CONGRESS SHALL MAKE NO LAW RESPECTING AN ESTABLISHMENT OF RELIGION, OR PROHIBITING THE FREE EXERCISE THEREOF; OR ABRIDGING THE FREEDOM OF SPEECH, OR OF THE PRESS; OR THE RIGHT OF THE PEOPLE PEACEABLY TO ASSEMBLE, AND TO PETITION THE GOVERNMENT FOR A REDRESS OF GRIEVANCES.
Dear Friends of the School: In April I announced my intention to step down as dean of the Newhouse School at the end of the 2007-08 academic year. (The lengthy academic search process requires a lot of advance planning.) I will take 2008-09 as a sabbatical year (my first real leave to re-charge in 36 years in higher ed) and then return to the faculty in the fall of 2009. I will be turning over to the next dean a school in excellent shape. We should attract many strong candidates for this position. Who wouldn’t want to lead a Newhouse School with a new building, an exciting new curriculum, a great faculty and staff, a talented and ambitious student body, and a loyal and accomplished alumni base—all within a university on the move?

This has been a long run, and every organization needs new ideas and energy. Next year will be my 18th as dean, about triple the normal longevity. I want to make sure that I am leaving at the right time in the life of the school, and I think June 30, 2008, is the right time. At that point we will have been in the new building for a year, having gone through the “shakedown cruise.” Most of the elements of a new curriculum should be in place by then, thanks to the hard work of the faculty and staff. Our relatively new administrative team will have had another year of experience under its collective belts. We will have had more time to navigate the University’s new budget system. The school will be well-positioned to help with the University’s next capital campaign. And undergraduate and graduate admissions will be flourishing.

We have worked together to transform the school, and we continue to look forward to great things ahead. The first Mirror Awards Presentation will be held in June. New academic programs will open in the fall. Our successful “Newhouse in New York” breakfast series will continue. We will dedicate Newhouse III and welcome Chief Justice John Roberts to campus in September. We will celebrate a full “Year of the First Amendment” with a series of speakers, symposia, and other events to bring further attention to our building, wrapped as it is in the actual words of the First Amendment.

One of the most rewarding parts of the job, for me, has been the relationships I have made with so many people. Building a great school is a team effort. It starts with the bright students who leave us and make their mark on the industry. This can only happen with a dedicated faculty and staff working closely with the students to bring out their potential; alumni who help those graduates get settled and who contribute to the school so that we can build a Newhouse III; an experienced Advisory Board providing advice, connections to the industry, and financial resources; and the many friends of the school who have supported us by digging deep into their pockets. You should all take a bow!!!

No one could have lasted 18 months as dean, let alone 18 years, without such a fabulous group of people all pulling together. You made it easy.

I will continue to make a contribution to Newhouse in the classroom, as a writer, as a donor, and as a person willing to provide leadership across the campus when asked.

I look forward to seeing many of you at events in the upcoming year.

David M. Rubin
Dean
Peter Bart, editor-in-chief of Variety, will receive the inaugural Lifetime Achievement Award at the Mirror Awards Luncheon June 14.

Meredith Vieira, co-anchor of NBC’s morning news program Today, will MC the event at W New York, 541 Lexington Ave., New York City.
Seven jury awards will be presented at a luncheon in New York City to recognize the outstanding work of people and organizations that report on the media. Until now, no awards of this nature have ever been given.

The Mirror Awards Luncheon will take place June 14 from 11:45 a.m. to 2:30 p.m. at W New York in New York City. Meredith Vieira, co-anchor of NBC’s morning news program Today, will serve as mistress of ceremonies. Peter Bart, vice president of Variety Inc. and editor-in-chief of Variety newspaper, will be honored with a special lifetime achievement award.

Luncheon committee co-chairs for the event include Rob Light ’78, partner, Creative Artists; Judy McGrath, chairman and CEO, MTV Networks; Ron Meyer, president and COO, Universal Studios; Aaron Sorkin ’83, writer; and Jeff Zucker, president and CEO, NBC Universal.

“"These awards are for anyone who cares about the media, and about the public’s perception of the media in our economy and culture,” says Newhouse Dean David M. Rubin. “The media are so central to every aspect of American life, and so ubiquitous, that we thought it time to recognize coverage that best explains to the American public how the media work, and why. We believe these awards are long overdue, given that the media business, as a beat, has been the focus of some of the country’s best journalists. We are pleased to associate the Newhouse School with these new awards, given that the school has such a strong concentration in its mission on professional media work for its graduates.”

The Mirror Awards focus on all media—traditional and new—including newspapers, magazines, radio, television broadcasting, cable, satellite, film, and the entire digital sphere of the Internet. Seven categories recognize reporters, editors, and teams of writers who hold a mirror to their own industry for the public’s benefit. Newhouse established the awards to recognize winners for news judgment and command of craft in reporting, analysis, and commentary on developments in the media industry.

The Mirror Awards are open to anyone who conducts reporting, commentary, or criticism of the media industries—television, newspaper, magazine, radio, advertising, public relations, the Internet, and other forms of content—in a format intended for a mass audience. This year’s entries came from a wide range of media outlets and organizations.

Luncheon committee members include Barry Baker ’73, managing director and general partner, Boston Ventures; Edward Bleier ’51 of CKX/Blockbuster/RealNetworks and the Newhouse School’s Bleier Center for Television and Popular Culture; Kathy Bloomgarden, CEO, Ruder Finn; Harold Burson, founding chairman, Burson-Marsteller; Bill Doescher, president and CEO, The Doescher Group Ltd.; Fred M. Dressler ’63, former executive vice president of programming, Time Warner Cable; Alan Frank G’70, president and CEO, Post-Newsweek Stations Inc.; Eric Frankel ’74, president, Warner Bros. Domestic Cable Distribution; Martin Garbus, partner, Davis & Gilbert LLP; Peter Guber, chairman, Mandalay Pictures; Phil Gurin ’81, president, The Gurin Company; Andrew T. Heller, president of domestic distribution, Turner Broadcasting System; Deborah Henretta G’85, president, ASEAN, Australasia and India, The Procter & Gamble Co.; Phillip I. Kent, chairman and CEO, Turner Broadcasting System; Larry Kramer ’72, advisor, CBS Interactive; John D. Miller ’72, chief marketing officer, TV Group, NBC Universal; Eric Mower ’66, G’88, chairman and CEO, Eric Mower and Associates Inc.; Mike Perlis ’76, venture partner, SOFTBANK Capital; Thomas S. Rogers, president and CEO, TiVo Inc.; Jeffrey A. Sine, vice chairman and global head, Technology, Media & Telecommunications, UBS Investment Bank; John Sykes ’77, president of network development, MTV Networks; and Michael Terpin ’78, president and CEO, Terpin Communications Group.

Mirror judges include Floyd Abrams, partner, Cahill Gordon & Reindel; Louis D. Boccardi, director, The Gannett Company; Hodding Carter III, professor of leadership and public policy, University of North Carolina at Chapel Hill; Karen Brown Dunlap, president, The Poynter Institute; Esther Dyson, author, Release 2.1; Theodore L. Glasser, professor of communication, Stanford University; Charlotte Grimes, Knight Chair in Political Reporting and professor, S.I. Newhouse School of Public Communications, Syracuse University; Alberto Ibargüen, president and CEO, John S. and James L. Knight Foundation; Alex Jones, director, The Joan Shorenstein Center on the Press, Politics & Public Policy, Harvard University; Steve Kroft ’71, correspondent, 60 Minutes, CBS; William T. Slater, dean and professor, College of Communication, Texas Christian University Schieffer School of Journalism; and Judy Woodruff, special correspondent, NewsHour, PBS.

For more information about the Mirror Awards or to reserve a table at the June 14 luncheon, see mirrorawards.syr.edu or contact Catherine Gay Communications at 212-501-7231 or mirror@cgcomgroup.com.
This spring, Syracuse University Vice Chancellor and Provost Eric F. Spina announced that David M. Rubin, dean of the Newhouse School for the past 17 years, will step down as dean effective June 30, 2008, and return to the faculty.

“David’s impact on the Newhouse School and its students and faculty has been broad and far-reaching,” said SU Chancellor and President Nancy Cantor. “He has not only led Newhouse through one of its most productive eras as a school, but he has helped set the national agenda for education in communications during a time in which the profession has undergone revolutionary change. David’s leadership will be missed on campus and well beyond.”

“David Rubin has had a profound impact on the Newhouse School and generations of students here at Syracuse University,” said Spina. “His deanship truly focused on and advanced our quality—of programs, of faculty, and of students. He will be sorely missed as the ‘dean of deans,’ but his integrity, frankness, and focus on quality leave a high mark for us all.”

Spina has convened a national search for Rubin’s replacement.

As dean since July 1990, Rubin has had a major influence on all aspects of the

END OF AN ERA

DEAN RUBIN TO RETIRE AND RETURN TO THE FACULTY NEXT JUNE

By Wendy S. Loughlin
school, from fund raising and alumni relations to the quality of the student body and the administrative structure. Always a school with a strong national reputation, Newhouse is now generally recognized as one of the nation’s premier communications schools, and its graduates are in demand in the media workplace. Perhaps his most important achievement—the construction of Newhouse III—will be celebrated at a gala dedication on September 19.

Rubin has transformed the school with a number of programs, new hires, and initiatives. Early in his tenure, he established a Career Development Center and an alumni relations operation that have become models for other units at SU. He created a new faculty rank, Professor of Practice, which allows top professionals from the industry to bring their expertise to the University and assume full-time faculty positions without the pressure of a research agenda.

He hired the school’s first admissions coordinator and led Newhouse to its current status as one of the most selective communications schools in the country, with an admissions rate of less than 25 percent. He initiated a focus on minority recruitment that has more than doubled the percentage of minority students in the incoming first-year class—from 10 percent to more than 20 percent.

Under his leadership, the school created a special deanship and office to support the graduate professional master’s degree students. He started graduate programs in arts journalism, new media, and media management.

Rubin has taught a section of the gateway course to freshmen or the senior-level communications law course every semester he has been at SU, and he regularly advises 30 or more undergraduates. Of the current 65 members of the full-time faculty, 41 were hired during Rubin’s deanship.

Rubin raised the school’s visibility through a number of successful, high-profile branding events, including the “Newhouse in New York” breakfast series, established in partnership with Condé Nast and The New Yorker magazine, at which leading media professionals are interviewed by “Annals of Communications” writer and author Ken Auletta for an invited audience. He oversaw the gala “40 at 40” celebration of the school’s 40th birthday, held in New York City and on campus, which raised more than $500,000 for scholarships.

The first annual Newhouse-sponsored Mirror Awards Presentation, recognizing excellence in media industry reporting, will be held this June in New York City (see story p. 4) and should further extend the school’s reputation in that important venue. To support these branding activities, he recently hired the school’s first director of communications and media relations.

He revamped the Newhouse Board of Advisors, creating a model group that provides strategic advice, networking, visibility, and financial assistance to the school. He also built a fundraising and external advancement operation for the school and has helped secure funding for a number of programs and chairs, including the Goldring Arts Journalism Program; the Tsairis Chair in Documentary Photography; the Knight Chair in Political Reporting; the Trustee Chair in Media and Popular Culture; the Bleier Center for Television and Popular Culture; the Tully Center for Free Speech; the Carnegie Program in Legal Reporting; the Ken Burns Chair in Media and the Arts; and the Newhouse Minority Graduate Fellows Program; and the Turner Diversity Fellowship Program.

Perhaps his most notable achievement as dean is the construction of Newhouse III, the third building in the Newhouse Communications Complex, which will be dedicated September 19 with a keynote address from Chief Justice of the United States John G. Roberts Jr. It is funded in part through a lead gift of $15 million from the S.I. Newhouse Foundation. Additional fund raising has increased this total to about $24 million, and fund raising continues. The building, along with renovations to Newhouse I and Newhouse II, will provide a 350-seat auditorium, a large dining center, a state-of-the-art convergent media center for student experimentation, two student lounges, an executive education wing, and other important facilities.

Outside the school, Rubin hosts a weekly television show on public television station WCNY-TV, The Ivory Tower Half Hour, which is the highest-rated local public affairs program (other than local news) in Central New York. The program is scheduled to go statewide in July. He is a member of the advisory board of the Hearst Foundation’s College Journalism Competition and has twice served as a Pulitzer Prize juror. He has served on a variety of arts boards, including for the Syracuse Opera and the Skaneateles Festival. He holds a B.A. from Columbia College in New York City, and master’s and doctoral degrees in communications from Stanford University. He previously spent 19 years on the faculty of New York University.

“This is the right time for a transition in leadership,” says Rubin. “By June of 2008, the new building will have had its first year of operation. Most of the elements of the new curriculum will be in place. The school’s new management team will have had another year of experience. We are well positioned for the University’s next capital campaign. The school is so strong and visible nationally that we should attract many excellent candidates to carry on this work.

“I have been privileged to spend 17 years working with a highly talented and supportive group of faculty, staff, and alumni. We have all benefited enormously from our association with the Newhouse family, who are models for philanthropy in their wisdom, generosity, and trust.”

Following his retirement, Rubin will take a yearlong sabbatical before returning to Newhouse to teach. “I will spend the next year learning the things I need to learn to contribute to teaching in our new curriculum,” he says. “I also hope to get back the same proficiency at the piano I had when I became dean in July of 1990 and have now, sadly, lost. I intend to make Debussy, Ravel, Brahms, and Mozart close acquaintances again.”
A new minority fellowship program at Newhouse offers communications students the opportunity to alleviate their biggest concerns: paying for graduate school and landing a job to start their careers. The Turner Diversity Fellowship Program provides a fully funded education and a guaranteed job with a leading communications company. Turner Broadcasting System Inc. is funding the fellowship with a two-year, $140,000 gift, which will enable two students from underrepresented groups to pursue graduate study at Newhouse in advertising; media management; broadcast journalism; television, radio, and film; or new media. Students will then work at Turner Broadcasting in any of a variety of positions. “The fellowship raises the bar for our students, and it increases our minority student enrollment,” says Joel Kaplan, Newhouse associate dean for professional graduate studies. “More importantly, it has the potential to increase the number of minorities in the industry.”

Combined with the Newhouse Minority Fellowship Program, which provides an education and job placement with a Newhouse newspaper after graduation, this new fellowship illustrates the school’s and the industry’s commitment to creating a diverse workforce, Kaplan says. “All media industries have to do a better job in attracting and keeping minorities,” he says. “This is a step in the right direction to help not just Turner but the entire communications industry have a more diverse work force.”

**FIRST TURNER FELLOWS TO ENTER NEWHOUSE THIS SUMMER**

Je-Anne Jarrett (l) and Gretta Moody (r) are the first students to participate in the Turner Diversity Fellowship Program at Newhouse. They will enter the school this summer.

Jarrett, who will enroll in the media management program, earned a bachelor’s degree from Duke University, where she studied public policy and Spanish and earned a certificate in film/video/digital. She was an intern with the Emma L. Bowen Foundation, which pairs students with partner companies to work during summer and school breaks. Jarrett worked at MJZ-TV in Baltimore, where she gained experience in programming, creative services, news, web, sales, public affairs, special projects, and human resources. She also participated in the foundation’s annual student conference and mentoring program.

Since graduation from Duke, she has worked as a production assistant for WRAL-TV, the CBS affiliate in Raleigh, N.C.

Moody also will enroll in the media management program at Newhouse. She graduated this spring from Hampton University, where she studied advertising and marketing. She received several undergraduate honors and awards, including the Scripps Howard School of Journalism and Communications Departmental Award; the Lotti B. Knight Book Award; and designation by the American Advertising Federation (AAF) as a “Most Promising Minority Student.”

She worked as an intern with the AAF’s Education Services and Mosaic Center, as an advertising/fashion intern with Victor Rossi, and as an intern with the Louis Carr Internship Foundation. She also served as co-president of 10 (a college chapter of the AAF) and a member of the American Marketing Association, and was a finalist for a Lighthouse Award for best print advertisement.
Television, radio, and film (TRF) associate professor Larry Elin wanted students in his Short Form Production class to get a true understanding of a real-world commercial production project, with a client, an ad agency, and the collaboration to pull off a professional 30-second television commercial. They got that and more.

The 18 students in his class worked with AIDS Community Resources (ACR) and 30 advertising design students to create six public service announcements that provided students with a typical work experience and benefited a community agency and the people it serves. “Typically, TRF students are taught how to write and produce their own work and rarely have anybody else in a position of ‘authority’ involved at virtually every phase,” Elin says. “I wanted to see if they could function in this kind of potentially unpleasant but completely realistic environment, and they all did extremely well.”

Elin worked with Pete VonDerLinn and Donna Korff, advertising professionals and faculty members in SU’s College of Visual and Performing Arts, who adjusted coursework in order for their 30 students to become the design team. ACR came in as the client after Andrew London, ACR’s board chair and an associate professor in SU’s Maxwell School of Citizenship and Public Affairs, brought the opportunity to the agency’s attention. To help deliver an effective message, communications assistant professor Makana Chock provided research and technical advice to the client and ad design teams, aiding them in designing a strong theoretical framework for the ads.

The project was developed during the last six weeks of the fall semester. ACR wanted the focus on condom use, targeting both English- and Spanish-speaking audiences. The ad design students produced concepts and storyboards, six of which were assigned to three-person TRF production teams. The students learned how to execute the designs like real production companies, while the client, ad design students, and Chock continued to be active in the process.

“I have a greater appreciation for the creative process involved in advertising campaigns, from the basic idea to targeting the demographic to production and completion,” says TRF student Jordan Friedman ’07. “As far as our production, I had to defer to the client and advertising students and put our creative differences aside in the interest of producing the spot.”

ACR’s HIV educators use the commercials to start conversations with students in the agency’s Teen AIDS Task Force chapters. The agency is also raising funds to air the spots locally. Agencies from around the country have requested DVD copies of the spots, which Elin uploaded to YouTube. Chock is studying the effectiveness of the commercials and will write a paper about the study.

Students produced professional work for portfolios, but they gained something else, Elin says. “They learned how to create something of great value for something other than a good grade,” he says. “Their commercials were deeply appreciated for a very worthy cause. This is a life lesson that is hard to achieve in the typical course assignment.”

Jean Kessner, ACR’s publicity director, enjoyed working with the students and was impressed both by their efforts and by Elin’s enthusiasm in educating them, which shows in their work. “The commercials are professional and get the message across convincingly,” Kessner says. “Condom use is a dicey topic. The PSAs put the topic out there in a direct and appropriate way.”
CAROL PERRY INTERACTS WITH A CUSTOMER AT HER SOUTH SIDE NEWSSTAND.
The Newhouse School and the South Side Community Coalition are working together to provide news coverage for the South Side of Syracuse through the South Side Newspaper Project. Professors Steve Davis and John Hatcher launched the project after sending students to report there in spring 2005 and receiving encouraging feedback from the community. “The South Side is a community different from the area students are accustomed to,” says Davis, chair of the Newhouse Department of Newspaper Journalism. “The project is a good way to immerse students in diversity, being that most residents are minorities.” The project’s goal is to create a monthly publication that takes an in-depth look at the South Side’s unique aspects.

Project coordinator Tasneem Tewogbola ’96 says organizers are currently trying to raise funds for the publication. “We’re looking for money from a variety of sources,” says Tewogbola. “Before next fall, we plan to apply for five or six grants as well as obtain nonprofit status.” Also in the works is a plan to establish a home for the publication. “The University has agreed to do everything in its power to find property on the South Side that will serve as the communications center, whether that means purchasing and renovating an existing building, renting, or building a new facility,” Davis says.

Project organizers expect to publish the newspaper’s inaugural issue in fall 2007 or spring 2008, but Davis admits they have much to accomplish by then. However, constant support from Newhouse makes the process more feasible. For instance, advertising students in one of associate professor Sue Alessandri’s classes plan to complete a market survey of the South Side this spring. It will feature a list of potential advertising clients in the community, giving organizers an idea of what clients might pay for ads as well as their desired frequency of advertising. “That’s the beauty of getting classes involved,” Davis says. “The students are getting job experience with real clientele, and we’re benefiting from their work. Our paper is nonprofit, but there are many expenses involved in operating it, and paying someone to do such things would not be possible.”

Enthusiasm within the South Side community has also contributed to the newspaper’s progress. “We have 35 committed volunteers from the South Side devoted to being writers, photographers, and graphic designers,” Tewogbola says. The majority of the volunteers have no prior journalism experience and will work alongside upper-level journalism students and be mentored by Newhouse professors, says Davis. According to Tewogbola, the community has already chosen a name for its newspaper: The Stand. “It represents the seriousness of those involved and their vow to have a paper that speaks to the community,” she says. “A lot of times the coverage paints one broad stroke of the South Side as a place of crime when there’s really amazing history and people there.”

Davis says the ultimate objective is to assist the South Side with creating a newspaper its community members can one day operate as their own. “When the paper is up and running five to seven years from now, we will hand it over to the community and send our students there as interns,” he says.
Some of the world’s biggest, best, and most innovative newspapers converged on Syracuse in February for the Society for News Design’s annual Best of Newspaper Design Creative Competition. Hosted by Syracuse University and the Newhouse School under the direction of Newhouse professor emeritus Marshall Matlock at Drumlins and the Sheraton Syracuse University Hotel & Conference Center, the competition drew 13,862 entries from around the globe.

“Every year has new challenges,” says Matlock, who organized the event for the 18th year. “This year it was the unheard-of number of winners—1,746—which more than doubled from most past years.” The four top prizewinners, recognized as the “World’s Best-Designed Newspapers” by the SND and the Newhouse School, were all from Europe: Aripaev of Tallinn, Estonia; El Economista of Madrid, Spain; Frankfurter Allgemeine Sonntagszeitung of Frankfurt, Germany; and Politiken of Copenhagen, Denmark. The newspapers are judged by an international array of editors, designers, and academics. Matlock says American newspapers, traditionally, take fewer risks in design than their international counterparts. “Unlike many international papers that are designed well from cover to back, U.S. papers tend to have wonderful covers, but when a reader gets inside the paper, there isn’t the same quality,” he says.

While the awards are prestigious, Matlock says the real winners are Newhouse students. Sitting in on the judging and assisting as “facilitators,” these students also are given the opportunity to have their portfolios reviewed by the judges and professional facilitators involved in the competition. “It’s a terrific learning experience,” he says. “It gives our students an opportunity to work alongside some of the best professionals in the print business. Some years, students have gotten internships or jobs based on their performance at the judging.”

One student landed an internship at the Chicago Tribune simply because he was observed at the judging doing all the right things. After a successful summer working for the paper, he returned to SU for his senior year. The Tribune later bucked its own hiring policy at the time and offered him a job right after graduation, even though he had no substantial newspaper experience. “They would compare every other person they interviewed to him, and he came out on top every time for what they were looking for in graphics design,” Matlock says.

Newhouse alumni also descend on campus each year to help with the competition, often returning as editors, managing editors, designers, art directors, and news directors. “Newhouse needs to graduate a well-rounded student who has the skills the industry needs,” Matlock says. “Newhouse faculty and staff work very hard to make sure that happens, and, from our overall track record, we’re doing a good job.”

Matlock, who received the SND Lifetime Achievement award last fall, considers it a privilege to bring the competition to Syracuse each year, especially for the students. “I hope that by attending the judging, students leave Drumlins with ink on their fingers and a better understanding of what’s happening out there in the print design world,” he says.
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<td>A collaboration between the Newhouse School and SU’s Maxwell School of Citizenship and Public Affairs, the joint M.A. program in Documentary Film and History is designed for students who are interested in the related disciplines of history and documentary filmmaking. The one-year program teaches the methodologies of historical research, proposal and script writing, and production, with a focus on the commercial realities of documentary film distribution. The program is appropriate for students interested in research, writing, production, and distribution of nonfiction films, as well as those who plan to teach either history or documentary production. The new program was inspired by today’s content-hungry digital age, in which the Internet, cable television, DirecTV, iPods, Zunes, media on screens in classrooms, and home entertainment centers have created an enormous demand for new, engaging programs, especially documentaries. The digital age has also brought on changes in how films are produced. Relatively inexpensive cameras and computer-based, nonlinear editing systems make it possible for small groups of people to create professional documentary films at relatively low cost. “We have created a program for filmmakers, historians, educators, and anyone inspired to explore the potentials of the documentary, as the form develops and morphs in response to each new wave of technological innovation,” says Richard Breyer, co-director of the program and Newhouse professor of television, radio, and film. “We encourage students to bring their own interests to the program.” For more information, contact Breyer at 315-443-9249 or <a href="mailto:rlbreyer@syr.edu">rlbreyer@syr.edu</a>.</td>
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<td>Another collaboration between the Newhouse School and the Maxwell School, the Public Diplomacy program trains students for public communications responsibilities with governments or nongovernmental organizations (NGOs). “We are excited about this program,” says Dennis Kinsey, Newhouse associate professor of public relations and director of the program. “In less than two years, students earn two master’s degrees—one in public relations and one in international relations.” The program addresses the challenges inherent in cross-cultural communication and the problems that can arise when the theory and practice of public communications is not understood. As part of the program, students participate in internships and policy-oriented seminars in Washington, D.C. Public diplomacy has evolved to include nongovernmental communications that have an impact on government, as well as government communications that affect nongovernmental sectors, including the private sector. In government, international organizations, nonprofit organizations, NGOs, and the private sector, there is a call for people who understand diverse audiences at home and abroad and are skillful at crafting messages that describe the organization, convey its vision, and help communicate its message in times of change or crisis. For more information, contact Kinsey at 315-443-3801 or <a href="mailto:dfkinsey@syr.edu">dfkinsey@syr.edu</a>.</td>
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<td>A new concentration for undergraduate students in the Newhouse School and SU’s College of Visual and Performing Arts (VPA), the Fashion and Beauty Communications Milestone explores fashion and beauty as communication. Coursework is drawn from both Newhouse and VPA and covers such topics as the history of fashion; contemporary fashion in popular culture; visual communications; fashion advertising and promotion; fashion photography; and beauty and fashion journalism. The three-year milestone also will include a lecture series, benchmark trips, internships, and study abroad opportunities. In addition to their chosen majors and minors, students who complete the program will receive a “milestone distinction” in fashion and beauty communications. About 40 students have enrolled. “This milestone has been four years in the making, so it will be great to see it finally launched this fall,” says Carla Lloyd, Newhouse associate dean for creative and scholarly activity and one of the milestone’s founders. “I appreciate the enthusiastic response from students and am looking forward to serving them next year and in years to come.” For more information, contact Lloyd at 315-443-2305 or <a href="mailto:cvlloyd@syr.edu">cvlloyd@syr.edu</a>.</td>
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THE POWER OF WORDS

BY
WENDY S.
LOUGHLIN

12
Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances.

The words are spelled out in letters six feet high, etched in glass, wrapping the edifice. The third building in the Newhouse Communications Complex is more than just a building; it is a message, and a symbol. Displaying the words of the First Amendment, it makes a striking statement to all who visit the Syracuse University campus—that the First Amendment continues to be a vital part of American democracy, and lies at the heart of American journalism.

“This is who we are and this is what we do,” says Newhouse Dean David Rubin. “Without the First Amendment, most of what we do in the Newhouse School would not be possible or would be done in a vastly different way.”

Indeed, since its adoption in 1791, the First Amendment has played a crucial role in the evolution of communications. “I don’t think American journalism or American journalism education would be possible without the First Amendment,” says Charlotte Grimes, Newhouse’s Knight Chair in Political Reporting.

The People in the Driver’s Seat
The Founding Fathers believed strongly in the importance of an informed public and open, public debate. “Our liberty cannot be guarded but by the freedom of the press,” Thomas Jefferson once said, “nor that be limited without danger of losing it.” As a safeguard against possible government tyranny, and with its provision for freedom of the press, the First Amendment positioned journalists in a unique role within the democracy: that of watchdog. “There was a suspicion of a government that was too strong, a suspicion about letting government control what got printed and what got said,” says Newhouse professor of communications Jay Wright, an expert in communications law and co-author of the books *The First Amendment and the Fourth Estate* and *The First Amendment and the Fifth Estate* (both published by The Foundation Press). “The assumption would be that in a democracy, if you have power resting in the press to expose wrongdoing by the government, you’re less likely to have wrongdoing.”
Says Grimes: “That whole notion of freedom of the press embodies everything that we do as journalists, and it’s at the heart of what we teach our students—that they have this obligation to be a watchdog on government and those with power. You can’t be a watchdog if you don’t have some wonderful protection from interference. The First Amendment gives us that.”

Fittingly, the First Amendment was truly a product “of the people, by the people, for the people,” Grimes says. “It’s important to remember that when the Constitution was passed, it didn’t include the First Amendment,” she says. “It was the people who rose up and said, ‘We want more protections.’ That’s why we have the First Amendment—people, the people, demanded it. And the First Amendment assures—at least as much as anything can—that the people are in the driver’s seat.”

An Independent Press

The media’s watchdog legacy evolved over the past two centuries, but Grimes points out that the gatekeeper role of the press was all but absent in the early days of the democracy. In the years immediately following the American Revolution, newspapers were usually partisan, having been founded by the political parties themselves. “They chewed up each other, but they didn’t really ever look at themselves,” she says. “They never raised questions about their own parties, who were paying for the ink and the paper. I think it was a profound change when newspapers in particular became independent from the parties.”

That change came later on, during the 19th century era known for “Yellow Journalism,” with the birth of the “penny press,” the widespread use of the Associated Press and the rise of “crusading journalism” by the great press barons like Joseph Pulitzer and William Randolph Hearst. Despite its negative connotations, Grimes says, “Yellow Journalism actually did a lot of good. Many of those crusades changed things.” She points to the story of Nellie Bly, who, as a reporter for the New York World in 1887, had herself committed to the Women’s Lunatic Asylum on Blackwell’s Island in order to chronicle the conditions there. “Her stories so horrified people,” Grimes says, “that great changes were made in the care for the mentally ill. You wouldn’t have had that being done under a partisan press.”

This tradition of “accountability journalism,” which holds people in power accountable and often leads to reform, has become the hallmark of American journalism, viewed by many as journalism at its best. The Watergate stories of the 1970s and, more recently, the unveiling of problems at the Walter Reed Army Medical Center, are notable examples. “Journalists are eager to tell untold stories and journalists are eager to point out wrongdoing by government and other large authorities,” Wright says. “The long tradition of people breaking stories is all part of the package.”

Threats and Challenges

But the First Amendment also has faced its share of threats and challenges. In the late 18th century, the Sedition Act made it illegal to criticize—in speech or in writing—the Constitution or the government of the United States. The act expired in 1800. In 1971, when The New York Times began publishing stories based on the “Pentagon Papers,” top secret documents detailing the U.S. government’s involvement in Southeast Asia as early as the 1940s, the Nixon Administration secured court orders stopping publication for 15 days. Eventually, the Supreme Court ruled the restraint unconstitutional, and publication resumed.
Some would argue that attacks on the First Amendment have escalated in recent years. In particular, the threat of terror, seemingly more pressing since September 11, 2001, has in many cases led to a suppression of information in the name of national security. “Terrorism is a real threat, but people are increasingly trying to control speech-related things that might or might not be terrorism,” Wright says. “It’s easy to toss that word around and use it as a justification for a lot of things that don’t fit well with the notion of freedom of expression.”

Wright says the modern notion of being “politically correct” also is a possible threat. “Many people have a big concern with not hurting other people’s feelings, with trying to curtail free speech that wouldn’t do physical damage to somebody, wouldn’t damage their reputations in the libel sense, wouldn’t invade their privacy, but might hurt their feelings, because they might not be words that the subject of the comment would like used about them,” he says.

Grimes sees the changing nature of today’s newsrooms as another problem. “I fear for the future of watchdog journalism in our environment today, where news organizations are trying to convert themselves into ‘information centers,’ and cutting back on the numbers of reporters,” she says. “If you think of yourself as an ‘information center,’ you’re not doing much watchdog journalism. In fact, you may not even be doing journalism. It’s a shame to have that powerful, vivid protection of the First Amendment, and to degrade it to protect our right to purvey mere information instead of news.”

Still, despite threats, the First Amendment has thus far prevailed, a fact that “speaks to the wisdom of the founders, and speaks to and illuminates the values that are embodied in the First Amendment,” Grimes says. “But history tells us that the First Amendment is constantly under threat, and that it always will be. We have to keep fighting for it. Anybody who believes that we’re ever going to be able to stop fighting for the First Amendment is deluded.”

Making a Statement
The showcasing of the First Amendment on the outer walls of Newhouse III is a statement not only about the importance of the amendment to journalism and journalism education, but also about the Newhouse community’s commitment to the amendment. “The Newhouse School must be a place that challenges government to respect the value of free speech and open debate, and its graduates must accept the responsibility of advancing this cause in their own work,” Rubin says. “We are charged with promoting the free speech and press that the Founding Fathers knew were necessary to a functioning democracy.”

The display also makes a statement about the importance of the First Amendment to American society at large. “Embedded in those five freedoms are the things that we value most in our democracy,” Grimes says. “If you look at free speech, a free press, freedom of religion, freedom of assembly, the right to petition... throw in elections, and you’ve got democracy.”

“That we can put this right at the gateway of campus is something for the Newhouse School to be particularly proud of. It is a statement about and for us, but it is also a statement about and for the things that a good university always stands for—the values of democracy.”

YEAR OF THE FIRST AMENDMENT
Beginning this fall, the Newhouse School will host a yearlong celebration of the First Amendment and its five freedoms. Special events will be held on campus and at other locations from September until March. For more information or to get involved, contact Charlotte Grimes at 315-443-2366 or cgrimes@syr.edu. More information is also available online at newhouse.syr.edu/nh3.
LaMonica Falkquay ’07 was honored last February as part of the American Advertising Federation’s Most Promising Minority Students (MPMS) Program. She and other honorees from colleges and universities across the country attended a special program at the New York Athletic Club in New York City, where they met with top advertising, media, and agency companies and attended an awards luncheon.

The MPMS Program was developed to address the issue of a lack of multiculturalism in the advertising industry. Sue Westcott Alessandri, Newhouse assistant professor of advertising and public relations, nominated Falkquay for the honor.

“LaMonica is one of the most intelligent and poised students I’ve taught at the Newhouse School,” says Alessandri. “She showed promise early on. I nominated her because she embodies what this recognition is about: She is ambitious and eager to make a difference in the advertising industry. I believe she has a bright future.”

Falkquay finished up her senior year by working on “Empowering Minds,” a conference for hundreds of area junior and senior high schools, held on the SU campus. The conference was designed to let young people know that college is possible, and that when they go on to higher education they’ll find people just like themselves.

Eric Hansen, a public relations student, decided to develop a way to help Newhouse students learn more about social media—things like blogs, podcasts, My Space, Facebook, and YouTube. He came up with the Newhouse New Media Series, a semester of interactive seminars dedicated to the changing world of communications. Hansen taught series attendees how to effectively use new media in PR, while Newhouse public relations faculty members Bob Kucharavy and Sung-Un Yang secured the speakers. The series began in February.

“The series is really about the intersection of online communications and public relations,” says Hansen. “It’s important for PR students to understand the ins and outs of new media, because too many corporations and PR practitioners are dropping the ball. The increasing number of stories in The Wall Street Journal or The New York Times about corporate fumbles and lost reputation due to an ignorance of new media really were a wake-up call about the risks of not educating future practitioners on the subject.”

Jane Khodos ’07 was one of five students nationwide selected for Lockheed Martin’s Communications Leadership Development Program.

“This highly competitive selection is a great tribute to Jane,” says Maria Russell, chair of the Newhouse Department of Public Relations and one of Khodos’s professors. “From her very first days in my Introduction to Public Relations course, Jane showed great passion and excitement for her chosen career path. Over her four years at Syracuse, Jane has consistently worked to build a track record in academics, in internships, and in service to the Newhouse School and University communities. She’s thoughtful, she’s strategic, but she’s not afraid of taking risks. She’s done internships in entertainment, banking, and consumer products, and in every case, her sponsors praised the professionalism of her work and actually used her contributions. The Lockheed Martin program is a great new opportunity, and Jane is ready for its challenges.”

The program was developed by Lockheed Martin to attract, develop, and retain high-potential professionals by establishing a pipeline of talent for future business and technical leadership positions within the company. Students are recruited to each of the company’s five business units—communications, finance, engineering, operations, and human resources.

Students chosen for the program take entry-level jobs with the company upon graduation. The program includes job rotation, technical training, and leadership development conferences to fast-track college graduates into management positions with the company.

Jennifer McKnight G’07, a master’s student in the Goldring Arts Journalism Program, came to Newhouse with a degree in environmental journalism from Northern Arizona University. She previously had worked as a journalist at The Daily Record in Morris County, New Jersey, where she launched two glossy magazines, Edge and Panache. She decided to enroll at Newhouse in order to pursue her other passion—a love of architecture and design. “I’ve always been fascinated with the physical beauty of spaces and things,” she says. The marriage of journalism with the arts in the newest Newhouse program was a natural fit.

She’s already made a name for herself in print. Her review of the television channel Discovery HD Theater was published in The New York Times. She also wrote, edited, and designed the Goldring program’s first annual newsletter and has produced podcasts for Pulse, an arts and culture program sponsored by Syracuse University.

In 2002, she designed and self-published a book of letters, artwork, and photographs titled Through Our Eyes: A Tapestry of Words and Images in Response to September 11, which will be included in the World Trade Center Memorial Museum.
Six Newhouse students received local 2007 Student ADDY Awards this spring. Presented by the Syracuse Ad Club as part of its annual Syracuse Advertising Awards and ADDY Awards program, the competition recognized winners at an awards show in Syracuse in March.

“The ADDY awards are a unique way to introduce our students to the inner workings of the advertising industry. Winning means they are given the same recognition as professionals,” says Sue Westcott Alessandri, Newhouse assistant professor of advertising and public relations. “Seeing Syracuse students recognized for their creativity is recognition of what we professors already know: Students come up with great, creative ideas and deserve to have them showcased. The winners should be very proud of themselves. Winning these awards is a pretty good indicator of success in the ad industry.”

Newhouse’s 2007 Student ADDY Award winners include:

- **Judith Fajardo ’07**
  Silver for Elements of Advertising, Logo: “Judith Fajardo” (Judith Fajardo)

- **Leslie Gnaegy ’07**
  Gold for Consumer or Trade Magazine Ad Campaign: “Wasabi Peas” (Wasabi Peas)

- **Kristin Haley ’07**
  Silver for Consumer or Trade Publication, Single Ad: “Envy” (Ford)

- **Zuhaili Ismail ’07**
  Gold for Out-of-Home and Student Best of Show for Art Direction: “It’s Hot” (Crisco)
  Gold for Consumer or Trade Magazine Ad Campaign: “Chit-Chat” (Starbucks)

- **Andrew Mitchell ’07**
  Silver for Consumer or Trade Publication, Single Ad: “Smile” (Murphy’s Oil Soap)

- **Joshua Schwartz ’07**
  Silver for Consumer or Trade Magazine Ad Campaign: “Just Remember Who You’re Getting It For” (Back to Basics Toys)

Students had the option of submitting work developed specifically for the Student ADDY Competition or from previous projects or student contests. The work was required to have been created while the entrant was a student. A distinguished panel of advertising creative executives judged the 62 student entries and recognized the best work based on creativity, originality, and creative strategy. Judging was conducted at the Newhouse School in January.

The American Advertising Federation’s Student ADDY Awards Competition is a unique three-tier national awards program based on the advertising industry’s professional ADDY Awards. Student ADDYs are designed specially for college students who are enrolled full- or part-time in an accredited U.S. educational institution.

Three graduate students placed first in the Broadcast Education Association (BEA)’s media management and sales division paper competition, part of the BEA annual conference held in April.

**Zach Schlessel G’07, Nicole Harris G’07, and Shane Zambardi G’07**—all of whom are students in the television, radio, and film program—won for their paper “Time-Slot Switches: A Maximization of Ratings or Viewer Confusion?”

**Nirali Bhagdev G’07**, a graduate student in Newhouse’s media studies program, placed second in the BEA’s research competition for her paper “Engaging with the Stars and Survivors: Measuring Engagement for Reality TV Programs.”

All four papers were originally written for Newhouse’s Television Research course, taught by Professor Fiona Chew.
Schoonmaker Book Explores Filmmaking as an Educational Tool

Michael Schoonmaker has long been known to Newhouse students for his skills with a camera, mike, and editing software. But to some his latest media conquest is his most impressive. *Cameras in the Classroom: Educating the Post-TV Generation*, Schoonmaker’s new book, was released this January by Rowman and Littlefield. “It’s a guide for K-12 teachers, illustrating ways to integrate film and video into their curricula,” says the chair of the Newhouse Department of Television, Radio, and Film who was a producer at MTV and NBC Sports before joining the Newhouse faculty. “The subject of this book is not teaching production mechanics. It’s about the teaching of moviemaking as a tool that kids can use to explore their interests, and a means of communication for reporting their research and expressing their thoughts and opinions.”

For more than a dozen years, Schoonmaker has worked with teachers and children in primary and secondary classrooms in the Northeast, testing his ideas on how the attraction that children have for film and video can be harnessed as a force in their learning. During this time, he has seen video equipment become progressively smaller, lighter, less expensive at the entry level, and easier to operate, and he is convinced that ubiquity and greater accessibility have enhanced the appeal of moviemaking among young people. “It’s becoming so easy for kids to use production and post-production equipment that they are just crying out to use moviemaking to express themselves,” he says. Teachers, however, are not always prepared to capitalize on the educational opportunities that this energy generates. In *Cameras in the Classroom*, Schoonmaker offers teachers concrete steps they can take to “unlock the moviemaking minds” of their students.

“If we define print literacy as the ability to read and write, then I feel we should get beyond a definition of visual literacy that is limited to the ability to watch a movie,” Schoonmaker says. “Kids are full of ideas and images they want to put up on the screen.” He points to the example of a third-grade social studies class he worked with. “The teacher was reluctant, and who could blame her? What kind of movies could third-graders possibly make for social studies?” he says. “But the students came up with a time travel concept—not a documentary, as most adults would have done, but a fantasy film—to report on what they had learned about foreign cultures. Their choices of costumes, music, and virtually every detail of the film were all opportunities for them to show what they had learned about Mexico, and then, in the next sequence, about France.” Another school where Schoonmaker was working was suffering from a series of bomb threats. When asked to make a film about the experience, students came up with a monster film, in which the monster was making the threats. “I saw kids take critical command over the material and deal with the subject matter as it appeared in their own eyes,” he says.

Schoonmaker admits that when he started working with school-age children, he had a conventional view of what needed to be done. Like most “visual literacy” teachers, he thought his job was to inoculate everyone against the dangers of TV. But the project evolved into something very different. “The kids were already sensitive and savvy about TV and movies—and frankly they were bored with me telling them how to watch what was on the screen,” he says. “They wanted to get their hands on the equipment and celebrate it and use it and do it. All that energy gave me a boost and taught me a lot, but most importantly, they were expressing the movies in their minds. We can do a lot with that kind of energy.”
Media and the American Child, co-authored by Newhouse professor George Comstock and Newhouse alumna Erica Scharrer G’98, was released by Academic Press this spring. Written at the request of the publisher, the book is a revision of Comstock’s 1991 Television and the American Child.

Using social scientific research, the book investigates the role of the media in the lives of children and adolescents and answers a number of pressing and timely questions: How much time do young people spend with TV, radio, video games, the Internet, magazines, and other media forms, and what are their favorite content choices? How are gender, race, violence, and sex (among other attributes and topics) depicted in the media most popular with young audiences? How do media serve as socialization agents, teaching children and adolescents about gender roles, about politics, and even about fashion and appearance? What and how do young people learn from television and other media, and how does time spent with media relate to their performance in school? And how do children and adolescents understand, evaluate, and respond to advertising?

Comstock is S.I. Newhouse Professor, an endowed chair position he has held since 1993. He was 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.” From 1991 to 1993, he served as chair of the Department of Journalism and Communication at Chinese University in Hong Kong.

Scharrer, who received a Ph.D. from Newhouse in 1998, is currently an associate professor at University of Massachusetts Amherst. She and Comstock have co-authored two other books—Television: What’s on, Who’s Watching, and What it Means (Academic Press, 2003) and The Psychology of Media and Politics (Elsevier, 2005).
It took more time and hard work than they ever imagined, but it all paid off in the end for television, radio, and film (TRF) graduates Matt Blitz ’06 and Ben Kahn ’06. Their film, *A Walk in the Dark*, won an Achievement in Filmmaking Award for best short documentary at the New York International Independent Film and Video Festival in November. “Making this film wasn’t easy, and it consumed my life,” Kahn says. “But we were doing a good thing, and that’s why it’s wonderful to receive recognition.”

The documentary tells the story of SU graduate student Glenn Stewart, who lost his sight 10 years ago in a car accident. “Everyone has a story to be told, and it needs to be told,” Blitz says. So when Kahn came to him with the idea of making a documentary based on a blind student, Blitz was eager to explore the idea further.

Blitz and Kahn shared in the work of filming, editing, and producing the 34-minute documentary chronicling Stewart’s life as a blind student. In the film, Stewart is shown learning to use special technologies, interacting with another blind student, meeting SU men’s basketball coach Jim Boeheim and former player Gerry McNamara ’06, and taking a long-awaited trip to New York City. During the filming process, Stewart quickly became more than just a subject. “We shot basketball, worked out, got haircuts, and even went to bars together,” Kahn says.

Blitz and Kahn spent three to four days a week filming and five to six days a week editing for the entire spring semester of their senior year. And what became more than a senior thesis class project in the end, was always more than just making a film for Blitz and Kahn. “We did this to help others and let others understand that maybe we’re not all that different,” Kahn says. “Maybe some people just do things in a different way. Walk in their shoes and see.”

The documentary was created in a class taught by TRF professor Richard Breyer. “I’m very proud of what they did,” Breyer says. “They took risks to make it right, took criticism, and worked hard. There are a lot of films out there, and it’s difficult to be recognized.” Breyer says he wasn’t surprised Blitz and Kahn won the award. “It was a very important piece,” he says.

Since graduating, Blitz has moved to Los Angeles and is a production assistant for *CSI Miami*. Kahn lives in New York City and works for Tupelo-Honey Productions. Both agree that winning the award for *A Walk in the Dark* has been a positive boost for their careers. “It is definitely a stepping-stone to much bigger things,” Blitz says.

“We can’t all be Steven Spielberg or Mark Burnett,” Kahn says. “But winning this award was a small step in the right direction.”
When Kenneth R. Sparks ’56, G’61 and ’64 enrolled at Syracuse University as a speech major, he planned on a career in radio or television. Instead, he landed in Washington, D.C., where his exceptional communication skills proved invaluable in bringing together business, civic, and government leaders on projects that would transform the landscape of the nation’s capital and touch the lives of countless people who live there.

As executive vice president of Washington’s nonprofit Federal City Council for 30 years, Sparks headed an organization of 200 top business, professional, and civic leaders that was created to advocate for the economic and human needs of the district, which has no voting representation in Congress. “We would deal with top corporate people and top government people,” he says. “And we would have to do everything by persuasion, because there’s no law that says they have to work with us.”

Among the group’s accomplishments during his tenure: construction of the MCI (now Verizon) Center, redevelopment of Union Station, and development of the International Trade Center at the Ronald Reagan Building, among other projects. The group also advocated for the development of low- and moderate-income housing, drug treatment programs, and education reforms.

“We worked with lots of interesting people—and we had really exciting projects that we worked on,” says Sparks, who retired from the council in 2004 and now heads his own management and consulting company. “It was fantastic—for instance, helping to build a $10 billion subway system for the nation’s capital and redoing Union Station as a centerpiece of commerce as well as transportation. It was fascinating stuff. I consider myself one of the luckiest guys to have come upon the position.”

Sparks, who worked with the U.S. Information Service and the federal Office of Economic Opportunity before joining the Federal City Council, earned a master’s degree in television and radio and a Ph.D. in mass communications, both from Newhouse, and a juris doctor degree from George Washington University. In addition to his consulting work, he teaches communications law at William and Mary College, serves on the board of the Federal Reserve Bank of Richmond, and is consulting with Medstar Health and Georgetown University on a project to establish a life sciences center in collaboration with the university’s medical school and area hospitals.

Sparks’s work on behalf of Washington, D.C. has not gone unnoticed: He was named Washingtonian of the Year in 1987, and last fall he was inducted into the Washington Business Hall of Fame. A former U.S. Marine, he also is a recipient of the Marine Corps Scholarship Foundation’s Globe and Anchor Award. In accepting the award, he indulged another love of his—music—and penned a composition titled “What It Means To Be Marines.” The song was so well received that sheet music and CDs of the composition are sold at the Marine Corps Museum.

While the many building projects that Sparks helped bring to fruition may be the most visible accomplishments of his long tenure on the Federal City Council, he says it’s the work on behalf of residents that has proved most rewarding in the long run. “We created jobs that enabled a lot of people to be productive and able to care for their families,” he says. “We were able to do a lot of really good things for a lot of people.”
Alumni Find Challenges and Plenty of Fun at Sirius Radio

By Carol Boll

When alumnus Dave Gorab joined Sirius Satellite Radio three years ago, the fledgling company had about 150,000 subscribers. Today that number has exceeded 6 million, and it continues to grow. And Gorab, along with several other Newhouse alumni, is enjoying the ride.

“It’s a great place to work,” Gorab says of Sirius, a pay-for-service satellite radio enterprise that offers subscribers more than 130 channels of specialized programming. “I was excited by the chance to come here because I believe in it. It’s really the essence of why I got into radio. You can be creative, break new ground, and be an important part of people’s lives.”

Gorab is one of several Syracuse University alumni working at Sirius, a company that claims to be “changing the way people listen” to radio. It’s one of two satellite radio companies in the United States—the other being XM Satellite Radio—and its service is based on a concept similar to cable television, offering subscribers access to 69 commercial-free music channels and 65 channels of sports, news, talk, and entertainment. Subscribers pay a fee, usually monthly, and tune in to Sirius via receivers that are available through various retail outlets. As director of talk programming at Sirius, Gorab is part of a team that produces content that includes current events and public affairs, political talk, comedy, and various special-interest channels. “We work to create targeted talk stations to deliver the most choice and the most options for listeners,” Gorab says. “We want to make sure every interest is served.”

Likewise, music channels cover a range of genres, including jazz, country, hip-hop, Latin, and rock. Alumnus Brian Atwood, who graduated from SU with a dual major in public relations and music history/fine arts, is format manager for three of the classical music channels—Symphony Hall, Metropolitan Opera Radio, and Sirius Pops. He first visited Sirius to explore possible collaborations with the Philadelphia Orchestra, where he worked in public relations. “I soon found that the folks at Sirius shared my passion for listener-based radio,” he says. “I’ve always believed that radio has a responsibility to both entertain and educate. I take that responsibility very seriously, and it’s a vital part of my programming philosophy.”

In his sixth year at Sirius, Atwood says the commercial-free aspect of the music channels gives him a freedom he wouldn’t otherwise have. “We can include some formats traditionally not considered lucrative in commercial radio,” he says. “Even the more challenging areas like contemporary works and opera are fair game. I love having the opportunity to share that with our subscribers.”

Alumnus Ryan Sampson works the other end of the music spectrum, serving as format manager for Sirius Hits (top 40) and Super Shuffle, an eclectic mix of music that spans genres. He also programs Celebrity Shuffle, which features music selected by various artists themselves. Sampson applied for the position with Sirius two years ago after getting a call from alumnus Rich Vilchitski, who was moving to a position as on-air personality. Joining the new company “was a little scary,” Sampson admits. “Not everybody knew what it was all about, and some people couldn’t even pronounce its name. But it was an opportunity to do something new and make a difference, and I couldn’t turn it down.” He hasn’t regretted it, he says. “It’s pretty much the best radio job you can have, because you have the ability to do ‘good radio.’ Here, you can program something that’s entertaining and that you can be passionate about.”

Atwood agrees. “I like to think that Sirius has brought back the thrill of listening to the radio,” he says. “I enjoy it as a listener, and, as the company continues to grow, I enjoy my job even more. It’s just an exciting place to be.”
Syracuse University continues to expand its presence on the West Coast through the efforts of its Los Angeles center, which opened in 2005. SULA, located at 11400 Olympic Boulevard in West Los Angeles, was established in an effort to strengthen connections with alumni living in Southern California and provide new opportunities for students looking to relocate there after graduation.

As an extension of the University’s commitment to Scholarship in Action beyond the campus, the center serves as a creative and intellectual resource for alumni, students, faculty, and friends of the University. It has sponsored cultural and informational events; hosted alumni gatherings; and served as a base for visiting SU professors and students. It also seeks to help students and recent graduates establish a foothold in their careers by drawing on the expertise of area alumni.

“We’re hoping to provide a ‘home base’ for new Syracuse University graduates as they move to the Los Angeles area,” says Newhouse alumna Joan Adler G’76, senior director of principal gifts for SULA. “We want to be able to help find internships for our current students and jobs for our recent grads. We’re also working on setting up a series of classes that will engage the alumni and allow them to bring their talent and experience to SU students and recent grads.”

Given its location in the heart of the film and entertainment industry, SULA provides extraordinary access particularly for those hoping to work in the fields of entertainment or communications. In January, for instance, SULA hosted its second annual Sorkin L.A. Learning Practicum, an immersion week sponsored by the Emmy Award-winning writer, executive producer, and 1983 alumnus for students of the College of Visual and Performing Arts who aspire to careers as actors or filmmakers. The center also hosted a panel discussion on “The Business of Entertainment,” moderated by Newhouse Dean David M. Rubin, in which several VPA and Newhouse alumni who work in the entertainment industry shared their experiences and career advice with current students and alumni. In addition, writer/editor and Newhouse alumnus Rob Edwards ’85 hosted a Student Showcase at the Silent Movie Theater in Hollywood.

“We’re so excited to be here in L.A. and surrounded by so many alumni,” Adler says. “This year we hope to have double the number of classes with lots of new alums as teachers.”

For more information on SULA, see suinla.syr.edu. The site lists upcoming activities and information on how to become more involved.
**60s**

**Jon C. Halter ’64, G’66** has retired after 35 years with the magazine division of the Boy Scouts of America (BSA). From 1972 to 1989 he was on the staff of Boys’ Life magazine; in 1989 he joined the staff of Scouting, the BSA magazine for adult volunteer leaders, and since 1995 he has been the editor of that publication.

**70s**

**Rahul Sood G’74** produces pro-social television programs for children in India, which have all been aired on Doordarshan, India’s public broadcasting station. His latest work, the multi-part serial Chandamama, focused on the fictional “man on the moon” character.

**Christopher Veronda ’74** was elected to the board of directors of the Public Relations Society of America (PRSA) as the Northeast District representative.

**Tom Klinkowstein ’75** is president of Media A in New York City; an associate professor of new media at Hofstra University; and an adjunct professor of digital design in the Pratt Institute’s Graduate Department of Communications Design.


**Dan Berggren G’77** recently released his 12th CD, *Fresh Territory* (Sleeping Giant Records).

**Michelle Krebs ’77** is editor of the Edmunds Inc. web site AutoObserver.com, which features automotive announcements, events, executives, marketing efforts, and buzz about the automotive industry.

**80s**

**Mark Harmon ’81** was elected a Knox County (Tenn.) commissioner and is an associate professor in the University of Tennessee’s School of Journalism and Electronic Media.

**Anthony D’Angelo ’82, G’97** was elected to the board of directors of the Public Relations Society of America (PRSA) as treasurer and a member of the Executive Committee.

**Mike Pina ’82** is national manager of public affairs for AAA, where he handles public relations for AAA travel agencies, AAA publishing and “Show Your Card & Save,” AAA’s member discount program.

**Sue (Jarrell) Kushnir ’82** is senior vice president and director of knowledge, development, and learning at Porter Novelli, a global public relations firm headquartered in New York City. She received a master’s in education from Harvard University in 1983 and lives in Glen Rock, N.J., with her husband, Aaron, and children, Maxwell and Dara.

**Roland Sweet G’84** was named editorial director of F&W Publications Inc.’s Custom Wood Homes Media Group. He is editor of *Log Homes Illustrated* magazine, and now oversees *Timber Homes Illustrated*, *Country’s Best Log Homes*, *Custom Wood Homes*, and *Vacation Log Homes* magazines.

**Bill Roth ’87**, play-by-play broadcaster for football and men’s basketball on the Virginia Tech ISP Sports Radio Network, was named the 2006 Virginia Sportscaster of the Year by the National Sportscasters and Sportswriters Association. This marks the seventh time Roth has won the honor.

**Kris LeBoutillier ’88** is a photographer living in Singapore. He recently completed two books: *Iron Rails of the Orient*, about a train ride from Bangkok to Lhasa Tibet; and *National Geographic Traveler Vietnam*.

**90s**

**Jonathan Palmer ’88** was named vice president for licensing at Sanctuary Records, overseeing all aspects of licensing for the company. He is based in Los Angeles.

**Adam Mazer ’89** is co-writer of the Universal Pictures film *Breach*.

**Annaliese Cassarino ’90** received a B.F.A. in fine art photography from the Corcoran College of Art and Design in Washington, D.C., and is currently an exhibiting fine art photographer and director of the Ordover Gallery in San Diego, Calif. She is married to Brian P. Simpson ’89 (ECS).

**Allison (Slater) Ofanansky ’90** lives in northern Israel, where she edits and prepares manuscripts for academic books and articles for a Bar Ilan University researcher and publishes articles in the *Jerusalem Post* and environmental publications. She has written two children’s books recently accepted for publication by Kar-Ben. She and her husband, Shmuel, have a 6-year-old daughter, Aravah.

**David W. Donovan ’92** was named senior vice president of the sports division at Dan Klores Communications, a public relations firm in New York City.


**Deanna Bator ’93** married Eric Cohen ’93 (VPA) at Hendricks Chapel last summer. They reside in Syracuse, where Deanna is the communications coordinator for New York State Senator John A. DeFrancisco and Eric is the music director for WAER 88.3 FM.


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**Eric Stangel ’93** received his 14th and 15th Emmy nominations for his work as head writer/producer for *The Late Show with David Letterman*. He has won twice.

**Martin Eichholz G’95, G’03** was promoted to vice president of research at Frank N. Magid Associates, a research-based consulting firm for media companies. Eichholz and his wife, Silke, have a 1-year-old son, Samuel, and live in New York City.

**Jane Brody Sherwood ’95** and her husband, Todd, are pleased to announce the birth of their first child, Brandon Harlan, born July 4, 2006. The family resides in Edgewater, N.J.

**Lisa Krantz G’97** placed second in the National Press Photographers Association Region 8 Photographer of the Year contest. She is a photographer with the *San Antonio Express-News*.

**Joshua Platt G’97** and his wife, Michelle, announce the birth of their daughter, Sophie, on August 29, 2006. Sophie joins big sister Cydney, born August 15, 2003. Platt handles marketing and business development for Mills James Productions, a creative media services production company headquartered in Columbus, Ohio.

**Craig Sender ’97** is vice president of Trylon SMR, a New York City-based strategic media relations firm specializing in media and technology. He and his wife, Sharon Forman ’97 (A&S), welcomed daughter Hannah Rose on October 10, 2006.

**Megan Anne Stull ’00** was named the 2006 Volunteer of the Year for the Federal Communications Bar Association’s Foundation. She will marry Gregory Dean Hoobler this winter and will reside in Washington, D.C.

**Darren Sweeney G’00** is a meteorologist at WFSB in Hartford, Conn.

**Angelo Di Carlo ’05** is the weekend sports anchor/reporter at WNDU in South Bend, Ind., the NBC affiliate at the University of Notre Dame.

**Tracy (Ignacio) Flores ’05** is an account executive with Bennet Group Strategic Communications in Honolulu, HI.

**Nevin Martell ’06** was promoted to director of development for the TV production house Creative Differences. Martell lives in Washington, D.C.

**Gabe Rodriguez ’06** works for the PBS show *Bill Moyers Journal* and recently interviewed actor Andy Garcia for an article in *Hispanic Business*.

**Mike Roy G’06** placed 13th in the National Press Photographers Association Region 8 Photographer of the Year contest. He also was honored in the Houston Press Club’s Photojournalist of the Year contest, placing first in the feature photo category and third in the news photo category. He is a photographer with *The Monitor* in South Texas.

**Arielle Worona ’06** was one of 10 finalists in an advertising contest sponsored by Dove.

**11s**

Kelly Brown ’03 has returned to the Newhouse School as assistant director of the Career Development Center (CDC).

“As a student, I found the resources at the CDC helpful, and I continued to benefit from them after I graduated,” she says. “It’s fun to be on the other side of things now. I used to be the person seeking help; it feels good to give back and be the person giving help. I can help students learn from what I learned. I’ve been out there and I know what works.”

After graduating from Newhouse with a degree in public relations in 2003, Brown went to work as a public relations assistant for Junior Achievement in Syracuse. She later worked as an editorial associate with MIC Communications in Boston before returning to Syracuse to become a public relations manager with the Syracuse Symphony Orchestra.

Brown assumed the assistant director position in February, and has spent the semester meeting with students and advising them on career-related issues, such as the importance of internships and the job search. She also teaches some of the CDC’s seminars—including Interview Etiquette, Finding an Internship, and Resume and Cover Letter Writing, and she writes *CDC News* and *CDC Grad News*.

For more information about the CDC, see newhouse.syr.edu/current/career.

**KEEP IN TOUCH!**

Share your news with the Newhouse community. Let us know about your awards, accomplishments, promotions, publications, or other milestones by contacting Jean Brooks at jabrooo1@syr.edu.
Chief Justice of the United States John G. Roberts Jr. will deliver the keynote address when Newhouse III is dedicated September 19.

The new building, a 74,000-square-foot addition to the Newhouse Communications Complex, was designed by Polshek Partnership Architects and funded through a lead gift of $15 million from the Samuel I. Newhouse Foundation, with additional support from alumni and friends of the school. Ground was officially broken for construction on November 12, 2005.

The Newhouse family will join SU Chancellor Nancy Cantor and Newhouse Dean David M. Rubin on campus to celebrate the opening. Roberts’s speech will be followed by a dedication ceremony and open house at the Newhouse School. All are welcome to attend. For continuously updated information on Newhouse III and September 19 events, visit newhouse.syr.edu/nh3.