NEWHOUSE II

Summer, 1971
May 31, 1974
Estimated cost
Dedication speaker

Work on building began.
Dedication
7.3 Million
William S. Paley, Chairman of the Board of the Columbia Broadcasting System.
David Brinkley spoke at the pre-dedication dinner.

Newhouse II is devoted to broadcast and film, including television and radio. The first two floor of the 72,000 square foot structure are devoted to television. There are two television studios, a scene shop and storage areas. On the third floor are faculty offices, a 100 seat theater and a broadcast news laboratory.
NEWHOUSE GIFT

A total gift of $15 million for the development of "the world's largest and most advanced study center in mass communications -- including journalism, radio and television, audiovisual, and other media of communications" has been pledged to Syracuse University by S. I. Newhouse, publisher, and his wife.

The announcement was made today by Chancellor William P. Tolley of Syracuse University. He said the Newhouse gift -- which includes the $2 million originally given by Mr. Newhouse in January 1960 for construction of the first building in the Newhouse Communication Center -- is one of the largest gifts given an American university by a living donor in the past decade.

The Newhouse Center will be devoted to education and research, especially in new ideas, techniques and effectiveness of various communications media in informing readers, viewers and listeners.

The Newhouse gift, made through the Newhouse Foundation, inaugurates Syracuse University's eight-year campaign to raise $76 million for building construction and educational endowments. Target date for completion of the program, formally known as the Syracuse Plan, is 1970 -- the University's centennial.
Said Chancellor Tolley: "The new development program represents minimal requirements necessary to permit Syracuse University to meet its share of new obligations facing American higher education within the next generation. The program was adopted after several years of intensive, long-range studies by trustees, faculty committees, and consultant firms of the University's academic programs, land use, and space requirements.

"While still below the University's projected $114 million total capital and endowment needs, the $76 million being sought within the next eight years will permit the University to maintain its position as a graduate and an undergraduate institution of high quality."

**NEWHOUSE CENTER IN COMMUNICATIONS QUADRANGLE**

The first major academic and plant development under the Syracuse Plan is an eight acre tract of land adjoining Syracuse University's main campus that has been designated as the "Communications Quadrangle." The Newhouse Communication Center will be established on this site. It will comprise a complex of three buildings with a central terrace coordinating the structures into an overall architectural unit. Under the terrace will be inter-connecting underground floors.

A third of this site has already been cleared. Plans and specifications for the first of the three structures -- the School of Journalism building comprising 76,000 square feet -- were released to contractors today. Building completion is expected within 1½ months and academic use in the fall of 1964. The entire Center should be ready in 1966.

The Center will offer an undergraduate four-year journalism course with facilities considerably expanded beyond those currently available in the Journalism School, founded in 1934. A wide variety of activities, studies and research at the graduate level will also be provided. Living (MORE)
and working facilities for some 25 advanced graduate students are planned. Altogether the graduate and undergraduate enrollment should total about 1,000 students per term.

The Newhouse Communication Center has been designed by New York architect I. M. Pei and Associates in cooperation with the Syracuse architects King & King.

The cruciform shaped journalism building contains in its center a three-story high well which is topped by large skylights permitting natural light to bathe the complete court. All buildings will be of pre-cast concrete.

The journalism building will provide classrooms, faculty offices, and laboratories for undergraduate and graduate journalism students.

Office space is also being provided for various press associations which have traditionally had their headquarters in the School of Journalism. These include New York State Publishers' Association, New York Press Association, New York State Society of Newspaper Editors, New York Circulation Managers' Association, New York State Advertising Managers' Association, and the Empire State School Press Association.

Dr. Wesley C. Clark, Dean of the School of Journalism, said: "The new journalism building with three stories above ground and two below will permit full utilization of new teaching equipment in all journalistic communication areas, including newspapers, magazines, graphic arts, photo-journalism, publishing, radio and television news, public relations-communication management, religious journalism, literacy and communication research.

"It will provide teaching facilities and space for a modern photography laboratory, typographic laboratory, news editing and writing laboratories. There will be facilities for teletype and wire service equipment, special rooms for advertising designs, a 10,000 volume working and reference library, storage space for microfilm collection of daily newspapers with microfilm (MORE)
readers, and two special lecture halls equipped with the latest audiovisual equipment. All laboratories, classrooms and lecture halls will be equipped for closed circuit television.

"The new journalism facility will permit expansion of academic programs at both the undergraduate and graduate levels, with a corresponding increase in undergraduate and graduate enrollments. The new School of Journalism building as part of the newly integrated communications center will permit a wide variety of academic activities, including the development of new area studies as well as a vastly expanded research program in all phases of communications."

One unusual feature of the Newhouse Center will be the establishment of a continuing program for bringing outstanding world leaders to the Center for lectures, conferences, and research work designed to explore problems related to mass communications. A wide variety of international and national seminars, many at the professional level, will also be conducted. It is expected that special facilities will be provided for "mid-career studies," enabling practitioners in all areas of mass communications to come to Syracuse for advanced study in their profession.

GIFTS FROM FOUNDATION

The total of $15 million pledged by Mr. and Mrs. Newhouse will all come from the Newhouse Foundation, established in 1935. Sums will be made available as construction proceeds.

Mr. Newhouse, while declining to indicate any specific timetable for possible further gifts, stated that upon his death some 90% of his estate would go to the Foundation.

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CHANCELLOR TOLLEY’S COMMENTS

Commenting on the over-all significance of the gift, Chancellor Tolley said: "The communications revolution brought about by recent technological developments such as Telstar requires that the Newhouse Center focus on pioneering research and educational programs and mass communications. The Center will contribute to the intelligent development of public policy in mass media including its growing international importance. Through its unique facilities and programs, the Center will bring the influence of the whole University to bear on the study of such problems.

"Far from emphasizing our interest in professional education in this field, we hope the Center will bring new insights, methods and talents of many academic disciplines to the study of the processes, problems, and significance of the mass media in a rapidly changing world. Through this wide range of undergraduate and graduate work together with specialized services for the communications industry, we hope to develop educational programs which are more fundamental, philosophic and public policy-oriented than current educational efforts in these fields."

LIBRARY FIRST SYRACUSE PLAN OBJECTIVE

The new major objective in the University's $76 million program is for a new library to cost $6 million. In addition to this central university library and the Newhouse Center, a total of $9.5 million is required for the new buildings for the physics, engineering, chemistry, and life science departments. A new research computation center and a museum are also planned.

The social sciences will have new units totaling $4.7 million for behavioral studies, the Maxwell Center for Public Affairs, a Center for International Operations and the School of Social Work.

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The Humanities and Fine Arts units, including a new museum, will cost $2.8 million. Professional and graduate school needs in business, law, architecture and education require $5.8 million. Student services include a health center, an inter-faith center and a university community center for $4.6 million. An additional $4.6 million will be used for graduate fellowships and $2 million for undergraduate scholarships for students in the Syracuse-Onondaga County area. These funds will meet only the most pressing immediate needs for the long range stabilization endowment which have been estimated at $68 million.

"Syracuse has before it an opportunity to move decisively towards leadership and influence in higher education," Chancellor Tolley continued. "The Syracuse Plan embodies those fundamental projects which must be undertaken and completed in the near future if we are to meet our obligations as a major university."

DETAILS ON OTHER NEWHOUSE BUILDINGS

While work proceeds on the first Journalism Building, the architects will begin working plans for the second Communications Center building comprising 153,000 square feet. They hope to have bids let for this structure in 1963 and to have work actually begin in January '64. The structure could then be in use for the Fall 1965 term. In the interim it is expected that work will start on the third building.

The second building will contain radio and television facilities, an audiovisual center and the Syracuse University Press, plus an educational television station, a sight and sound library, and a self instruction library with complete facilities for research and experimentation with programmed learning and teaching devices.

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The third building comprising 138,000 square feet will contain a major information storage and retrieval library containing current and international data. There currently exists no U.S. center with all available data for retrieval of information in the social sciences. New methods of information retrieval will receive important emphasis.

The third building will also house an institute for advanced study of communications and provide facilities for the international and national seminars. It will also contain facilities for the so-called mid-career communications training activities and serve as headquarters for the University's own literacy programs.

NEWHOUSE INTEREST IN SYRACUSE

Mr. Newhouse, who is 66, and his wife Mitzi, have long been interested in Syracuse, both the community and the University. Mr. Newhouse owns the Herald-Journal, which he acquired in 1939, together with Syracuse's station WSYR-AM, FM and TV and its satellite WSYE-TV, and the Syracuse Post Standard, acquired in 1941-41. The Sunday edition is known as the Sunday Herald-American.

The Newhouse sons, S. I., Jr., and Donald Edward, both attended the University but did not graduate. Instead both joined the Newhouse newspaper operations where they are now key executives. Mr. Newhouse became a University trustee on October 1959 and received an Honorary Degree of Doctor of Humanities there.

Architect I. M. Pei is widely known for his outstanding architectural concepts. Some of his current projects include the Green Center for Earth Sciences at M.I.T.; the U.S. Chancellery in Montevideo, Uruguay; the Everson Museum of Art, Syracuse, New York; the National Center for Atmospheric Research, Boulder, Colorado; prototype design for a standard air traffic control tower for the Federal Aviation Agency; the Intec-
American University Chapel in Puerto Rico; the Tunghai University Chapel in Taiwan; Century City, Los Angeles, California; the Tenth Street Mall and Plaza Development, Washington, D.C.; and Place Ville Marie, Montreal, Canada.

The firm is engaged in the site planning of large-scale urban developments, both private and city, in the U.S. and Canada including both completed and current projects in the downtown areas of Boston, Cleveland, Los Angeles, and Providence.

Award-winning projects designed by Mr. Pei are the Zeckendorf Plaza Development, Mile High Center and Denver Hilton Hotel, Denver; the Pan Pacific Center in Honolulu; Washington Square East Redevelopment, Philadelphia—as well as the winning entry in the 1960 Port of New York Authority Competition for a new Multi-Airline Terminal at New York International Airport. In March 1961 Mr. Pei became the seventh recipient of the Arnold Brunner Award, given annually by the National Institute of Arts and Letters for excellence in the field of architecture.

Born in China, Mr. Pei graduated from M.I.T. in 1939 and became a naturalized citizen of the U.S. in 1954.

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(Editor note: Paul Mellon presented Yale University with a gift of $15 million about 1958. Columbia University early in 1962 received a bequest from a husband and wife totaling $16 million. Also within the last decade Yale University received $10 million from Mr. Kline of Smith, Kline and French of Philadelphia. These are the only gifts which approximate Mr. Newhouse's gift within the past ten years.)