NYU SPS
SUMMER PUBLISHING INSTITUTE
BOOK PUBLISHING AND MEDIA STRATEGIES

Jump start your career with us in New York this summer!

Dates
June 5 - June 30, 2023
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 (NYU SPS) Summer Publishing Institute (SPI) is the perfect place to begin your journey. We are thrilled that we will once again be in-person for Summer 2023 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 2023 NYU SPS 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.
For 44 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, Hearst Magazines, Macmillan, NBC Universal, Netflix, Oxford University Press, Penguin Random House, Refinery29, Scholastic, Simon & Schuster, Vox Media, W. W. Norton & Company, William Morris Endeavor, and many more.

SPI ‘22 students pose after presenting their Media Session Final Projects.

“Attending SPI confirmed my dream of wanting to work in the publishing industry. Working hands-on with different publishing projects as well as meeting with professionals who work in the field every day was amazing. I was so grateful to graduate SPI with knowledge about the publishing industry that will stay with me and help me throughout the rest of my professional career.”

—Emily Meade, SPI 2022 Graduate
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 outstanding, 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.

“Coming into this program, I felt eager to learn, but unsure of my place in the industry. After one month I felt confident in taking steps forward to the career of my dreams, armed with the necessary skills and a great cohort of friends and supporters lasting a lifetime.”

—Abby de Riel, SPI 2022 Graduate
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 19. NOTE: This option is ONLY for those undergraduates entering their senior year in Fall 2023.

“Thank you so much for all of the work you put into SPI 2021. I am beyond grateful for the opportunity to be a part of such a wonderful program. It was truly an experience I will never forget. I was so excited to finish up my final semester of undergrad and then begin looking for jobs in the digital media/magazine area of the publishing industry.”

—Brianna Schubert, SPI 2021 Graduate and University of Wisconsin-Milwaukee Class of 2022

Collaborating on group projects is a daily exercise at SPI.
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.

“"This is a resilient industry, an industry that’s been fully globalized, shaped by culture, and favored with opportunity.”

—Emily Ratliff, SPI 2020 Graduate, writing about shifts in the industry she learned about during the book publishing session.

**Justin Chanda**  
Senior Vice President & Publisher, Simon & Schuster Children’s Trade Imprints

**Krishan Trotman**  
Vice President & Publisher, Legacy Lit
Sample Book Publishing Sessions

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
- From Passion to Published: Editor’s Panel and Manuscript Workshop
- The Role of the Literary Agent
- A Look Through the Looking Glass of Children’s Books
- Book Production Basics: From Manuscript to Hardcover
- Make It Big and Red and Bold: Cover Design
- Creating a Savvy Marketing and Publicity Campaign
- So You Want to Be an Assistant: What You Need to Know
- Small But Mighty: Academic and University Presses
- How Podcasts Reach New Audiences
- The Financials: Seeing Green
- Listen Up! What Makes a Great Audiobook
- The Mainstreaming of Graphic Novels
- Copyediting and Keyword Workshop: What Makes a Book Stand Out

“SPI does a terrific job of preparing students to enter the industry, and we are lucky to have their graduates in our company and in publishing. Their viewpoints, enthusiasm, and solid training are highly valued.”

—Michael Pietsch, CEO, Hachette Book Group
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 social digital media giants like Amazon, *Refinery29*, and VoxMedia.

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 Pels**, and **Arianna Davis** are pictured below.) The program offers a thorough introduction to the many functions required to produce a brand successfully; these include editorial and design, business planning, social media marketing, advertising, promotion, and audience development.

**Hands-On Learning: Special Skills Workshops**

Having a working knowledge of key publishing skills and practices is so important to gain that first job in media – and it’s great to note this on a résumé. Our skills workshops include topics such as search engine optimization (SEO), using data to inform content, and building a professional portfolio. Students will have the option of selecting workshops that best meet their needs and interests.

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**Will Lee**  
Chief Operating Officer, NPR

**Jessica Pels**  
Editor-in-Chief, *Cosmopolitan*

**Arianna Davis**  
Editorial Director, *The TODAY Show*
Sample Media Strategy Sessions
From editing to audience development, here are some of the sessions offered during the media strategies session at SPI:

- A Day in the Life of an Editor-in-Chief
- Viral Videos: What It Takes to Tell Your Story Visually
- Editing 101: Anatomy of a Story from Idea to Publication
- Architecture of a Brand
- Display Copy That Gets Attention: Cover Lines, Heds, Dekses, and Captions
- 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
- Getting the Most From Your Social Media Strategy
- What it Takes to Tell Your Story with Audio
- Creative Direction 101: Developing Visual Identity for Your Brand
- Web Design Basics and Wireframing
- Secrets of Copyediting: Mistakes to Avoid
- Digital Media: Who Does What?
- Audience Development: How to Attract Eyeballs

“SPI was incredibly informative and opened my eyes to career possibilities that I had never considered before. It gave me the opportunity to explore, learn, and experience different sides of the publishing industry, while also building an amazing network with the speakers and my peers. I am so happy that I was able to be part of such a great program!”

- Trinity Cole, SPI 2022 Graduate and College of the Holy Cross Class of 2023
To help students in their job searches, we offer extensive professional guidance. Each student receives a one-on-one résumé review session with a human resources expert. 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. We also produce an annual résumé lookbook that is shared with HR representatives and hiring professionals throughout the industry. 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.

“I attended SPI with an interest in book publishing and left with even more enthusiasm about my career. I learned so much about the industry from all the amazing speakers and group projects with my classmates. The program opened my eyes and provided me with so many opportunities and connections!”

– Gina Navaroli, SPI 2022 Graduate and Editorial Assistant at Simon Element, an imprint of Simon & Schuster
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 speakers after their lectures, and to make networking a major priority of their time in the program.

**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.
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 2023.

“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
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 get published? A position as an editorial assistant or an editorial intern might be perfect for you. Those who love people, social media, and connecting with friends and colleagues 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. At SPI, we will help you figure out what potential positions best suit your skills, interests, and attributes in an expanding job market.

“SPI equipped me with an invaluable and coveted insight into the inner workings of publishing. This program exceeded my expectations and I believe has given me a great competitive advantage in my publishing career. I definitely recommend doing SPI and then the MS in Publishing program. I couldn’t have been more prepared for and enthusiastic about my first semester as a graduate student! Overall SPI was a fantastic networking and learning opportunity that kickstarted my publishing career.”

-Olivia Carpenter, SPI 2022 Graduate, and NYU MS in Publishing Student, Class of 2023
How is the Summer Publishing Institute unique?

We want to help you jumpstart your career with a highly-targeted, affordable program. Last year, we shortened the program to four weeks and students loved the ability to jumpstart their publishing career while getting the same intense, high-quality educational experience, and they appreciated a more manageable timeframe and fees. We are excited to be offering the shorter program again this year.

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 the publishing 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/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. And as a digitally-integrated program, we are equally devoted to helping our students explore careers in digital/magazine media.

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, 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.

What about learning outside the classroom?
During these four weeks, we give our students a choice of visiting a wide 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 the Summer Publishing Institute?
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, visit the [NYU Summer Housing Website](#).

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 essay that tells us 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.
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.
The NYU School of Professional Studies – Celebrating More Than 85 Years of Excellence in Applied Professional Education

For over 85 years, the NYU School of Professional Studies (NYU SPS) has been a deeply respected institution of higher education that is 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 20 graduate degrees, 13 bachelor’s degrees for traditional and post-traditional students, four associate’s degrees, and a plethora of non-degree courses and credentials.

NYU SPS is a thought leader, and serves as an incubator for new ideas in industries that are constantly changing, including real estate, real estate development and construction management; hospitality, tourism, travel and event management; global affairs and global security, conflict and cybercrime; global sport and sports business; publishing; marketing; public relations; project management; executive coaching and organizational consulting, human resource management and development, human capital analytics and technology; management and systems; translation; and professional writing. It is focused on building skills that open doors to opportunities in emerging fields and global markets. NYU SPS faculty members are leading experts in their areas of discipline, with a hands-on approach that encourages students to push beyond their limits and to break new ground.

Home to some of the largest and most prestigious industry conferences in the world, including 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 of Hospitality’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 30,000 NYU SPS alumni who live, work, and contribute to innovation in industry around the world. For more information about the NYU School of Professional Studies, visit sps.nyu.edu.
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 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 2023. 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 2024.

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 2024. 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 6, 2023. 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 20, 2023. Applications received after March 20th 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 3, 2023, if not earlier.

**Tuition, Fees, and Housing**

Tuition and approximate university fees: $4,400. Housing Fee: $400 (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](http://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 18, 2023** (or two weeks after receipt of the email acceptance letter for students on the waitlist). Final tuition balance is due **May 16, 2023**. Private loans may be available.

**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](http://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 9, 2023, 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.