



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!

*mk*  
Dean Marie Hardin





# 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.



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



## 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

## STUDENT MARSHALS

### SUMMER 2018

Jared Kehler

### FALL 2018

Olivia Catena (at left)

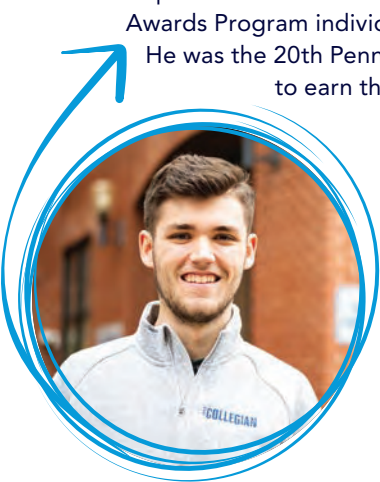
### SPRING 2019

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



## 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.





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

**COMMversations**

the Bellisario College podcast.

Find us at [bellisario.psu.edu/alumni/podcasts](http://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.

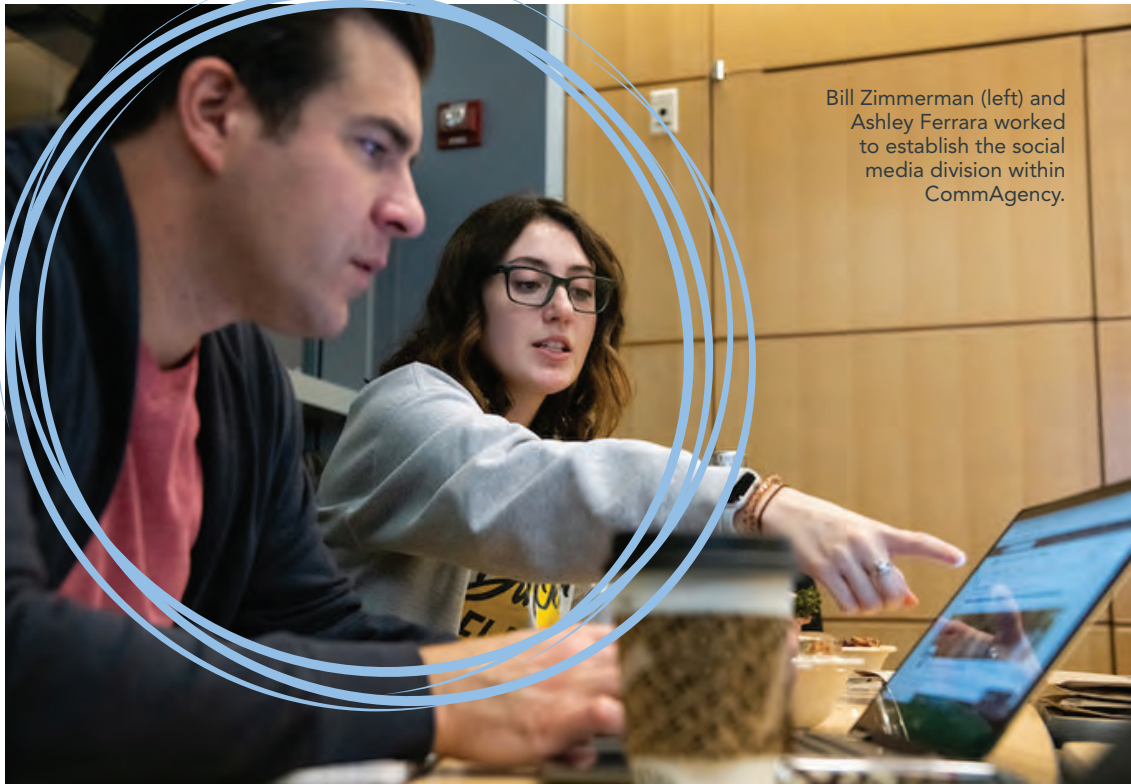
“The biggest lesson I learned is that each client is so different, and so my team and I have had to become super comfortable with the notion that there is no true set formula and you must make decisions and changes to accommodate each client and their goals,” she said.

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.

**397**  
for-credit  
internships  
completed

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

## 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](https://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](https://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

Patrick Plaisance  
Teaching Excellence Award

Michelle Baker  
Baskett Mosse Award for  
Faculty Development

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

ASSOCIATION FOR EDUCATION  
IN JOURNALISM AND  
MASS COMMUNICATIONS  
Toronto | Aug. 7-10, 2019

16 graduate students  
17 faculty researchers

FACULTY PRODUCTIVITY

93 presentations  
3 books written  
52 journal articles  
22 book chapters

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

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 Shoenfelt, *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*





# 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

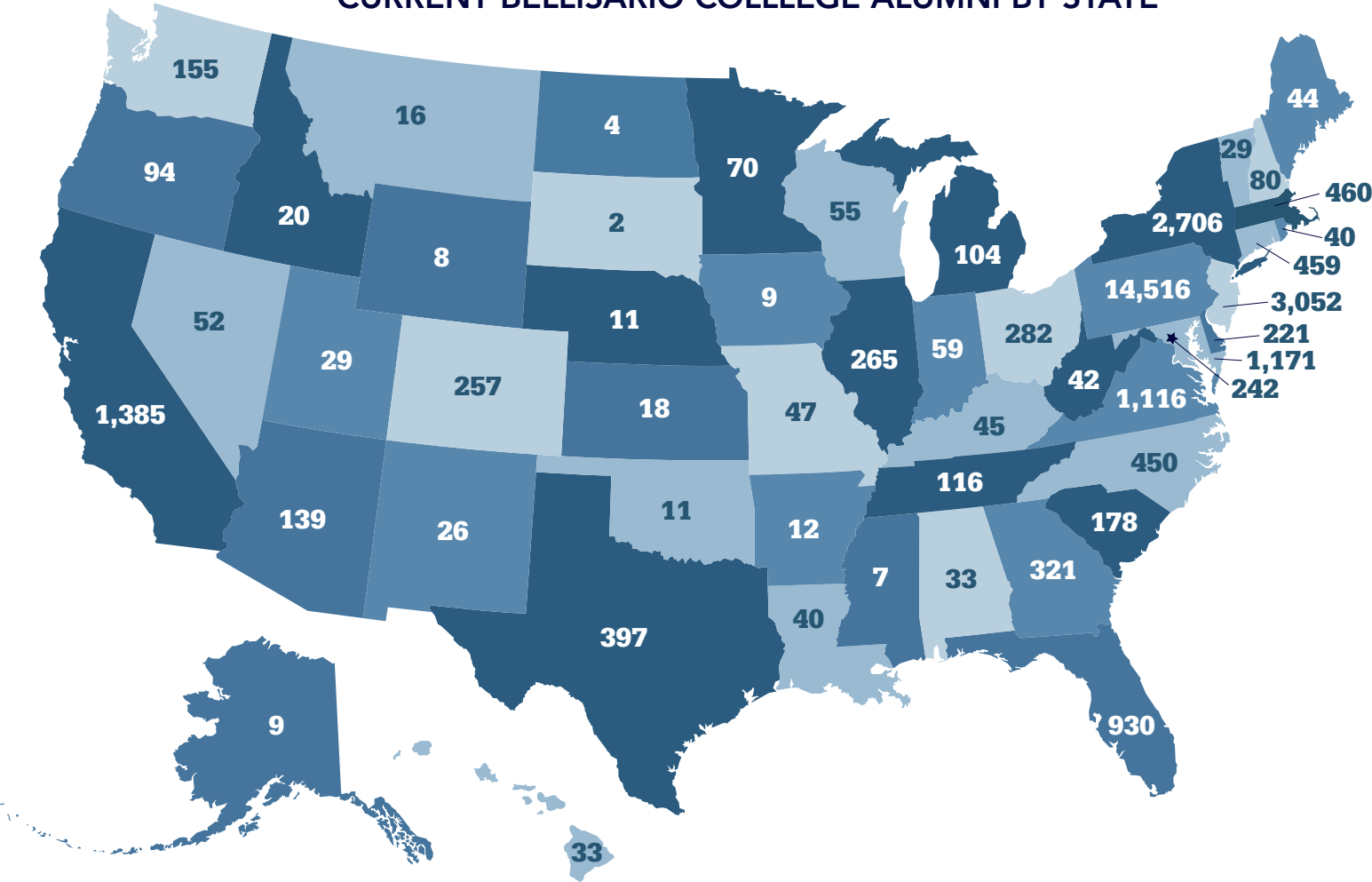
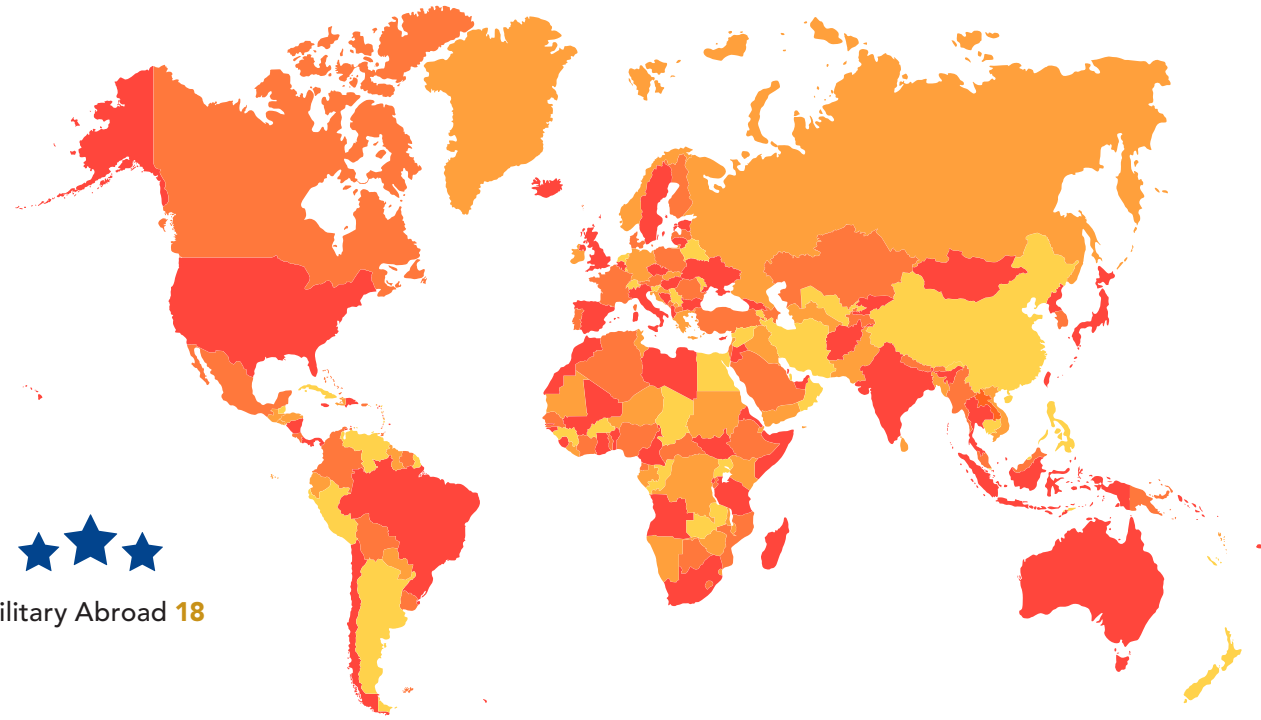


Photo by Riley Herman, '22



## CURRENT BELLISARIO COLLEGE ALUMNI BY COUNTRY



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  
 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](https://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



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

## 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. 📸



## 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.

# stories OF SUPPORT

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.”



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



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!**



THE COMMUNICATOR

Covering the Pandemic  
Alumni in TV media share experiences on local and national levels

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



WHAT YOUR LEGACY CAN PROVIDE

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](mailto: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 multit talented 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

- DEAN'S ASSOCIATES**  
(\$1,000 to \$2,499)
- Jayne Miller  
Michael Missanelli  
Murray Overhill Pharmacy Inc.  
Thomas and Edith Ortenberg  
Pennsylvania Association of Broadcasters  
Bill Phillips  
Eric and Luisa Rabe  
Lawrence and Deborah Raiman  
Richard and Rayna Ravitz  
Alan and Runghapa Routh  
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
- 10 After 2, LLC  
Mark Ashenfelder  
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

- CARNEGIE CLUB**  
(\$250 to \$499)
- 1970s Collegian Alumni Reunion Group  
Anonymous Design Inc.  
Paul Aven  
Joe Berwanger  
Mark and Diane Bomberger  
Sarah G. Carberry  
Clifton W. Colmon  
Pamela Cook  
Robert and Maureen Debicki  
Cynthia Epley  
Bradley Evans  
Robert Gavazzi and Kathleen McKinney-Gavazzi  
John and Paula Gochmour  
Catherine and Paul Greenland  
Stephen Heiser  
Hershey Entertainment & Resorts  
Frederick A. Jennerjohn and Marilyn Rinker Jennerjohn  
Rebecca Jones  
Alyson and Michael Joyce  
Robert Junas  
Michelle M. Kinsman  
Jeffrey and Kimberly S. Klein  
Joseph and Karen Klein  
Arthur A. and Deborah L. Kravitz  
Left Right Repeat, LLC
- 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 Stabley  
Marylouise M. and Barry C. Uhlig  
Joan Wellington
- COMMUNICATIONS PARTNERS**  
(\$500 to \$999)
- Ronald Balasco  
Jane Braus  
John and Valvria Clark

- CENTURY CLUB**  
(\$100 to \$249)
- Patricia A. and Eric Adelmann  
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  
Charles Bierbauer and Susanne Schafer  
Jessica Blake  
Elizabeth A. Blinn  
Kathryn L. Blum  
Timothy B. Burns  
Amy Andryszak Campbell  
Christina Caporale  
Stuart H. Chamberlain  
Steven and Julie Clemens  
Megan L. Mitchell  
Patricia K. Cole  
Lauren M. Connolly  
Monica J. Cooney  
Vicki S. and John J. Cousley  
Carlyn Crout  
Erin E. Cunniffe
- Jane and David Conley  
Robert Cook and Teresa Villa Cook  
Cheryl A. Dunlap  
Stanley and Susan Ellis  
Carole Feldman  
Anne Hoag  
James L. Kuhnenn  
JBS Donor-Advised Fund  
Steven and Lorraine Lampert  
Lisa A. Lucas  
Jose H. Lugaro  
Lisa and Christopher Lydon  
Linda Murphy  
Kathleen O'Toole and Gary Gray  
Pretzel City Sports  
Mark Cutkosky and Pamela Reasner  
Romesburg Media Group  
Jarred and Sarah Romesburg  
Ralph and Nancy Schumack  
Seth Silverstein  
Richard and Jennifer Sparrow  
Trosko Inc.  
Christopher Wheeler  
James Wiggins and Christine Fleming  
David and Jamie Yadgaroff  
S. Charles Zdeb and Patrice Bradley Zdeb



- Charles Curley  
William F. Cvecko  
Sandra K. and William Dillon  
John and Teresa Dolan  
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 Rorbert 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. Ovryn  
Kevin Schwartz and Noreen Stock Schwartz  
Jeffrey J. and Donna Getchen Schwoebel  
Stephanie and Scott Shirley  
Claire Sink  
Ewa Stein  
Thomas and Donna Stewart  
Kathryn and Sean C. Stickel  
Matthew J. and Carrie S. Sullivan  
Linda E. Thomas  
Jonathan and Debra Thurley  
Meredith Topalanchik  
Lesley Troan  
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, outsports/ 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
- Moirra 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  
Margarent 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





**PennState**  
Donald P. Bellisario  
College of Communications

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