

**Mr. Ken E. Yednock**  
**Curriculum Vitae**

Updated: May 14, 2018

The Pennsylvania State University  
CM - Advertising/Public Relations  
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**Education**

MS, Magna cum laude, Northwestern University, Medill School of Journalism, 1970.  
Major: Advertising & Integrated Communications

BS, Cum laude, University of Illinois, Urbana, IL, 1969.  
Major: Advertising

**Professional Positions**

**Academic**

Assistant Teaching Professor, Penn State University. (July 2004 - Present).  
Fixed-term faculty member of Penn State College of Communication in Advertising/PR track since July, 2004

General Member & Member of Industry Relations Committee., AEJMC. (July 2003 - Present).

General Member, American Academy of Advertising. (September 2006 - June 2010).  
Member for a number of years, but had to let membership expire since timing of conferences conflicts with AAF commitments.

Adjunct Professor, Towson University, Baltimore, MD. (September 2001 - June 2004).  
Taught, Principle of Advertising, Media Planning and Integrated Campaigns. Member of Board of Visitors and Curriculum Development Committees

**Professional**

Executive Vice President, Chief Operating Officer, GKV Communications. (November 1996 - June 2004).  
Ran operations of entire \$100 Million Advertising & Public Relations agency in Baltimore, MD. Retired in 2004 prior to joining faculty at Penn State.

Senior Vice President, Group Director, Doner, Southfield, MI. (May 1988 - October 1996).  
Group Management Supervisor of group with \$60 Million plus billings. Major accounts, National Car Rental, Red Roof Inns, Eckerd, Upjohn, Kroger and National Beverage Co.

Vice President Management Supervisor, N. W. Ayer Inc., Chicago, IL. (October 1985 - May 1988).  
Managed Ameritech/Illinois Bell, KFC Chicago Co-op and Buddig accounts plus Business Development team.

Vice President Management Supervisor, Young & Rubicam, Chicago, IL. (May 1984 - September 1985).  
Managed Tupperware, Wesley-Jessen and Rust-Oleum Paint businesses. Member of "Whole Egg" strategic planning group of all integrated disciplines.

Various, Highest, Vice President, Account Supervisor., Leo Burnett Co., Chicago, ILL. (June 1970 - April 1984).

Started as media trainee, became Account Exec from 1973-1979. Promoted to Account Supervisor in 1979 and Vice President in 1980. Clients: P&G, Pillsbury, R-C Cola, Kimberly-Clark, Kellogg and Keebler among others

## **Other**

## **Professional Memberships**

Charter member, I-99 Ad Club. (January 2010 - Present).

Helped develop and establish new I-99 Ad Club of State College area professionals.

Members hold meetings, have professional presentations and help mentor PSU students.

Advisor of Penn State student organization, American Advertising Federation. (September 2005 - Present).

AAF is a professional organization that promotes the interests of the advertising industry.

There is also an academic/educational aspect to group. Runs NSAC, Most promising Minority Awards, Vance Stickell Scholarship and other activities for students.

Member, Philadelphia Ad Club. (September 2011 - September 2015).

AAF-member Ad Club of Philadelphia

## **Awards and Honors**

Faculty Marshal Ad/PR. (May 2017).

Nominator Award, American Advertising Federation. (February 2006 - February 2017).

Dean's Excellence Award for Teaching, College of Communications. (April 2015).

University-wide Teaching Award Nomination, College of Communication. (September 2014 - March 2015).

Faculty Marshal for Graduation, May 2014. (May 10, 2014).

Faculty Marshal, 2013 Graduation, College of Communications. (May 2013).

## **Teaching**

### **Teaching Experience**

#### **Penn State**

COMM 421, Ad Creative Strat, 19 courses

COMM 424, Advts Campaigns, 2 courses

COMM 425, Adv Ad Campaigns, 6 courses

COMM 427, Client/Agency Rel, 10 courses

COMM 496, Indep Studies, 12 courses

PSU 009, Comm 1st-Yr Smnr, 3 courses

PSU 9, First-Year Seminar Communications, 6 courses

## List of Course-Related and Course-Integrated Instructional Activities

<u>Course Name</u>	<u>Course Title</u>	<u>Semester</u>	<u>Year</u>	<u>Sections</u>	<u>Students</u>
COMM 425	AAF Advertising Campaign	Fall	2016	0	0
		Fall	2015	0	0
		Spring	2015	0	0
	COMM 425	Fall	2013	0	0
COMM 425	AAF National Student Advertising Campaign Course	Fall	2012	0	0
			<b>Totals:</b>	<b>0</b>	<b>0</b>

## Directed Student Learning

Nick Ambolino, "Personal Portfolio." Advisor (August 2016 - December 2016).

Kelsey Bonsell, "Advertising Creative Development." Independent Studies Supervisor (August 2012 - December 2012).

Ksenia Bykova, "Student Creative Portfolio." Advisor (August 2017 - December 2017).

Kovelman Erica, "Student Portfolio." Advisor (January 2016 - May 2016).

Rikki Krauser, "Personal Portfolio." Advisor (August 2016 - December 2016).

Michele Lake, "Personal Creative Portfolio." Advisor (August 2017 - December 2017).

Maureen Lockard, "Creative Development." Independent Studies Supervisor (August 2012 - December 2012).

Amanda Malatak, "Student Creative Portfolio." (August 2017 - December 2017).

Kaylee Naden, "Student Portfolio." Advisor (January 2016 - May 2016).

Rachel Nagpal, "Personal Portfolio." Advisor (January 2016 - May 2016).

Sarah Niezgodna, "Personal Portfolio." Advisor (August 2016 - December 2016).

Leah Patrick, "Personal Portfolio." Advisor (August 2016 - December 2016).

Derek Peterson, "Advertising Creative Development." Independent Studies Supervisor (August 2012 - December 2012).

Melissa Pskowski, "Creative Development." Independent Studies Supervisor (August 2012 - December 2012).

Elizabeth Snell, "Personal Portfolio." Advisor (January 2016 - May 2016).

Shannon Tarr, "Student Creative Portfolio." Advisor (January 2017 - May 2017).

Jeannine Wells, "Advertising Portfolio Development." Advisor (September 2015 - December 2015).

Carly Wenderlich, "Independent Study - Portfolio." Advisor (January 2015 - May 2015).

## **Research**

### **Development Activities Attended**

"AEJMC Pre-Conference Teaching Workshop 2015, 2016 and again in August 2017.," AEJMC Advertising Division, AEJMC Annual Conference. (August 2017).

"AEJMC Pre-Conference Teaching Workshop," AEJMC Advertising Division, AEJMC Annual Conference. (August 2014).

"Advertising Teaching Workshop," AEJMC, AEJMC Annual Conference, Chicago, Illinois. (August 2012).

## **Service**

### **Service to the University**

#### **College**

##### **Assist as chaperone with "Success in the City"**

Chaperone and Advisor, April, 2017, Advisor. (April 2011 - April 2018).

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

AAF Chapter Advisor, Advisor. (September 2005 - Present).

AAF Alpha Delta Sigma Honorary Society, Advisor. (February 2008 - April 2018).

##### **Attended AEJMC Conference, Chicago, IL 2012**

AEJMC Conference, Chicago, IL 2012, Member. (August 2012).

##### **Attended/Participated at AEJMC Conference**

Attended Conferences, Aug 2014, 2015, 2016, Advertising Division Member. (August 2011 - Present).

Participated in Teaching Workshop at Minneapolis conference in 2016 and Chicago in 2017.

##### **College of Communication "High School Recruitment"**

Advisor, Met with high school students and parents to discuss the Ad/PR program. (July 2014 - July 2018).

Participated in "Spend a Summer Day" in July, 2014 and 2015.

Participated in Fall Recruitment Fair in October 2016 and 2017.

#### **Committee Work**

Fixed-Term Position Search Committee, Fixed-Term Advertising Position Search Committee, Chairperson. (January 2018 - Present).

Chair of Committee to find/recruit Fixed-Term Advertising Professor.

College hired Mark Birschbach for this position...he will start in August, 2018.

Ad/PR Representative, Diversity Committee, College of Communications, Committee Member. (September 2015 - Present).

Fixed Term Advertising Professor, Chairperson. (February 2018 - May 2018).  
Chair of Committee that reviewed multiple applications and brought in four finalists.  
Hired Mark Birschbaum for August, 2018 position

### **Contribution to Programs to Enhance Equal Opportunity/Cultural Diversity**

AAF Multi-Cultural Student Awards, Advisor. (January 2005 - Present).

AAF Most Promising Minority Student Advisor, Advisor. (September 2005 - December 2018).

### **Donald W. Davis Symposium on Ethics - March 2016**

Helped recruit speaker and functioned as emcee for the evening event., Co-Organizer.  
(January 2016 - March 2016).

### **Outreach Presentation**

Outreach, Presenter. (April 3, 2013).

## **Department**

### **Assistance to Student Organizations**

AAF Chapter Advisor. (September 2005 - Present).

Advise all student's activities with AAF: National Student Advertising Competition, Most Promising Minority Award, Stickell Internship/Scholarship, Alpha Delta Sigma, and AAF Job Bank.

NSAC: Finished 2nd in District 2 in May, 2011 for J.C. Penney campaign. MPMS: Four national winners in 2011 and six in 2012. Alpha Delta Sigma: Inducted 37 students to honor society Stickell: One national recipient of 16 in U.S. Student placed at Saatchi in Summer, 2011.

Co-Advisor to Penn State Ad Club. (September 2004 - Present).

Work closely with Penn State Student Ad Club to identify and recruit professional presenters.

### **Committee Work**

Search Committee for Tenure-track faculty position, Search Committee, Committee Member. (September 2017 - November 2017).

Reviewed over 40 candidates, gleaned list to 7 finalists and selected three for visits  
Hired Heather Schoenberger to begin in August, 2018.

Search Committee for Ad/PR Chair Position, Committee Member. (March 2017 - April 2017).

One of three committee members to review and recommend chair for department from among three faculty members.

Recommended Fuyuan Shen for Dept Chair and he is currently acting in this position.

Student Learning Assessment Committee, Member. (September 2013 - February 2014).  
Contributed my perspective (professional world) to outcome.

Committee recommended new SLAs for the Strategic Plan for the Ad/PR department

### **Contribution to Programs to Enhance Equal Opportunity/Cultural Diversity**

AAF, Mosaic Advisor Minority Students. (September 2005 - Present).

Work with Dean Selden to identify outstanding minority students. As AAF Advisor, I supervise student applications for this AAF Award

In 2011, Penn State had four student winners and we were notified in Nov, 2011 that we will have six winners in the 2012 class...most ever for Penn State.

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

#### **Unknown Service Type**

I-99 Ad Club, Member. State College, PA. (February 2010 - Present).

Philadelphia Ad Club, Member. Philadelphia, PA. (September 2011 - December 2016).