

# NEWHOUSE NETWORK

SYRACUSE UNIVERSITY S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS SPRING 2013 VOL. 25 NO.2



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## Dean

Lorraine E. Branham

## Executive Editor

Wendy S. Loughlin G'95

## Editor

Kathleen M. Haley '92

## Graphic Design

Elizabeth Percival

## Contributors

Elina Berzins '13

Debbie Letchman Fachler '13

Ruth Li G'13

## Photography

Alyssa Greenberg '13

Steve Sartori

Marina Zarya '11, G'12

## Assistant Dean of

### External Relations

Lynn A. Vanderhoek G'89

## Office of External Relations

315-443-5711

## Website

[newhouse.syr.edu](http://newhouse.syr.edu)

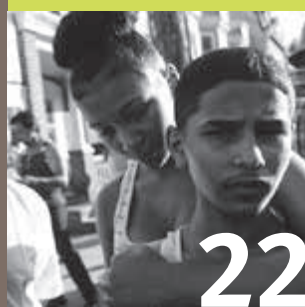
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*On the cover: artist's rendering of the renovated Newhouse 2 atrium*



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## Communications in the 21st Century: The Great Balancing Act

Last spring, the Newhouse School honored Molly Ball, a staff writer at The Atlantic, with the Toner Prize for Excellence in Political Reporting. The prize is named for the late Robin Toner, first female political correspondent for The New York Times and, we are proud to say, a Newhouse alumna. Robin's vast portfolio had all the marks of good journalism: It was well-written, well-sourced and factually accurate, and it illuminated the political process for millions of readers. The same can be said about Molly's award-winning work. The secret to her success? When the American Journalism Review asked her to comment on what she did to win the Toner Prize, Molly responded, "I just sort of knocked on doors and talked to voters."

The basics. We have always emphasized them at the Newhouse School: solid reporting, good writing, ethics, "content is king." And yet, today's communications industry seems anything but basic. Case in point: Molly's win was announced to the world by a tweet from NBC Chief Foreign Affairs Correspondent Andrea Mitchell.

For communications professionals—and communications educators—it can feel like a great balancing act. How do we embrace the new while we honor the traditional? How can we keep up with the great rush of change without leaving behind those things we have always valued most? What about our students and other young people, who have no institutional memory of a time before the digital age?

If you had a glimpse inside the walls of Newhouse each semester, you'd see this balancing act played out, as we continue to teach the basics while also stepping into the future of our professions—most of the time thanks to the leadership and support of our alumni.

With support from alumnus Jim Weiss '87, we established the W2O Group Center for Social Commerce in the Department of Public Relations, which will allow us to integrate the study and use of "big data" into our PR curriculum. Last year, Bryan Weiner '92 gave a gift to establish the 360i and Newhouse Digital Advertising

Alliance, which will support the creation of a digital advertising program at Newhouse. Alumnus Peter Horvitz '76 endowed our chair in journalism innovation with the intention of allowing students to explore the intersection of journalism and technology, and to work collaboratively to develop new content models and new forms of storytelling.

Meanwhile, our social media professor, Bill Ward, helps students understand not just how to use social media, but also how to use it correctly, in the context of a communications career. In other words, how to embrace the new while staying true to the traditional. The importance of this is illustrated time and again in the real world, sometimes painfully so. While we have lauded Twitter as a tool for on-the-ground journalism and the coverage of breaking stories, for example, we have also come to recognize the challenges of "social news." Following the tragedies in Newtown and Boston, we watched Twitter explode with rumors and innuendo, quasi-facts and untruths, opinions and commentary that at times made it difficult to get to the heart of the story and truly understand what had happened, and what was happening as things unfolded. Real news seemed to get lost in the shuffle.

At the Newhouse School, we are calling on the expertise of our alumni and faculty to help our students navigate this new media world and ensure that they never lose sight of what it means to be a communicator in the 21st century—and that the values we have always espoused never get lost.



Lorraine Branham  
Dean





DICK CLARK STUDIOS



S.I. NEWHOUSE School of Public Communications  
DICK CLARK STUDIOS and  
THE ALAN GERRY CENTER FOR MEDIA INNOVATION



Artist's rendering of the renovated Newhouse 2 exterior

## Newhouse names Dick Clark Studios after legendary American icon and alumnus

BY WENDY S. LOUGHLIN

The Newhouse School will name its renovated studio facilities Dick Clark Studios in honor of legendary entertainer and alumnus Dick Clark '51. The announcement was made by Clark's widow, Kari Clark, at the school's annual Mirror Awards ceremony on June 5.

Clark was a 1951 alumnus of Syracuse University, which played an important role in shaping his life in radio and TV. He began his broadcasting career with radio station gigs in Central New York, working at WAER-FM as an SU student and at Utica's WRUN radio, where his father, SU alumnus Richard A. Clark '18, was the station manager. During his senior year at SU, he joined WOLF-AM in Syracuse. After returning to WRUN and then moving to a Utica television station, Clark's star took off when he headed to Philadelphia to join WFIL-AM. The young DJ soon became host of "American Bandstand," a WFIL-TV program that was eventually broadcast nationwide on ABC. Through the show, Clark helped introduce rock 'n' roll to mainstream America.

"Syracuse was always important to Dick and very close to his heart throughout his life," says Kari Clark. "It will mean so much to see his name attached to a school and a studio facility that will literally launch a thousand careers in this business. This is just a continuation of what he did with 'Bandstand' — gave youth a stage, then got out of the way."

"My dad was part of a long line of family members who got their start at Syracuse University," says Clark's daughter, Cindy Clark '86, noting that 18 members of the Clark family, herself included, have attended SU. "It's only fitting that part of his legacy includes helping further generations of Syracuse students get their start, too."

*"Syracuse was always important to Dick and very close to his heart throughout his life."*

—KARI CLARK

*continued on next page*



Above: Kari Clark announces the naming gift for the Dick Clark studios.

Right: Clark, who accepted the Lifetime Achievement Award on behalf of her late husband, is joined by Newhouse Dean Lorraine Branham and actor/comedian Jerry Stiller '50, who presented the award.



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For Clark, supporting SU was all about the students. For nearly 20 years, beginning in the late 1980s, he hosted Newhouse students on the school's annual trip to Los Angeles, helping many of them secure their first jobs in the entertainment industry. "His door was always open to us," says Larry Martin, SU's vice president of program development, who organized the trip. "I first contacted him in the 1980s—he was a giant in the entertainment industry—and he responded right away, very enthusiastic about meeting the students." Martin also remembers Kari Clark's enthusiasm. "She went out of her way to accommodate us," he says. "She was very important in arranging our meetings with him."

Clark also made a \$1 million gift to his fraternity at SU, Delta Kappa Epsilon, to provide need-based academic scholarships to leaders within the organization.

## **Dick Clark Studios**

The Newhouse School is currently engaged in an \$18 million renovation of Newhouse 2, one of the school's three buildings, which was dedicated in 1974 by then CBS Chairman of the Board William S. Paley. The renovation

will update the school's studio facilities, bringing them fully into the digital age and providing students with cutting-edge equipment and work spaces that more accurately reflect professional settings in broadcast, television and film production.

In addition to the lead gift from the Kari and Dick Clark Foundation, funding will also come from several sources, including a major gift from media entrepreneur Alan Gerry for the Center for Media Innovation; the S.I. Newhouse Foundation; Syracuse University; and other alumni and friends of the Newhouse School. Gensler, the award-winning San Francisco-based architectural firm that worked on the feasibility study, will handle the design. Completion is slated for fall 2014.

"This gift is a 'perfect fit' not only because it ensures that our students will be trained in state-of-the-art studios, but also because Clark embodied all the qualities we seek to instill through a Newhouse education," says Newhouse Dean Lorraine Branham. "As a storyteller, an innovator, a cultural pundit and an entrepreneur, Dick Clark is not only a legendary figure from the past but also a role model for future generations of entertainment entrepreneurs."

# Newhouse celebrates the seventh annual Mirror Awards in New York City

*Dick Clark '51, Anne Sweeney, Nate Silver were honored at the awards ceremony*

Media leaders gathered at Cipriani 42nd Street June 5 to celebrate the winners and honorees in the seventh annual Mirror Awards competition, sponsored by the Newhouse School.

The ceremony was attended by Kari Clark, widow of legendary entertainer Dick Clark '51, who announced a lead gift from the Kari and Dick Clark Foundation for the naming of the Newhouse School's renovated studio complex, currently under construction. Dick Clark Studios will open in fall 2014. (See related story on page 3.)

Seven juried journalism awards were presented at the event, which was emceed by ABC News anchor David Muir.

In addition, the school honored Dick Clark with the Lifetime Achievement Award. Kari Clark accepted the award, which was presented by comedian and actor Jerry Stiller '50.

The 2013 Mirror Award winners are:

- **Best Single Article - Traditional/Legacy Media**  
Ken Auletta, "Citizens Jain," The New Yorker
- **Best Single Article - Digital Media**  
Joe Eskenazi, "Top 5 Ways Bleacher Report Rules the World!," San Francisco Weekly
- **Best Single Story - Radio, Television, Cable or Online Broadcast Media**  
Missouri Press Association, "Deadline in Disaster"
- **Best Profile - Traditional/Legacy or Digital Media**  
Adrian Chen, "Unmasking Reddit's Violentacrez, The Biggest Troll on the Web," Gawker
- **Best Commentary - Traditional/Legacy Media**  
Syed Irfan Ashraf, Dawn and Pique
- **Best Commentary - Digital Media**  
Craig Silverman, Poynter
- **John M. Higgins Award for Best In-Depth/Enterprise Reporting**  
Jodi Enda, "Staying Alive," American Journalism Review

Special awards were also presented to Anne Sweeney, co-chair of Disney Media Networks and president of Disney/ABC Television Group, who received the Fred Dressler Leadership Award, and noted statistician Nate Silver, who received the i-3 award for impact, innovation and influence. Kelly Ripa and Michael Strahan, co-hosts of "LIVE with Kelly and Michael," presented the Dressler Award. Deutsch Inc. Chairman Donny Deutsch presented the i-3 award.

The Dressler Award is given to individuals or organizations that have made distinct, consistent and unique contributions to the public's understanding of the media. Past recipients include Brian Roberts, CEO of Comcast (2011); Bloomberg (2010); Arianna Huffington, co-founder and editor-in-chief of The Huffington Post (2009); political journalist Tim Russert (posthumously, 2008); and Peter Bart, editor-in-chief of Variety (2007).

The i-3 award is given to individuals or organizations that have made a profound impact on the media landscape or have captured the public's imagination about the potential or importance of the media in a unique way. Past recipients include the John S. and James L. Knight Foundation (2012); Dennis Crowley '98 and Naveen Selvadurai, co-founders of Foursquare (2011); Twitter (2010); Obama for America New Media Department/Blue State Digital (2009); and CNN/YouTube (2008).

The Mirror Awards are the most important awards for recognizing excellence in media industry reporting. Established by the Newhouse School in 2006, the awards honor the reporters, editors and teams of writers who hold a mirror to their own industry for the public's benefit. For information, see [mirrorawards.com](http://mirrorawards.com).

Mirr<sup>13</sup>  
Awards

# Harnessing Big Data

BY KATHLEEN M. HALEY

**Communications professionals are unlocking the potential of big data to shape strategy, target customers and attract new audiences.**

Every tweet and post. Every ad clicked and purchase made. Every story read, measurement captured and video uploaded. Every kernel of information that can be recorded, tracked and uploaded with a computer, mobile device or other technology is creating a nearly unimaginable amount of data in our networked world.

This epic magnitude of data—or “big data”—is being generated at such high velocity that the processing can only be handled by complex systems and applications. IBM estimates that 2.5 quintillion bytes of data are generated every day, which equates to 90 percent of the data in the world today having been created in the last two years alone.

However the real value of all this data is not in its volume but in the way it can be analyzed, shared and interpreted to find greater meaning and targeted insights for media, government, business and society.



Brian Sheehan

“The web captures data on everything that happens on it—from websites and social media—in terms of where people are going from one site to another, what actions they take and their URL. It’s data that’s being generated every second and that we can access in real time,” says Brian Sheehan, associate professor of advertising. “In the past, for example, marketers and advertisers had data from quarterly or yearly research. These are small data sets we can deal with quite easily; now we’re dealing with a tsunami of data. And the real question is, what do we do with it?”

For communications professionals, knowing how to harness big data and understand its potential is imperative in this digital age to better reach and impact consumers and customers. Managing big data also raises questions of privacy and policy, such as who has access to all this data and how is it being used.

“Big data is about whipping this tremendous amount of data into a workable form and looking for trends and demographic, psychographic and behavioral profiles that we can use to anticipate who the best audience for our product is,” Sheehan says. “You have to figure out how to organize and understand it or else you will be overwhelmed. Or worse yet, you could ignore the whole thing and miss out on opportunities.”

As businesses and organizations seek to know their consumers and reach new audiences, big data is a valuable commodity and the platforms

to help generate meaning out of bytes are essential. From applications such as Hootsuite and Tweetdeck that can pull specific hashtags and subjects together to more costly, sophisticated analysis platform tools, the field is filling with ways for both average consumers and large organizations—and everything in between—to analyze and interpret data.

In the field of social commerce, Jim Weiss ’87, founder and CEO of W2O Group, is capturing big data’s potential. W2O, an independent network of communications firms that partnered with Newhouse last year to create the W2O Group Center for Social Commerce, works with dozens of global brands across consumer, corporate, technology and health care industries to create communications strategies involving social commerce. A main driving force is its use of data analysis to inform and increase sales and position a client’s brand, campaign or cause.

“We’re in an era of communications engineering in a way that we have not been able to do before. We have more information that allows us to more precisely target audiences with messaging that we believe will resonate the most to the them, so we’re almost tailoring it to achieve a certain effect,” Weiss says. “You’re almost turning what was kind of an art into more of a science, but now it’s a combination of art and science.”

The messaging has also become for Weiss a combination of advertising and public relations techniques—providing more in-depth details about a brand than a traditional television or print ad. “We call it ‘storytizing.’ We can engage people more deeply than a 30-second ad and get them to interact with and take action right away on the content—and that’s personalized based on prior analytics,” Weiss says.

W2O builds algorithms that filter all publicly available data based on a profile that it creates for a client. For example, the company has an algorithm that looks at who has the most influence online and where they rank among influencing a brand. “It turns out there’s never more than 50 people that drive the majority of a shared conversation for a brand and we know exactly who they are in order,” says Bob Pearson, president for W2O Group. “With big data there’s no reason to guess, because the answers are right in front of us. It’s just a matter of do you have the right tools and models in order to find those answers.”

Most importantly, data analysis must be able to help businesses make decisions that impact their operations. “That’s the key to never being lost with big data. It all sounds cool, but it comes down to can you get results for a business,” Pearson says.



## REACHING THE PEOPLE

Along with helping to understand customers, big data is being used to help a variety of organizations know their audiences and craft a message that will influence people to take action in myriad ways, including voters. A most recent powerful example: President Barack Obama's online mobilization efforts—with vastly more postings, “followers” and “likes” on social media outlets than his 2012 opponent Mitt Romney—helped him effectively reach his supporters and get them out to the polls.



Ashley Bryant

As digital director of Ohio for the 2012 Obama campaign, Ashley Bryant saw the impact of data analytics in connecting with voters. Bryant led the effort to connect online and offline campaign mobilization, using Facebook, Google Plus, Pinterest, Instagram and other social media, along with traditional campaigning methods, to help get the message out.

“We were charged with telling the story of our constituents on the ground, and from that bringing real folks and their experiences, thoughts and beliefs into the online space,” says Bryant, who also spoke at Newhouse in February as part of a panel discussion on big data, hosted by Newhouse's Navigate New Media group. “So a big piece of my role was not to just understand how they felt but more so turn to those ambassadors or advocates that we already had and give them a platform to persuade their networks.”

Bryant oversaw data collection through a variety of means, such as online interactive tools, forms filled out at campaign events and door-to-door and phone surveys. The campaign crafted its strategy by measuring what was resonating with people through how they were engaging with online content, who those users were and the frequency of their interaction. “There were constant measurements to make sure we were evolving, but as all marketers know, consumer behavior can change on a dime. One month the voters may be with us heavily in a positive way, and the next month it could be the opposite,” Bryant says.

At the big data panel, participants discussed whether or not these kinds of social interactions, and messaging generated from the use of big data, can be considered genuine, especially if they relate to something as

vital as electing a president. Using social networking to generate interest and bring more people into the democratic process is a good thing, but is it authentic? asked Grant Reeher, political science professor and director of the Alan K. Campbell Public Affairs Institute in the Maxwell School of Citizenship and Public Affairs. “I still am kind of haunted that there may be something manipulative behind it, because you have a bunch of smart people behind the ‘Oz’ curtain pulling the levers in certain ways to make it happen,” Reeher said.

For Bryant, the message was always consistent in the campaign; it was a matter of using the data to find the audience and putting the message in front of the right person at the right time. “I think that if targeting is done right it allows you to apply your resources more efficiently. I am the digital director for Barack Obama in Ohio and I received four different Romney mailings,” Bryant said during the panel. “We were advantageous in applying these datasets...It allowed us to free up resources to have more bodies on the ground and be knocking on doors.”

As Bryant has transitioned to her current role as social analytics and listening manager for Beam Global Spirits & Wine, the practice of using targeted messaging to reach and engage audiences has continued to prove valuable. “In the business world, it's the same. You have to understand your consumer, and a lot of that is through analyzing data and understanding the implications,” says Bryant, a former social media manager at Procter & Gamble. “I have to have the foresight to use those consumer insights to make fast decisions and ultimately be able to change the track of sales.”

## GETTING PERSONAL

Along with its use by companies that target customers, big data analysis has also made its way into applications and technologies that predict personal preferences, both convenient and yet maybe disconcerting. Using complex algorithms, Amazon and Netflix make recommendations for other titles based on previous choices. Google Now is a smartphone application that studies the user's search habits and provides intuitive information throughout a person's day (the weather, baseball scores, an easier commute route).

The capture of such personal data—whether by marketers, big companies or software that can predict your likes—has also given

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rise to concerns over privacy rights and protection of personal information, as discussed at Newhouse's Big Data Day panel in February. "We have to get used to that. I'm afraid that battle is kind of lost—many online marketing companies already have a lot of information that tracks people online," said School of Information Studies assistant professor Paul Morarescu. Information professionals, policy makers and legal experts are still looking for solutions to better understand and protect privacy rights. "From my position, I don't see any solutions soon," Morarescu said.



*Sean Branagan*

For most, the need for privacy is weighed with the convenience of—and possibly fascination with—having someone or some computer program predict your needs, whether buying the latest crime thriller or avoiding traffic or signing up for iTunes. "The reality is most of the rules are trailing what people are doing with data,"

says Sean Branagan, director of Newhouse's Center for Digital Media Entrepreneurship. "It's both exciting and a little scary—and that's what the future is."

Students are poised to take advantage of those exciting, untapped possibilities in the future of big data. "There are a lot of streams of data available to anybody and if you can tap into that and deliver something intelligent, that's action and that's where the game is—how do I create an action or intelligence out of huge, huge datasets," Branagan says. "What kinds of things can we do for clusters of people or society in general? Now we're really talking about changing the world rather than just helping me find a place with a better cup of coffee."

To impact the world, Newhouse students won't necessarily be the ones constructing the platforms to harness the numbers, but rather they'll need to have the skills to interpret the numbers and understand the connections to the audience. "We're teaching students how to apply a strategy to communications," says Sheehan, who talks about data and its uses in his advertising course, Digital Branding and Strategy. "You know you're going to have to use data, so what's your strategic approach to using it and beating your competition in the marketplace."

## PROFESSIONAL INSIGHTS

Knowing the influence of and future for data-driven results—and addressing a need to help prepare the next generation—Jim Weiss '87, founder and CEO of W2O Group, and his company announced a partnership with the Newhouse School last year that will create the W2O Group Center for Social Commerce at the school. Housed in the public relations department, the center will focus on giving industry-leading skills and insights to students, faculty and staff in the field of social commerce. Faculty and W2O Group staff will collaborate on the center's work, which will include field placement for students and professors in W2O Group offices; interactions with experts in analytics and digital technology; and new course content.

This partnership helps fill a need to teach students about the convergence of data and communications in the professional world. "Newhouse is such a terrific professional school that it should be at the cutting edge or the forefront of what is being done in the communications industry today," Weiss says. "When I came to the agency world out of Syracuse, I was incredibly well prepared or ahead. That's the whole goal—we want kids to be well ahead of their peers in getting jobs in the market."

The ideal candidate in the field of social commerce might have various levels of skills and understanding in communications, business, online dynamics, psychology, and economic and statistical modeling. "You don't have to have all of that in one person but the future expert in social commerce is a little bit of a polymath—they are comfortable going from area to area, but they have a core skill like communications and are able to branch from there," says Bob Pearson, president of W2O group.

With a capacity in all those fields, Syracuse made an ideal setting for the new Center for Social Commerce, Weiss says. "Newhouse students can take courses in other SU schools and colleges and get some of those other skill sets to complement their Newhouse education," Weiss says. "Looking at myself, I had a well-rounded, diverse education, and that's probably what made me more open and capable to adapt in an evolving modern world."

# Newhouse students win at the 34th annual Telly Awards

BY WENDY S. LOUGHLIN



“Dead Letters,” an original TV series produced by students in the Newhouse School’s Department of Television, Radio and Film (TRF), is the recipient of a 2013 Telly Award. The competition drew nearly 11,000 entries from all 50 states and several countries.

Founded in 1979, the Telly Awards honor outstanding local, regional and cable TV commercials and programs; video and film productions; and online commercials, video and films. Winners represent the best work of the most respected advertising agencies, production companies, television stations, cable operators and corporate video departments in the world.

“We always push our students to surpass the bounds of ‘student work,’” says TRF Chair Michael Schoonmaker. “The great thing about this award is that these students won it going up against professional competitors. I couldn’t be more proud of this amazing accomplishment by the ‘Dead Letters’ team!”

“Dead Letters” was shot last fall as part of the TRF 452/652 course, taught by Schoonmaker. Students involved with the project include Clay Barron, Susy Benaim, Mary Castellanos, Kelly Criscione, Vivien Ding, Sarah Gleason, Kenneth Ho, Logan Kriete, Sunny Liang, Daniel Marcus, Olivia Meng, Katie Mullins, Nick Pulis, Michael Richman, Alyson Roseman, Rachel Samples, Charles D. Schulz, Hunter Simon, Marc Sollinger, and Victoria Welch.

A panel of more than 500 accomplished industry professionals judged the competition. They evaluated entries to recognize distinction in creative work; entries did not compete against each other, but rather were judged against a high standard of merit.

“Our TRF students’ accomplishment illustrates their creativity, skill and dedication to their craft and serves as a testament to great film and video production,” says Schoonmaker.

## Newhouse partners with Syracuse City School District on student film project

BY WENDY S. LOUGHLIN

Students from Syracuse’s Fowler High School partnered with undergraduates from the Newhouse School to produce three films about life in the halls, classrooms and playing fields of Fowler.

The Fowler students—Khang Tran, Phuc Do, Vincent Ndararuta and Deemah Abdulwahed—participated in a ten-week seminar taught by Newhouse Professor Richard Breyer. On weekends they worked on the films with students from the Newhouse School.

“Everyone benefited. The Newhouse students learned about Syracuse’s rich, diverse culture, and the Fowler students learned what it takes to tell a good story and what it takes to be a successful college student,” says Breyer.

The films were screened to students, faculty, and family and community members at the Fowler auditorium on May 1. Syracuse City School District Superintendent Sharon Contreras attended and invited



the students to show their films at the next school board meeting. The films were shown at the May 14 meeting.

Participating Newhouse students included Claire Dunderman, Elliot Brannon, Megan McNally, Sarah Gleason, Conor Hurley and Andrew Muckell.

## Newhouse honors The Atlantic's Molly Ball with the Toner Prize for Excellence in Political Reporting



Molly Ball, a staff writer covering national politics for The Atlantic, received the 2012 Toner Prize for Excellence in Political Reporting. Presented by the Newhouse School as part of the Toner Program in Political Reporting, the prize honors the late Robin Toner '76, an alumna who served as the first female

national political correspondent for The New York Times. The prize carries a \$5,000 award.

Ball won for her in-depth reporting on the 2012 election, including coverage of the presidential candidates and the campaign around gay-marriage referenda in four states. Her entry of five stories, submitted as examples of her work through the election year, "tells how America changed fundamentally last November," said one of the judges. Another judge stated, "She wrote with compelling authority and reported with her eyes, ears and feet."

Ball joined The Atlantic in September 2011 from Politico. Before joining Politico in 2010, she was a reporter for the Las Vegas Review-

Journal and the Las Vegas Sun, covering the 2008 presidential race. Ball also has reported for newspapers in Ohio, Pennsylvania and Cambodia, as well as The New York Times and The Washington Post.

"Ms. Ball's coverage is a superb example of journalism that helps us understand our electoral process and illuminates the people and policies that shape us as a nation," said Newhouse Dean Lorraine Branham. "This is reporting with the engaging detail and informed insights that were hallmarks of Robin Toner's outstanding work."

Honorable mentions for the Toner Prize also went to teams of reporters for ProPublica and The Wall Street Journal.

The Toner Prize was awarded March 28 at a dinner celebration in Washington, D. C., where Toner had done much of her reporting. The prize was presented by Toner's children, Nora and Jacob.

The 2012 competition for the Toner Prize drew 118 entries from across the country and from across media platforms. Finalist judges included Adam Clymer, formerly chief

Washington correspondent for The New York Times and a member of the Toner Program Fundraising Committee; Maralee Schwartz, a 30-year veteran journalist of The Washington Post and its former national political editor; Bill Celis, a former correspondent for both The New York Times and The Wall Street Journal and now associate director of the Annenberg School of Journalism at the University of Southern California; F. Richard Ciccone, a former managing editor and political editor of the Chicago Tribune who now teaches a journalism course at the University of Notre Dame; and Karen Dunlap, who has been a journalist and journalism educator for more than 30 years and is now president of the Poynter Institute.

Syracuse University, along with Toner's family, friends and classmates, is fund raising for a \$1 million campaign to endow the Toner Program. For more information, contact Charlotte Grimes, Knight Chair in Political Reporting and administrator of the Toner Program, at 315-443-2366 or [cgrimes@syr.edu](mailto:cgrimes@syr.edu).

## The Future is Bright for Journalists

**Dan Pacheco, Newhouse's Peter A. Horvitz Chair in Journalism Innovation, shares his thoughts on journalism in the digital age**

Journalists are trained to accurately present facts and tell stories, so I'm constantly surprised to see how poorly some report on the one beat you would think they understand better than any other: journalism. The story they often tell could best be summarized in these words: "Our profession is doomed."

As a journalist who started his career at the dawn of the consumer Internet in 1994, I have never understood this train of thought. To me, the last two decades have been a time of great opportunity. I accepted the job as Peter A. Horvitz Chair of Journalism and Innovation at Newhouse because of this fundamental belief, and evangelizing this message is a key part of my mission.

Here's the truth: The future is incredibly bright for journalists, and for anyone who is passionate about helping people's stories get told or shining sunlight on corruption. New technologies and approaches abound, and new funding models like Kickstarter are making it possible for entrepreneurial journalists to grow an audience of direct supporters. The efficiency by which a journalist can reach and grow an audience using nothing more than Tweetdeck makes me wonder why anyone would pine for the "good old days" when it was much harder and more expensive to reach an audience.

It's the old industries, run by the companies that thrived before the dawn of the digital age, that are in trouble. Even they have a fighting chance, but only if they reorient their strategies away from the monopolistic view of the past—when they were the sole sources of information—and operate more like nodes in a network that build their value through connections. A number of news startups are

# Acclaimed photographer Lynn Johnson will teach at the Newhouse School

BY WENDY S. LOUGHLIN

Acclaimed photographer Lynn Johnson has joined the Newhouse School as a visiting professional in the multimedia photography and design department (MPD).

Johnson is a contributing photographer for National Geographic. She was recently selected by her fellow photographers to receive the third annual National Geographic Photographer's Photographer Award. She has also won major honors from World Press, Pictures of the Year and Communication Arts, and received the Robert F. Kennedy Journalism Award for Coverage of the Disadvantaged as well as the Soros/OSI Documentary Photography Grant.

Her images have appeared in several books and such publications as Life, Geo, Fortune, Newsweek, Smithsonian and Sports Illustrated. Johnson also has extensive experience in the nonprofit sector and has worked with foundations, including the Ford Foundation, the Heinz Foundation and the Robert Wood Johnson Foundation.

Johnson began working with undergraduate and graduate students this spring in the MPD

CORE ("Create, Observe, Reflect, Engage") Projects course. Under her mentorship, students propose, research and begin to plan a personal project. This summer, Johnson will hold an intensive 10-day period of lectures, discussions and field work, at the end of which students will begin work on their projects. Later in the summer, Johnson and the students will gather again for another 10-day seminar, this time evaluating, editing and developing either exhibitions or multimedia productions based on the students' projects.

Johnson will continue to work with MPD students during the 2013-14 academic year. "This is a rare opportunity to learn from a 'photographer's photographer,'" says MPD Chair Bruce Strong.

Johnson earned a degree in photographic illustration and photojournalism at the Rochester Institute of Technology. She was a Knight Fellow at Ohio University, where she earned a master's degree from the School of Visual Communication. She was a staff photographer at The Pittsburgh Press for seven years before becoming a



freelancer, shooting for Black Star and Aurora Photos. Johnson is currently represented by the National Geographic Image Collection.

View Johnson's work online at [www.lynnjohnsonphoto.com](http://www.lynnjohnsonphoto.com).

doing just that, and their success shows that struggling legacy companies are falling behind not because of how things work today, but rather because of their inability to adapt to the present. By making tough decisions to reorient publishing to digital channels and mobile devices, and stop or even cease old analog businesses (as The Post-Standard recently did in Syracuse), they increase the chances that they will remain relevant.

But here's the great thing about students at the Newhouse School: They don't have to solve the problems of the past. They can choose to focus on building the future. This is why one of the first things I did as chair was to launch the Journovation Central site ([journovation.syr.edu](http://journovation.syr.edu)) with the goal of putting a spotlight on journalism innovators, or as I call them, "Journovators."

From Misha Leybovich, the aerospace engineer who created Meograph to help average people create multimedia presentations; to Nonny de la Peña, who uses technology from gaming and movie special effects to

transport people into 3D stories experienced with stereographic goggles; to Dan Schultz, a programmer who created Truth Goggles to cross-reference facts in news stories with Politifact in real time and highlight falsehood... Wow! How can you possibly look at them and conclude that the future for journalists is anything but bright, or that journalism is dying?

I worked for major newspapers in the past, and I love newspapers, but the future of journalism is much, much bigger than just them. To an innovator, any one industry doesn't matter because the industries will always come and go, but the needs we fill as journalists only seem to grow deeper.

Digital is the age of the individual, and social media turns each of us into a powerful brand. We can quite literally create our own futures. In that light, the past doesn't look so enticing. What future will we all create together?

# Finding Entrepreneurial

BY KATHLEEN HALEY AND RUTH LI

When launching a startup, it's the sweat that matters the most. "The reality of success in entrepreneurship is: it's hard work—and knowing that your idea is only one little piece of a recipe," says Sean Branagan, director of Newhouse's Center for Digital Media Entrepreneurship. "It's really more about sweat than it is about your idea."

The "a-ha" moment is more of a "slow burn"—sharing the idea with other people, building on it and putting it in the marketplace where it can be shaped further, says Branagan, who has founded lifestyle businesses, small businesses and high-tech companies. "That's where the idea turns into something of higher value, and the execution makes it possible."

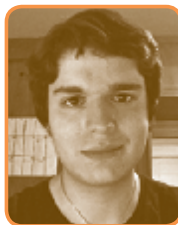
Many Newhouse School alumni have had both the idea and the endurance to see it through. For example, Larry Kramer '72, current publisher of USA TODAY and chair of the Newhouse Advisory Board, pioneered online and interactive information when he founded MarketWatch.com, and Dennis Crowley '98 has drawn in millions of users through his location-based social networking site, Foursquare.

At Newhouse, Branagan and other members of the faculty—including the Peter A. Horvitz Endowed Chair for Journalism Innovation Dan Pacheco, a digital journalist with 18 years of experience in news and information startups—are helping student entrepreneurs build their ideas into reality. Pacheco teaches Creating the Next News Startup and operates Journovation Central, a website covering innovation in journalism.

As part of his work with the Center for Digital Media Entrepreneurship, Branagan teaches courses in New Media Entrepreneurship, which helps students launch their businesses by the end of the semester; Trend-Spotting in Digital Media; and three 1-credit introductory courses on entrepreneurial thinking, the five types of startups and Lean Digital Media Startups, focused on high-growth ventures. Branagan also coaches students in pursuing their businesses and connects them with resources on and off campus.

In the following pages, several Newhouse entrepreneurs—both students and alumni—explain the challenges and rewards of being an entrepreneur and offer some seasoned advice.

## Maxwell Antonucci



*Maxwell Antonucci '15, a newspaper and online journalism major, wanted to see a better website that would help people understand world news, so he created one:*

*Mainlines. The news feed*

*website covers national and international events in what he calls "plain, simple English."*

**Q:** How did you come up with the idea for Mainlines?

**A:** I got the idea when I took the COM 107 class [at Newhouse]. There were current event quizzes and a lot of my classmates had a difficult time keeping up with news. There are so many things going on in the world that people open up the newspapers and may feel overwhelmed. The website is an easy starting point for people to understand.

**Q:** What has been the most rewarding part about following your idea?

**A:** All the experience that I got. I know a lot of startups are going to fail; even the

# Success

most successful people in the business can fail. But it doesn't necessarily make it a bad business. Because the failure just helps you figure out how to succeed next time. I learned from the mistakes I made, and I know I won't make them again.

**Q:** What do you see for the future of your concept?

**A:** I need to work more on the business model of the website. We will get our revenue avenue from advertising and subscriptions. I will also focus on more interactive media, like info-graphics and digital graphics, because visual media is more appealing to the audience and sticks in their minds.

**Q:** What's the biggest challenge for you to run the website?

**A:** For most digital startups in general, the biggest challenge is to realize that the startup is not about what you want, but it is about what everyone else wants. You need to work hard for yourself, but work even harder for people who are going to the website.

**Q:** What would you tell other people who think they might have an idea to pursue?

**A:** I recommend that they take some entrepreneurship and marketing classes. And be able to accept new ideas. So listen to the professors and they will fill in the gaps for you.—RL

## Dee Cater



*Memories matter a lot to Dee Cater '12. Cater, who earned a bachelor's degree in advertising design and a master's in advertising, created a way to preserve all of life's best moments*

*in an automatic online platform, ScrapSule. The scrapbook time capsule, which she co-founded with Heather Rinder '12, connects to users' social media accounts; navigates pictures by topic, hash tags and keywords; and organizes memories for users in real time.*

**Q:** How did you come up with the idea for ScrapSule?

**A:** I came up with this idea in December 2011, when I took an entrepreneurship class with Sean Branagan. And the startup was officially started in October 2012. I started the business because I really like to use scrapbooks to collect photos, but it takes too long and I don't have a lot of time. So I hoped there was a program that would do the work for me.

**Q:** What has been the most rewarding part about following your idea?

**A:** Everything we've done so far is a big achievement. The biggest one may be the day that we launched the website. Before we launched, there was a lot of hard work over the summer—it was a time we learned about ourselves and the business.

**Q:** What do you see for the future of your business?

**A:** Right now the site has about 40 users, and I hope we can get as many people as possible to know about ScrapSule, collect their memories and get involved through promotions on social media, such as Twitter and Facebook. We want ScrapSule to become the number one resource for digital memories and anything related to memories.

**Q:** What advice would you give to others who think they might have an idea to pursue?

**A:** Talk to people about your business idea and find contacts who can help you. It will

help you to know where to start. There are a lot of places on campus where you can get help and find resources, such as IDEA [the Raymond von Dran Innovation and Disruptive Entrepreneurship Accelerator, a partnership between Syracuse University and The Tech Garden, a venture incubator in Syracuse].—RL

## Hillary E. Cutter



*Hillary E. Cutter '00 was working in television video production when the new realm of online digital content began to open limitless possibilities. She followed her instinct to carve out her own niche*

*and it worked. Cutter Productions creates high-concept film, video and digital content in collaboration with advertising agencies, television networks and corporations. The Manhattan-based company, which pulls together a specific directorial and production team for each project, has brought concepts to life for such agencies as Digitas, Ogilvy and McCann Worldgroup, and top brands, including ABC, Gerber and MTV.*

**Q:** How did you come up with the concept for Cutter?

**A:** When I first entered the industry in 2000, we were just producing for television. By 2005, with the advent of YouTube and digital media, there was a new platform for advertisers. Commercial broadcast and film production companies were challenged to produce content for the digital space that offers the same quality and effectiveness as traditional broadcast campaigns but at a lower price point.

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I knew digital media was a new space to go after, and it was an amazing opportunity for me to merge all my experience in live-event production, theater, post-production, live-action and visual effects. I was young, hungry and surrounding myself with creative filmmakers who were really good at their art.

Between my experience, the talent pool and knowing what agencies were looking for as far as a strong, efficient team, I was able to pitch for business at a lower cost and provide an effective service company for advertising and marketing departments to partner with.

**Q:** What has been the most rewarding part about following your idea?

**A:** For me the most rewarding part is nurturing talent. I've created a company and a brand that encourages and supports creative talent to work on their craft and develop their skills as writers, directors, and content developers—on internal projects and independent projects, such as feature films or TV pilots they are developing. I love working with my team to craft their ideas for client pitches and watching them bring their stories to life.

**Q:** What do you see for the future of your business in the industry?

**A:** The advertising and entertainment industries are morphing into one large industry—we see product placement in movies and a lot of branded entertainment. So it's a really exciting time in the development world because advertisers and studios are so hungry for content. If you can prove you are a successful content creator and you know how to pitch your brand and business, the opportunities are infinite.

**Q:** What advice would you give others who think they might have an idea to pursue?

**A:** I would advise potential entrepreneurs to think about who their ideal client would be and how they would pitch that product or service to the client or customer. When

I first entered the industry and wanted to create a service company for advertisers, I knew there was a need for a lower cost but highly effective and efficient team who could execute video. I found a niche market and a gap in the industry that needed to be filled and I knew who I was going to pitch to so I could fulfill that need.—KH

### Eric Frankel



*Eric Frankel '79 was a president at the multi-billion-dollar entertainment company Warner Bros. when he saw the need to challenge himself in a different way. In 2009, Frankel co-founded*

*StarGreetz, a digital media company that developed a platform to enable celebrities, brands and companies to directly engage customers and fans through personalized video messages.*

**Q:** How did you come up with the concept for StarGreetz?

**A:** Like many, or even most startups, we've pivoted from our original concept to what we do now—although what we do now is based on our original concept.

When we first came up with the concept for StarGreetz, there were a growing number of products—ringtones, ringbacks, e-cards, e-invitations—with rather flat one-dimensional offerings. We believed that if we offered personalized celebrity ring tones, ringbacks, e-cards, e-invitations and voicemail, we'd have a “home run” on our hands. So we invented a proprietary personalization platform that allowed us to produce and deploy these products.

Although we were selling thousands of these products per week, we realized what we'd really built was a unique platform that read data and dynamically created personalized video messages that could be deployed on the Internet or mobile technology via email, websites, Facebook, Twitter and video ads, among other applications.

At the same time, I felt we lived in a world where nearly everything was becoming personalized and customized: from sneakers to music playlists, TV and digital newspapers. One of the only exceptions: the \$500 billion advertising business, which is a static print or one-size-fits-all video messaging industry.

So we decided to “rent” our platform to brands and agencies to empower them to have a personal relationship with customers by engaging them with relevant, one-on-one personalized video messages that engage and activate many times greater than current print and video ads.

The new direction is working extremely well. In a short period of time, we've been retained by major brands, including YouTube, ABC, American Idol, The CW, Dell, Disney, Guthy-Renker, HBO, Intel, Kraft, Paramount Citrus, PBS/Sprout, Quaker, Sprint and Toyota.

**Q:** What has been the most rewarding part about following your idea?

**A:** After being president at one of the largest entertainment media firms in the world, it's very rewarding to come up with a concept, raise money to fund it, build it, and see the world's largest brands and agencies embrace it and generate results that are 5 to 10 times greater than their previous way of talking to customers.

**Q:** What do you see for the future of the business?

**A:** More and more brands and agencies are hiring StarGreetz to talk to their customers with personalized, relevant video messages.

**Q:** What would you tell other people who think they might have an idea to pursue?

**A:** Follow your dreams but assume it will be harder, take longer and cost more than you anticipate. In the end, the emotional and financial rewards can make it all worthwhile.—KH



## Demir Gonenc

*Demir Gonenc '14 had his light bulb moment three years ago while sitting in a movie theater: Why can't we put a traditional ad agency online? Having worked at an advertising agency at the age of 14, Gonenc decided to start his own venture, Komolog, an online company that creates project management systems for small- and medium-size companies. Clients can create teams, assign work and see the process online.*

**Q:** How did you come up with the concept for Komolog?

**A:** Most small companies don't have management software to manage projects, payroll and other administrative tasks because it is very expensive. But it is a new age and people need these tools to manage their business. Most systems in the market are very complicated and not user-friendly, so we created a management platform online that's easy to use for small- and medium-sized companies.

**Q:** What has been the most rewarding part about following your idea?

**A:** It is magic when you have an idea, develop it, and then make such a complex system work. And people appreciate it. When I worked at ad agencies, I saw the problems and I came up with a solution to solve them. It is not about making profits, but about solving problems.

**Q:** What's your biggest challenge?

**A:** It is hard to balance school and my business sometimes. The lifestyle is the biggest difficulty for me. Sometimes I sleep on an office bench for two hours, take an exam and go back to the office again.

**Q:** What do you see for the future of your business?

**A:** We will raise more funding and launch the site. The next step will be to move to a new location and employ more people.

**Q:** What would you tell others who think they might have an idea to pursue?

**A:** Many people say this, but the most important thing is to never give up. There are many times you just feel that it is not happening. Never let bad things take you down with them. Be ready. Your social life may go down but it works out quite well when your dream comes true.—RL

## Alexander Kline



*Having gotten involved in social media at the age of 14 and been named to Forbes magazine's "30 under 30" list in January, Alexander Kline '16 is already a legend to many. Kline runs a basketball-*

*recruiting site, The Recruit Scoop, for high school players and college teams nationwide. The website establishes social connections between college coaches and players through social media.*

**Q:** How did you come up with the idea for The Recruit Scoop?

**A:** I really enjoy basketball, but I am not very good at playing it. Since it is fast-paced, it is very enjoyable to watch, and it's also really easy to identify what players can and cannot do for the sport. So I wanted to connect with coaches and help them to recruit players. I also use the website as a platform to help high school players gain media exposure, scholarship offers and opportunities that they may not be able to get otherwise.

**Q:** What's the most rewarding part of being an entrepreneur?

**A:** I am glad that I am able to connect so many players with coaches and help them to get into good schools and get scholarships. For example, some talented players may not be able to afford college, and I can help them to get a free ride.

**Q:** What was it like to be named to Forbes magazine's "30 under 30" list?

**A:** It was surreal; I would never have expected to be on the list. It is an approval

of my work and it says to me that "You are doing well so far and just keep going."

**Q:** What do you see in your future?

**A:** The goal right now is to get through the next four years of college and see what opportunities will present in the following years. I definitely love the field I am in but I wouldn't mind to do something else.

**Q:** What would you tell other people who have ideas to pursue?

**A:** You need to be creative and persistent—and have thick skin—and it can get you far. We live in a world where having a great idea that is different from the most can get you millions of dollars. If you think something great, why not go for it?—RL

## Bobby Lee



*Bobby Lee G'13, a graduate student in new media management, combines both a background in finance and a strong passion for media communications in a unique venture. He has taught*

*personal financial skills for the past five years on his video blog, 2 Minute Finance. The vlog not only provides him a platform to share his professional knowledge, but it also has opened doors to a different career and networking opportunities.*

**Q:** How did you come up with the concept for your website?

**A:** Most people my age don't know how to manage their money, and there are only a handful of finance tutorial videos out there. Within finance and media, there was a niche that very few were willing to fill. I also have a strong drive to be an entrepreneur and self-supporting. People within our generation are very interested in solving problems and many become entrepreneurs—I wanted to own a piece of that pie.

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**Q:** What has been the most rewarding part about following your idea?

**A:** You can create a media property without going through traditional media entities. With the Internet, as a form of democratized media, anyone with an Internet connection and a good idea has the potential to be successful.

**Q:** What has been the biggest challenge?

**A:** Funding. The biggest support that you can get is within your own network and within yourself. A lot of ventures take a long time to get the point when you can ask investors for funding.

2 Minute Finance was completely self-funded and, in turn, had to work within a very tight budget.

**Q:** What do you see for the future of your website?

**A:** The future of my business is to continue on the same path I am right now—seeking out new partnerships and to create more content for a wider audience.

**Q:** What would you tell other people who think they might have an idea to pursue?

**A:** Stick with your idea and get as much out of it. It takes thousands of bad ideas before you find a good idea. I feel a lot of people my age are afraid to take a risk, and they think about their student loans, want to find a corporate job and get settled. But I think now is the time to experiment and try out new ideas.

—RL

## Camille Malkiewicz



*Every month, subscribers are expecting stylish, fun craft kits from Craftistas mailed to their homes. Each box has instructions and materials for making accessories, home décor or specialty cards. It wraps*

*up Camille Malkiewicz's love for crafts and her dream as an entrepreneur. With the hope of making crafts convenient to everyone, Malkiewicz '12 started Craftistas in November 2012.*

**Q:** How did you come up with the concept for your business?

**A:** When I was younger, I was really crafty. I grew up in a creative household and my mum likes to do crafts all the time. When I was in college, I saw so many blogs about cute crafts, but I was busy with school and didn't really have the time and money to do it. I really wanted to have a service for people like me, who want to create trendy, cute crafts.

**Q:** What has been the most rewarding part about following your idea?

**A:** I consider every single achievement as a big achievement. But it is only an achievement for two minutes, after that, I just feel, "OK, what's next?" Right now, I have got some really awesome blogger reviews. I also did a whole video series about crafts on ehow.com, and it was on the homepage. It gives me a sense that I am actually a craft expert now.

**Q:** What do you see for the future of Craftistas?

**A:** I will expand the business, not just the subscription service. It will be fantastic if I can distribute them to craft stores or Walmart. Right now, I need to focus on the

website and try to get more customers. Eventually, I want to sell the craft kits directly on the website so you don't need to subscribe.

**Q:** Crafting is a very creative and personal thing. How do you adjust the kits for that?

**A:** It is difficult since every customer is an individual. I don't want to tell them what exactly they should do. I like to leave a bit of space with their creativity and let them make their own projects. That is why it has been very well received.

**Q:** What is your biggest challenge?

**A:** You have new challenges every single day when you try to make an idea into a business. The biggest one is to get customers. Most entrepreneurs think if they have good ideas customers will definitely come. But it is not the case.

**Q:** What would you tell other people who think they might have an idea to pursue?

**A:** One of my favorite brands is Nike, and it is so cliché to say, "Just do it," because it is overused. But it is so true when it comes to entrepreneurship. There are more days when you want to quit than when you want to continue. Just fight and be hungry. When you are young, it is the best time to start a business, because you have nothing to lose.—RL

## Erik Matlick



*In the world of Madison Logic's founder and CEO Erik Matlick '92, data is king. The Manhattan-based company uses sophisticated data-driven applications to understand consumers' behavior*

*and help generate sales leads for marketers and advertisers. Madison Logic's clients run media campaigns—banner ads, text links or email marketing—on the company's platform and purchase data from the company. Matlick started Madison Logic after launching two*

*"It's really more about sweat than it is about your idea."*

— SEAN BRANAGAN,  
DIRECTOR OF NEWHOUSE'S  
CENTER FOR DIGITAL MEDIA  
ENTREPRENEURSHIP

*other successful startups: IndustryBrains, a site-specific, pay-per-click ad network, and MediaBrains, a buyer's guide platform for business publishers.*

**Q:** How did you come up with the concept for Madison Logic?

**A:** After selling IndustryBrains in 2005, I looked at the publishing/media industry, and I discovered that lead generation advertising was a fast-growing component of the media mix. It already made up 10 percent of the market. However, similar to the display business in the early '90s, there were no industry standards for ad serving—the technology behind the scenes—until DoubleClick paved the way. We saw this as an opportunity to create the industry's first “ad serving” platform for lead generation. This included serving the ads, inventory management, lead processing, lead delivery and reporting. Today we have 450-plus publishing companies licensing this platform and 600 advertisers purchasing media.

**Q:** What has been the most rewarding part about following your idea?

**A:** It's like watching your child grow up. Every day we learn and grow. We take feedback from the market or ideas from our team and build great innovative products. Coming to work every day and collaborating with smart people who are passionate about innovation is a true reward for any entrepreneur. The cherry on top: turning your ideas into profit.

**Q:** What do you see for the future of the business and data analysis/lead generation?

**A:** Data. Specifically, the usage of behavioral intent data for advertising, nurturing and analytics. As an industry, we are still just scratching the surface of our potential. One of the fastest growing segments, marketing automation, has grown from \$100 million to almost a billion-dollar industry in just

three years. That is proof that marketers want both data and automation to nurture potential customers.

**Q:** What advice would you give other people who might have an entrepreneurial idea to pursue?

**A:** I meet with entrepreneurs and invest in startups frequently. One of the biggest mistakes I come across is over-funding a business during the funding stage. Once you accept funding, you have set your business' valuation. If that valuation is too high and you have raised too much money, you can never go back. This forces too many companies into an exit strategy that they will never achieve. I would always suggest starting with a smaller amount, even if the valuation is lower. This will give you more options when it's time for a second round of funding or an exit.

My second tip is to surround yourself with employees as dedicated as you are. Learn how to hire the best, and, more importantly, learn how to get out of their way and allow them to succeed in their specific areas of expertise.—KH

### Sam Smith



*Advertising graduate student Samuel Smith '08, G'13 has worked as a web developer, copywriter and project planner—building a foundation for two entrepreneurial ventures. He founded a digital*

*advertising agency, Smith and Team, and an addressable advertising startup, Segments.*

**Q:** How did you come up with the concept for Smith and Team?

**A:** I graduated with an undergraduate degree in psychology and philosophy. I realized that you can't actually find a job with a philosophy degree, but what you can do is to write well. So I started out as a copywriter. From copywriting, I started

to expand my business to advertising strategies and website development. I started Smith and Team as an independent agency in 2007. We put together digital platforms, made sales materials and conducted marketing for our clients, who are mainly in the mobile and tech industry. We know digital and interactive media through our bones, which makes us stand out from other ad agencies.

**Q:** What is the concept behind Segments?

**A:** Segments is a platform that drives dynamic, addressable advertising, like landing pages, emails, display ads and rich media. We seamlessly deliver highly personalized ads to users on any of these channels. This means that there's no more guessing about which advertisement to deliver to the customer. We have provided a quantifiable, algorithmic solution that increases the efficiency of advertising budgets.

**Q:** What's the most rewarding part about being an entrepreneur?

**A:** It is about being able to have a platform where I can innovate my new ideas and new solutions. I can dream up something and say to a client, “Hey, let's test this to see if it works.”

**Q:** What are your future plans?

**A:** After I graduate, I want to work at an advertising agency to learn the business. I want to have a job that pays a salary and to get more experience in the business. Freedom is good, but health insurance is good too.

**Q:** What would you tell other people who have ideas to pursue?

**A:** I want to impart to them how important it is to have something that you or no one else has ever seen. It is about inventing the future, not about predicting it.—RL

## New interactive storytelling mobile app focuses on winter in Central New York

BY WENDY S. LOUGHLIN

Early last year, a dozen Newhouse students set out to create an interactive storytelling mobile tablet application that would focus on Central New York's notorious winters. The result, CNY32 degrees, is now available for free download from the iTunes store.

Famous for frigid temperatures and record-breaking snowfalls, Central New York (CNY) averages 116.9 inches of snow annually. The winter of 2011 saw more than 179 inches of snow. But when the students—as part of Newhouse's Multimedia Projects course—started their work last year, they were faced with one of the mildest CNY winters on record, providing them with an extra challenge as they attempted to tell what they thought would be a story about snow.

“The obvious story topics, like skiing, snowshoeing, sledding and ice fishing weren't going to happen,” says Melia Robinson, a senior magazine major who worked on the project. “Fortunately, with the low-hanging fruit out of reach, we were forced to get creative. We asked ourselves, what are the fresh stories we should be doing?”

Student Katrina Tulloch visited Lake Placid's Olympic training center, riding a bobsled with a camera strapped to her helmet. Steve Bottari and Harrison Kramer discovered geocaching. Robinson profiled a Mannsville, N.Y., woman whose business, HandCandy Mittens, recycles ugly sweaters. “It was by far my favorite assignment of the semester,” says Robinson. “I spent an afternoon in her home and created a feature package that included an article; a two-minute, character-driven video; a panorama of her work space; and 360-degree images of the mittens, which linked to the items in her online store.”

The students also created a series of stories capturing “a day in the life” of Toggenburg Mountain Winter Sports Center in Fabius, N.Y.

“The whole semester we were crossing our fingers, hoping for snow, but the final product was far more innovative than we could've imagined,” says Robinson.



Seth Gitner, assistant professor of newspaper and online journalism, who taught the class, also arranged for a group of alumni to work one-on-one with the students, who shot, edited and finalized their stories in a single weekend.

Robinson says the experience was an incredible preparation for her professional life. “The best part is, I can direct potential employers to the app in the iTunes Store and say, ‘Look at what I helped produce,’” she says.

Students used Adobe Digital Publishing Suite to create the app. Videos from the project can be viewed on the CNY32 degrees YouTube channel.

Students who produced the app include Bottari, Cassia Brooks, Erin Carson, Tenell Felder, Nate Hopper, Kramer, Kayla Rice, Robinson, Emily Shearing, Beckie Strum, Tulloch and Heather Wentz. Brooks provided mobile design, and Jon Crockett oversaw database design.

Additional photographs and video were provided by students Alex Abdalian, Mitchell Franz, Efren Lopez, Taylor Miller, Alyssa Stone and Zach Zollars.

The soundtrack was provided by Synchronice, a local band whose members include Newhouse student James Saulsky and his brother, Will.

Students from Newhouse's Advanced Web Design class, taught by adjunct professor Jeff Passetti, also participated in the project.

# STUDENT STARTUP MADNESS: Students take on SXSW with their big ideas

**BY ELINA BERZINS**

“Generation Y, get uncomfortable!” yelled InternQueen.com president and CEO Lauren Berger. Standing on a stage at the Hilton Hotel in downtown Austin, she waved her hands up and down to excite the crowd who had gathered there as part of South By Southwest (SXSW) Interactive in March. Among them were eight groups of students, readying to pitch their startup ideas to a panel of six judges.

The students were there to take part in the Student Startup Madness (SSM) competition, which Berger emceed. The collegiate digital media entrepreneurship tournament was developed by Sean Branagan, director of the Newhouse School’s Center for Digital Media Entrepreneurship, in conjunction with SXSW.

The eight student teams—known as the “entrepreneurial eight”—competed before judges including Patrick Ambron, co-founder and CEO of BrandYourself.com; Nicole Glaros, managing director of TechStars; Sandy Khaund, senior director of emerging technologies with Turner Broadcasting; Peter S. Magnusson, engineering director with Google; and Jim McKelvey, co-founder of Square. Branagan chose the eight teams from among 64 that had made it through previous rounds of SSM competition; of those, three made it to the championship round.

In third place was RentLingo, a startup from Stanford University, which helps users find apartments and roommates in a new city through social media. The site allows a user to see where his or her friends live in specific cities and also gives demographic information about neighborhoods based on gender and age.

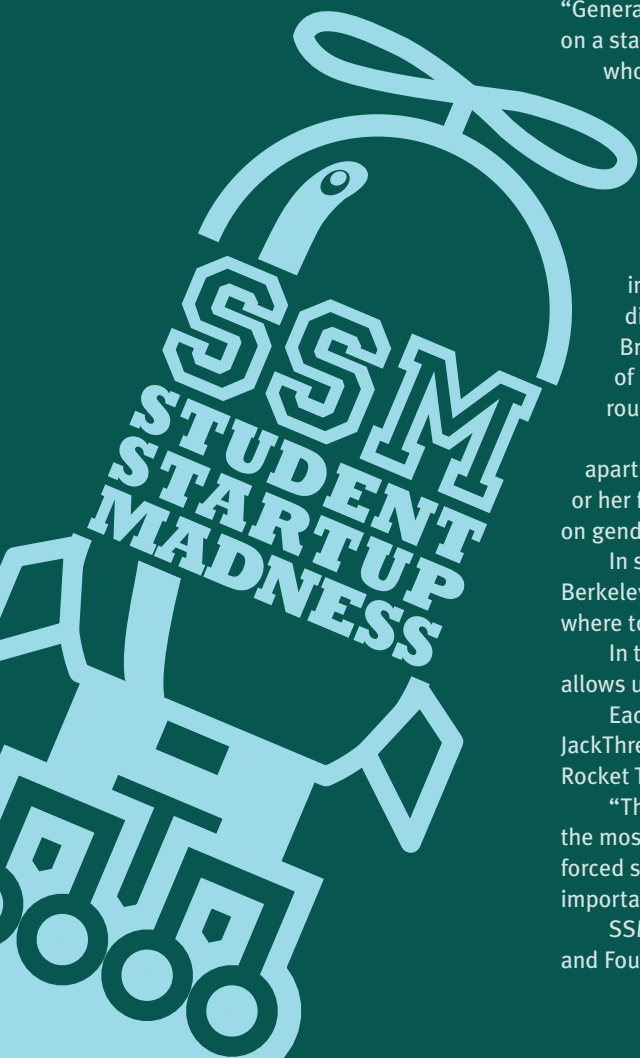
In second place was Traverie, a startup created by students from the University of California at Berkeley, which allows users to explore travel locations through friends’ recommendations. Users decide where to travel to and what to do there based on their friends’ reviews.

In top place was TempoRun, a mobile app created by Michigan State University students. The app allows users to listen to music that matches their running speed, keeping the user at a consistent pace.

Each of the top three teams received \$5,000 of credits for Google Cloud Platform and gift cards from JackThreads. TempoRun was also named the SSM 2012-13 National Champion and awarded the SSM Rocket Trophy.

“The student startup teams faced tough questions, which forced them to prove why their ideas were the most original and worthy of investment,” says Branagan. “And ultimately, Student Startup Madness forced students to get out of their comfort zones and market their startups in a venue as large and important as SXSW.”

SSM is sponsored by the Newhouse School, Turner Broadcasting’s Media Camp, Google Developers and Foursquare.



# PARADE OF SPEAKERS: Special guests share insights, advice with students

BY WENDY S. LOUGHLIN

Several prominent names graced the Newhouse marquee this spring, discussing everything from digital publishing to free speech to the entertainment industry to big data. Here is a look at three of them.

## Larry Flynt

Larry Flynt, the controversial publisher of Hustler Magazine and longtime First Amendment advocate, came to Newhouse in March as a guest of the school's Tully Center for Free Speech. He spoke on "Fighting for the First Amendment."

Flynt is an outspoken defender of First Amendment rights and chairman of the Hustler brand of properties. Throughout his career, he has been involved in numerous legal battles regarding the regulation of free speech in the United States, including the prominent Supreme Court case *Hustler Magazine v. Falwell* (1988), a historic decision that held the interest in protecting free speech surpasses the interest in protecting public figures' emotions and reputations.

"This year marks the 25th anniversary of that famous case, which is one of the most important free speech cases in our history," says Tully Center director Roy Gutterman. "It was an honor to be able to talk about this case and others with the man who has fought so hard for these First Amendment principles."



## Brian Roberts

Brian Roberts, chairman and CEO of Comcast Corp. and chair of the board of directors of NBCUniversal, came to Newhouse in March, when he participated in a Q&A with graduate student Farron Stark.

Under Roberts' leadership, Comcast has grown into a Fortune 50 company and is the nation's largest video, high-speed Internet and phone provider to residential customers under the XFINITY brand, and also provides these services to businesses. The company is the majority owner and manager of NBCUniversal, which operates 30 news and entertainment cable networks, the NBC and Telemundo broadcast networks, television production operations, television station groups, Universal Pictures and Universal Parks and Resorts. Additionally, Comcast has a majority ownership in Comcast-Spectator, whose major holdings include the Philadelphia Flyers NHL team and the Wells Fargo Center, a large multipurpose arena in Philadelphia.

Roberts has won numerous business and industry honors for his leadership. He is a member of Babson College's Academy of Distinguished Entrepreneurs Hall of Fame and the Cable Television Hall of Fame. Institutional Investor magazine named him as one of America's top



CEOs six times and named Comcast one of America's most shareholder-friendly companies four times. Among many other awards, he received the National Cable and Telecommunications Association's Vanguard Award for Distinguished Leadership. The Newhouse School honored him with the Fred Dressler Achievement Award at the 2011 Mirror Awards ceremony.

### **Danny Zuker '86**

Newhouse alumnus Danny Zuker '86, Emmy Award-winning writer and executive producer of ABC's "Modern Family," visited the Newhouse School as a guest of the Department of Television, Radio and Film in April. While on campus, he met and worked with students in Newhouse's Advanced Screenwriting course and gave a public talk.

Zuker has served as a writer and producer for "Modern Family" since its debut in 2009. He has also written or produced for "The Unusuals," "The Men's Room," "Off Centre," "Jesse," "Just Shoot Me!," "Fired Up," "Grace Under Fire," "Roseanne," "Watching Ellie," "Evening Shade" and "The Arsenio Hall Show," where he got his start.

He is the recipient of Emmy Awards for Outstanding Comedy Series (2010, 2011, 2012); a Producers Guild of America Award for Television Producer of the Year in Episodic (2011, 2012); and Writers Guild of America Awards for Comedy Series (2011, 2012) and New Series (2010). He was inducted into the Newhouse Professional Gallery last fall.



## **Other recent Newhouse guests:**

- Lauren Bans, associate editor of GQ
- Adrian Barrow, head of planning for JWT
- Actress and producer Gina Belafonte
- Ashley Bryant, the state digital director of Ohio for the Obama campaign (see story p. 7)
- Experimental journalist Nonny de la Peña
- Chuck Hemann, group director of analytics for WCG
- Deb Henretta G'85, group president of Procter & Gamble's Global Beauty Care division
- Andrew Hetzel '90, vice president of corporate communications with Blue Cross Blue Shield of Michigan
- Louis Jones, CEO of the GroupM agency Maxus, and Timothy Cecere, chief talent officer for GroupM North America
- Shelly Lazarus, chairman emeritus of Ogilvy & Mather
- Photographer Joe McNally '74
- Keija Minor, editor-in-chief of Brides magazine and the first African-American editor-in-chief in the history of Condé Nast
- Matt Prince, social media manager for the Walt Disney Company
- Mary Donahue Quinlan, eastern advertising director for Cosmopolitan magazine
- Dan Schultz, journalist and Knight-Mozilla Fellow at The Boston Globe
- Matt Stopera, senior editor of BuzzFeed

# BIG DREAMS BECOME BIG REALITY FOR STUDENT ALISON CHANEY

BY DEBBIE LETCHMAN FACHLER

A longtime basketball player and huge fan of the sport, Alison Chaney learned this year that even the craziest dreams come true. Chaney, a graduate public relations student, won an online contest to intern for renowned ex-NBA player Charles Barkley. The contest was held via the social media website Tout.com.

As the selected winner, Chaney had the opportunity to help out with Barkley's "Inside the NBA" television show on TNT. Chaney traveled to Atlanta, where she had previously completed her undergraduate degree at Spelman College.

Chaney heard of the contest when it was announced on Barkley's show. For her entry, she submitted a video—and she rapped in it. "My mom is the one that suggested [I rap in it]," Chaney says.

Chaney, originally from Minneapolis, interned for two days, January 31 and February 7. In addition to being on Barkley's show, where she drove a Segway for the first time, Chaney blogged for CharlesBarkley.com and Tweeted for the program, using the Twitter handle @NBAonTNT.

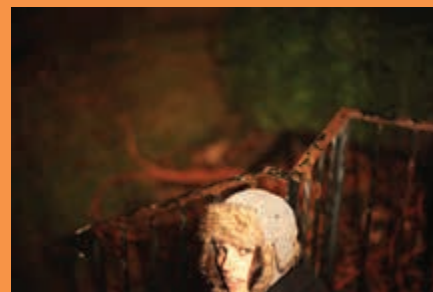
Even though she admits to being nervous at first, she says the internship was beyond anything she could have imagined. She had to learn how to be a professional rather than just a fan. Chaney not only met Barkley, one of her favorite basketball players since high school, but she also got to know the famous former NBA athlete Shaquille O'Neal, now also an analyst on the show. "[We] actually had quite a dynamic," Chaney says of O'Neal.

Although Chaney had interned with the Washington Mystics and Wizards before, her experience at "Inside the NBA" is unmatched. "I had never experienced such a work environment," she says. "But it was clear to me that this environment was successful. Everyone knew everyone's name, from the on-air TV analyst to the part-time production assistant."

In Atlanta, it wasn't all work and no play. When she was instructed to teach Barkley Spanish, Chaney tricked him with a joke. "He asked me to teach him 'Charles Barkley is very handsome and Charles Barkley is very skinny.' Well, what I actually taught him in Spanish was 'Charles Barkley is very ugly and Charles Barkley is very fat,'" she says.

Chaney says that she probably had the most fun with O'Neal, who taught her to drive the Segway. "Shaq and I are both sarcastic and like to laugh, which was fun and put me at ease," she says. "He made me comfortable."

Fortunately, it seems that Chaney made as big an impression on the "Inside the NBA" staff as they did on her. She even prepared an early birthday present for Barkley. "He had no idea I was getting him one. I got him an Auburn University golf set and he loved it," she explains. "What actually touched me is that Charles took the time to read the card I wrote for him, in front of me. After he read it he grabbed my hand and told me, 'Thank you.' I literally had to fight back tears. It was a very special and genuine moment. I was floored."



## Two Newhouse students take honors in Alexia Competition

Newhouse photography graduate student Annie Flanagan and junior Andrew Renneisen won awards of excellence in the 2013 Alexia International Photojournalism Competition, hosted by the Newhouse School. The competition is sponsored by the Alexia Foundation for World Peace and Cultural Understanding.

Flanagan's winning project will show the long-term effects of sexual abuse; Renneisen will document violence in Camden, N.J.

This year's competition drew 121 applications from students around the world—almost double the number of entries in the past.

Judging was held at Newhouse in February. Judges were Lynn Johnson, contributing photographer for National Geographic and the inaugural visiting professional in the Department of Multimedia Photography and Design; Getty photographer John Moore; and Jim Dooley, former director of photography for Newsday.



## 60s

**Helen Dunn Frame '60** is the author of “Retiring in Costa Rica: or Doctors, Dogs and Pura Vida.”

**Todd Caso '65** is a contract consultant with NBA Entertainment.

## 70s

**Edward Bauer '72** is the author of “The Final Truth: Solving the Mystery of the JFK Assassination” (www.thefinaltruth.net).

**Allen Adamson '77** is the author of “The Edge, 50 Tips from Brands that Lead.”

**Doug McIlhagga '77** is director of marketing and external affairs at Southern Illinois University Edwardsville.

**Terry Nantier '79** is the author of “Papercutz,” a graphic novel series for kids.

## 80s

**Gail M. Norris '80** is vice president and general counsel for the University of Rochester.

**Lisa Fantino '83** is the author of “Amalfi Blue, Lost and Found in the South of Italy.”

**David Spencer '85** was honored with a 2012 Webby award in the art category.

## 90s

**Keith Jodoin '95** and **Marnie Jodoin '95** debuted “Finding Bigfoot: Untold Stories” on Animal Planet. Jodoin is CEO and executive producer at Sapling Pictures, which was honored by the Washington, D.C., chapter of the American Marketing Association at the 80th Anniversary Top Marketer Awards ceremony last fall.

**Jeff Neubarth '97** is coordinating producer for “Morning Drive” on the Golf Channel.

**Michael Tetuan '98** is communications manager for Molecular Imaging, Computed Tomography and Advantage Workstation at GE Healthcare in Wauwatosa, Wisc.

## 00s

**Dave Levinthal '02** is a senior reporter with the Center for Public Integrity.

**David Brewer '06** was named to Forbes’ “30 under 30” list.

**Scott Spinelli '08** is the author of “congratulations?”

## 10s

**Wes Pope '10** is assistant professor of multimedia journalism at the University of Oregon’s School of Journalism and Communication, based at the George S. Turnbull Portland Center.

**Elizabeth Holtan '12** is manager of the National Partner Program at the Council of Better Business Bureaus in Arlington, Va.

## IN MEMORIAM

**George J. Lockwood '53** died on January 31 in Phoenix, Ariz. Lockwood, a Pulitzer Prize winner (1967), was managing editor of The Daily Orange. He served as managing editor for features of The Milwaukee Journal until his retirement in 1986. After the Milwaukee Journal, Lockwood taught journalism at Marshall University in Huntington, W.Va., served five years as executive editor of the St. Joseph (Missouri) News-Press and became a distinguished professor of journalism at Louisiana State University in Baton Rouge.

**L. Edgar Prina '38, G'40**, a prize-winning journalist and a former chairman of the board of governors of the National Press Club, died on May 14. He was 95.

Prina held positions at the New York Sun; the Washington Evening Star, where he was twice nominated for the Pulitzer Prize; and Copley News Service. He won the Washington Newspaper Guild Award for distinguished reporting in 1951.

Prina, who served in the U.S. Navy during World War II and the Korean War, earned a dual bachelor’s degree in journalism and political science and a master’s degree in political science from SU. He established an endowed scholarship for Newhouse graduate students in print journalism and a scholarship for public administration students at the Maxwell School of Citizenship and Public Affairs.

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