

Get Smart: Publishing Programs Across the Board

With another summer session out, and streams of eager publishing hopefuls rushing the New York houses, PT takes a look at some of the best-known pre-professional and professional publishing courses around. Here's how they stack up. For more, go to www.publishingtrends.com.

Professional Publishing Programs

	NYU	PACE	Emerson	George Washington	Stanford
Contact Info	212.998.7200 (NYC); scps.gradadmissions@nyu.edu	212.346.1431 (NYC); puboffice@pace.edu	617.824.8610 (Boston); gradapp@emerson.edu	703.726.8297 (D.C.); lsteinbe@gwu.edu	650.725.4301 (Palo Alto); www.publishingcourse@stanford.edu
Director	Andrea Chambers	Sherman Raskin	Daniel Tobin	Beverly Jane Loo	Holly Brady
Length	2 years full time; up to 5 years part time; 42 credits	1.5 - 2 years full-time; 36 credits	1.5 - 2 years full time; 40 Credits	2 years; 30 credits	9 day course (need 4+ yrs. publishing experience)
Cost	12 credits; \$12,664/semester + registration fee: \$869	\$856/credit	12 credits per semester \$10,080 – 840/ credit	\$16,710 total; \$550 /credit	\$4,350
Degree Offered; No. of Courses	M.S. Publishing; 45	M.S. Publishing; 30	M.A. in Publishing & Writing; 30	M.P.S. Publishing; 15	N/A; 3
Notable Faculty	Professors work in the trade publishing business, rather than in academia.	Jodylynn Bachiman, Assistant Production Manager, Time Inc. Edward W. Barry, Former President, Oxford University Press	From Addison-Wesley, Cambridge University Press, Globe Pequot Press, Newsweek, The Atlantic Monthly	Robert L. Faherty, VP & Director, The Brookings Institution Press; Judith Clark, Senior Interactive Project Manager, Global Design Interactiv	Mary K. Baumann, Art Director, Kids Discover; Alan Rinzler, Executive Editor, Jossey-Bass; Dan Farley, President Harcourt Trade; Martin Levin, Attorney
Gone on to Jobs at . . .	Zagat Survey, Magazine Publishers of America	McGraw-Hill, Bantam, New Yorker, Barnes&Noble, Scholastic	Houghton-Mifflin, Beacon Press, Da Capo Press, MIT Press, Addison-Wesley, David R. Godine, Bedford/St. Martin's	N/A	Professionals attend from a variety of companies: BBC, Newsweek, Random House, Glamour
Teaching Style	'Real-World, Real-workplace; Management oriented degree; 1.5 credits for internship	Both online and in-class teaching- 25% take courses online; internship reports	Chance to take MFA/English classes as well as publishing; thesis	Designed for both aspiring and current professionals	One-on-one networking events, critiques of professional student publications
Focus on New Media	Heavy	Moderate	Minimal	Moderate	Yes - Major focus on new media

Pre-Professional Summer Publishing Programs

	Columbia	Denver	NYU
Contact Info	212.854.1898; publishing@jrn.columbia.edu ; www.journalism.columbia.edu/	303.871.2570; pi-info@du.edu ; http://www.du.edu/pi/	(212) 992-7289; pub.center@nyu.edu ; www.scps.nyu.edu/publishing
Director	Lindy Hess	Joyce Meskis	Andrea Chambers
No. of Students	100	90-100	100
Length	6 weeks	4 weeks	6 weeks
Cost	\$6000	\$4000	\$5000
Date	June 18-July 27	July 8 - August 3	June 4 - July 14
Year Founded	1947	1976	1978
Field Trips	HarperCollins, CondeNast, Rolling Stone	Booksellers (Tattered Cover), local publishers (Fulcrum, Westview)	Rolling Stone, Vibe, TONY magazines
Notable Faculty	Robert Gottlieb, Knopf; Sara Nelson, PW; Morgan Entrekin, Grove/Atlantic; Sarah Crichton, FSG	Judy Appelbaum, Sensible Solutions; Dominique Raccah, Sourcebooks; Will Schwalbe, Hyperion; Kris Kliemann, Wiley; Carl Lennertz, HC; Larry Kirshbaum; Kathleen Spinelli, Brands-to-Books	Will Schwalbe, Hyperion; Elizabeth Kaplan, Literary Agent; Carol Fitzgerald, Bookreporter; Nancy Paulsen, Penguin
Famous Alumni	Dorothy Wickenden, New Yorker; Alison Callahan, HC/Perennial; Jay Mandel, William Morris	Charles Spicer, St. Martin's; Charlie Conrad, Broadway; Meg Ruley, Literary Agent; Eva Bonnier	N/A
Gone on to Jobs at	Wylie Agency, Conde Nast, S&S, Elle Magazine, Grove/Atlantic	Stanford University Press, Rowman & Littlefield, Penguin, HarperCollins	Hachette, S&S, Oprah Magazine, Holtzbrinck, RH, FSG, Duke, Penguin
Teaching Style	Intensive workshops; students simulate publishing, marketing and printing a book or magazine.	Mostly lectures and panels; editing and marketing workshops; "More Than Eating with the Right Fork" etiquette seminar. Book publishing only.	Students learn crucial design and layout skills on Photoshop and Quark XPress; course split evenly between books and magazines.
Focus on New Media	Strong. This year's session featured a panel of bloggers.	E.g. Random House's Peter McCarthy on online marketing.	Very complete: includes online marketing.