William Hallman

Assistant Teaching Professor

|  |  |  |
| --- | --- | --- |
|  | | |
|  |  |  |
| 814-863-7742 | wjh147@psu.edu | 108B Willard, University Park, PA 16802 |
|  |  |  |
| **Education** | The Pennsylvania State University    University Park, PA  BA in Telecommunications  Graduation: 2004 | |

|  |  |
| --- | --- |
| **Professional Experience** | * + **WPSU – Producer/Director** – Oct. 2015 – Aug. 2018   + **The Weather Channel – Producer** – Mar. 2014 – Oct. 2015   + **WSVN, Miami, FL – Producer** – Jun. 2012 – Mar. 2014   + **WBBH, Fort Myers, FL – Producer** – Mar. 2010 – May 2012   + **WTAJ, Altoona, PA** – Feb. 2007 – Feb. 2010 |
| **Teaching Experience & Related Coursework** | * 2018 – Present - Penn State - Donald P. Bellisario College of Communications, Telecommunications and Media Industries Department * Comm 282 (Fall & Spring) Prepare lectures and class activities focusing on visual production basics, visual storytelling, production techniques & production theory.  Students gain meaningful hands-on experience with professional level production equipment including cameras, microphones, lighting, and postproduction editing software. * Comm 383 (Fall) Workshop-heavy course preparing live-production students for a one-of-a-kind opportunity to produce and livestream the Penn State Homecoming Parade to thousands of online viewers around the world. Utilize lectures and technical training sessions to encourage creativity while giving students repeated hands-on lessons with industry standard equipment. * Comm 383 (Spring) The spring section of Comm 383 is redesigned to give students a similar experience as their fall counterparts. In this section students work with student comedy performers to produce a one-hour live comedy special. Class lectures use current comedy productions, guest lectures from industry professionals, and technical training to prepare students for this challenging semester-long project. * COMM 482 (Fall) Developed the curriculum for the TMI department’s only advanced field production course offering. Through a blend of lectures and workshops students learn how to apply technical skills to a professional, client-driven production assignment. Students work closely with Penn State’s Office of Strategic Communication as well as area non-profits to create digital media content tailored to a specific brand message. |

|  |  |
| --- | --- |
| **University Service & Mentoring** | * + **46Live** Mentor and guide 60–100 students responsible for livestreaming at least five events per academic year including THON’s 46-hour live dance marathon. Provide professional assistance and advice for each production while empowering student executive producers to provide their own leadership and expertise to student crew members. 46Live livestreams are viewed by more than 200,000 people each year.   + **CommAgency Live Production Team** Hire, supervise and mentor a team of 10–15 students. These students operate within CommAgency to provide live production options to university clients as well as some community non-profits. As faculty advisor, I help develop prospective clients, maintain technical equipment, conduct training sessions, create client agreements, issue invoices and approve student schedules.   + **Summer Storytelling Internship (2019-2021)** Hired and supervised a group of 10–12 student interns. Guided individual and team efforts to highlight and tell stories about important university efforts related to the University Strategic Plan. Worked closely with the Penn State Office of Planning, Assessment and Institutional Research to identify strong storytelling opportunities and then assigned interns to tell those stories in a manner consistent with their skills and professional ambitions.   + **COMM 009 First Year Seminar** Teach a first year seminar mandatory for incoming first year students. Use a mix of guest speakers, campus tours and workshops to help students acclimate to life at Penn State with a focus on resources available in the Bellisario College.   + **Host – WPSU Conversations Live** Work with WPSU producers to develop content for a monthly, public service television show. Serve as live host for two shows per year.   + **Jam Club Advisor** Faculty advisor to a student club dedicated to live musical performance.   + **First Gen Advocates** Volunteer time to work with first generation students enrolled at Penn State |

|  |  |
| --- | --- |
| **Professional Memberships & Awards** | * + The Broadcast Education Association   + The Association for Journalism and Mass Communication   + OTT.x   + 2017 National Academy of Television Arts and Sciences Mid-Atlantic Region Emmy Award Winner – Weather   + 2017 National Academy of Television Arts and Sciences Mid-Atlantic Region Emmy Award Nominee – Science |

|  |  |
| --- | --- |
| **Community Involvement** | * + **State College Pride** – Livestream consultant 2020 – Helped create a live virtual film festival during the inaugural State College Pride Celebration impacted by COVID-19.   + **Bob Perks Foundation** – Livestream consultant 2020 – 2021- Helped this local non-profit pivot to a virtual concert & fundraiser during the COVID-19 Pandemic   + **Centre County United Way** – Livestream consultant 2020 – 2021 assisted in creating a virtual fundraising livestream to help bridge the gap caused by in-person event cancellations during the COVID-19 Pandemic.   + **St. John Catholic School** (Bellefonte) Recording & video support for student productions. |
| **Professional Workshops and Conferences** | * **Maine Media Workshops** (2019) – Advanced camera workshop focusing on mirrorless DSLR production. * **Broadcast Education Association/National Association of Broadcasters Conference** Las Vegas, NV (2021, 2022, 2023) |