

David Aneckstein

Assistant Teaching Professor, Public Relations

The Pennsylvania State University

Donald P. Bellisario College of Communications

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EDUCATION

M.A., Strategic Communications & Leadership — Seton Hall University, 2006

B.A., Journalism — Penn State University, 1999

ACADEMIC EXPERIENCE

Assistant Teaching Professor of Public Relations

Donald P. Bellisario College of Communications

Penn State University

2026–Present

Adjunct Instructor

Donald P. Bellisario College of Communications

Penn State University

2008–2025

COURSES TAUGHT

COMM 260W: News Writing and Reporting

COMM 372: Digital Public Relations

COMM 465: Television Reporting

COMM 471: Public Relations Media and Methods

PROFESSIONAL EXPERIENCE

Senior Director of Communications

Penn State University, Outreach and Online Education
University Park, PA
2008-2025

Director of Public Relations

Experian Research Services (Simmons Consumer Research)
Deerfield Beach, FL
2005–2007

Regional Public Relations Officer

Florida Department of Health
Fort Lauderdale, FL
2003–2005

Television Reporter / Photographer / Editor

WFTX-TV (FOX)
Naples-Fort Myers, FL
2001–2003

Television Reporter / Photographer / Editor

WTAJ-TV (CBS)
State College-Altoona, PA
2000–2001

Television Reporter / Photographer / Editor

WTWO-TV (NBC)
Terre Haute, IN
1999–2000

AREAS OF EXPERTISE

Strategic Communications
Public Relations Writing
Media Relations
Crisis Communications & Issues Management

Internal Communications

Executive Messaging & Leadership Communications

Multi-Channel Content Strategy (digital, video, social, intranet, events)

SKILLS AND SPECIAL TRAINING

Public Information Officer Training- Federal Emergency Management Agency

Risk and Crisis Communications Training- Centers for Disease Control and Prevention

Instructor, Basic Risk Communication Training- Florida Department of Health

Biography

David Aneckstein is an assistant teaching professor in the Department of Advertising/Public Relations at the Donald P. Bellisario College of Communications at Penn State, where he has taught public relations and journalism courses since 2008. His teaching emphasizes storytelling, strategic communications, and media relations, drawing on more than two decades of professional experience in corporate communications and broadcast journalism.

Prior to joining the faculty full time, Aneckstein served as senior director of communications at Penn State, where he led communications for World Campus and Outreach, two of the university's largest units. In this role, he acted as an on-record spokesperson for local, regional, national, and international media; led media relations strategy and execution that secured hundreds of earned media placements annually; and directed multimedia, executive, employee, and crisis communications.

Before Penn State, Aneckstein served as director of public relations for Experian Research Services (Simmons Consumer Research), where he led media relations and thought leadership initiatives that elevated the company's industry profile and supported multimillion-dollar revenue growth. He also served as regional public relations officer for the Florida Department of Health, coordinating communications for 6.2 million south Florida residents during hurricanes, disease outbreaks, and statewide public health initiatives.

Aneckstein began his career as a television reporter, photographer, and editor at network-affiliated stations, including WFTX-TV (Florida), WTAJ-TV (Pennsylvania), and WTWO-TV (Indiana). He holds a Master of Arts in Strategic Communications and Leadership from Seton Hall University and a Bachelor of Arts in Journalism from Penn State.