

# STEVE SAMPSELL

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## Summary

Experienced professional who practices positive, proactive communications with experience in crisis communications, digital and multimedia storytelling, event management, marketing, media relations, public relations, publications management and more.

## Communications Management and Media Relations

### DIRECTOR OF STRATEGIC COMMUNICATIONS

Penn State College of Communications (University Park, Pa.)

July 2001-Present

- **Public Relations:** Direct all College of Communications public relations initiatives, including website, College magazine, news releases, faculty publicity, brochures and promotional materials, digital signage and visits from alumni and friends for special events and classroom visits—all serving a variety of audiences, that includes alumni, faculty/staff, students and the media. Manage staff and a rotating group of interns.
- **Event Management:** Coordinate activities, publicity and related matters for special events on and off campus, working closely with colleagues, vendors and venues. Variety of activities ranges from lectures featuring members of the White House press corps to movie premieres, an annual event at the National Press Club and even a one-of-a-kind, TV special for ESPN.
- **Faculty and Research Publicity:** Facilitate and promote the activities, findings and programming for eight research centers and special enterprises housed in the College of Communications. Promote faculty research, working closely with the Office of the Vice President for Research, on initiatives that reach local, regional and national audiences. Specifically work as managing director of the John Curley Center for Sports Journalism with its research and related activities.
- **Publications Management:** Coordinate and design all content, and work with selected vendors for two annual editions of the College of Communications magazine. Create content and design posters for six different lecture series and other programs.
- **Web and Digital Leadership:** Direct the College of Communications presence online and on various social media outlets, including a blog, Facebook, LinkedIn, Twitter and more to keep our message as engaging and timely as possible.
- **National Award Administration:** Administer the Bart Richards Award for Media Criticism as well as the Award for Excellence in Coverage of Youth Sports, two national awards focused on nationwide audiences that are determined as the result of annual competitions that require publicity, coordination of submissions and interaction with various audiences.
- **University-wide Liaison:** Work closely with communications professionals across the Penn State system to ensure consistency of the University brand, especially in regard to overall identity and messages.

### WRITER/EDITOR

Penn State Eberly College of Science (University Park, Pa.)

March 2000-June 2001

- Responsible for content of news releases, alumni magazine (including the implementation of “Faces of Penn State,” a series of profiles on our scientists) and web pages.
- Worked with administrators and faculty members to facilitate strong relationships with alumni, funding agencies and the media.
- Assisted with coordination of lecture series, events and communication and outreach opportunities for the College of Science.

## Faculty

### LECTURER

Penn State College of Communications (University Park, Pa.)

July 2001-Present

- **COMM 476, Sports Writing** This upper level course focuses on sports writing, primarily for online and print outlets and addresses everything from game coverage and interviewing to writing profiles, in-depth articles and columns.
- **COMM 260W, News Writing and Reporting** This is the initial core communications course, required for all College of Communications students. Its primary focus is on a main skill set necessary for all communications professionals—gathering and organizing information, and then sharing it with an audience.

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- **PSU 009 First-Year Seminar, “Happy Valley: Your New Hometown”** This class for incoming freshman at Penn State introduces students to town and gown interaction and opportunities in the University community.

## **Freelance Writing, Publications and Special Events**

### **FREELANCE EDITOR / WRITER**

- **Nittany Lion Club Newsletter** Writing and design for quarterly publication that serves the club's 25,000 members.
- **TalkingTVSports** Author regular blog available worldwide and bi-weekly columns for 100,000-plus readers in Central Pennsylvania, focusing on TV and radio coverage of sports.
- **Pittsburgh Sports Report** Author sports-related articles on a variety of topics, either as assigned or from pitches to the publication's editor.
- **“It’s Not A Big Deal: A Dad’s Book of Advice for His College-Bound Daughter”** A self-published 2012 book that provides advice for young women about to enter college.
- **“Men Are Pigs: 93 Things A Dad Wants His Daughter to Know About College”** A self-published 2011 book that provides advice for young women about to enter college.

### **VICE PRESIDENT FOR PUBLIC RELATIONS**

#### **State College Area High School Girls Basketball Booster Club (State College, Pa.)**

**August 2008-March 2011**

- **State High Pink Zone:** Conceived first-ever benefit basketball game for breast cancer funding in region. Coordinated sponsorships, media appearances, on-site operations, related special events and relationships among stakeholders, sponsors and the media. Attracted record crowd and raised \$4,500 in first year, with \$6,200 in second, establishing a template for ongoing success.

## **Newspapers**

### **ASSISTANT SPORTS EDITOR**

#### **Centre Daily Times (State College, Pa.)**

**September 1999-March 2000**

- Completed regular design, layout and pagination shifts and wrote a weekly column. Handled coordination and supervision of staff and special sections. Assigned graphics and photos as needed. Served as beat writer for coverage of Penn State women's basketball, which advanced to Women's Final Four. Wrote regular enterprise and feature articles.

### **SPORTS WRITER**

#### **Tribune-Review Publishing (Greensburg, Pa.)**

**December 1992-September 1999**

- Served as beat writer for University of Pittsburgh sports. Responsible for bi-weekly radio/TV media column. Completed regular design, layout and pagination shifts. Assigned graphics and photos as needed. General assignment coverage ranging from auto racing and high school sports to Major League Baseball and the NFL.

### **REPORTER**

#### **Gateway Publications (Monroeville, Pa.)**

**May 1991-December 1992**

- Responsible for a majority of the content, from municipal business and general assignment to enterprise efforts and sports, for a paper covering four communities in east suburbs of Pittsburgh.

### **ASSOCIATE EDITOR**

#### **Lock Haven Express (Lock Haven, Pa.)**

**July 1990-March 1991**

- Completed regular design, layout and pagination shifts. Supervised staff and part-time writers. Covered variety of business and sports stories. Responsible for weekly tabloid focusing on a specific town in newspaper's coverage area.

## **Professional Sports**

### **MEDIA INTERN**

#### **Pittsburgh Pirates (Pittsburgh, Pa.)**

**May 1989-August 1989**

- Conducted research for game program, media guide and records. Coordinated care and compilation of information regarding team memorabilia. Acted as liaison with visiting radio/TV networks. Conducted numerous game-day operations.

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## PUBLIC RELAIONS DIRETOR

### Williamsport Bills (Williamsport, Pa.)

December 1987-August 1988

- Responsible for advertising, cold-call sales, hotel scheduling, player appearances and relationships with the media for Double-A affiliate of Cleveland Indians. Wrote and distributed press releases. Assisted with coordination of only uniform retirement in team history and other special events, including relationship with ESPN.

## Proficiencies

**Content management:** Expression Engine

**Design:** Print and online skills

**Language:** Minimal French, familiarity with Spanish

**Photography:** Digital, film

**Social media:** LinkedIn, Facebook, Flickr, Twitter, YouTube

**Software:** Acrobat, InDesign, iTunes, Microsoft Office, PhotoShop, PowerPoint, QuarkXPress, variety of podcast/video software, including Final Cut Pro, Premiere, and iMovie

## Community Service

2013 Recipient of Barash Award for Human Service, Penn State  
Centre County United Way, Board Member/Volunteer

Penn State Student United Way, Faculty Adviser  
Central Pa. Festival of the Arts, Board Member/Volunteer  
Special Olympics Centre County, Volunteer  
Penn State Staff Advisory Council, Former Member (chair)  
Leadership Centre County, Participant/Volunteer  
Calvary Church, Volunteer

## Education

Penn State

Penn State

B.A., Journalism, 1990

MPA, Public Administration (in progress)

Minor: Sports Information

## **Additional**

Carlow College (Pittsburgh)  
Elementary Education, 1999 (4.0 student)