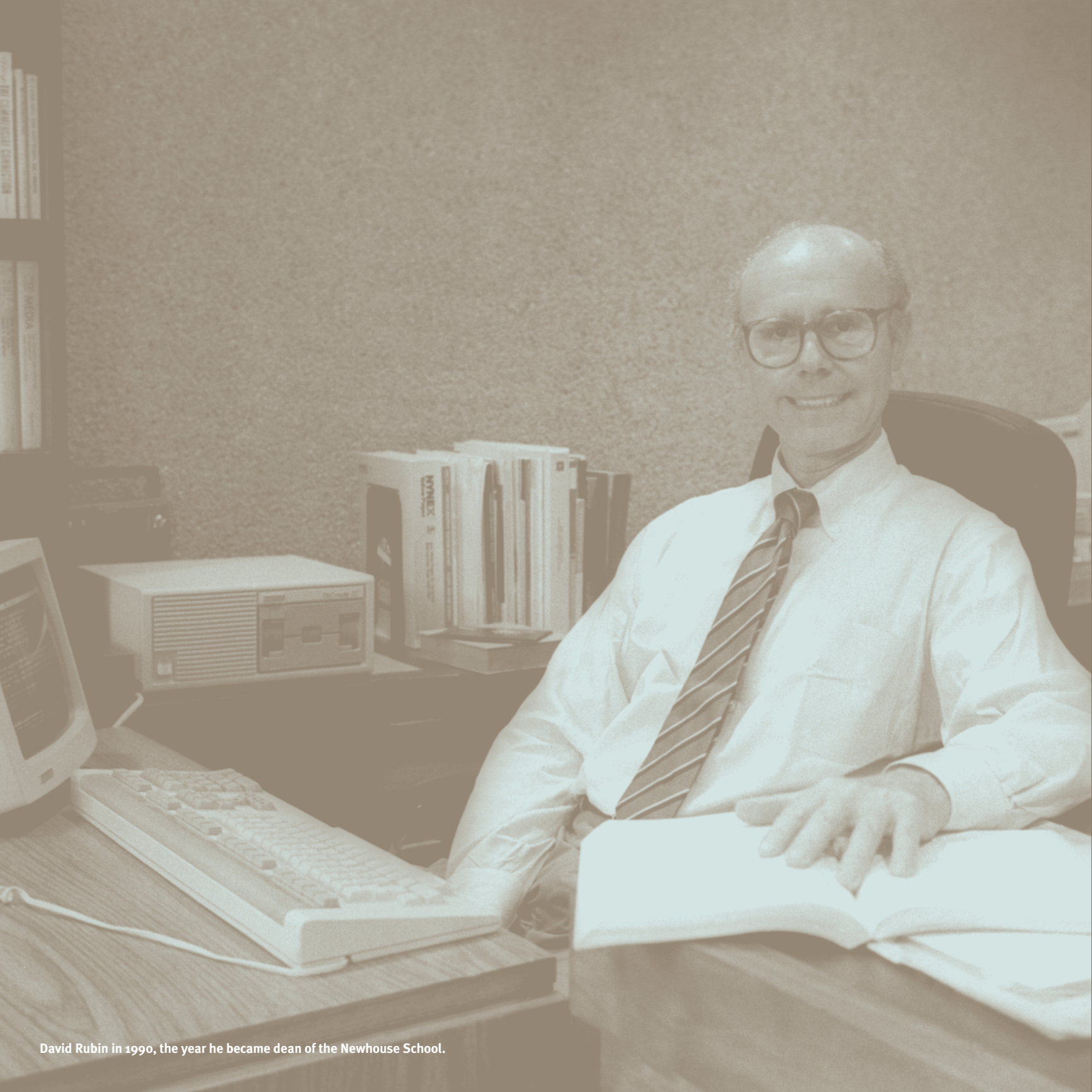


NEWHOUSE NETWORK

SYRACUSE UNIVERSITY S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS SPRING 2008 VOL. 20 NO. 2





David Rubin in 1990, the year he became dean of the Newhouse School.

NEWHOUSE NETWORK

SYRACUSE UNIVERSITY S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS SPRING 2008 VOL. 20 NO. 2

Dean

David M. Rubin

Executive Editor

Wendy S. Loughlin G'95

Editor

Carol L. Boll

Contributors

Jaime Winne Alvarez '02

Jim Baxter G'07, G'08

Aleta Burchyski G'08

Kathleen Haley '92

Ashley Harry '04

Larry Kramer '72

David Marc

Jac'leen Smith G'08

Amy Speech

Photography

Steve Sartori

Wendy S. Loughlin G'95

Tony Golden

Graphic Design

Elizabeth Percival

Assistant Dean of External Relations

Lynn A. Vanderhoek '89

Office of External Relations

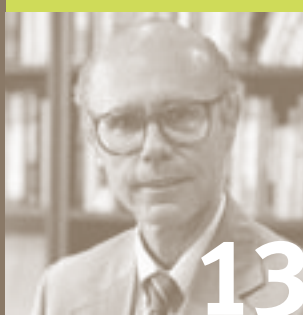
315-443-5711

Web Site

newhouse.syr.edu

On the cover:

Dean David Rubin



IN THIS ISSUE:

Dean's Column	2
New Dean Named	4
Mirror Awards	5
Newhouse at Beijing	6
Student Protesters Remembered	7
Primary Coverage	8
Tully Award for Free Speech	8
Learning by Doing	9
New/Retiring Faculty	10
Student Ambassadors	11
I-3 Center	12
A Tribute to David Rubin	13
Faculty Briefs	16
Student News	17
Howard '80 and Gail Campbell Woolley '79	18
Eric Bress '92	19
Reflections from a Trailblazer	20
In Memoriam: Fred Dressler '63	21
Newhouse Challenge	21
Newspaper Design Awards	22
Class Notes	23



DEAN'S COLUMN

In the spring and summer of 1990, once I knew I was going to serve as the dean of the Newhouse School but before I arrived on campus, I tried to find something to read that would help me function as a dean. I had a feeling I was about to enter an unusual world, and I wanted to be ready. Unfortunately, nothing I read really prepared me for this job. There was no driver's manual for being a dean, nor is there now. But with 18 years of experience behind me, I have figured out a few things. So, with a bow to David Letterman, and in no particular order, here is a top 10 list of Rubin's Rules of the Road for Surviving as a Dean:

- 1.** Teach at least one course every semester. The students are what this job is all about. Stay in touch with them. They are your best source of information about what's really happening in the school. It's also a lot easier to lead a faculty if the faculty sees you in the classroom trenches with them. And saying, "Sorry—I have a class to teach," is the best excuse for not going to yet another meeting.
- 2.** The school is only as good as the quality of students it attracts. Make lots of time to talk to parents, high school students, college counselors, and potential graduate students. The best salesperson for the school can be the dean if the dean shows a real appetite for it.
- 3.** Follow the money. A university is, in some ways, like any other business. If you don't know the workings of your own budget, someone else will, and you won't get your fair share of resources for the school. While a strong budget director is a must, make sure you understand how your own revenues are calculated and where opportunities lie.
- 4.** You can spend an infinite amount of money on new communications technology, and the vendors are only too happy to oblige. You can also waste a lot of money on technology. Before spending anything, ask yourself how the purchase of this hardware or software, or this camera, is going to improve the quality of instruction in the school. If there isn't a clear pedagogical imperative, resist the urge, and just say no.
- 5.** In developing curriculum, keep a close eye on the media industry and the needs of employers, but don't try to make wholesale changes to the curriculum until, and unless, you are absolutely certain where the industry is headed. Changing curriculum from top to bottom is stressful on faculty and students alike. Too much change can signal indecision. But when you think you know the needs of the industry, meet them. The worst sin is not preparing our students for what they will face.



David M. Paul

6. Remember that the school is a brand and that the dean is a brand manager. To be a player on the national scene, the school must have a strong presence in New York and Los Angeles, at least. Don't be afraid to spend money on brand management, even if it is not immediately clear how that will pay off. It will.

7. Your alumni are your ace in the hole. They extend the brand every time they take a new job and perform well. They are your best spokespeople. They provide help to current students and resources for the school as a whole. Treat them very well.

8. If any student, parent, or alumnus has a problem, don't let it fester, and try not to delegate it. Solve it. Make everyone know that the school cares, and that the dean cares, too. It is amazing what some personal attention can accomplish.

9. Fund raising can be fun if you approach it with the right attitude. Friends of the school want to give if you can find the right project for them. Learn their interests. Determine what would make them happy. Then find a good match with one of the school's needs. Successful fund raising is, and must be, win-win.

10. Remember that while you report to the provost, you won't survive five minutes without the support of the faculty and the students. They are your true constituency. Treat them fairly and with respect, and give them an honest day's work.

Here is an 11th rule, for good measure.

11. Know when to get out, which for me is now. Don't overstay your welcome. The school needs new ideas, a new public face, renewed energy. In Lorraine Branham, who is joining us July 1 from the Journalism School at Texas-Austin, we have that person.

I will be spending the 2008-09 academic year on a sabbatical leave, the first of my 38-year academic career. But I will return to the faculty in 2009-2010 to teach more, to write, and to keep in touch with all of you. Thanks for being so supportive over the past 18 years. The school's success is a reflection of your success. We couldn't have done it without you.

LORRAINE BRANHAM NAMED NEWHOUSE DEAN

BY WENDY S. LOUGHLIN

Lorraine Branham, director of the School of Journalism and G.B. Dealey Regents Professor at the University of Texas at Austin, has been named dean of the Newhouse School, effective July 1. The appointment was announced in March by SU Vice Chancellor and Provost Eric F. Spina.

“I am truly honored to have been selected as the new dean of the Newhouse School, and I look forward to working with its very talented faculty, staff, and alumni to continue its extraordinary record of achievement,” said Branham at the time of the announcement. “This is a very exciting time to be joining Newhouse, and I welcome the challenge of leading one of the very best communication schools in the nation.”

Branham was chosen from among 300

nominations and 60 applicants following a seven-month nationwide search. She will succeed David M. Rubin, who steps down this spring after 18 years as dean.

“We applaud the great progress under Dean David Rubin,” said Donald E. Newhouse, president of Advance Publications, “and we welcome Lorraine Branham with high hopes that she will provide the same determined leadership to steer the school in new directions in a fast-changing media world.”

Branham joined the UT faculty in 2002 after a 25-year career as a newspaper editor, editorial writer, and reporter. She was previously the assistant to the publisher of the *Pittsburgh Post-Gazette* and senior vice president and executive editor of the *Tallahassee Democrat*, and held several positions at the *Philadelphia*

Inquirer, including associate managing editor for features. She also worked as a reporter at the *Philadelphia Tribune*; the *Courier-Post* in Cherry Hill, N.J.; the *Philadelphia Bulletin*; and the *Baltimore Sun*.

She has taught reporting and writing at Temple University and has taught in the summer program for minority journalists at the University of California, Berkeley. She has been a Hearst Visiting Professional-in-Residence at the University of Missouri, the University of Florida, and the California Polytechnic Institute in San Luis Obispo. In addition, she served as assistant managing editor for the inaugural ASNE Reporter Newspaper, the convention newspaper published by the American Society of Newspaper Editors and staffed by college journalists.



Branham twice served as a juror for the Pulitzer Prizes journalism awards and served for three years as a judge for the William Randolph Hearst Journalism Awards Program, the Pulitzer Prize of college journalism. She also has sat on the board of visitors of Florida A&M University's School of Graphic Arts and Journalism. She is a member of the Association of Educators in Journalism and Mass Communication, the American Society of Newspaper Editors, the National Association of Minority Media Executives, the National Association of Black Journalists, and the Journalism and Women Symposium (JAWS).

Branham holds a bachelor's degree in television, radio, and film from Temple University. She also attended the Women in Management Program at the University of Baltimore and the Advanced Executive Program at Northwestern University. In addition, she received a nine-month John S. Knight Fellowship to Stanford University, where she studied American foreign policy in third world countries and media management.

Her areas of interest include women in leadership, coverage of diverse communities, journalism ethics, and editorial writing.

MIRROR AWARDS TO HONOR NBC'S TIM RUSSERT, CNN/YOUTUBE JUNE 23

BY WENDY S. LOUGHLIN

The Newhouse School will once again honor the best in media industry reporting at the second annual Mirror Awards luncheon June 23 at the Rainbow Room, New York City. Five juried awards will be presented.

Acclaimed political journalist Tim Russert will receive the Fred Dressler Lifetime Achievement Award, and CNN/YouTube will receive the i-3 award for impact, innovation, and influence.

Named for late cable programming executive and Newhouse School Advisory Board chair Fred Dressler, the Fred Dressler Lifetime Achievement Award is given to a reporter, editor, or publisher who has made distinct, consistent, long-term, and unique contributions to the public's understanding of the media.

"Tim Russert was chosen to receive the Lifetime Achievement Award because, especially in an election year, there are few more important roles for the media than its role in the political process," says Newhouse Dean David M. Rubin. "Russert has questioned candidates—and even the practices of his own profession—for over 20 years."

Since 1991, Russert has served as managing editor and moderator of NBC's *Meet the Press*, currently the most watched Sunday morning interview program in the U.S. and one of the most quoted news programs in the world. He also serves as a political analyst for *NBC Nightly News* and the *Today* show; anchors *The Tim Russert Show*, a weekly interview program on

MSNBC; and serves as senior vice president and Washington bureau chief for *NBC News*. He has interviewed virtually every major figure on the American political scene.

The i-3 award is given to an individual, group, corporation or innovation that has made a profound impact on the media landscape or has captured the public's imagination about the potential or importance of the media in a unique way. CNN/YouTube are being honored for a partnership that led to last year's CNN/YouTube presidential debates, which allowed Americans to submit videotaped questions to the candidates. Two debates—one for the Democrats and one for the Republicans—were held.

Professor Robert Thompson, director of the Newhouse School's Bleier Center for Television and Popular Culture, says the debates were a valuable addition to the political process. "They added an inflection to civic discourse that we have never seen before," Thompson says.

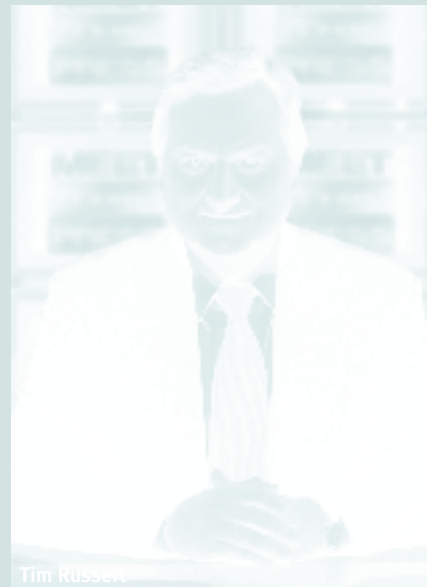
The Mirror Awards, established by the

Newhouse School in 2006, honor the reporters, editors, and teams of writers who hold a mirror to their own industry for the public's benefit. Honorees are recognized for news judgment and command of craft in reporting, analysis, and commentary on developments in the media industry and its role in our economy, culture, and democracy.

Luncheon committee co-chairs for this year's event include Peter Bart, editor-in-chief of *Variety* magazine; Rob Light, partner with

Creative Artists Agency; Betsy Morgan, CEO of *The Huffington Post*; David Zaslav, president and CEO of Discovery Communications; and Jeff Zucker, president and CEO of NBC Universal.

For more information about the Mirror Awards, including a list of finalists, see mirrorawards.syr.edu. To purchase a table or ticket, contact Marianne Carey Hayes at 212-245-6570 or mirrorawards@eventassociatesinc.com



Tim Russert

NEWHOUSE AT BEIJING

BY ALETA BURCHYSKI

As millions of people around the world watch the Beijing Olympics on television this summer, Newhouse student Jaime Sasso '10 will experience the action firsthand as an NBC intern.

"I feel like it'll be my first taste of the real world," says Sasso,

a television, radio, and film (TRF) major.

Sasso is one of 20 Newhouse students who will work with NBC on Olympics coverage in China; eight others will work at the network's headquarters in New York City.

This is the third time Newhouse students have been involved with an Olympics broadcast. Before the 2004 Summer Olympics in Athens, NBC officials contacted TRF professor Sharon Hollenback about establishing the internship program. The students often work as runners and loggers, and while the work may not be glamorous, Hollenback says it's one of the best internship opportunities she's seen. "I'm impressed with all the good stuff NBC does for them," she says. "They're a

part of the NBC community, no question—from security, to health care, to opportunities to meet people. NBC is educating young people who are a part of the operation."

Michael Beilinson '06, a TRF alumna who interned at the Athens Olympics and is now working in London as a researcher for documentary television, says he wishes he could intern again.

"Working with the people from NBC was an amazing experience," he says. "It really gave me a lot of insight on the industry in general and exposed me to literally dozens of different job opportunities."

While the interns have a tremendous opportunity to learn from the NBC staff, they're there to work. Sasso doesn't exactly know what to expect, but she's ready for the challenge of logging long, grueling days. "Maybe I'm a workaholic, but I don't mind staying up all night, especially when it comes to TV production," she says. "I'm really excited to have 12- or more-hour shifts doing what I love."

The Beijing interns also will have the opportunity to experience the sense of global camaraderie that often occurs at the Olympics. "The flavor of the world is just palpable, every minute of every day," says Hollenback, who went to Athens and the 2006 Winter Games in Torino, Italy, and looks forward to the Beijing trip. "I found very little nationalistic attitude. I saw, instead, amazing support for whoever's in the arena. People were supporting athletes when maybe they'd never even heard of the nation before. I found it to be a wonderfully enthusiastic and idealistic global experience."

Beilinson says the feeling of global connection was as significant as his work experience. "Probably the single biggest thing that made the experience so unforgettable was the enormity of what we were a part of," he says. "The entire world is there, and it's such a positive environment. People are there for competition, and issues of politics and national differences are largely put aside for a few weeks, which is a rarity in this world."



“...the right of the people peaceably to assemble...”

BY JIM BAXTER AND WENDY S. LOUGHLIN



David Ifshin

Nearly 38 years after a student-led protest shut down the Syracuse University campus, a group of alumni, students, faculty, staff, and community members gathered at the Newhouse School to remember the student activists of the late 1960s and early 1970s. Among those remembered was the late David Ifshin '70, an SU student leader who went on to national prominence as a political activist. Part of the school's yearlong celebration of the First Amendment, the February 19 event recognized “the right of the people peaceably to

assemble, and to petition the government for a redress of grievances.”

“Some of the most visible and profound examples of free speech and the freedom to assemble occurred on the SU campus during the Vietnam era,” says Larry Elin, associate professor of television, radio, and film (TRF) and organizer of the event. “Student leaders like Ifshin became known for their leadership and passion. The event acknowledged those students, now alumni, whose exercise of free speech and assembly marked a chapter in University, U.S., and world history.”

The event opened with remarks from Newhouse Dean David M. Rubin, followed by a documentary about the 1970s, produced by students Blake Stilwell G'08 and Pearly Leung '08. Judge Joanne Alper, circuit court judge for the Seventeenth Circuit of Virginia and a member of the SU Board of Trustees, spoke on the right of assembly. “The gathering of young people on college campuses around the country, shielded by the constitutional freedom to assemble, petition, and protest, was a seminal event in the lives of those of us who experienced it,” she said, “and has affected so many of our personal lives and political beliefs to this day.”

A filmed version of a play about the life of Ifshin, written by TRF professor Peter Moller, was shown. And John Hendricks, founder and chairman of Discovery Communications, dedicated a memorial to Ifshin—a piece of art created by Newhouse budget director Shelly Coryell that will hang in Newhouse's Tully Center for Free Speech.

Ifshin began a life of political activism at SU, where he led the anti-war movement that at one point shut down the administration building. After graduating, he became president of the National Student Association, marched on Washington, D.C., and traveled to North Vietnam, where he delivered anti-war statements to U.S. soldiers. His message was broadcast into the cell of John McCain, then a lieutenant commander in the U.S. Navy being held as a prisoner of war. The incident caused years of animosity between the two men until, at a Washington forum in 1986, Ifshin—by then an influential Washington lawyer—approached McCain—by then a senator from Arizona—and apologized. The two reconciled and became friends. Ifshin later served as general counsel for President Bill Clinton's 1992 campaign. Clinton, McCain, and Hendricks all eulogized Ifshin upon his death in 1996.

Ifshin's daughter, Chloe, a first-year student at SU, spoke at the close of the Newhouse event. “I'll never be able to express what it has meant for me to be at Syracuse during this time,” she said. “This event has given me the opportunity to know my dad and to feel close to him in a way that I never could have imagined.”



David Ifshin speaking at Manley Field House in 1970.



ON THE ROAD IN NEW HAMPSHIRE

BY WENDY S. LOUGHLIN

Students in Newhouse's political reporting course gained hands-on experience as political reporters last January, spending eight days in New Hampshire and covering the presidential primary for newspapers and radio stations in several states.

The students paid their own expenses and missed a week of their mid-year break in order to cover the primary. "I think it says a lot about the Newhouse School that our students are so hard working and dedicated," says Charlotte Grimes, Newhouse's Knight Chair in Political Reporting, who teaches the political reporting course and accompanied the students to New Hampshire. Grimes posted the students' stories on her news-based web site, *Democracywise*, at knightpoliticalreporting.syr.edu/democracywise.

The students included Beth Croughan, a senior; Melissa Daniels, a junior; Trina Joshi, a graduate student; Liam Migdail-Smith, a junior; Joyce Ogirri, a graduate student; Larissa Padden, a graduate student; Shefali Pandey, a graduate student; Andrew Restuccia, a senior; Shelly Schwartz, a senior; Koren Temple, a graduate student; Laura Van Wert, a senior; Heath Williams, a junior; Bryan Young, a sophomore; and Richard Zussman, a graduate student.

They covered the primary for the following news outlets: WATD Radio in Marshfield, Mass.; the Rochester (N.Y.) *Democrat & Chronicle*; the *Indian Express* (New Delhi, India); the *Westerly Sun* (R.I.); the Utica (N.Y.) *Observer-Dispatch*; the *Lowell Sun* (Mass.); the Worcester (Mass.) *Telegram & Gazette*; the (Southern Pines, N.C.) *Gazette*; the *Norwich Bulletin* (Conn.); and KUAR Public Radio in Little Rock, Ark.

Sending Newhouse students enrolled in the political reporting class to cover the New Hampshire presidential primary has become an SU tradition, having been started by Joel Kaplan, assistant dean for professional graduate studies and associate professor of newspaper journalism.

FIGHTING FOR FREE SPEECH

BY JIM BAXTER AND WENDY S. LOUGHLIN

Aboubakr Jamaï, a Moroccan investigative journalist whose reporting led to a jail sentence, near financial ruin, and forced exile from his own country, received the first annual Tully Center Free Speech Award in January.

A former investment banker, Jamaï co-founded *Le Journal Hebdomadaire*, Morocco's leading weekly newspaper, in 1997; and *Assahifa al-Ousbouiyi*, an Arab language weekly, in 1998. In 2000, the Moroccan government permanently banned both newspapers due to stories revealing government scandals and misuse of funds. The papers eventually reopened, using slightly different names.

In 2001, Jamaï was convicted of defaming Foreign Minister Muhammad Ben Aissa after an article in *Le Journal* alleged that Aissa had profited from the purchase of an official residence in Washington, D.C. Jamaï was sentenced to three months in prison and ordered to pay fines and damages totaling 2 million daharim (equivalent to \$200,000 U.S. dollars). The sentences eventually were suspended, but Jamaï was forced to resign from *Le Journal* in 2007 and is now living in the U.S.

At Newhouse, he spoke on "The Risks and Importance of Free Speech" in an open forum with students and other guests. "We wanted to succeed by doing good journalism and by clearly positioning ourselves as pro-democracy," he told the packed auditorium, describing how his paper tackled issues like government corruption and corporate impropriety. "We thought it would be feasible. We were wrong. We barely survived."

Yet he doesn't have many regrets. "I would have liked not to have some problems," he said, "but I just loved interacting with Moroccan citizens, having these people coming to me, telling me their stories, discovering things. When you share the concerns of people, you report their problems, you defend their rights, you have a priceless reward.

"I think you can say a lot of things if you choose carefully your words. The very mission of an editor is to decide what gets to be published and what doesn't get to be published, and obviously you have to exercise judgment about the impact of your words. There is responsibility on the shoulders of journalists and editors to weigh carefully what they have to say, especially in countries where they don't have solid institutions for freedom of expression."

The Tully Award was established to honor a journalist who has faced obstacles to free speech. Nominees are chosen by a slate of professionals, and the finalist is chosen by a committee of SU students and faculty.



Aboubakr Jamaï



PR TEAM WINS POYNT CAMPAIGN

Campus Hill Public Relations recently received \$18,000 from Multiplied Media Corp. to execute a public relations campaign for Poynt, Multiplied's multimedia local search service. The student group was chosen through a competition sponsored by The Bohle Company, a corporate and marketing public relations firm representing Multiplied.

Available over Microsoft's Windows Live Messenger and AOL's AIM instant messaging networks, Poynt provides users with information about local goods, services, and movies. Campus Hill students developed a campaign to introduce and promote the service among Syracuse University students.

LEARNING BY DOING

BY AMY SPEACH

As members of The NewHouse advertising agency, student researchers brought forth a surprising insight that helped reshape the advertising campaign for an innovative acne treatment product: Ads should target parents, not teens. The students consulted with Brian Stout '07 at The Richard's Group Dallas on creating methods for promoting Zeno, a portable electronic acne removal device. Their collaboration resulted in an improved marketing plan for the client, an invaluable learning experience for the students, and—potentially—clearer complexions for countless American teenagers.

“Since Brian's company was trying to target an age group close to our own, they wanted our opinion about the product,” says Maria Sinopoli '09, president and managing director of The NewHouse. “But what we discovered through our research is that it's not the kids who are asking for this product. It is parents who are buying it for their kids. They remember how scarring it was to have an acne problem as a teenager, and they are the ones with the money to purchase the product.”

Launched this year, The NewHouse is one of two student-run agencies at the Newhouse School that provide future advertising and public relations

professionals with opportunities to apply classroom learning to real-world situations and clients. The other one, Campus Hill Public Relations (The Firm), is a 4-year-old public relations business run under the auspices of SU's chapter of the Public Relations Student Society of America (PRSSA). It currently has 51 members, 24 of them active on account teams that serve such clients at the Chancellor's office, the Syracuse Metro League of Women Voters, and the Massachusetts School of Professional Psychology. “From an education standpoint, this is a great opportunity for students to interact with real clients, work within real budgets, and actually conduct hands-on practice beyond classroom learning,” says Robert Kucharavy, public relations professor and faculty advisor for The Firm and PRSSA. “It has been really rewarding seeing students excel, putting together portfolio pieces, and getting a taste of what it takes to meet a client's needs.”

The Firm's director, Sara Guzzone '09, affirms the benefits of participating in the organization. “Campus Hill Public Relations has not only allowed me to put the skills I learn in the classroom toward real-world projects; it has also helped me to become more involved with

the Syracuse community,” she says. “It feels good knowing my work with The Firm has helped some truly great initiatives happening in this city. As director, I've also enjoyed working with a very talented group of people to produce some excellent work.”

The NewHouse grew out of the former Ad Club, which focused on preparing the American Advertising Federation National Student Advertising Competition. “It struck me as simply unfair that we didn't provide a professional experience for our advertising students,” says Ed Russell, who serves as faculty advisor for the 115-member group. The agency completed projects for seven clients this fall and is working on projects for six clients this semester, along with getting ready for the ad competition. The NewHouse has also sponsored guest speakers and hosted a visit to top agencies in New York City. “Our vision is to grow a professional advertising agency, working with real clients interested in better reaching the college market,” Russell says. “We're not looking for hand-outs. We're looking to help. We have the talent and the expertise. We just need to get out and do it.”



SHEEHAN TO JOIN THE ADVERTISING DEPARTMENT

BY WENDY S. LOUGHLIN

Brian Sheehan, chair and CEO of Saatchi & Saatchi's Team One Advertising, will join the Newhouse School late this summer as an associate professor of advertising.

"Brian Sheehan will be a great addition to the Department of Advertising," says James Tsao, department chair. "We are very excited to have him join us as a colleague whose outstanding experience will contribute to the curriculum. I am confident that he will be an excellent teacher and a professional scholar in the years to come. His long list of credentials explains how invaluable he is to the program, with its professional emphasis."

At Team One Advertising since 1999, Sheehan has overseen integrated operations and managed a staff of 325 for the Los Angeles-based agency, whose billings exceed \$500 million. Key clients have included Lexus, Ritz-Carlton, Procter & Gamble, Air New Zealand, Nextel/Boost, FlexJet, British Telecom/Infonet, and Movielink. Under Sheehan's tenure, the agency has received several awards, including a Cannes Lion, a gold Effie, a One Show gold, an Ogilvy Grand Prix and a D&AD Award. Team One is a division of Saatchi & Saatchi Worldwide.

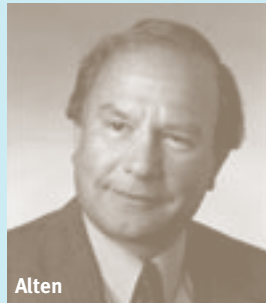


Brian Sheehan

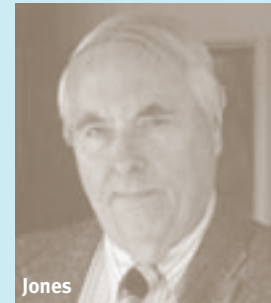
Sheehan previously served as CEO for Saatchi & Saatchi in Australia and, before that, Japan. He also worked for the company in New York and Hong Kong. His clients have included Bayer, British Airways, DuPont, Hewlett-Packard, Hilton Hotels, Kodak, Merck, Qantas, Showtime, and Toyota.

"Joining the Newhouse School fulfills a lifelong dream," says Sheehan. "I have had a wonderful 25-year career at Saatchi & Saatchi, an amazing agency where nothing is impossible. I now have an opportunity to use everything I have learned over the years and across diverse clients and geographies to help mold the next generation of leaders for our industry."

Sheehan earned a bachelor's degree at the College of Holy Cross and a master's degree at Loyola Marymount University. At Newhouse, he will teach classes in advertising and advertising practice and management.



Alten



Jones



Smith

PROFESSORS ANNOUNCE RETIREMENT

BY CAROL BOLL

Three faculty members, whose combined years of tenure at the Newhouse School span nearly eight decades, will retire at the end of the 2007-2008 academic year. Retiring are Stanley Alten, professor of television, radio, and film; John Philip Jones, professor of advertising; and Dow Smith, associate professor of broadcast journalism.

Alten joined the Newhouse faculty in 1970 after working in radio and television as producer, writer, sound designer, performer, and station manager in such markets as Philadelphia, New York, and Boston. He is an internationally recognized authority in sound production and the author of *Audio in Media*, the leading audio production text in North America for more than two decades. In retirement, Alten plans to continue to write and serve as a consultant and producer. "I've enjoyed the privilege of being a part of the premier communications school in the country and working with first-rate colleagues," he says of his tenure at Newhouse. "I'm proud of whatever positive influence that I've had in the classroom."

Jones, who arrived at Newhouse in 1981, previously had worked in the advertising industry for 27 years, including 25 years with J. Walter Thompson in Europe. He has written 14 books and more than 70 articles in academic and professional journals, and served as a consultant in the advertising field. He also taught at the Royal Melbourne Institute of Technology, Australia, and the Copenhagen Business School, Denmark. Jones says he plans to diversify his interests in retirement. In 2007, he published the book *Keynes's Vision: Why the Great Depression Did Not Return*, a work of macroeconomic analysis; and he currently is completing the manuscript of a work on British military history. "I'm also giving a little thought to (doing) a biography about a British general," he says. "I suffer from what my wife calls hypergraphia—a total inability to stop writing."

Smith came to Newhouse in 1995 after a 25-year career in television news and station management. In 1998, he developed the broadcast journalism department's first advanced producing course. "A number of students from this class are now advancing through television news in key producing and management jobs," he says. "Hopefully they'll have a positive impact on the quality of television journalism." He also wrote *Power Producer: A Practical Guide to TV News Producing*, which was published by the Radio Television News Directors Association and is widely used in the industry to train new TV producers. Smith, who lives in Albany, says his post-retirement plans include working with Siena College to help the school develop an electronic journalism major.

STUDENT AMBASSADORS PROMOTE DIVERSITY

BY JAC'LEEN SMITH

Not only does the Newhouse School offer students a diversified curriculum in the field of communications, but with the Newhouse Ambassadors program, the school is also making an effort to diversify its student population. The program was established in 2001 to help recruit and provide a supportive environment for new students, especially those from underrepresented cultural backgrounds. Operating

out of the Visitor's Center in Newhouse 1, the program enlists undergraduate students of color and students interested in the areas of diversity in recruitment efforts. As ambassadors, students share their experiences at Newhouse with prospective students and their parents, providing an honest perspective of life at the school and at the University.

Max Patiño, the school's director of recruitment

and diversity, created the program after noticing a lack of Newhouse organizations that supported students of color when he was appointed to his position in 2000. "There wasn't one all-inclusive organization that catered to issues of students from multicultural backgrounds and gave them a sense of belonging," says Patiño, who graduated from Newhouse in 1997.

The Newhouse Ambassadors program

serves the school's diversity goals beyond recruitment, Patiño says. "It's also about retention. It's not just about getting our students in, but about being there for them throughout their four years and helping them graduate and be successful leaders in their careers."

Initiated in 2001 with six ambassadors, the program now has 240 student members. Student ambassadors are selected in their first year through

recommendations by faculty or from the admissions office. For students like Jennifer Carmona '08, the experience has been a rewarding one. "It's fun," says Carmona, a magazine major from the Bronx. "It's nice to bring together people from different backgrounds, races, ethnicities, or religions—whatever it may be—to show that, even though you may not always see the diversity at Newhouse, it's here."



Newhouse Student Ambassadors, with Maximo A. Patiño (front row, fourth from left), director of recruitment and diversity, and founder of the group

ON THE GROUND AT NEWHOUSE 3: THE I-3 CENTER

BY KATHLEEN HALEY

Newhouse faculty and students are gravitating to the Barney Light Center for Inquiry, Innovation, and Imagination (I-3) to further their academic and professional pursuits. The I-3 Center blends spaces, technology, and resources to support research and creative work in all areas of mass communications. The facilities consist of a reading room, a focus group room, a presentation room connected to a workroom, and two private work carrels. Equipped with technology, including 10 laptop computers, to aid with research and data collection, the spaces allow for collaboration and individual work on academic and industry-related projects.

“We are a professional school, which means we support and encourage—and ultimately get results from—traditional academic research as well as ongoing contributions to the profession: documentaries, screenplays, magazine and newspaper articles, and interactive media projects,” says Carla Lloyd, the center’s director and associate dean for scholarly and creative activity. “This facility—with all of its many rooms and equipment—supports any project our faculty and students would want to do to get those kinds of productions and authorships going.”

The center’s features were shaped through the efforts of the Newhouse 3 Building Committee, chaired by director of administration Susan Nash, and Polshek Partnership Architects, Lloyd says. Rob Light ’78, managing partner and head of music at the Los Angeles-based Creative Artists Agency, provided a gift to support the creation of the I-3 Center.

The focus group room features a flat-screen television and an observation room that is located behind a one-way mirror. The room is equipped with a perception analyzer, which allows researchers to collect people’s reactions to media content through the use of the analyzer’s

personal hand-held devices. Students of Professor Carol Liebler, director of the doctoral program and media studies master’s program, have been using the focus group room and embracing the technology found in real-world agencies.

Next door, the presentation room and workroom are connected, but are easily divided by a foldout wall. Together the rooms can accommodate 55 people and a variety of programs and symposia. For example, in April, former Newhouse professor David Hajdu conducted a Powerpoint and video presentation of his book *The Ten-Cent Plague*, which examines the early days and censorship of comic books.

The center also includes the Edelman Family Library/Reading Room, where faculty can leave materials for students to read. There is a computer for research and local and national periodicals. A new program, the Bookmark Collection, is adding to the library’s shelves. Each month, funding is provided to a faculty member to select five books that deal with issues in mass communications.

Two carrels outside the library/reading room provide space for faculty members to organize, store, and

work on projects separate from their office space and other academic materials. This semester, professors Lawrence Mason and Melissa Chessher have checked out a carrel as they work on a book celebrating the people of Lockerbie, Scotland, in recognition of the 20th anniversary of Pan Am 103.

In addition to the new facilities, two new endowed chairs that will rotate every three years were created to provide faculty members with release time, a supplemental annual stipend, and a research budget to pursue their projects. Faculty members can also apply for seed money for projects and the assistance of a 20-hour-a-week summer doctoral research assistant. “The support gives faculty a foundation to make the most of this facility,” Lloyd says.



Chief Justice of the United States John G. Roberts Jr. met with students for a private Q&A session at the I-3 Center on the day of the Newhouse 3 dedication, September 19, 2007.



Thoughts on **18** Years

[A Tribute to David Rubin]



Dean David Rubin 1990

BY LARRY KRAMER

Eighteen years ago, David Rubin gave up the cultural life of a New Yorker, an active freelance writing career, and playing the piano to pack up and move to Syracuse with his wife, Tina, to become dean of the S.I. Newhouse School of Public Communications. Looking back over those years, he knows he made the right move, knows he has made a difference. Still, he never expected to still be in the job 18 years later. Now, as he prepares to step down, it's hard for anyone connected to the school to imagine what life at Newhouse will be like without his steady, firm, and compassionate guidance.

Rubin began his stint as dean with a trademark quiet determination to create a school that would make a difference. He had what he thought was a clear sense of what the job would entail. During the course of his tenure as dean, not surprisingly, things changed. Perhaps the biggest transformation has come from the outside, as the media business undergoes its own gut-wrenching changes. Newspapers are seeing revenues drop precipitously, with major chains like Knight-Ridder disappearing in a blitz of acquisition activity. The broadcasting industry is in a major period of upheaval, with financial investors taking over stations and networks and cutting costs to service large debt payments. Increasingly, consumers are getting their news

from the Internet, portable devices, blogs, and other nontraditional sources, and they are getting more and more of their entertainment from web sites like YouTube and Facebook.

Against this backdrop of change, communications schools are facing tremendous pressure to keep up in order to prepare students for a new kind of professional role. And Newhouse—like most of the major communications schools in the country—is facing a huge curriculum revamp. Rubin has been leading the effort for the past two years. But despite all the change, he emphasizes that much of what is taught now still needs to be taught in the future. “There is no change in how essential it is that our students are trained as news gatherers in the democratic process,” he says. Ethics, and functioning in a changing society, also remain important. The challenge, Rubin notes, is how to teach students about new forms of media, new platforms, and new business models that keep the media in business, but to do so without giving short shrift to the fundamentals.

It's a conversation that will continue when the next dean of Newhouse, Lorraine Branham, comes to Syracuse in July. Thanks to Rubin, she'll inherit a strong school, a strong faculty, and a strong administrative team to support the process. That's another example of the positive change the school has seen during Rubin's tenure. “I didn't know when I took the job that I was going to have to build an infrastructure for the school,” he says. “But that's kind of what happened.”

Rubin felt strongly that the school had to develop major support services for students, “like an active career development center, connected to a really active alumni outreach program, connected to a really national branding operation, connected to our own development operation. We just didn't do any of that [when I arrived],” he says.

He established a career development center that became a model for others on campus. He stepped up alumni relations and fund raising. And he has been enormously successful in raising the school's profile nationally, overseeing such events as the Newhouse in New York breakfast series, hosted by *New Yorker* columnist Ken Auletta and featuring interviews with nationally known media leaders; the newly created Mirror Awards, honoring excellence in media industry reporting; and the highly successful 40 at 40 gala event celebrating the school's anniversary, which was attended

by President Bill Clinton and other notables and which raised more than \$500,000 in scholarship money.

But the event that was perhaps most symbolic of Rubin's leadership was the dedication last fall of Newhouse 3, the \$31.6 million, 74,000-square-foot building whose façade displays the words of the First Amendment that Rubin and his faculty hold so dear. The dedication ceremony was marked by a keynote address by Chief Justice of the United States John G. Roberts Jr. Yet Rubin came to Newhouse with no intention of building Newhouse 3. "I wasn't really interested in building a new building, because that wasn't one of my strengths," he says. "But after I had been here a few years and I began to see what the shortage of space was going to mean to us, it was clear that I was going to have to get involved."

It's fair to say that everyone, including Rubin, is thrilled that he got over his building phobia. The amazingly smooth process that led to the design, funding, and construction of Newhouse 3 gave the school a dramatic boost. The building further modernized the school and created a stronger sense of community among students, faculty and staff.

Newhouse 3 also houses the highest concentration of technology in the school—and is again an indication of how things have changed. Prior to his time at Syracuse, Rubin was hardly a technophile. But shortly after he arrived, he found he had no choice but to delve into new technology. "When I got here," he remembers, "we had one lab outfitted with computers and nobody working in information technology full time. We hadn't integrated any technology into the curriculum. Really, it was the dawn of the technology age. So learning how to decide what to purchase and how to integrate it into a curriculum, how many IT people we needed to hire...we had to figure out as we went along. We made mistakes along the way. That was [something] I never anticipated when I took the job."

His influence is also seen among the Newhouse faculty and staff, the majority of whom he hired. He is close with many of them and considers them friends. "I know a lot about every member of the faculty and staff," he says. "Enough so that when we have our annual recognition event to celebrate anniversaries...I'm the emcee, and I always say individual and personal things about all of the people, and I do it without notes...because I know about each of them. I like to think that I have not been a remote dean; I've been a dean who really knows the faculty and staff."

He has also been a dean whose dedication to students is clear. Rubin taught a class every semester of his 18 years at Newhouse, and also regularly served as an undergraduate advisor. Last year, he and his wife gave a gift to name the Tina Press & David Rubin Career Development Center in Newhouse 3.

David Rubin is a wonderful mix of a person. He has the enthusiastic curiosity of a young child, the open and engaged mind of a scholar, and a terrific sense of tradition and values—and he exudes warmth. It's a rare combination, and it has allowed him to relate to almost everyone he meets and make them comfortable with him. He gave the school a sense of elegance and an important link back to simpler times. He reminds us that in the maelstrom we now live in, we cannot forget the fundamentals that make our students into better citizens and better people.

When I called him for this interview, I caught him in Florida, where he was about to give a talk to SU alumni. We had a difficult time chatting because of problems with his cell phone. Finally, I called him back on a land line in his hotel room.

"Sometimes," he said, "the old technology is just better."

Larry Kramer is a senior advisor for Polaris Ventures and a member of the Newhouse Advisory Board. He is a 1972 alumnus of the Newhouse School.



Dean Rubin in the classroom

FACULTY BRIEFS



Steve Davis, chair of the newspaper department, was named an “eProfessor” by Enitiative (the Syracuse Campus-Community Entrepreneurship Initiative), receiving a \$10,000 grant for his work on the South Side

Newspaper Project, a joint project between the Newhouse School and Syracuse’s South Side Community Coalition.

Tula Goenka, associate professor of television, radio, and film, presented her paper



“Illuminating Oppression: Bollywood and Social Justice - The Films of Prakash Jha” at the University of Pennsylvania South Asia Cinema Conference. In addition, her film *El Charango* (with Jim Virga G’01) played at the Tri-Continental Human Rights Film Festival in India; was screened in New Delhi, Mumbai, Bangalore, and Kolkata; and will now tour across India at different universities and college campuses.

Nicole LeClair, an adjunct in the advertising department, received a Syracuse 40 Under 40 Award.



Andy Robinson, an adjunct in the television, radio, and film department and general manager of SU’s Orange Television Network, attended a faculty seminar sponsored by the Academy of Television Arts and Sciences Foundation.

Bruce Strong, associate professor of visual and interactive communications, conducted a workshop for photographers, photo editors, and multimedia editors at *The Washington Post*.



CHEW, WRIGHT NAMED INAUGURAL ENDOWED CHAIRS IN PUBLIC COMMUNICATIONS



Fiona Chew, a professor of television, radio, and film, and Jay Wright, a professor of communications, have been named

inaugural Newhouse Endowed Chairs of Public Communications. As part of the three-year appointment, they will conduct research or engage in creative activity that will enhance the national reputation of the school. Each will receive a stipend, a research budget, a reduced teaching load, and a graduate assistant.

Chew joined the Newhouse faculty in 1988. A former television/film producer, she teaches electronic

media research, writing, and theory, and she is an active consultant on various national and international telecommunications projects. Her research interests focus on message analysis and effects, health communication, and informational needs. She has assessed the impact of television and mass media on audience perceptions, and was involved in a four-country project investigating the impact of a five-part television series on health. She was co-investigator for a Kellogg Foundation research grant project that evaluated the long-term national impact of a television program. Other projects include assessing the perceptions of news viewers for MacNeil/Lehrer

Productions and evaluating the appeal, comprehensibility, and after-school use of science programs for the Children’s Television Workshop.



Wright is an expert in communications and First Amendment law and the author of three books: *The First Amendment and the Fourth Estate* and *The First Amendment and the Fifth Estate*, both published by The Foundation Press; and *The Legal Handbook for New York State Journalists*, published by the New York State Bar Association. He also edited the New York State chapter

of *Tapping Officials’ Secrets*, a national compendium of information on state open records and open meetings laws, published by the Reporters Committee for Freedom of the Press.

A former advertising agency copywriter and newspaper columnist, Wright served for 25 years as a consultant to the New York State Office of Court Administration and as the executive director of the New York Fair Trial Free Press Conference, a statewide bench-bar-press organization. He was named Syracuse University’s Scholar/Teacher of the Year in 2001.

STUDENT NEWS

The following doctoral students presented papers at the conference of the International Communication Association: **Bruno Battistoli**; **Carolyn Davis**; **Dan Schackman**; **Hyunjin Seo**; **Jordan Storm**; **Xiuli (Charlene) Wang**; and **Di Zhang** and **Jueman (Mandy) Zhang** (co-authors). Several doctoral and master's students presented papers at the winter meeting of the Association for Education in Journalism and Mass Communication: **Carolyn Davis** and **Adrienne Faillace** (co-authors); **Rachel King**; **Valarie Schweisberger** and **Mitch Winkels**; and **John Wolf** and **Brandon Miller** (co-authors).

Eric Benda '07 and **Pearly Leung** '08 received the "Best Video" honor at the 32nd annual American Indian Film Festival for "What Are We Fighting For?" featuring Native American singer/songwriter Joanne Shenandoah. The students designed and produced the video.

Three students have been named summer copy editing interns by the prestigious Dow Jones Newspaper Fund editing internship program. The students, and the newspapers where they will intern, are **Peter de Montmollin** '08 (*The New York Times*), **Lisa Kenney** '08 (*The Journal News*, White Plains, N.Y.) and **Trudi Shaffer** '08 (*Philadelphia Inquirer*). Only 100 interns are named each year from a national pool.

Rebecca Fishow '08 was named a 2007 Scripps Howard Foundation Top Ten Scholar, receiving a \$10,000 scholarship to be applied toward a full academic year.

Michele Vanderhoff '08 was a 2007 Steamboat Foundation Summer Scholar, spending 10 weeks as an intern with WABC and WPLJ Radio, where she worked on *The Scott and Todd Big Show*, New York City's longest continually running morning show; collected and edited audio for both the *John Gambling Show* and the *Sean Hannity Show* on WABC; and wrote daily newscasts and conducted interviews for WABC's morning show.

Six advertising students won student ADDY awards: **Rachel Hawkins** (Best of Show); **Alfiya Mukhutdinova** and **Mary Siconolfi** (gold); **Lilly Clervi** (gold); **Meredith Bower** (silver); and **Vanessa Higgins** (silver). The ADDYs are the world's largest advertising competition. The American Advertising Federation, a not-for-profit industry association, conducts the ADDY Awards through its 200 member advertising clubs and 15 districts.

Lindsay Adler '08 won an Illustration Award of Excellence at the 62nd College Photographer of the Year competition. Her award-winning photograph (shown here) was a fashion illustration she shot in Hammersmith, London, England, while studying in the London Summer Fashion Photography program.



HOWARD '80 AND GAIL CAMPBELL WOOLLEY '79

GLOBAL COMMUNICATORS GIVE BACK

BY DAVID MARC

Howard '80 and Gail Campbell Woolley '79 met as Newhouse undergraduates and married soon after, which may explain why Syracuse University occupies a place close to their hearts. A “power couple” in the Washington, D.C., communications world—he, senior vice president for public policy and government relations at Verizon Wireless; she, an executive communications coach at The Communications Center—the Woolleys have underwritten a graduate scholarship for minority students at Newhouse and contributed to the Newhouse 3 building campaign, for which they will be honored with the naming of the Howard and Gail Campbell Woolley Broadcast Journalism Lab. Elsewhere on campus, they are frequent donors to the Office of Program Development's Our Time Has Come Scholarship Campaign for

African American and Latino students at SU. And it doesn't stop there.

The Verizon Foundation has funded SU Scholarship in Action programs. Last year, for example, the foundation granted \$100,000 to the Partnership for Better Education's “Art, Literacy and Technology” program, a collaborative effort with the Syracuse City School District in which high schoolers work with SU faculty and students to master photography and writing as forms of self-expression. “This program seemed like a natural for Verizon, in terms of reaching out to the communities where our customers are,” says Howard Woolley, who served as vice president for regulatory affairs at the National Association of Broadcasters before joining Verizon. “I've always felt that the University needs to give something

back to the city, and I'm proud the Chancellor has done just that—many, many times over. We were pleased to support Nancy Cantor's vision.” Verizon also has supported a speakers' series at Paul Greenberg House in Washington, D.C., that was part of the capstone experience for broadcast journalism graduate students.

Gail Campbell Woolley '79, who double majored in broadcast journalism and international relations with a minor in French, is a writer and public relations expert. “I started out as a shoe-leather reporter, covering the police blotter with the old *Washington Star* and then *The Baltimore Sun*,” says Woolley, who was Capitol Hill correspondent for *The Washington Times* during the late '80s. “But newspapers were changing, placing greater emphasis on ‘infotainment,’ and I felt I needed a position in which I could develop my interests in global issues and international relations.” In 1990, she joined the corporate public relations department of Mobil (now Exxon Mobil), focusing on the company's global interest. As a spokesperson, editor, and writer, she was responsible for representing the company's point of view on the op-ed pages of *The New York Times*, among other duties. “In whatever I've done, I've always found my Newhouse background has been helpful,” she says. “Even later in my career, when I decided to leave newspaper work, it was a Newhouse alum who hired me at Mobil.”

Howard Woolley agrees, pointing out that he started receiving help from a Newhouse alumna before setting foot on campus. While working as an intern for an afternoon talk show at a New York City television station, he was taken aside by the director, Jim Shasky G'69, and given some advice. “He said, ‘Look, Howard, if you're serious about broadcasting, you should apply to the place where I learned the business,’” Woolley recalls. “Well, I was, and I did.”



Gail Campbell Woolley '79 and Howard Woolley '80

ERIC BRESS '92

A FASCINATION WITH FILM

BY ALETA BURCHYSKI

At a time when many 7-year-old boys were playing sports and collecting trading cards, Eric Bress '92 was experimenting with special effects, using his family's Kodak 8mm film camera. "I learned you could manipulate film," Bress says. "Before I knew what animation was, I was having friends get on a sled and, while using stop-frame animation, go around my lawn. They had no idea what I was doing until we got the film back."

Bress went on to parlay that early fascination with film into a successful career in the movie industry. With partner Jonathan Mackye Gruber, he co-wrote and directed *The Butterfly Effect*, a fantasy drama starring Ashton Kutcher, and co-wrote *Final Destination 2*, the sequel to the 2000 horror film *Final Destination*.

The pair also created and executive produced the ABC Family television series *Kyle XY*, now in its third season.

Although Bress gained plenty of experience shooting home movies, he credits his Newhouse education with helping him to grow into the filmmaker he is today. "I had Professor Schoonmaker the first summer he came to Syracuse," Bress recalls. "I was shooting music videos, which was no problem—I had done thousands before with my friends. But he kept asking questions like, 'Why did you use black and white for that, and color for this part of the narrative?' It really forced me to look harder at what I was doing, and I realized that the aesthetic of any medium I was shooting in would be part of the narrative. Everything took on this greater meaning."

Bress feels fortunate about his success, but he says it's primarily the product of hard work. "A lot of people, especially in the final two years of college, were dying to get out," he says. "When I was there, I was a pretty hard worker. I was taking every advantage I could of the editing equipment, the cameras. Newhouse is this fertile ground for doing anything creative that you can get away with, basically for free. You're never going to get that chance again. Once I stepped out into the real world, I was grateful that I had done so much, because I could walk into a meeting and hold my own."

Most recently, Bress wrote scripts for *The Alchemyst*, based on the book by Irish author Michael Scott, and *Final Destination 4*, both currently in production. During the writers' strike, he resurrected



a Hitchcock-esque script he wrote with Gruber seven years ago that the two plan on co-directing. "During the strike, while you're not allowed to work for other studios, you're allowed to sit at your computer and come up with the great American screenplay," Bress says.

Bress is looking forward to directing in the future, but for now he enjoys focusing on writing. "Being a writer is such a pleasure," he says. "My hours are completely flexible. I can travel anywhere I want and just bring a laptop with me. It's pretty much exactly the pipe dream I had when I first stepped onto the Newhouse campus."

REFLECTIONS FROM A TRAILBLAZER

BY ASHLEY HANRY

After a journalist interviewed Leela Menon for a story, “Sitting Pretty in the Post Office,” Leela asked her husband if she could study journalism. He said yes, and she began taking courses in the evening, eventually becoming Kerala, India’s, first female journalist. A recent article described her as “a trailblazer in the field of journalism.”

I met Leela in February during a group study exchange program to south India through Rotary. Part of this month-long cultural exchange included vocational days. During my stay in Kerala, which is located on the coast in southwestern India, my host, a poised talk show anchor, said that before I left I would meet her mentor, Leela Menon.

Leela began her career late in life and kept her stories focused on women’s issues. She started at the *Indian Express* in Hyderabad as a headline writer and later moved to the bureau in Kerala. “When I came,” she recalls, “there were no women in the field, only in the office.”

Her first cover story was on women, and she continued to dive into such issues as her career progressed. She interviewed prostitutes, children being exploited as beggars, and women abused or sexually harassed. She is known as the journalist who brought women’s issues to the attention of the media. “Kerala has zero sexual literacy, and this is the main cause for such incidents,” she says.



Ashley Hanry (left) and Leela Menon

Despite several medical ailments, she never lost her drive to tell these stories. When she was diagnosed with cancer, she was told she had six months to live, but she didn’t cry. She would not think about death. Instead, in her mind, she always thought about what her next story would be. She survived the cancer, and she continued to investigate.

Some of her most well-known articles include “Saved From the Beggar Mafia, Street Children Get a New Life in Kerala”; “Bearers of Odd Burdens,” which spoke of girls who rarely make it through school before being wedded to “a gray, traumatic world of perpetual motherhood”; and an autobiography written in Malayalam, her native language.

My host, Ranjini Menon (no relation to Leela), sat on the floor looking up at Leela and me as we spoke.

“It is because of this woman that I—and many other women—became journalists,” Ranjini said. Leela only smiled and said, “This woman is damn good.”

Her last words of advice: “Every kid must leave a footprint, and each woman should establish her own identity.”

Ashley Hanry is the features editor for The Citizen in Auburn, New York. She graduated from Newhouse in 2004 with a degree in magazine journalism. For more on her trip, see her blog at www.groupstudyexchange7150.blogspot.com.



Fred Dressler '63

NEWHOUSE SCHOOL MOURNS THE PASSING OF A FRIEND

Cable programming executive and Newhouse School Advisory Board chair Fred Dressler '63 passed away Dec. 24, 2007, at the age of 66.

A longtime friend of the school, Dressler, formerly the executive vice president of programming at Time Warner Cable, served as Newhouse board chair from 2002 until his death. He was the force behind ambitious and successful industry events such as the school's 40@40 anniversary celebration, which raised more than \$1.6 million in scholarship money, and the Mirror Awards, a national competition recognizing the best in media industry reporting. Dressler also served on the executive committee that led to the successful completion of the school's first capital campaign.

"He was very much the steward of the school's fortunes," said Newhouse Dean David M. Rubin at a memorial service in January. "There are volunteers, and then there are volunteers. Fred was one of those saintly volunteers who delivered the goods."

On Sept. 19, 2007, the day Syracuse University dedicated Newhouse 3, Dressler gave the alumni toast at the celebratory gala. "I really think that without Fred's leadership, we might not have the building now," said Rubin. "I'm grateful he lived long enough to celebrate its opening and to fully grasp how much he had accomplished for us."

In Dressler's honor, the annual Mirror Awards luncheon will include the presentation of the Fred Dressler Lifetime Achievement Award, given to a reporter, editor, or publisher who has made distinct, consistent, long-term, and unique contributions to the public's understanding of the media (*see story, page 5*).

FUNDING THE VISION

Newhouse Challenge to Establish Dean's Leadership Fund

BY JAIME WINNE ALVAREZ

As Syracuse University kicked off The Campaign for Syracuse University last fall, the Samuel I. Newhouse Foundation Inc. once again demonstrated a commitment to the Newhouse School by unveiling a \$10 million matching challenge, pledging to match gifts to the school on a 2:1 basis.

The commitment will establish the Newhouse Dean's Leadership Fund, providing Newhouse Dean David M. Rubin's successor, Lorraine Branham, with discretionary funds to pursue her vision for the school. If the University and the Newhouse School raise \$5 million for the fund, the foundation will give the \$10 million matching challenge, establishing a \$15 million fund.

"The high standard of excellence of the graduates of the Newhouse School has made an immense contribution to the field of public communications," says Donald E. Newhouse, president of Advance Publications Inc. "We are happy to continue our support of the outstanding work of the Newhouse School."

The Samuel I. Newhouse Foundation was established by S.I. Newhouse Sr. and has supported the Newhouse School for more than 40 years. In addition to the \$10 million matching challenge, the foundation donated a lead gift of \$15 million toward the construction of Newhouse 3, and has also provided more than \$5 million to support other academic initiatives and programming within the school. The foundation is the largest contributor to The Campaign for Syracuse University to date.

"We are grateful to the Newhouse family, who are truly remarkable models of philanthropy," says SU Chancellor and President Nancy Cantor. The Campaign for Syracuse University is the most ambitious capital campaign in SU history, with an anticipated goal of \$1 billion. For more information, visit campaign.syr.edu.



Donald and Susan Newhouse (center) with Dean David Rubin and Chancellor Nancy Cantor



BEST-DESIGNED NEWSPAPERS NAMED

In the 29th annual “The Best of Newspaper Design™ Creative Competition,” the Society for News Design named four “World’s Best-Designed Newspapers™” and issued 1,162 other design awards for journalism published in 2007. The winners in the competition, held at Syracuse University in February, came from 14,818 entries submitted by 373 daily and nondaily newspapers around the world. “World’s Best-Designed Newspapers” designations went to:

- *Akzia* (Moscow), a daily; circulation 200,000
- *Expresso* (Paco de Arcos, Portugal), a daily; circulation 140,000
- *Frankfurter Allgemeine Sonntagszeitung* (Frankfurt, Germany), a weekly; circulation 320,000
- *The Guardian* (London), a daily; circulation 355,750

In a new category, *Publico* (Madrid) and *Dagens Industri* (Stockholm) received Awards of Excellence for their coverage of global warming.

Newhouse professor emeritus C. Marshall Matlock served as competition and judging director. The competition is co-sponsored by the Society for News Design and the Newhouse School. All winners are listed in a searchable database at www.snd.org/competitions/contest29.lasso.

ARE YOU INVOLVED WITH THE 2008 PRESIDENTIAL CAMPAIGN?

Tell us your story by sending an e-mail to newnet@syr.edu. Include your full name, phone number, hometown, Newhouse degree(s), graduating year, and a brief description of your work on the campaign. We’ll include your information in the next issue of the Newhouse Network.



SEND US YOUR NEWS!

Submit your class notes by e-mailing your information to newnet@syr.edu.

50s

Mary Eshbaugh Hayes '50 was inducted into the Aspen (Colo.) Hall of Fame for her 50-year career at the *Aspen Times Weekly*, for which she writes the column "Around Aspen." She is the author of two books: *Aspen Potpourri* and *The Story of Aspen*.

60s

Joyce Hergenhan '63 and **Sandra Walters Defeo '72** were named to the board of trustees for the Westport Country Playhouse. Hergenhan is a member of the Newhouse School's Advisory Board.

Jack Myers '69 is the author of *Virtual Worlds: Rewiring Your Emotional Future*, published by BookSurge Publishing.

70s

Jean Havens '70 is the director of communications for Girl Scouts Heart of the Hudson Inc., which covers seven counties in southeastern New York State and serves a membership of more than 34,000 girls and 15,000 adults.

James N. Jerose G'72 is the founding director of the SUNY Oswego Metro Center in downtown Syracuse.

Randi Subarsky '74 is vice president of development for CNN, in charge of leading program development teams based in Atlanta and New York City.

Budd Bailey '77 is co-author of *Rayzor's Edge* with former Buffalo Sabres hockey player Rob Ray. The book was published by Sports Publishing LLC. Bailey is a copy editor and running columnist with *The Buffalo News*.

Bruce Martin '77 is the author of *Look Close See Far, A Cultural Portrait of the Maya*, published by George Braziller Inc.

Brent Marchant '78 is the author of *Get the Picture: Conscious Creation Goes to the Movies*, published by Moment Point Press. The book provides a cinematic look at the practice of "conscious creation," a concept popularized by The Secret.

Robert Kochersberger G'79 is director of the Master of Arts in Liberal Sciences degree program at North Carolina State University.

80s

Tom Coffey '80 is the author of *Bloody Alley*, published by Tony Press. Coffey is a sports writer for *The New York Times*.

Sydney (Slavin) Rubin, '81, joined Frank N. Magid Associates Inc. as a consultant in marketing and brand management for its North American Television division.

Ken Tompkins G'81 is the Empire State Development (ESD) regional director for Utica, managing the operations of ESD's Mohawk Valley office.

Ira Berkowitz '82 is president of the Syracuse University Northern New Jersey Alumni Club. Berkowitz owns Monarch Communications, a graphic design/advertising agency in Millburn, N.J., which has received 10 Polly Bond Awards for Overall Excellence and Excellence in Graphic Design.

Debra Brandt '85 is publisher of *Traditional Home* magazine.

Kevin Lamarque '85 recently celebrated his 20-year anniversary as a news photographer for Reuters. After two years in Hong Kong and 10 years in London, he has spent the last 10 years in Washington, D.C., covering the White House.

Donna Raheb '85 is the author of the children's book *The Adventures of Henrietta Ham: Meet Henrietta* (HenriettaHam.com).

Judy Holmes '86 is a senior publications coordinator for Syracuse University's College of Arts and Sciences.

Camille Massey '87 was named vice president for membership, fellowships, and corporate affairs for the Council on Foreign Relations. Massey currently serves as the chair of the board of directors of Breakthrough, an international human rights organization based in India and the United States, and on the Newhouse School's Advisory Board.

Kathy Orr '88 is a member of CBS 3's Eyewitness News team in Philadelphia. An Emmy-winning meteorologist, Orr provides forecasts weekdays on *Eyewitness News* as well as for CBS 3's sister station, SportsRadio 610.

Mike Battaglini '89 was named online sports editor for the *New York Post*.

Bob Stohrer '89 is chief marketing officer for Virgin Mobile USA Inc.

90s

Mary Calvi '90 is an anchor with CBS 2 and has won three Emmy awards.

Gregory Karp '90 is the author of *Living Rich by Spending Smart: How to Get More of What You Really Want*, a book based on his national newspaper column, "Spending Smart."

Richard Long '90 leads all database and interactive marketing at USG Corporation, a Chicago-based Fortune 500 manufacturer and distributor of high-performance building systems.

Christina Wehle Bauer '91 is a partner marketing manager with Microsoft.

Jacqueline Miller '91 was named vice president and group account director of MicroMass Communications Inc., where she will manage relationship marketing initiatives for a portfolio of cardiovascular products.

Tonia O'Connor '91 is executive vice president of distribution sales and marketing for Univision Communications, the leading Spanish-language media company in the United States, where she leads the company's distribution efforts with cable, satellite, and telecommunications operators and manages the affiliate relations teams for the Univision and TeleFutura Network stations and the cable network Galavisión.

Sid Acker '92 is an editor with the International Herald Tribune in Hong Kong.

Colin Macaulay '92 helped create the five-part series Broadcast Brawl for NBC 10 in Philadelphia.

Sara Millett Au '93 is the author of *Stress-Free Potty Training*, published by AMACOM Books and illustrated by her former roommate at SU, Kelly Rocha Light (VPA '92). Au is a magazine editor, speechwriter, and author based in Orlando, Fla.

Alison Krieg-Obrien '94 is a long form producer for CNBC and received two Business Emmy Awards for her work.

Mike TeSelle '94 was named best TV news reporter in Sacramento by *Sacramento Magazine*. He works for KCRA-TV.

Wendy Loughlin G'95 and Timothy McCoy (A&S G'06) celebrated the birth of their daughter, Katherine, in September. Wendy is director of communications and media relations for the Newhouse School, and Timothy is a poet and an instructor at SUNY Oswego and Cazenovia College.

Carrie White Gray G'98 is the managing director of Wilmington Renaissance Corporation in Wilmington, Del.

Joshua Teixeira '98 works for Bond Art and Science, a digital solutions firm based in New York City.

Scott Isaacs '99 is executive producer of sports for WCVB-TV, the ABC affiliate in Boston. He also launched *Sunday Sports OT*, a half-hour sports show.

00s

Christie Cino Adams '00 founded her own photography business, Christine Adams Photography.

Eric Terchilla '00 and **Alicia Dotter '01** were featured in Communication Arts Ad Annual—Terchilla for his work for Columbia Sportswear and Dotter for her writing contributions to the "I'm a Mac, I'm a PC" campaign.

Lisa Astor '01, **Jill Reuter '06**, **Anya Woods G'07** and **George Thomas G'07** recently joined PAN Communications, a public relations agency serving the technology, professional services, and consumer sectors. Astor is an account manager; Reuter is an associate; and Woods and Thomas are junior associates.

Shari Sobine '01 is creative director for TMPG Inc., where she focuses on the creation of client-specific proposals for large-scale promotional programs and supports the transition to digital with programs featuring more online and mobile components.

Marc Sorbello '00 was commissioned as a supply officer in the U.S. Navy Reserves. He is also an adjunct in Newhouse's public relations department.

Jason Stefanik '00 joined worldwide advertising agency BBDO as an associate creative director.

Kayvalyn Tersch '01 won a Radio Mercury Award in the 5,000 PSA category as a producer/writer at Kirschenbaum + Bond.

David Baumann '02 is a sports anchor/reporter at Central Florida News 13 in Orlando. He was also named to the "Top Ten Young and Powerful" list by *Orlando Style Magazine* and is currently earning an M.B.A. from Rollins College.

Christine Paul '05, owner of Christine Paul Events, was featured in *The Knot Magazine* Spring/Summer 2008 issue.

Greg Bilzarian '06 is a reporter for 13abc in Toledo, Ohio, where he covers breaking news stories for the station's "all-new news at 11 p.m."

Stephanie Burton '06 is editor-in-chief of *CollegeOTR.com*, where she creates and edits content and manages and recruits staff writers.

Kallie Cart '06 is a reporter for WSAZ in West Virginia.

Kristina Martino '06 received first place in the New York State Associated Press 2006-2007 editorial contest for her package of stories on the growth of the Mennonite population in Cayuga County. Martino is currently a staff writer for the *Central New York Business Journal*.

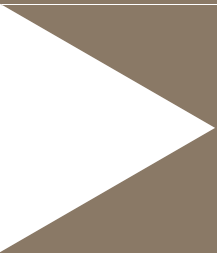
Dan Bumpus '07 is a play-by-play announcer and media relations director for the Kannapolis Intimidators minor league baseball team for the 2008 season. The Intimidators are a professional Class A affiliate of the Chicago White Sox.

Kevin Prince '07 is a booking producer for MSNBC and *Today*.

HOMECOMING+REUNION
SEPTEMBER 18-21, 2008
SYRACUSE UNIVERSITY

With a full schedule of educational, cultural, and athletic events, Homecoming + Reunion is the perfect formula for fall fun!

For details, visit homecoming.syr.edu. Questions?
Call 800-SUALUMS.



NEWHOUSENETWORK

SYRACUSE UNIVERSITY S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS 215 UNIVERSITY PLACE SYRACUSE NY 13244-2100

NON-PROFIT ORG
U.S. POSTAGE
PAID
SYRACUSE UNIVERSITY
SYRACUSE, NY