



NYU

SCHOOL OF
PROFESSIONAL STUDIES

NYU SPS SUMMER PUBLISHING INSTITUTE

BOOK PUBLISHING AND MEDIA STRATEGIES
JUNE 3 – JUNE 28, 2024



The Premier Summer Publishing Course—Now Celebrating Its 45th Year!

PROGRAM OVERVIEW

Are you Passionate About the World of Ideas?

Are you eager to immerse yourself in a constantly evolving, rewarding and creative industry? Then a career in Publishing and Media may be exactly what you are looking for, and the New York University School of Professional Studies Summer Publishing Institute is the perfect place to begin your journey. We are thrilled that we will once again be in-person for Summer 2024 here in New York City, the publishing capital of the world. Since 1978, SPI has launched the careers of thousands of graduates who are now working in publishing and media. Listen to our alums: their comments on these pages tell a story of dedication and love for an industry that is constantly embracing new technologies and adapting to the ever-changing media landscape. Consider applying to SPI as your first step on the path to an amazing career!

At the 2024 **NYU Summer Publishing Institute**, we look forward to welcoming a new class of aspiring publishing leaders and helping them on their way. With a focus on book publishing and media strategies, we emphasize the learning of new skills and business methods and models to best prepare our students for careers in publishing and media.

This intensive program, offered by the **NYU SPS Center for Publishing and Applied Liberal Arts (PALA)**, is taught by top professionals in the industry, including CEOs, publishers, editors, digital strategists, literary agents, video producers, designers, marketers, and publicists, to name just a few. Classroom learning includes lectures, workshops, and hands-on sessions in subjects like cover design, video production, manuscript editing, social media and influencer marketing, producing effective websites, and content creation across all platforms.



WHERE ARE THEY NOW?

For 45 years, the Summer Publishing Institute has helped thousands of students launch their careers in publishing. Our distinguished alums have gone on to work for publishing and media companies including ABRAMS, Amazon, Bustle, Condé Nast, Dotdash Meredith, Foundry Literary + Media, Hachette Book Group, HarperCollins Publishers, Macmillan, Netflix, Oxford University Press, Penguin Random House, Refinery29, Scholastic, Simon & Schuster, Vox Media, W. W. Norton & Company, William Morris Endeavor, and many more.

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I'm so thankful for what I learned during SPI and the effectiveness it's had on my career and personal growth. I just accepted an offer at William Morris Endeavor and it is a dream come true. I couldn't have gotten this opportunity without the guidance and support I received at SPI. Thank you all for putting together a wonderful program and for taking the time to help me navigate and prepare for this exciting industry.

Megan Muralles
SPI 2023 Graduate

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SPI 2023 students engage in a discussion with industry experts.

THE PROGRAM

This four-week program of study offers a thorough introduction to key principles of publishing, including book publishing and digital/magazine media. Throughout the program, we offer career preparation sessions and workshops designed to help students understand the media landscape and how to align their skills and interests with what the world of media has to offer. Our career preparation workshops offer advice on everything from résumé and cover letter writing, to maximizing your LinkedIn profile and networking skills. Our goal is to prepare our students for the professional world from day one.

Across all media platforms today, creating high-quality, profitable content is key. Students learn how to use their editorial and business knowledge in a wide range of creative environments, such as content-rich websites, social media, branded content, and ecommerce. In this way, we help prepare students seeking careers in both publishing and publishing-related businesses to expand their scope and opportunities.

A Sampling of SPI 2023 Speakers

Krishan Trotman, Publisher and Executive Editor, Legacy Lit/Hachette

Bob Miller, President and Publisher, Flatiron Books/Macmillan

Judith Curr, President and Publisher, Amistad/Harper Collins

Monique Patterson, Vice President and Editorial Director, Bramble/Macmillan

Michael Barrs, Vice President and Marketing Director, Hachette Book Group

James Iacobelli, Art Director, Simon & Schuster

Carrie Bloxson, Chief DEI Officer, Hachette Book Group

Diane di Costanzo, Chief Content Officer, Dotdash Meredith

Patrick Garrigan, SVP and Global Head of Events, Condé Nast

Michael Calderone, Senior Editor, Vanity Fair

Kelsey Steigman, Senior Fashion Editor, Bustle

Jessica Giles, Editor-in-Chief, Cosmopolitan

Danielle Belton, Editor-in-Chief, Huffington Post

SPI OPEN TO RISING COLLEGE SENIORS

SPI is proud to welcome applications from qualified undergraduate students who will have completed their junior year before entering the program. For more information on requirements and how to apply, please see page 18.

NOTE: This option is ONLY for those undergraduates entering their senior year in Fall 2024.



As I neared the end of my undergraduate degree program, I knew I wanted to attend graduate school for publishing. Attending New York University's Summer Publishing Institute served as a bridge between the two degree programs, and provided me with a concrete understanding of how the industry operates.

Nina Serafini
SPI 2023 Graduate



SPI students discuss book cover design with James Iacobelli, Art Director, Simon & Schuster

BOOK PUBLISHING

A passion for publishing is at the heart of the SPI program. The book publishing session of SPI explores all aspects of the industry – from manuscript submission and editing, to marketing and sales, to the influence of enormously popular formats like audiobooks and podcasts. A range of panels, interactive workshops, lectures, and strategy sessions provide students with the opportunity to learn first-hand how the publishing industry operates today. To gain a deeper understanding of the publishing process, students visit the headquarters of leading book publishing companies and independent bookstores around the city, either virtually or in-person.

For Aspiring Editors: The Reader's Report & Manuscript Workshop

For those interested in careers in book editing or working at a literary agency, SPI offers the chance to read and comment on manuscript excerpts provided by leading editors in the industry. Students will conduct an in-depth exploration of editing both fiction and non-fiction, including the art of the reader's report, an industry assessment standard. They will also practice some of the specific tasks required of editorial assistants, including rendering early opinions on manuscripts and correspondence with authors. The goal of this workshop is to prepare students for entry-level positions in book publishing, as well as to give them the key editing tools needed to advance to more senior editorial positions.



The four weeks I spent at NYU SPI were some of the best of my life! Not only did I gain essential knowledge about the publishing industry, but I also met lifelong friends and connections. SPI challenged me, inspired me, and ultimately led me to my first job in book publishing. I couldn't be more grateful for this experience.

Tierney Ulrich
SPI 2023 Graduate



Meet Two of Our Speakers



Krishan Trotman
Vice President &
Publisher,
Legacy Lit



Kristen Fassler
Senior Vice
President, Director,
Integrated
Marketing Strategy,
Knopf Doubleday
Publishing Group,
Penguin
Random House



SPI 2023 students attend book signing with superstar recording artist and author, Jason Derulo

BOOK PUBLISHING

What does a day of SPI programming during the book publishing session look like? Here are a few key sessions from previous years:

- Publishing 101: Everything You Need to Know
- The Literary Life: Meet the Author
- Building Equitable Workplaces: Diversity, Equity, and Inclusion
- Publicity: Building Your Best Campaign
- The Role of the Literary Agent
- A Look Through the Looking Glass of Children's Books
- Making The Book: Production & Managing Editorial
- Make It Big and Red and Bold: Cover Design
- Read the Contract!
- So You Want to Be an Assistant: What You Need to Know
- Small But Mighty: Academic and University Presses
- Listen Up! P is for Podcast
- The Financials: Seeing Green
- What Makes a Great Audiobook?
- Publishing By the Numbers: Let's Get Data Savvy
- Presentation and Interview Skills 101

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This was an incredible experience. I have never been surrounded by so many working professionals that are extremely eager to give you the tips and tricks about how to break into the various avenues in the publishing industry. The program is designed to allow each student to succeed in their own way and once the program is over, the students then go on to help each other with their future careers, which is extremely valuable.

Annesley Womble
SPI 2023 Graduate

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MEDIA STRATEGIES

The Media Strategies session at SPI focuses on a wide range of creative content displayed in multiple formats. Students examine many different brands, from those represented by top magazine media companies such as Hearst, Dotdash Meredith, and Condé Nast, to digital media giants like Google, Refinery29, and Vox Media.

Students gain a better understanding of current roles and potential career paths as they hear from scores of industry leaders about their jobs and where the industry is headed. (Three key speakers, Will Lee, Jessica Giles, and Simone Oliver are pictured right.) The program offers a thorough introduction to the many functions required to produce a digital brand successfully; these include editorial and design, business planning, social media marketing, advertising, promotion, and audience development.



Will Lee

Chief Executive Officer
Adweek



Jessica Giles

Editor-in-Chief
Cosmopolitan



Simone Oliver

Senior Vice President,
Digital Content, BET



SPI 2023 students previewing Media Strategies final project for instructors.

SAMPLE MEDIA STRATEGIES SESSIONS

From editing to audience development, here's a sampling of some of the sessions that have been offered during the Media Strategies session at SPI:

- A Day in the Life of an Editor-in-Chief
- Digital Media: Who Does What?
- How Brands are Reimagining Content
- Branded Content and Native Advertising 1010
- Architecture of a Brand
- What ChatGPT Means for Digital Media
- The Edit Test: What to Expect, and How to Ace It
- Getting It Right: An Introduction to Fact-Checking
- SEO: What You Need to Know
- Maximizing Social Media
- How to Get Your First Job in Digital Media
- The Art of Networking
- Secrets of Copyediting: Mistakes to Avoid
- Telling Stories Through Audio



SPI students meet with HR representatives from various publishing and media companies at our annual career fair.

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I had a wonderful time at SPI. I felt like the instructors really cared about their craft and thus, we as students were able to become excited about our future careers while also learning so much!

Mercedes Ohlen
SPI 2023 Graduate

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PROFESSIONAL GUIDANCE AND CAREER FAIR

To help students in their job searches, we offer extensive professional guidance. Each student receives a one-on-one resumé review session with a human resources expert or hiring manager. A panel of HR recruiters from various media and publishing companies offer insights into the job hunt process, with tips on how to approach cover letters, networking emails, interview protocol, and more. A mock interview session provides students with an opportunity to practice their technique in front of an audience of their peers.

SPI culminates in a career fair, which provides students with the chance to connect with representatives from book, magazine, and digital media companies, as well as from literary agencies and other publishing-related businesses. Through our various career resources, students have multiple opportunities to begin the process of finding positions, exploring and pursuing leads, and seeking out opportunities in the industry.

CENTER FOR PUBLISHING AND APPLIED LIBERAL ARTS

Publishing
Publishing Institute
Publishing Institute



SPI 2023 Children's Books Panel.

NETWORKING

Connecting with publishing professionals in all areas of the industry 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 social gatherings. Students are encouraged to talk one-on-one with

Graduate Credit

When students successfully complete SPI, they earn three graduate credits, which may be counted towards the MS in Publishing or an advanced degree elsewhere, if deemed appropriate by the degree-granting institution. We are the only publishing program to offer this valuable opportunity to earn graduate credit during a summer intensive. Rising college seniors who successfully complete the program also earn these credits, which degree-granting institutions may accept at a later date. speakers after their lectures, and to make networking a major priority of their time in the program.



SPI 2023 Students in conversation with industry professionals at conclusion of Publishing Trends panel.



Attending SPI confirmed, and even launched, my dream of pursuing a career in the publishing industry—whether that be with books or magazines. The program and all it entails: working hands-on with projects, gaining extensive publishing knowledge, meeting with industry professionals, and overall growing your network with instructors, professionals, and peers, fully prepared me to enter this competitive yet collaborative industry. And it's thanks to SPI that I was able to do just that; to enter this industry, as I now work for Dotdash Meredith on their many brands such as People, InStyle, Better Homes & Gardens, Food and Wine, and more. Thank you, SPI!

Alexa Fricilone
SPI 2023 Graduate



SCHOLARSHIPS FOR SPI 2024

This year we are pleased to once again offer the Carolyn Kroll Reidy Memorial Scholarship for students underrepresented in the publishing industry. This generous scholarship is a tribute to the late Carolyn Kroll Reidy who served as CEO & President of Simon & Schuster. Scholarships are also available from The Hearst Corporation, Ulysses Press, and other companies. Students may request scholarship applications after they have been admitted to SPI. Details about scholarships and scholarship applications will be available in early 2024.





Panelists at SPI 2023 lead discussion on Diversity, Equity, and Inclusion: How to Build Equitable Workplaces.

CAREERS IN PUBLISHING AND MEDIA

SPI students learn about a wide range of positions within the book publishing and media industries. Are you passionate about reading and discovering new writers, and want to know more about how books and other content gets published? A position as an editorial assistant or at a literary agency might be perfect for you. Those who enjoy creating social media content and connecting with different people might pursue a pathway as a publicity or marketing assistant. Students who are extremely organized and enjoy seeing things get accomplished in a linear, orderly fashion may explore working in managing editorial or production. At SPI, we will help you figure out what potential positions best suit your skills, interests, and attributes in an expanding job market.

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Attending NYU's Summer Publishing Institute was one of the best experiences of my life. I was able to grow so much in my knowledge of publishing and become more confident in breaking into the industry. The program pushed me outside of my comfort zone in the best way possible, enabling me to develop lifelong friendships and valuable professional contacts.

Colby Yokell
SPI 2022 Graduate

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SPI 2023 students collaborating during brainstorming session for their final project.

SPI FAQ

How is SPI unique?

We want to help you jumpstart your career with a highly-targeted, affordable program. Our four-week program provides our students the opportunity to gain a headstart on their publishing career while having the same intense, high-quality educational experience in a more manageable timeframe and in a more affordable manner than other summer programs.

SPI is 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 publishing and media companies and have developed deep and lasting ties. We are known as the first program to integrate digital media into the curriculum and prepare students for publishing's future. Our program offers more digital workshops and hands-on industry visits and opportunities than traditional publishing courses, as well as

devoted resources for career preparation, networking, and insights into the current job market.

Is the Emphasis on Books, Magazines, or Digital Media?

All of the above! Our students receive robust training in the world of content creation, production, marketing, sales, and more, in both book publishing and digital and magazine media. Thanks to our long involvement with the book industry and our reputation for providing well-trained graduates, our book session is highly valued; industry leaders praise the depth of the education we provide; the hands-on, practice-based teaching; and the roster of top executives who share their expertise in the classroom. We are equally devoted to helping our students explore careers in digital and magazine media—our media programming takes students on a deep dive into the creation of content, the building of brands, and the pursuit of success across digital platforms.

Increasingly, as the industry shifts and consolidates, we are seeing students use their finely honed skills in writing, editing, and content-sharing on a wider basis. Those skills you master will serve you well not only in jobs in digital/magazine media or book publishing, but in all kinds of digital businesses including web, audio, video, branded content, and emerging media. 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.

What Specific Skills Will I Learn?

We offer workshops and lectures on topics such as book editing, search engine optimization (SEO), crafting publicity pitches, data-driven decision making, building a website, and understanding profit and loss statements (P&Ls). Career-focused sessions cover everything from personal branding to cover letter writing to how to get the most out of internships.



SPI was truly one of the best experiences that I've had! Publishing felt like such a daunting industry to try to break into, but SPI and all the skills I learned and connections I made through it helped open doors into the industry. I also had such a blast—all the sessions were so interesting and living in New York City for a month was an incredible experience. I am still close with the friends that I made during the program, and it has also been great to be part of such a supportive cohort of people with similar goals as I embark on my job search and career journey. I would highly recommend SPI!"

Alisha Churma
SPI 2023 Graduate



SPI 2023 students after successfully presenting their final project for the Media Strategies session.



A visit to Greenlight Bookstore in Brooklyn is just one of several industry visits at SPI.

What About Learning Outside the Classroom?

During these four weeks, we give our students a choice of visiting a variety of top book, digital media, magazine and technology companies, and independent bookstores. We're proud of the fact that we are the program that offers the most choices and greatest opportunities to experience publishing outside the classroom.

What Days and Times do Classes Run During SPI?

The program runs Monday through Friday from approximately 9:00 AM – 5:00 PM.

Is On-Campus Housing Available During the Summer Publishing Institute?

A block of rooms is reserved each summer for SPI students on the NYU campus. However, students are not required to live on-campus during SPI. If you wish to take advantage of on-campus housing, you must apply separately after acceptance to the program; instructions on the application process will be sent to you when you are accepted to SPI. For more details about housing costs, please visit housing.nyu.edu/summer/.

Are Scholarships and Financial Aid Available for The Summer Publishing Institute?

NYU offers limited scholarships to qualified students. Scholarship applications will be available to admitted SPI students. Due to the short length of the course, federally funded financial aid is not available. Many students also have success seeking private loans.

How Many Students Usually Apply for the Program?

SPI is a very competitive program, and we do receive many more applications than we can accept. We urge students to focus on submitting the best application possible with a thoughtful and detailed essay that tells us about your interest in publishing and media, what you have accomplished so far in these areas, and what your short- and long-term goals are. As we are able to accommodate only as many students as our space permits, we will adopt a waitlist and urge accepted students to send in their tuition deposits as soon as possible.

MS IN PUBLISHING

The MS in Publishing offered through the NYU SPS Center for Publishing and Applied Liberal Arts (PALA) is the only publishing master's program aligned with a summer publishing program. It is also a global program, offering students the opportunity, when possible, to experience book fairs and conferences around the world.

The MS in Publishing 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, and management and leadership, as well as the latest digital practices and formats. Students may select a part-time or 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 may also participate in an elective internship program, volunteer at publishing events in New York and around the world, 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 and who successfully complete the Summer Publishing Institute earn three credits toward the 36-credit 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.



ABOUT THE NYU SCHOOL OF PROFESSIONAL STUDIES

For nearly 90 years, the NYU School of Professional Studies (NYU SPS) has been a deeply respected institution of higher education grounded in applied learning. From its early years, training returning World War II veterans to fulfill the nation's urgent need for skilled technical workers, it has evolved into a professional education powerhouse that offers 21 graduate degrees, 13 bachelor's degrees for traditional and degree completion students, four associate degrees, and a plethora of continuing education courses and credentials.

Home to some of the largest and most prestigious industry conferences in the world, including the NYU SPS Institute on Federal Taxation, the Schack Institute of Real Estate's Capital Markets Conference, REIT Symposium, and National Symposium of Women in Real Estate; and the Jonathan M. Tisch Center's International Hospitality Industry Investment Conference, the School's invaluable connections to industry leaders is a truly distinguishing factor in the education that it provides. Through career development services and resources provided by the NYU Wasserman Center for Career Development at NYU SPS, guest lecturers, site visits, participation in numerous conferences and events, and Global Field Intensives, students benefit from an NYU education that will set them apart. In addition, they have the opportunity to learn from and network with more than 39,000 NYU SPS alumni who live, work, and contribute to innovation in industries around the world. To learn more about NYU SPS, visit sps.nyu.edu.



SPI APPLICATION AND ADMISSION

How to Apply

To apply for admission to SPI, submit the online application form accompanied by your résumé, a personal statement, and a nonrefundable application fee of \$50. Rising college seniors must include a letter of reference from their undergraduate academic advisor stipulating that they are on track to graduate in Spring 2025. 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 10, 2024. Early application is encouraged and early acceptance is possible for exceptional students meeting the priority deadline. Applications must be submitted online (and transcripts must be received by the Office of Admissions) by no later than March 29, 2024. Applications received after March 29th will be reviewed on a case-by-case basis. The Summer Publishing Institute is selective, and applicants may be put on a waitlist. We will begin notifying applicants of acceptance by April 5, 2024, if not earlier.

Who Should Apply

Students who are interested in the power of narrative and the spread of new ideas; eager to learn about the latest publishing practices,

including digital strategies and platforms; and want to understand the business side of the media industry 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 digital), digital media, photography, video, 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.

SPI is designed for recent college graduates, rising college seniors, and for young professionals who are just starting out in the field. SPI welcomes international students.

Now Accepting Rising College Seniors

We understand that many undergraduates want to jumpstart their publishing education early and then begin a career in the field once they graduate. SPI is open to qualified undergraduate students who will have completed their junior year before entering the program. Please note that this option is only open to undergraduates entering their senior year in Fall 2024. Rising seniors who wish to attend SPI the summer before their senior year will be required to provide transcripts from all colleges attended, as well as a letter of reference from their undergraduate academic advisor stating that they are in good standing and are expected to graduate in Spring 2025.



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SPI APPLICATION AND ADMISSION

Tuition, Fees, and Housing

Tuition and approximate university fees: \$4,700. Housing Fee: \$450 (approximate fee) per week, depending upon location. The nonrefundable \$500 tuition deposit will be applied toward the tuition balance. 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 22, 2024 (or two weeks after receipt of the email acceptance letter for students on the waitlist). Final tuition balance is due May 17, 2024.

Housing

Note: NYU housing is optional, and there is no mandatory board fee or required meal plan. 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 housing.nyu.edu/summer/. Note: Upon acceptance to SPI, students will be sent SPI-specific housing instructions and should not apply for NYU housing until they have received these.

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 notify us at pub.center@nyu.edu if they wish to drop the SPI course work. The refund schedule is based upon the day on which the courses are dropped in our registration system, known as 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 7, 2024, in order to qualify for the 100% refund. As of the second week of class, no refund is granted. NYU does not permit exceptions to these policies. New York University is an affirmative action/equal opportunity institution.

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MS in Publishing

er Publishing Institute

ing Institute

Author and wellness personality Chrissy King discusses her new book, *The Body Liberation Project* at SPI 2023.