

**SURVEY OF 2003 GRADUATES**

*overall summary report for*

**SCHOOL OF PUBLIC COMMUNICATIONS**

This report is based upon 179 responses from December 2002, May, and June 2003 bachelor's degree recipients. The total number of graduates surveyed was 261.

**OVERALL RESPONSE RATE**

**68%**

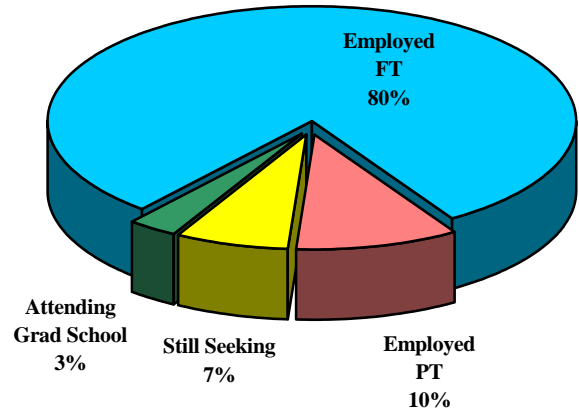
**Placement Information**

# %

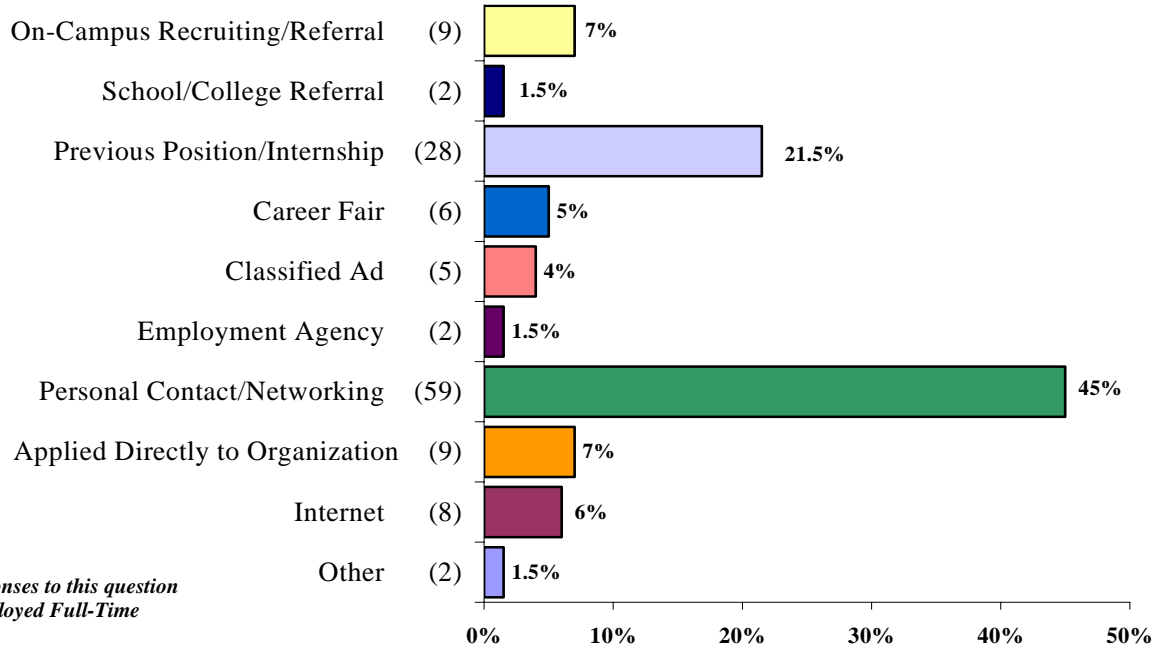
**Overview**

Employed/Full-Time *	143	80%
Employed/Part-Time	17	10%
Still Seeking Employment	13	7%
Not Seeking Employment	0	-
Graduate School/Full-Time	6	3%
<b>Total</b>	<b>178</b>	<b>100%</b>

*\*Position Related to Career Goals  
Based on 132 responses*



**Position Obtained Through**



*Received 130 responses to this question from the 143 Employed Full-Time*

# Employment Detail Report

## S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS

### ADVERTISING

<i>employer</i>	<i>position title</i>	<i>location</i>	<i>state</i>
American Media, Inc.	Executive Assistant to VP	New York	NY
Broadcast Manager, Inc.	Client Relations Representative	New York	NY
Carat USA	Assistant Account Executive	New York	NY
DDB Entertainment	Assistant Media Planner	Venice	CA
Deutsch, Inc.	Account Coordinator	New York	NY
Green Point Bank	Management Assistant	Unspecified	NA
J. Brown Agency	Account Coordinator	Stamford	CT
McCann-Erickson	Assistant Media Planner	New York	NY
MediaVest	Assistant Communications Planner	New York	NY
MindShare	Assistant Media Planner	New York	NY
MindShare	Assistant Media Planner	New York	NY
MRA Group	Assistant Account Executive	Syracuse	NY
Norwalk the Furniture Idea	Design Consultant	Strongsville	OH
OgilvyOne	Assistant Media Planner	New York	NY
Palio Communications	Accounting Coordinator	Saratoga Springs	NY
RJ Palmer	Assistant Media Buyer	New York	NY
Scott Flummer Saab, Chevrolet, Chrysler	Assistant Administrator	Allentown	PA
The Bomley Group	Account Coordinator	New York	NY
Wolf Group	Copywriter	Rochester	NY

### BROADCAST JOURNALISM

<i>employer</i>	<i>position title</i>	<i>location</i>	<i>state</i>
CBS 3 Television	Production Assistant	Philadelphia	PA
Culinary Concepts	Assistant Facilities Manager	Madison	CT
ESPN	Production Assistant	Bristol	CT
ESPN	Technical Operator	Bristol	CT
ESPN	Production Assistant	Bristol	CT
Innovative Media	Associate Buyer	New York	NY
Jokers Restuarant	Cook	Portsmouth	NH
KBIM-10	Reporter	Roswell	NM
KFBB-TV	Reporter/Anchor/Producer	Great Falls	MT
KNBN NewsCenter 1	Weekend Sports Anchor	Rapid City	SD
Time Warner Cable/News 10 Now	News Producer	Syracuse	NY
Time Warner Cable/News 10 Now	Video Journalist	Watertown	NY

# Employment Detail Report

## S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS

Time Warner Cable/News 10 Now	Sports Reporter	Ithaca	NY
TWI	Producer	New York	NY
U.S. Army	Recruiter/2nd Lieutenant	Ford Hood	TX
WCBS-FM	Account Executive	New York	NY
WENY Newschannel 36	Sports Director	Horseheads	NY
WKTV, Smith Broadcasting	Reporter, Producer, Anchor	Utica	NY
WLBS-TV	General Assistant Reporter	Bangor	ME
WMAL-AM/ABC Radio	Reporter/Anchor	Washington	DC
WORK-TV	Reporter	Rochester	NY
WTVH-Channel 5	Producer	Syracuse	NY

### GRAPHIC ARTS

<i>employer</i>	<i>position title</i>	<i>location</i>	<i>state</i>
Star Struck, Inc.	Graphic Designer	Bethel	CT
Unspecified	Unspecified	Unspecified	PA

### MAGAZINE

<i>employer</i>	<i>position title</i>	<i>location</i>	<i>state</i>
Arts & Poets Magazine	Arts Editor	San Diego	CA
Brigham & Women's Hospital	Media Relations Assistant	Boston	MA
James A. Gosier	Paralegal	Unspecified	NA
MAGNET Magazine	Assistant Editor	New York	NY
Montgomery Newspapers	Special Sections Editor	Fort Washington	PA
Reed Elsevier	Sales Assistant	New York	NY
The Big Ten Conference	Communication Intern	Park Ridge	IL
The Journal Gazette	Universal Desk Copy Editor	Fort Wayne	IN
Urban Studio	Fashion Advertising	Unspecified	NA

### NEWSPAPER

<i>employer</i>	<i>position title</i>	<i>location</i>	<i>state</i>
Applebees Neighborhood Bar & Grill	Server	Farmingdale	NY
HCPPro, Inc.	Editorial Assistant	Marblehead	MA
I Do Foundation-AmeriCorps	Outreach Director	Washington	DC
Penguin Putnam Publishing	Assistant Production Editor	East Rutherford	NJ
The Post Standard	Reporter	Syracuse	NY

### PHOTOGRAPHY

<i>employer</i>	<i>position title</i>	<i>location</i>	<i>state</i>
AmeriCorps	Volunteer	Denver	CO

# Employment Detail Report

## S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS

Getinge USA	Marketing Coordinator	Rochester	NY
Rankin Waddell	Photographer's Assistant	England	INT'L

### PUBLIC RELATIONS

<i>employer</i>	<i>position title</i>	<i>location</i>	<i>state</i>
BMC Communications Group	Associate	New York	NY
Castle Credit Corp.	Administrative Assistant	Chicago	IL
Cone Communications	Assistant Account Executive	Boston	MA
David's Bridal Shops	Wedding Planner	Burbank	CA
Dick Scott Kia of Waterford	Customer Relations Manager	Waterford	MI
Eric Hertz Consulting	Associate	New York	NY
FCF Schmidt Public Relations	Assistant Account Executive	Plymouth Meeting	PA
Frederick Keys Minor League Baseball Team	Communications Director	Frederick	MD
French, West, Vaughan	Account Coordinator	Raleigh	NC
GCI Group	Corporate Development Coordinator	New York	NY
ISM	Account Assistant	Boston	MA
Lockheed Martin	Comm. Leadership Dvlpt. Program	Unspecified	NA
Manning Selvege & Lee	Account Associate	New York	NY
Marina Maher Communications	Assistant Account Executive	New York	NY
Marsh USA, Inc.	Risk Analyst	Chicago	IL
McDonald's Corporation	Marketing Assistant	Unspecified	NA
ML Management	Account Coordinator	New York	NY
Nicole Nassar Public Relations	Asst. to the President	Unspecified	NA
Paper Denim & Cloth	Sales/PR Assistant	New York	NY
Price McNabb	Account Coordinator	Charlotte	NC
Random House Publishing	Promotions Assistant	Unspecified	NA
Reis	Research Associate	New York	NY
Securities Litigation & Consulting Group	Research Assistant	Fairfax	VA
Seneca Data Distributors, Inc.	Marketing Associate	Syracuse	NY
Text 100	Account Coordinator	Boston	MA
The Country Club of Syracuse	Director of Membership/Marketing	Lafayette	NY
United States Military Academy	Media Relations Assistant	West Point	NY
Universal McCann	Assistant Media Planner	New York	NY
Waggoner Edstrom	Account Coordinator	San Bruno	CA
Weber Shandwick	Account Coordinator	Cambridge	MA
Weber-Shandwick	Account Coordinator	New York	NY
Whole Foods Market	Marketing Assistant/Product Demo	Washington	DC

# Employment Detail Report

## S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS

### TELEVISION, RADIO AND FILM

<i>employer</i>	<i>position title</i>	<i>location</i>	<i>state</i>
Academy of Television Arts	Programming Manager	Los Angeles	CA
Beijing Language & Culture University	Instructor	Beijing, China	INT'L
Cabin Creek Films	Production Assistant	New York	NY
Center for Support of Teaching & Learning	Video Production Assistant	Syracuse	NY
Conde Nast Publications	Advertising Assistant	New York	NY
Covington Woods Pictures	Production Assistant	Philadelphia	PA
Dinovi Pictures	Intern	Los Angeles	CA
Dubway Studios	Production Assistant/Assistant	New York	NY
EMI Music Publishing	Assistant to VP of Film	Santa Monica	CA
ESPN	Production Assistant	Bristol	CT
Flying Spot, Inc.	Nighttime Digitizer	Seattle	WA
Fox SportsNet	Assistant Scheduling Coordinator	New York	NY
Fox SportsNet	On-Air Promotions Coordinator	Broadview Heights	OH
Granada Entertainment	Production Assistant	New York	NY
Guiding Light	Paid Intern	New York	NY
Katz Media	Assistant Research Analyst	New York	NY
Mark Burnett Productions	Production Assistant	Santa Monica	CA
Medway Public Schools	Teacher	Medway	MA
MindShare	Assistant Media Planner	New York	NY
Montel Williams Show	Production Assistant	New York	NY
MTV	Personal Assistant	New York	NY
MTV	Sales Assistant	New York	NY
MTV	Production Assistant	New York	NY
MTV's College Television Network	On Air Talent (VJ)	New York	NY
NBC Enterprises	Production Secretary	New York	NY
NetCreations, Inc.	Traffic Coordinator	New York	NY
Oglivy & Mather	Associate	New York	NY
Oppenheimer Funds, Inc.	Advertising Compliance Specialist	New York	NY
Port Authority of New York	Asst. Communications Representative	New York	NY
Protocol Entertainment	Assistant	Los Angeles	CA
@Radical.media	Office Assistant	New York	NY
Self Employed	Script Coordinator	Los Angeles	CA
Shapiro/Grodner Productions	Production Assistant	Sherman Oaks	CA
Showtime Networks, Inc.	Production Coordinator	New York	NY

# Employment Detail Report

## S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS

Steel City Mower and Plow, Inc.	Sales Representative	Pittsburgh	PA
Telerep	Research Analyst	New York	NY
The Firm	Agent Trainee	Unspecified	NA
The Montel Williams Show	Production Assistant	New York	NY
Time Warner Cable	Customer Services/Sales	Syracuse	NY
Touchstone Television Productions	Production Assistant	Burbank	CA
True Entertainment	Key Production Assistant	New York	NY
True Entertainment	Production Coordinator	New York	NY
True Entertainment	Productions Operations Manager	Los Angeles	CA
U.S. Air Force	2nd Lieutenant	McGuire AFB	NJ
Warner Brothers	Production Assistant	Burbank	CA
WH Freeman	Editorial Assistant	New York	NY
White House Communications Agency	Master Control Supervisor/AVID	Washington	DC
William Morris Agency	Agent Trainee	Los Angeles	CA
William Sullivan Advertising	Media Assistant	Millburn	NJ
Women In Film and Video	Membership Coordinator	Washington	DC
Writers and Artists Group International	Assistant Agent	New York	NY

# Graduate School Detail Report

## S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS

### MAGAZINE

<i>institution</i>	<i>degree/program</i>	<i>location</i>	<i>state</i>
Seton Hall University	J.D.	Newark	NJ

### NEWSPAPER

<i>institution</i>	<i>degree/program</i>	<i>location</i>	<i>state</i>
Brooklyn College	BA/Social Studies Education	Brooklyn	NY

### PHOTOGRAPHY

<i>institution</i>	<i>degree/program</i>	<i>location</i>	<i>state</i>
Syracuse University	MS/Photography	Syracuse	NY

### PUBLIC RELATIONS

<i>institution</i>	<i>degree/program</i>	<i>location</i>	<i>state</i>
Syracuse University	MPA	Syracuse	NY

### TELEVISION, RADIO AND FILM

<i>institution</i>	<i>degree/program</i>	<i>location</i>	<i>state</i>
Georgetown University	MS/Comm., Culture, & Technology	Washington	DC
SUNY at Buffalo	J.D.	Buffalo	NY