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A Self-Help Guide to Future Success

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A Self-Help Guide to Future Success

A Capstone Project Submitted in Partial Fulfillment of the
Requirements of the Renée Crown University Honors
Program at Syracuse University

Naresh Vissa
Candidate for B.S. Degree and Renée Crown University Honors

May 2011

Honors Capstone Project in Broadcast Journalism

Capstone Project Advisor: _____
A. Randall Wenner

Honors Reader: _____
Michael Cremedas

Honors Director: _____
James Spencer, Interim Director

Date: April 27, 2011

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Abstract

This dissertation takes the form of an eleven-part podcast series titled, “A Self-Help Guide to Future Success.” The radio series relates to the topic of personal success.

Success comes in all sorts of forms – financial, social, ethical, personal: it cannot be defined. In today’s environment, people find themselves confused more than ever before.

As a senior in college who is about to graduate in less than four weeks, I find it mind-boggling how little students have thought about their futures. Furthermore, it is a shame that so many people fail to recognize the current society and conditions surrounding them.

Through this project, I share insight and give tips on how everyone – college students specifically – can get a leg up on competition and prepare themselves for their futures. Through the primary research of live interviews with famous experts, I am able to communicate this information in an effective manner.

The medium to execute this was primarily radio, and I used the Audacity technology software and telephone to conduct and edit the podcasts. After the edits, each interview lasted 12 to 15 minutes on average. There are one-page write-ups in my written dissertation to go with each podcast. I also put together a two-minute trailer/tease using the sound bites taken from the interviews. I incorporated my narration with cool sound effects. This is for marketing purposes.

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I would also like to thank my parents for their unending love and support. I would like to thank my friends for their support and patience during the past four years of college. I offer my regards and blessings to all of those who supported me throughout my life.

Naresh Vissa

Advice to Future Honors Students

This section is just a snapshot of what my entire thesis is based on. My project is largely broadcast journalism-related, but I do incorporate the theme of general business, financial and economic education.

First, it does not matter whether your project is research-based, creative, or a hybrid of both (which is what mine is). Regardless of what type of project you undertake, get started on it immediately. This means you should start thinking about your idea during your second semester sophomore year, write up a proposal during the summer, and then get cracking on the work once your junior year begins.

For creative projects, you must work on your piece over a gradual period. The quality of the project will turn out much better if you work on this longer – not just because you will have more time to complete the requirements, but even more importantly, you can pass your project along to more friends, mentors, advisors, teachers, etc. This will ultimately help you tweak and perfect the thesis.

I could not have completed my broadcast project without being a good broadcaster. Being a journalist is not just about getting in front of a microphone or putting pen to paper. I have spent thousands of hours preparing for this project. The amount of reading I have done to consume information from various fields; the spreadsheets of experts and their publicists; it all culminated in this project.

If you are looking to do something similar, and if you want your project to be good, then you must prepare yourself by being a diligent journalist and curious student in everyday life. Read the papers. Watch the news. Get a Twitter account so you can follow what is going on around you.

Finally, network, network, network! I was able to get big names like Wayne Allyn Root and Bill Ayers on my podcasts because of my ability to establish and maintain relationships. Forget about your Honors Capstone: this is a life lesson in its fullest form.

Best of luck as you embark on your Honors journey. And all the best in completing a high-quality Capstone!

A SELF-HELP GUIDE TO FUTURE SUCCESS

TRACK LISTING

1. Intro Trailer – 2:51

Annals of Geopolitics

2. Gerald Celente – “The Coming of the Next World War” – 13:54

Annals of Politics

3. Wayne Allyn Root – “Empowering Citizens with Guns, Gambling and Tax Cuts” – 21:56

Annals of Education

4. Bill Ayers – “Journey of Teaching” – 17:41
5. Boyce Watkins – “Succeeding in Academia” – 10:25

Annals of Life

6. Todd Harrison – “In Business It Pays to be an Animal, In Life it Pays to be Yourself” – 11:18
7. Jenn Lim – “Delivering Happiness” – 11:02
8. Vivek Ranadivé – “How David Beats Goliath” – 11:12

Annals of Hip Hop

9. Zack O’Malley Greenburg – “Rags to Riches” – 11:23

Annals of Media

10. Larry Kramer – “Conquering the Forces Changing Media Today” – 15:57

Annals of Economics

11. John Challenger – “Getting a Job” – 8:04

Bonus Track

12. Naresh Vissa – “The Creator Speaks” – 17:42

Annals of Geopolitics

The Coming of the Next World War



Gerald Celente
World's Greatest Trends Forecaster
Founder of the Trends Research
Institute
<http://www.trendsresearch.com>

The purpose of trend forecasting is to provide insights and directions in anticipation of what the future may bring – and to be prepared for the unexpected.

Gerald Celente – a Close Combat practitioner and black belt trainer – understands the importance of proacting rather than reacting.

"The first rule of Close Combat is to attack the attacker. Action is faster than reaction. The same holds true for the future. You know the future is coming. Attack it before it attacks you."

Founder of The Trends Research Institute in 1980, Gerald Celente is a pioneer trend strategist. He is author of the national bestseller *Trends 2000* and *Trend Tracking* and publisher of the internationally circulated *Trends Journal* newsletter.

PODCAST TOPIC AND CONTENT

Celente discusses how he called the current conflict in the Middle East as well as the global financial crisis. More importantly, he paints a picture of what to expect as we head in to the future and how we can better prepare ourselves for a tumultuous ride going in to a World War and The Greatest Depression of them all.

Annals of Politics

Empowering Citizens with Guns, Gambling & Tax Cuts



Wayne Allyn Root
Founder & Chairman of Winning Edge
International
2012 Libertarian Party Presidential
Nominee
<http://www.rootforamerica.com/>
<http://www.WinningEDGE.com>

Wayne Allyn Root was the 2008 Libertarian Party vice presidential nominee. A college classmate of Barack Obama at Columbia University, he is now the leading contender for the Libertarian Presidential nomination in 2012.

A nationally recognized sports celebrity, Wayne has been dubbed by the media as “The King of Vegas” and “America's Oddsmaker.” Wayne is the Creator, Executive Producer and star of “Wayne Root's WinningEDGE” national TV and radio shows. He was also the creator, Executive Producer and star of “King of Vegas” on Spike TV. He is the producer of "Ghost Adventures" on Travel Channel.

Wayne now serves as National Spokesman and Chief Economic & Geopolitical Strategist for Rare Coin Wholesalers, one of America's premier rare coin and gold bullion companies; as well as Spokesman, Board member and Senior Economic & Political Advisor for Wealth Masters International, a global financial education company. Wayne is the CEO Cool Hand Root Productions. He was a former anchor and TV host on Financial News Network (now known as CNBC).

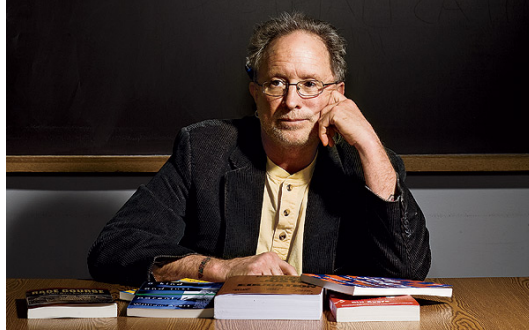
PODCAST TOPIC AND CONTENT

Root talks about how libertarian movement and what needs to be done to change the current politics and government irresponsibility. More importantly, he discusses why younger crowds should vote for him during the 2012 presidential election.

Root also breaks down his experience as a sports handicapper. Gambling is a huge business, targeting the college demographic heavily. He gives tips and advice.

Annals of Education

The Journey of Teaching



Bill Ayers
Founder of the Weather
Underground
<http://www.billayers.org>

William Ayers, Distinguished Professor of Education and Senior University Scholar at the University of Illinois at Chicago (retired), and founder of both the Small Schools Workshop and the Center for Youth and Society, taught courses in interpretive and qualitative research, urban school change, and teaching and the modern predicament.

A graduate of the University of Michigan, the Bank Street College of Education, Bennington College, and Teachers College, Columbia University, Ayers has written extensively about social justice, democracy and education, the cultural contexts of schooling, and teaching as an essentially intellectual, ethical and political enterprise.

PODCAST TOPIC AND CONTENT

Ayers talks about the importance of education and good teaching. Anyone can be an educator in any facet of life, so he gives tips on becoming a better teacher.

Furthermore, Ayers discusses the current state of education and possible reforms.

Finally, Ayers also speaks about his work with the Weather Underground and his relationship with President Barack Obama. Did he really ghostwrite one of Obama's books?

Annals of Education

Succeeding in Academia



Boyce Watkins
Founder of Your Black World Coalition
Resident Scholar for AOL Black Voices
<http://www.boycewatkins.com>

Known as “The People’s Scholar,” Dr. Boyce Watkins is one of the leading African-American financial scholars and social commentators in America. He is one of the founding fathers of the field of financial activism – the objective of creating social change with conscientious capitalism. In addition to publishing a multitude of scholarly articles on finance, Watkins has made regular appearances in various national media outlets, including CNN, Good Morning America, MSNBC, FOX News, BET, NPR, Essence Magazine, USA Today, The Today Show and ESPN. He is also a faculty affiliate with the College Sports Research Institute at University of North Carolina, Chapel Hill and the author of "Financial Lovemaking 101: Merging Assets with your Partner in Ways that Feel Good."

In college, he was selected by the Wall Street Journal as the Outstanding Graduating Senior in Finance. He then earned a Master’s Degree in Mathematical Statistics from University of Kentucky and the only African-American in the world to earn a PhD in Finance from Ohio State University in 2002.

PODCAST TOPIC AND CONTENT

In this high-flying interview, Dr. Watkins shares tips and secrets to succeeding in college. Watkins overcame many racial tensions while growing up and earning his academic credentials.

That racism, however, has carried over into his work as a professor of finance at Syracuse University. Now, Watkins says he faces a different type of racism where he is judged by his unconventional activism.

Finally, Watkins talks about his new book, “BLACK AMERICAN MONEY: How Black Power can Thrive in a Capitalist Society.” Dr. Watkins is leading a struggle of equality. You will not want to miss this one!

Annals of Life

In Business, It Pays to be an Animal

In Life, It Pays to be Yourself



Todd Harrison
Founder & CEO of Minyanville Media
Former Hedge Fund Manager
<http://www.minyanville.com>

Todd Harrison founded Minyanville Media in 2002. He had been a successful trader, fund manager and senior executive on Wall Street. His office location in Lower Manhattan made him a close eyewitness to the World Trade Center attack on September 11, 2001,

which he says was the shattering event that led him to leave his "high-profile" career to found Minyanville.

Harrison has 20 years of experience in the financial markets, including his role as executive at Morgan Stanley, the Galleon Group and a \$400 million hedge fund. He writes a weekly column for MarketWatch.

Minyanville is an Emmy Award-winning financial intelligence and entertainment company. Investment/business articles and broadcasts are available to the public on the Minyanville website and via licensing agreements with major financial websites that include Yahoo! Finance, MSN Money, AOL Money & Finance and MarketWatch. Its website receives some 1,000,000 unique visitors per month.

PODCAST TOPIC AND CONTENT

Harrison discusses his lifestyle and career change: from one of the best equity traders on Wall Street to social entrepreneur.

“Personal income has gone down,” Harrison said, “but my psyche income has never been so high.”

Harrison also talks about working with CNBC “Mad Money” host Jim Cramer while the two managed a \$400 million hedge fund together.

Annals of Life

Delivering Happiness



Jenn Lim

CEO & Chief Happiness Officer of the Delivering Happiness Movement

<http://www.deliveringhappiness.com>

Jenn Lim is the CEO and Chief Happiness Officer of Delivering Happiness, a company she and Zappos CEO Tony Hsieh co-created to inspire happiness in work, community and everyday life.

In 2005, she created the first Culture Book for Zappos – now on its seventh edition – and has produced them ever since. In 2009, Zappos was sold to Amazon.com in a deal valued at \$1.2 billion on the day of closing, and in 2011, Zappos was #6 on Fortune’s “100 Best Companies to Work For” list. The Culture Book has become a global symbol of how companies can successfully create cultures based on happiness and be profitable at the same time.

In 2010, Jenn led the launch and management of Tony’s first book (Delivering Happiness) which sold over 220,000 copies internationally and hit #1 on numerous bestsellers list (including the New York Times, Wall Street Journal and USA Today). It was voted one of the best business books in 2010 by NPR, Inc. Magazine and the Wall Street Journal and has been published in over 14 countries/languages because of her efforts.

PODCAST TOPIC AND CONTENT

Lim discusses the “Delivering Happiness Movement,” and the wonderful resources it gives to corporations and even more importantly, youngsters. She talks about how the movement can be world changing. Most importantly, she shares tips and practices on how anyone can live happier lives.

Annals of Life

How David Beats Goliath



Vivek Ranadivé
Founder & CEO of TIBCO Software
<http://www.tibco.com>

Vivek Ranadivé founded TIBCO in 1997 with the vision of bringing real-time technology into the mainstream. He is the author of the acclaimed *The Power of Now: How Winning Companies Sense and Respond to Change Using Real-time Technology*. His subsequent book, *The Power to Predict*, shows the impact of predictive business on mainstream companies from Procter &

Gamble to Harrah's and reveals how companies can break new ground in their quest to anticipate customers' needs, create new opportunities, and predict and sidestep unwelcome surprises.

Ranadivé has consistently been recognized as a visionary for the future of business integration, securing him a place in InfoWorld's 2002 Top Ten Technology Innovators. Ranadivé recently became the first Indian owner of an NBA basketball team, after acquiring the third largest stake in the Golden State Warriors franchise. He will release a new book later this year, *The Two Second Advantage*.

PODCAST TOPIC AND CONTENT

Ranadivé discusses the latest innovations in technology and what is to come. In addition, he talks about how he became the first Indian owner of an NBA team. Finally, he explains how he coached his daughter's middle school basketball team to the California state championship. Growing up in Mumbai, India, Ranadivé has gone under the radar but managed to beat the odds.

Annals of Hip Hop

Rags to Riches



Zack O'Malley Greenburg
Entertainment Writer for Forbes
<http://www.zogreenburg.com/>

Zack O'Malley Greenburg is a staff writer at *Forbes*, where he's covered music and finance since 2005 and now writes his own entertainment columns. He has profiled the likes of Akon, 50 Cent and Afrika Bambaataa and written stories that have taken him from Macau's casinos to the diamond mines of Sierra Leone. He published, *Empire State of Mind*.

PODCAST TOPIC AND CONTENT

Greenburg discusses how Jay-Z went from a drug dealer and street corner to corner office. Last year, Jay-Z made more money than Michael Dell and Starbucks' founder Charles Schultz.

More importantly, Greenburg applies Jay-Z's life story to any human being's and gives inspirational words on succeeding in business.

Annals of Media

Conquering the Forces Changing Media Today



Larry Kramer
Founder of MarketWatch
<http://cscape.wordpress.com>

Larry Kramer is a media consultant who sits on the board of directors of several companies, including Discovery Communications and the Harvard Business School Publishing.

Kramer served as the first President of CBS Digital Media. Prior to joining CBS, Kramer was Chairman, CEO and Founder of MarketWatch, also known until its sale to Dow

Jones for \$528 million in 2005.

Kramer spent more than 20 years in journalism as a reporter and editor. He won several awards for reporting, including the National Press Club Award, The Associated Press Award for news writing and The Gerald Loeb award for business reporting. His staffs won two Pulitzer Prizes.

PODCAST TOPIC AND CONTENT

Kramer talks about his journey from Syracuse University journalist to media mogul.

Media is changing so much today and Kramer gives a better insight on the future of the industry. Furthermore, he explains how businesses can survive and thrive in the digital media revolution.

Annals of Economics

Getting a Job: For all Ages



John Challenger
CEO of Challenger, Gray & Christmas
Jobs Consulting & Outplacement
<http://www.challengergray.com/>

John A. Challenger is chief executive officer of Challenger, Gray & Christmas, Inc. He is one of the most quoted business executives. He is a regular contributor to THE FUTURIST magazine and has spoken at World Future Society conferences and events. His breadth of knowledge on corporate practices, workplace issues, the economy and societal trends is sought out by major broadcast and print media.

Challenger served on the labor/human resource committee of The Federal Reserve Bank of Chicago from 1999-2002. In 1998, 2001, and 2003, he delivered addresses before the World Future Society. He has also addressed the annual conference of the Ethics Officers Association and conferences of leading business executives in Japan in 2001 and 2003. In 2002, at the height of the turmoil over corporate governance, The Wall Street Journal invited Mr. Challenger to address the issue in a bylined article that appeared in The Journal on June 25, 2002.

In 2003, Challenger gave testimony in 2003 before the U.S. House Committee on Small Business on the issue of permanent job loss in a global economy. Mr. Challenger is very active in several business and charitable organizations in the Chicago area where he resides with his wife and five children.

PODCAST TOPIC AND CONTENT

Challenger shares tips on finding the right job – whether you are a high school student looking for part-time work, a college student seeking an internship, or a graduate who is living at home with his or her parents.

He breaks down the quality of education at different levels and discusses ways to begin and successfully complete the job search.

Reflective Essay

Syracuse University is one of the few schools worldwide to offer specific four-year dual programs. Many national competitors of the S.I. Newhouse School of Public Communications do not offer such degrees. When I was applying to colleges, I knew I wanted to major in broadcast journalism and something business-related. My acceptance into Newhouse and the Whitman School of Management, as well as the Renée Crown University Honors Program, sold me on SU and all it has to offer. As a dual student in business and communications, I wanted to combine my different skills.

Therefore, when thinking of my Honors Capstone, I knew combining the two areas was essential. As a broadcast student, I had the option of doing visual work – such as a television medium – or an audio series – such as podcasts or something radio related. I chose the latter because doing video for a project as daunting as this is a colossal task. The travel, setup for meetings and money to fund a project like that could have turned out to be insurmountable.

From Election Day 2008 to reporting on a local strip club, I have had some incredible experiences in the field of journalism. I covered the controversial Boyce Watkins (featured in this series) tenure decision and first brought the story to the public. My story on SU alumnus Todd Harrison (also featured in a podcast) allowed me to introduce him at his presentation on campus and ultimately led to a writing opportunity with his Emmy Award-

winning company, Minyanville. The relationships I have forged with alumni, faculty, staff and students here will last a lifetime.

I wanted to make this fun and interactive. I remember going to Honors Presentation Day a few years ago and I nearly fell asleep during many of the lectures given by students. I never had any intention to write a 70-page paper on a bunch of research that can be found on Google or is already being worked on by some genius at MIT. My goal was to come out with something that would teach people something about college, the world, and most importantly, about life, and I wanted to do this through entertainment.

I think my series is certainly entertaining. I interview many big names who can give better insight into the current economic, political and social landscape in various fields, from education and psychology to media and career development. Covering so many different topics makes this work more “evergreen” for people of all shapes, sizes, cultures, colors, orientations and demographics. I interview socialists and hardcore liberals. I interview gun-slinging conservatives. I interview therapists and counselors, and research and trend experts.

Although my target audience is the younger crowd (ages 18-25), this series is applicable to anyone of all ages. My father was listening to a few podcasts the other day, and he found them very useful and insightful to his work and life. I do cater more toward college students, but as you will see, this is for everyone.

Getting people for interviews was a difficult process. I had to network my butt off and reach out to various publicists. I had to read the news to know what was going on and who was making headlines. Why would a famous person want to speak with a college senior? Many of my targets would rather do CNN or FOX than my podcasts, which I understood. I made a contact list of more than 25 people, and then just started working the phones and e-mails.

Outside of setting up meetings and interviews with experts, I ran in to some technical issues in editing. First off, I had to re-acclimate myself on the radio editing software. Secondly, there were some problems exporting some interviews. I found out later, this was largely due to a lack of space on my hard drive. After figuring this out, I was able to smooth-sail.

The content is multifaceted. I start out every podcast discussing the interview subject and his or her background. After delving into their life stories, I talk about more specific issues that are relevant in today's environment. The goal is to inspire listeners while also helping them better navigate the future.

I have had several inspirations throughout my lifetime and on this project. This is primarily a broadcast radio piece. Mike & Mike in the Morning on ESPN are great at what they do, and I am glad I listen to the show when I get a chance. The style and delivery the two commentators possess are remarkable, and I only hope they have rubbed off on me.

Through my Newhouse classes, and understanding of the business world from my experience at Whitman, I have learned many technical and

general skills that apply directly to my project. My radio writing and reporting class (RTN 311/364) has helped me the most in this Capstone. In that class, I learned how to use the radio medium effectively to tell stories. I was able to grasp the Audacity software, which I used to edit my podcasts, and input effects and other cool things. Without that course, I could not have executed this project.

The summer after my freshmen year, I interned at a financial radio station in Houston called The BizRadio Network. This was my first “real” introduction into media and radio. The experience changed my life forever. I started out as an intern and then moved up to operations assistant, helping wherever necessary. This meant editing numerous radio shows and listening to the content. After exceeding expectations, at the end of my term, I was given a full-fledged producing gig where I managed several financial talk shows. The internship was paid, and I was given the opportunity to continue working remotely from school.

My networking skills and rolodex have grown vastly, and this has presented more options for me. I am now very active within small media, hosting radio shows, contributing columns to publications, doing public relations for clients, and producing the most-listened to financial show in Texas. If this is not enough of an inspiration for me, then I do not know what is. Through this experience, I was able to more efficiently reach out to experts and better distinguish who fit my project plans and who did not.

I have had several mentors along the way. Syracuse alumni and other professionals out on the field have helped me through the general process of being a student of media. Market Watch founder Larry Kramer (featured in the series), ESPN anchor Anish Shroff, CNBC Business Reporter Darren Rovell, Houston Rockets journalist Jason Friedman: these are just a few people who have contributed to my growth as a professional. Much thanks to them.

I knew I needed this needed to be long enough to where people would want more. At the same time, I knew I had restrictions in how many podcasts to make and how long each one should be. After conducting extensive market research on consumers of information, I found that people generally tune out of something after approximately eight minutes. Keeping this in mind, I knew eight-minute podcasts would be too short, so my goal was to edit down each podcast down to 12-15 minutes, with only the most information making the cut. I also was contemplating having ten or 15 podcasts, or somewhere in the middle. I realized through my media classes, nevertheless, that the shorter, the better. I have ten expert podcasts and one podcast where I am interviewed by my advisor, A. Randall Wenner.

Whenever anyone sees, reads or listens to a work, he or she always has that curiosity to hear from the creator. That is why I think it is important for me to speak my mind, through this essay and through my own featured podcast. Speaking to so many high-level people and conducting so much

research – in addition to experiencing four years of college life – can be a didactic experience for me to share with anyone of all ages.

Being a college student comes with many burdens. Meshing in with a predominantly white crowd was one of my biggest challenges. I think I did a phenomenal job of breaking barriers in my majors. In 95% of my classes, I was the only South Asian. I do not look at race as a reason to judge a school or individual. I have always believed that hard work and talent gets anyone anywhere. Nevertheless, I look at the mirror every day and never forget where I came from and who I am. My family, friends and community are proud of me for all I have accomplished.

Several personal issues arose throughout my college career. All of these issues, looking back, are part of the journey to manhood. Spiritual awakenings kept my moral armor together. No matter what, I have learned to do the right thing under any circumstance, regardless of the repercussions or results. Critics will always be there. If you play to the critics, you will be sadly disappointed, because there will always be more right around the corner. The purpose of the journey is the journey itself. I fully understand when I arrive at my destination in May, the journey will have ended, and a new one will have begun.

I came very close to not completing this project. This was chiefly due to several personal problems I was going through. During the end of my first semester and beginning of my second semester senior year, I fell into a post-traumatic stress that left me emotionless and lifeless. After a Winter Break full

of all sorts of therapy, and many Honors e-mails asking what my deal was, I finally reached out to the Capstone director and shared why I was MIA. He gave me a pass and told me to get cracking on my project, which is what I did.

As a student of public communications, I am used to being under the spotlight and getting my name out there. However, I have learned that, with great power comes great responsibility, and many times, your greatest strength can be your greatest weakness. This is what I fell victim to. This is what led me to go into a deep depression. I am glad I completed this thesis though. It was cathartic in a sense, and even more importantly, it has inspired me to pursue further creative projects that will help other people.

Through my time, I have seen too much for one person to handle. I got my first girlfriend. I lost my best friends. I was cheated on, I was toyed with. I was rejected, and I was depressed. I took a former boss to court and ended up winning on a settlement. Two other former bosses of mine were charged with fraud by the SEC. I experienced death, and I traveled the world.

Then, I saw the dark side. I saw the part of the world that most people are afraid to acknowledge. We do not live in Candyland. What you see is not real. The dark side that people refuse to notice, that is actually what rules the world. In the end, this side always wins, whether anyone sees this or not. That is why it is my goal to put a stop to this, because the good parts can succeed. As a result, I made this project.

I would like to thank my parents for their unending love and support. I would like to thank my friends for their support and patience during the past four years of college. Without them, I could not have completed this thesis.

I have learned so much about myself and about the world around me during my time in college, and this project is a culmination of it all. One piece of advice I have is to love what you do. This goes for anyone. If you are out in the workforce, then love your job and love the people who you work with. Throughout my life, I have found that I have been in the ballpark talent-wise, but what separates me from others is my love and passion for what I do. Whether that is media and communications, business and finance, or just helping the man who needs directions on the corner of the street, having a love for what you do can carry you a long way.

As a broadcast journalism, finance and accounting dual triple-major, I was able to pursue new subjects in college that I was not introduced in high school. Finally, I studied courses I was passionate about. I can count on one hand how many sessions I have skipped on purpose. In high school, paying attention was a nag. When you study something you are interested in, it makes learning so much easier.

Making it through 24 credits during a semester in my junior year was my biggest triumph. The year was crazy. I ran on barely any sleep. I worked my butt off. I kept up with my social life. In the end, it was well worth it.

I loved this University so much, so I woke up every morning ready to take advantage of all the remarkable resources it had to offer. This school was

good to me during my time here. By managing my time efficiently, I was able to allocate my energies toward involvement. The more people I met, the more things I did, the less sleep I got, the more successful and better off I was.

Well, sleep is important, but you catch my drift.

The most important thing I realized: most people see college as the end; however, it is not the end, rather it is the beginning. Syracuse University has taught me how to learn and think critically. Not all students gain this out of school – I am fortunate to say I have.

I walked into SU an innocent boy from the South who dreamed of becoming the next Bob Costas. Today, I focus on diversity, self-help and business issues and find myself lucky to watch more than an hour of sports on any given week. I am proud of my ability to connect with people of different ethnicities and orientations. It is an opportunity to experience unique cultures, values and beliefs.

Coming from Texas, I came from a sheltered and conservative Indian immigrant family. I had no understanding of stereotypes. What I saw on television growing up did not seem to fit in with my upbringing. For example, I never paid attention to religions or cultures or classes when I was younger. Coming to the northeast, especially a prolific institution like SU, I learned about religion, race, sex, and culture, even within my own Indian community. In high school, I was incredibly self-conscious of myself. I did not have anyone in my school who I could consider a true friend. I stepped foot on Syracuse's campus not knowing anyone, but excited for a fresh new start, and

I got just that. I made hundreds of friends. I now consider myself one of the most connected individuals in the world. The personal, academic, intellectual and professional growth within me is pervasive, and my professor, advisors, mentors and friends can clearly see that.

With such eclectic interests, I cannot pinpoint what exactly I want to do with my life. Regardless of what I do, I will carry the ideas of 'Scholarship in Action' with me and do my best to affect positive change. This Capstone Project is just the beginning.

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Capstone Summary

This capstone takes the form of an eleven-part podcast series titled, “A Self-Help Guide to Future Success.” The radio series relates to the topic of personal success. Success comes in all sorts of forms – financial, social, ethical, personal: it cannot be defined. In today’s environment, people find themselves confused more than ever before. As a senior in college who is about to graduate in less than four weeks, I find it mind-boggling how little students have thought about their futures. Furthermore, it is a shame that so many people fail to recognize the current society and conditions surrounding them. Through this project, I share insight and give tips on how everyone – college students specifically – can get a leg up on competition and prepare themselves for their futures. Through the primary research of live interviews with famous experts, I am able to communicate this information in an effective manner. The medium to execute this was primarily radio, and I used the Audacity technology software and telephone to conduct and edit the podcasts. After the edits, each interview lasted 12 to 15 minutes on average. There are one-page write-ups in my written dissertation to go with each podcast. I also put together a two-minute trailer/tease using the sound bites taken from the interviews. I incorporated my narration with cool sound effects. This is for marketing purposes.

The project is fun and interactive. This is not a 70-page paper on a bunch of research that can be found on Google or is already being worked on

by some genius at MIT. The goal is to teach people something about college, the world, and most importantly, about life.

Lots of big names are interviewed. These subjects can give better insight into the current economic, political and social landscape in various fields, from education and psychology to media and career development. Covering so many different topics makes this work more “evergreen” for people of all shapes, sizes, cultures, colors, orientations and demographics. Experts come from diverse backgrounds as well. Interviewees include socialists and gun-slinging conservatives, therapists and counselors, and research and trend experts.

Networking was the key to getting experts for interviews. Staying up-to-date with the news was. E-mail and phone communication was imperative to lock down guests.

Although the target audience is the younger crowd (ages 18-25), this series is applicable to anyone of all ages. It is catered more toward college students though.

The content is multifaceted. Every podcast starts out with the interview subject and his or her background. After delving into their life stories, more specific issues that are relevant in today’s environment are discussed. The goal is to inspire listeners while also helping them better navigate the future.

This needed to be long enough to where people would want more. There had to be restrictions on how many podcasts to make and how long

each one should be. After conducting extensive market research on consumers of information, it was found that people generally tune out of something after approximately eight minutes. Keeping this in mind, eight-minute podcasts would be too short, so the goal was to edit down each podcast down to 12-15 minutes, with only the most information making the cut. The goal was to have somewhere in between ten to 15 podcasts. In media, nevertheless, the shorter, the better. There are ten expert podcasts and one podcast with the creator, Naresh Vissa, and the Executive Producer, A. Randall Wenner.

People use college as an opportunity to learn about themselves. This project is a culmination of it all that can be learned. This podcast carries the ideas of 'Scholarship in Action' and does its best to affect positive change.