

# **Dr. Anne M. Hoag**

## **Curriculum Vitae**

Updated: June 7, 2018

The Pennsylvania State University  
CM - Telecommunications  
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### **Education**

Ph D, Michigan State University, College of Communications Arts and Sciences, East Lansing, Michigan, 1997.  
Major: Mass Media

University of Illinois, College of Commerce, Champaign, IL, 1987.  
Major: MBA Program

BA, University of Michigan, College of Literature, Science and Arts, Ann Arbor, Michigan, 1981.  
Major: Film and Video Studies

### **Administrative Assignments**

Director, University, approximately 1200 hours spent per year. (January 4, 2016 - Present).  
Direct all aspects of undergraduate education in the ENTI minor and the Center for Penn State Student Entrepreneurship (dba Lion LaunchPad). Lead and manage both the for-credit and co-curricular educational programs of the ENTI eco-system at all Penn State campuses

Director, College, approximately 100 hours spent per year. (August 20, 2012 - Present).  
Responsible for all aspects of the ENTI-New Media minor in Bellisario College of Communications including administration, student advising, curriculum and faculty development, marketing, special events.

### **Professional Positions**

#### **Academic**

Associate Professor, The Pennsylvania State University. (June 2003 - Present).

Associate Dean for Undergraduate Education and Outreach, The Pennsylvania State University. (July 2005 - June 2011).

Director of Outreach, College of Communications, The Pennsylvania State University. (July 2003 - June 2005).

Assistant Professor, The Pennsylvania State University. (January 1997 - May 2003).

Teaching Assistant, Research Assistant, Instructor (part-time), Michigan State University. (August 1992 - May 1996).

Teaching Assistant (part-time), University of Illinois. (August 1986 - May 1987).

#### **Professional**

Public Affairs/Cable in the Classroom Coordinator (part-time), Tele-Communications, Inc., East Lansing, Michigan. (August 1992 - December 1996).

General Manager, Tele-Communications, Inc., Asheville, North Carolina. (November 1990 - August 1992).

General Manager, United Artists Entertainment/Cablevision. (March 1988 - November 1990).

Acting General Manager, Daniels and Associates/Cablevision. (November 1987 - March 1988).

Operations Management Trainee, Daniels and Associates. (July 1987 - November 1987).

Talent/Broadcast Coordinator, Leo Burnett Company, Chicago, Illinois. (April 1982 - July 1985).

## **Other**

## **Professional Memberships**

Association for Education in Journalism and Mass Communications. (August 1993 - Present).

## **Teaching**

### **Teaching Experience**

#### **Penn State**

COMM 180, Survey of Electronic Media and Telecommunications, 2 courses

COMM 487, Telecommunication Administration, 6 courses

COMM 494, Research Project Courses, 3 courses

COMM 496, Indep Studies, 3 courses

COMM 497, Special Topics, 4 courses

COMM 502, Pedagogy in Communications, 2 courses

COMM 515, MA Proseminar in Mass Communications, 2 courses

COMM 596, Individual Studies, 1 course

ENGR 310, Entrepren Ldership, 2 courses

PSU 009, First-Year Seminar Communications, 2 courses

### **Directed Student Learning**

Yang Bai, Ph.D. Committee Member (January 2016 - Present).

Enica Castenada, Ph.D. Committee Member (August 2015 - Present).

Jian Cui, Ph.D. Committee Member (August 20, 2008 - August 10, 2013).

Carolyn Donaldson, Master's Committee Chair (August 20, 2009 - Present).

Xue Dong, Ph.D. Committee Chair (August 20, 2011 - September 2016).

Arienne Ferchaud, Ph.D. Committee Member (March 2017 - May 2018). Master's Committee Member (December 1, 2014 - March 10, 2015).

Jenna Grzeslo, Ph.D. Committee Chair (April 2015 - August 2018).

Nadine Lindstaedt, "Media Markets Going Online: Effects and Consequences on Competition Structures." Ph.D. Committee Member (August 20, 2012 - March 20, 2013).

Andrew Peeling, Master's Committee Chair (August 20, 2009 - Present).

Jeff Swain, Ph.D. Committee Member (August 20, 2011 - May 20, 2014).

Justin Walden, Ph.D. Committee Chair (August 20, 2009 - August 10, 2013).

## Research

### Intellectual Contributions

#### Articles Published in Refereed Journals

Antunovic, D., Grzeslo, J., & Hoag, A. M. (Author) (2017). "Ice Cream is Worse, and Joblessness is Not an Option" Gendered experiences of freelancing. *Journalism Practice*, 1--16.

Carpenter, S., Hoag, A. M. (Author), & Grant, A. E. (2017). An Examination of Print and Broadcast Journalism Students' Personality Traits. *Journalism & Mass Communication Educator*. [http://doi: 10.1177/1077695816688315](http://doi.org/10.1177/1077695816688315).

Hoag, A. M. (Author), Grant, A. E., & Carpenter, S. (2017). Impact of Media on Major Choice: Survey of Communication Undergraduates. *NACADA Journal*, 37(1), 5-14. [http://http://dx.doi.org/10.12930/nacada-15-040](http://dx.doi.org/10.12930/nacada-15-040). ISBN/ISSN #/Case #/DOI #: 0271-9517

Carpenter, S., Grant, A. E., & Hoag, A. M. (Author) (2016). Journalism degree motivations: the development of a scale. *Journalism & Mass Communication Educator*, 71(1), 5--27. <http://dx.doi.org/10.1177/1077695814551835>.

Carpenter, S., Hoag, A. M. (Co-Author), Grant, A., & Bowe, B. (2015). An Examination of How Academic Advancement of U.S. Journalism Students Related to Their Degree Motivations, Value, and Technology Use. *Journalism & Mass Communication Educator*, 70(1), 58-74. DOI: 10.1177/1077695814551834.

Saldsieder, K. A., & Hoag, A. M. (Co-Author) (2014). CATCHING UP WITH THE DANES – WHY DENMARK SUCCEEDS AS A TOP ENTREPRENEURIAL COUNTRY AND WHAT WE CAN LEARN FROM THEM?\*. *EconViews*, 14(2), 343-362. [http://http://www.efos.unios.hr/ekonomski-vjesnik/wp-content/uploads/sites/105/2013/05/God.-XXVII.-22014.pdf#page=62](http://www.efos.unios.hr/ekonomski-vjesnik/wp-content/uploads/sites/105/2013/05/God.-XXVII.-22014.pdf#page=62).

Compaine, B., & Hoag, A. M. (Co-Author) (2012). Factors Supporting and Hindering New Entry in Media Markets: A Study of Media Entrepreneurs. *The International Journal on Media Management*, 14, 27-49.

### Presentations Given

Hoag, A. M. (Author Only), Grzeslo, J., & Dong, X., (November 19, 2017). "Awareness of and experience with online outsourcing journalism labor markets: A survey of freelance journalists," NCA, NCA, Dallas, Texas, peer-reviewed/refereed, Accepted. International.

Gagnon, M. (Co-Presenter, Penn State), & Hoag, A. M. (Co-Presenter), (October 13, 2017). "Telling our entrepreneurship story with the right metrics," GLOBAL CONSORTIUM OF ENTREPRENEURSHIP CENTRES INTERNATIONAL CONFERENCE, CGEC, Halifax, Nova

Scotia, peer-reviewed/refereed, Accepted. International.

Antunovic, D. (Presenter & Author, Bradley University), Grzeslo, J., & Hoag, A. M. (Author Only), (August 9, 2017). "Ice cream is worse, and joblessness is not an option": Gendered experiences of freelancing," AEJMC, AEJMC, Chicago, IL, peer-reviewed/refereed, Accepted. International.

Gagnon, M. (Co-Presenter), Hoag, A. M. (Co-Presenter), & Beaury, R., (March 25, 2017). "Staying Ahead of the Institutional Game: Tactics for fostering entrepreneurship and innovation at universities," OPEN2017/VentureWell, VentureWell, Washington, DC, peer-reviewed/refereed, Accepted. International.

Hoag, A. M., (August 5, 2016). "Teaching Innovation & Entrepreneurship in Mass Communications," AEJMC Annual Conference, Minneapolis, Invited. International.

Hoag, A. M. (Presenter & Author), Schejter, A. (Ben-Gurion University of the Negev & Penn State University), & Grzeslo, J. (Penn State), (May 5, 2016). "Starting Up in the Start Up Nation: A study of media entrepreneurs in Israel," 12th World Media Economics & Management Conference, Fordham University, New York City, peer-reviewed/refereed, Accepted. International.

Hoag, A. M. (Presenter & Author), Grzeslo, J. (Penn State), & Dong, X. (Facebook), (May 3, 2016). "Exploring generational differences among freelance journalists: How different are millennials," 12th World Media Economics & Management Conference, Fordham University, New York City, peer-reviewed/refereed, Accepted. International.

Hoag, A. M., (August 7, 2015). "Why should we do media e-ship research?," AEJMC, AEJMC MME & PJIG, San Francisco. International.

Hoag, A. M., (May 22, 2015). "Media use and its impact on journalism major choice:A survey of communication undergraduates," ICA, ICA Journalism Division, San Juan, Puerto Rico, peer-reviewed/refereed, Accepted. International.

Hoag, A. M., (March 27, 2014). "Missionaries and Merchants: A Media Entrepreneurship Research Agenda," Bowling Green State University, Bowling Green, Ohio, Invited. State.

Hoag, A. M., (March 18, 2014). "Does Media Use Influence Choice of Major?," Academic Advising Seminar Series, Division of Undergraduate Students Advising, University Park, PA, Invited. Local.

## **Contracts, Grants, and Sponsored Research**

### **Grant**

Hoag, A. M. (Principal Investigator). Grant, % Credit = 100%, "Cultivation and Expectancy Value Effects in Choice of College Major: A Study of Communications Undergraduates.," National Academic Advising Association, Associations, Institutes, Societies and Voluntary Health Agencies. Total requested: \$4,652.00. Total awarded: \$4,650.00. (Submitted: October 26, 2011, Date Funding Awarded: February 2, 2012, Funded: February 1, 2012 - April 30, 2013).

## **Development Activities Attended**

"SXSW.edu Conference," SXSW. Austin, Texas, USA. (March 5, 2016 - March 10, 2016).

"IRTS Faculty Seminar/Consumer Electronics Show," IRTS. Las Vegas, Nevada, USA. (January 2015).

## **Service**

### **Service to the University**

#### **College**

##### **Administrative Support Work**

Go Freelance! (Formerly Freelance-A-THON), Director. (2014 - 2017).  
Developed, launched and managed this freelance education event for students. Held annually in conjunction with Global Entrepreneurship Week or Penn State Startup Week.

Global Entrepreneurship Week, Coordinator. (2006 - 2017).

##### **Committee Work**

Green Team, Committee Member. (2013 - Present).

Department Level Promotion and Tenure Committee, Committee Member, Elected. (September 2017 - May 2018).

MPS Committee, Chairperson. (November 2016 - May 2017).

Davis Chair Search Committee, Member. (October 2016 - May 2017).

College-level Promotion & Tenure Committee, Member, Elected. (August 2015 - May 2016).

#### **Department**

##### **Committee Work**

Palmer Chair Search Committee, Chairperson. (October 2014 - June 2015).

#### **University**

##### **Assistance to Student Organizations**

Innoblue, Faculty Advisor. (September 2017 - Present).

Lion LaunchPad Special Living Option, Faculty Advisor. (January 2017 - Present).  
Responsible for all aspects including programming and makerspace facility for residents of this North Halls SLO.

Knitivism Student Club, Faculty Advisor. (2007 - 2017).

Penn State Development Network (DevNet), Faculty Advisor. (September 2014 - September 2017).

##### **Committee Work**

Learning Spaces Leadership Committee, Member. (August 2016 - Present).

2018 Penn State Venture & IP Conference Program Committee, Invent Penn State,

Member. (December 2017 - May 2018).

Entrepreneurship & Innovation Minor (ENTI) Coordinating Committee, Committee Member. (2011 - 2016).

eLearning Strategy Committee/ANGEL Administrative Team, Committee Member. (2006 - 2014).

Role of committee was to coordinate and manage the RFP process and evaluate various vendors' learning management systems for use at Penn State. I piloted Desire2Learn in COMM 487 in Fall, 2010. Previously, committee evaluated various vendors' ePortfolio products.

TLT Senior Director Search Committee, Committee Member. (April 2014 - September 2014).

### **Participation in Governance Bodies and Related Activities**

General Education Task Force Subcommittee on Budget, Faculty Senate, Committee Member. (2013 - 2016).

## **Service to the Disciplines and to the Profession**

### **Organizing Conferences and Service on Conference Committees**

Association for Education in Journalism and Mass Communications, Communication Technology and Policy, Media Management & Economics, Participatory Journalism, Judge, International. (1995 - Present).

Review and judge papers most but not all years in range.

Association for Education in Journalism and Mass Communications, Media Management and Economics, Judge, International. (1995 - Present).

Review and judge papers for annual conference most but not all of the years within range.

Association for Education in Journalism and Mass Communications, Participatory Journalism Interest Group, Research Chair, International. (August 2014 - August 2015).

Association for Education in Journalism and Mass Communications, Participatory Journalism Interest Group, Teaching Committee Co-Chair, International. (August 2013 - August 2014).

### **Participation in or Service to Professional and Learned Societies**

Journalism and Mass Communication Quarterly, Board Member, International. (September 2014 - Present).

International Journal on Media Management, Board Member. (2010 - Present).

Journal of Media Economics, Board Member. (2008 - Present).

Accrediting Council for Education in Journalism and Mass Communications, Site Visit Team, Member, International. (2007 - 2018).

Page Center, Legacy Scholars Program, Proposal Reviewer. (2006 - 2012).

### **Voluntary Consultation and/or Advising**

Association for Education in Journalism and Mass Communications, Commission on the Status of Women, CSW Mentorship Project, Mentor, International. (2011 - 2012).  
Mentor a junior faculty member at Arizona State University.