



2019-20

Annual Report



PennState
Donald P. Bellisario
College of Communications



Photo by Riley Herman, '22

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a foundation
FOR SUCCESS

With the wide-ranging impact of the Bellisario College — from students working in a variety of roles at the Super Bowl (above) to faculty experts who inform national policy and from engaging classrooms to similarly productive virtual environments — one thing provides a consistently strong foundation for that success and more: our people. Our alumni and friends, faculty, staff and students are the strength of the Bellisario College.



Photo by Riley Herman, '22



As I reflect on the 2019-20 academic year, it's not hyperbole to say it was among the most challenging periods we've faced in many decades.

In a single week in March, we had to pivot from in-residence to online instruction and adjust all of our student service operations. Our advisers met with students by phone or Zoom. Our two spring internship and career fairs, including "Success in the City" in New York City, went virtual. So did our many resume and interviewing workshops.

We had to figure out how to teach hands-on skills like photography and filmmaking in a virtual setting. And we had to deal with the logistics — working with students who had left laptop computers behind in their dorm rooms or didn't have adequate connectivity at home to access online classes.

All of our embedded travel programs were scuttled, along with a new "Maymester in Manhattan" program we had designed for first- and second-year students. We were also forced to cancel many other marquee programs through the summer and into the fall, including plans to cover the Tokyo Olympics as well as the national political conventions.

Because of uncertain access to on-site internships, we put our Stanley E. Degler Washington Program on hiatus for the first time in a quarter century.

With a curriculum that emphasizes experiential learning as much as ours, creating alternatives to face-to-face interaction wasn't easy. But, we found our strength, and great success, in one enduring resource: our people.

Our power to innovate, motivate and contribute to the University and society isn't in a single program, building or lab. It's in our people. It's in our ability to pull together, improvise and solve problems.

I witnessed this power first-hand. For instance, I attended a Zoom "launch party" in April to celebrate the spring-semester edition of Valley, a glossy lifestyle magazine produced by Bellisario College students. The students quickly pivoted and made the print product digital.

I also watched our faculty members seize the moment in the classroom, and for service. For instance, our Knight Chair, John Affleck, put together a virtual film series that featured award-winning work by faculty and students along with panel discussions open to the community.

Finally, I watched as dozens of alumni pitched in to help Assistant Dean Bob Martin match students with internships and jobs. Many other alumni reached out to Director of Alumni Relations Mike Poorman to volunteer for mentoring and virtual class visits. And our alumni continued to give our students and programs their financial support, which remains critically important in these uncertain times.

Now, we look ahead at an academic year that promises to bring new challenges. But with the power of our people, I am confident we will have another great story to tell about the Bellisario College. Our resolve is strong, and our commitment is unwavering.

Thank you for your support!

Dean Marie Hardin

Stephanie Madden, an assistant professor of advertising/public relations, teaches research methods. Photo by Riley Herman, '22



classroom INSTRUCTION

Top-notch classroom instruction represents the core of our mission. In traditional and nontraditional settings, on campus or online, our award-winning faculty strive to serve students in ways that resonate most with them and lead to their success.

Communications, connections and community

Faculty across the University worked hard during the spring semester to maintain Penn State's "We Are" spirit within their virtual classrooms during a remote-teaching period utilized because of the coronavirus pandemic.

All faculty members were forced to adapt and many thrived.

For Bellisario College faculty members Matthew McAllister, professor and chair of graduate programs, and Curt Chandler, an assistant teaching professor of journalism, being off campus from their peers and students was a significant change of pace.

Their move to the online format focused heavily on reassurance and transparency. Both McAllister and Chandler took the time to craft careful, meaningful messages to their students in an attempt to ease concerns.

In his resident courses, Chandler had been preparing students in four different storytelling classes during the spring semester to go out and gather information, conduct interviews and to produce multimedia stories.

"A big part of the college experience is the basic learning process: by going out and doing stories," Chandler said. "This isn't the kind of story that students were expecting to tell."

Over the four classes he was teaching, Chandler found that students were still able to produce and edit "amazing" video stories, undeterred by the potential limitations of being home.

Although the classes were on Zoom, students still enjoyed some of Chandler's well-known charm in the physical classroom: his humor.

For one of his courses, Chandler used a system called Top Hat to record student quiz responses via the internet. Students logged into their accounts via phones or laptops, and during the last class of each course, they got a chance to answer a simple question: "what is Chandler holding up?"

Often, the answers seem silly, and those that attended class get an easy point. This time, Chandler went one step further to get a giggle: after removing his sweater and standing up, Chandler revealed his rainbow, Unicorn onesie.

"It gave me a chance to be goofy," Chandler said. "I tried to make the courses as interactive as I could, like having open chats. The relationships that students make during their college experience last a lifetime."

“It gave me a chance to be goofy.”

”
– Curt Chandler, Associate Teaching Professor

McAllister found it especially important to check in on his students for both their educational success and mental well-being. He explained that he was very aware of the impact his presence could make, so he made sure to smile more on video and be enthusiastic to keep students engaged with their education. Additionally, if he hadn't heard from a student, he reached out to see how they were doing to lend a hand.

"The current discourse is uncertain, which can be scary," McAllister said. "We live in a fortunate era where we can take full advantage of electronic means of making community. Community didn't solely exist in geographic spaces before COVID-19. Now, we can expand community well beyond where we live. Community is simply a network of human connections based upon communication." 🍷



Scan this QR code to watch Chandler's message to students during the remote teaching period.

Ad/PR program selected as national finalist

The advertising/public relations program at Penn State was selected as one of five national finalists for the designation of Outstanding Education Program by PRWeek.

Penn State's entry in the annual contest was its first ever and was entirely student driven.

Advertising/public relations majors in a capstone public relations course put together the extensive nomination packet, which included an overview of the program as well as interactions with alumni and industry professionals. The real-life project provided students with an educational experience and a better understanding of both the Bellisario College and the University.

"We were able to hone in on specific stories of students, which might be different from our own, and find similarities as we told the story of the advertising/public relations program," senior Connor Pardoe said. "It was interesting to see that no matter what someone was doing, the Bellisario College was helping them get to their next step."

Faculty member Tara Wyckoff, an assistant teaching professor in the Department of Advertising/Public Relations, initiated the idea and students in COMM 473 Public Relations Campaigns embraced the real-world opportunity.

"This project challenged the students in all the right ways," Wyckoff said. "The entire process was



Members of a 400-level public relations campaigns class drove Penn State's first entry in a national contest sponsored by PRWeek. Their effort helped Penn State get selected as one of five national finalists for the designation of Outstanding Education Program.

representative of how this type of work takes place in the industry, and the students did a great job applying their learned public relations skills, as well as the soft skills required of working on collaborative, client-facing work."

Administrators and staff, along with alumni in the professions, provided support and information. Tom Resau, senior vice president of W2 Communications, who serves on the Advertising/Public Relations Alumni Network Board, was an important contributor and helped facilitate the assistance of other alumni.

The award submission represented a thorough overview of advertising/public relations offerings on campus as well as their impact far beyond campus — all reflecting the quality of the program, which is the largest undergraduate major in the Bellisario College and one of the 15 biggest at Penn State.

Scan this QR code to watch Tara's interview about the project.



STUDENT MARSHALS

SUMMER 2018
Jared Kehler

FALL 2018
Olivia Catena (at left)

SPRING 2019
Talía Chiariello, Overall
Anthony Colucci, Advertising/PR
Katie Gergel, Film-Video
Allison Rambler, Journalism
Leah Kochenour, Media Studies
Ethan Zerbe, Telecommunications



Scan this QR code to watch the full Spring 2020 Commencement speech from Vince Sadusky.

Vince Sadusky
Chief Executive Officer, Univision Communications Inc.



8 majors

thanks to growth of online majors including digital journalism and strategic communications

2,649

enrollment in 2019-20

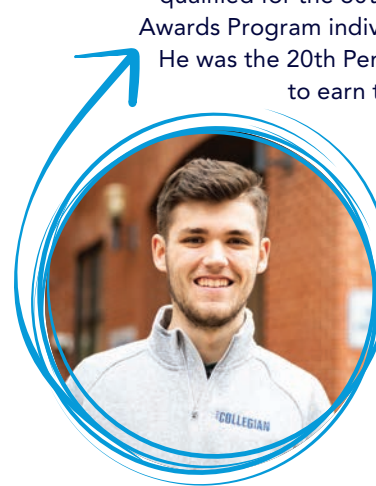
18%

of students from underrepresented groups



David Eckert

qualified for the 60th annual Hearst Journalism Awards Program individual writing championships. He was the 20th Penn State student since 2007 to earn that distinction.



Zoë Martin

was selected as a finalist for the Outstanding Student Award from PRWeek. She is the second Penn State student in two years to become a national finalist.



ACADEMIC OFFERINGS

RESIDENT INSTRUCTION

Undergraduate Majors
Advertising/Public Relations
Film-Video
Journalism
Media Studies
Telecommunications

Minors

Digital Media Trends and Analytics
Entrepreneurship and Innovation
Film Studies
Information Sciences and Technology for Telecommunications
Media Studies

Graduate Degrees

Master's Degree, Media Studies
Ph.D., Mass Communications

ONLINE

Majors

Digital Journalism and Media
Digital Multimedia Design
Strategic Communications

Minor

Media Studies

Graduate Degree

Master of Professional Studies in Strategic Communications

CommAgency students practice setting up video equipment at one of the agency's routine trainings.



campus MEDIA OPPORTUNITIES

More than three dozen communications-related clubs and organizations offer students the chance to complement class work through networking and practical experience in the Bellisario College. From the Ad/PR Club and Student Film Organization to CommAgency (above), CommRadio and Valley Magazine, students in every major have opportunities to hone vital career-related skills outside the classroom.

135,000

unique viewers and

12,200

concurrent viewers of the final hour of THON on webcast by 46 Live, a Bellisario College student group during the final day of event



60+

viewers from more than 60 countries watched the THON webcast

38

student organizations

2020 College Television Awards

"Centre County Report in Puerto Rico," College Emmy Nominee

SPJ Mark of Excellence Awards

National Winners:

- "Centre County Report," Best All-Around Television Newscast
- Will Desautelle, Broadcast Sports Videography

National Finalist:

- James Leavy, Sports Photography/Large School Division National Finalist



CommAgency's Student Engagement Network Video

- Silver Telly Winner
- Award of Distinction, Communicator Awards
- First Place, Broadcast Education Association Festival of Media Arts

5

First-Place Winners: 2019 Mid-Atlantic Emmy Awards, College Production Awards

10

Award Winners: Student Keystone Press Award, Photography

9

Finalists: Tri-State Golden Quill Awards

53 episodes

available of Penn State



the Bellisario College podcast.

Find us at bellisario.psu.edu/alumni/podcasts or on Apple Podcasts.

IN THREE OF THE PAST FOUR YEARS



CURLEY CENTER STUDENTS OUTSCORED OTHER SPORTS WRITING COMPETITORS IN THE HEARST JOURNALISM AWARDS PROGRAM



CommAgency: Real clients, variety of experiences

In just a few short years, students working in CommAgency have gained valuable real-world experience as the organization expands to meet the technical and artistic needs of its Penn State clients.

Housed in the Bellisario College, CommAgency began in 2017, first as a video production agency. Video was the strong suit of director Catie Grant, who was brought into the fold from WPSU to develop the production agency. Three more divisions have since been developed: photo, live streaming, and social media and analytics.

During the 2019-20 academic year, CommAgency grew to 45 students across the four divisions after starting with just 13 students three years ago. Its students and faculty leaders continue to serve Penn State clients, providing service and expertise that may be out of the scope or abilities for those who need high-quality communications. In exchange, students are paid for their services and gain experience under the direction of faculty mentors.


The latest addition to CommAgency — social media and analytics — had its soft launch in fall 2019 under the guidance of Grant and Bill Zimmerman, a lecturer in the Bellisario College. Its first student director was Ashley Ferrara, a senior majoring in advertising/public relations.

“The biggest lesson I learned is that each client is so different, and so my team and I have had to become super comfortable with the notion that there is no true set formula and you must make decisions and changes to accommodate each client and their goals,” she said.

Zimmerman said while social media is still a relatively young field, it’s now old enough that audiences place high expectations on social media practitioners.

Christina Chambers was the student executive director of CommAgency in the spring semester. She said Grant took a chance on her when CommAgency was a younger venture and growing, giving her the opportunity to grow her skills.

That variety of talent is needed, Grant said, because in addition to direct experience, CommAgency needs students who show drive and a desire to learn and can look at the agency’s work from a broad perspective. For these reasons, it’s not necessary that a student must be a film major to work in the video division.

“If you get in an entry-level position after graduation, and can show that you’ve got the dedication, the drive and the interest to understanding a larger platform campaign and strategy, then you’re that much more valuable,” Grant said. 



Bill Zimmerman (left) and Ashley Ferrara worked to establish the social media division within CommAgency.



Scan this QR code to see samples of work produced by CommAgency.

Persistent student secured three summer internships

By Jeena Cadigan, '21

Many students had the coronavirus wreck their summer plans but one Penn State student managed to find new ways to keep her original intent through these challenging times.

Rising senior Kristen Nodell started her search for a summer internship back in December. But when news started to buzz about the virus she saw many opportunities begin to be cancelled.

“I kind of gave up a little bit once I lost the one that was going to be in person,” Nodell said. “I was very proud of myself to keep going even though it was going to be virtual and it seemed like no internships were available.”

With persistence and the help of advisers in the Donald P. Bellisario College of Communications she managed to hang onto not one, not two, but three internships for the summer. All three are being completed virtually.

“
I was very proud of myself to keep going even though it was going to be virtual and it seemed like no internships were available.
”

– Kristen Nodell

“Virtual is definitely a learning curve. It’s hard to sit in front of a computer all day,” the film-video major said.

But Nodell said she’s happy with what the companies have her doing. One internship is with the Penn State College of Arts and Architecture that Nodell has been involved with since her sophomore year. The other two are with North South and Part Two Pictures, separate production companies based in Brooklyn, New York. Nodell said even though the mode of the internship was switched she still has a heavy workload.

“They’re definitely giving me stuff to do. I think originally I was going to be more hands-on on the production aspect of things, which is what I’m



Kristen Nodell spent part of last fall working as a photographer at Beaver Stadium and the film-video major has remained busy this summer with three virtual internships.

Photo by Annemarie Mountz, '84

interested in,” Nodell said. “Now I’ve had to switch my focus to research, which is fine because I didn’t really know much about that aspect of production anyway.”


Nodell spends three days a week working for the two Brooklyn production companies researching and fact checking for show topics they give her. She looks forward to being able to start pitching her own show ideas while learning how to make her ideas into confident and concise presentations to others.

However, many students don’t usually take on three internships at a time and Nodell has no doubt she will soon start feeling the pressure.

“I was hesitant taking two but then I think especially in this time it’s really important for me to just get different aspects of how companies would work,” Nodell said. “Two different companies doing the same thing but seeing how they do them differently was important to me. I think in the long run it’ll be good that I took them.”

Nodell said she owes a lot of credit for getting these opportunities to Bob Martin, the Bellisario College’s assistant dean for internships and career services, because he showed care and support through her unusual search for an internship.

“We talk to a variety of different students and some have had their internships rescinded and then they’re not pursuing other opportunities, and we’re like ‘Why aren’t you?’” Martin said. “This is such a fluid situation and you should be getting after other opportunities. Don’t give up on the summer.”

Nodell said she is happy with where she ended up and thinks she will benefit from the internships — even with the special circumstances. 

career PREPARATION

From the moment students step on campus, our internships and career services team helps prepare them for a career. With a database of more than 4,000 internship sites, three communications-specific job fairs, resume review sessions and workshops, mock interviews, an annual etiquette dinner and more, their support of students is unrivaled.



The Office of Internships and Career Services includes (from left): Stephanie Girouard, Assistant Dean Bob Martin and Julie Miller

397
for-credit internships completed

A commitment to career development

Creative thinking, dedication and passion have served Bellisario College students and alumni well — thanks in large part to committed staff members who displayed those traits by launching a mentoring program in April.

The Alumni Connections Program has made more than 170 pairings to help students and recent graduates connect with alumni who are willing to offer their guidance on all things college and post-graduate life. For some, it might be job-search advice; for others, it might be about making a connection with a fellow Penn Stater and finding another supportive voice to complement the work of faculty and staff.

Pairings are made to provide mentees with a connection to their future. Many alumni — like Linsey Shea ('08), who works as a remote operations and production manager for major broadcasters and sports leagues — have participated as mentors simply because they want to give back.

177

Pairings in first two months of mentoring program

“Being a mentor and connecting with my mentee has been incredibly rewarding,” Shea said. “I have been fortunate to have had many great mentors through my career, and I am thankful for the chance to share my experience. My mentee and I have discussed everything from job searching to networking, and we work to focus her career search.”

In addition to mentor-mentee pairings, the Alumni Connections Program also has more than 90 alumni who volunteered to be guest speakers in classes by Zoom this past semester. Some of these speakers included Don Roy King ('69), the director of “Saturday Night Live,” and Jerry Schwartz ('77), an editor for the Associated Press. The program also has more than 50 alumni who volunteered to be a recruiting resource for the Bellisario College.

The program was put together by Jose Lugaro, director of development; Bob Martin, assistant dean for internships and career placement; and Mike Poorman, director of alumni relations.

To sign up for the program each participant fills out a form and is later paired based on factors such as geographic location, degree and career interest.

Students interested in becoming a mentee may fill out the form at bellisario.psu.edu/alumni-mentoring-program and alumni interested in becoming a mentor may fill out the form at bellisario.psu.edu/alumni/alumni-connections.

171

companies at three communications-specific internship and job fairs, two of which were conducted virtually

15

Programs specifically focused on career support and COVID-19 featuring alumni, recruiters and professionals from specific industries

The coronavirus pandemic did not slow options or support for Bellisario College students during the 2019-20 academic year.

Internship and job fairs continued virtually as career development efforts continued with proven and updated approaches.

Along with hundreds of individual virtual meetings with students, the Office of Internships and Career Services hosted a series of regular meetings with professionals and recruiters about specific communications-related industries throughout the spring and summer.



Madison Lysek, who graduated in May, was one of the initial participants — and early success stories — in the Alumni Connections Program launched this spring. She connected with a fellow alum and found a job.



The first of a series of online professional development sessions, Covid Career Hacks, featured alumni Rob Boulware and Mike Esse.

Shaheen Pasha (right), an assistant teaching professor of journalism who launched the Prison Journalism Project, earned an award for media commentary in 2019.




faculty EXPERTISE

Bellisario College faculty members are award-winning teachers and internationally respected researchers and thought leaders. They thrive in the classroom (in person or virtually), in labs, in “embedded courses,” and as experts sought out by the media and potential collaborators.

Professor's latest book tells story of illegal operation after WWII

In his new book, published by Rowman & Littlefield, Boaz Dvir, an assistant professor of journalism in the Bellisario College, tells the story of “Operation Zebra,” a secret and illegal operation by American aviators to save the Jewish state following World War II.

The book, “Saving Israel: The Unknown Story of Smuggling Weapons and Winning a Nation’s Independence,” begins in 1947, as the burgeoning Jewish state, lacking the weapons to defend itself, prepares to ward off an invasion by five well-equipped neighboring armies. Fearing a repeat of the Holocaust, American World War II veteran Al Schwimmer intervened. He created factitious airlines, bought decommissioned transport airplanes from the U.S. War Asset Administration and fixed them in California and New Jersey. He then sent his pilots — Jews and non-Jews — to pick up rifles, bullets and fighter planes from the only country willing to break the international arms embargo: communist Czechoslovakia.

An award-winning journalist and filmmaker who produced and directed the PBS documentary “A Wing and a Prayer,” which tells part of the Operation Zebra story, Dvir researched this story after his grandfather mentioned he fought with a German rifle during the 1948 Arab-Israeli War. 

Research: Presidential eating habits and food choices

From physicals to sudden health scares, the health of the commander in chief garners a lot of media attention in the United States. A study by a Penn State researcher examined how President Donald Trump’s reported fondness for fast food may affect the public’s perception of fast food and the likelihood, based on their media habits, one might purchase some.

The study, published in the journal *Appetite*, found that people who pay more attention to media coverage about Trump’s diet are more likely to view fast food as a socially acceptable meal option. They also are more likely to eat fast food in the near future, according to the study’s author Jessica Myrick, associate professor of media studies in the Bellisario College.

While Trump’s 2018 physical examination reported the president to be in “excellent health,” Myrick was curious what effect his widely reported diet of fast food — which previous research has tied to poor health — could have on the general public.

“

One person can make a huge difference.

”

— Boaz Dvir,
Assistant Professor




Scan this QR code to watch Boaz Dvir’s interview about “Cojot,” his feature documentary.



“When you aggregate those effects across the entire U.S. population, these data suggest there could be harm caused to public health by encouraging many Americans to eat fast food,” Myrick said.

Trump is not the first president whose eating habits have made headlines but Myrick said major advances in digital communication, including Trump’s use of Twitter, make his case particularly unique.

Myrick surveyed more than 1,000 Americans in a nationally representative survey. It compared the respondents’ attention to media — including news stories about Trump’s eating habits — with respondents’ “parasocial relationship” with the president. Parasocial relationships are between two people who don’t know each other. After analyzing the data, Myrick found that attention to media about Trump’s reported diet was a stronger predictor of intentions to eat fast food than any demographic factor, including education level, race, age, gender or income. 

FACULTY ACCOLADES



Michelle Baker
Baskett Mosse Award for
Faculty Development



Patrick Plaisance
Teaching Excellence Award



Juliet Pinto
AEJMC-Knudson Latin America Prize
(Book Title: "Environmental Media
Coverage in Latin America and
the Caribbean")



Christofer Skurka
ComSHER Article of the Year
(Communication Science, Health,
Environment and Risk Division)

INTERNATIONAL COMMUNICATION ASSOCIATION

Virtual | May 20-26, 2020

11

graduate students

11

faculty members

ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATIONS

Toronto | Aug. 7-10, 2019

16

graduate students

17

faculty researchers



S. Shyam Sundar
Frederick Williams Prize for
Contribution to the Study of
Communication Technology

FACULTY PRODUCTIVITY

93

presentations

3

books written

52

journal articles

22

book chapters

UNIVERSITY-WIDE AWARD WINNERS

The Bellisario College's six University-wide award winners were the most of any unit in 2019-20.

2020 Milton S. Eisenhower Award for Distinguished Teaching:
Denise Bortree
Undergraduate Program Leadership Award: Steve Kraycik
McKay Donkin Award: Matt McAllister

Staff Excellence Award: Janet Klinefelter
Community Engagement & Scholarship Award: Boaz Dvir
Barash Award for Human Service: Jo Dumas



FULL-TIME FACULTY

Advertising/Public Relations

Lee Ahern, Associate Professor
Michelle Baker, Assistant Teaching Professor, Director of Online Programs in Strategic Communications
Mark Birschbach, Lecturer
Denise Bortree, Associate Professor
Colleen Connolly-Ahern, Associate Professor
Frank Dardis, Associate Professor
Stephanie Madden, Assistant Professor
Ann Major, Associate Professor
Steve Manuel, Assistant Teaching Professor
Renea Nichols, Assistant Teaching Professor
Fuyuan Shen, Professor and Department Head
Heather Shoenberger, Assistant Professor
Ronald Smith, Assistant Teaching Professor
Dave Wozniak, Assistant Teaching Professor
Tara Wyckoff, Assistant Teaching Professor
Ken Yednock, Assistant Teaching Professor
Bill Zimmerman, Lecturer

Journalism

Gary Abdullah, Assistant Dean of Diversity and Inclusion
John Affleck, Knight Chair
John Beale, Assistant Teaching Professor
Curtis Chandler, Assistant Teaching Professor
Boaz Dvir, Assistant Professor
Russ Eshleman, Assistant Teaching Professor and Department Head
Russell Frank, Associate Professor
Marie Hardin, Professor and Dean
Shannon Kennan, Associate Teaching Professor

Steve Kraycik, Assistant Teaching Professor
Ann Kuskowski, Assistant Teaching Professor
Marea Mannion, Assistant Teaching Professor
Pamela Monk, Assistant Teaching Professor
Kathleen O'Toole, Lecturer
Shaheen Pasha, Assistant Teaching Professor
Juliet Pinto, Associate Professor
Patrick Plaisance, Don W. Davis Professor in Ethics
Jamey Perry, Assistant Dean of Academic Services
Robert D. Richards, John and Ann Curley Professor of First Amendment Studies
Ford Risley, Professor and Associate Dean of Undergraduate and Graduate Studies
Christopher Ritchie, Assistant Teaching Professor
John Sanchez, Associate Professor
Cynthia Simmons, Associate Teaching Professor
Will Yurman, Norman Eberly Professor of Practice
Bu Zhong, Associate Professor

Film-Video and Media Studies

Rod Bingaman, Assistant Teaching Professor
Martin Camden, Assistant Teaching Professor
Jo Dumas, Associate Teaching Professor
Pearl Gluck, Assistant Professor
Kevin Hagopian, Associate Teaching Professor
Matthew Jordan, Associate Professor
Matthew McAllister, Professor
Wunpini Fatimata Mohammed, Lecturer
Jessica Myrick, Associate Professor
Mary Beth Oliver, Distinguished Professor

Anthony Olorunnisola, Professor and Department Head
Michelle Rodino-Colocino, Associate Professor
Michael Schmierbach, Associate Professor
Maura Shea, Assistant Teaching Professor and Associate Department Head
Richard Sherman, Associate Professor
Christofer Skurka, Assistant Professor
S. Shyam Sundar, Distinguished Professor
Timeka Tounsel, Assistant Professor
Vertna West, Assistant Teaching Professor

Telecommunications

Benjamin Cramer, Associate Teaching Professor
Anne Doris, Assistant Teaching Professor
Linda Feltman, Lecturer
Rob Frieden, Pioneers Chair
Catie Grant, Lecturer
Bill Hallman, Lecturer
Anne Hoag, Associate Professor
Matthew Jackson, Associate Professor and Department Head
Krishna Jayakar, Professor
Bob Martin, Assistant Dean of Internships and Career Placement
Sascha Meinrath, Palmer Chair
Scott Myrick, Lecturer
David Norloff, Assistant Teaching Professor
Patrick Parsons, Professor
Yael Warshel, Assistant Professor



Alumnus Paris Palmer serves as strategic communications coordinator for the Bellisario College.

staff SUPPORT

As much as any group, Bellisario College staff members exemplify the commitment and passion that makes Penn State special. They are dedicated to supporting students and helping them succeed.



“
Our team is committed to helping students accomplish everything they want.
”
– Assistant Dean
Jamey Perry

Photo by Riley Herman, '22

FULL-TIME STAFF

- Doug Benscoter, *financial assistant*
- Amanda Brown, *administrative assistant*
- Jeff Brown, *general manager of CommRadio*
- Leah Carraway-Justice, *administrative assistant*
- Yu Tai Chung, *director of information technology*
- Emily Clevenger, *undergraduate recruiter*
- Christine Cooper, *coordinator of graduate education*
- Nikki DiOrio, *academic adviser*
- James Dugan, *TV studio lab coordinator*
- Julie Evak, *coordinator of undergraduate education*
- Tammy Falls, *administrative assistant*
- Elaine Files, *research administrator*
- Stephanie Girouard, *staff assistant*
- Dorie Glunt, *financial coordinator*
- Isabelle Helmich, *associate director of development*
- Drew Heo, *assistant equipment manager*
- Brenda Johnson, *administrative assistant*
- Whitney Justice, *part-time graphic designer*
- Kristen Kegerize, *academic adviser*
- Katie Kennedy, *administrative assistant*
- Janet Klinefelter, *alumni relations and stewardship officer*
- Jeremy Krebs, *administrative assistant*
- Sherry Kyler, *administrative assistant*
- Lee Lovelace, *coordinator, Stanley E. Degler Washington Program*
- Jose Lugaro, *director of development*

- Lynn Maggs, *assistant to the financial officer*
- Karina Martinez, *administrative assistant*
- Christopher Maurer, *systems administrator*
- Jonathan McVerry, *communications strategist*
- Julie Miller, *manager of internships*
- Lacy Miller, *administrative assistant*
- Karen Mozley-Bryan, *manager of facilities*
- BB Muré, *academic adviser*
- Paris Palmer, *strategic communications coordinator*
- Michael Poorman, *director of alumni relations*
- Stephen Reighard, *broadcast technical instructor*
- Curtis Richner, *IT support specialist*
- Sandi Rockwell, *director of finance and administration*
- Colette Rodger, *development assistant*
- Steve Sampsell, *director of strategic communications*
- Dell Schwab, *academic adviser*
- Mary Sergeant, *lead academic adviser*
- Brian Shoefeldt, *multimedia production specialist*
- Zachary Shourds, *media consultant and Finestra Lab coordinator*
- Chad Simpson, *human resources strategic partner*
- Tasha Smith, *executive assistant*
- Megan Warefield, *human resources consultant*
- Olivia Werner, *academic adviser*
- Christian Young, *IT support specialist*
- Michael Zelazny, *equipment room and lab coordinator*



PennState
Donald F. Bellisario
College of Communication
Stephanie Staley

alumni SUPPORT

The power of the Penn State network cannot be overlooked, and the commitment of Bellisario College alumni to supporting one another and students provides an example of that support on a daily basis. Our alumni enjoy interacting with one another, mentoring students and facilitating the success of fellow Penn Staters.

CURRENT BELLISARIO COLLEGE ALUMNI BY STATE

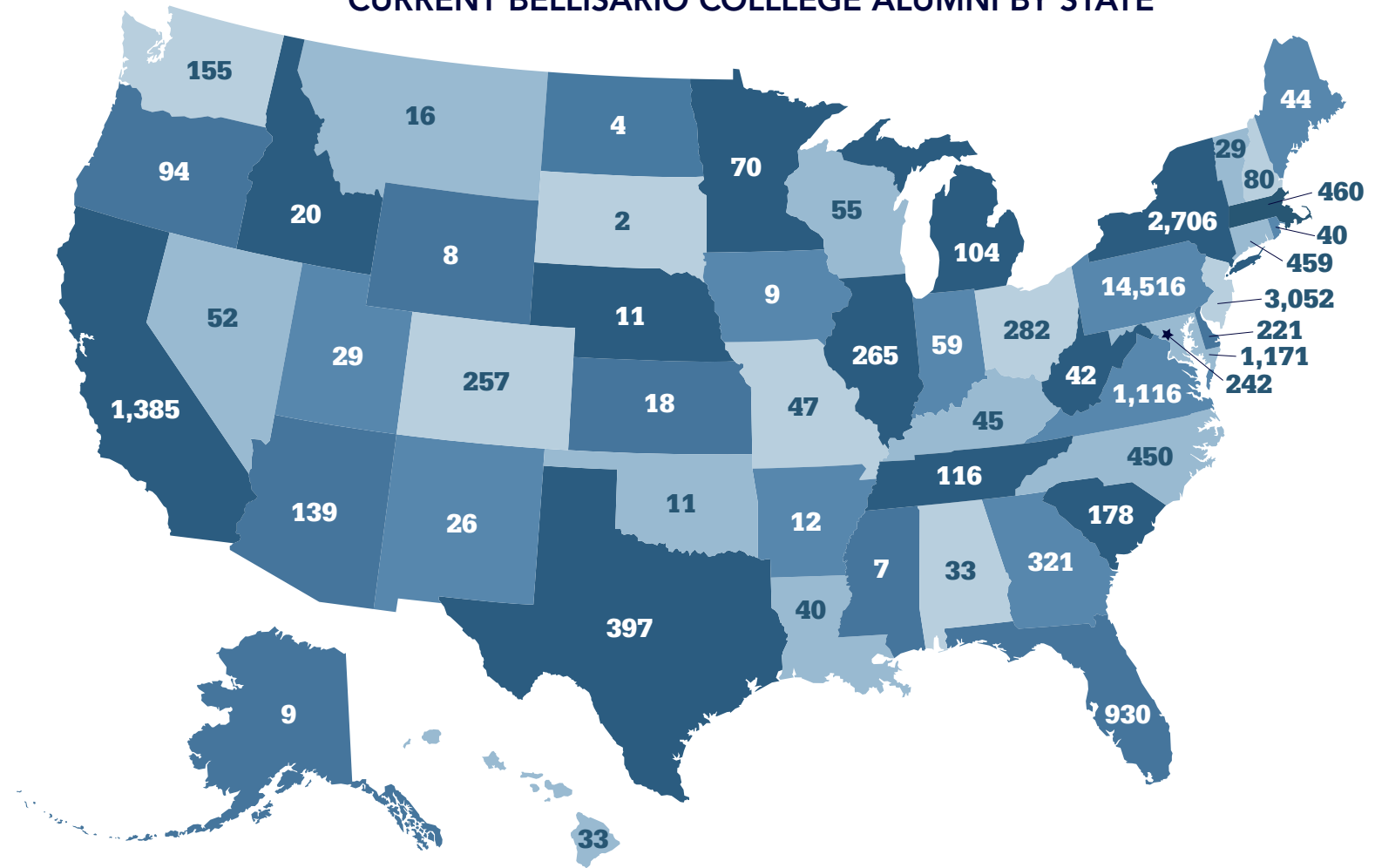
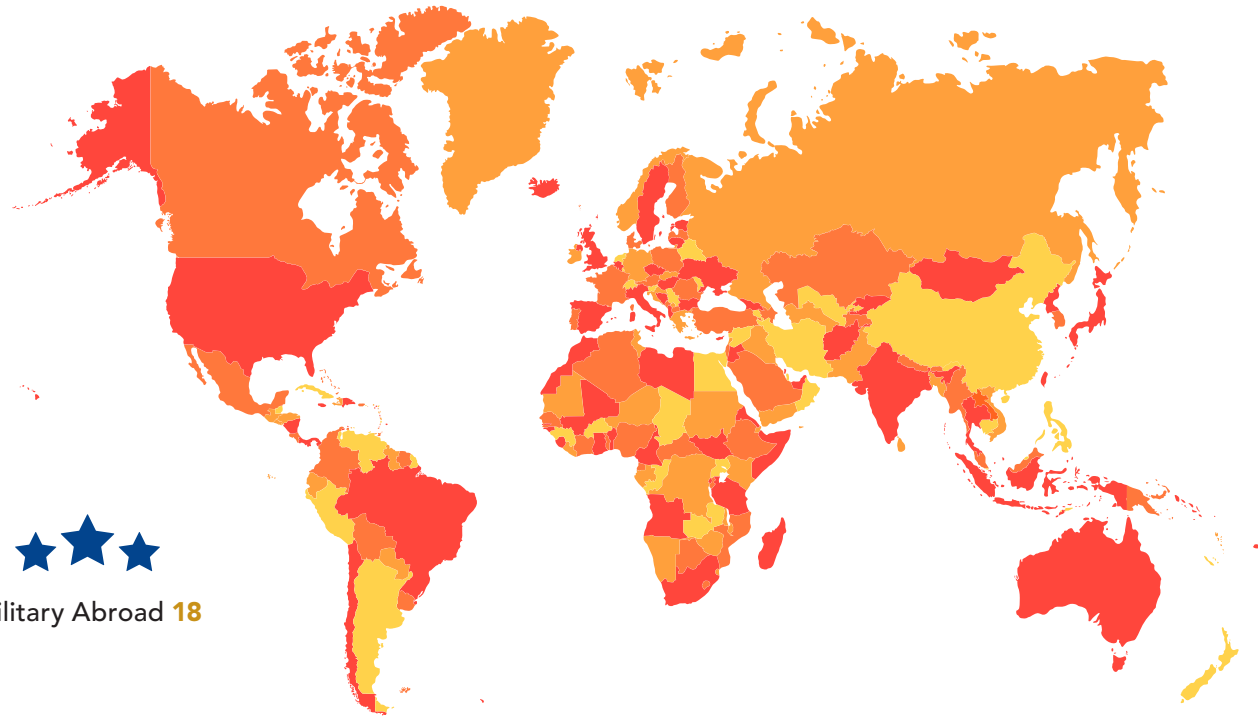


Photo by Riley Herman, '22

CURRENT BELLISARIO COLLEGE ALUMNI BY COUNTRY



Military Abroad **18**

Algeria 2	Colombia 1	Guatemala 2	Mexico 1	Spain 4
Australia 10	Cyprus 5	Hong Kong 22	Netherlands 1	Sweden 4
Austria 1	Dominican Republic 2	Hungary 1	New Zealand 2	Switzerland 5
Bahrain 1	Ecuador 8	Iceland 1	Nigeria 2	Taiwan 52
Bangladesh 1	Egypt 1	India 26	North Korea 4	Thailand 13
Belgium 1	El Salvador 1	Indonesia 2	Pakistan 1	Trinidad and Tobago 2
Bermuda 1	Fiji 1	Ireland 1	Panama 2	Turkey 4
Bolivia 1	Finland 1	Italy 5	Poland 3	Uganda 1
Brazil 4	France 3	Japan 17	Qatar 1	Ukraine 1
Brunei 4	Germany 5	Jordan 5	Romania 2	United Arab Emirates 9
Canada 29	Ghana 1	Kazakhstan 9	Saudi Arabia 4	United Kingdom 25
Cayman Islands 3	Greece 2	Kuwait 2	Singapore 8	Venezuela 6
China 625	Grenada 1	Malaysia 18	South Korea 141	Zimbabwe 2



ALUMNI BOARD AWARD WINNERS

Alumni Society Board Award Winners

- Alumni Achievement – Diane Salvatore '81
- Anderson Communications Contributor – Michael Greenwald '63
- Emerging Professional – Andrew McGill '10
- Excellence in Teaching – Steve Manuel '84, '92 MA
- Outstanding Alumni – Lynne Getz '98

Alumni Association Distinguished Alumni

- Tanya R. Kennedy '89
- Linda Yaccarino '85

BOARD LEADERS

Young Alumni Council

- Amy Cramer
- Taylor Harrington
- Willie Jungels
- Chima Okoli
- Jacob Wilkins

Ad/PR Network Board

- Joe Berwanger
- Katie Blitz
- Lauren Connolly
- Kathy Heasley*
- Becky Kitlan
- Steve Lampert
- Scott Nulty
- Amanda Oey
- Tom Resau
- Suzanne Schulner
- Rachel Steinberg
- Kathy Swidwa
- Bailey Templin
- Brenna Thorpe

Alumni Society Board

- Ron Balasco
- Hannah Biondi
- T.J. Brightman
- Natalie Buyny
- Kevin Flintosh
- Carol Gosser
- Katherine Hansen
- Pam Hervey*
- Alyson Joyce
- Ebony Martin
- Brian Nawa
- Chima Okoli
- Linsey Shea
- Stephanie Shirley
- Dan Solomon
- Halle Stockton
- Erin Stranges
- Meredith Topalanchik
- Cindy Viadella
- Ron Wagner

*Board president

ON-CAMPUS MENTORING

3

sessions

63

alumni

181

students

ALUMNI CONNECTIONS PROGRAM

Designed to allow alumni to engage with students and young alumni. Volunteers (460 so far) signed up as mentors, class/virtual visitors, or to assist with recruiting.

Sign up to participate at:

bellisario.psu.edu/alumni/alumni-connections



Photo by Riley Herman, '22



Photo by Riley Herman, '22



Photo by Riley Herman, '22



bellisario media center UPDATE

Despite a brief delay because of the coronavirus pandemic, construction on the Donald P. Bellisario Media Center continued during the 2019-20 academic year. The facility, which will revitalize the oldest part of Willard Building while attracting students and encouraging collaboration across disciplines, will be completed in the fall and ready for classes in early 2021.

63,131 sq/ft
total project

35,000 sq/ft
Bellisario Media Center

1949
Willard Building
First Constructed



Photo by John Beale



As media center progresses, time capsule discovery reveals similarities in campus life

As construction of the Bellisario Media Center continued in the heart of campus during the 2019-20 academic year, the discovery of a time capsule in the building revealed how Penn State has changed (and stayed the same) through the decades.

The time capsule was found in the oldest part of Willard Building on the University Park campus. Just months from now that building will be opened as a state-of-the-art media center supporting students in all majors in the Bellisario College.

When the building was constructed, it was home of the Bursar's office, the Registrar's office and graduate program offices. Paperwork inside the time capsule included a variety of forms from those offices as a sampling of University operation at the time.

Also included was a copy of The Daily Collegian, as well as course guides for undergraduate and graduate students, rate sheets for student fees, a copy of the form used by faculty members to record their academic and research activity, a copy of the speech from the day the building was first dedicated and a variety of photographs.



Scan this QR code to see the latest about the Bellisario Media Center.



New home for:

- "Centre County Report"
- CommAgency
- CommRadio
- Equipment Room
- Film Shooting Space
- Media Effects Research Laboratory
- The Daily Collegian

OPENING JANUARY 2021

Dean Marie Hardin (upper left), Penn State President Eric Barron and his wife Molly, and the men who found the time capsule, Duane Waite and Greg Johnson, were part of its opening. *Photos by Patrick Mansell*

For information about making a gift to support the Bellisario Media Center, contact: Jose H. Lugaro, Director of Development
814-865-3973 | jose@psu.edu



Alumna Carrie Xu enjoys a ride on a camel during a trip to Morocco in 2018.

Xu eventually left Penn State, but thanks to the support of friends who co-signed for loans, she was able to return after an 18-month hiatus and earn her telecommunications degree in 2008.

Today, Xu leads an award-winning media buying agency with clients across the United States. She has executed general and political campaigns in more than 200 U.S. markets and helped develop media campaigns for General Motors, Warner Bros. Entertainment, U.S. Rep. John Lewis, the New Jersey Department of Health's anti-opioid campaign, and many others.

"I know, firsthand, that a good education provides life-changing opportunities for those hoping to escape poverty and improve their lives," Xu said. "But the finances can become a burden. I graduated with over \$100,000 in student debt and committed to pay it off in 10 years. I know that was a lofty goal. I got lucky."

Xu promised herself that if she was ever in a position to give back, she would. "Having people who believed in me was invaluable," Xu explained. "That's the kind of support I hope to provide as well. Penn State was a lonely place for me, but people helped — having people who believed in me helped. I hope this gift makes that difference for others."

Xu has also volunteered her time with the college, currently serving as a member of the Bellisario College's Advancement Council.

"It's family for me," Xu said. 🍀

WHAT STUDENTS NEED

451

students applied for scholarships

358

students received scholarship support

\$2,900

average annual scholarship amount awarded

\$17,200

average annual unmet need per student

Donors at every level make the success of Bellisario College students and faculty possible. In addition, many opportunities exist to ensure the continued success of our people and programs.

"Sometimes all you need is someone to believe in you"

For Carolyn Xu, the support of friends made all the difference in helping her return to Penn State after a family tragedy, earning her degree and building a successful career. Now Xu, the founding partner of Media Fortitude Partners, hopes to provide that same support for future generations.

With a gift of \$30,000, Xu has created the Carolyn Xu Scholarship in the Bellisario College. The scholarship will provide awards to students who need financial assistance to complete their education at Penn State.

"I lost my mother in my sophomore year, and things just kind of spiraled down," explained Xu. "I knew an education was the key to everything, so I tried to come back that next semester. I wanted to push through, but my grades suffered horribly. When that happens, you don't qualify for certain grants and scholarships. Things just kept piling up."



Members of the Advancement Council, which helps guide Bellisario College development efforts, include (from left): Jayne Jamison, David Yadgaroff, Marc Brownstein, Liz Fetter, Eric Rabe, Mary Meder and Joanne Ryder.



“The growth and success of our embedded programs and international opportunities have benefited many of our students”

After creating an international reporting course at Penn State that has become a model for programs across the country, a retired faculty member has made a commitment to support it and endeavors like it for years to come.

Tony Barbieri, professor emeritus of journalism, made a \$100,000 gift to endow the Tony Barbieri Fund for International Reporting, which will enrich the Department of Journalism in the Bellisario College with funds for initiatives and programs related to international reporting.

Barbieri was the Larry and Ellen Foster Professor of Writing and Editing until his retirement in June 2018. As Foster Professor he taught courses on American journalism values, newsroom ethics and advanced reporting.

He also initiated the international reporting course in 2009. The embedded program combined classroom instruction on the University Park campus with a spring break working trip abroad. In recent years, students have covered stories at a variety of international destinations, including Brazil, China, Cuba, Greece, Israel, Mexico, Panama and South Africa. Their work from those trips — a mix of broadcast, longform and multimedia journalism efforts — often earned awards in national competitions.

For Barbieri, providing undergraduate journalism students access to international opportunities was the goal of the course from the beginning.

“This is not an easy course to sustain because of the resources it requires,” said Barbieri, who has previously endowed a scholarship for undergraduate communications students. “With Marie Hardin as dean and

Professor Katie O’Toole now running the program, I’m confident the international reporting course could not be in better hands.”

Barbieri was himself a foreign correspondent for close to 10 years, first in Moscow and then in Tokyo, while working at The Baltimore Sun. When he retired from The Baltimore Sun in 2004, he was the paper’s managing editor. He spent two years teaching at the University of Maryland before joining the Penn State faculty in 2007.

The international reporting endeavor was the first embedded course in the Bellisario College. In the years since its inception, each of the other departments has launched its own embedded course — which combines a semester of work around a working trip during spring break.

“The growth and success of our embedded programs and international opportunities have benefited many of our students across the Bellisario College,” Dean Marie Hardin said. “Tony Barbieri’s work with international reporting provided a firm foundation for that growth. We’re deeply appreciative of his commitment to the Bellisario College and our students.”



“We’re deeply appreciative of his commitment to the Bellisario College and our students.”
— Dean Marie Hardin

WHAT YOUR GIVING CAN SUPPORT



\$5,000

equipment for CommAgency, our on-campus, student-run media production agency



\$1,500

an opportunity for 15 students to visit Success in the City internship fair in NYC



\$2,500

an immersive experience in the international reporting class for one student



\$1,000

emergency grant for a student whose finances changed because of COVID-19

WE ARE... GOING DIGITAL!



Scan this QR code to view The Communicator.

communicator.bellisario.psu.edu/



International reporting students meeting with Katie O’Toole and author Mark Bowden.
Photo by Curt Chandler

Utilize a University Match

\$5,000

paid annually for five years
with a University match
produces

\$50,000

named endowment

SUPPORT OPTIONS

CommAgency is a student-driven, agency-style organization that provides video, photo, web, social media, marketing and data analytics services to clients across the University. Representing all majors within the Bellisario College, the students employed with CommAgency gain valuable skills in teamwork, storytelling, and client relations.

CommVentures is a fund that generates grants for qualified faculty products and ventures. It helps further research, enhance student collaboration, strengthen faculty recruitment and retention, and drive economic development.

Educational Equity Scholarships support diversity across the college. It provides funds benefiting students whose gender, race, ethnic, cultural, and/or national background contribute to the diversity of the student body.

Success Stories

Bellisario College Advancement Council
support for CommAgency with \$25,000 match

Dan Hartman
support for CommVentures with \$35,000 match

Brad and Baily Davis
support for CommVentures with \$100,000 match

For more information on how you can give to the Bellisario College, contact Director of Development Jose Lugaro — jose@psu.edu

A successful career and a connection with others leads to opportunity for students

The best stories are about people — something Penn State alumnus Rick Starr knew well, and practiced regularly, during his career.

From Penn State to Pittsburgh and beyond, the award-winning sports journalist’s work focused less on the games themselves and more on the communal, human and social aspect of athletic competitions.


Starr, who earned his journalism degree in 1975, worked in western Pennsylvania and was the longtime editor of the Valley News Dispatch in Tarentum. He covered the Pittsburgh Steelers for 19 years, chronicling the eras of two Hall of Fame coaches, Chuck Noll and Bill Cowher. Along with Super Bowls and high-profile pros, the multitasking Starr also focused on local and high school sports.

At Penn State, Starr was sports editor of The Daily Collegian and drew praise for his coverage of John Cappelletti’s 1973 Heisman Trophy speech when Cappelletti dedicated the award to his brother, Joey.

Starr died in May 2017 at age 64. In his honor, Starr’s friends and fellow alumni, Cathy and Bob Buday, recently established the Rick Starr Award for Human-Centered Sports Journalism in the Bellisario College. Cathy graduated with her journalism degree from the University in 1976. Bob earned his communications studies degree in 1977.

Starr introduced the Budays as undergraduates, and they all became part of a large, tight-knit group of student journalists whose friendship has continued to this day. Cathy and Bob eventually married — albeit 24 years after they were introduced. They started dating in 1996 and were married two years later. They have six children, five from their first marriages and one together, all of whom had the opportunity to meet Starr before he died.

With the Rick Starr Award for Human-Centered Sports Journalism, the Budays hope to encourage Penn State students majoring in communications to follow Starr’s example.

The inaugural winners of the award were Shane Connelly ('21) and Hannah Mears ('20). 



“The Bellisario College is a natural innovation link within the University and also with external U.S. marketplaces”

A Penn State alumnus with a proven entrepreneurial record has provided a \$100,000 gift to establish and endow a new funding mechanism that will empower faculty and students in the Bellisario College to make their own impact as entrepreneurs.

Brad Davis, who earned his journalism degree in 1961, and his wife, Bailey, provided the lead gift for CommVentures — a privately supported fund created to address important societal questions through research and to generate viable business models with the potential to revolutionize modes, methods and the impact of communications.

The expertise and impact of Bellisario College faculty members ranges from artificial intelligence to tapping white spaces on the television spectrum as a means to provide rural broadband access, and from the impact of health and science communications to developing mesh wireless networks that protect against digital spying.

Through the work of CommVentures, the Bellisario College will be positioned to become an agent of positive change both in and out of the classroom. The approach is envisioned as a way to build upon the success of Invent Penn State, the groundbreaking initiative founded in 2015 that has allowed the University to put economic advancement and entrepreneurship at the heart of its mission.

With the fund established, grants will be available to support faculty-led endeavors that engage students and provide real-life experiences.

Dean Marie Hardin said the Davises’ gift will play an instrumental role in the impact and success of the Bellisario College.


“By creating entrepreneurial opportunities for faculty and students, the Bellisario College is poised to join University-wide efforts to invest talent and resources in strengthening Penn State’s economic impact, an important fulfillment of the University’s land-grant mission,” Hardin said. “Brad and Bailey have already begun to shape the entrepreneurial vision of the Bellisario College and we are deeply appreciative of their continued support of our people and programs — and the vision we have for our ongoing success.”

Not surprisingly, Brad Davis has spent much of his career investing in people and organizations with potential for impact. Davis, an advertising professional turned entrepreneur, serves as the managing partner, with his son, of Ridge Capital Partners LLC. As Brad’s career changed from advertising to entrepreneurship, and as the world of private equity eventually changed, he remained focused on growth and improvement, an approach that he has also applied to his philanthropy.

He and his wife created the Brad and Bailey Davis Media Innovator-in-Residence Fund in 2018.

Supporting CommVentures was appealing because of the potential he saw at Penn State.

“I’ve been impressed with the approach Penn State and President Eric Barron have taken to address innovation on campus,” Davis said. “The LaunchBox, the introduction of start-up students summarizing their projects at pep rallies, and the migration of those concepts to the various colleges have been impressive.

“The Bellisario College is a natural innovation link within the University and also with external U.S. marketplaces. CommVentures is the ideal entity to promote new communications ideas and technology to these sectors and concurrently motivate students to think out of the box, enhance their educational experience and even possibly gain economic rewards.” 





honor ROLL

Our alumni and friends made 954 gifts totaling \$1,440,856 during the period from July 1, 2019, to June 30, 2020, 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)

Gerald Abrams
John Affleck and Jessica Ancker
LaVonne Althouse
Douglas and Claudia Anderson
Baltimore Community Foundation
Lisa and Stephen Banco
Robert Barbarowicz
Anthony Barbieri
Roger Bolton and Lynne Melillo Bolton
Todd and Anita Brightman
Benjamin Bronstein
Marc and Amy Brownstein
Catherine and Robert Buday
Judson Burch
Café 210 West Inc.
Warren Carmichael
Thomas and Gwyneth Chobot
William Clark
Mimi Barash Coppersmith
Bryan and Stephanie Crist
John and Ann Curley
Evelyn Y. Davis Foundation
J. Bradley and Bailey Davis
Robin Deacle
Epstein Teicher Philanthropies
Anella Ferrara
Elizabeth Fetter and Donald Durbin
Fidelity Investments Charitable Fund
Ellen Foster
Friends of Patrick S. Boland
Jane Gentzel
Jennifer Gottlieb
Marie Hardin and Jerry Kammer
Harmelin & Associates Inc.
Harmelin Media
Bridget Hughes
Mary Hummel
Bill Jaffe
Jayne Jamison and Edward Bisno
Jewish Federation of Greater Pittsburgh
James Jimirro and Ajchara Kaewthep
Johnson & Johnson
Johnson & Johnson Services Inc.
David and Mary Lee Jones
Stevens and Diane Kasselman
Paul Levine and Marcia Silvers
John Lindberg
Alexandra Hughes Maloney and David Maloney
Marconi Society Inc.
Frederick and Ann Martelli
Christopher and Diane Martin

Jayne Miller
Michael Missanelli
Murray Overhill Pharmacy Inc.
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Pennsylvania Association of Broadcasters
Bill Phillips
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Joanne and John Ryder
Mary Lee Schneider and Edward Flam
Jane Perry Shoemaker
Bette Jackson Smith
Jacqueline and Steven Szafara
The ESS Group Inc.
Paul and Mary Tsompanas
Vanguard Charitable Endowment Program
Thomas and Kirsten Verducci
William Randolph Hearst Foundation
Carolyn Xu
Linda Yaccarino-Madrado and Claude Madrazo
Randolph Yanoshak

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

10 After 2, LLC
Mark Ashenfelter
John Beauge
Roger and Vera Beidler
Thomas and Paulette Berner
T. Robert Boulware
Jack Broschious
Jeanne and Kevin Chapkovich
Coastal Community Foundation
Philip and Joan Currie
Kelly and L. Matthew Day
Stanley and Ann Degler
John and Janet Dillon
Gene Foreman
Gregory and Deborah Guise
William Guthlein and Patricia Bickimer
William J. Hackett
Seth Haplea and Tara Dugan
Laurie and Michael Harding
Brian and Dale Healy
Pamela and Todd Hervey
Jeffrey and Nancy Hunt
Interstate Advertising Managers Association
Jennifer and Kenneth Irvin
George and Nancy Lewis
Janice and Steven Livingston
Amanda L. and Michael R. Lockwood
Thomas Lucas
Anne Lusk and Kenneth Berkenstock
Robert and Marylou Martin
Thomas R. Martin
Matthew P. McAllister
Woodene Merriman
Norman and Mollie Miller
David and Jodie Morris
Brian and Patricia Nawa
Plre Inc.
Mark and Tracy Pulos
Bob Richards
J. Ford and Mary Risley
Lorraine Ryan
Robin Ward Savage
Kathleen and Ralph Smith
Stewart and Karen Stably
Marylouise M. and Barry C. Uhlig
Joan Wellington

COMMUNICATIONS PARTNERS (\$500 to \$999)

Ronald Balasco
Jane Braus
John and Valvria Clark

Jane and David Conley
Robert Cook and Teresa Villa Cook
Cheryl A. Dunlap
Stanley and Susan Ellis
Carole Feldman
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Jordan A. Mott
Michael J. and Julia Cipolla Mullen
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Richard and Stephanie Rapp
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Robert and Barbara Schiff
Edwin Steel
Bradley W. Stoner
T. Rowe Price - Charitable Giving
Brenna C. Thorpe
Steven and Lori Trapani
Cynthia C. Viadella
John and Linda Zahoroiko
Bu Zhong

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Patricia A. and Eric Adelman
Judith A. Aita
David and Erin Alderfer
American Online Giving Foundation
Mark and Bernedette Andersen
David Anderson
Kendra Aucker
Bass Communications
Deborah Dulina Bass and Rand M. Bass
John H. Beale
Karen M. Bernardo
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Jessica Blake
Elizabeth A. Blinn
Kathryn L. Blum
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Christina Caporale
Stuart H. Chamberlain
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Vicki S. and John J. Cousley
Carlyn Crout
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Sandra K. and William Dillon
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Bernadette and John Dunn
Wesley C. Ellis
Gary Ezard
Richard and Anne Ferrera
Eliza Flanagan
Leigh Flickinger
Andre and Kimberly Floyd
Ronald and Valerie L. Francois
Robert B. and Norma J. Franklin
Sharon and Mark Freeark
Kim C. Friedman
Lynne and Robert Getz
Herman and Judith Gibb
Michelle Gibbons
Reed and Eileen Gidez
Sean and Carrie Goldrick
Carol R. and Stephen Gosser
Mark and Denise Hakowski
Thomas D. Hamilton
Traci Levy
Amy Hamstead
Michael G. Hanusin
Curtis and Inez Hare
Thomas A. and Joy A. Harvey
Kathy Heasley
Sally A. Heffentreyer
Heather A. Heigele
Chad Hershberger and Sarah Voorhees
Frederick Herzog
Lauren E. Raisl
Karen Hockstein
Gregory and Lee Huntingdon
Jordan and Jeannine Hyman
Matt Jackson
Mary Bolich Joyce and Robert E. Joyce
Glenn N. Kaup
Matthew Kincak
Janet and Michael Klinefelter
Roberta Knapp
Derek W. Koffel

Ronald Kolb
Stephen Kraycik and Pamela F. Kraycik
Brian P. and Stacy Toy Kweder
Terrence G. Leach and Ronda K. Leach
Rinaldo and Susan Leonardi
Christopher and Sabrina Liller
Mark X. Lima
Vincent and Heather Loss
Christopher Loughner and Marianne Tropp
Mary MacLaren
Joseph Maloney
James C. and Donna M. Mansfield
David W. Martinson and Jodie Hough Martinson
Richard S. and Christine Hondras Mayk
Martin M. McNeeley
John F. and Susan Barnes Merriman
Richard A. and Lois D. Meyer
Arthur and Marjorie Miller
Lillian A. and Joseph J. Mittleman
Shelley B. Neiner
Zack Neiner
Sayaka Ninomiya
Tracy R. Noll
Amanda and Michael B. Oey
Tim J. Panaccio and Carla Tolino-Panaccio
Patricia Panzera
Steven L. and Lezlie Patterson
George G. and Sara Carson Peck
Scott Pellis
David Pellnitz
Brenda A. Penderville
Jean Allen Petersen
Martin M. McNeeley and Susan J. Petix-McNeeley
Richard Zanghetti and Pamela Phillips
Stephen E. Pontier
Lyn Reeves
Tom J. Resau

Andrew H. Richards
Charles Richardson and Kim Richardson
Barbara Ritchey
Paul and Linda Pavian Roberts
Debra J. Rodgers
Samuel V. and Mary F. Rogers
Robert Roselli
Richard A. Rossi
Maureen Quinn Salamon and Joseph Salamon
Steve and Susan Sampsell
Jerrold A. Schwartz and Nina B. Ovrin
Kevin Schwartz and Noreen Stock Schwartz
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Matthew J. and Carrie S. Sullivan
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Michael and Linda Trobich
Dana B. and Gregory Vas Nunes
Andrew Walker
Alexander and Nancy Ward
Robert Wechsler
William H. Wunderlich and Mona Signorino Wunderlich
Robert and Elizabeth Yingling
Jeanne M. Yocum
Ralph and Lou Ann Zeigler





Photo by Josie Chen, '19

impact and OUTREACH

Experts, events, people and programs. During a typical year dozens of classroom and guest speakers, scheduled lectures and special events provide resources for our students and represent a service to the community as well. During the 2019-20 academic year, regular programming — including the inaugural Centre Film Festival (above) — was bolstered by a virtual and Zoom explosion of connectivity that collectively featured more than 220 visitors to the Bellisario College.

A

Emily Agate, marketing coordinator, Graduate Hotels
 *Jayla Akers ('18), social media manager, Unilever
 Paul Albergo, executive editor, Bloomberg BNA
 Mike Alfieri, producer, Miantri Films
 *Abe Amoros ('90), president, Amoros Communications
 Chris Andrews, CTO, Kubient
 Charles Apple, features designer, Spokane-Review
 Martha Ashe, strategic planning manager, Mindshare
 *Ali Azra ('05), production director, Film Method

B

*Joe Battista ('83), CEO, Pragmatic Passion
 *Gabrielle Baum ('18), media relations coordinator, Macy's
 *Jill Beckman ('18), social media, Tampa Bay Buccaneers
 *Donald P. Bellisario ('61), president, Belisarius Productions Inc.
 *Clara Benice ('02), freelance filmmaker and media professional
 *Nancy Berman ('18), coordinator, digital marketing operations, Atlantic Records
 Jay Bilas, college basketball analyst, ESPN
 *Elise Bingaman ('19), coordinator-commercialization, Disney Parks, Experiences and Products
 Skye Borgman, director/cinematographer, Top Knot Films
 Brandi Boatner, social and influencer communications lead/global markets, IBM
 Mark Bowden, author

Ruth Bowles, freelance writer and content strategist
 Katie Branham, associate director of communications, U.S. Paralympics
 *Mark Brennan ('83), editor and publisher, 247/Fight on State
 Chelsea Brett, social media strategist, The Hershey Company
 *Maddie Brightman ('17), associate producer, ESPN
 Nicole Briscoe, anchor, ESPN
 Rob Britton, airline industry marketing expert
 *Beth Bronder ('87), vice president-development and partnership, Association of Chamber of Commerce Executives
 *Robin Bronk ('82), CEO, The Creative Coalition

Julie E. Brown, investigative reporter, Miami Herald
 *Marc Brownstein ('81), president and CEO, The Brownstein Group
 John Buccigross, anchor, ESPN
 *Judson Burch ('92), senior coordinating producer, ESPN
 *Jim Buzinski ('80), co-founder, outdoors/editor, LA Times

C

Jenn Jortner Cassidy, customer success manager, LinkedIn
 Patrick Chambers, coach, Penn State men's basketball
[Steph Chambers, photojournalist, Pittsburgh Post-Gazette](#)



*Emily Chappell ('15), public relations manager, Maryland Institute College of Art
 *Gabrielle Chappel ('16), actor, creative producer, host
 *Margaret "Meg" Chemburkar ('17), talent assistant, Digital Brand Architects
 Ron Chen, recruiting director, Group M
 *Tina Clabbers ('08), global public relations director, Whole Foods Market
 Megan Collins, founder/CEO, Style Girlfriend
 *Rose Corr ('08), film and documentary editor
 Moira Crabtree, lead financial ambassador, Penn State Sokolov-Miller Family Financial and Life Skills Center

D

Trish Dalton, director/producer
 Jason Dambach, founder, SportStart
 *Kelly Day ('93), president, Viacom Digital
 Luigi De Laurentiis, producer, Film Auro
 Guido D'Elia, college athletics consultant
 Ken Dilanian, national security reporter, NBC News
 John Dearing, news director, WBOC-TV
 Rebecca Droke, visual journalist

E

*Ellyn Exley ('01), owner, Happy Valley Studios

F

Benjamin Fehl, creative director, The Crooked House
 Lindsey Fenton, senior producer/director, WPSU
 *Liz Fetter ('80), independent director and CEO, Abundance Hill Enterprises
 *Michael Fimognari ('96), cinematographer
 Sasha Fine, associate director, Wavemaker Global
 Rebecca Force, entrepreneur, stylist
 *Matt Ford ('05), independent filmmaker/journalist/visual storyteller
 Jesse Fox, associate professor, Ohio State
 *Kathy Fox ('89), vice president, Comcast
 Ed Frankel, SVP, director talent acquisition, Omnicom Health Group
 Yessenia Funes, journalist
 Mark Furnie, writer/director, Rezistor Films

G

*Jeaneen Gammon ('91), vice president-sales operations, New York Times
 Amy Gardner, politics reporter, Washington Post
 *Tim Gaughan ('97), vice president, CBS News
 *Barbara Gee ('83), founder, PositiveLee for YOU
 *Deb Gelman ('90), producer, CBS Sports
 Michael Giarrusso, global sports editor, The Associated Press
 Jeff Gibbs, director/producer, documentary "Planet of the Humans"
 *Eli Gelernter ('17), Paradigm Agency
 *Lynne Getz ('98), blogger, podcaster, direct sales
 Malcolm Gladwell, author
[Christopher Goffard, podcaster and writer, Los Angeles Times](#)



*Emily Grabowski ('16), digital marketing coordinator, Vector Management
 Morgan Guarino ('17), client relationship associate, Kforce
 Robert Gutsche, associate professor, Lancaster University



H

Ron Hall, Vietnam Vet, actor, 'Stray Dog'
 *Jessica Handler ('10), marketing consultant, Madison Square Garden
 Tracy Harlow, vice president, Digital Brand Strategy, Walmart
 Kaitlyn Harrison, senior customer success manager, Shareable
 *Dan Hartman ('85), media consultant, Hartman Media
 *Jessica Hartshorn ('93), entertainment editors/senior editor, Parents Magazine/Meredith Corp.
 *Jason Hellerman ('10), screenwriter
 *Jack Horner ('89), owner, HORNERCOM
 Alyse Horn-Pyatt, freelance journalist
 Lawrence Hott, co-founding partner, Florentine Films
 Quiara Alegria Hudes, author

I

*Rocco Impreveduto ('99) head of marketing and operations, Wolters Kluwer Legal and Regulatory US
 *Ali Ingersoll ('12), data journalist, Investigative Post
 Ali Izzo, founder/co-CEO, The Purpose Therapy Box

J

*Jon Jackson ('90), deputy athletic director, Duke University
 *Jayne Jamison ('78), retired, senior vice president, O Magazine/Hearst Publications
 *Antonia Jaramillo ('18), reporter, Florida Today
 *Pete Jensen ('10), sr. fantasy editor, NHL.com
 Jorge Jobel, owner, Black Sheep Media

K

*Alyssa Kaplan ('15), brand manager, Mekanism
 *Emily Kaplan ('13), reporter, ESPN
 Austin Karp, digital editor, SportsBusiness Journal
 *Jessica Kartalija ('01), anchor, KYW-TV/Philadelphia
 Brad Keen, senior manager business development, Penn State Sports Properties
 *Don Roy King ('69), director, "Saturday Night Live"
 *Michelle Kinsman ('92), senior vice president, Digitas Health
 Brian Klingensmith, people and culture manager, Brunner
 *Cait Kramer ('16), photographer/owner, Cait Kramer Photography
 Jennifer Kuntch, deputy communications director, Pennsylvania Dept. of Transportation

L

*Adriana Lacy ('18), audience engagement editor, Los Angeles Times
 *Kari Lang ('15), media supervisor, Tierney
 Samantha Lassen ('18), media relations associate, Golin
 Kat Lazo, director, producer, host, "The Kat Call"
 Joe Leachko, co-founder, StudioME
 Susan Lechtanski, raiser/sitter, Susqueanna Service Dogs
 *Mark Lima ('87), vice president-news, Fusion
 Joe Little, multimedia journalist, KNSD-TV
 Anna Lingerins, earned media and brand publicity lead, The Hershey Company
 Jessica Loftus, manager/intern and talent operations, Discovery
 *Bruce Lombard ('98), owner, LombardMMA
 Rich Lord, investigative reporter, Pittsburgh Post-Gazette

M

Richard MacKinnon, entrepreneur/director, Music City Prep Clinic
 *Mary Mahoney ('15), senior media planner, Tierney
 Grace Malinoski, freelance writer and editor
 Erica Mandy, founder/producer, The Newsworthy Podcast
 Catharine Maniscalco, talent acquisition strategist, WebFX
 *Riva Marker ('00), producer/co-founder, Nine Stories
 Sarah Markiewicz, senior field marketing manager, Graduate Hotels
 Amy Marshall, central region attorney, Pennsylvania State Education Association
 Holly Masters, founder/co-CEO, The Purpose Therapy Box
 Ellen Mattis, owner, Hello Social
 Darryl McDaniels, founding member, Run-DMC
 *Andrew McGill ('10), developer and reporter, The Atlantic
 Amanda McGrory, Paralympian wheelchair racing
 *Trace McSorley ('18), quarterback, Baltimore Ravens
 *Mary Meder ('84), president, Harmelin Media
 *Rob Michel ('99), producer, Big Ten Network
 Walter Middlebrook, editor
 *April Miller ('13), media supervisor, Tierney
 Margaret Miller, The Three Birds
 *Mike Missanelli ('77), sports talk radio host, ESPN 97.5
 Nichole Monica, director of communications, Mt. Nittany Medical Center
 *Remy Morris ('17), assistant account executive, HZDG
 *Brian Morrison ('05), freelance writer and television producer
 Kearnan Myall, former professional rugby player, Oxford University

N

Eric Nazarenius, news director, WGAL-TV
 *Alex Nepa ('01), owner, Mint DJ Events; social media coordinator, Hotel State College
 Tim Nevius, lawyer
 Kelly Newburg ('13), campaign & donor engagement manager, The Nature Conservancy

O

Kevin Olivas, news recruiting manager, Sinclair Broadcasting

*Dana O'Neil ('90), senior writer, The Athletic
 *Robert Orndorff ('95), director, Penn State Career Services

P

Praveen Pandian ('12), agent, Creative Artists Agency
 Keith Parish, co-founder, StudioME
 Krista Parkinson, founder, My Grads Get Jobs
 Kendra Paro ('18), account executive, Marino
 *Jennifer Patterson ('08), executive/producer assistant, Valhalla Entertainment
 *Katie Perugini ('12), executive assistant, Thompson Creek Window Co.
 *Bill Phillips ('91), founder, billphillipscreative.com
 *Leah Polakoff ('15), director of digital marketing, McCormick Spice
 *Kiarra Powell ('17), production assistant, NPR
 Devon Powers, associate professor, Temple University
 *Katerina Procyk ('18), visual journalist/videographer, University of Pittsburgh
 *Maddy Pryor ('13), social media specialist, Princeton University

Q

*Melanie Query ('98), president/owner, Beyond Spots & Dots

R

*Eric Rabe ('68), principal, Eric Rabe Strategic Communications
 Zack Rackovan, founder, Anchor & Forge and Foundry Design Works
 *Sean Reardon ('98), U.S. CEO, MiQ
 Ryan Riess, marketing director/C-sweet Studio, The Hershey Company
 Dion Ringgold, founder/CEO, InClub Magazine
 *Darren Rizzi, special teams coordinator, New Orleans Saints
 *Brad Robinson ('00), assistant director, Director's Guild of America
 *Michael Robinson ('04), analyst/broadcaster, NFL Network
 *Rob Roselli ('13), assistant athletic director, Rutgers University
 *Eric Rosengard ('10), visual effects producer, Industrial Light and Magic
 Holly Rowe, reporter, ESPN
 *Rich Russo ('84), director, Fox Sports
 *Joanne Ryder ('96), principal, Jryder LLC

S

*Hal Sadoff ('86), CEO, Dark Castle Pictures
 *Lesly Salazar ('16), digital content producer, ABC7
 *Diane Salvatore ('81), editor-in-chief, Consumer Reports
 Lillian Santini, freelance graphic designer
 Tanya Scalisi, vice president, J Public Relations
 Louie Schwartzberg, filmmaker
 *Jerry Schwartz ('77), editor at large, The Associated Press
 *Alyssa Scotto ('18), assistant account executive, Ogilvy
 Josh Sears, cinematographer
 Allison Shelley, independent documentary photographer
 *Nick Shugars ('15), publicist, Warner Bros.
 Scott Sidwell, deputy athletic director, Penn State
 Sarah Silbiger, freelance photojournalist
 Michael Sisak, reporter, Associated Press
 Jim & Colleen Small, owners, UPS Store
 *Chris Smith ('94), creative group head, The Richards Group
 *Audrey Snyder ('12), senior writer, The Athletic
 *Stephen D. Solomon ('71), director of M.A. program in business and economic reporting, New York University
 Jen Spence, The Crooked House
 *Mark Stitzer ('02), videographer, WPSU
 Warren Strobel, national security reporter, Wall Street Journal
 Megan Swiatkowski, director of communication, Axios
 *Jackie Szafara ('83), executive director, National Arts Program

T

Lillian Thomas, projects editor, Pittsburgh Post-Gazette

V

Anita Varma, program manager, Markkula Center for Applied Ethics, Santa Clara University
 *Amanda Vasquez ('13), partner development director, Fetch Rewards
 *Tom Verducci ('82), analyst and sports writer, Sports Illustrated / MLB Network / Fox

W

*Tyler Walk ('06), movie editor/director, ERDOS-BACON

Aaron Walker, CCO, Rock Ventures, LLC
 *Carter Walker ('17), reporter, LNP
 Julia Wallace, author and former editor, Atlanta Journal-Constitution



*Nadine Waxenberg ('84), account manager, Meredith Corp.
 Andy Weisner, associate teaching professor, Penn State
 *Rob Wentz ('11), owner, RZ Media Ventures
 *Matt Westlake ('14), assistant editor, Running Man
 *David Wilson ('85), executive vice president, Zozimus Agency
 *Tammi Wilson ('84), president, BraveHeart Digital Marketing
 Brittney Wineland, social media coordinator, Lombard MMA
 *Jennie Worek ('19), brand marketing coordinator, Bumble

Y

*David Yadgaroff ('90), senior vice president/market manager, Entercom
 Sara Yeo, assistant professor, University of Utah
 *Karina Yucel ('13), Digital Marketing and Community Engagement Manager at Thompson & Bender

* Alumnus

Several members of our current Alumni Society Board and Ad/PR Alumni Network Board visited classrooms as well. For a list of those board members, see page 25.

NATIONAL AWARDS

Arthur W. Page Center Awards

- Gene Foreman, Philadelphia Inquirer
- Ginger Hardage, Southwest Airlines
- Thomas Kean, former governor of New Jersey

Bart Richards Award for Media Criticism

- Nieman Reports from the Nieman Foundation

Award for Excellence in Coverage of Youth Sports

- Roman Stubbs, The Washington Post







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 College of Communications

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