



PennState
Donald P. Bellisario
College of Communications

2016-17 ANNUAL REPORT



CLASSROOM INSTRUCTION
CAMPUS MEDIA OPPORTUNITIES
CAREER PREPARATION





A MESSAGE FROM **DEAN HARDIN**

Dear Alumni and Friends,

What a landmark year! A transformational gift and our name change are, of course, our biggest stories. We are proud to become the namesake for Donald P. Bellisario, a 1961 graduate whose life story and accomplishments inspire us to help each student “reach for the stars, not for the ceiling,” to borrow a line from “Quantum Leap.”



Our approach is one that focuses on three key areas — our 3C's:

Strong **classroom** experiences; exciting **campus** media opportunities, and second-to-none **career** preparation.

This report focuses on how we put the 3C's into action for our students.

I hope that as you read this, your pride and your commitment to the Donald P. Bellisario College of Communications deepens. I also hope that you'll help share our story! A version of this report may be found online at bellisario.psu.edu/annualreport.

As always, I'm eager to hear from you.

Sincerely,

Marie Hardin

mch208@psu.edu / [@mariehardinpsu](https://twitter.com/mariehardinpsu)



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GIFT ANNOUNCED APRIL 21, 2017

"This is the greatest day in our history. The success Don Bellisario has achieved makes all of us aspire to be greater ourselves. And the investment that he has already made in our College and our students has helped inspire a vision that this unprecedented gift will empower us to fulfill." – Dean Marie Hardin



DONALD P. BELLISARIO

\$30 MILLION GIFT

\$5 million for scholarships for undergraduate students;
\$5 million for the creation of the Donald P. Bellisario Media Center in Willard Building; \$20 million endowment for programs and facilities, including undergraduate programs and support for faculty chairs and professorships



BELLISARIO FILE:



- **Born August 8, 1935**
- **Served in Marines** (1955-59), discharged as a sergeant and awarded the Marine Corps Good Conduct Medal.
- **Earned journalism degree from Penn State** in 1961, completing a college career that had started before he entered the service.
- **First job** with the Centre Daily Times.
- **Fifteen-year career in advertising** (Lancaster, Pennsylvania, and Dallas).
- **Moved to Hollywood in 1977**, working as a writer and story editor for "Black Sheep Squadron."
- **Creator of many hit TV shows** including "Magnum, P.I." (1980), "Quantum Leap" (1989), "JAG" (1995) and "NCIS" (2003).
- **Married to Vivienne Bellisario.**
- **Made \$1 million gift to Penn State** through the Trustee Matching Scholarship Program in 2006.



Alumnus Stanley E. Degler

Additional Support

\$1 million gift from alumnus Stanley Degler endowed the Stanley E. Degler Washington Program, which began its third decade of serving students during the 2016-17 academic year.

Gifts of \$275,000 and **\$10,000** from alumna Ellen Foster endowed the Foster-Foreman Conference of Distinguished Writers and served as additional support to the Lawrence G. Foster Award for Excellence in Public Relations, respectively.

3Cs CLASSROOM INSTRUCTION

A commitment to classroom instruction represents the core of our mission. Our **world class faculty** utilize state-of-the-art classrooms – as well as non-traditional settings through “embedded courses” and numerous real-life applications – to provide students with a strong educational experience.



MIN XIAN

CLASS OF 2017 / GUANGZHOU, CHINA

After arriving at Penn State sight unseen four years ago, Min Xian finished her career as a student marshal at commencement in May. Online research led her to the University (“I took a leap of faith,” she said), and her combination of persistence and talent enabled her to thrive. She

was a peer mentor, worked in the dining halls and completed several internships, all while making the most of her time with faculty members like senior lecturer Curt Chandler. “The thing about him is that every student is his favorite,” she said. “He is patient and caring to all his students.”



Senior lecturer John Beale

- Senior lecturer John Beale named recipient of University-wide Atherton Award for Teaching Excellence
- Assistant professor Yael Warshel earned second place in international teaching contest, sponsored by the Association for Education in Journalism and Mass Communication
- Harold F. Martin Graduate Assistant Outstanding Teaching Award, Azeta Hatef
- Djung Tchoi Graduate Teaching Award, Sushma Kumble and Chun Yang

Student Marshals:

Spring 2017: Lindsay Miller, Jesse Pepperman, Sabriana Pimentel, Emma Shellhamer, Danielle Wegman, Min Xian

Fall 2016: Sabrina Evans

Summer 2016: Brittney Lee

8 students spent a week in Baltimore, reporting on gentrification in the inner city as part of a multimedia storytelling partnership with Morgan State University



10 days spent by nine-student team in Rio covering the Paralympics as part of a partnership with The Associated Press (making their content available worldwide) and the University of Georgia

11 countries represented among members of the graduating Class of 2017

21 states represented among members of the graduating Class of 2017

22 percent of Bellisario College students from underrepresented groups

50 students earned certificates for completing academic requirements of the John Curley Center for Sports Journalism

223 students completed an international experience

240 course sections with 20 or fewer students offered during the academic year



961 undergraduate students earned degrees

2,709 students in the Donald P. Bellisario College of Communications during the 2016-17 academic year (ad/pr 716, comm 877, film-video 94, journalism 543, media studies 138, telecommunications 341)



500,000 combined miles traveled by students and faculty for "embedded courses" — which combine semester-long, on-campus instruction with hands-on, intensive work on location — as journalism students traveled to Panama, film-video and telecommunications students to Hungary, and media studies students to South Africa

\$1 million-plus, value of equipment available for student use, including cameras, lights, microphones and much more



Student Body:

68% female / 32% male



- **Minor** in digital media trends and analytics launched
- **Two majors**, advertising/public relations and journalism, among top 12 in students enrolled at Penn State
- **Two online programs** developed to address timely topics (digital multimedia design, underway; and digital media and journalism, beginning summer 2018)

3Cs CAMPUS MEDIA OPPORTUNITIES

With 29 communications-specific clubs and organizations in the Bellisario College, as well as some 900 clubs at Penn State, **students have many opportunities** to complement what they do in class with professional, or just fun, experiences.

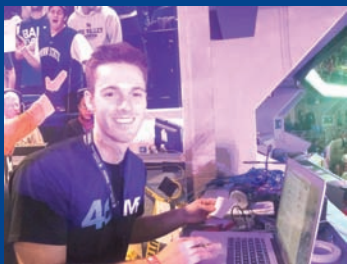


MARTIN KASSALEN

CLASS OF 2018 / PITTSBURGH

Some of the best Bellisario College students are busy, and that's certainly the case with Martin Kassalen. A senior public relations major, he complements his classroom work as a Student Council officer and as a dance marathon volunteer. He serves as a campus rep for The Princeton Review and provides social media

expertise and website design for other units on campus. He, and others like him, enhance their educations with work in campus media opportunities. It can be fun, too — especially with things like “Pie a Professor,” a fundraising effort executed by Kassalen and the Student Council this past year.



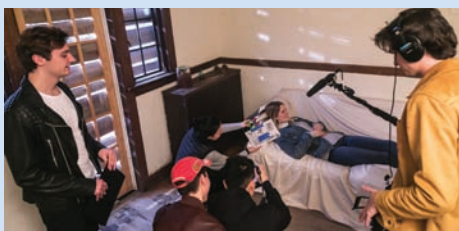
THON Webcast:

128 countries tuned into some part of the 46-hour Penn State Dance Marathon (THON) webcast produced by communications students, with more than 19,000 viewers watching during the final hour.

5 consecutive years members of the Student Film Organization have visited the Sundance Film Festival

9 consecutive years that CommRadio students have covered the NFL Draft on location

11 projects completed by CommAgency, a student-run production agency overseen by a full-time faculty director, in its inaugural year of operation



Hollywood Program

12 consecutive years communications students have produced the live stream of the Penn State Homecoming Parade

16 films (10 documentaries, three experimental and three narrative) screened at State Theatre during annual Blue and White Film Festival showcasing student-produced work



500, another capacity crowd, visited the State Theatre for the annual Blue and White Film Festival, which showcases student-produced films



psucommradio.com

CommRadio, the student driven internet radio

station, launched an app that makes student coverage of Penn State varsity sports as well as news and talk programming available on any mobile device.

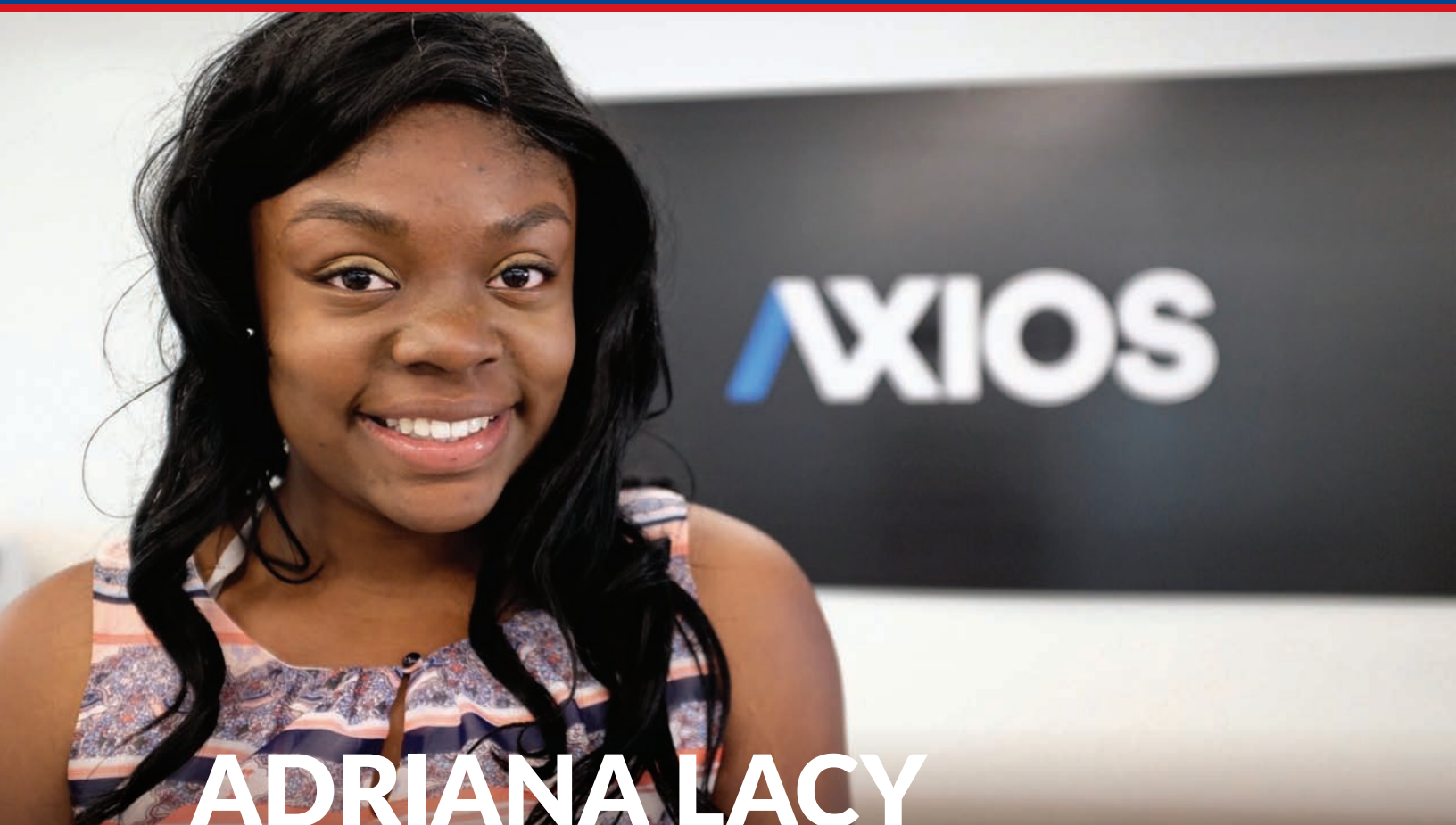
8 communications students conducted undergraduate research thesis presentations during an annual Scholars Roundtable. Topics included corporate social responsibility, media framing, profitable journalism in the digital age, search engine optimization and Super Bowl commercials.



Top-three regional finish by students in The Nittany Group as they compete in American Advertising Federation National Student Advertising Competition.

3Cs CAREER PREPARATION

With a three-member staff focusing exclusively on internships and career services and a database of more than 3,500 internship sites, as well as the University's strong alumni network, the Bellisario College provides opportunities and resources for students to jump start their careers.



ADRIANA LACY CLASS OF 2018 / PHILADELPHIA

Students who thrive in the Bellisario College do so because they have a plan. Count Adriana Lacy among the planners. She has taken every opportunity to build the depth and breadth of her skills while at Penn State. From social media and branding to graphic design, photography and writing, she's working on it all. She's completed

three internships — her latest was with Axios, a media company that covers business, media trends, politics and technology — and she's a campus editor for HuffPost and editor-in-chief of The Underground. It's a lot, but it's also part of a plan that will culminate next spring when she graduates and starts her career.



441 for-credit
internships completed



2 students (the maximum possible) among 50 nationally honored by the American Advertising Federation through its Most Promising Minority Program

2 students selected for the highly competitive MLB.com internship program



JobExpo: **75** companies, **175** recruiters, **540** students • Success in the City: **75** companies, **200** recruiters, **420** students



Two national political conventions, Republican in Cleveland and Democratic in Philadelphia, covered by teams of communications students as part of partnerships with various media organizations, providing hands-on experience and unrivaled opportunity



A **half-dozen** students participated in a sports-related partnership and covered the Pittsburgh Pirates' home opener.

COMMITMENT TO EXCELLENCE

Penn State's commitment to excellence starts with our world-class faculty and moves forward with our students, as evidenced by our many national awards and honors. We are the only school in the Northeast and the only school in the Big Ten with a **top-5 overall average finish** this past decade in the Hearst Foundation Journalism Awards Program.





Bellisario College Deans' Excellence Awards

- Tara Wyckoff, Teaching
- Lee Ahern, Service
- Anne Hoag, Service
- Michael Schmierbach, Creative Activity
- Will Yurman, Integrated Scholarship
- Chris Maurer, Faculty Affiliate
- Katie O'Toole, Faculty Affiliate
- Kyrie Harding, Staff Award
- Brian Shoenfelt, Staff Award

STUDENTS

- Caroline Miller, Student Academy Award Semifinalist, "Radiant"
- William Randolph Hearst Foundation Journalism Awards Program, seventh place overall finish; individual national finalist, Carter Walker

5 students earned awards in the Broadcast Education Association Super-Regional Creative Works Competition



7 students whose work was honored with National Academy of Television Arts and Sciences, College/University Production Awards

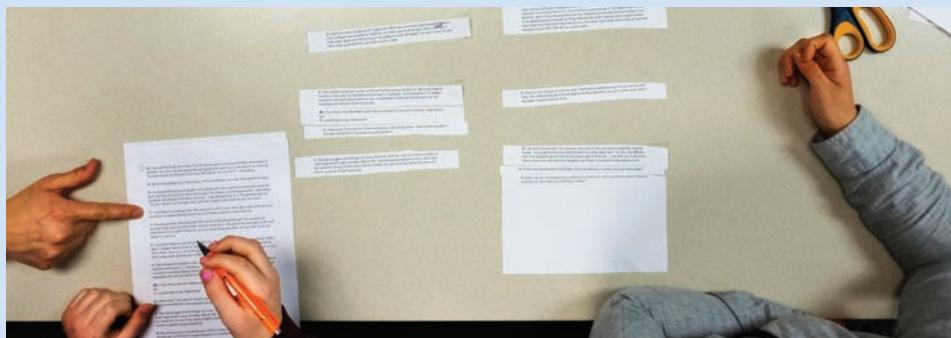
9 first-place finishes in Society of Professional Journalists Region 1 Mark of Excellence competition

FACULTY

- ICA B. Aubrey Fisher Mentorship Award, Mary Beth Oliver
- ICA Fellow, S. Shyam Sundar
- Big Ten Academic Alliance Department Executive Officers Program, Fuyuan Shen
- Fulbright Scholar, Azeta Hatef



Associate professor Russell Frank earned first place in the Society of Professional Journalists, Keystone Chapter Spotlight Contest in the Commentary-Non Daily Category.



UNIVERSITY AWARDS

- Staff Support Award, Brenda Johnson
- John W. Oswald Award, Journalism, Speech and Mass Media, Courtney Testa
- Council of College Multicultural Leadership Award, Way Paver Award, Joseph Selden
- Multicultural Research Center, Student Leadership Award, Anita Nham
- Graduate Student International Research Award, Jenna Grzeslo



#1

Society of Professional Journalists, 2016 Mark of Excellence National Winner, Television News and Feature, "Victoria Square," by Scott Cikowski



An outtake from Cikowski's documentary "Victoria Square"

COMMITMENT TO SERVICE

The impact of the Donald P. Bellisario College of Communications goes far beyond the classroom. Our people, with their work in the academy and in the community, consistently set themselves apart as leaders, researchers and volunteers in a manner that reflects on the Bellisario College and the University.



13th annual Penn State Powwow, the University's signature diversity event, coordinated by John Sanchez, associate professor of journalism, draws hundreds of participants and presenters from across the country and thousands of attendees from central Pennsylvania and beyond.

3 nationally recognized communications professionals (Ann Barkelew of FleishmanHillard, Dick Martin of AT&T and Alan Murray of Fortune Magazine) honored by the Arthur W. Page Center for Integrity in Public Communication at inaugural awards program at the Grand Hyatt in New York City

10 faculty members and **14** graduate students provided presentations, served as panelists and participated in workshops at the annual conference of the International Communication Association

11 different Penn State units participated in annual entrepreneurship retreat coordinated by Anne Hoag, associate professor of telecommunications and director of the University's entrepreneurship minor

20 years of expertise, service and research for Institute for Information Policy

21 papers presented by Bellisario College of Communications researchers at the Association for Journalism and Mass Communication conference, with three among best in their respective divisions

Creation of Science Communication Program

(bellisario.psu.edu/scicomm) under the direction of Lee Ahern

Lee Ahern, Colleen Connolly-Ahern and Jennifer Hoewe, author "Article of the Year" for communicating science issues by Communicating Science, Health, Environment and Risk – a division of the Association for Education in Journalism and Mass Communication. The article (Worldviews, Issue Knowledge and the Pollution of a Local Science Environment) was published in Science Communication.



Dean Marie Hardin is the president-elect for the Association for Education in Journalism and Mass Communication

NATIONAL AWARDS

Award for Excellence in Coverage of Youth Sports

- "The 100-Yard Deception," Christopher Baxter and Matthew Stanmyre, NJ Advance Media

Bart Richards Award for Media Criticism

- David Folkenflik, NPR

GUEST LECTURES AND SPEAKERS

100 Years of the Pulitzer Prize

- Barbara Laker, Philadelphia Daily News
- Jacqueline Larma, Associated Press
- Bill Marimow, The Philadelphia Inquirer
- Wendy Ruderman, Philadelphia Daily News

Ben Bronstein Lecture in Ethics and Public Relations

- Alan Marcus, SHIFT Communications

Curley Center Conversation

- Julie DiCaro, ESPN
- Rob King, ESPN
- Joel Litvin, former NBA president of league operations
- Abe Madkour, SportsBusiness Journal
- Sarah Spain, ESPN
- Dan Treadway, The Players' Tribune



Alan Marcus

Diversity, Heritage Month Guest Lecturers

- Mike Bremer, American Pavilion Worldwide Student Program
- Ivey DeJesus, PennLive.com
- Mark R. Lindsay, entertainment executive
- Chenits Pettigrew, artist, producer, entrepreneur and educator, Soul Science Lab
- Srivi Ramasubramanian, Texas A&M

Norman Eberly Professorship Lecture

- Michael Hilzik, Los Angeles Times



Kevin Merida

The First Amendment and Diversity and Inclusion Panel Discussion

- Carla Pratt
- Victor Romero
- Robert Richards
- Stephen Ross

Foster-Foreman Conference of Distinguished Writers

- Kevin Merida, The Undeclared
- Elisabeth Rosenthal, Kaiser Health News

'Go Freelance!' Keynote Address

- George Steinmetz, photographer

Guest Lecturers

- Jose Antequera Guzman, Colombia activist
- Carol Guzy, freelance photojournalist

Oweida Lecture in Journalism Ethics

- Marty Baron, The Washington Post

Pockrass Memorial Lecture

- Mara Einstein, Queens College
- Helle Strandgaard Jensen, Aarhus University
- Dannagal Young, University of Delaware

Post-Election Panel Discussion

- Kevin Cirilli, Bloomberg News
- Casey McDermott, New Hampshire Public Radio
- Anna Orso, billypenn.com

Science Communication Guest Lecturer

- Ian Urbina, The New York Times

Faculty and Staff

25 Years of Service

Rob Frieden

Retirements

Jane Agnelly

Bob Baukus

Maria Cabrera-Baukus

John Dillon

Bill Mahon

Susan Strohm

ALUMNI ENGAGEMENT

Committed alumni consistently give back of their talent and time, supporting the Bellisario College by participating in events on and off campus, in group or individual settings. The dedication of those people provides a prime example of the power of the Penn State alumni network.



20 events (11 on campus, 9 off campus, including New York City, Washington, D.C., Los Angeles, Hershey/Harrisburg, Philadelphia)

1,012 participants

6 alumni who returned as coaches for 17 students at annual Short Doc Workshop

24 alumni who participated in initial video shoots for rollout of #journalismmatters campaign



Alumni Society Board Award Winners

Alumni Achievement – Lou Prato

Outstanding Alumni – Nina Jack

Anderson Communications Contributor – Barbara Palmer

Emerging Professional – Tyler Walk

Excellence in Teaching – Kevin Hagopian

PENN STATE ALUMNI ASSOCIATION AWARD WINNERS



Alumni Achievement –
Shannon Furman, Melissa Schipke



Alumni Fellow –
Mary Meder, Tom Ortenberg



Distinguished Alumni –
Don Roy King, Mary Beth Long

ALUMNI SOCIETY BOARD

Alyson Joyce, president
Pam Hervey, president-elect
Kevin Flintosh, secretary
Rob Boulware, past president
Clara Benice
T.J. Brightman
Ben Bronstein
Natalie Buyny
Warren Carmichael
Mike Conti
John Dolan
Bernadette Dunn

Kristin Ginty
Gregory Guise
Katherine Hansen
Kurt Knaus
Michael Liebowitz
Thomas Loebig
Lisa Lucas
Patrick Mairs
Bob McKinnon
Lowell Melser
Brian Nawa
John Petrolas (student)



Alumna Lisa Salters, who has worked for ESPN since 2000, presented the commencement address for the Bellisario College last spring.

ADVANCEMENT COUNCIL

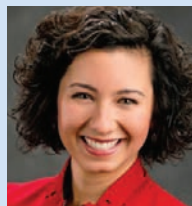
Gerald Abrams
Marc Brownstein
Elizabeth Fetter
Daniel Hartman
Thomas Hayden
Jayne Jamison
Kimberly Kingsley
Michael Marcus
Terry Mutchler
Eric Rabe
Jordan Rednor
Lisa Salters
David Yadgaroff

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Kathy Heasley, vice president
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Jeff Benanto
Joe Berwanger
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Meghan Irvine (student)
Dean Giammarco (student)
Adam LaMarca
Alyssa Larson
Victoria Maggio
Monica Miller
Tom Resau
Maggie Schmerin
Jill Schnitt
Suzanne Schulner
Jeremy Smith
Rachel Tasker (student)
Brenna Thorpe

**“...the skills and
values they learn
here will serve
them for a lifetime.”**
– Dean Marie Hardin

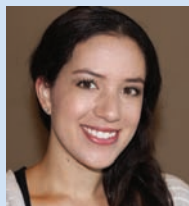
YOUNG ALUMNI COUNCIL – Kevin Flintosh, mentor



Marielena
Balouris



Patrick Bunting



Amy Camacho



Jianghanhan Li



Jessica Quinlan

HONOR ROLL

Our alumni and friends made gifts totaling \$3,344,126.16 during the period from July 1, 2016, to June 30, 2017, to support the Bellisario College and its students. The Honor Roll recognizes alumni and friends who made gifts of at least \$100 during the fiscal year.

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

A. Bright Idea
Gerald Abrams
Association for Education
in Journalism and
Mass Communication
Allstate Insurance Company
LaVonne Althouse
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Douglas A. and Claudia
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Suzanne Butcher
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FTI Consulting Inc.
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Herman and Judith Gibb
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Daub-Grossman
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Matthew Hayden
Thomas and Nancy Hayden
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Flam
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Bette Jackson Smith
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Verizon Foundation
David and Jamie Yadgaroff
Randolph and Maria Yanoshak

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

John Affleck
Aflac Foundation Inc.
Paul Allen and Julie
Diamond-Allen
American Endowment
Foundation
Murali Balaji and Devi
Ramkissoon
Roger and Vera Beidler
Kenneth Berkenstock and
Anne Lusk
Thomas and Paulette Berner
Roger Bolton
Burson-Marsteller
John and Debbie Carder
Jeanne and Kevin Chapkovich
Kenneth and Anne Simmons
Chubb
CMGRP Inc.
John and Maureen Collins
Mimi Barash Coppersmith
Robin Deacle
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Raymond and Shirley Galant
Blake and Linda Gall
Law Office of Robert J. Garnick
Michael and Laurie Harding
Hawthorn Group
Brian and Dale Healy
Brett and Jennifer Hersh
Jason E. Hersh
Huntsville Broadcast Corp.
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Donald King
Gilbert and Patricia Kindelan
Kiplinger Foundation Inc.
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Teneo Strategy LLC
Text 100
Travelers Foundation
Barry and Marylouise Uhlig

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Conagra Brands
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Cooper
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Cheryl A. Dunlap
Stanley and Susan Ellis
Carole Feldman
Peter and Carla Flemming
Gene and JoAnn Foreman
Marc and Tracy Ginsburg
Stanley and Arlene Ginsburg
Paul and Catherine Greenland
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Strohm
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Fuyuan and Robyn Shen
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Paul and Mary Tsompanas
Moss Walden and Lisa Simon
Christopher Wheeler
Benjamin and Erica Willner
Stephen Wolfson
Lyle Yablonsky

CARNEGIE CLUB (\$250 to \$499)

Marc and Stephanie Albero
Michael and Johanna Altland
Mark Ashenfelter
Gary Brothers
Christine Burke
Clifton W. Colmon
Pamela Cook
Mark Cutkosky and Pamela
Reasner
James and Elizabeth Doliber
Eliza Flanagan
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Marilyn Rinker Jennerjohn
Rebecca Jones
Robert Junas
KNBC Holdings
Steven and Doreen Lampert
Left Right Repeat
Christopher and Sabrina Liller
Patrick and Helia Maritato
Julie A. Marusak
Abby Mayer
Kimberly Mehle
Woodene Merriman



Norman and Betsy Murray
Stephanie Poday
Michael Poorman
Pretzel City Sports
Christopher E. and Robin J. Pruitt
William and Margaret Rehill
Keith D. Reiner
Ralph and Nancy Schumack
James R. Shire and Fern E. Margolis
Stacy E. Styles
Meredith Topalanchik
Gilbert and Tamsin Bloom
Unangst
Patrick M. White
William H. Wunderlich and Mona Signorino Wunderlich
S. Charles Zdeb and Patrice Bradley Zdeb
Bu Zhong

CENTURY CLUB (\$100 to \$249)

Jordan Abramson
Joseph Adamoli
Eric and Patricia Adelman
David and Erin Alderfer
AmeriGas Propane, L.P.
Amanda K. Anderle
Mark and Bernedette Andersen
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Bristol-Myers Squibb Foundation
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Vito Forlenza
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Bridget R. Gray
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Erika K. Grossman
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Mark and Denise Hakowski
Michael G. Hanusin
Curtis and Inez Hare
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Thomas A. and Joy A. Harvey
Heather A. Heigle
Carl H. and Phyllis Hamilton Heller
Marcia Hemming
The Hershey Company
Frederick Herzog
Heyman Associates Inc.
Jeffrey C. Hills
Scott F. and Laura K. Horner
David C. Huehnergath and Dana Reganata

Nicholas D. Hughes
Anderson Isaacs
Matt Jackson
Daniel and Dara Jeck
Richard and Ann Jones
J. William Jost
Robert and Mary Joyce
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