SUMMER PUBLISHING INSTITUTE (SPI):
Books, Magazines, and Digital Media
June 5–July 14, 2017
“IT CHANGED MY LIFE!”

This is a comment we hear often from students in the Summer Publishing Institute (SPI). They come to New York City, the media capital of the world, to immerse themselves in book, magazine, and digital publishing. Through a comprehensive exploration of publishing fundamentals and the latest business principles and strategies, they discover an exciting and fast-paced world of ideas that, yes, changes their lives. Now in its 39th year, this intensive program, offered by the NYU School of Professional Studies Center for Publishing, is developed, designed, and taught by faculty members who are top professionals in the industry. They include CEOs, publishers, editors, digital editors and producers, literary agents, designers, marketers, and publicists, who bring expertise from their working environments directly into our classroom. In addition, through visits to digital content and technology companies, major magazine media companies, book publishing houses, and bookstores, SPI students experience publishing firsthand.

The School offers four pathways to professional publishing education: the Summer Publishing Institute, the Master of Science in Publishing: Digital and Print Media, executive education and conference programming on campus and abroad, and career advancement courses. (If you are interested in pursuing the MS in Publishing: Digital and Print Media after completing the Summer Publishing Institute, please see pages 16 and 17 for more details.)
THE PROGRAM

This six-week program of study offers a thorough introduction to key principles of media, including digital businesses, magazines, and books. On Monday through Friday mornings and afternoons, and occasional evenings, students attend lectures and presentations delivered by leading executives on important industry issues. They also participate in workshops and hands-on strategy sessions during the week and on certain weekends. Our computer workshops provide both introductory and more advanced study of Photoshop, HTML, and InDesign, all key tools for the publishing industry. Seminars devoted to topics such as book and magazine editing, digital content strategies, social media marketing, the role of the literary agent, creating effective videos for publishing, designing marketing and publicity plans, and writing magazine cover lines and book jacket copy provide students with practical skills. In addition, students learn how to use their editorial and marketing knowledge in a wide range of creative environments, such as content-rich websites, e-commerce and social media companies, and retail brands. Students may apply these skills their first day on the job. They also receive extensive professional guidance in the form of résumé reviews, mock interviews, job-search assistance, and other crucial career resources.

Networking is an integral part of the program—many SPI graduates who now work in publishing return to share their experiences with current students during panels, brown bag lunches, and other gatherings. The Summer Publishing Institute culminates in a career fair, which includes many of the top media companies in New York City. For a closer look at last year’s program, please read the SPI postings on our blog at tinyurl.com/SummerPublishingInstitute.

When students successfully complete SPI, they earn six graduate credits which may be counted toward the MS in Publishing: Digital and Print Media, or an advanced degree elsewhere, if deemed appropriate by the degree-granting institution.
The first three weeks of SPI focus on the digital and magazine media industry, which includes a wide range of creative content displayed in print as well as on the web, tablets, and mobile platforms. Students examine many different brands, from those represented by leading-edge magazine media companies such as Time Inc. and Condé Nast to social networking and news media giants like BuzzFeed and Facebook. They gain a better understanding of current roles and potential career paths as they hear from dozens of industry leaders about their jobs and where the industry is going. Through lectures and panel discussions, workshops and strategy sessions, students receive a thorough introduction to the many functions required to produce a brand successfully—including editorial and design, business planning, social media marketing, advertising and circulation, and managing the integration of print and digital strategies. Visits to the offices of leading media and technology companies in New York City and meetings with top executives give students an inside look at this highly creative industry. At the conclusion of the first three-week session, students present a launch plan for a new print-and-digital or digital-only media brand to a team of industry experts.

Magazine session keynote speakers Jess Cagle, editorial director, People, Entertainment Weekly, Time Inc., (left) and Michael Clinton, president, marketing, and publishing director, Hearst Magazines, (right) kick off the first day of SPI 2016.
As publisher of a major magazine media company, I know the importance of educating and nurturing young talent eager to enter an industry in transition. The media world is indeed changing, and we need smart newcomers with innovative ideas. Through my involvement with the NYUSPS Summer Publishing Institute, I can tell you that this is a wonderful training ground, offering students the latest thinking on digital strategies and business models as well as a solid foundation in print fundamentals. Last year, I had the opportunity to help judge the final projects: launches of 10 hypothetical magazine media brands. They were creative, inventive, and indicative of the great education offered by SPI.

LARRY BURSTEIN
Publisher, New York Media

SAMPLE MAGAZINE AND DIGITAL MEDIA SESSIONS

During the three-week digital and magazine media program, you will gain knowledge and practice in the following areas:

• The future of content—in print, on the web, and on tablets and mobile platforms
• The editorial process from manuscript to final product
• The basics of magazine and web structure
• Defining and refining the editorial mission
• The changing role of the editor
• How a magazine is made
• Working with Photoshop and InDesign
• The role of the copy editor and fact checker
• Pitching story ideas that work
• How to write headlines, captions, cover lines, and more
• The life of a blogger and what you need to know to get started

• Budgeting 101—where magazine media money comes from, where it goes, and how to spend it wisely
• The role of the publisher—ad sales, branding, audience development, and promotion
• What is “native advertising” and what can it do for your brand?
• Using social media to promote a brand
• The importance of video in reaching an audience
• The role of the art director in shaping the brand
• Creating premium digital content
• The user experience and mobile content strategy
• Presentation skills—smart ways to sell your idea
• Dream jobs in media: the life of a music critic, beauty editor, travel writer, or wine guru

“Students learn about the workings of a major magazine media brand during an industry visit to GQ.”
The second three weeks of SPI focus on the book industry. As e-books continue to provide new options for readers, the program explores all aspects of both print and e-book publication processes—from manuscript submission and editing to marketing, sales, and distribution. Students learn about a variety of book categories, including adult trade, children’s and young adult books, academic publishing, and niche publications in many categories. Under the guidance of leading editors, marketers, publicists, agents, and digital experts, students work in teams to create hypothetical new publishing companies with a full range of titles and authors. To gain a deeper understanding of the publishing process, students visit the headquarters of leading book publishing companies and popular bookstores around the city (above), including Barnes & Noble.

On an industry visit, students meet with Paul Slavin, CEO of Open Road Integrated Media (below right), in the atrium of the company’s new downtown office.
SAMPLE BOOK AND DIGITAL PUBLISHING SESSIONS

During the three-week book program, you will gain knowledge and practice in the following areas:

- Launching an imprint—what does it take to become a publisher?
- How editors acquire projects and shape manuscripts
- Current and future business models, from e-book subscription services to selling directly to consumers
- The role of the literary agent in the publishing process
- Basics of HTML and website design
- Children’s publishing from board books to young adult novels
- The anatomy of a bestseller—a behind-the-scenes look
- Understanding physical and digital book production, from file types to binding to distribution
- Cover design—creating dynamic covers that stand out in the marketplace
- The financials of book publishing—understanding the costs of producing a book in all formats, print and digital
- Using social media and digital marketing to maximize sales
- How to write promotional copy to enhance search and discovery
- Publicizing a book through print and digital channels
- How sales teams pitch books to Amazon, Barnes & Noble, and independent bookstores
- Foreign and subsidiary rights as an important revenue stream
- Working with brands and licensing
- The mainstreaming of graphic novels
- Targeting niche markets from sci-fi and romance to cookbooks and business
- The future of the indie bookstore
- Publishing for a global audience
- Digital innovation in academic and educational publishing
- Freelancing in publishing: how it works, what to do, and how to get started

“In my role leading the talent acquisition function at Simon & Schuster, I recruit many young professionals who are eager to enter the publishing industry. Over the years, I have spoken a number of times at the NYUSPS Summer Publishing Institute, and have been deeply impressed by the students who attend this program. They receive a very thorough knowledge of all areas of publishing and are educated by some of the top names in the industry. When I see SPI on a résumé, I know that this student is well trained and has enormous potential. And from the students’ point of view, getting the kind of career advice and job-hunting guidance the program offers is immeasurable!”

JOY BERTAN
Director of Talent Acquisition and Recruitment, Simon & Schuster, Inc.

Executive Vice President of the Holtzbrinck Publishing Group & Chief Executive Officer of Macmillan John Sargent (left) and bestselling author David Levithan (right) speak to students during SPI sessions.
Learning and practicing key entry-level skills is an important component of SPI. Through workshops, students gain hands-on experience in editing, web and print layout and design principles, production, digital marketing strategies, publicity tactics, budgeting basics, and more.

During each three-week session, students team up to launch a publishing business. In the magazine media session, they are each assigned a specific job (e.g. editorial director, content editor, art director, publisher, social media editor, marketing and promotions director, or audience development strategist). Students work with their team, drawing upon advice from industry speakers such as Pilar Guzmán, editor in chief of *Condé Nast Traveler* (in photo below, top right), and from prescriptive panels including experts like Aimee Bell of *Vanity Fair*, Ben Berentson of *Vogue*.com, Sophie Donelson of *House Beautiful*, Rob Fischer of *Rolling Stone*, and Connie Wang of Refinery29 (in photo below, top left), to form a plan for a media launch.

In the book session, students work together in groups to create a publishing company with a distinct personality and market niche. Each student is assigned a specific publishing genre and role (e.g. publisher, executive or managing editor, art director, subsidiary rights, marketing, publicity, advertising and promotion, sales director, or web designer), and is guided through the process by book publishing experts. In the bottom right photo below, Madeline McIntosh of Penguin Random House moderates a discussion with panelists Reagan Arthur of the Hachette Book Group, Jamie Levine of Diversion Books, Bob Miller of Macmillan, Margot Schupf of Time Inc. Books, and Liate Stehlik of HarperCollins Publishers. Strategy sessions and workshops such as the one conducted by David Stevenson of Penguin Random House (in photo below, bottom left) help students to refine their skills. Students present their final work to a panel of industry experts who evaluate their editorial, business, marketing, and digital strategies, and who provide valuable advice.
CAREER GUIDANCE AND FAIR

Career guidance is an integral part of the Summer Publishing Institute. Panels and discussions focus on different types of publishing companies, entry-level positions, and career paths. Résumé reviews and practical training sessions on cover-letter writing and interview strategies help to prepare students for careers in publishing. In addition, alumni and human resources experts provide invaluable advice on career advancement, particularly in New York City, the capital of the publishing industry.

A highlight of SPI is the career fair (pictured above), which provides students with the chance to meet representatives from book, magazine, and digital media companies. While students are not guaranteed jobs, our faculty members, career guidance services, and career fair help them to begin the process of finding positions, exploring and pursuing leads, and seeking out networking opportunities in the industry.

CAREER SESSIONS AND EVENTS

- Résumé Reviews
- Mock Interview Workshop
- “How to Get a Job” Panel: Tips and Strategies
- Alumni Career Advising Lunches
- On-the-Job Survival Tips
- “How to Network” Session
- Industry Networking Events

“The Summer Publishing Institute provides students with a window into what it is really like to work for a publishing company such as Hearst Magazines. After only six weeks, I’ve noticed that students are more confident and have an important understanding of all aspects of the industry. Hearing directly from top executives and receiving personalized job search advice from HR professionals (including me!)—these are all priceless advantages if you want to build a career in publishing.”

AMY HELMUS
Associate Director, Human Resources, Hearst Magazines
2016 MAGAZINE FACULTY MEMBERS

ELLEN ASMODEO
Executive Vice President & Chief Revenue Officer, Afar Media

LARRY BURSTEIN
Publisher, New York Media

MAILE CARPENTER
Editor in Chief, Food Network Magazine, Hearst Magazines

KATE LEWIS
Vice President, Content Operations & Editorial Director, Hearst Magazines Digital Media

MARK MALTAIS
Art Director, Rolling Stone, Wenner Media

AMY ODELL
Editor, Cosmopolitan.com & Director of Editorial Strategy, Redbook, Hearst Magazines

ROBERT SAFIAN
Editor, Fast Company, Mansueto Ventures

LAVINEL SAVU
Executive Managing Editor, InStyle, Time Inc.

CARLA SOSENKO
Editor in Chief, Time Out New York, Time Out Group Limited

LISA ARBETTER
Editor in Chief, StyleWatch and TheOutfit.com, Time Inc.

MIKE BECK
Executive Producer, Time Inc. Studios, Time Inc.

AIMEE BELL
Deputy Editor, Vanity Fair, Condé Nast

ADAM BOOKBINDER
Creative Director, Travel + Leisure, Time Inc.

DANA BOWEN
Executive Editor, Martha Stewart Living, Meredith Corporation

DAVID BRINDLEY
Managing Editor, National Geographic, National Geographic Society

BILL BRINK

JESS CAGLE
Editorial Director, People and Entertainment Weekly, Time Inc.

MARIKO CARPENTER
Executive Director, Consumer Marketing, Condé Nast

RACHEL CHRISTENSEN
Director of Social Media, Buzzfeed Life, Buzzfeed Inc.

GERALDSON CHUA
Deputy Design Director, Esquire, Hearst Magazines

MICHAEL CLINTON
President, Marketing, and Publishing Director, Hearst Magazines

SOPHIE DONELSON
Editor, House Beautiful, Hearst Magazines

REBECCA FENTON
Managing Editor, AOL Makers Series, AOL-Huffington Post Media Group

DEVIN FRIEDMAN
Editorial Director, GQ, Condé Nast

JON GLUCK
Managing Editor, Vogue, Condé Nast

JANE GRENIER
Executive Director, Client Services, Quartz, Atlantic Media Company

CHRISTINE GUILFOYLE
Senior Vice President and Publisher, Shape, Meredith Corporation
“In publishing, InDesign, Photoshop, and HTML are what is used to make and present the product. Knowledge and familiarity with these tools is essential for any aspiring member of the publishing world. At Condé Nast, I work with editorial teams to teach them the technology required to create magazines that match their visions. It’s not just the designers and the production people who need this. In my experience, the more people on the masthead who are comfortable and familiar with these tools, the better they can achieve their goals as a group. Human Resources recruiters know this as well. To enter the publishing world at any level without some familiarity with Photoshop, InDesign, and HTML is like planning to make an omelette without ever having cracked an egg or used a frying pan. You might figure it out as you go, but it’ll be much harder to convince a room of hungry people that you know what you’re doing.”

WILL O’CONNOR
Manager of Editorial & Production Systems, Condé Nast
2016 BOOK FACULTY MEMBERS

JUSTIN CHANDA
Vice President, Publisher
Simon & Schuster Books for Young Readers, Simon & Schuster, Inc.

ANA MARIA ALLELSI, Vice President & Publisher, HarperAudio, HarperCollins Publishers

TINA ANDREADIS, Vice President, Publicity, HarperCollins, HarperCollins Publishers

RICH AQUAN, Art Director, HarperCollins, HarperCollins Publishers

CHARLES ARDAI, Founder & Publisher, Hard Case Crime

CHRISTINE EDWARDS
Group Sales Director, Penguin Random House

Reagan Arthur, Senior Vice President & Publisher, Little, Brown and Company, Hachette Book Group USA

ALESSANDRA BALZER, Co-Publisher, Balzer + Bray, HarperCollins Publishers

JEN BERGSTROM, Vice President & Publisher, Gallery Books, Simon & Schuster, Inc.

ALISON CALLAHAN, Executive Editor, Scout Press, Simon & Schuster, Inc.

ELLEN CHODOSH, Director, NYU Press, New York University

BRYAN CHRISTIAN, Senior Brand Manager, Time Inc. Books, Time Inc.

JACQUELINE DEVAL, Vice President, Publisher, Hearst Books

JOSH GETZLER, Partner, Hannigan Salky Getzler Agency

GAIL GONZALES, Publisher, Rodale Books, Rodale

ELISE HOWARD, Publisher, Books for Young Readers, Algonquin Books, Workman Publishing

LANE JANTZEN, Vice President, Director of Sales, Random House Publisher Services, Penguin Random House

JONATHAN KIRSCH, ESQ., Law Offices of Jonathan Kirsch

LUCIA MACRO, Executive Editor, Morrow Group, HarperCollins Publishers

LEIGH MARCHANT, Vice President, Director of Marketing, Penguin Random House

JONATHAN YAGEN
President, Macmillan Children's Group, Macmillan

LAUREN PANEPINTO
Creative Director, Orbit Books, Hachette Book Group USA
“For a number of years, I have spoken to NYUSPS Summer Publishing Institute students about the changing face of book publishing, selecting and publishing great books, new trends, and career pathways in the industry. Year after year, I continue to be impressed by the students’ astute questions, passion for books, and commitment to a life in publishing. After just three weeks in the book session of SPI, they truly understand publishing fundamentals and have the knowledge to enter the industry. I also have been impressed with the students’ awareness of industry changes and the importance of digital across all publishing functions, as well as their entrepreneurial spirit. SPI does a good job of encouraging students to think about new ways of doing business, as that is so important. As a publisher, I am constantly on the lookout for talent; when positions open up at the Hachette Book Group, we always like to consider SPI students as we know they will help our company grow and innovate.”

REAGAN ARTHUR
Senior Vice President and Publisher, Little, Brown and Company, Hachette Book Group USA
WHY SPI?

What do we do differently? How are we unique? How will we get you on the right path to the publishing career of your dreams? In 2017, SPI will enter its 39th year; we’ve been in the forefront of publishing education for a long time. We are the publishing program with the greatest longevity in New York City, the capital of the publishing world. Over the years, we have built key relationships with all major media companies and have developed deep and lasting ties. We are known as the program that consistently offers a first-class education in magazine media and book publishing, with equal stature in both. And we are known increasingly as the first program to integrate digital media into the curriculum and prepare students for the publishing future. Currently, we are widening the focus of the first three weeks to include an exploration of digital sites and platforms (such as social networking, news, and entertainment companies) that may provide alternate career avenues to traditional media. Our philosophy shows our uniqueness:

DIGITAL IS ALL-CONSUMING
While some publishing programs separate print and digital instruction, we believe in integrating these key components into every lecture, conversation, workshop, strategy session, and industry visit. Students learn that print and digital are options—that the smart publisher thinks in multiple formats and delivery systems, not in one or the other.

CONTENT IS STORYTELLING
Those stories you want to write, edit, and share don’t necessarily have to be in a magazine, book, or website. They can be components of all of the above and more. The editorial skills you hone in the program will serve you well in jobs in magazine media or book publishing, as well as on content-rich and e-commerce sites and for video and app creation businesses and technology companies. SPI helps you to understand the new ways of getting your message out and opens your eyes to positions and opportunities you might not have considered.

FINAL PROJECTS START DAY ONE
Idea generation, job assignments, team work—they all begin day one and expand as you learn. The final magazine and book projects are real-world laboratories through which your SPI learning is quickly translated into practical solutions. You will find this process both challenging and exciting, as well as a great way to apply concepts, strategies, and a media mindset to a tangible, creative outcome you design with your classmates.

NETWORKING IS ESSENTIAL
During your six weeks at SPI, you will meet many senior publishing executives and will have the chance to talk to them one on one. This is a unique opportunity rarely found in an educational setting. At brown-bag lunches, you can meet recent SPI graduates who are working in relatively junior-level positions in the industry; they will share their experiences and help you get your foot in the door. You also will network by meeting with alumni and during industry visits.

HTML MEANS “HONE TALENT ON MULTIPLE LEVELS”
You thought that HTML, Photoshop, and InDesign were just for coders or designers? Think again. These skills are increasingly essential for getting a job in publishing and showing your employers that you are computer savvy. Our weekend workshops introduce you to the basics and help those with some experience in these areas increase their knowledge.

INDUSTRY VISITS OPEN DOORS
Instead of taking everyone in the program to one or two set publishing companies during the six-week session, we give our students a choice of visiting a wide variety of top magazine, book, and digital media companies and independent bookstores, as well as participating in a private session with Barnes & Noble buyers. For more information on these industry visits, check out our blog at nyupubposts.wordpress.com.

NYU MEDIA TALKS EXPAND HORIZONS—AND OPPORTUNITIES
The NYU Media Talks are renowned public forums that feature notable media thought leaders. Each June, SPI students are invited to attend an NYU Media Talk and afterward network with the celebrated panelists. This forum is both a cultural exchange of ideas and a valuable opportunity to network on a high level.
“I owe my job at HarperCollins 100% to the Summer Publishing Institute. SPI provided me with invaluable peer and professional connections—including my current boss. The program brings together people who not only want to share and teach during the program, but who are willing to help students afterwards. SPI reinforces how very intimate the world of publishing is and gives you the resources to become an active member of the industry. It’s just up to you to follow up and take advantage of the opportunities.”

ANDREW GIBELEY
Sales Support Assistant, Special Markets, HarperCollins Publishers

“Above all, SPI taught me the enduring importance of dedication across all facets of the publishing industry. Today’s most successful media businesses are still those run by people who share the same fundamental love and passion for storytelling across a number of different platforms. As an account coordinator at a boutique media relations agency, I’ve been able to put this knowledge into immediate practice with projects that help grow businesses. SPI is the most rewarding professional experience I have ever been fortunate enough to take part in. There is truly no other program that gives such a comprehensive and forward-thinking look at the future of publishing.”

LAUREN BETTENGA
Account Coordinator, Spotlight Media Relations

“The skills you learn over the course of your six weeks at SPI are invaluable, no matter what sector of the publishing industry you want to work in. For me, getting an inside look at digital publishing solidified my career path, especially after we got to hear from Ben Smith, editor in chief of BuzzFeed, at the NYU Media Talk. You’ll leave the program with so many new skills, confidence to go after that dream job (which you can get, I did!)—and incredible new friends with whom to share the buzzing city.”

TANNER SAUNDERS
Editorial Production Assistant, Thrillist.com, Thrillist Media Group, Inc

“The Summer Publishing Institute really opened my eyes to the publishing industry as a whole. I learned everything from the industry lingo, to working with different personalities in a group setting, to networking with professionals in the classroom and at networking events. I also found that living on campus made the experience even more fun and realistic, especially since I knew I would be working in the city. I’m really looking forward to applying the things I have learned during SPI to my new position at Macmillan Learning. I highly recommend this program to anyone who has a genuine interest in and passion for the publishing field.”

JENNIE RUSSO
Marketing Assistant, Macmillan Learning, Macmillan

“I am so happy I decided to participate in SPI. I developed a better understanding of publishing as a whole, the individual aspects of book and magazine publishing, and the opportunities within the industry. I came into the program already interested in marketing and publicity in publishing; however, I was slightly unsure if either would be the right fit for me. What I learned in SPI through our speakers, sessions, and projects really helped confirm my interest in publicity! Now I’m working in publicity and loving it!”

HANNAH PAYNE
Publicity Assistant, Gallery Books, Simon & Schuster, Inc.
The MS in Publishing: Digital and Print Media, offered through the NYU School of Professional Studies Center for Publishing, is designed to educate a new generation of publishing professionals. It teaches students how to excel in all aspects of publishing, including books, magazines, and digital media. Classes are taught by leading professionals in the publishing field. They provide students with an in-depth overview of editing and content creation, finance, marketing and branding, new business development, sales and distribution, advertising, law, leadership, and management, as well as the latest digital practices. Students can select a part-time or a full-time program of evening study. They network with industry leaders in the classroom and during workshops, panels, and events, while learning key media strategies. They also can participate in an internship program, volunteer at global publishing events, and receive career guidance through individual counseling sessions and workshops on résumé and cover letter preparation. Job and internship postings are regularly distributed to students in the program.

Students who are accepted into the MS in Publishing: Digital and Print Media, and who successfully complete the Summer Publishing Institute, earn six credits toward the graduate degree. SPI students are required to submit an additional personal statement and an online application form in order to apply for the MS in Publishing program. All other components, including their résumé, recommendation letters, and official transcripts will be reused from the SPI application. The application fee for the MS in Publishing application will be waived for all SPI students.

For more information about the program, visit sps.nyu.edu/mspub. For application-related questions, please contact the Office of Admissions at 212-998-7100, or at sps.gradadmissions@nyu.edu.

Graduates of the MS in Publishing: Digital and Print Media celebrating at the NYUSPS convocation ceremonies.
ABOUT THE NYU SCHOOL OF PROFESSIONAL STUDIES

Established in 1934, the NYU School of Professional Studies (sps.nyu.edu) is one of NYU’s several degree-granting schools and colleges, each with a unique academic profile. The reputation of the School of Professional Studies arises from its place as the NYU home for study and applied research related to key knowledge-based industries where the New York region leads globally. This is manifest in the School’s diverse graduate, undergraduate, and Professional Pathways programs in fields such as Accounting, Finance, and Law; Applied Health; Applied Politics; Arts, Design, and Film; Creative Cities and Economic Development; English-Language Learning; Entrepreneurship; Fundraising and Grantmaking; Global Affairs; Hospitality and Tourism Management; Human Resource Management and Development; Languages and Humanities; Management and Systems; Marketing; Project Management; Public Relations and Corporate Communication; Publishing; Real Estate, Real Estate Development, and Construction Management; Sports Management, Media, and Business; Translation; and Writing.

More than 100 distinguished full-time faculty members collaborate with an exceptional cadre of practitioner/adjunct faculty members and lecturers to create vibrant professional and academic networks that annually attract nearly 5,000 degree-seeking students from around the globe. In addition, the School fulfills the recurrent professional education needs of local, national, and international economies, as evidenced by nearly 38,000 Professional Pathways enrollments in Career Advancement Courses, Diploma Programs, workshops, and seminars. The School’s community is enriched by more than 31,000 degree-holding alumni worldwide, many of whom serve as mentors, guest speakers, and advisory board members.

For more information about the NYU School of Professional Studies, visit sps.nyu.edu.

PUBLISHING IS GLOBAL—AND SO ARE WE

The MS in Publishing: Digital and Print Media program is known industry-wide for helping our students to understand the global publishing marketplace. Through our close ties to international publishers and book fairs, we have arranged for our graduate students to volunteer in recent years at the Frankfurt Book Fair, the London Book Fair, the China Shanghai International Children’s Book Fair, and the Sharjah Book Fair in the United Arab Emirates. Students travel abroad for approximately a week as emissaries of the program accompanied by department chaperones. They help with marketing and publicity, greeting guests, managing registration, supporting educational programs, and writing for local publications. As one of our students said after finishing a volunteer experience at the London Book Fair: “What we learned at the Fair, through interactions with publishers, volunteering, and attending panel discussions, will serve us well as we continue our studies at the NYUSPS Center for Publishing and develop in our careers. It was an eye-opening experience and one that we are all very thankful to have had.”

Graduate students at the China Shanghai International Children’s Book Fair (left), the London Book Fair (center), and the Frankfurt Book Fair (right).
WHO SHOULD APPLY

Students who are interested in exploring the written word and the generation of new ideas and publishing practices, including the latest digital strategies and platforms, as well as the business and art of communication, will benefit from the Summer Publishing Institute. It is helpful to have publishing experience that has been acquired through internships and/or summer jobs, by working in libraries and bookstores, or through involvement with school publications. Skills or interest in writing and editing (both print and online), digital media, photography, graphic arts, or marketing should be highlighted in your personal statement when applying. Proficiency in writing is crucial, because publishing professionals must be able to express themselves in a variety of written forms.

The Summer Publishing Institute is designed for recent college graduates and for young professionals who are just starting out in the field. Applicants must have completed an undergraduate degree prior to the start of the program, although no specific major is required. The Summer Publishing Institute welcomes international students.

HOW TO APPLY

To apply for admission to the Summer Publishing Institute, submit the online application form accompanied by your résumé, a personal statement, and a nonrefundable application fee of $50. Official transcripts from all colleges attended and two letters of recommendation from professors, internship advisers, or employers also should be submitted when you apply. International students also are required to submit TOEFL scores. Complete instructions can be found on the application form, which is available at sps.nyu.edu/spi.

The priority deadline for application is February 1, 2017. Early application is encouraged and early acceptance is possible for exceptional students meeting the priority deadline. The deadline for international applicants is March 1, 2017. Applications from US citizens and permanent residents must be submitted online (transcripts must be received by the Office of Admissions) by no later than March 13, 2017. Applications received after March 13 will be reviewed on a case-by-case basis. The Summer Publishing Institute is selective, and applicants may be put on a waitlist. We begin notifying applicants of acceptance by April 3, 2017, if not earlier.

If you are accepted, you must submit a $500 nonrefundable deposit, which must be received by the Office of Admissions no later than April 14, 2017 to secure your place in the program. Students admitted from the waitlist will have two weeks from the date they receive their admissions letter by email to send in their deposit. A seat in the program will not be guaranteed until receipt of the tuition deposit. Once you enroll, the nonrefundable deposit is applied to your tuition.

For more information about the program, email pub.center@nyu.edu or visit sps.nyu.edu/spi. For application-related questions, please contact the Office of Admissions at 212-998-7100, or at sps.gradadmissions@nyu.edu.
TUITION, FEES, AND HOUSING

Tuition and approximate university fees: $5,600. Housing Fee: $245 (approximate fee) per week, depending upon location. Note: NYU housing is optional, and there is no mandatory board fee or required meal plan. The nonrefundable $500 deposit will be applied toward the tuition balance. (Students may be required to pay for color printing, binders and page protectors, and other materials for the production of their final book and magazine projects.) For more information about credit tuition and fees, visit nyu.edu/bursar.

Tuition does not include the cost of housing, which must be arranged separately (see below). The $500 tuition deposit must be received by the Admissions Office no later than April 14, 2017 (or two weeks after receipt of the email acceptance letter for students on the waitlist). Final tuition balance is due May 5, 2017. Private loans may be available.

HOUSING

The NYU Housing Office requires a separate application and $500 reservation payment payable by personal check, money order, or e-check within seven days of application. For more information about summer housing, visit nyu.edu/summer/housing. Note: Upon acceptance, students will be sent SPI-specific housing instructions and should not apply for NYU housing until they have received these. Most students prefer to arrange for their own meals, though a meal plan is available.

WITHDRAWALS AND REFUNDS

Notice of withdrawal must be made in writing: by mail to the NYU School of Professional Studies Office of Graduate Admissions, 7 East 12th Street, Suite 921, New York, NY 10003; or by email to sps.gradadmissions@nyu.edu. The $500 deposit, submitted prior to registration, is not refundable, nor are the $50 application fee or registration fees. Students also must officially drop the SPI course work through the NYU Albert system. Information about how to do so can be found online at nyu.edu/registrar/registration/albert-registration.html. The refund schedule is based upon the day on which the courses are dropped in Albert. Tuition is reimbursed as follows: 100%, less deposit, registration, and application fees, for withdrawal prior to or during the first week of class. Withdrawal must be made through Albert by the end of the business day on June 9, 2017 in order to qualify for the 100% refund. As of the second week of class, no refund is granted. NYU does not permit exception to these policies.

New York University is an affirmative action/equal opportunity institution.

Students get up close with Christine Guilfoyle (center), senior vice president and publisher, Shape, Meredith Corporation.
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