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FOR IMMEDIATE RELEASE

**NEWHOUSE CONTINUES PARTNERSHIP WITH ALUMNUS ON NEW CLINTON
GLOBAL INITIATIVE**

SYRACUSE, NY, NOVEMBER 5 2015 — The Newhouse School at Syracuse University has continued its partnership with Newhouse alumnus W. Michael Short on his firm's unique project, Source Funding. The initiative will aim to provide entrepreneurship guidance to veterans, women, youth, and those in underserved communities in a pursuit to achieve the American Dream. Students in Professor Joseph Cunningham's Advanced PR Writing for Digital World's class are implementing a public relations and media campaign in an effort to raise awareness of the company objectives.

Continuing the work of previous Newhouse students, Professor Cunningham aims to give his students experience in the public relations field.

"By providing real world in-class experience, the students are motivated to do amazing work that actually has impact within the real world," says Professor Joseph Cunningham. "By viewing real results, the students can learn from the hard work that they are putting in, and can actually help the world."

Short is also eager to continue this partnership with Newhouse students on this new project. "Our expectations are to provide the best quality opportunities to engage with students," says Short. "It creates mutually beneficial outcomes to the university to create engaged scholarship opportunities to students, to community banks, and to those who need community resources."

About S.I. Newhouse School of Public Communications

S.I. Newhouse School of Public Communications is the top ranked communications school in the United States. It aims to prepare students to be leaders in a rapidly changing media landscape. Newhouse was founded in 1934 as the School of Journalism.

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