

# SURVEY OF 2005 GRADUATES

*overall summary report for*

## S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS

This report is based upon 141 responses from December 2004 and May, June, and August 2005 bachelor's degree recipients. The total number of graduates surveyed was 233.

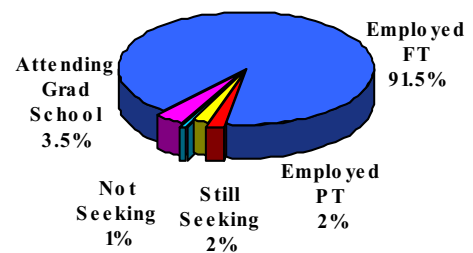
### OVERALL RESPONSE RATE

**60%**

#### Placement Information

	#	%
Employed/Full-Time *	129	91.5%
Employed/Part-Time	3	2.0%
Still Seeking Employment	3	2.0%
Not Seeking Employment	1	1.0%
Graduate School/Full-Time	5	3.5%
<b>Total</b>	<b>141</b>	<b>100%</b>

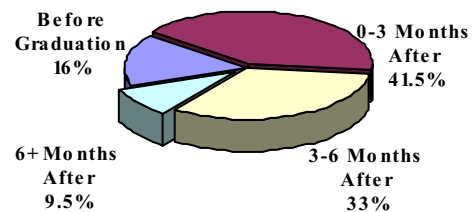
#### Overview



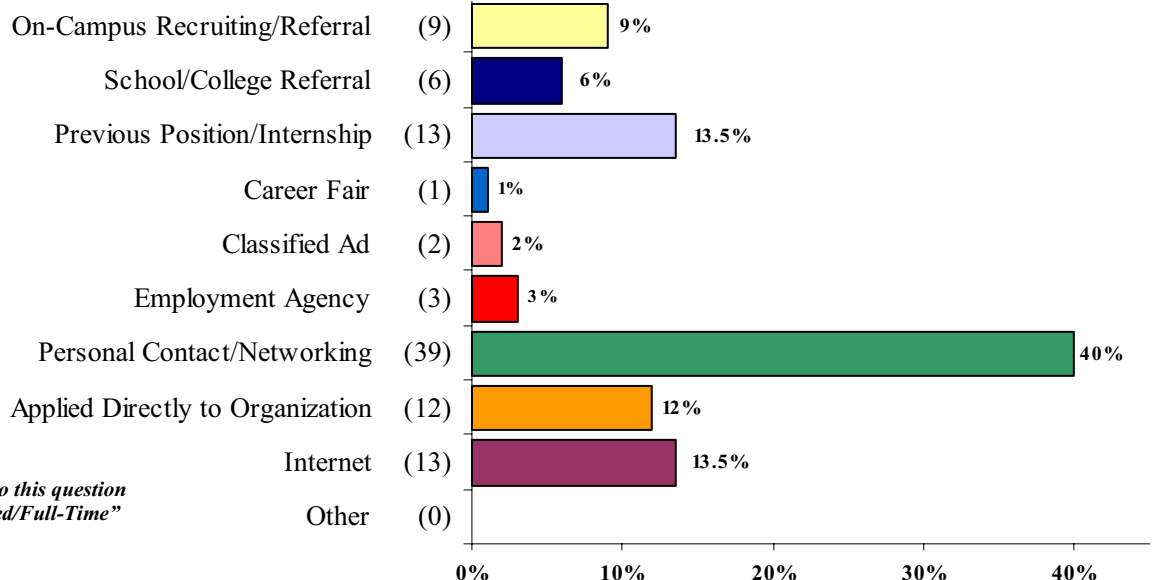
*\*Position Related to Career Goals - 93%*

#### When Position Obtained

	#	%
Before Graduation	15	16.0%
0-3 Months After	39	41.5%
3-6 Months After	31	33.0%
6+ Months After	9	9.5%
<b>Total</b>	<b>94</b>	<b>100%</b>



#### Position Obtained Through



*Received 98 responses to this question from the 129 "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>
BBDO Worldwide	Assistant Account Executive	New York	NY
Cheil Communications	Worldwide Account Planner	New York	INTL
Condron & Company	Media Buyer/Account Executive	Scranton	PA
Draft	Assistant Account Executive	Manhattan	NY
Integrated Marketing Services	Field Promotion Manager	Norwalk	CT
Kaplow Communications	Account Coordinator	New York	NY
Keiler and Company	Public Relations Account Coordinator	Farmington	CT
MAGNA Global	Research Analyst	New York	NY
MindShare	Assistant Media Planner	New York	NY
Mr. Youth	Account Coordinator	New York	NY
Mudd Jeans	Planner	New York	NY
ProCore Solutions	Director/Training and Development	Marietta	GA
Publicis New York	Assistant Account Executive	New York	NY
Scarborough Research	Marketing/Communication Asst.	New York	NY
Starcom Worldwide	Media Associate	New York	IL
StarcomUK	Account Executive	New York	INTL
Taxi Advertising & Design	Group Assistant	New York	NY
TL Cannon - West	Server	Buffalo	NY
Universal McCann	Assistant Media Planner	New York	NY
VML	Assistant Account Manager	Chicago	IL

### BROADCAST JOURNALISM

<i>employer</i>	<i>position title</i>	<i>location</i>	<i>state</i>
Advisory Board Company	Staff Writer	Washington	DC
BBDO Worldwide	Production Assistant	New York	NY
Capital News 9	News Producer	Albany	NY
E&E TV	Reporter/Show Developer	Washington	DC
ESPN	Production Assistant	New York	CT
IF Management	Director of Talent Development	New York	NY
J. Walter Thompson Puerto Rico	Junior Art Director	Puerto Rico	INTL
KESQ-TV	Sports Reporter/Anchor	Palm Springs	CA
KHAS-TV	Sports Reporter/Weekend Sports	Hastings	NE
KOBF-TV	News Reporter/ Sports Anchor	Farmington	NM
KOLN-TV	Reporter	Grand Island	NE

# Employment Detail Report

## S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS

KQTV	Sports Anchor/Reporter	St. Joseph	MO
KTLA-TV	Production Assistant	Los Angeles	CA
MSNBC	Production Assistant	Secaucus	NJ
MTV Networks	Ad Sales Coordinator	New York	NY
NHL Productions	Logger	Northvale	NJ
Proctor and Gamble Productions	Production Assistant	New York	NY
Restaurant Associates	Administrative Assistant	Atlanta	GA
Sence Electric 2-Sports	Sports Reporter	Allentown	PA
WCNC-TV	Associate Producer	Charlotte	NC
WCNC-TV	Associate Producer	Charlotte	NC
Weber Shandwick	Account Coordinator	New York	NY
WIFT, Inc.	Host	New York	PA
WMDN-TV	Reporter	Meridian	MS
WMDU-TV	Sports Reporter/Anchor	Salisbury	MD
World Research Group	Conference Director	New York	NY
WPTZ-TV	Reporter	Plattsburgh	NY
WRIC-TV	News Producer	Richmond	VA
WSLS-TV	Reporter	Roanoke	VA
XM Satellite Radio	Sales Coordinator	New York	NY

### GRAPHIC ARTS

<i>employer</i>	<i>position title</i>	<i>location</i>	<i>state</i>
Advanced Instruments	Graphic Designer	Norwood	MA
Fossil	Assistant Manager	Columbia	MD
National Hockey League	Graphic Designer	New York	NY
New Century Mortgage	Graphic Designer	Irvine	CA
SRS Technologies	Web Developer	Washington	DC
Syracuse Post-Standard	Staff Artist	Syracuse	NY

### MAGAZINE

<i>employer</i>	<i>position title</i>	<i>location</i>	<i>state</i>
CurtCo Robb Media	Photo Research Assistant	Malibu	CA
Hearst	Advertising Sales Assistant	New York	NY
Houston Independent School District	Special Education Teacher	Houston	TX
Khalsa Montessori School	Teaching Assistant	New York	AZ
PR Week Magazine	Editorial Assistant	New York	NY
Publicis	Assistant Account Executive	New York	NY

# Employment Detail Report

## S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS

Sterling Publishing Company	Editorial Assistant	New York	NY
The Mid-York Weekly and Pennysaver	Contributing Editor	Utica	NY
Western Interiors and Design	Ad/Sales Assistant	New York	NY

### NEWSPAPER

<i>employer</i>	<i>position title</i>	<i>location</i>	<i>state</i>
Stafford County Sun	Business Reporter	Stafford	VA
Statesville Record & Landmark	Sports Writer	New York	NC

### PUBLIC RELATIONS

<i>employer</i>	<i>position title</i>	<i>location</i>	<i>state</i>
American Broadcasting Company	Marketing Intern	New York	NY
Buc & Beardsley	Paralegal	Washington	DC
Chandler Chicco Agency	Assistant Account Executive	New York	NY
Cone, Inc.	Assistant Account Executive	Boston	MA
DAC Group/Hutchins	Assistant Account Executive	Rochester	NY
DJC Communications	Assistant Account Executive	New York	NY
Doubleday/Broadway Publishing Group	Advertising/Promotions Assistant	New York	NY
GCI Group	Assistant Account Executive	New York	NY
GCI Group	Assistant Account Executive	New York	NY
Goodby, Silverstein & Partners	Assistant Account Manager	New York	CA
Hill & Knowlton	Account Coordinator	Los Angeles	CA
Independent Publishers Group	Publicity Associate	Chicago	IL
Interep Radio	Radio Sales Assistant	Boston	MA
Jacksonville Chamber of Commerce	Communications Coordinator	Jacksonville	FL
Jones	Project Manager	Austria	INTL
Ketchum Public Relations	Account Associate	New York	NY
Lewis PR	Account Coordinator	San Francisco	CA
McNeil Wilson Communications	Assistant Account Executive	Unspecified	HI
Mercer HR Consulting	Junior Consultant	Washington	DC
Mercury Public Affairs	Staff Assistant	New York	NY
O'Keeffe & Company, Inc.	Account Coordinator	New York	VA
Parsons Public Relations	Account Coordinator	Seattle	WA
Rock of Ages Corporation	Marketing Assistant	Graniteville	VT
St. Vincent Health Center	Marketing Manager	Erie	PA
The Boston Beer Company	Account Manager	Hoboken	NJ
The Chewonki Foundation	Environmental Outreach Educator	Wiscasset	ME

# Employment Detail Report

## S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS

U.S. Senate	Staff Assistant	Washington	DC
UnitedHealthcare	Communications Manager	New York	CT
Unspecified	Creative Copywriter	Cincinnati	OH
Weber Shandwick	Unspecified	New York	NY
Weber Shandwick's Corporate Reputation	Assistant Account Executive	New York	NY

### TELEVISION/RADIO/FILM

<i>employer</i>	<i>position title</i>	<i>location</i>	<i>state</i>
A&E's "Intervention"	Production Assistant	Los Angeles	CA
"According to Jim"	Production Assistant	Los Angeles	CA
ACLU	Communications Consultant	New York	NY
Adam Young, Inc.	TV Research Analyst	New York	NY
City Lights Media	Freelance Assistant Editor	New York	NY
City Lights Television	Production Assistant	New York	NY
Dawn Syndicated	Production Assistant	New York	NY
E!/"Dr. 90210"	Field Production Assistant	Los Angeles	CA
ESPN	Operator/Master Controller	Bristol	CT
ESPN/Media Division	Freelance Production Assistant	Bristol	CT
Green Diamond Entertainment	Production Assistant	Los Angeles	CA
GSK Talent Agency	Assistant Talent/Literary Agent	Los Angeles	CA
Hoot Productions	Visual Effects Assistant	Los Angeles	CA
HRP	Research Analyst	New York	NY
Jefferson Pilot Communications	Account Executive Trainee	Miami	FL
KABC-Radio	Program Coordinator	Los Angeles	CA
Katz Media Group	Sales Assistant	New York	NY
Larry Peel & Company, Inc.	Administrative Assistant	Austin	TX
London Misher Public Relations	Assistant Account Executive	New York	NY
Mark Burnett Productions	Production Assistant	Los Angeles	CA
N.S. Bienstock, Inc.	Assistant to Talent Agents	New York	NY
NBC Universal	NBC Page	New York	NY
New Amsterdam Entertainment, Inc.	Executive Assistant	New York	NY
Post Works	Client Services	Unspecified	NY
PromoSuite	Account Executive	New York	NY
Rubenstein Associates	Media Assistant	New York	NY
Self-Employed	Promotions/Production/Events	New York	NY
TWI, Inc.	Post-Production Assistant	New York	NY
Univision Communications	Associate Producer	Miami	FL

# Employment Detail Report

## S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS

World Wrestling Entertainment	Master Control Assistant	Stamford	CT
WSIL-TV	Morning Producer	Carterville	IL

# Graduate School Detail Report

## S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS

### BROADCAST JOURNALISM

<i>institution</i>	<i>degree/program</i>	<i>location</i>	<i>state</i>
Hofstra University	MS/Secondary Education- English	New York	NY

### NEWSPAPER

<i>institution</i>	<i>degree/program</i>	<i>location</i>	<i>state</i>
Pepperdine University	JD	Malibu	CA

### PHOTOGRAPHY

<i>institution</i>	<i>degree/program</i>	<i>location</i>	<i>state</i>
Syracuse University London	MA/Photography	London	INTL

### PUBLIC RELATIONS

<i>institution</i>	<i>degree/program</i>	<i>location</i>	<i>state</i>
San Diego State University	MPA	San Diego	CA
University of Georgia	MeD/College Student Affairs Administration	Athens	GA