



Monday Memo

■ November 10, 2014

Calendar

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| November 11: | Honor Code Signing , 5:30-8:30 p.m., Carnegie Building Lobby |
| November 12: | Digital Journalism Panel , 7 p.m., HUB Auditorium |
| November 17: | Marketing Campaigns for Start-Ups , 6 p.m., Carnegie Cinema |
| November 18: | How to Start Your Own Creative Agency , 5:30 p.m., Carnegie Cinema |
| November 19: | Women Entrepreneurs in Film , 5:30 p.m., State Theatre |
| November 23-29: | Thanksgiving Holiday |
| December 20: | Commencement |

Announcement

The college has scheduled seven events bridging disciplines as part of **Global Entrepreneurship Week**. A complete schedule can be found at <http://gewpennstate.org>

Visitor

Asif Khan, founder and president of the Location Based Marketing Association, will give a lecture, "Why Location is the Next Cookie," on Thursday at 7:30 p.m. at the Nittany Lion Inn. He also will be speaking to advertising and public relations classes. His visit is part of the Arthur W. Page Center Professional-in-Residence Series.

Publication

Matthew F. Jordan. "Canned Music and Captive Audiences: The Battle Over Public Soundspace at Grand Central Terminal and the Emergence of the New Sound." *The Communication Review* 17, no. 4 (2014): 286-310.

Alumni

Michael Horning ('12 Ph.D.) is an assistant professor at Virginia Tech.

Alison Shapiro ('14 Journ) is an e-commerce assistant at National Geographic.