



**PennState**  
Donald P. Bellisario  
College of Communications

**2017-18**

# Annual Report







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EMBRACING

# Change & Challenges

It's hard, these days, to go even a single news cycle without hearing a term now ubiquitous in the American lexicon.

Of course, I'm talking about "fake news." Although much of the time its use borders on the absurd, the truth is that it also points to thorny, intertwined issues that are deeply embedded in digital culture and pose a serious threat to our democracy.

In the Donald P. Bellisario College of Communications, we think about those issues — of credibility, trust and truth-telling, just to name a few — every day. The "rules of engagement" in all of the communication fields we represent seem to be changing as fast as the digital landscape. And, every day, we rise to those changes and challenges.





## NATIONAL AWARDS

### Award for Excellence in Coverage of Youth Sports

"Paterson Eastside," Matthew Stanmyre and Steve Politi, NJ Advance Media

### Bart Richards Award for Media Criticism

David Zurawik, The Baltimore Sun

## BELLISARIO COLLEGE OUTREACH

**14th annual Penn State Powwow**, the University's signature diversity event, coordinated by John Sanchez, associate professor of journalism, draws hundreds of participants and presenters from across the country and thousands of attendees from central Pennsylvania and beyond

## DEANS' EXCELLENCE AWARDS, 2018

**Teaching:** Anita Gabrosek

**Service:** Frank Dardis

**Research and Creative Activity:** Mary Beth Oliver

**Integrated Scholarship:** Sascha Meinrath

**Outstanding Faculty Associate:** Mike Dawson

**Staff:** Tammy Falls, Stephanie Girouard

## DJUNG YUNE TCHOI GRADUATE TEACHING AWARD

Arienne Ferchaud, Stephanie Orme

We know this: It's not enough to help students perfect their technical skills in digital storytelling. Now more than ever, we must help them become *engaged, ethical and strategic* thinkers about the legal, moral, social and economic issues in their chosen fields. We must teach them to be *entrepreneurial, innovative* and — dare I say — *courageous*.

It's also not enough to confine our research and outreach within our disciplinary boundaries. We interact powerfully with the arts and humanities, business, engineering, the sciences and technology. Our role is essential and pivotal to progress in many other fields — and in our democracy.

More than ever, the Bellisario College is reaching out to share our expertise — pushing in bold new directions. In the past year, here are a few ways we did that:

- Distinguished Professor Shyam Sundar launched a project with colleagues in the College of Information Sciences and Technology at Penn State to develop a machine-learning algorithm for catching fake news. Sundar's group is also exploring how AI might detect fake "clickbait" headlines.
- Sascha Meinrath, Palmer Chair in Telecommunications, helped lead a University-community effort to deploy an old-school technology (TV white space) for a new purpose — providing internet connectivity for areas that do not have such access. Meinrath is also leading a grant-funded project to map broadband access across Pennsylvania.
- Faculty members Lee Ahern and Jessica Myrick energized the Bellisario College's growing science communication initiative, which is contributing to boundary-cutting research across Penn State on energy, the environment and health.

- Associate professor Matt Jordan, working with Penn State's Humanities Institute, helped launch a multimedia project to move questions about democracy and culture to public conversations through videos and discussion forums.
- As a service to Pennsylvania news organizations, a group of journalism faculty members offered the Keystone Multimedia Workshop, designed to help participants learn digital storytelling skills.
- Bellisario College students were the largest cohort in a University-wide minor for entrepreneurship and innovation. The minor, directed by associate professor Anne Hoag, offers a "new media" cluster of courses to Penn State students. Another minor, digital media trends and analytics, is also focused on cutting-edge issues and is open to students across all majors.
- CommAgency, now entering its third year in the Bellisario College, worked with multiple units across the University to help them tell their stories, giving our students the chance to work across disciplines and in a client-driven environment. Plus, CommAgency is continuing to grow, adding a photo division and strategic planning to its list of services.

With uncertainty comes opportunity. There is certainly plenty of uncertainty as we examine the national scene and consider the challenges that face journalism and media enterprises. But we are seizing on the opportunities these times present. There is much work to do.

Thank you for your support — it is *essential* to our mission. We are excited and energized as we look ahead.

I look forward to hearing from you,

Dean Marie Hardin



**CLASSROOM**

# Instruction

A commitment to classroom instruction represents the core of our mission. Our world class faculty utilize state-of-the-art classrooms — as well as non-traditional settings through “embedded courses” and numerous real-life applications and partnerships — to provide students with a strong educational experience. In addition, students have the flexibility, through international experiences, online offerings or a mix of approaches, to make the most of their educational experience.



“EVERYTHING I WANTED TO DO WAS POSSIBLE AT PENN STATE AND IN THE BELLISARIO COLLEGE. THERE WERE SO MANY EXPERIENCES, OPPORTUNITIES AND SUPPORT. EVERY TIME I HAD AN IDEA TO TRY SOMETHING, SOMEBODY WAS WILLING TO HELP ME MAKE IT HAPPEN. EVERYTHING STARTED IN THE CLASSROOM, AND WHAT I WAS ABLE TO LEARN STRETCHED FAR BEYOND THAT.”  
— EMILY KOHLMAN

**Emily Kohlman**, a Schreyer Honors Scholar who graduated in May and served as a student marshal, complemented her bachelor's degree in journalism with an internship in Prague (she'll be a Fulbright scholar there next spring), a semester in the Stanely E. Degler Washington Program, work with CommRadio and PSN News, and service as a Peer Mentor. She wrote her honors thesis, about the founder of an independent Russian media outlet, in Russian.

## AWARD WINNERS

- Alison Kuznitz finished third in national writing championship in the 58th annual Hearst Journalism Awards Program, often referred to as “the Pulitzers of college journalism.” The Hearst Program received 1,314 entries this year in four categories: multimedia, photojournalism, radio and television, and writing.
- Penn State finished third overall in the combined Hearst Program standings, including a second-place finish in the writing category, and top-10 finishes in photojournalism (fifth), multimedia (sixth), and radio and television (eighth).  
**During the past decade, Penn State has claimed three overall national championships and posted the best average finish of any university in the Northeast or the Big Ten Conference in the Hearst Program's overall standings.**
- Jaime Chan, Adriana Lacy and Megan McCloskey selected as recipients of the John W. Oswald Award, which annually recognizes graduating seniors who have provided outstanding leadership at the University
- Jared LaGroue earned Harold F. Martin Graduate Assistant Outstanding Teaching Award
- Jenna Grzeslo selected as Fellow for UNESCO program to prevent violent extremism all over the world
- Maria Molina Davilla earned third-place finish at 33rd annual Graduate Exhibition

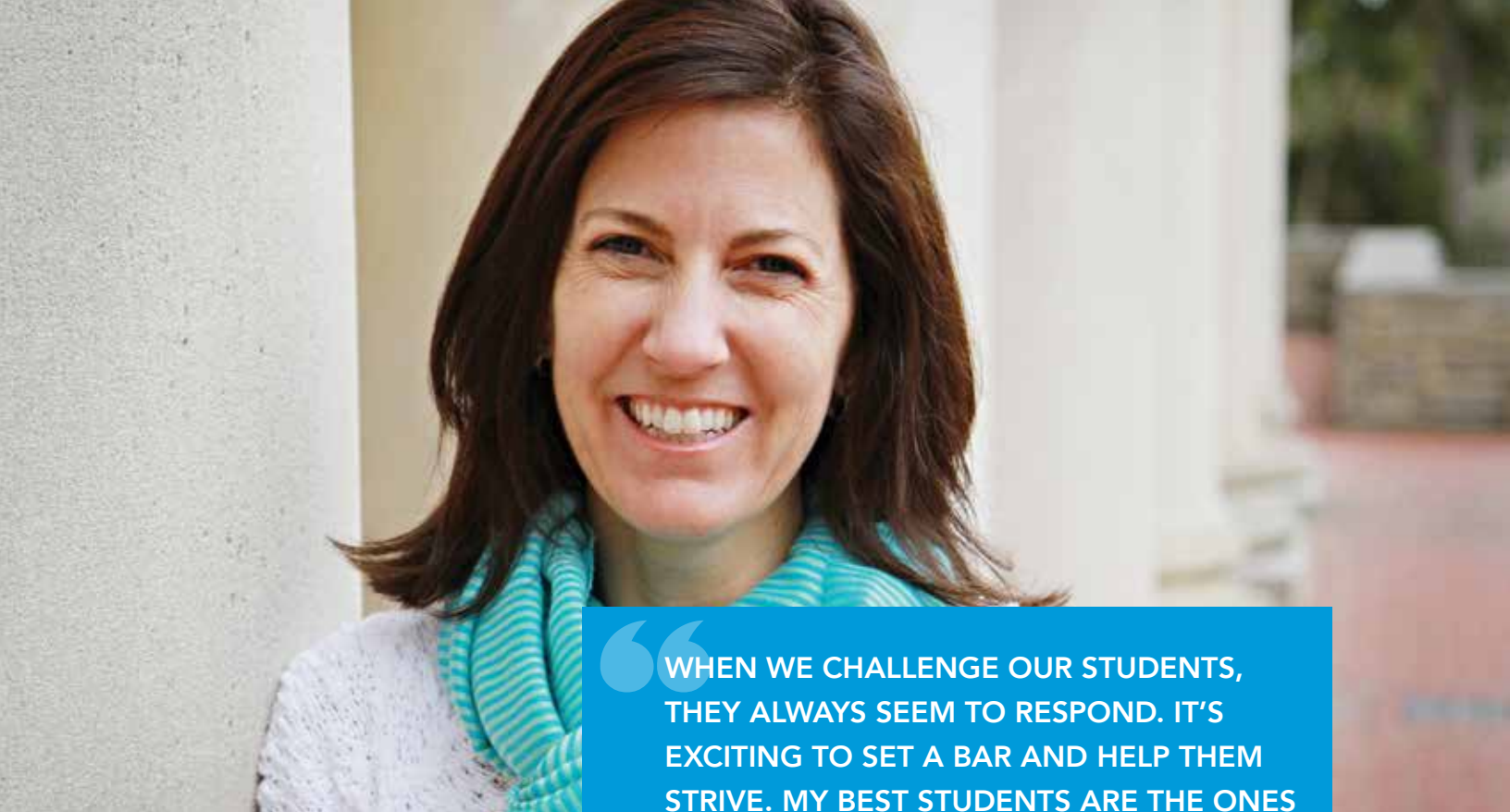
## NOTABLE

... online strategic communications master's degree

... Center for Security Research and Education

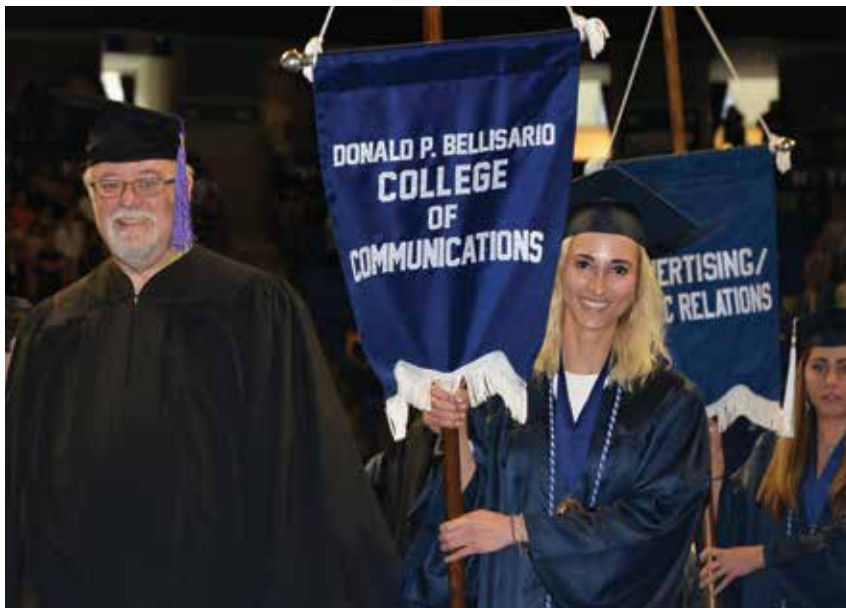
... digital media trends and analytics minor





**Tara Wyckoff**, an assistant teaching professor who has been teaching in the Bellisario College since 2010, serves as the adviser for the Ad/PR Club and this year was a judge during Startup Week on campus. She often finds inspiration and motivation from students.

“WHEN WE CHALLENGE OUR STUDENTS, THEY ALWAYS SEEM TO RESPOND. IT’S EXCITING TO SET A BAR AND HELP THEM STRIVE. MY BEST STUDENTS ARE THE ONES WHO MAKE ME THINK. STUDENTS THAT COME TO MY CLASS WITH SOME CRITICAL THINKING SKILLS AND ARE INTERESTED IN LEARNING AND THEN SHARING THEIR KNOWLEDGE AND GROWING... THOSE ARE THE ONES WHO FIND SUCCESS. AND WE HAVE A LOT OF THOSE, IT SEEMS.”  
— TARA WYCKOFF



### Student Marshals:

**Spring 2018:** Leen Obeidat, Katherine Litwin, Yifan Zhao, Emily Kohlman, Natalie Guarna, Jaime Chan

**Fall 2017:** Alana Fiero

**Summer 2017:** Ka Hee Lee





2,579

enrollment in 2017-18

882

undergraduate students  
earned degrees in 2017-18

265

students completed an  
international experience

28

countries where students  
studied abroad: Argentina,  
Australia, Austria, Belgium,  
Canada, China, Costa Rica,  
Czech Republic, Denmark,  
England, France, Germany,  
Greece, Ireland, Israel,  
Italy, Japan, Kenya, Mexico,  
Netherlands, New Zealand,  
Peru, Portugal, Singapore,  
South Africa, South Korea,  
Spain, Sweden

13

countries and

27

states represented  
in Class of 2018

21.2

percent of students from  
underrepresented groups

8

majors, thanks to growth  
of online majors including  
digital journalism

## ACADEMIC OFFERINGS

### RESIDENT INSTRUCTION

#### Undergraduate Majors

Advertising/Public Relations  
Film-Video  
Journalism  
Media Studies  
Telecommunications

#### Minors

Digital Media Trends and Analytics  
Entrepreneurship and Innovation  
Film Studies  
Information Sciences and Technology  
for Telecommunications  
Media Studies

#### Graduate Degrees

Master's Degree, Media Studies  
Ph.D., Mass Communications

### ONLINE

#### Majors

Digital Journalism and Media  
Digital Multimedia Design  
Strategic Communications

#### Minor

Media Studies

#### Graduate Degree

Master of Professional Studies in  
Strategic Communications



## CAMPUS MEDIA

# Opportunities

Hands-on opportunities, partnerships with media organizations and real-life challenges abound for students through campus media outlets in the Bellisario College. Those include: an award-winning student-produced newscast, "Centre County Report"; CommRadio, which covers a variety of Penn State varsity sports and news; and the growing CommAgency, the media production agency that partners with units on campus providing video, photo and strategic planning services. In addition, nearly three dozen communications-related clubs and organizations offer students many chances to complement class work and hone vital career-related skills.



CommAgency grew from three student-driven production teams to four teams from the fall to spring semesters, and the agency's overall growth (with a photo division and strategic planning services coming in the future) has pleased all associated with it, including director **Catie Grant**.

19,000

concurrent viewers of the annual Penn State Dance Marathon webcast (46 Live) in the event's final hour

94

countries reached by annual THON webcast, driven by communications students

13

consecutive years communications students have produced the Homecoming parade webcast



IT HAS DEFINITELY SURPASSED MY EXPECTATIONS IN TERMS OF STUDENT INTEREST. WE HAD 20 STUDENTS AND WE COULD EASILY HAVE HAD MORE BASED ON THE NUMBER WHO APPLIED. THE INTEREST FROM POTENTIAL CLIENTS AND PARTNERS IN WORKING WITH STUDENTS HAS BEEN STRONG FROM THE START AS WELL. IN EVERY CASE, THE STUDENTS HAVE EXCEEDED EXPECTATIONS. THE FEEDBACK WE'VE HEARD IS ABOUT THE QUALITY OF THE PRODUCTION AS WELL AS THE MATURITY OF THE STUDENTS.

— CATIE GRANT



10

consecutive years that CommRadio has broadcast from the NFL Draft on location, one of the only college media organizations to do so

6

Student Film Organization students visited Sundance Film Festival



... celebrating 15 years (2003-2018), reunion during academic year

... 58 students completed the Curley Center's academic requirements, pushing the number of students who have earned certificates to more than 800 since the Curley Center's launch

... 10 students representing three different majors in Bellisario College spent more than a week in London writing stories for the Miami Herald and the Sports Business Journal while working on a documentary, titled "Quiet Sundays," highlighting the stories of British NFL fans.

... student hands-on opportunities include coverage of the Fiesta Bowl and Senior Bowl

... five students completed internship opportunities at the Super Bowl

... two Curley Center projects earned two-five finishes in the Hearst Program

... two students were selected for the highly competitive MLB.com internship program

## NOTABLE

- For the fourth time in the last five years, "Centre County Report," a weekly program produced by students and faculty in the Bellisario College, won best newscast in the College/ University Production Awards — the equivalent of regional Emmy Awards — from the National Academy of Television Arts and Sciences (NATAS) Mid-Atlantic Chapter. Overall, Penn State student work earned six awards.
- Pieces from an international reporting trip to Greece garnered four first-place finishes, including a special titled "The Journey"
- Historical marker noting rich history of student broadcasting at Penn State erected on campus
- Penn State chapter of the Association for Women in Sports Media (AWSM) honored as the nation's best



## CAREER

# Preparation

A dedicated, full-time staff helps students secure internships and provides career advice and support. From resume reviews to networking sessions with alumni and professionals, the goal, from the moment a student joins the Bellisario College, is to help prepare them for a communications career. The Office of Internships and Career Services maintains a database of more than 3,800 internship sites to help students.





“WE HAVE AN APPROACH WE KNOW WORKS, AND WE DO THINGS I’M NOT SURE ANY OTHER PROGRAM DOES. FROM DAY 1 WHEN SOMEONE ARRIVES AS A FIRST-YEAR STUDENT — EVEN BEFORE, WHEN THEY’RE CONSIDERING US OR JUST VISITING CAMPUS — WE PUT AN EMPHASIS ON INTERNSHIPS. WE BELIEVE IN MULTIPLE INTERNSHIPS AND WE STRESS THAT. WE PUT A LOT OF RESPONSIBILITY ON THE STUDENTS TO FIND OPPORTUNITIES, BUT WE’RE ALSO HERE FOR THEM IN TERMS OF RESOURCES AND SUPPORT. IF STUDENTS TAKE ADVANTAGE OF WHAT WE DO, THEY’RE GOING TO BE IN A MUCH STRONGER POSITION TO START THEIR CAREER.

— BOB MARTIN, ASSISTANT DEAN”

Growth of career services and internship offerings and support in the Bellisario College has been significant in recent years. Members of the staff take pride in the two communications-specific job fairs, other on-campus programs, a personal approach, and especially the collaboration with advisers and the Office of Diversity and Inclusion.

**457**  
for-credit  
internships  
completed

**ON CAMPUS  
JOB FAIR**  
19th Annual  
JobExpo.Comm

**72**  
companies

**170**  
recruiters

**430**  
students

**NEW YORK  
CITY JOB FAIR**  
Success in  
the City

**79**  
companies

**225**  
recruiters

**400**  
students





**FACULTY**

# Expertise

Faculty members in the Bellisario College possess a vital mix of academic and professional experience. Across departments and majors, they're respected teachers and thought leaders. They thrive in the classroom, and as cutting-edge experts.





“IT’S ALSO ABOUT FALSE SOURCES, DECEPTIVE LANGUAGE, SENSATIONAL CONTENT, GULLIBILITY OF ONLINE NEWS CONSUMERS AND INTERACTIVITY OF THE MEDIUM. THEREFORE, A FUNDAMENTAL CHALLENGE FOR THE PROJECT IS TO CAPTURE THIS COMPLEXITY THROUGH THEORETICAL ANALYSES IN A WAY THAT PERMITS COMPUTATIONAL ANALYSES AND TRAINING PROTOCOLS FOR DETECTING FAKE NEWS.”

— S. SHYAM SUNDAR

Distinguished Professor **S. Shyam Sundar**, founder and co-director of the Media Effects Laboratory, has launched a project with colleges at Penn State to examine misinformation (“fake news”) and the ways to detect it. The researchers, with support from the National Science Foundation, plan on investigating various characteristic indicators of fake news, developing algorithms for machines to detect fake news, providing training to human coders and then testing whether machines can do a better job than humans in classifying fake and real news.



#### FACULTY RESEARCH PRODUCTIVITY

105

presentations

22

creative works

47

journal articles

10

book chapters

### NOTABLE

... Dean Marie Hardin installed as president of Association for Education in Journalism and Mass Communication

... Science Communication Program enjoys first-year, interdisciplinary success under director Lee Ahern and associated faculty members

... Denise Bortree accepted as a member of the Arthur W. Page Society

... Pearl Gluck's film “Summer” makes its debut in New York City

... Boaz Dvir's film “Cojot” screens on campus, with actor Judd Nelson, the film's narrator, participating in the event

... Yael Warshel featured as speaker during TEDxPSU



“THE ON-THE-GROUND REALITY IS THAT BROADBAND IS SLOW TO NONEXISTENT AND WHERE IT DOES EXIST THE PRICES ARE MUCH HIGHER THAN IN THE CITIES. WE’RE GOING TO RUN A MILLION TESTS TO IDENTIFY WHAT’S REALLY GOING ON IN PENNSYLVANIA. AND WITH THESE DATA WE’RE GOING TO MAKE THE MOST COMPREHENSIVE MAP OF WHAT’S REALLY GOING ON THAT’S EVER EXISTED FOR THE COMMONWEALTH.”  
— SASCHA MEINRATH

**Sascha Meinrath**, the Palmer Chair in Telecommunications, launched a study of broadband internet access in Pennsylvania, a yearlong effort that combines his experience in the nation’s capital and technological expertise in an effort that will serve both legislators and residents in the Commonwealth.

more than

30

faculty and graduate students participated and presented at the 100th annual conference of the Association for Education in Journalism and Mass Communication

21

years of expertise, service and research for the Institute for Information Policy

18

faculty members and

16

graduate students served as presenters, moderators and panelists during five-day International Communication Association conference in Prague







## FULL-TIME FACULTY

### ADVERTISING/PUBLIC RELATIONS

Lee Ahern, Associate Professor  
Denise Bortree, Associate Professor  
Colleen Connolly-Ahern, Associate Professor  
Frank Dardis, Associate Professor  
Ann Major, Associate Professor  
Steve Manuel, Assistant Teaching Professor  
Renea Nichols, Assistant Teaching Professor  
Fuyuan Shen, Professor and Department Head  
Ronald Smith, Assistant Teaching Professor  
Tara Wyckoff, Assistant Teaching Professor  
Ken Yednock, Assistant Teaching Professor  
Bill Zimmerman, Lecturer

### JOURNALISM

Gary Abdullah, Assistant Dean of Diversity and Inclusion  
John Affleck, Knight Chair  
Anthony Barbieri, Foster Professor  
John Beale, Assistant Teaching Professor  
Curtis Chandler, Assistant Teaching Professor  
Boaz Dvir, Assistant Professor  
Russell Eshleman, Assistant Teaching Professor and Department Head  
Russell Frank, Associate Professor  
Marie Hardin, Professor and Dean  
Shannon Kennan, Associate Teaching Professor  
Stephen Kraycik, Assistant Teaching Professor  
Ann Kuskowski, Assistant Teaching Professor  
Marea Mannion, Assistant Teaching Professor

Pamela Monk, Assistant Teaching Professor  
Kathleen O'Toole, Lecturer  
Patrick Plaisance, Davis Professor  
Jamey Perry, Assistant Dean of Academic Services  
Robert Richards, Curley Professor  
Ford Risley, Professor and Associate Dean of Undergraduate and Graduate Studies  
Christopher Ritchie, Assistant Teaching Professor  
John Sanchez, Associate Professor  
Cynthia Simmons, Associate Teaching Professor\*  
Will Yurman, Eberly Professor  
Bu Zhong, Associate Professor

### FILM/VIDEO AND MEDIA STUDIES

Rodney Bingaman, Assistant Teaching Professor  
Thomas Camden, Assistant Teaching Professor  
Jo Dumas, Associate Teaching Professor  
Alexander Fattal, Assistant Professor  
Anita Gabrosek, Assistant Teaching Professor  
Pearl Gluck, Assistant Professor  
Kevin Hagopian, Associate Teaching Professor  
Matthew Jordan, Associate Professor  
Matthew McAllister, Professor  
Jessica Myrick, Associate Professor  
Mary Beth Oliver, Distinguished Professor  
Anthony Olorunnisola, Professor and Department Head  
Michelle Rodino-Colocino, Associate Professor

Michael Schmierbach, Associate Professor  
Maura Shea, Assistant Teaching Professor and Associate Department Head  
Richard Sherman, Associate Professor\*\*  
S. Shyam Sundar, Distinguished Professor\*\*

### TELECOMMUNICATIONS

Benjamin Cramer, Associate Teaching Professor  
Anne Doris, Assistant Teaching Professor  
Robert Frieden, Pioneers Chair  
Catie Grant, Lecturer  
Anne Hoag, Associate Professor  
Matthew Jackson, Associate Professor and Department Head  
Krishna Jayakar, Professor  
Robert Martin, Assistant Dean of Internships and Career Placement  
Sascha Meinrath, Palmer Chair  
Scott Myrick, Lecturer  
David Norloff, Assistant Teaching Professor  
Patrick Parsons, Professor  
Yael Warshel, Assistant Professor

\*On Leave

\*\*Sabbatical Leave

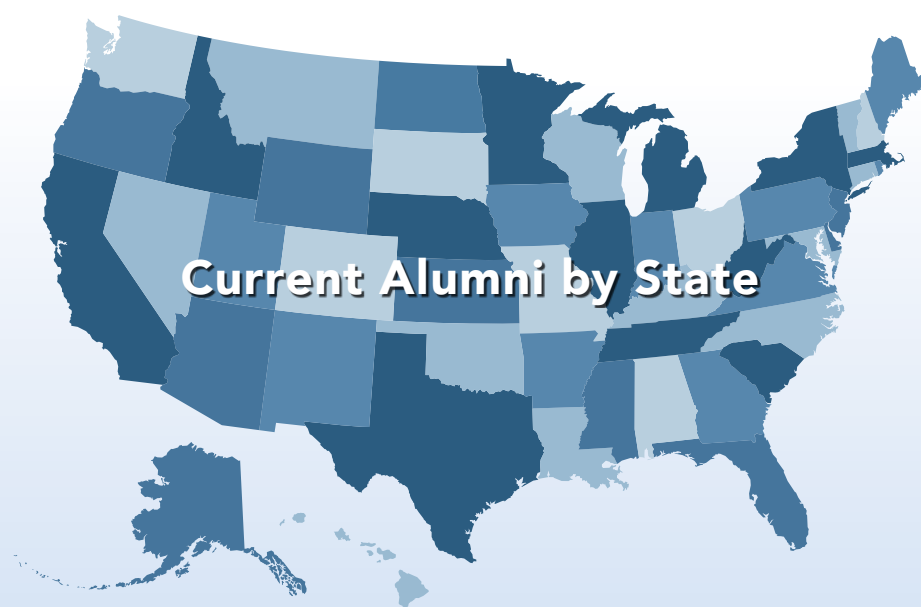


## ALUMNI

# Support

Our committed alumni consistently give back and support the Bellisario College, with their success reflecting well on the educational approach we practice. The breadth and depth of the success of our alumni — in every communications-related field, with alumni at different points of their careers with differing levels of responsibility — is often matched only by the amount of pride those alumni take in offering support for the program as well as students.



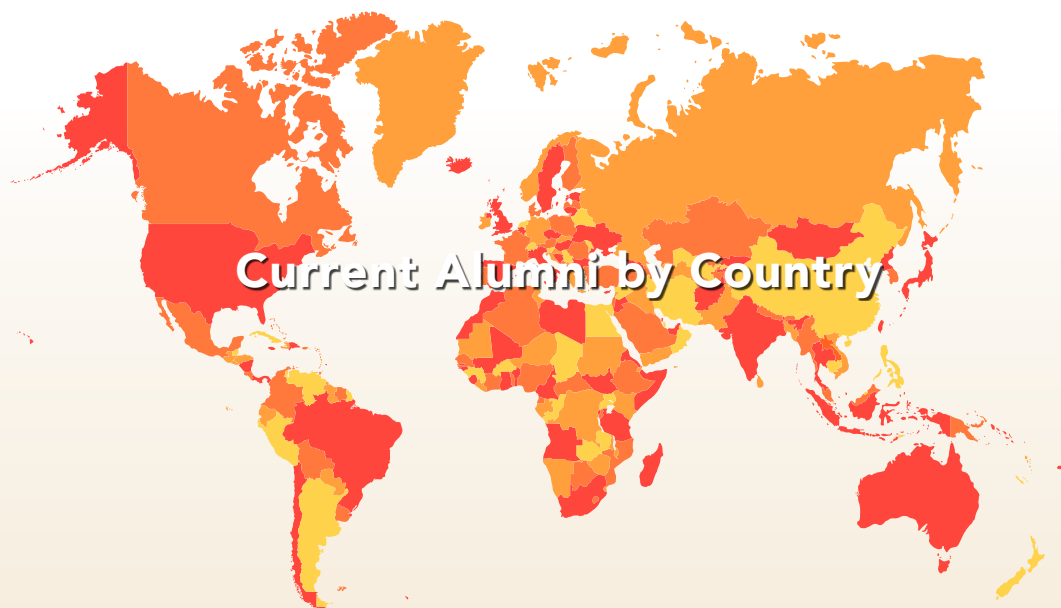


Pennsylvania **14,419**  
 New Jersey **2,025**  
 New York **1,866**  
 California **1,020**  
 Maryland **907**  
 Virginia **888**  
 Florida **723**  
 North Carolina **330**  
 Massachusetts **321**  
 Connecticut **306**

Texas **289**  
 Georgia **257**  
 Ohio **237**  
 Illinois **225**  
 Colorado **202**  
 District of Columbia **188**  
 Delaware **161**  
 South Carolina **120**  
 Washington **120**  
 Arizona **106**

Michigan **84**  
 Tennessee **81**  
 Oregon **73**  
 New Hampshire **55**  
 Minnesota **49**  
 Wisconsin **43**  
 Nevada **39**  
 Indiana **38**  
 Maine **36**  
 Kentucky **34**

Missouri **31**  
 Rhode Island **31**  
 Alabama **29**  
 Vermont **29**  
 West Virginia **29**  
 Louisiana **26**  
 Kansas **21**  
 Utah **20**  
 New Mexico **19**  
 Hawaii **16**  
 Idaho **16**  
 Oklahoma **15**  
 Nebraska **12**  
 Mississippi **10**  
 Wyoming **10**  
 Alaska **9**  
 Arkansas **9**  
 Iowa **9**  
 Montana **9**  
 North Dakota **6**  
 South Dakota **2**



China **107**  
 Republic of Korea **77**  
 Taiwan **20**  
 United Kingdom **18**  
 Japan **15**  
 Hong Kong **14**  
 Canada **13**  
 India **10**  
 Kazakhstan **9**  
 Australia **5**

Cyprus **5**  
 Germany **5**  
 United Arab Emirates **5**  
 Thailand **4**  
 Malaysia **3**  
 Spain **3**  
 Brazil, Italy, Jordan,  
 Mexico, Nigeria,  
 Panama, Singapore **2**

Austria, Bangladesh,  
 Bermuda, Bolivia,  
 Cayman Islands,  
 Dominican Republic,  
 Ecuador, Egypt,  
 Finland, France,  
 Greece, Grenada,  
 Guatemala, Hungary,  
 Iceland, Ireland, Kenya,  
 Kuwait, Netherlands,

New Zealand,  
 Nicaragua, Pakistan,  
 Poland, Romania, Saudi  
 Arabia, Switzerland,  
 Trinidad & Tobago,  
 Turkey, Uganda,  
 Ukraine, Venezuela,  
 Zimbabwe **1**

UNKNOWN **1,452**





## BOARDS

### ADVANCEMENT COUNCIL

Gerald Abrams  
Robin Bronk  
Marc Brownstein  
Elizabeth Fetter  
Daniel Hartman  
Thomas Hayden  
Jayne Jamison  
Kimberly Kingsley  
Michael Marcus  
Mary Meder  
Terry Mutchler  
Eric Rabe  
Jordan Rednor  
Joanne Ryder  
Alisia Salters  
David Yadgaroff

### ALUMNI SOCIETY BOARD

Ron Balasco  
Rob Boulware  
T.J. Brightman  
Natalie Buyny  
Mike Conti  
Erin Cuniffe  
John Dolan  
Bernadette Dunn  
Kevin Flintosh  
Greg Guise  
Katherine Hansen  
Pam Hervey  
Alyson Joyce  
Kurt Knaus

Michael Liebowitz  
Patrick Mairs  
Brian Nawa  
Richard Rapp  
Jarred Romesburg  
Stephanie Shirley  
Halle Stockton  
Meredith Topalanchik  
Bianca Barr Tunno  
Cindy Viadella  
Daniel Victor  
Ron Wagner  
Cooper Deck\*  
Katie Gergel \*  
Lawrence Green\*

\*-Student representatives.

### YOUNG ALUMNI COUNCIL

Marielena Balouris  
Patrick Bunting  
Amy Camacho  
Jianghanhan Li  
Jessica Quinlan

### AD/PR NETWORK BOARD

Joe Berwanger  
Zach Dugan  
Kathy Heasley  
Adam LaMarca  
Alyssa Larson  
Victoria Maggio

Lauren Raisl  
Richard Rapp  
Tom Resau  
Jill Schnitt  
Suzanne Schulner  
Jeremy Smith  
Kathy Swidwa  
Brenna Thorpe  
Meghan Ervine\*  
Dean Giammarco\*  
Rachel Tasker\*  
\*-Student representatives.

### JOHN CURLEY CENTER FOR SPORTS JOURNALISM ALUMNI COUNCIL

Marty Aronoff  
Jennifer Bullano  
Judson Burch  
Jim Buzinski  
Deb Gelman  
Amanda Gifford  
Lockwood  
Scott Horner  
Emily Kaplan  
Michael Robinson  
Rich Russo  
Tom Verducci  
Michael Weinreb

## AWARD WINNERS

### Alumni Association Distinguished Alumni

Jacob Corman III  
Hal Sadoff  
Roger Williams

### Alumni Association Alumni Achievement Award

Bjorn Trowery

### Alumni Society Board Award Winners

Alumni Achievement, Laurence Moskowitz  
Outstanding Alumni, David Skidmore  
Anderson Communications Contributor, Nancy Eshelman  
Emerging Professional, Tony Mancuso  
Excellence in Teaching, Ann Marie Major

## ACTIVITIES

Off-campus events:

8  
(New York;  
Philadelphia;  
Los Angeles;  
Washington, D.C.)

On-campus events:

17  
Total events:  
25  
Total participants:  
1,315



**BELLISARIO**

# Update

Alumnus Donald P. Bellisario and his wife, Vivienne, provided the transformational gift that led the Penn State Board of Trustees to name the Donald P. Bellisario College of Communications in his honor. The 2017-18 academic year was our first full year as the Bellisario College, and the Bellisarios were honored during an official dedication in the fall. Their financial support made an immediate impact on scholarship availability, and work throughout the year progressed (with numerous architect visits and meetings) toward eventual facility upgrades on campus.



# TIMELINE

## Donald P. Bellisario Media Center

**April 21, 2017**

**Gift announced.** Donald P. Bellisario commits \$30 million to support communications students and faculty and to establish the state-of-the-art Donald P. Bellisario Media Center.

**August 2017**

**Benchmarking, facility tours.** Faculty and staff teams discover ideas to shape the design process for the Bellisario Media Center, which will be constructed in Willard Building on the University Park campus.

**Oct. 20, 2017**

Official dedication of Donald P. Bellisario College of Communications with special events at Carnegie Building and the Bellisarios honored at a football game that weekend

**December 2018**

Construction begins

**Fall 2020**

Donald P. Bellisario Media Center opens

**Summer 2017**

University groundwork and approvals

**Sept. 15, 2017**

**Architect approval.** Studios Architecture approved as architect after review of proposals submitted by more than 30 firms

**Late Summer 2018**

Construction approvals, hiring contractor

**May 2020**

Construction complete





# OPPORTUNITIES FOR Support

Alumni and friends who support the Bellisario College often do so because they appreciate our mission and understand the life-changing impact and value their contributions make for students. Additionally, for many supporters, the gifts they provide mean as much for them as the recipients.





*Alumna Jane Perry Shoemaker ('70), an award-winning journalist and longtime editor, supports a scholarship in the Bellisario College of Communications. Here she shares a bit about her career, and why she supports the Bellisario College.*

Many newspaper reporters tuck away their first bylines — their names proudly printed on yellowed paper in a scrapbook or file.

Not me. I have my first byline. The real thing. A thoughtful typesetter at a tiny weekly newspaper brought me the piece of lead, and it holds an honored spot in my home. I had been a stringer for two years covering sailboat races for a daily, but now I was 16, and I had a real job, albeit for just a few weeks.

I had no journalists in the family, no traditions to follow or reputations to honor. I just knew that I belonged in a job where you could ask questions, meet people, learn new things, go to interesting places and, most of all, write.

Penn State didn't need to teach me about the newspaper business, but a team of superb professors honed my skills to assure I would fulfill my dreams. And how did they do? First at UPI, then at The Philadelphia Inquirer, and finally running the newsroom at the Charlotte Observer, every dream came true.

Those I interviewed here at home ranged from relatives of a murdered family in Georgia to cheesesteak chefs in Arizona to the head of the Federal Reserve. I traveled with Pope John Paul II to six cities. While working overseas, my stories took me to grape farmers in southern France, IRA members in Northern Ireland and penguins in the Falkland Islands.

I chatted with Margaret Thatcher, drank bourbon with Irish Taoiseach (Prime Minister) Charlie Haughey and threw up in the smoke-filled office of Polish Gen. Wojciech Jaruzelski's top aide as he extolled the virtues of martial law. Drivers stuck in London traffic during a Tube strike were surprised to find an American reporter on the back of a motorcycle taking notes and doing interviews.

I helped send corrupt Pennsylvania politicians to jail.

I was part of the team covering Three Mile Island and shared in the Pulitzer Prize. My work brought considerable acclaim and other national prizes.

After switching to editing, it was my honor and pleasure to mentor young reporters who would go on to their own sterling careers. I went to the infield of a NASCAR race to better understand how reporters and photographers covered it. Editors don't do that, but I did.

My career covered the best and brightest time in the newspaper industry, from the 1970s through the early 1990s. There was plenty of money to spend on covering news and digging into stories. Every reporter had the backing of editors and copy editors and counted on news editors to make their work shine.

No more. Newspapers are struggling to compete with, or turn into, digital news outlets. Accuracy is no longer the priority in many places. The line between news and opinion is blurred. What I consider important often is overshadowed by celebrity drivel.

So what does this have to do with funding scholarships at Penn State? It is harder than ever to bring quality journalism to readers and listeners. Reporters don't get nearly the guidance or advice or constructive criticism that helped me. Few editors and managers have time as they deal with lean staffing.

Penn State has kept up with the changes and knows how to prepare young people to overcome obstacles. The standards of honesty, accuracy and principle are ingrained into students. Communication is not taught as a task; it is taught as an art to be created with a combination of hard work and talent. It is my great privilege to help make this possible.

Jane Perry Shoemaker





#### WHAT STUDENTS NEED...

428

students applied for  
scholarships.

\$2,200

... average annual scholarship  
amount awarded

280

students received  
scholarship support.

\$16,095

... average annual unmet need  
per student



#### WHAT YOUR GIVING CAN SUPPORT...

\$5,000

state-of-the-art equipment  
for a student to build skills  
in photojournalism

\$1,500

an opportunity for 15 students  
to visit Success in the City  
internship fair in NYC

\$2,500

an immersive experience in  
the international reporting  
class for one student

\$1,000

assistance for a student to  
offset costs of moving to  
another city for an internship





## WHAT YOUR LEGACY CAN PROVIDE...

# \$10,000

per year for five years provides

# \$2,250

paid annually in scholarship support forever\*

\*At the University's current endowment spending rate of 4.5 percent

Visit page 23 to read more about how leaving a legacy with students has inspired Jane Perry Shoemaker to give back to the Bellisario College

For more information on how you can give to the Bellisario College, visit [giveto.psu.edu](http://giveto.psu.edu) or call 814.865.8801





# Honor Roll

Our alumni and friends made gifts totaling \$31,162,576.42 during the period from July 1, 2017, to June 30, 2018, to support the Bellisario College and its students. The Honor Roll recognizes alumni and friends who made gifts of at least \$100 during the fiscal year.

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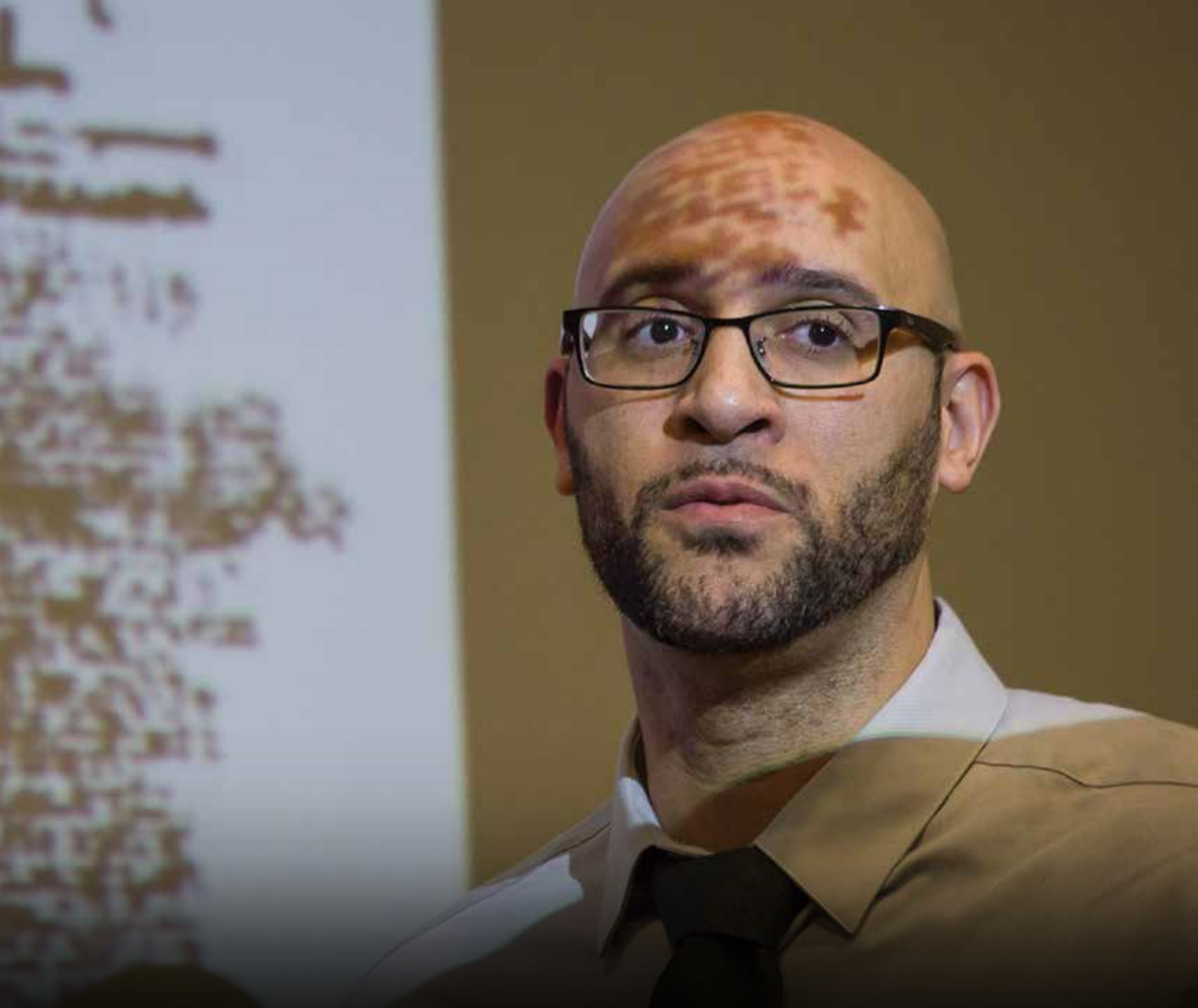
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**GUEST**

# Speakers

Dozens of campus visitors and guest speakers bring their expertise to Bellisario College students every year, and 2017-18 was no exception. From Pulitzer Prize-winning journalists and experts in each of our disciplines to timely newsmakers, the on-campus events and lectures provide a valuable educational resource for students.





### **Ben Bronstein Lecture in Ethics and Public Relations**

Ron Culp, adviser and instructor, DePaul University

### **Comm Career Conversations**

Paul Albergo, bureau chief, Bloomberg BNA  
 Hannah Biondi ('14), marketing manager, Showtime  
 Brianna Brown ('11), vice president, Stripes Group  
 Christopher Bruce, coordinator/strategic content operations, MTV  
 Kathryn Cucuzza ('17), assistant media planner, MullenLowe Mediahub Global  
 Dakota Debillis ('15), assistant, CAA  
 Tyler Feldman ('16), sports anchor/reporter, WBNG-TV  
 Shannon Furman ('03), producer, NFL Films  
 Matthew Harvey ('18), media relations, Beloit Snappers  
 Arlynn Katz, production coordinator, Truly Original  
 Karissa Maxwell ('13), deputy editor, The Sporting News  
 Brian Miller ('09), filmmaker  
 Ali Nicastro ('08), senior manager, Major League Soccer  
 Sam Rogers ('81), senior vice president, Entercom  
 Paige Woiner ('17), news producer, WGAL-TV

### **Curley Center Conversations**

Chris Bachelder, author, "The Throwback Special"  
 Deb Gelman ('90), producer/director, CBS Sports  
 Louis Moore, associate professor, Grand Valley State University  
 Gayle Sierens, retired anchor, WFLA-TV, Tampa

### **Don Davis Lecture in Advertising Ethics**

Kendra Hatcher King, vice president, Razorfish

### **Digital Days Panelists/Speakers**

Elise James-Decruise, senior director, New Marketing Institute

### **"Diversity and Inclusion: A Critical Business Imperative"**

Roldy Leyva, vice president, Sodexo

### **Norman Eberly Professorship Lecture**

Michael Hilzik, columnist, The Los Angeles Times

### **Foster-Foreman Conference of Distinguished Writers**

Lisa Falkenberg, Pulitzer Prize-winning columnist, Houston Chronicle  
 Wesley Lowery, Pulitzer Prize-winning journalist, The Washington Post

### **Guest Lecturers/Panelists**

Phil Carl ('88), vice president/advertising sales, Viceland  
 Jelani Cobb, author, professor, Columbia University  
 Michael Humphrey, author, lecturer, Colorado State University  
 Justin Keene, assistant professor, Texas Tech University  
 Nathan Larimer, creative producer, Lobster Bear  
 Carlo Pitocco ('06), creative agency partner, Facebook (New York)  
 Will Post ('05), industry manager, Facebook (Chicago)  
 Rob Potter, professor, Indiana University  
 Matt Prohaska, CEO, Prohaska Consulting  
 Halle Stockton ('08), managing editor, PublicSource  
 Richard Taylor, professor emeritus, Penn State

### **"New Media in India"**

Sunera Sen Narayan ('98 MA), Indian Institute of Mass Communication  
 Shalinni Narayanan, communications consultant

### **Oweida Lecture in Journalism Ethics**

Mark Russell, executive editor, Memphis Commercial Appeal

### **"A Photographer's Life of Love and War"**

Lynsey Addario, author, photojournalist

### **Page Center Professional-in-Residence Program**

Rob Britton, airline expert and marketing consultant

### **Pockrass Memorial Lecture**

Marwan Kraidy, professor, University of Pennsylvania  
 Robin Nabi, associate professor, University of California at Santa Barbara

### **"Pulitzer's Gold: A Century of Public Service Journalism"**

Roy Harris, author, former bureau chief, Wall Street Journal

### **"PSU Talks: Four Personal Journeys from Happy Valley to Hollywood"**

Jonathan Frakes ('74), producer/director/actor  
 Suzanne Kamenir ('93), vice president, global creative services, 20th Century Fox Home Entertainment  
 Michael Robinson ('04, '06), analyst, NFL Network  
 Jess Weiner ('95), cultural changemaker and CEO, Talk to Jess

### **SciComm Speaker Series**

Brian Southwell, director of science in the public sphere, RTI International

### **"Speech and Expression on Campus"**

Tom Sullivan, president, University of Vermont

### **"True Talk: Fake News"**

Rosa A. Eberly, associate professor, Penn State  
 Russell Frank, associate professor, Penn State  
 Matt Jordan, associate professor, Penn State  
 Patrick Plaisance, Donald W. Davis Professor of Ethics, Penn State



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