your comments.

Laurna E. Brankman
Newhouse celebrates fourth annual Mirror Awards

BY WENDY S. LOUGHLIN

The Newhouse School will celebrate the fourth annual Mirror Awards honoring excellence in media industry reporting at a special luncheon ceremony on Thursday, June 10, from 11:45 a.m. to 2:30 p.m. at the Plaza Hotel, Fifth Avenue at Central Park South, New York City. CBS News’ Katie Couric will serve as emcee. Newhouse Dean Lorraine E. Branham will host the event.

Bloomberg will receive the Fred Dressler Achievement Award, and Twitter will receive the i-3 award for impact, innovation, and influence. Paul E. Steiger, editor-in-chief and chief executive of ProPublica, will present the Dressler Award. Matthew Winkler, editor-in-chief of Bloomberg News, and Norman Pearlstine, chief content officer for Bloomberg, will accept the award for Bloomberg. George Stephanopoulos, anchor of Good Morning America and chief political correspondent for ABC News, will present the i-3 award. Biz Stone, co-founder of Twitter, will accept the award for Twitter.

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

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

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

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

For more information, contact Jean Brooks at 315-443-5711 or mirror@syr.edu. Follow the Mirror Awards on Twitter @Mirrors10.
Most students of media learn about the experts. This semester, students in the Case Studies in Media Management course learned from an expert: Larry Kramer ’72, founder, chairman, and CEO of Marketwatch.com. Kramer, a Newhouse alumnus and member of the Newhouse Advisory Board, was a visiting professor at his alma mater for the spring semester. His course used the case study method to examine the managerial, financial, and business processes involved in current media management.

“Things are moving so quickly in the world of media right now,” says Kramer. “We decided we would get closer to several small and large media companies and work with them as they try to deal with the tsunami of change they are experiencing. We wanted to build a group of cases that are as current as the issues the companies have to face.”

Kramer calls the current state of communications a “Gutenberg moment”… a seismic shift in the future of storytelling driven by new technology. This change will be as profound as the invention of the printing press.”

Kramer outlines four critical forces of change—what he calls the “four C’s”—impacting the media industry today:

- **Consumer power:** “The consumer has become much more empowered in his or her relationship with media. In every media business, the consumers are changing how they want to absorb content, and technology is rapidly giving them what they want.”

- **Content:** “Content continues to be king, even more so today than in the past. As distribution systems are breaking down, content is the one sure thing that the customer wants, and it becomes more important that the content is superior to others, because distribution is becoming more of a commodity.”

- **Curation:** “The more content and information become available to the public, the more they will value curation. The media has to add ‘curator’ to its role to help customers navigate through the huge array of information sources.”

- **Convergence:** “All storytelling is converging on one platform, which provides, for the first time, the ability to tell a coherent story with the help of every form of media: text, video, audio, and interactive graphics.”

Kramer’s students dissected these forces and worked with real-world media companies to help them address business problems related to the changing environment. Companies and topics included:

- **NBC News:** increased involvement in social media
- **Discovery:** development of a new strategic plan
- **Condé Nast magazines:** development of product extensions into new forms of media, including digital media and online education
- **Minyanville:** development of a business plan for a youth-oriented financial education site in conjunction with AOL
- **Crossborders Inc.:** new 3-D technology for use in retail video marketing
- **CSE Sports and Marketing:** media expansion opportunities

In addition, students used the case method to study the creation of Politico.com and the international expansion of the BBC. They also spent a week in New York City hearing from media industry leaders.

Kramer has a long and distinguished career in communications. After 20 years in newspaper journalism, he founded DataSport Inc., which created SporTrax, a hand-held sports information monitor, in partnership with *The Sporting News*. After selling DataSport, he developed the original concept for Marketwatch.com—which he founded as a joint venture with Data Broadcasting Corporation and CBS—and led the company through its 1997 launch and its 1999 IPO until its sale to Dow Jones for $528 million in 2005. He went on to serve as founding president of CBS Digital Media from 2005-2007.

Kramer started his career in 1974 as a reporter for the *San Francisco Examiner*. In 1977 he became a financial reporter for *The Washington Post*, and in 1980 the *Post* promoted him to executive editor of the Trenton, N.J., *Times*. In 1982 he returned to the Post to serve as assistant to executive editor Benjamin Bradlee and later as assistant managing editor and metro editor. In 1986 he returned to the *San Francisco Examiner* as executive editor, where he remained until he founded DataSport.

“The Newhouse School has always been fortunate to have such a talented, successful group of alumni who make their knowledge and expertise available to students,” says Newhouse Dean Lorraine Branham. “Larry is taking it a step further, bringing his knowledge and expertise right into the classroom. It’s an incredible educational experience for our students.”
As seasoned journalists, Steve and Emilie Davis have put their words of wisdom into print in their new book, *Think Like an Editor: 50 Strategies for the Print and Digital World*. The book, released in January, culminates a six-year effort that began when a publishing house representative approached them about writing an editing handbook. Those few short years, however, would bring a major shift to the tradition of print media and a new approach to how the couple would inform 21st century journalists.

During the process of planning the book, the couple participated in a faculty training program in new media at the Newhouse School, where Steve chairs the newspaper journalism department and Emilie is an adjunct professor. During that training, Emilie says, “We had an epiphany: Newsrooms are changing.”

Advancements in newsroom technology and the creation of online ways to connect with the public inspired the couple to gear their book toward the new breed of “multi-job” journalists. They created a blog and web site (thinklikeaneditor.net) to accompany the book and incorporated a focus on the web into each chapter.

“The book includes all the basics, but with a new twist on how to approach working in the industry,” says Emilie. “When we started as journalists, newspaper jobs were thought of in regimented ways, but because of changes in the industry, jobs have merged.” Steve agrees: “The book evolved because the definition of jobs changed.”

The book, organized as a spiral-bound handbook, covers 50 editing/work strategies divided among three sections: Think Like an Editor, Work Like an Editor, and Act Like an Editor. Strategies include such essential skills as recognizing a good story idea and writing in a clear and direct way. “The book was written for our students,” says Emilie; strategies are marked by tabs so that students can use the book as a quick-reference editing tool, much like *The Associated Press Stylebook*. And while technology may be changing the way journalists practice their craft, the authors say, it has not changed the core principles of good journalism. Each chapter focuses on these principles while also incorporating ways to expand them to new media.

In a nod to the new ways of journalism, and as a companion to the book, Steve has created a blog designed to foster an ongoing conversation among students, faculty, and others interested in editing and journalism. The blog has two components: posts from professionals and guest bloggers, and contributions from other University class blogs. The blog allows for collaboration and creates a more interactive experience, Steve says. “We can come together online in a way you can’t do in a book,” he says. “It also allows us to update the book in real time.”

Steve says the message in the book that most stands out for him is the importance of understanding the 24-hour news cycle. For Emilie? “Getting along in the newsroom. If you can master that,” she says, “you’re going to have big success.”

*Follow Steve and Emilie on Twitter @twoprofs.*

*Kate Morin is a junior magazine journalism major.*
Lydia Cacho receives the 2010 Tully Award for Free Speech

BY NICOLE KRESTOS

When her written words were answered with death threats, and even after she was abducted, tortured, and jailed, Lydia Cacho didn’t back down. And she still believes investigative journalism can change the world.

The Mexican journalist and human rights activist accepted the 2010 Tully Free Speech Award from the Newhouse School’s Tully Center for Free Speech at an awards ceremony in February. The award is given annually to a journalist who has faced and overcome obstacles to free speech.

Cacho, who was born in Mexico City, is an award-winning journalist, author, and advocate. “You can say I was an activist since I was a teenager,” she says. “I grew up being very involved with the community.”

After moving to Cancun as a young adult, Cacho became aware of her community. “I saw the poverty and the contrast to the rich,” she says. “I got involved immediately, especially with the women and children. The government had a lack of interest in their lives.”

For the next 20 years, Cacho worked as an investigative journalist for Mexico City’s El Universal, writing about women and children’s rights.

In 2005, Cacho was illegally arrested, detained, harassed, and tortured after the publication of her book, Los Demonios del Eden: El Poder Que Protege a la Pornografia Infantil (The Demons of Eden: The Power That Protects Child Pornography). The book exposes a Mexican child pornography ring operating with protection from Mexican politicians and businessmen.

The wealthy and powerful men behind the porn ring fought back against Cacho’s book. She says she received her first death threat after a TV appearance. The ring leader told her, “If you’re going to mess with my personal life, I’m going to kill you.”

But Cacho kept going. “The lack of law in Mexico is a huge problem,” she says. “The criminal justice system has collapsed in Mexico, and as a result, there is social and political corruption. I knew that the only way to survive was to keep on telling the stories.”

There have been many efforts to silence her, Cacho says. In one attempt, Mexican police officers kidnapped her, drove her almost 1,000 miles across the country, and threw her in jail. Other journalists spread the word about her abduction, and police released her about 20 hours later.

While she still faces harassment by unknown officials near her home and death threats via her blog, Cacho continues to advocate. “Fear sort of becomes your companion,” she says. “It is just something I have learned to live with.”

Cacho told the awards ceremony audience that she continues to write and report for one simple reason: “I do believe that we can change the world.”

Looking to the future, Cacho says she would like to see a truly free press in Mexico and all over the world. “It doesn’t matter what kind of journalism you do,” she says. “You have to understand that you have a mission, and the mission has to do with being honest and telling the truth. We communicate stories of human life, and that is a huge responsibility.”

Cacho is the author of Memorias de una Infamia (Memoirs of a Scandal) (2008), which describes her abduction and trial; Con mi hij@ no (Not with my daughter/son) (2009), a guide to understanding, preventing, and healing child sexual abuse; Mujer Delfin (Dolphin Woman), a book of poetry; and Muerdele El Corazon (Bite the Heart), a novel based on the true story of an HIV-positive woman. She is currently writing a book about international mafias that globalized the trafficking of women and children, to be published by Random House.

She is founder and director of the Refuge Center for Abused Women of Cancun and president of the Center for Women’s Assistance, which aids victims of domestic violence and gender discrimination.

Nicole Krestos is a graduate student in public relations.
Winning Pitch

BY WENDY S. LOUGHLIN

Last winter, a group of students from The Newhouse, the Newhouse School’s student-run advertising agency, won first place in the General Motors GM&M Marketing Challenge. The team—one of three finalists from an original pool of 75—that advanced to the final round of the competition—traveled to Detroit to present an integrated marketing communications plan to a panel of GM executives.

Student teams were asked to develop a plan that resonates with college students and recent graduates, creates “buzz” for GM’s College Discount program (coined “GM&U”), and gets college students excited about GM cars.

The Newhouse students developed a year-long campaign that includes advertising, promotions, PR events, interactive marketing, and a branded micro site.

Members of the team include Candace Tracy, project director; Kate Overholt, creative director; Joe Misiewicz, The Newhouse president; Lauren Finn; Nicole Handler; and Courtney Taddonio.

Assistant professor of advertising Ed Russell is faculty advisor to the team.

This is the second time that Newhouse advertising students have shown well in a national competition. Last June, students developed “The Stupid Drink,” an ad campaign targeting binge drinking among college students that placed first in the 2009 National Student Advertising Competition.

Navigate New Media web site launched

Navigate New Media, a web-based collaborative project intended to bring together the best thinking on the rapidly changing communications industry and support the development and implementation of new strategies for success, has been launched at navigatenewmedia.com.

Developed by Newhouse faculty members Brian Sheehan, Larry Elin, and Steve Masiclat, the project brings together faculty, students, alumni, and professionals in the field, seeking to provide a “descriptive, predictive, and prescriptive analysis” of the state of communications. Contributions to the web site—including articles, essays, letters, and comments—are welcomed from students, academics, and professionals, particularly Newhouse alumni.

For more information, contact Sheehan at 315-443-9247 or bjsheeha@syr.edu.
Building the Brazilian Brand

BY KATHLEEN HALEY

Petrobras, the ninth largest company in the world, is ready to dig into an ocean bed containing billions of barrels of oil. Vale, the second largest mining company in the world, is dealing with a 3,000-worker strike at its mines in Canada. Both global, Brazil-based companies are dealing with complex issues—and a reputation to maintain.

When their corporate communications professionals and colleagues in Brazil's national corporate communications association wanted to gain an understanding of best practices in such situations, they sought out the expertise at the Newhouse School. With a certificate program, a study tour, and an in-house customized program, Newhouse's Center for Executive Education has created a repertoire of professional education for Brazilian public relations executives who manage the reputation of some of the world's largest companies.

“Public relations is a phenomenal tool in a developing democracy—such as Brazil—as its businesses and global relationships develop. It's about effective two-way communications, building relationships, and feedback,” says Maria Russell, director of the Center for Executive Education and professor of public relations. “These professionals are committed to advancing corporate communications in Brazil but also making people aware of how advanced these practices are in their country.”

Russell was initially contacted by a consultant for ABERJE, Brazil's corporate communications association, who asked Newhouse to submit a proposal for a certificate program for working professionals. The result was a certificate program in international corporate communications, which has been offered three times since 2006 in Sao Paolo, Brazil. Newhouse faculty engage about 25 ABERJE members on issues and trends in corporate communications, employee engagement, reputation management, research measurement and evaluation, crisis communications, and new media and social media. Newhouse alumni, including Gary Grates G’99, president and global managing director of Edelman Change and Employee Engagement, have also been tapped as instructors who can bring an additional specialization.

After their positive experience with the certificate program, graduates were interested in further study in New York City. The Center for Executive Education put together a study tour in 2008 that included workshops, meetings at public relations agencies, and a seminar with American counterparts at the Public Relations Society of America (PRSA). A second tour is in the works for later this year or sometime in 2011.

Another offshoot of the center’s work with ABERJE has been the development of an in-house program customized for Petrobras, a company owned by the Brazilian government but with private investors. The Center for Executive Education was asked to offer instruction at the company’s corporate university in Rio de Janeiro for its 150 new public relations employees. Along with Russell, Newhouse faculty members, including advertising professors Brian Sheehan and Carla Lloyd and public relations adjunct Donna Stein, have offered such perspectives as integrated communications, investor relations, advertising, and branding.

The latest collaboration was Brazilian Corporate Communications Day, held April 7 at SU's Lubin House in New York City. Sponsored by ABERJE, the event featured communications professionals from Petrobras and Natura who spoke on “Communication, Reputation and Sustainability: How Brazilian Corporations are Helping to Build Brazil's Brand.” Several American public relations professional groups, including the Arthur W. Page Society and PRSA, along with SU alumni in the field, attended the event.

“Many international societies look to the U.S. as the home or founder of modern public relations,” Russell says. “Yes, we are leaders, but it’s important to remind everyone that there are examples of great research and great practices going on everywhere, including Brazil.”

These events are also an opportunity for faculty to consider the best case studies to teach to traditional students on campus. “Any time you're working in midcareer education it's very stimulating, because these people are coming into the room right from handling very real problems in corporate communications,” Russell says. “It gives the faculty a chance to hear about those problems, and this helps us improve our own teaching back on the main campus, where we can then share current examples with our students.”
The grim reality of war resonates in a conversation between Vietnam veteran John Allis and Marine Sgt. Andrew Young G’10, a combat photographer who served multiple tours in Iraq. The two answered the call of duty four decades apart, but they voice an understanding of each other’s experience:

“There were times when I’ve never been more frightened in my life...” Allis says. “That kind of fear I never want to feel again.”

“I know exactly what you’re talking about. I should be dead at least twice, if not three times, by now,” says Young.

Their exchange was one of several one-on-one conversations captured between veterans and family members, friends, and other veterans as part of the Veterans Listening Project. Developed by Newhouse student Brad Horn G’10, a graduate student in multimedia photography and design, and associate professor Bruce Strong and in conjunction with the national StoryCorps initiative, the project combines voice recordings and video portraits at www.veteranslisteningproject.org to present veterans’ stories in their own words.

The co-executive producers, who collaborated with students, faculty, and local radio stations, believe the experience can be cathartic for veterans and necessary for civilians. “We ask them to risk everything to go to war for us,” Strong says. “This is an opportunity for veterans to tell their stories and for people to start to understand the cost for our veterans in order for them to be what we’ve asked them to be.”

The conversations are sometimes uncomfortable, always revealing. In one conversation, retired Sgt. Maj. Bradley E. Trudell, a 28-year Marine veteran, tells his wife, Allison, what he would want to share with younger combat troops:

“It’s not just about pulling triggers, but it’s about your attitude and it’s about how you treat people, doing unselfish things and the right thing for the right reason.”

The idea to record veterans’ stories came about last spring while Horn and Strong were working on News21, a national initiative to train student journalists in new media. Horn became familiar with the work of StoryCorps, a nonprofit organization that allows people to record and preserve the stories of family and friends. He had also read an article about Albany therapist Edward Tick, who discussed how communities should open up gathering spaces to hear veterans’ stories. Horn connected with StoryCorps organizers, who felt the idea to tell veterans’ stories complemented its National Day of Listening, which StoryCorps designated as the day after Thanksgiving, to encourage one-on-one conversations. “We were inspired by StoryCorps, and they were thankful for what we were doing to promote them,” Horn says.

Students, including web designer and photojournalism major A.J. Chavar ‘10 and Assistant Professor Ken Harper helped put the pieces together, and staff members at local NPR stations WAER and WRVO became involved in recording the audio. The Newhouse School provided seed funding, and two other News21 schools—Arizona State University’s Walter Cronkite School of Journalism and the University of Southern California’s Annenberg School for Communication—recorded conversations and attached still portraits.

The entire project was capped off with an hour-long program on WAER, “Veterans, We’re Listening,” which focused on issues involving returning veterans and the Veterans Listening Project. (The program can be heard at www.waer.org/veterans.html.) “It was really exciting to see that people care about doing creative journalism,” Horn says. “They care about veterans’ experiences. They care about what their neighbors are doing.”

Young, a student in the Newhouse School’s Military Photojournalism program, appreciated the opportunity to connect with another veteran and share his experience. “I hope people will take away an awareness of what veterans have to say about their service,” he says.
Young Turks
Even in the midst of major change, these alumni are going strong in the communications industry, and they show no signs of stopping. They represent 25 reasons why “Newhouse” continues to stand for success.

BY KATHRYN LEE STONECASH

Contessa Brewer ’96
NEWHOUSE MAJOR: Broadcast Journalism
CURRENT POSITION: Anchor, host and correspondent for MSNBC (msnbc.msn.com)
CHANGES IN THE INDUSTRY SINCE GRADUATION: The emergence of the Internet as a powerhouse in disseminating news.

MOST IMPORTANT SKILL USED TODAY: Multi-tasking. “I have to watch production, content, timing… tap dance until we get live pictures or a correspondent or breaking news details… talk, fact-check, listen to producers—all at the same time. I also write—a lot—every single day.

FAVORITE MEMORY OF NEWHOUSE: “I loved covering real news as a student. Once, a body was found in a neighborhood just east of the University (and not far from my house), and I went out and joined the professional news crews covering the story.”

ADVICE FOR CURRENT STUDENTS: “Take advantage of the opportunity to study abroad. You may not get another shot at immersing yourself in a different culture, and it opens your mind in ways that staying put never will. And build your own web site and brand now. Potential employers will be able to see firsthand that you know how to do the work.”

Find Brewer on Facebook at contessamsnbc and Twitter @contessabrewer.

Pamela Chen ’05
NEWHOUSE MAJOR: Photography
CURRENT POSITION: Senior communications coordinator with the Open Society Institute (OSI) (www.soros.org). Chen, an award-winning producer, photographer, and composer, manages photography and multimedia for OSI. Previously, she was a producer with MediaStorm, where her work earned numerous industry accolades, including the News & Documentary Emmy Award; the Alfred I. duPont-Columbia University Award; Webby Awards; and Pictures of the Year International Awards in photography and multimedia. As an undergraduate, she received a Fulbright Scholarship to study journalism in Taiwan.
Kevin Cooper ’01

NEWHOUSE MAJOR: Broadcast Journalism

CURRENT POSITION: Director of public relations for the Houston Texans (www.houstontexans.com). Cooper is part of the team responsible for communicating the Houston Texans’ messages to the public through traditional and new media channels and other avenues.

CHANGES IN THE INDUSTRY SINCE GRADUATION: “The explosion of the Internet. Now, people get information with immediacy—from the local paper’s web site or on the most recent post of a blog. The problem with these formats is that they are considered a legitimate form of media. Many are not true journalism.”

MOST IMPORTANT SKILLS USED TODAY: “Finding new ways to communicate with the public, media, and players. You have to know how to communicate to different generations, and they all must understand exactly what you are trying to say. The job of PR is to create relationships no matter what. I don’t see that changing any time soon.”

FAVORITE MEMORY OF NEWHOUSE: “Professors took an interest in my future. They challenged me to be better, and they wanted nothing but my best because I was responsible for the name of Newhouse.”

ADVICE FOR CURRENT STUDENTS: “When I go into professional settings and say proudly that I am a Newhouse grad, ears perk up. The Newhouse name is still the best, and with today’s students’ hard work, it will forever be the best.”

Danica Daniel ’04

NEWHOUSE MAJOR: Magazine Journalism

CURRENT POSITION: Editor-in-chief of Right On!, Black Beat, and Black Entertainment Diaries magazines and rightonmag.com; host of Right On! TV

CHANGES IN THE INDUSTRY SINCE GRADUATION: “It’s the digital age. Print isn’t dead, but print must be able to stand in an age of multimedia and compete with shortened attention spans. Everyone is an expert and social commentator. Facebook, Twitter, MySpace, and even mobile applications have become viable and cheap ways of grassroots promotion.”

MOST IMPORTANT SKILL USED TODAY: “Networking. Creating and maintaining positive relationships within the industry is huge. Throughout my career, it has helped me do everything from getting a makeup artist for a video segment to finding someone who can get me a last-minute interview with Alicia Keys.”

FAVORITE MEMORY OF NEWHOUSE: “I was encouraged to embrace all types of media, so working with The Black Voice and The Daily Orange as an editor and Z89 as a disc jockey [are favorite memories]. This was real-world experience that showed me my strengths and, more importantly, my weaknesses so I could improve and become a well-rounded journalist.”

ADVICE FOR CURRENT STUDENTS: “Be able to write a story for a print publication, film a quick five-minute video for a web site, blog about it, and then promote your article and video using Twitter to garner traffic—all before lunch.”

Find Daniel on Twitter @danicasquared.

Jessica DiCicco ’02

NEWHOUSE MAJOR: Television-Radio-Film

CURRENT POSITION: “I do voice-overs for animation, promos, and commercials.” DiCicco was nominated for a Daytime Emmy in 2008 for her work on the Disney Channel show The Emperor’s New School.

CHANGES IN THE INDUSTRY SINCE GRADUATION: “Social networking has become more influential in the communications industry. These sites have atomized viewers—they’re more fragmented, but they’re also so closely interconnected, synergistic, reactive. This not only means a larger, growing audience, but also that they are stimulated; they’re actively searching for our product, for exactly what they want to see and hear. And they can quickly and easily tell everyone they know what they think about it.”

MOST IMPORTANT SKILL USED TODAY: “Persistence, which for me is defined as the way I approach each audition. I constantly push myself to try new things while staying as true to my own style as possible.”

FAVORITE MEMORY OF NEWHOUSE: “My overall favorite experience at Newhouse was a course called COW TV (Collegiate Original Works). We created programming that was streamed live on the Internet. I created my own docu-reality show called “Quarter Life Crisis,” which I directed, produced, and edited. The icing on the cake was winning the Gordon J. Alderman Award for Excellence in Creative Broadcast.”

ADVICE FOR CURRENT STUDENTS: “Follow your creative instincts. Be confident in your own abilities without being afraid to challenge them.”
Brian Edelman ’03

**NEWHOUSE MAJOR:** Broadcast Journalism

**CURRENT POSITION:** Founder and CEO of Crossborders (www.crossborders.tv), a content creation company that specializes in video, web-based platforms, online and mobile applications, and other interactive media for all forms of distribution. Edelman works with fellow alumnus Nick Godfrey ’02 (see profile), who is COO.

**CHANGES IN THE INDUSTRY SINCE GRADUATION:** “Convergence around online and mobile. Today, my mobile device is turning into my wallet.”

**MOST IMPORTANT SKILL USED TODAY:** “Constant communication. Managing very innovative and creative people is a great experience, and their talents can be fully realized when they are clear on what they need to execute. Beyond that, I think it’s all about passion and just loving what you do.”

**FAVORITE MEMORY OF NEWHOUSE:** Working at WAER. “I’m a bit of a sports dork, so working in the sports department with my dork peers was a blast. My senior year we won the NCAA championship in basketball, and calling games at the Carrier Dome that year with 30,000+ fans in the building is something I will never, ever forget.”

**ADVICE FOR CURRENT STUDENTS:** “Be prepared for a very fast paced/ADD world when you get out. The media business is going through revolutionary changes and being able to carve out a role for yourself will take persistence and patience.”

Aileen Gallagher ’99

**NEWHOUSE MAJOR:** Newspaper Journalism

**CURRENT POSITION:** Senior editor of NYMag.com. Gallagher oversees online food and video coverage for the New York magazine web site, including six food blogs that are part of the Grub Street Network (grubstreet.com).

**CHANGES IN THE INDUSTRY:** “I graduated when online editorial was in its infancy. It’s still a young medium, and the growth and possibilities have yet to slow down.”

**MOST IMPORTANT SKILLS USED TODAY:** “Good writing and reporting.”

**FAVORITE MEMORY OF NEWHOUSE:** “My sense of excitement and enthusiasm for what I was learning to do, aided and abetted by my fine professors.”

**ADVICE FOR CURRENT STUDENTS:** “Have basic web competency. You don’t need a strong technical background, but you should be familiar with the medium and recognize what’s good and what isn’t.”

Eric Gillin ’99

**NEWHOUSE MAJOR:** Magazine Journalism

**CURRENT POSITION:** Web director at Hearst Publishing. Gillin oversees the content strategy for men’s themed sites, including Esquire.com and PopularMechanics.com, and also works on new projects for the company, such as creating new templates and launching new sites.

**CHANGES IN THE INDUSTRY SINCE GRADUATION:** “It’s truly a ‘communications industry’ now, with all these different formats—print, web, mobile, TV, etc.—converging into one field. The modern media require you to not only be able to write copy, but also to breathe design and think in video. Something as simple as going out to report a story is already morphing into something else. People will have to bring camera equipment now. And they’ll file evolving versions of stories from the field in different formats. It’s all terribly exciting and terrifying at the same time.”

**MOST IMPORTANT SKILLS USED TODAY:** “Interviewing. I’m a problem solver, and to do that I have to understand the problem from several perspectives. I have to talk to as many people as possible and really hear what they have to say.”

**FAVORITE MEMORY OF NEWHOUSE:** “Punk rock shows in Syracuse. And a great used bookstore that had five decades of magazines crammed into the basement. That, and watching fellow students damage their new SUVs in winter driving.”

**ADVICE FOR CURRENT STUDENTS:** “Work hard, because talent’s in the eye of the beholder.”
Jeff Glor ’97

**NEWHOUSE MAJOR:** Broadcast Journalism

**CURRENT POSITION:** Saturday anchor of CBS Evening News and correspondent for CBS (www.cbsnews.com). “I’ve covered everything from the earthquake in Haiti to the Olympics in Vancouver.”

**CHANGES IN THE INDUSTRY SINCE GRADUATION:** “No matter what happens in our industry, writing will always be most important. Writing was the most important part of what I did when I took my first job; it remains the most important part of my job today. There will be changes—there always are—but whether you get your news in print, online, on TV, or somewhere else, it’s still about telling stories, and telling them well: clean, strong, compelling narratives.”

**ADVICE TO CURRENT STUDENTS:** “Read everything you can get your hands on. Books, magazines, newspapers—everything. Become a voracious consumer of news and information. Read early and always.”

Nick Godfrey ’02

**NEWHOUSE MAJOR:** Broadcast Journalism

**CURRENT POSITION:** COO of CrossBorders (www.crossborders.tv), a content creation company based in New York City. The mall digital agency produces content-based marketing solutions for a variety of brands and marketers, including Hess, Astrazeneca, Yahoo, Related, the Miami Dolphins, Gavin Newsom, and the U.S. State Department. Godfrey works with fellow alumnus Brian Edelman ’03 (p. 10), who is founder and CEO.

**CHANGES IN THE INDUSTRY SINCE GRADUATION:** “It’s definitely on the consumer end. The fact that consumers now get what they want, when they want. The world is now on demand all the time. Everything from television to movies to even more restaurants staying open later—the consumer has all the power.”

**FAVORITE MEMORIES OF NEWHOUSE:** “Sitting in Food.com in 2000, watching Dan Rather take back Florida and proclaim the election ‘too close to call.’ It was late at night and the small room was jam packed with eager journalism students who all knew we were witnessing history.”

**ADVICE FOR CURRENT STUDENTS:** “Do what you love and love what you do.”

Alicia Hansen G’09

**NEWHOUSE MAJOR:** Photography

**CURRENT POSITION:** Freelance photographer in New York City. Hansen runs her own studio and serves advertising, commercial, and editorial clients. She also teaches photography to inner-city teenagers through a nonprofit photography program she developed called NYCSalt (www.nycsalt.org).

**CHANGES IN THE INDUSTRY SINCE GRADUATION:** “I witnessed the transition from analog to digital. I have survived and prospered in a time when the printed news media is coming to an end and transitioning to digital content.”

**FAVORITE MEMORIES OF NEWHOUSE:** “All the friends I made and how inspired I was to be given the opportunity to learn more about a craft I love. Newhouse brings in industry professionals to teach classes and as guest speakers, [which provided] an opportunity to get to know professionals for networking.”

**ADVICE FOR CURRENT STUDENTS:** “Seize every opportunity to meet and get to know the professionals Newhouse brings in. Take advantage of the studio and equipment and facility, and try as many new things as possible. Don't be afraid to create new work.”

Learn more about Hansen online at www.aliciahansen.com.
Cymando Henley ’98
NEWHOUSE MAJOR: Public Relations
CURRENT POSITION: Communications coordinator for the Washington, D.C., Housing Authority (www.dchousing.org). Henley works closely with the agency’s director of public affairs and the media, and writes speeches and content for a variety of communications vehicles.

CHANGES IN THE INDUSTRY SINCE GRADUATION: “The amount of influence that blogging and other forms of social media now have is amazing. Often times, a blog mention can be just as important as a story in The Washington Post.”
MOST IMPORTANT SKILL USED TODAY: “Graphics training. This is especially [important for] those who ‘find their way to PR.’ The fact that graphics was part of the PR requirement [at Newhouse] set me apart.”
FAVORITE MEMORY OF NEWHOUSE: “A television-radio-film class. I have never watched TV the same way again.”
ADVICE FOR CURRENT STUDENTS: “Take advantage of all the resources you have, and maintain relationships with your professors. Also take advantage of the opportunities to join student organizations related to your field.”

Erin Hobday ’03
NEWHOUSE MAJOR: Magazine Journalism
CURRENT POSITION: Senior nutrition editor at Self magazine (www.self.com). Hobday assigns and edits feature stories on food, weight loss, and nutrition, and also makes TV appearances for the magazine to promote upcoming issues.

CHANGES IN THE INDUSTRY SINCE GRADUATION: “Branding is a big buzzword. Magazine ‘brands’ have web sites, books, TV shows, and more. Editors have to be versatile and think about their stories and content on multiple platforms.”
MOST IMPORTANT SKILL USED TODAY: “I use my writing skills all the time when I’m working on a manuscript, and I use my reporting skills every day. Health-related journalism is so science based that I often research and report studies or interview experts to make a story better.”
FAVORITE MEMORY OF NEWHOUSE: “I met my husband in NEWS 205!”
ADVICE FOR CURRENT STUDENTS: “I got my start in magazines by taking a job as a reporter (read: fact checker) for Men’s Health magazine. Be willing to do whatever you can in the workplace you want to be a part of — running errands, answering phones, copy editing, researching — and then do it well. You’ll get your foot in the door and learn more about the business.”

Ryan Kelly ’08
NEWHOUSE MAJOR: Advertising
CURRENT POSITION: Advertising sales for the New York Times Company (www.nyt.com). Kelly consults, builds relationships, and sells education clients on all New York Times products in magazine, newspaper and online offerings nationwide. His division is also responsible for creating new ad environments, such as advertorials in print and online.

CHANGES IN THE INDUSTRY SINCE GRADUATION: “Portable reading devices and social media. Devices like the Kindle are still in the early adopter phase, but I see many people on the subway using them. This means the integration of print and digital editorial content is essential.”
MOST IMPORTANT SKILL USED TODAY: “Digital knowledge and the ability to integrate with other media vehicles. Staying up-to-date is the key to making your mark.”
FAVORITE MEMORY OF NEWHOUSE: “My portfolio class critiqued my student body president campaign; it made for a good laugh. And handing in my final media planning project was a moment of joy, accomplishment, and astonishment. Did I really finish it on time?”
ADVICE FOR CURRENT STUDENTS: “Take full advantage of your classes. The job market is tough, but Newhouse graduates stand out among their peers. So soak up all the knowledge and skills you can.”
Rob LaPlante ’98

NEWHOUSE MAJOR: Television-Radio-Film

CURRENT POSITION: Vice president of current programs at Tijuana Entertainment (www.tijuanaent.com) in Los Angeles. He recently created and executive produced the A&E documentary “Obsessed.”

CHANGES IN THE INDUSTRY SINCE GRADUATION: “Today the television business wants things faster and cheaper, and most networks lean toward unscripted programming. The key, from my point of view, is to avoid sacrificing quality even though the budget is scaled down. I firmly believe that well crafted content will ultimately be what sustains the audience’s interest, even on a low budget.”

MOST IMPORTANT SKILL USED TODAY: “Decision making is the absolute key to being a good producer. Being able to look at a problem and quickly find a solution is the most valuable weapon in my arsenal. You’re not always going to be 100 percent confident in every decision, but everyone in the room is looking for someone to helm the ship. As the producer, it’s up to you to take on that responsibility.”

FAVORITE MEMORY OF NEWHOUSE: “I thoroughly enjoyed my production classes. The freedom to create whatever I wanted within almost limitless guidelines is something I yearn for again even to this day. The exposure to the equipment and facilities that Newhouse offers is a truly valuable part of the education. And, of course, the fantastic professors.”

ADVICE FOR CURRENT STUDENTS: “Don’t think about the future too much. For now, use your time to truly discover your creative voice and begin to move in the direction of what excites you.”

Lindsay McCluskey G’08

NEWHOUSE MAJOR: Public Relations

CURRENT POSITION: Press secretary for the mayor’s office in the City of Syracuse. McCluskey also served as Mayor Stephanie Miner’s press secretary during her 2009 campaign.

CHANGES IN THE INDUSTRY SINCE GRADUATION: “A growing trend toward more online content. There also seems to be a decline in resources available to local traditional media outlets.”

MOST IMPORTANT SKILL USED TODAY: “Writing, writing, and more writing. Being able to write for different audiences is essential to my job, which requires me to write everything from press releases to web site content to proclamations to speeches.”

FAVORITE MEMORY OF NEWHOUSE: “I have many, but I really loved being a teaching assistant and working with undergraduate students. I also enjoyed the social aspects of ‘boot camp’ and getting to know students from a variety of programs, who all had such different paths to Newhouse. And, of course, I have fond memories of finishing and handing in my comprehensive exam!”

ADVICE FOR CURRENT STUDENTS: “Network. In today’s job market, networking is absolutely essential to finding a job that fits your interests and skills, but more importantly, it is vital for developing your career in the long term. And take risks.”

Ted Meyer ’95

NEWHOUSE MAJOR: Public Relations

CURRENT POSITION: Head of communications and media relations in the Americas for Deutsche Bank (www.db.com).

CHANGES IN THE INDUSTRY SINCE GRADUATION: “The changing face of the news industry and the rise of social media. Smaller newsrooms and the increased demands of real-time online publishing have strained reporters and forced media relations professionals to adapt to the increased demand for more information more quickly. Social media has opened new channels for direct communication, bypassing the mass media entirely.”

MOST IMPORTANT SKILLS USED TODAY: “Solid fundamental communications skills are still the bedrock for everything we do. We still think about the COM 107 basics like message, audience, channel, and ‘noise’ every time we communicate. Solid writing skills are critical.”

FAVORITE MEMORY OF NEWHOUSE: “People. Being surrounded by the best and the brightest in the communications field, faculty, students, and guest speakers really challenged me to work hard and expand my thinking. But if I had to pick a favorite memory, it would have to be leading the Newhouse class into graduation as a class marshal.”

ADVICE FOR CURRENT STUDENTS: “Communications professionals are still trying to understand the possibilities and shortcomings of social media and how to use these new tools strategically. Students who are facile with these tools and can creatively apply them to a corporate setting will go far.”
Sarina Morales ’07

NEWHOUSE MAJOR: Broadcast Journalism

CURRENT POSITION: Nike field reporter. Morales interviews top world athletes and produces video profiles for the Nikewomen web site.

CHANGES IN THE INDUSTRY: “Online reporting is the way forward. I really see online media as the turning point for most, if not all, of our media outlets.”

MOST IMPORTANT SKILLS TODAY: “Everything from learning the importance of meeting deadlines to how to write quickly and efficiently to researching to writing and developing questions. These skills are essential to doing well in this industry.”

FAVORITE MEMORY OF NEWHOUSE: “My education in broadcast journalism has been the foundation to my success.”

ADVICE FOR CURRENT STUDENTS: “One thing I think is critical is learning to know your beat and listening. Being in sports, I need to stay up on all things that surround the game, on and off the field. Newhouse classes taught me to really listen in order to help create good follow-up questions.”

Michael Pecoriello ’96

NEWHOUSE MAJOR: Television-Radio-Film

CURRENT POSITION: Senior editorial director for on-air promotions at Nickelodeon (www.nick.com). Pecoriello develops and oversees scripts for all Nickelodeon on-air promotional campaigns, interstitials and packaging for properties like iCarly and SpongeBob SquarePants and major events like The Kids’ Choice Awards. He is responsible for maintaining the overall voice and brand of the network throughout the production process.

CHANGE IN THE INDUSTRY SINCE GRADUATION: “Now the digital space is a major place to consume media and works hand-in-hand with television and film. Everything I write, produce and develop is impacted by the web, and no on-air experience is complete without an online extension.”

MOST IMPORTANT SKILLS USED TODAY: “The ability to write and clearly communicate a message to the audience. The ability to think strategically and see the big picture.”

FAVORITE MEMORIES OF NEWHOUSE: “Coming up with ridiculous ideas, shooting them, staying up all night in the Newhouse edit rooms cutting them together (on 3/4-inch tape!) and inviting all my friends to the big screening.”

ADVICE FOR CURRENT STUDENTS: “Make as many connections as you can. Networking is the key. Newhouse alumni are everywhere and most are very willing to offer advice.”

Kate Rorick ’00

NEWHOUSE MAJOR: Television-Radio-Film

CURRENT POSITION: Staff writer for several television series, including Law & Order Criminal Intent, Kings, and Day One. Rorick is also the best-selling author of historical romance novels under the pseudonym Kate Noble (www.katenoble.com).

CHANGE IN THE INDUSTRY SINCE GRADUATION: “Transmedia storytelling. Television shows have web series tie-ins, novel prequels, comic book spin-off series. Characters have blogs and Twitter feeds. The producers, writers, and actors are all expected to contribute to outside content, which fans latch onto and ravenously consume.”

MOST IMPORTANT SKILL USED TODAY: “Discipline. Force yourself to sit down, day after day, and write, even if it’s the last thing you want to do.”

FAVORITE MEMORY OF NEWHOUSE: “During my freshman year, my COM 107 class was held at 8 a.m. in a Newhouse 1 lecture hall. I got there early one day, so early I was dozing off as the rest of the class filtered in. I woke up to discover that I was in a senior-level class. Awkward! Three years later, I was in COM 405—in the same lecture hall, with the same professor who had caught me sleeping. And she remembered me, and put me in the same seat.”

ADVICE FOR CURRENT STUDENTS: “Take advantage of opportunities—an entertainment business class, a writing class, an acting class... But most importantly, get internships. Nothing prepares you like being on a set, in the writer’s room, or in the edit suite.”
Shante Schroeder G’03

NEWHOUSE MAJOR: Public Relations

CURRENT POSITION: Chief blogger for MonaVie (www.monaviemediacenter.com/blogs), a nutritional beverage. Schroeder is the “social media guru” for the global company and its distributors. She travels around the world providing social media training to fellow employees and building the company’s brand and online reputation by creating a viral buzz via social media platforms.

CHANGES IN THE INDUSTRY SINCE GRADUATION: “The world now wants all information in real time. You have to be aware of your key messages, your target audience, your brand, and your voice and how to create campaigns that will take the best you have to offer viral.”

MOST IMPORTANT SKILLS USED TODAY: “Writing, hands down. For all the new advances in technology, writing remains the backbone of what we do. Fundamentals still matter! At ESPN, there really are no writers. The anchors all craft their own copy—and most wouldn’t want it any other way. We see our writing as our voice, and it’s what distinguishes the various personalities.”

FAVORITE MEMORY OF NEWHOUSE: “My capstone project—I created a public relations plan from concept to evaluation—was possibly the scariest and most amazing experience of my life to date: to know that I could turn out that caliber of work, that I had that kind of information at my fingertips, to know that I could write that much, that quickly—and do it that well.”

ADVICE FOR CURRENT STUDENTS: “Know your AP style. It’s always important and if you don’t know it, you look like a rookie. Learn to adapt quickly to changes within your field and be a pioneer. Know your target audiences and how to communicate to them and with them.”

Anish Shroff ’04

NEWHOUSE MAJOR: Broadcast Journalism

CURRENT POSITION: Anchor, ESPN/Broadcast Media (espn.go.com).

CHANGES IN THE INDUSTRY SINCE GRADUATION: “Digital media has blurred the lines between print, radio, and television. Convergence is no longer a trend, but the norm.”

MOST IMPORTANT SKILLS USED TODAY: “Technical skills. This means control room knowledge as well as audio, lighting, camera set-up... in short, a solid technical foundation from start to finish.”

FAVORITE MEMORY OF NEWHOUSE: “My time at WAER. It was the ultimate creative outlet for students interested in sports broadcasting. I proudly served as sports director from 2003-04 and was lucky enough to call Big East football games at the Orange Bowl (Miami) and Lane Stadium (Virginia Tech). I also handled play-by-play duties for the basketball team’s run to the Sweet 16. I’m most proud of my work on a three-part feature on Wilmeth Sidat-Singh I produced for Black History Month.”


Blake Stilwell ’08

NEWHOUSE MAJOR: Television-Radio-Film

CURRENT POSITION: Multimedia technician at the White House Communications Agency in Washington, D.C. Stilwell is responsible for receiving all events from the executive office of the president, including open press, closed press, and off-the-record events via fiber optic, satellite, Comrex, etc. Everything available on www.whitehouse.gov streams from the master control broadcast facility where he works.

CHANGES IN THE INDUSTRY SINCE GRADUATION: “Media convergence: All forms of media must have a web presence and include audio, video, and still imagery. And social media, which gives everyone a voice. This convergence means that media must be available via any channel the public might want to use, and be available quickly. Is this a good thing? Or are we sacrificing quality for expediency? That remains to be seen.”

MOST IMPORTANT SKILLS USED TODAY: “Technical skills. This means control room knowledge as well as audio, lighting, camera set-up... in short, a solid technical foundation from start to finish.”

FAVORITE MEMORY OF NEWHOUSE: “My time at Newhouse was among the best times of my life. I attribute that to the tight-knit group in TRF (Television-Radio-Film), a link that continues today.”

ADVICE FOR CURRENT STUDENTS: “Total immersion: Be a TA, help in the edit suites, tutor someone, take an extra class, talk to your professors. In fact, if you’re a Newhouse student who gets eight hours of sleep a night, you’re not doing it right.”
Annie Tonsiengsom G’98
NEWHOUSE MAJOR: Television-Radio-Film
CURRENT POSITION: Freelance video producer (noodleproductions.com/vault) and owner of Actual Industries (www.actualindustries.com), a video production company based in Portland. Clients have included the Food Network, American Public Television, and Nike.

CHANGES IN THE INDUSTRY SINCE GRADUATION: “User-generated video content sites, like YouTube or Vimeo, have changed how people watch and access video content. With deregulation, convergence has really come full circle where the companies providing Internet and cable access have merged with creators of content for film, broadcast, and cable. Vast technological changes have opened the doors of content creation. Now everyone can do it.”

MOST IMPORTANT SKILLS USED TODAY: “Problem-solving—both technical and logistical. You must pay attention to every detail and plan ahead to the very end.”

FAVORITE MEMORY OF NEWHOUSE: “Hanging out in the edit suites and working into the wee hours on video projects. And, oh yes, meeting my husband on the first day of school.”

ADVICE FOR CURRENT STUDENTS: “Enjoy and learn as much as you can at Newhouse. Now is the time to experiment and explore—when someone isn’t paying you a salary or an hourly wage to create or deliver something.”

Carl Yost G’07
NEWHOUSE MAJOR: Arts Journalism
CURRENT POSITION: Publicity and communications coordinator for the New York City architecture/interior design firm Gabellini Sheppard Associates. He is also a freelance journalist, having written for Forbes.com, Architect’s Newspaper, eOculus, and several specialty architecture magazines.

CHANGES IN THE INDUSTRY SINCE GRADUATION: “The continued ascendancy of the web and social media, and the ongoing, often ill-conceived, attempts by businesses and organizations to profit from it—or survive in the face of it.”

MOST IMPORTANT SKILL USED TODAY: “Graphic design has been crucial in my day-to-day work. Not only do I work in InDesign on an almost daily basis, along with some Photoshop and Illustrator, but I have to be conversant in how architects understand the world visually. I also need a broad knowledge of history and current events in my field, so I am constantly reading and absorbing new information.”

FAVORITE MEMORY OF NEWHOUSE: “The Goldring program’s winter break ‘New York Immersion’ tour. We met with prominent editors and journalists in our fields, attended multiple performances and museums daily, and ate at some of the best restaurants in the city.”

ADVICE FOR CURRENT STUDENTS: “Become as knowledgeable as possible in new media and graphic design, even (or especially) if you’re ‘just’ a journalist.”

Wendy S. Loughlin and Christy Perry contributed to this story.

And this is just the tip of the iceberg...

Do you know someone who should be included in the Newhouse Young Alumni Gallery? If so, e-mail the person’s name, and the reasons why you think he or she should be included, to wsloughl@syr.edu. Nominees must have earned a degree from the Newhouse School within the last 15 years.
Patrice Innocenti, a senior broadcast journalism student in the Newhouse School, recognizes the importance of students from around the world engaging with one another in today’s global community.

Innocenti is the creator and editor in chief of The World on Campus (WONC), a web site where college students can “globalsize”—Innocenti holds the trademark to that term—by participating in open communications across cultural, political, and religious borders. “I’ve always had an interest in grabbing a younger demographic,” says Innocenti. “College students have such interesting opinions. It’s important to reach out and give them a venue for their voices to be heard.”

After signing up for a free account on WONC (www.theworldoncampus.com), any interested college student can write editorials on “WONC Place,” post videos on “WONC TV,” and leave audio voicemail message posts through a toll-free number. Innocenti periodically solicits contributing writers from other countries, but due to natural interest from students, she doesn’t solicit often. Popular topics on WONC’s site include Japanese fashion, the global economy, entertainment, Hollywood/Bollywood, and college sports. In addition to Newhouse students, contributors come from France, Switzerland, Lebanon, Japan, and India.

As the editor in chief, Innocenti says, she updates and monitors WONC daily, using the skills she has learned at Newhouse—especially media filtering, which helps her find useful and substantial content for WONC. She also is looking for ways to use new media on WONC. Soon, students will be able to upload video or audio directly to the site through an “Instant Reporter” iPhone application that she created.

The summer before her freshman year at Newhouse, Innocenti interned with MSNBC, where she created a news segment titled “On Campus.” The segment gave college and university students across the nation the opportunity to share their opinions on breaking news during live broadcasts via their schools’ satellite-equipped studios. “On Campus” ran for two years but was discontinued in 2008 due to budget cuts. Innocenti continued to promote the concept and created WONC through personal funding and grants.

While they have their similarities, WONC is more international than “On Campus.” “Everything is going global,” Innocenti says. “We are the generation that is undergoing this big transition. It’s important to hear from people other than the news correspondents and analysts in the media. It’s vital to hear from this untapped next generation.”

Innocenti plans to continue her work on WONC after graduation and hopes to eventually expand it to include high school contributors. “There’s nothing like WONC out there,” she says.

Nicole Krestos is a graduate student in public relations.
According to UNICEF, the gap between girls and boys who complete their primary education worldwide is more than 10 percent, with boys more likely to finish school. Three students in the Newhouse School are hoping to help close the gap through their work with She's the First, a nonprofit media campaign and network established to promote education for girls and young women in developing countries.

She's the First, created in 2009 by Tammy Tibbets, a digital media editor for Hearst Corporation, promotes the importance of educating girls worldwide. The project's web site at www.shesthefirst.org serves as an aggregator for schools that support education for girls and are in need of funding, and the campaign connects college women with these girls and schools for sponsorship. The project also allows for networking between the schools through monthly discussion groups on Ning, an online networking site.

Newhouse student Christen Brandt met Tibbetts at the 2007 MATRIX Awards, and they remained in contact. When Brandt learned about Tibbetts’ vision for She's the First, they teamed up, and Brandt brought fellow Newhouse students Rachel Datello and Chelsea Orcutt on board as well.

They are working with Tibbetts to pilot the program at Syracuse University, and eventually develop an action plan for women from other colleges and universities to use when implementing She's the First on their campuses.

Brandt, a junior magazine journalism major, serves as director of She's the First, working closely with Tibbetts to edit all the organization’s materials and oversee brand marketing. “All the schools face the same problems when it comes to educating girls,” Brandt says. “In many cultures, it is the girl’s job to do the farming and take care of the home. By providing girls the means to attend school, there is no financial burden on the family. Ultimately, the family is much more likely to allow the girl to get an education—an education that will break the cycle, as an educated woman is more likely to educate her own daughters.”

Orcutt, a first-year student in public relations, serves as campus outreach coordinator for She's the First in Syracuse. Orcutt is responsible for establishing relationships with campus organizations to help promote She's the First and get college women involved.

Datello, a junior in the television-radio-film program, is the media producer for She's the First. She writes, directs, produces, and edits public service announcements for the She's the First campaign. She and the other students agree the project has given them valuable hands-on experience. “The work I am doing is similar to the work I will do in my career,” Datello says. “We are truly applying the skills we've learned in the classroom to our work with She's the First.”

For more information about She's the First, contact Brandt at christen@shesthefirst.org.

Nicole Krestos is a graduate student in public relations.
ALEXIA WINNER: ‘GROWING UP GIRL’

BY CAROL L. BOLL

When Juliette Lynch ’10, a Newhouse photojournalism major, decided to enter the 2010 Alexia Foundation Photojournalism Competition, she crafted a proposal that would focus her story-telling lens on the kinds of issues she herself has faced as a young woman in today’s culture.

That proposal, “Growing Up Girl: Females in Our Society,” earned Lynch first place among student entrants during the two-day Alexia Photojournalism Competition and Seminar hosted by the Newhouse School February 19-20. A total of 54 students from around the world competed this year, each submitting a portfolio and proposal reflecting the foundation’s broad goal of fostering peace and cultural understanding. For her first-place finish, Lynch won a full-tuition scholarship to study photojournalism at Syracuse University in London next fall and a $1,000 cash grant to continue what she began last fall: visually documenting the day-to-day lives of six high school seniors from her affluent hometown of Skaneateles, New York. As her winning proposal puts it:

“They are the popular clique in the graduating class and, as one of them said, are ‘at the top of the food chain.’ With wealth, beauty, and age working in their favor, no one would suspect a darker culture in which these high school students grapple with issues related to suicide, depression, betrayal, and absent parents.”

“This subject matter is very close to my heart,” Lynch says of her win. “I grew up in a small community and understand the issues that young women face. I hope this project increases awareness of the difficulties and pressures they face as they grow up and that it stresses the influence both parents and peers have on their developing identity and self worth.”

This year marked the 20th anniversary of the competition and seminar, established by Peter and Aphrodite Tsairis to honor the memory of their daughter, Alexia, who died in the terrorist bombing of Pan Am Flight 103 in 1988. Alexia was a photojournalism student at Newhouse at the time of her death. The competition awards tuition and grants to five undergraduate winners—Alexia Scholars—and a cash grant to one winner in the professional photographer category. In addition to Lynch, student winners this year included second-place winner Muhammad Murtada, a student at Pathshala, the South Asian Institute of Photography, who won a half-tuition scholarship to study photojournalism at SU in London and a $500 cash grant; and Award of Excellence honorees Ryan Henriksen and Diego James Robles, both seniors at Ohio University, and Cody Duty, a senior at Western Kentucky University, each of whom received a $1,600 scholarship toward photojournalism study in London and a $500 cash grant for their proposals.

Louie Palu, a Washington, D.C.-based documentary photographer who won the professional category, received a $15,000 grant for his proposal to document Kandahar, Afghanistan, birthplace of the Taliban.

For just the second time in the competition’s history, judges also selected a second winner in the professional category, A.K.M. Shehab Uddin, who received $7,500 for his proposal to document “pavement dwellers” in Dhaka, Bangladesh.

David Sutherland, Alexia Tsairis Endowed Chair in Documentary Photography at Newhouse and host for the event, says this was the strongest year yet in terms of proposals. “It doesn’t matter how good the pictures are if the proposal is no good,” he says. “They won’t win. They really need to write proposals that sound valid and that meet the goals of the Alexia Foundation.”

Beyond the obvious benefits to the award winners, the competition/seminar also provides a powerful learning opportunity to Newhouse students and other attendees, Sutherland says. “The seminar is a great way for students to get information and advice from top professionals,” he says. “And in the competition, the judges will talk about the different entries—why they’re keeping one in and taking another out. There’s a world of information about good pictures, about what makes this picture better than that picture, what makes this proposal better than that proposal.”

Judges this year were Pamela Chen ’05, an award-winning producer, photographer, and composer who manages photography and multimedia for the Open Society Institute; Tom Kennedy, an internationally known visual journalist and former director of photography for National Geographic magazine; and Patty Reksten, director of photography for The Oregonian. Chen and Kennedy also served as keynote speakers.

For more information on the Alexia Foundation or to view the award-winners’ proposals and portfolios, go to www.alexiafoundation.org.
The Stand —
online and now in print

BY NICOLE KRESTOS

Syracuse University students and faculty and residents of Syracuse’s South Side celebrated the inaugural print issue of The Stand at a launch party last February at the South Side Innovation Center in Syracuse.

The Stand, a community newspaper created through a collaboration of SU students and faculty with South Side residents, first launched as a web-based publication last summer at mysouthsidestand.com. Steve Davis, associate professor and chair of the Newhouse School’s newspaper journalism department, developed the original concept for the project and has been the driving force behind it.

He was excited to see the print edition go to press. “The Stand has been a labor of several years,” he says. “While the web site has been around for awhile, there is still nothing like the thrill of holding a new newspaper in your hand. It’s very tangible, very real, and very satisfying.”

Ashley Hanry, director of The Stand, says the launch party was an opportunity for the publication’s board members and staff to meet with, and discuss, the publication with community members. Hanry is a 2004 graduate of the Newhouse School and currently a graduate student in SU’s School of Education.

The Stand is part of SU’s South Side Initiative, which supports University-community projects that contribute to the revitalization of the South Side, an economically struggling community located directly west of the University.

For more information, contact Hanry at ashley@mysouthsidestand.com.

Nicole Krestos is a graduate student in public relations.

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CARRYING THE TORCH

Newhouse alumna has worked on three Olympics, looks to 2012

BY CHRISTY PERRY

Her life before Newhouse was spent largely at ice rinks. Her life after Newhouse—pretty much the same deal. Before she came to SU, Alexa Ainsworth ’07 was a nationally ranked figure skater. She now uses her intimate knowledge of the sport as an Olympics producer and researcher. The 2010 Vancouver Games marked her third time working for NBC Olympics.

“In Vancouver, I was the field producer for the figure skating practice venues—arranging camera schedules and doing my own shooting on an HDVCam,” she says. “During the competition, I worked in the tape truck, helping to identify jumps for replays.”

Her Olympics experience began in 2006, when she landed an NBC Winter Olympics internship in Torino, Italy. Ainsworth says that experience launched her sports production/researching career. “The Torino internship through Newhouse truly set me up for some great experiences and allowed me to do what I love,” she says.

From there, she worked freelance for USA Network and ESPN. Her production work on ice skating events took her around the world—Canada, France, Japan, and South Korea. In 2008, she was back with NBC as an Olympics sports desk production assistant during the Summer Games in Beijing.

Her 2010 Olympics job in Vancouver reunited Ainsworth with colleagues who remembered her as a college student. “It was amazing to work a second Olympic Winter Games with the same crew that I interned with four years ago and see how far I have progressed from cappuccino maker to field producer/tape assistant/researcher,” she jokes.

She marvels at how many Newhouse grads she has encountered in the past three years. “A highlight of my job is meeting Syracuse alums at nearly every event I have worked,” she says.

Though she has worked primarily for NBC the past three years, Ainsworth is technically still a freelancer. Her post-Winter Olympics plans include returning to the freelance production pool, cheering for SU basketball, and planning for the 2012 London Games.
Lessons from Lico
CABLEready president Gary Lico G’76 gives back

BY NICOLE KRESTOS

When Gary Lico G’76 remembers his time as a television-radio-film graduate student at the Newhouse School, what stands out most are the Newhouse alumni who helped him get to where he is today. “Those alumni gave back to Newhouse by educating and inspiring students about their chosen field,” Lico says. “In my own small way, I always knew I wanted to do the same.”

Lico, who is president and CEO of CABLEready, an independent program representation and production development firm, is an active and supportive Newhouse alumnus. In addition to serving on the Newhouse Advisory Board, Lico sponsors Newhouse’s annual CABLEready Industry Seminar in New York City. “Gary has been a good and generous friend to Newhouse in many ways,” says Newhouse development director Ed Gorham. “His underwriting of this trip is one more example.”

The week-long CABLEready Industry Seminar is an educational trip with networking benefits for graduate students in the television-radio-film department. Students meet with professionals from all areas of the industry, including writing, directing, sales, and marketing. The trip includes panel discussions and presentations by Newhouse alumni, networking mixers, and facility tours of major television networks and show sets. Students are required to write a paper on their experience.

Gorham coordinates the seminar and travels with the students. “I try to make sure that Gary is the first seminar presenter. His knowledge and enthusiasm really set the tone for the entire week,” Gorham says. “He is a great example of what industry smarts and an entrepreneurial spirit can do. Not only is he helping our students by underwriting this seminar, but also, you get the sense that he would do anything for a Newhouse student.”

Lico hopes that students learn to be flexible and open to the different components of the industry. “Thanks to the opportunities I was given at Newhouse, I realized the industry was far bigger than I had imagined,” he says. “There are so many avenues to pursue in television—sales, marketing, writing, etc.—it’s important for students to keep an open mind.”

Lico hopes the students also learn the importance of networking. “Alumni spend time helping students in the hopes that one day those students will pay it forward, and help future students, too,” he says.

“Newhouse is a wonderful school. The enthusiasm and dedication of the teachers and students have given Newhouse its reputation. No student should lose sight of that.”

CABLEready was named one of the country’s 5,000 fastest growing private companies and the highest ranked TV programming company by Inc. magazine in 2007, 2008, and 2009.

Lico lives in Connecticut with his wife, Annette Bergh, and their two sons.

Nicole Krestos is a graduate student in public relations.

The M.O.B. Conference: Monetizing Online Business
A different kind of media conference

June 24-25
New York City

Are you moving more of your business online but making less money? Join the club! Monetizing online media is the single biggest challenge faced by communications companies today, whether they create content, distribute it, or advertise it. Few models have emerged to help media companies maintain their revenues, much less increase them. While countless past conferences have grappled with this issue, the focus has been on ways to induce traditional, nearly obsolete business models to work online. The Newhouse School’s M.O.B. Conference takes a different approach, focusing instead on ways to formulate entirely new, successful media business models based on the realities of 21st century media use.

For more information or to register: mobconference.syr.edu
Three Announce Retirements

Three professors whose combined tenure at the Newhouse School spans more than 35 years have announced their retirements after the 2023-2024 academic year. Retiring are Nancy Sharp, professor of newspaper journalism; Bud Carey, professor of practice in television-radio-film and media management; and George Comstock, S.I. Newhouse Professor and a faculty member in television-radio-film and mass communications.

Nancy Sharp came to Newhouse in 1976 after working as a newspaper reporter for more than a decade, including five years in California at The Oakland Tribune. Initially an adjunct, she became a full-time assistant professor in 1980 and from 1994 to 2007, served as the school’s first assistant dean for graduate and professional studies, in which she oversaw the development of a new master’s program. She also has directed the Leaders in Communications Lecture Series since 2000 and the Newhouse Fellows Program since 1993, the year she was promoted to full professor. That program, funded by Donald Newhouse, annually awards two minority journalism graduate students full scholarships, internships, and one-year full-time jobs in the media. For the last 15 years, she also has led the academic procession as mace bearer for University commencement exercises.

Sharp says the students have been the most rewarding aspect of her work. “It’s one thing to figure out how to write your own stories,” she says, “but to try to pull out the talents and skills of other people—without trying to make them write like you write—is really challenging and fun.” The minority journalism fellowship program, which she founded, has been another highlight. “I’ve been running it for 35 years, and seeing the great work that the students go on to do is really wonderful,” she says.


The idea for the book dates back to the early 1980s, when her mother, recuperating after surgery for a broken hip, found relief through chiropractic treatments. “I feel this is an important contribution I can make,” Sharp says of the book. “I’ve got something to say here, and I’m excited about finally having the time to get my message out.”

Bud Carey joined the Newhouse faculty in 1999 after a 35-year career in high-level media management. He came to Newhouse from a position as vice president and general manager at WNBC-TV in New York City. Prior positions include president of several TV stations for Times Mirror Broadcasting; vice president and general manager for WHRG-TV in New York City; and vice president, corporate staff, for CBS in New York City.

His move to Newhouse, he says, was prompted by a call from then Dean David Rubin. “I was looking for something new and different when David called and asked if I would be interested in considering a teaching position,” he says. “I came up here, met with David, and taught a few classes, and in one weekend I took the job and bought a house.” The transition, he says, was easy. “My concentration has been on teaching, and the school has been very supportive of that. They custom designed a job where I could succeed.” In addition to his teaching, he has served as coordinator of the master’s degree program in media management, offered jointly by the Newhouse School and S.I.’s Martin I. Whitman School of Management.

Carey, who has no immediate plans in retirement, says his favorite part of his work at Newhouse has been the day-to-day interactions with students and the occasional notes of gratitude he gets long after they leave. “Sometimes, six years after they graduate, I’ll get an e-mail saying ‘Thank you,’” he says. “They realize the importance of what I was trying to teach them. And for them to take the time out of their lives at that point to send me that kind of feedback—that’s most gratifying.”

George Comstock came to Newhouse as a professor in 1977 after several previous jobs, including working as a reporter for the San Francisco Examiner and as a research director for the Peace Corps in Bogota, Colombia. From 1986 to 1991, he directed the doctoral program at Newhouse.

He left S.U. in 1991 to serve as chair of the Department of Journalism and Communication at the Chinese University of Hong Kong and returned to Newhouse two years later. He was named S.I. Newhouse Professor—an endowed chair position—in 1993.

Over the course of his career, Comstock has established himself as an expert on the effects of television on children and served as science advisor to the Surgeon General’s Scientific Advisory Committee on Television and Social Behavior that issued the 1972 federal report, “Television and Growing Up: The Impact of Televised Violence.”

Comstock has presented at conferences worldwide, including the 1992 symposium “Twenty Years Later: The Legacy of the Surgeon General’s Inquiry into Television Violence” and several annual conferences of the World Media Association. A prolific writer, Comstock has authored or co-authored 20 books, including the 1991 Television and the American Child and, more recently, Television: What’s On, What’s Watching, and What It Means. And more than 75 book chapters, journal articles, and reports. His books have won awards from Psychology Today, Media and Values, and Journalism and Mass Communication Quarterly magazines.
Newhouse welcomed several guest speakers this year. Here are some of the highlights.

The following panelists took part in Newhouse’s Carnegie Legal Reporting Symposium:

- **Raquel Asa**, reporter and weekend anchor for WIXT-TV in Syracuse and a graduate student in the broadcast journalism program
- **Bill Bastone**, editor of the Smoking Gun
- **Midwin Charles**, lawyer, writer, and TV legal affairs commentator
- **Sanjay K. Chhablani**, associate professor in SU’s College of Law
- **Deborah Denno**, professor of law at Fordham University
- **Mike Graczyk**, reporter in the Houston bureau of the Associated Press
- **Stan Linhorst**, senior managing editor of The Post-Standard in Syracuse

Also participating was Robert Thompson, professor of television-radio-film and director of the Bleier Center for Television and Popular Culture in the Newhouse School.

- **Scott Anger**
  Director of video for The Los Angeles Times
- **Pete Blackshaw**
  Executive vice president of digital strategic services for Nielsen
- **Lydia Cacho**
  Mexican journalist and human rights activist who received the Tully Award for Free Speech (see story pg. 5)
- **Kristin Carlson ’99** and **Lee Zurik ’96**
  TV news reporters and recent recipients of the prestigious Alfred I. duPont-Columbia University Award
- **Pamela Chen ’05** and **Tom Kennedy**
  Keynote speakers for the 20th annual Alexia Photojournalism Seminar (see story pg. 20)
- **Nicholas Christakis, M.D.**
  Internist and social scientist at Harvard University
- **Donny Deutsch**
  Television host and chairman of Deutsch Inc.
- **Amanda Johnson G’05**
  Associate producer for NBC Nightly News
- **Will Kussel**
  Former president and chief brand officer of Dunkin’ Donuts Worldwide
- **Chris Lee ’08**
  Account executive for Edelman Digital
- **William May**
  Director of the Office of Innovative Engagement, U.S. Department of State
- **Ted Meyer ’95**
  Director and head of communications for Deutsche Bank
- **Brian Mulaney**
  Co-founder and president of Smile Train
- **Rob Norman**
  CEO of Group M
- **Tony Renda ’95**
  CEO of Velocity Radio Management who served as keynote speaker for the Future of Radio conference held at Newhouse with co-sponsor WJZ
- **Steve Rubel**
  Senior vice president and director of insights for Edelman Digital
- **Scott Sanders**
  Film director and screenwriter who came to Newhouse to take part in the ninth annual Conversation on Race and Entertainment Media
- **Michelle Singletary**
  Nationally syndicated columnist for The Washington Post
- **Federico Subervi**
  Director of the Center for the Study of Latino Media & Markets at Texas State University-San Marcos
- **Chuck Thompson**
  Author of To Hellholes and Back and Smile When You’re Lying and former features editor for Maxim
- **Cynthia Tucker**
  Pulitzer Prize-winning syndicated columnist
- **Emil Wilbekin**
  Managing editor of Essence.com
- **Derek Willis**
  Newsroom developer for The New York Times
605

**Susan Holaday ’60** is editor and publisher of Foodservice East, a publication for the Northeast food service industry. She also freelances for *FoodService Director* magazine; *Foodservice Equipment & Supplies*; and *Nation’s Restaurant News*.

**John A. Lovelace G’64** received the 2009 Lifetime Achievement Award from the Dallas chapter of the Religion Communications Council. He retired in 1999 as editor of the *United Methodist Reporter* weekly newspaper.

**Thomas Fensch G’77** is the author of *Essential Elements of Steinbeck and Behind Islands in the Stream: Hemingway, Cuba, the FBI and the crook factory*. He has written 29 nonfiction books.

**Brent Marchant ’78** is a featured contributor for arts and entertainment for *VividLife* magazine and the author of *Get the Picture: Conscious Creation Goes to the Movies*.

**Linda Di Meglio ’79** is the senior director of sales and marketing at the Los Angeles Convention Center.

**Harris Nydick ’84** is a co-founding partner and managing member of CFS Investment Advisory Services L.L.C. in Totowa, N.J. He served as a featured presenter at the 14th annual TD Ameritrade Institutional Conference in Orlando, Fla., last February.

**Genie Abrams ’70, G’71** is the author of the novel *Louey Levy’s Greatest Catch*.

**Betty Marmon G’73** is vice president of development and external affairs for Inglis Foundation. She was formerly director of philanthropic initiatives for the Philadelphia Museum of Art.

**Donna (Hagemann) Donovan ’74** recently completed a two-year term as president of the New York Newspaper Publishers Association and was elected secretary of the New York Newspapers Foundation and a member of the board of directors of the New York Press Association. She is president and publisher of the *Observer-Dispatch* and uticaod.com in Utica, N.Y.

**Ray Martino G’75** is a partner at Martino Flynn, where he heads the administrative and public relations groups.

**Tom Coffey ’80** is the author of *Blood Alley*, his third detective novel.

**Laurie McLean G’80** is a literary agent with the Larsen Pomada Literary Agency in northern California. She joined the agency following 20 years as CEO of a Silicon Valley public relations agency.

**Bruce Bertrand ’82** produced “The Making of Adversity Conquered,” a visual fantasy film/music video that debuted at the Local Filmmaker Showcase in Old Bridge-Sayreville, N.J.

**Ken Kerbs ’82** is a cameraman and broadcast technician at CBS News/Newspath in New York. In 2008, he produced and directed a nine-part television series for Germany’s n-TV titled *70 Days Around The World with Markus Koch*.

**Lee Nelson ’84** has anchored WCSH-TV’s *The Morning Report*, Maine’s top morning newscast, for 20 years.

**Edward Hanapole ’92** is the chief information officer at Kaplan Inc. in Fort Lauderdale, Fla.

**Sue Murphy ’94** is vice president of Coyne Public Relations’ toy and juvenile product division.

**Mike Vaccaro ’95** is the assistant director of marketing and the radio voice of the UNC-Wilmington Seahawks basketball and baseball teams. He also manages the broadcast consulting business Broadcast Like a Champ.
Lee Zurik ’96 was part of a team from WWL-TV in New Orleans that won the Alfred I. duPont-Columbia University Award for an investigation into the New Orleans Affordable Housing Program. Zurik is currently chief investigative reporter for Fox 8 News in New Orleans.

Joe Bednar ’97, G’00 is director of product marketing and entertainment information with Tribune Media Services, a division of the Tribune Company.

Craig Sender ’97 and Sharon Forman Sender (A&S ’97) welcomed their second child, Caleb James, who joins big sister Hannah. He is the senior public relations manager at Copyright Clearance Center in Danvers, Mass.

Dennis Crowley ’98 is the co-founder of foursquare, a service that mixes social, locative, and gaming elements to encourage people to explore cities. He was the founder of dodgeball.com, one of the first mobile social services in the U.S., which was acquired by Google in 2005. He was named one of the “Top 35 Innovators Under 35” by MIT’s Technology Review magazine (2005), and his work has appeared in The New York Times, The Wall Street Journal, Wired, Time, Newsweek, and on MTV, Slashdot, and NBC.

Carissa Potenza ’98 recently co-produced Owning the Weather, a documentary film examining weather modification, geo-engineering, and man’s contributions to climate change. The film was shown as part of the 2009 U.N. Climate Conference in Copenhagen, Denmark, and is an official selection of a number of film festivals around the world.

Sari Roth Hitchens ’99 and her husband, Charlie, celebrated the birth of their daughter, Sydney Alexis, in November. She is a line/segment producer at MSNBC.

Kristin (Carlson) Ridge ’99, senior political reporter with WCAX-TV in Burlington, Vt., was part of a team that received the Alfred I. duPont-Columbia University Award for a series called “Foreigners on the Farm,” which examined the use of migrant workers on Vermont dairy farms.

Christian DeBonville ’00 and Lisa Kim DeBonville ’00 welcomed their first child, Sophie Kim, on February 20. He works for ESPN, and she works for the Disney Channel.

Marc Thaler ’00 is a sports reporter for the New Hampshire Union Leader and New Hampshire Sunday News.

Colleen A. Wilber ’00, vice president of media relations at America’s Promise Alliance, was recently recognized by PRNews as one of the nation’s top media relations professionals of 2009, and was chosen as one of three finalists for the coveted PR People of the Year Awards.

Michael Jones ’02 is an editor at Change.org. He is the former communications director for the Human Rights Program at Harvard Law School as well as the former director of communications for Pax Christi USA. He is also a sketch comedy writer.

Justine Waldman ’03 is a reporter for WCAU-TV in Philadelphia.

Amanda Rae Busch ’04 is chair of the 2010 steering committee for the Berkshire Chamber of Commerce’s Berkshire Young Professionals. She is senior editor of Berkshire Living and writes about food, wellness, lifestyle, culture, and personalities.

Brian McClintock ’05 is the editorial and marketing director for Go Sportn Inc., which recently launched its first web site, GoFISHn.com.

Matt Rednor ’05 is chief strategist for Cunning New York.

David Brewer ’06 is director of Bravo program planning at NBC Universal.

Steve Freeman ’06 is co-author of “Above the Fold: As Print Declines, Rethink Your Media Relations Strategy,” published in Communication World magazine.

Jill Zimmerman ’06, G’07 is director of marketing and communications at MedTech, a regional trade association for Upstate New York.

Lorae French ’07 writes for the New York Songwriters Circle’s web site.

Lucas Novak G’07 was featured as part of the LA-Artist Documentary Project, a collaborative new media project examining artists in the Los Angeles area.

Masanori Takaya G’07 is the media manager at International Triathlon Union, an international sports federation governing the Olympic Program sport of triathlon and related multi-sports disciplines.

Geordie Wood ’07 is a freelance photographer based in Brooklyn, N.Y.

Andrea Harding ’08 is a development coordinator for SpikeTV.
Marielle Messing ’08 is an editorial assistant at Prevention Books.

Elizabeth Narins ’08 is an associate editor at Studio One Networks.

Julianne Pepitone ’08 is an associate web producer and writer for CNNMoney.com.

Blake Stilwell G’08 is a senior multimedia technician at the White House Communications Agency.

Victoria Trusskey ’08 is a marketing and communications specialist at Arc of Onondaga, a provider of services to people with developmental disabilities in Onondaga County, N.Y.

Kaitlin Ahern ’09 is an assistant editor with Davler Media Group in New York City.

Lauren Bertolini ’09 is the social media editor for NBC Universal.

Stephanie Berzinski G’09 is a reporter at KAMC-TV 28 in Lubbock, Texas.

Erin Buksbaum ’09 is the director of marketing and a copywriter for a web site development and design company.

Angela Cave ’09 is a staff writer with The Evangelist newspaper in Albany, N.Y.

Justin Cohen ’09 is an associate with Ogilvy & Mather. He will explore critical areas of advertising during the company’s 12-month rotational program.

Andrew Friedman ’09 is an assistant at the Los Angeles-based music management company Monotone Inc.

Amanda Gaynor ’09 is a junior account executive at KB Network News in New York City.

Brian Jones ’09 is a member of the CBS College Sports channel’s research team.

Cathy Kisakye ’09 is a script coordinator for the CW’s Melrose Place.

Helen Koutsourades ’09 is an assistant publicist at Press Here Publicity, a boutique entertainment publicity firm in New York City.

Megan Lange ’09 is a spring intern at MediaStorm.

Catherine Long ’09 is a broadcast account coordinator at GroupM in New York City.

Heather Mayer ’09 is a health reporter at Dotmed.com.

Shannon McLoughlin ’09 is a client staff assistant for technology at Burson-Marsteller in Boston.

Lee Meltzer ’09 writes a blog, The Mind of The Meltz (leemeltzer.blogspot.com).

Jamie Munks ’09 is an education reporter for the Watertown Daily Times in Watertown, N.Y.

Jessica Nahmias G’09 writes a blog, Fashion and Culture (fashionyourculture.blogspot.com), covering the arts and entertainment from a critical and contemplative point of view.

Krysti Sabins ’09 is a freelance photographer in the New York City area.

Alysia Satchel ’09 is working as a news associate at WKYC-TV in Cleveland.

IN MEMORIAM

Chris Gauthier ’94 passed away on January 7 after a long battle with cancer. He was a senior marketing manager for Fidelity Investments in Providence and Boston, and had written for his hometown paper, the Pawtucket Times.
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