

Part II, Standard 8. Professional and Public Service

Executive Summary

- The Bellisario College holds several endowed lectures annually; it celebrates African-American Heritage month and Native American culture; and it sponsors awards for media criticism and for coverage of youth sports.
- Faculty members in the Bellisario College are engaged in numerous professional and public service activities at all levels.
- The Bellisario College has regular contact with alumni and professionals to help keep its curriculum current. Alumni and professionals serve on advisory boards, assist with student learning assessment, and help secure internships.
- The Bellisario College communicates with alumni across a variety of print and electronic platforms throughout the year.
- The Bellisario College assists scholastic journalism by holding three high school workshops, hosting the state scholastic press association competition, and co-sponsoring a summer multimedia workshop.

Please respond to each of the following instructions:

1. Summarize the professional and public service activities undertaken by the unit. Include operation of campus media if under control of the unit; short courses, continuing education, institutes, high school and college press meetings; judging of contests; sponsorship of speakers addressing communication issues of public consequence and concern; and similar activities.

Annual Endowed Lectures. The College has four endowed lectures: Bronstein Lecture in Ethics and Public Relations, Donald W. Davis Symposium in Advertising Ethics, N. W. Oweida Lecture in Journalism Ethics, and Pockrass Memorial Lecture. All lectures are open to the public.

Foster-Foreman Conference of Distinguished Writers. The annual Foster-Foreman Conference of Distinguished Writers brings outstanding writers to campus for free public lectures and sessions with students. The conference has hosted some 40 Pulitzer Prize winners, including Wesley Lowery, Lisa Falkenberg, John Branch, Sara Ganim and Dean Baquet.

African-American Heritage Month. The College celebrates African-American Heritage Month annually with a speaker and entertainment. Past speakers have included Reginald Walker, an ESPN producer, and Salim Faraji, associate professor of Africana Studies at California State University-Dominguez Hills.

Penn State Powwow. The Powwow, held in the spring each year, celebrates Native American culture with dancing, food and other customs. The Powwow is coordinated by a Native American faculty member in the College and attracts thousands of visitors from throughout central Pennsylvania.

Bart Richards Award for Media Criticism. The award honors work that evaluates news media coverage of significant subjects or issues and is presented annually at the National Press Club in Washington, D.C. Past winners have included David Folkenflik of NPR, “Reliable Sources,” Nieman Reports, and “Beat the Press.”

Award for Excellence in Coverage of Youth Sports. The John Curley Center for Sports Journalism recognizes creative, in-depth and innovative coverage of youth and high school sports by broadcast, print and online journalists with the annual award. Past winners have included NJ Advance Media, *Newsday* and the *Tampa Bay Times*.

Keystone Multimedia Workshop. The workshop is a three-day event held in partnership with the Pennsylvania News Media Association. It provides professionals, educators, and students the basics skills needed to produce compelling narrative multimedia stories. Faculty members design and teach the workshop.

Police and Media Relations Workshop. The workshop is a two-day event for law enforcement personnel from around the region who work with the news media on a regular basis. It is directed by a faculty member who worked in both journalism and media relations with assistance from other faculty and professionals.

“Centre County Report” is a weekly newscast that airs on WPSU-TV, Penn State’s public television station and campus cable. Students write, produce and direct each 30-minute broadcast. CCR also broadcasts specials, such as the 2018 International Reporting class trip to Israel.

CommRadio is a 24-hour a day Internet radio station operated by the College and overseen by a part-time faculty member who is also a local radio announcer. It provides practical, hands-on

professional experience for students in news, sports and talk. Students also handle marketing and promotion.

CommAgency is a student-run production agency, overseen by a full-time faculty member. It gives students experience working with real-life clients in the Penn State community. Using professional equipment, the students produce documentary-style videos and branded content.

46 Live is a live broadcast of Penn State's annual 46-hour dance marathon held at the Bryce Jordan Center. "Thon," as it is popularly known, is the largest student-run philanthropy in the country. Dozens of students host, shoot and direct the broadcast from start to finish.

2. In a digital file, list examples of professional and public service activities undertaken by members of the faculty in the past six years (before the self-study year). Limit to five examples per faculty member. The unit has the option of providing a complete list in a digital format. Do not include service to the unit or institution; this information should be presented in Standard 1.

Faculty members in the College are engaged in a wide range of [professional and public service activities](#). A sample of the current and past activities includes the following:

- President, AEJMC
- Editor, *Mass Communication & Society*
- Head, AEJMC Standing Committee on Professional Freedom & Responsibility
- President, Centre County Historical Society
- Site Team Member or Chair, ACEJMC
- Judge, George Foster Peabody Awards
- Board Member, American Native Press Archives
- Chair, International Environmental Communication Association
- Board Member, Interfaith Human Services
- President, Chinese Communication Association
- Judge, Pennsylvania News Media Association Keystone Press Awards
- Steering Committee Chair, Union for Democratic Communications
- Coach, NPPA Multimedia Immersion Workshop
- Editor, *Journal of Mass Media Ethics*
- Photographer, USO

3. Describe the unit's contact with alumni, professionals and professional organizations to keep curriculum and instruction, whether online or on-site, current and to promote the exchange of ideas. Contact may include alumni and professional involvement in advisory boards, curriculum development, guest speaking, placement, internships, and fundraising. Provide advisory board members' names and contact information.

The College has five major alumni-related boards, comprising about 65 alumni and affiliated industry professionals, who are supported administratively by the Office of External Relations. The College's director of alumni relations manages two of the boards and assists administratively in the management of two others. The boards typically meet on campus (or elsewhere) one or two times a year.

Advancement Council

The 15-member [Advancement Council](#) works in conjunction and under the direction of the College's Development Office to reach annual development and long-term campaign goals. This includes personal support; involvement in identifying and meeting prospective donors; and making introductions and thanking donors for their contributions to the College. The Advancement Council meets twice a year.

Advertising/Public Relations Alumni Network Board

The [Advertising/Public Relations Network Board](#), comprised of 15 members, focuses on the networking of alumni and professionals in the fields of advertising, public relations, community and media relations, and marketing. The group serves as a resource for the College, the Advertising/Public Relations Department and student organizations. Members return to campus annually for a board meeting, during which time they visit classes and host on-campus mentoring programs.

Alumni Society Board

The [Alumni Society Board](#), comprised of 25 members, helps to elevate the stature of the College through a review of its programs; supports fund-raising and development efforts; helps students obtain internships and employment upon graduation; provides a vehicle by which alumni may be involved in the affairs of the College and the University; and recognizes outstanding achievements by faculty, alumni and friends of the College. The board meets twice a year.

John Curley Center for Sports Journalism Alumni Council

The 12-member [Sports Journalism Alumni Council](#) serves as an advisory group and resource for the Curley Center and its students. The council meets once a year. Council members

also visit campus regularly, giving guest lectures, holding workshops, and providing critiques of student work.

L.A. Advisory Board

This board comprises about a dozen alumni who work in West Coast news/entertainment industries. Members serve as resources for internships and support of the College's semester-in-residence program and meet twice yearly.

Through an ongoing series of off-campus events and programming, the College reaches out to alumni who may not be connected due to geography or other reasons. Events are held in areas with the highest concentration of alumni, including New York City, Philadelphia, Pittsburgh, and Los Angeles. Recent event locales have included the National Press Club in Washington, D.C.; the *New York Times* office in New York City; the KYW Broadcast Center in Philadelphia; and the James Bridges Theater in Los Angeles.

Alumni recognition programs recognize professional contributions and achievements and provide an opportunity for alumni to return to campus to interact with students, faculty, staff and administration. The College participates in two core recognition programs. One is administered through the Penn State Alumni Association, and the College nominates recipients for these [University-wide awards](#) and then organizes their on-campus visits throughout the academic year. In addition, the College's Alumni Society Board confers [awards](#) each year to recognize alumni and other communications professionals, as well as faculty.

Alumni play a key role in the College's Student Learning Assessment (SLA) program. The Alumni Society Board has a standing committee designated to work with the College in the program. Committee members work with the administration to review, assess, and report on the quality of student work in meeting the 12 values and competencies. That includes face-to-face meetings with Assessment Advisory Committee faculty representatives to review the SLA findings. The Advertising/Public Relations Network Board supports assessment by reviewing the online Strategic Communications option (major as of summer 2018).

4. Describe the unit's methods for communicating with alumni, such as newsletters or other publications. Provide the web link for communication during the previous academic year or provide print copies in the workroom.

The College communicates with alumni across a variety of platforms throughout the year. That includes information shared daily online and on social media, as well as weekly emails, a quarterly research newsletter, a magazine for alumni and friends that is published twice a year, and an Annual Report.

Website

The [website's](#) primary focus is as an information source for prospective and current students, which analytics show are the College's two largest, most active audiences. The website includes general information and links to many events and resources for alumni and friends.

Social Media

Timely information about campus visitors, alumni and student work, and job openings is shared on our social media channels. An emphasis on one feed for the College, whether the information is for alumni or students, helps build a sense of community and gets the same information to many different audiences.

[Facebook](#)

[Instagram](#)

[Twitter](#)

The Office of Alumni Relations serves as the manager of two LinkedIn accounts for alumni and students. The overall [Alumni LinkedIn group](#) has 5,962 members. A second group, [Ad/PR Network](#), is for alumni with advertising and/or public relations degree(s) and for other College alumni now working in those fields. It has 2,003 members.

Communications News

Stories about College activities, people and programs are published regularly to a [University news feed](#), which is part of a network of information for some 100,000 alumni and friends who follow Penn State News and Penn State Today. Each Thursday, the stories are repackaged and emailed directly to more than 7,500 subscribers seeking information specifically about the College.

CommInsights

Each quarter, the College produces a research-focused email [newsletter](#) that is mailed to alumni, faculty, friends and funding source representatives.

Communicator

The *Communicator*, the College's magazine for alumni and friends, is mailed to those audiences twice a year. It is also mailed to the homes of current students and shared as an information piece for prospective students who visit campus.

[Spring 2018](#)

[Fall 2017](#)

[Spring 2017](#)

[Fall 2016](#)

[Spring 2016](#)

[Fall 2015](#)

Annual Report

The Annual Report provides an update of activities from the previous year, with an abbreviated version online and a hard copy that is mailed to alumni, friends, faculty and staff.

2017-18

[Online](#)

[Print](#)

2016-17

[Online](#)

[Print](#)

5. Describe the unit's support of scholastic (high school) journalism, including workshops, visiting lectures, critiques of student work, etc.

The College holds three [five-day high school workshops](#) each summer: broadcasting, multimedia and film. In all, about 60-70 students annually attend the workshops. The workshops are designed, directed, and taught by faculty with assistance from professionals. The College's studios, labs and facilities are used.

The College hosts the Pennsylvania School Press Association's student journalism state competition. Students who advance from regional competitions across the state compete in a dozen different writing, design or artistic categories. Faculty members have a variety of roles in the competition.

The College sponsors the [Keystone Multimedia Workshop](#) each summer in partnership with the Pennsylvania News Media Association. The three-day, hands-on workshop is designed to give participants the basics skills needed to produce compelling multimedia stories. Educators regularly attend the workshop.