

WHITNEY CHIRDON

110 Carnegie Building | whitney@psu.edu

EDUCATION

Penn State World Campus

M.Ed., Higher Education, Expected completion summer 2026

Penn State, University Park, PA

B.A., Media Studies, 2000

B.A., French, 2000

TEACHING EXPERIENCE

Penn State Donald P. Bellisario College of Communications

Lecturer, 7/2025 – present

Adjunct Lecturer, 8/2021 – 7/2025

Courses Taught:

COMM 360 Audio News Reporting and Production

COMM 362 Podcasting

COMM 260W News Writing and Reporting

PROFESSIONAL EXPERIENCE

Smeal College of Business, University Park, PA

Instructional Designer, 12/2022 – 1/2024

- Designed and developed non-credit courses for Penn State Executive Programs, DBA, and MBA, collaborating with faculty, industry experts, and stakeholders to deliver impactful, career-focused learning for business leaders and students.

College of the Liberal Arts, University Park, PA

Director of Communications for the School of Public Policy, 9/2018 – 12/2022

Director of Communications for the Rock Ethics Institute, 7/2017 – 9/2018

- Managed an integrated communications strategy, including public relations, editorial, web, digital, print, and social media.
- Produced media-rich content to promote faculty research and student engagement, including podcasts, live webinars, and videos.

Georgia Public Broadcasting, Atlanta, GA

Producer/Director/Reporter, 1/2017 – 7/2017

- Produced, directed, and reported for “On Second Thought,” a live daily news radio program broadcast statewide from Atlanta.
- Pitched stories, conducted interviews, wrote and edited segments, booked sources, and managed live studio and remote broadcast operations.

Penn State Public Broadcasting (WPSU TV/FM), University Park, PA

Senior Producer/Director, 3/2007 – 10/2015

Associate Producer, 10/2005 – 3/2007

- Pitched and developed programs, booked and interviewed talent, conducted research, wrote scripts, and hosted live and pre-recorded shows.
- Designed and produced content across video, audio, graphics, and animation, ensuring creative alignment with technical standards, timelines, budgets, and stakeholder expectations.
- Collaborated with technical teams to implement the creative vision, including directing cameras, overseeing lighting, selecting music, coordinating talent, and managing editing, sound design, post-production, and final delivery.
- Developed detailed communication systems that outlined timelines, goals, roles, treatments, and equipment requirements, guiding all project phases.
- Oversaw coordination among technical crew, talent, marketing, engineering, administration, vendors, and interns to ensure seamless production execution.

Projects

- **Public Affairs Programs**

- Produced live call-in series simulcast on TV and radio statewide, including “To the Best of My Knowledge with Graham Spanier,” “Conversations Live,” “Higher Education in Focus,” and special issues programs in response to regional and national events.
- Producer/Director of the community forum issues series, “Common Ground Lobby Talks.”
- Producer/Host of the “After Abbey” talk show featuring Penn State faculty.
- Produced segments covering Penn State students and faculty work for the “Global Penn State” program.

- **Regional Programming**
 - Producer/Director for the “Our Town” community documentary series. Trained and interviewed 30–40 volunteers across 30+ rural towns, teaching videography and visual storytelling to help residents translate their town stories to the public television audience.
 - Served as the on-air fundraising and on-air promotions producer, developing new talent, selecting programming, editing content, and directing live breaks.
 - Associate Producer of the “Making the Blue Band” documentary.
- **Performance Programming**
 - Served as associate producer on “Music From Penn State,” interviewing and coaching student performers for pre-production video content.
 - Produced and directed live folk, jazz, and classical music programming simulcast on TV and radio with live fundraising breaks.

On-Air Experience

- On-air fundraising membership drives, live and pre-taped
- Live TV/FM call-in talk show hosting

Selected Grant-Funded Projects

- Global Penn State Television Program
- American Graduate “Stories of Champions” Profiles (WNET/PBS)
- Protect My Public Media Campaign Image Spots (WNET Public Media)

Additional Experience

Penn State Public Broadcasting (WPSU TV/FM), University Park, PA

Senior Promotions Associate, 09/2003 – 10/2005

Donor Services Coordinator, 02/2002 – 09/2003

The Barash Group

Advertising Account Executive, 09/2001– 02/2002

The Centre Daily Times

Newsroom Assistant, 05/2000–09/2001