

Syracuse University Center for Career Services

SURVEY OF 2004 GRADUATES

overall summary report for

S. I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS

This report is based upon 190 responses from December 2003, or May, June, and August 2004 bachelor's degree recipients. The total number of graduates surveyed was 329.

OVERALL RESPONSE RATE

58%

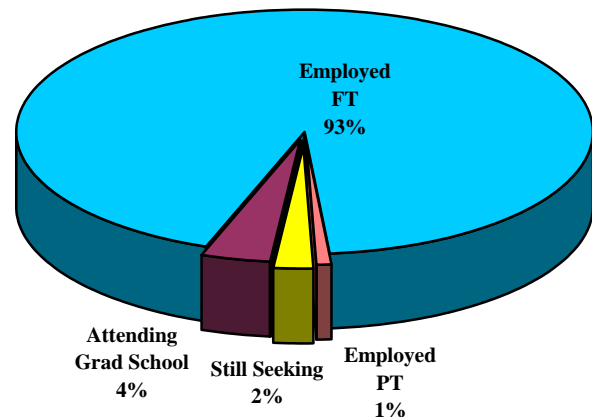
Placement Information

%

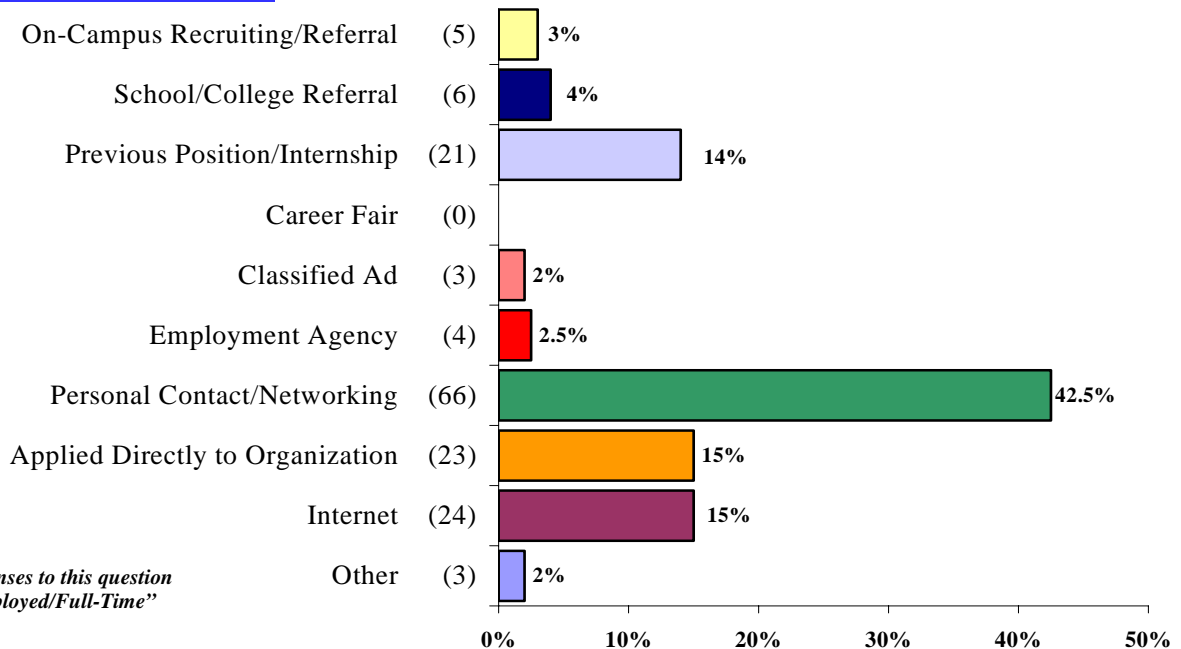
Overview

Employed/Full-Time *	176	93%
Employed/Part-Time	3	1%
Still Seeking Employment	4	2%
Not Seeking Employment	0	-
Graduate School/Full-Time	7	4%
Total	190	100%

*Position Related to Career Goals
Based on 165 responses



Position Obtained Through:



Received 155 responses to this question from the 176 "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>
Adasia Communications	Account Coordinator	New York	NY
Arnold Worldwide	Assistant Account Manager	Boston	MA
Berlin Cameron & Partners	Account Coordinator	New York	NY
Campbell-Ewald	Account Coordinator	Warren	MI
Clear Channel Communications	Sales Assistant	New York	NY
Coca Cola City	Assistant Media Planner	New York	NY
Deutsch, Inc.	Account Coordinator	New York	NY
Eric Mower and Associates	Proofreader	Syracuse	NY
Euromoney PLC	Market Researcher	United Kingdom	INTL
Gotham Inc.	Account Coordinator	New York	NY
Gustin	Advertising	Franklin	MA
Integrated Media Solutions	Assistant Media Buyer	New York	NY
Job Expo International	Event/Marketing Associate	New York	NY
Katz Radio	Sales Assistant	New York	NY
McCann-Erickson New York	Assistant Account Executive	New York	NY
McCann-Erickson New York	Assistant Account Executive	New York	NY
mediaedge: cia	Assistant Communications Analyst	New York	NY
Merchandise Mart Properties Inc.	Market Suite Sales Coordinator	Chicago	IL
Metlife Financial	Financial Planner	Massena	NY
Mindshare Worldwide, Inc.	Assistant Media Planner	New York	NY
Mindshare Worldwide, Inc.	Assistant Media Planner	New York	NY
Mindshare Worldwide, Inc.	Assistant Media Planner	New York	NY
OMD	Assistant Investor	New York	NY
Pall Corporation	Marketing Specialist	East Hills	NY
Puroparty, Inc.	Tour Manager	Shaker Heights	OH
Team One Advertising	Account Coordinator	New York	NY

BROADCAST JOURNALISM

<i>employer</i>	<i>position title</i>	<i>location</i>	<i>state</i>
1-800-GOT- JUNK	Laborer/Marketing	Groveland/Wakefield	MA
Cablevision -News12 Long Island	Associate News Producer	Long Island	NY
Capital News 9	Associate Producer	Albany	NY
Eagle Broadcasting	News Reporter	Ithaca	NY
ESPN	Production Assistant	Bristol	CT

Employment Detail Report

S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS

ESPN	Contestant	New York	NY
Fox Sports South	Production Assistant	Atlanta	GA
HBO Documentary Department	Production Assistant	New York	NY
Innovation Ads, Inc.	Account Executive	New York	NY
Investors Business Daily	Advertising Coordinator	New York	NY
Ivanhoe Broadcast News	New Assistant	Orlando	FL
KODE-TV	Anchor/Reporter	Joplin	MO
KQTV	General Assignment Reporter	St. Joseph	MO
KRDO News13	Producer/Associate Producer	Colorado Springs	CO
KSBW-TV Hearst-Argyle Television	News Producer	Salinas	CA
Lehigh University Athletics	Media Relations Assistant	Bethlehem	PA
Liverpool Central School District	Substitute Teacher	Liverpool	NY
Mills for Senate	Assistant to Communications Director	Albany	NY
MSNBC	Associate Producer	Secaucus	NY
Mugs Media	Reporter/Host of Newsmagazine	Newton	NJ
NBC Nightly News	Desk Assistant/Researcher	New York	NY
Plum TV	Production Assistant	Vail	CO
The Harry Fox Agency, Inc.	Client Relations Inquiry Agent	New York	NY
WABI-TV	Reporter	Bangor	ME
WBOC TV -News	Reporter	Salisbury	MD
WHDH-TV	Assignment Editor	Boston	MA
WHSV-TV	News Reporter	Harrisonburg	VA
WIXT-New Channel 9	Reporter	Syracuse	NY
WKTV-TV	Sports Anchor/Reporter	Utica	NY
Working In Support of Education	Program and Events Coordinator	New York	NY
WTVH 5 Granite Broadcasting	News Producer	Syracuse	NY
WTVH 5 Granite Broadcasting	Producer	Syracuse	NY
WTVH 5 Granite Broadcasting	News Producer	Syracuse	NY
WYFF News 4	News Producer	Greenville	SC

GRAPHIC ARTS

<i>employer</i>	<i>position title</i>	<i>location</i>	<i>state</i>
Bloomingdale's	Assistant Art Director	New York	NY
Budget Travel Magazine	Art Assistant	New York	NY
Syracuse University	Admissions Counselor	Syracuse	NY
TKO Sports Group, Inc	Graphic Designer	Pompano Beach	FL

Employment Detail Report

S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS

MAGAZINE

<i>employer</i>	<i>position title</i>	<i>location</i>	<i>state</i>
American Society of Magazine Editors	Program Coordinator	New York	NY
Bookspan	Editorial Assistant	New York	NY
Cell Press (Reed Elsevier)	Copy Editor	Cambridge	MA
CLM Media	Editor-in-Chief	Worcester	MA
Conde Nast Publications	Freelance Fact-Checker	New York	NY
Conde Nast/Glamour	Art Assistant	New York	NY
Dorchester Media, LLC-Right On! Magazine	Associate Editor	New York	NY
Fabiani & Cohen, LLP	Paralegal	New York	NY
Harvard Health Publications	Production Coordinator/Production	Boston	MA
Lucky Magazine	Editorial Assistant	New York	NY
Marshall Cavendish Corporation	Editorial Assistant	Tarrytown	NY
New Canaan News-Review	Reporter	New Canaan	CT
Nina Zucker Associates	Public Relations Coordinator	Philadelphia	PA
Random House, Inc.	Editorial Associate	New York	NY
Random House, Inc.	Copy Assistant	New York	NY
Rodale-Men's Health Magazine	Assistant Web Editor	Emmaus	PA
The Hartford Advocate	Staff Writer/News Reporter	Hartford	CT
The Sheraton Centre	Marketing Assistant	Barbados	INTL
The Taunton Press	Editorial Assistant	Newton	CT
Time Warner Cable	Inside Sales Specialist	East Syracuse	NY
Two Paper Dolls	Account Executive	Wayne	PA
Washingtonian Magazine	Editorial Intern	Washington	DC
Women in Film and Video	Membership Coordinator	Washington	DC

NEWSPAPER

<i>employer</i>	<i>position title</i>	<i>location</i>	<i>state</i>
The Post Standard	Reporter	Syracuse	NY
The Washington Post	Sports Reporter	Washington	DC

PHOTOGRAPHY

<i>employer</i>	<i>position title</i>	<i>location</i>	<i>state</i>
Asbury Park Press	Staff Photographer	Neptune	NJ
Fisher-Cal Industries	Head Photographer	Groton	CT
National Trade Publications	Production Assistant	Latham	NY
Self Employed	Photographer	Boston	MA

Employment Detail Report

S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS

PUBLIC RELATIONS

<i>employer</i>	<i>position title</i>	<i>location</i>	<i>state</i>
3 Vodka	Marketing Manager	Chicago	IL
Arts Power	Assistant Production Manager	Montclair	NJ
Burson-Marsteller	Client Executive	New York	NY
Burson-Marsteller	Client Executive	New York	NY
Chesapeake Energy Corporation	Well Analyst	Oklahoma City	OK
Colette Phillips Communications, Inc.	Account Executive	Boston	MA
Conde Nast/Style.com	Sales Associate	New York	NY
Cunning Communications	Account Executive Director	New York	NY
Edelman PR	Assistant Account Executive	Seattle	WA
Euro RSCG Life NRP	Assistant Account Executive	New York	NY
Fleischman Gerber & Associates	Public Relations Associate	Philadelphia	PA
Freeman PR	Account Coordinator	Clifton	NJ
GCI Group	Assistant Account Executive	New York	NY
GCI Group	Assistant Account Executive	New York	NY
HL Group	Account Coordinator	New York	NY
J. Goldstein PR	Junior Publicist	New York	NY
Lime PR and Promotions	Assistant Account Manager	New York	NY
Lippe Taylor	Account Coordinator	New York	NY
March Communications	Account Executive	Beverly Hills	CA
McRae Agency	Account Coordinator	San Diego	CA
New Line Cinema	Administrative Assistant	New York	NY
New York State Senate	Fellow	Albany	NY
Phaidon Press	Public Relations Assistant	New York	NY
Porter Novelli	Account Coordinator	New York	NY
Porter Novelli	Assistant Account Executive	New York	NY
PREIT	Executive Administrative Assistant	Philadelphia	PA
Rubenstein and Associates	Assistant Account Executive	New York	NY
Schwartz Communications Inc.	Assistant Account Executive	Waltham	MA
Simon & Schuster Publishing	Publicity Assistant	New York	NY
Solomon McCown & Company	Account Coordinator	Boston	MA
The Viscomm Group	Junior Account Manager/PR Assistant	Albany	NY
Think PR	Junior Account Executive	New York	NY
U.S. Government	AmeriCorps VISTA-PR	Tempe	AZ
Yamanouchi Pharma America	Pharmaceutical Sales Representative	Paramus	NJ

Employment Detail Report

S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS

TELEVISION/RADIO/FILM

<i>employer</i>	<i>position title</i>	<i>location</i>	<i>state</i>
A.M. Best Company	Editorial Assistant	Oldwick	NJ
A&E Television Networks	Programming Assistant	New York	NY
A&E Television Networks	Public Affairs Coordinator	New York	NY
ABC	Assistant Production Coordinator	New York	NY
Adam Young, Inc.	TV Research Analyst	New York	NY
American Rights Management Company	Development Executive	Beverly Hills	CA
B-Train Films	Production Associate	New York	NY
BioScience Communications	Assistant Account Executive	New York	NY
CBS 48 Hours	Page	New York	NY
Clear Channel Radio Albany	Assistant Promotions Director	Albany	NY
ClearChannel Radio	Junior Account Executive	Portsmouth	NH
Corner Stone Pictures	Assistant	Sherman Oaks	CA
Court TV	Production Associate	New York	NY
Court TV	Production Coordinator	New York	NY
Cox Communications	Sales Assistant	San Diego	CA
Creative Capers Entertainment	Production Assistant/Editor	Glendale	CA
CSI : MIAMI	Production Assistant	Manhattan Beach	CA
Disney/ABC-Touchstone Television	Assistant- Legal Affairs	Burbank	CA
EFO Productions	Production Assistant	Santa Monica	CA
ESPN	Production Assistant	Bristol	CT
Gary Bunch P.C.	Office Coordinator	Atlanta	GA
Gotham, Inc	Assistant Media Planner	New York	NY
HRP	Research Analyst	New York	NY
Inside Edition	Open Room Production Assistant	New York	NY
International Creative Management	Assistant to Executive Vice President	Beverly Hills	CA
"Listen Up"	Production Assistant	Los Angeles	CA
Mediaedge CIA	Assistant Buyer	New York	NY
MTV Networks	Affiliate Sales/Marketing Assistant	New York	NY
MTV Networks (Nickelodeon)	Executive Assistant/Production	New York	NY
Murphy Putnam Shorr	Junior Media Buyer	Philadelphia	PA
National Broadcasting Company	Page	New York	NY
New England Cable News	Sports Department Intern	Newton	MA
Nick Davis Productions	Production Assistant	New York	NY
Nickelodeon	Production Assistant	New York	NY

Employment Detail Report

S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS

Orion Multimedia	Prodction Assistant	Denver	CO
Oxygen Network	Production Assistant	Los Angeles	CA
Playboy TV	Production Manager	Los Angeles	CA
Sara Nichols-Emotional Pictures	Production Coordinator	New York	NY
Shadow Animation	Intern	Santa Monica	CA
Sirk Productions	Assistan Editor/Research Assistant	New York	NY
Southwest Regional Communications	Emergency Dispatcher	Bridgeport	CT
SPH Advertising	Unspecified	New York	NY
Time/Warner -- Gilmore Girls	Production Assistant	Los Angeles	CA
Topshop	Standard Level Employee	United Kingdom	INTL
United Stations Radio Networks	Comedy Coordinator	New York	NY
Warner Brothers-Smallville	Post-Production Assistant	Burbank	CA
White Cherry Entertainment (Freelance)	Assistant Production Coordinator	Manhattan	NY
World Wrestling Entertainment	Writer's Assistant	Stamford	CT

Graduate School Detail Report

S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS

ADVERTISING

<i>institution</i>	<i>degree/program</i>	<i>location</i>	<i>state</i>
Virginia Commonwealth University	M.A./Advertising Art	Richmond	VA

MAGAZINE

<i>institution</i>	<i>degree/program</i>	<i>location</i>	<i>state</i>
Emerson College/Tufts University	M.S./Health Communication	Boston	MA

PUBLIC RELATIONS

<i>institution</i>	<i>degree/program</i>	<i>location</i>	<i>state</i>
New York University	M.S./Counseling and Guidance	New York	NY
Pace University	Physician's Assistant Certificate	New York	NY
Rowan University	M.A./Corporate Public Relations	Glassboro	NJ
Villanova University	J.D.	Villanova	PA

TELEVISION/RADIO/FILM

<i>institution</i>	<i>degree/program</i>	<i>location</i>	<i>state</i>
Northeastern University	M.S./Criminal Justice	Boston	MA