





## **2014-15 ANNUAL REPORT**

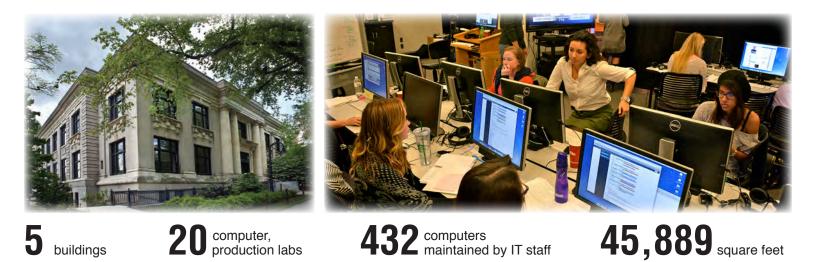






**PennState** College of Communications







### FROM DEAN HARDIN

Dear Alumni and Friends, As I move into my second year as Dean of the College of Communications, I want to share with you some of our remarkable accomplishments during my first year.

We were propelled by our committed alumni and supporters, our dedicated faculty and staff, and our standout students.

This report is designed to provide a snapshot of our

accomplishments in a variety of areas. It also recognizes our 20 years of growth as a College.

In this brief recap, you get a sense of our commitment to excellence, our commitment to student success, our global reach, and our accomplished and engaged alumni.

We continue to grow in reputation, in stature, and in the opportunities we provide for students. Thanks your support.

I am truly grateful. A version of this report may be found at **comm.psu.edu/annualreport** online. I look forward to hearing from you

Sincerely,

nh

Marie Hardin mch208@psu.edu / @mariehardinpsu



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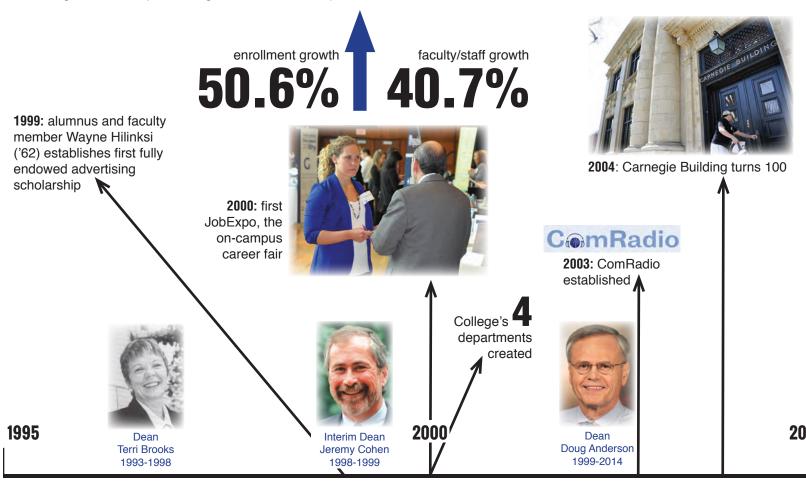
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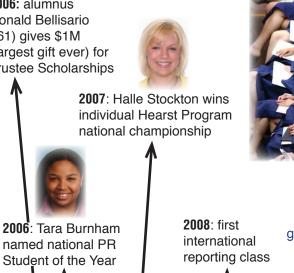
### 20 Years of Growth, Success

The rich history of mass communications education at Penn State dates to 1914. Since 1995, the program has enjoyed college status — and its growth and impact during that time has been phenomenal.



1995	2015
2,131College Enrollment	3,210
76College Faculty/Staff	
39,571 Penn State Enrollment	
\$5,188Penn State Tuition	\$17,502

2006: alumnus Donald Bellisario ('61) gives \$1M (largest gift ever) for **Trustee Scholarships** 





2010: largest graduating class

2010



2013: College wins AEJMC Equity and Diversity Award



2012: College wins first of three consecutive overall Hearst Program national championships

### **Research Centers, Special Enterprises**

Arthur W. Page Center for Integrity in Public Communication (2004) Pennsylvania Journalists Oral History Program (1995) John Curley Center for Sports Journalism (2003) Information Communication Technology for Development Consortium (2011) Don Davis Program in Ethical Leadership (2005) Institute for Information Policy (1997) Jimirro Center for the Study of Media Influence (2003) Dow Jones Center for Editing Excellence (2003) Media Effects Research Lab (1997) Pennsylvania Center for the First Amendment (1992)



Dean Marie Hardin 20142015

05

### **Our Commitment to Excellence**

During the 2014-15 academic year, our faculty and students added to the College's proven record of success.

**NO.** 1 "Centre County Report in Cuba" named Outstanding Magazine Show at 36th annual College Television Awards



**two students** among 50 nationally selected for Most Promising Multicultural Students Program conducted by American Advertising Federation 382 students signed the Honor Code pledge



Happy in Happy Valley campaign, a class project led by associate professor Marcia Distaso, earned Hermes Creative Award in Pro Bono category

### 94,000 unique page views



of 46 LIVE, the webcast produced by communications students

National Society of Leadership and Success honored associate professor Michel Haigh with Excellence in Teaching Award



**8th overall** in final standings of Hearst Journalism Awards Program, which includes competitors from the nation's 115 accredited mass communications programs

STANDINGS

Average finish, past decade in Hearst Journalism Awards Program:

average finish in past	
decade — best of any	
program in the Big	
Ten Conference or	
Northeast — in Hearst	
Journalism Awards	
Program, known as	
the Pulitzers of college	
journalism" and open	
to students from the	
nation's 115 accredited	
mass communications	
programs	

5.4

North Carolina	
Arizona State	4.1
Missouri	
Western Kentucky	4.2
PENN STATE	5.4
Nebraska	
Florida	7.2
Syracuse	8.7
Montana	9.9

# \$1.95 million grant

awarded for project exploring impact of positive media portrayals, conducted by Distinguished Professor Mary Beth Oliver and colleagues



**14** films screened at Blue and White Film Festival, the annual showcase for the best student films at Penn State

students earned top-three

district finish in student competition run by American Advertising Federation



### **Our Commitment to Student Success**

The College supports students in the classroom and on their way to careers. Advising and career services programming and staff, along with professional clubs and organizations, provide a myriad of opportunities. Two communications-specific job fairs take place each year. Students also benefit from small student-to-teacher ratios in our professionally focused courses.



**307** recruiters – a record-high – at two communications-specific job fairs

**1000** students attended second annual Freelance-a-Thon with alumni, faculty experts **798** students attended communicationsspecific job fairs (one on campus, one in New York City) and Films and Friends networking event in NYC



525 awards totaling \$893,607 supported students

**2** majors (advertising/public relations and journalism) among top 10 enrolled at Penn State



internships completed



228 course sections with 20 or fewer students



**12** students selected for inaugural Hollwood Program, which offers on-location internships beginning in 2016

### **Our Global Reach**

Through invited faculty presentations, "embedded" courses that include intensive week-long international experiences, World Campus courses and other international opportunities, the College stretched — physically and digitally — from Happy Valley to six continents during the 2014-15 academic year.







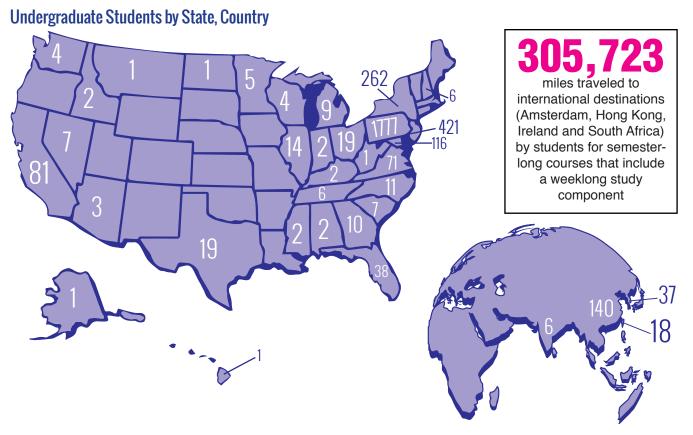


public relations senior lecturer Renea Nichols initiated an outreach effort with students to help rebrand and revitalize a pair of Pittsburgh neighborhoods international documentary students capped their "embedded" course experience with a working trip to Amsterdam

**10** countries faculty visited for invited presentations

> media studies associate professor Michael Elavsky completed a term as Fulbright scholar in the Czech Republic





doctoral candidate

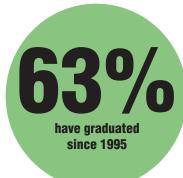
candidate Akshaya Sreenivasan earned the LaMarr Kopp International Achievement Award for significantly advancing the international mission of Penn State

students studied abroad in **23** different countries:

Austria, Australia, Belgium, China, Costa Rica, Cuba, Czech Republic, Ecuador, Fiji, France, Germany, Greece, Ireland, Italy, Japan, Morocco, Netherlands, New Zealand, Portugal, Russian Federation, Spain, South Korea, United Kingdom

### **Our Accomplished and Engaged Alumni**

Our program's success relies greatly on alumni who give regularly of their talent and time to work with faculty or mentor students, to host off-campus events, and to make the Penn State network a valuable career-building and support tool.





11 events, 582 participants



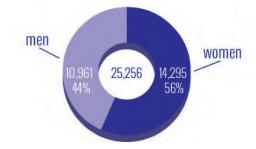
**Alumni Society Board Awards** 

Alumni Achievement – Bill Jaffe Anderson Communications Contributor Award – Fran Fisher Emerging Professional – Blake Berson Excellence in Teaching – Michel Haigh Outstanding Alumni – Joanne A. Calabria

### Alumni Events, Programming

Ad/PR Board Networking, New York City Alumni-Student Mentoring, University Park (4) Alumni-Faculty Breakfast & Reception, University Park (2) NBCUniversal Networking, New York City New Media Panel & Reception, Harrisburg Nittany Entertainment Networking, Los Angeles Pinstripe Bowl Reception, New York City

### Alumni by Gender





### **3 ALUMNI AWARDEES**

Marty Aronoff, Alumni Fellow Sharifa Anozie, Alumni Achievement Award Kim Kingsley, Alumni Achievement Award



"In the **ever-changing world of communications**, my job is nothing like it was 17 years ago. In 1998 I worked for a magazine company. Today I work for a content company operating with a **multi-platform mentality**. ... I'm very jealous of all of you because the exploding world of media means there are so many tremendous opportunities as you set out on your **journey to find a lifelong passion** to pursue."

> Jayne Jamison ('78), senior vice president and publisher of O, The Oprah Magazine, delivering the spring commencement address

### **College of Communications Advancement Council**

Marc Brownstein Elizabeth Fetter Daniel Hartman Thomas Hayden III Jayne Jamison Kim Kingsley Michael Marcus Mary Meder Kathleen Pavelko Eric Rabe Jordan Rednor Lisa Salters



### Advertising/Public Relations Alumni Network Board

Bill Epstein, president Richard Rapp, vice president Yasmeen Albader, student Kathy Andrusisin leff Benanto Rachael David, student Zach Dugan Ellvn Fisher Rich Frank Kathy Heasley Rachel Bornak Kenon Adam LaMarca Alyssa Larson Heather Li, student Victoria Maggio Monica Frasier Miller Lauren Raisel BI Ramos Sam Rogers Maggie Schmerin Jill Schnitt, secretary Jeremy Smith

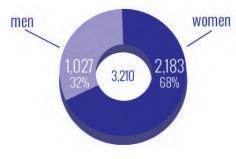
### **Alumni Society Board**

Rob Boulware, president Alyson Joyce, president-elect Pam Hervey, secretary Warren Carmichael, past president Marielena Balouris, student Clara Benice Ben Bronstein Mike Conti Stefanie Durkin Kevin Flintosh Greg Guise Kurt Knaus Katie O'Hara Krebs Michael Liebowitz Mark Lima Tom Loebig Alexa Lucas, student Lisa Lucas Patrick Mairs Bob McKinnon Lowell Melser Brian Nawa Amy Quinn Jarred Romesburg Lauren Sujkowski Meredith Topalanchik Dan Victor Rodnell Workman

### **Our People, Professional Service and Programs**

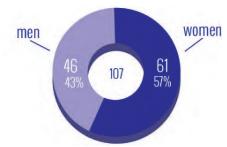
Our people — committed faculty/staff and standout students — are at the heart of the College. Our world-class faculty possess expertise in each of our disciplines, and our students thrive in the state-of-the-art environments we provide. In addition, as the nation's largest accredited mass communications program with deep ties to the professions, we are committed to conducting regular programs (on- and off-campus) that enhance student learning and tighten our ties to practitioners.

### **Undergraduate Students by Gender**



**13.5** average years of service for faculty members

Faculty/Staff by Gender



20.1% of undergraduate students are members of underrepresented groups Award for Excellence in Coverage of Youth Sports TheFanVSN.com

> Bart Richards Award for Media Criticism Nieman Reports



**2** faculty members serve at the rank of Distinguished Professor as designated by Penn State

### **Dean's Excellence Awards for Faculty**

Teaching: Ken Yednock Research and Creative Accomplishments: Mary Beth Oliver Service: John Dillon Integrated Scholarship: Matt Jordan Faculty Affiliate: Jeff Brown and Tom Yourchak

### 25 Years of Service (staff)

Annette Jones Karen Mozley-Bryan

### **Dean's Excellence Awards for Staff**

Dorie Glunt Victoria Kovatto

### **6** named professorships

John and Ann Curley Professor of First Amendment Studies Don Davis Professor of Ethics Norman Eberly Professor of Practice in Journalism Knight Chair in Sports Journalism and Society Palmer Chair in Telecommunications Pioneers Chair in Telecommunications



**Sarah Koenig** discussed Serial podcast with students, community members at Schwab Auditorium during the fall semester



The Carmichael Conference, made possible by alumnus Warren Carmichael (left), served law enforcement in Pennsylvania in the spring

#### Ben Bronstein Lecture in Ethics and Public Relations

Erik Arneson, communications director for State Sen. Dominic Pileggi, and Brittany Foster, Triad Strategies

#### **Curley Center Conversations**

Ray Halbritter, Oneida Nation, and Mike Wise, The Washington Post Michael Weinreb ('94), "A Season of Saturdays" Anucha Browne, NCAA Vice President Jim Buzinski, Outsports

#### Diversity, Heritage Month Guest Lecturers

Michael Bremer, Cannes Film Festival Salim Faraji, Cal State-Dominguez Hills Vickie Fong, Penn State Kyle Godwin ('08) Marvalous Entertainment Kara Laricks, "Fashion Star" Jorge Mondaca, Fox Sports Morgan Nixon ('12), teacher



Davis Symposium in Advertising Ethics Linda Yaccarino ('85), president, NBCUniversal Ad Sales

#### Foster-Foreman Conference of Distinguished Writers

Fall: John Branch, The New York Times; Michael Sokolove, author Spring: Caitlin Flanagan, author; Kimberly Dozier, author/combat correspondent

#### Oweida Lecture in Journalism Ethics

Kathleen Carroll, Associated Press, executive editor

#### Page Center Professional-in-Residence

**Fall**: Asif Khan, Location Based Marketing Association **Spring**: Jon Yokogawa, interTrend Communications Inc.

#### **Pockrass Memorial Lecture**

Fall: Eszter Hargitti, Northwestern University Spring: Travis Vogan, University of Iowa

#### Alumni, Guest Lecturers

Courtney (Kline) Abud ('09), Circa Healthcare Lisa Borders, Coca-Cola Foundation Brian Bronaugh ('83), Mullen Advertising Daniel Brown, Amazon Marc Brownstein ('81), Brownstein Group ludson Burch ('92), ESPN Molly Daniels ('08), MarcUSA Melanie DiCaro ('12) Lightstream Group Natalie Episcoo ('10), Razorfish Healthware Shannon Furman ('03), NFL Films Dan Hartman ('85), DirecTV Tom Hayden ('77), Showtime/Smithsonian Networks Jake Herman ('13), Grey Advertising Debra Leithauser, Centre Daily Times Kelsey Jacobsen ('10), St. Christopher's Hospital Jayne Jamison ('78), O, The Oprah Magazine Kim Kingsley ('02), Politico Becky Kitlan ('07), AKQA Chris Krewson ('98), BillyPenn.com loel Makower, GreenBiz Group Inc. Tony Mancuso ('08), GoPSUsports Anna Martemucci, director/writer Laurence Moskowitz ('73), Lumentus Carlo Picocco ('07), GCP & Co. Joseph Radding, InterSection Marketing Communications Catherine Rafacz ('10), MYR Jordan Rednor ('75), Rednor Group Matt Rissmiller ('03), ESPN Kim Schaller ('80), Hershey Entertainment and Resorts Linsey Shea ('08), MLB Advanced Media Andrea Tinkoff ('13), Harmelin Media lason Weitzel ('00), Comcast Taylor Wenner ('13), Brian Communications Mike Williams, Richmond Times-Dispatch Rachelle Yankowich ('11), [L]earned Media

### **HONOR ROLL**

Our alumni and friends provided **\$781,735** during the period from July 1, 2014, to June 30, 2015, to support the College and its students. The Honor Roll recognizes alumni and friends who made gifts of \$100 or more to the College during the fiscal year. The information has been provided by the Office of University Development.

### DEAN'S CIRCLE (Minimum \$2,500)

Gerald Abrams LaVonne Althouse Altria Group Inc. Douglas and Claudia Anderson Robert Barbarowicz Anthony Barbieri Darryl and Nora Beckman George and Ann Bodenheimer Benjamin Bronstein Brownstein Group Marc and Amy Brownstein loseph Butcher Suzanne Butcher Ioanne Calabria Warren Carmichael Thomas and Gwyneth Chobot Kathleen and John Collins Marian Barash Coppersmith John and Ann Curley Philip and Joan Currie Dow International Finance Dow Jones Newspaper Fund Inc. loseph and Shirley Eberly Elizabeth Fetter and Donald Durbin Fidelity Investments Charitable Fund Carmen and Antonia Finestra Ellen Foster Friends of Pat Boland lay Grossman and Dorothy Daub-Grossman Gregory and Deborah Guise Marie Hardin and Jerry Kammer Michael and Laurie Harding Harmelin Media Matthew Hayden

Thomas and Nancy Hayden Bridget Hughes lay lackson Iohnson and Iohnson Contribution Fund Johnson and Johnson Services Inc. David and Mary Lee Jones Stevens and Diane Kasselman Frederick and Ann Martelli Christopher and Diane Martin Mary and loseph Meder Media Democracy Fund Michael Missanelli National Philanthropic Trust Marian Oberholtzer Pennsylvania Association of Broadcasters William Phillips and Robin LaSalle Fric and Luisa Rabe Lawrence and Deborah Raiman George Richards Bob Richards Robert Wood Johnson Foundation Rochelle Michaels Roth Alisia Salters Mary Lee Schneider and Edward Flam Schwab Charitable Fund I. Michael Shanahan and Victoria Elliott Shanahan Judith Stimson Troan Foundation Inc. United Way of Greater Rochester Thomas and Kirsten Verducci Christopher Wheeler William Randolph Hearst Foundation David and Jamie Yadgaroff Randolph and Maria Yanoshak

"I've been so impressed with the quality of the students. Creating a scholarship allows me to have a part in their success." — Rochelle Michaels Roth

### DEAN'S ASSOCIATES (\$1,000 to \$2,499)

Paul Allen and Julie Diamond-Allen Kodumudi Balaji Richard and Antoinette Bange Roger and Vera Beidler Thomas and Paulette Berner Robert Boulware Martin and Maxine Brian John J. and Anne Brubaker Burns leanne and Kevin Chapkovich Anne and Kenneth Chubb Robin Deacle Stanley and Ann Degler Bonnie Diak John and Janet Dillon Judith Friedman Garner Anderson LLC Jeremiah Healy Jeffrey and Nancy Hunt Interstate Advertising Managers Association Bill and Honey Jaffe

Gilbert and Patricia Kindelan Donald King George and Nancy Lewis Robert and Marylou Martin Murray Overhill Pharmacy Inc. Patrick Parsons and Susan Strohm Patricia Green Penman Richard and Stephanie Rapp William Reimer Robin and Michael Savage Virginia Sirocky David and Marsha Skidmore Stewart and Karen Stabley Marylouise and Barry Uhlig James Wiggins and Christine Fleming Victor and Brenda Young

### COMMUNICATIONS PARTNERS (\$500 to \$999)

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### HONOR ROLL

### **HONOR ROLL**

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