NYU SUMMER PUBLISHING INSTITUTE
BOOK PUBLISHING AND MEDIA STRATEGIES

Dates
June 13–July 12, 2022

In Person in New York for 2022!
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 NYU Summer Publishing Institute is the perfect place to begin your journey. We are thrilled to announce that we will be back in person for Summer 2022 in New York City, the Publishing capital of the world. Since 1978, NYU SPI has launched the careers of thousands of graduates 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 NYU SPI as your first step on the path to an amazing career!

At the 2022 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, strategies, and business models to best prepare our students for careers in publishing and media.

This intensive program, offered by the NYU SPS Center for Publishing, 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 strategy sessions in subjects like cover design, video recording and editing, digital business strategy, manuscript editing, social media and influencer marketing, producing effective websites, and content creation across all platforms.

“I am so grateful to NYU SPI for teaching me everything I need to know to be successful in the publishing industry. The speakers were amazing and very generous with their time and insights. Less than two months after SPI, I secured an internship with St. Martin’s Publishing Group at Macmillan in the Sales and Marketing Operations department. I know I was a much more attractive candidate for this position because I had SPI on my resumé and I also feel incredibly confident in my ability to succeed in this new endeavor. SPI has made all the difference for me and I’m so happy I attended!”

—Michelle Timmins, SPI 2021 Graduate
This four week (plus two days) 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 events. Our goal is to prepare students for the professional world from day one.

In addition to career preparation, we provide students with practical skills and knowledge, such as editing content across multiple formats and platforms; digital content strategies; social media marketing; creating effective videos for publishing; and implementing marketing and publicity plans. (Our weekend computer workshops provide both introductory and more advanced study of Photoshop, HTML, InDesign, and video editing—all key tools for the publishing industry.) 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 e-commerce companies. In this way, we help prepare students for careers in both publishing and publishing-related businesses to expand their scope and opportunities.

I wanted to reach out and say thank you for making SPI such a wonderful experience. As someone who is newer to publishing, I’m so grateful for the care and expertise you put into the program, which have left me feeling ready to enter the industry with confidence.”

—Olivia Worley, SPI 2021 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 “SPI Application and Admission” on page 19.

NOTE: This option is ONLY for those undergraduates entering their senior year in Fall 2022.

“Thank you so much for all of the work you put into NYU 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 am 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
A passion for **Book Publishing** is at the heart of the SPI program. This session 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.

Talks by guest speakers such as **Justin Chanda** and **Andrea Davis Pinkney** provide a first-hand look from industry insiders. To gain an even 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 in 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, NYU SPI 2020 Graduate, writing about shifts in the industry she learned about during the book publishing session.

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

**Andrea Davis Pinkney**  
Vice President, Scholastic Books
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: Editors Panel and Manuscript Workshop
- The Role of the Literary Agent
- Inside the Library Market
- 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
- Making the Sale: How Books Get on the Shelf
- 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 print as well as in digital media. Students examine many different brands, from those represented by top magazine media companies such as Hearst, Meredith, and Condé Nast, to social networking and digital media giants like BuzzFeed, Refinery29 and Vox Media.

Students 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 headed. (Three key speakers, Will Lee, Kate Lewis and Simone Oliver 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 specific skills on a résumé. Our skills workshops include topics such as search engine optimization (SEO), using data to inform content, building a professional portfolio, and working with profit and loss statements. Students will have the option of selecting workshops that best meet their needs and interests.

**Will Lee**  
Senior Vice President & Head of Digital, Entertainment Group, Meredith Corporation

**Kate Lewis**  
Chief Content Officer, Hearst

**Simone Oliver**  
Global Editor-In-Chief, Refinery29
Sample Media Strategy Sessions
From branded content to copy editing, here are some of the sessions offered during the Digital Media 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 Magazine Story from Idea to Publication
- Architecture of a Print Brand vs. Architecture of a Digital Brand
- Display Copy That Gets Attention: Cover Lines, Heds, Dekes, 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
- Beyond New York City: The National Publishing Scene
- Creative Direction 101: Developing Visual Identity for Your Brand
- Web Design Basics and Wireframing
- Secrets of Copyediting: Mistakes to Avoid So Your Copy Can Shine
- Digital Media: Who Does What?
- Audience Development: How to Attract Eyeballs

“I have served on the Publishing Industry Career Panel and greatly admire the students’ passion, knowledge, and engaging questions. We are always impressed when a candidate is a graduate of this prestigious program.”

—Stephanie Steinberg, Human Resources Director, Hachette Book Group
Career Support is integral to everything we do. 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 hunting process, with tips on how to approach cover letters, networking emails, interview attire and more. A mock interview session provides students with an opportunity to practice their technique in front of an audience of their peers. We also encourage students to meet with NYU SPI alums, providing key connections to professionals throughout the industry.

SPI culminates in a Career Fair, which provides students with the chance to meet 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 networking opportunities in the industry.

“In teaching me exactly what the publishing industry could offer, SPI helped me to narrow down my interests and focus on what I wanted to accomplish in the industry. At the career fair, I confidently approached each table, delivered my pitch, and made connections with inspirational people who encouraged me to continue on this pathway to publishing.”

—Alyssa Prado, Sales Assistant, Penguin Random House, SPI 2019 Graduate and MS in Publishing Graduate 2021

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

“The SPI panels, lectures, and workshops were all so helpful in understanding the ins and outs of the industry, and it made me only more excited to go into publishing in the future. Furthermore, the connections we’ve all made with each other and with the speakers were invaluable and will go a long way. It was such a privilege to be part of this program.”

—Jessica Weil, SPI 2021 Graduate
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 Women’s Media Group, The Hearst Corporation, Penguin Random House, and other companies. Admitted students may request scholarship applications after they are admitted to SPI. Details about scholarships and scholarship applications will be available in early 2022.

“Collaborating on projects and expanding your network begins on Day 1 at SPI.

“...It was wonderful getting to meet editors in the industry. I was thankful for how encouraging and supportive they were. Through various levels of connection, an editor I met during my manuscript workshop was the reason I got the internship I have now! I’m grateful to SPI for that. And for giving me friends too!”

—Tuse Mahenya, SPI 2021 Graduate and Recipient of the Simon & Schuster/Carolyn Kroll Reidy Scholarship
SPI students learn about a wide range of positions within the book publishing and media industries. Are you passionate about reading, discovering new writers, and want to know more about how articles and books get published? Then 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 at virtual or actual events 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 want to 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 was so informative about all things publishing! Everyone attending and presenting was so supportive of everyone finding their dream career in publishing and was open to helping in the future. I definitely recommend it to anyone seeking a career in publishing, especially if you are unsure of what path you want to take into this industry.

—Molly Scully, SPI 2021 Graduate
What Makes SPI Unique?

In 2022, we are taking a new, fresh, and exciting approach. We want to help you jumpstart your career with a highly targeted, affordable program, so we’ve shortened the length of the program to four weeks and two days. You will get the same intense, high quality educational experience: just more manageable both in time frame and fees. You will also get to interact with your peers, make lasting relationships and have access to the leaders in the field.

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 the major media companies and we’ve developed deep and lasting ties with them. 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 curriculum 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 or on magazines/digital media?

Both! Our students receive a robust training in the world of content creation, production, marketing, sales and more across 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.

As a digitally-integrated program, we are equally devoted to helping our students explore careers in digital and magazine media. Increasingly, as the industry shifts and consolidates, we are seeing students use their finely-honed skills in writing, editing, and sharing content 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 in 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 workshops 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 the four-week session, we give our students a choice of visiting a wide variety of top magazine, book, digital media, 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, with occasional networking events in the evenings. Computer workshops may take place on the weekends.
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; instructions on the application process will be sent to you when you are accepted to SPI. For more details about housing costs, please 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 about your interest in publishing, what you have accomplished so far in the world of media, and what your short and long-term goals are. We accept approximately 80-100 students each year for the summer program. As we are not able to accommodate more than our quota, we urge accepted students to send in their tuition deposits as soon as possible to ensure their space in the program.

Mock interviews are an important part of the career preparation process at SPI.
The **MS in Publishing** offered through the NYU School of Professional Studies Center for Publishing, is the only publishing master's program aligned with a summer publishing program. It is also a global program, offering students the opportunity to experience book fairs and conferences around the world, when available.

The NYU 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 industry, who 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 leadership and management, as well as the latest digital practices and formats. Students may 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 may also participate in an elective internship program, volunteer at publishing events in New York and around the world, when possible, 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 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.

You can find more information on the [NYU MS in Publishing website](#). For application-related questions, please reach out to the [NYU SPS Grad Admissions Office](#), or phone them directly at **212-998-7100**.
For 87 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, 14 bachelor’s degrees for traditional and post-traditional students, four associate’s degrees, and a plethora of continuing education 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, and 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’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 industry around the world. To learn more, please visit the NYU SPS Website.
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 business, 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.

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

Now Accepting Rising College Seniors

We understand that many undergraduates want to jump-start 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 2022. 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 2022.

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. Rising college seniors must include a letter of reference from their undergraduate academic advisor stipulating that they are on track to graduate in Spring, 2023. 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 located on the NYU SPI website.
The priority deadline for application is February 7, 2022. Early application is encouraged and early acceptance is possible for exceptional students meeting the priority deadline. The deadline for international applicants is February 28, 2022. Applications from US citizens and permanent residents must be submitted online (and transcripts must be received by the Office of Admissions) by no later than March 21, 2022. Applications received after March 22nd 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 9, 2022, if not earlier.

**Tuition, Fees, and Housing**

Tuition and approximate university fees: $4,000. Housing Fee: $304 (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 assignments.) Please visit the [NYU Bursar’s Office](#) website for more information about credit tuition and fees.

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, 2022 (or two weeks after receipt of the email acceptance letter for students on the waitlist). Final tuition balance is due May 16, 2022. 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. To find more information about summer housing at NYU, please visit the [NYU Summer Housing Website](#). Note: Upon acceptance, 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: either 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 emailing NYU Grad Admissions. 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 by visiting the Registering for Classes section of the NYU Registrar’s website. 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 17, 2022, 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.