

# Catherine A. McCormick

Assistant Teaching Professor Emerita of Communications and Humanities  
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## Education

### **Doctor of Philosophy, American Studies, December 2020**

The Pennsylvania State University, Capital College, Middletown, Pa.  
Subfields: Media History and Culture, Communications and Sensory Studies  
Thesis title: *The Sonic Turn: The Mid-Twentieth Century Reawaking to the Significance of Sound in Scholarship and Cinematic Practice*  
Dissertation chair: Anthony Bak Buccitelli, Ph.D.

### **Master of Arts, Humanities, May 2004**

The Pennsylvania State University, Capital College, Middletown, Pa.  
Concentration: Art History and Communications  
Thesis title: *Critical Promotion, Mass Media, and American Art in the Twentieth Century: Greenberg, Pollock, Warhol, and Koons*  
Thesis chair: Troy M. Thomas, Ph.D.

### **Bachelor of Humanities, Communications, May 2001**

The Pennsylvania State University, Capital College, Middletown, Pa.

### **Associate of Arts, Liberal Arts, May 1984**

Harrisburg Area Community College, Harrisburg, Pa.

## Teaching

### **Assistant Teaching Professor of Communications and Humanities, July 2019 to June 2021**

The Pennsylvania State University, Capital College, Middletown, Pa.  
Courses taught in the Communications program include audio production, writing for media, photography, cinema art, public speaking and media-production practicums.

### **Lecturer in Communications and Humanities, July 2007 to July 2019**

The Pennsylvania State University, Capital College, Middletown, Pa.

### **Adjunct Faculty, July 2004 to June 2007**

The Pennsylvania State University, Capital College, Middletown, Pa.  
Communications  
York College of Pennsylvania, York, Pa.  
English Composition  
Harrisburg Area Community College, York, Pa.  
Humanities  
Central Pennsylvania College, Summerdale, Pa.  
Media Event Planning

## Service

### **Penn State Harrisburg School of Humanities**

Media Institute Coordinator, May 2018 to June 2021

Developed and supervised credit-bearing media-production practicums for students to create media products such as print, audio and video products for distribution physically and electronically in a quasi-professional setting. Provided the framework and on-going guidance for students producing the work as a team. Worked with other faculty to provide publication opportunities for students across campus.

Internships and Community Engagement Task Force Committee Member, Sept. 2017 to May 2020

Communications Program Equipment Center and Studio Manager, 2013 to 2021

Coordinated media-production studios and equipment. Developed and oversaw student-use procedures. Hired, scheduled, trained and supervise staff, graduate assistants and undergraduate student employees.

Communications Program Coordinator, July 2016 to August 2018

Scheduled program courses, facilitated faculty meetings and program assessment

- Facilitated transition from Bachelor of Humanities legacy degree to Bachelor of Arts in Communications
- Developed Communications Pathways: Journalism, Media Production, Strategic Communications and Communications Research

PR Recruitment and Retention Committee, 2008 to 2014

Developed School of Humanities promotional events and projects to support a sense of community among the faculty, staff, administration, students and alumni of the School. The committee sponsored bulletin board design and upkeep, events to link faculty with students, and activities to engage non-Humanities students with Humanities programs.

- Humanities Research Colloquium co-chair, 2013 to 2015
- Founding chair, *Epic Ideas Festival* sub-committee, 2012 to 2013
- International Student Support committee member, 2012 to 2013
- Designer and photographer, School of Humanities faculty and staff bulletin board, 2011 to 2015.
- Developer, School of Humanities *Facebook* page, 2009
- School of Humanities Newsletter committee chair, 2007 to 2008

Interim Communications program coordinator, Summer 2011/2012

Coordinated studio construction and program equipment transition with staff from physical plant and ITS

Website Liaison to the Marketing Department, 2010 to 2012

Provided content and direction to the marketing department for the School of Humanities

Best Student Informative Speech Award Committee Founding Chair, 2009 to 2014

Developed an award that recognizes excellence in the general education course CAS 100 Effective Speech

Search Committees

Media Production/Broadcast Assistant Teaching Professor/Lecturer, Nov. 2019 to March 2021

Corporate Communications and Speech Lecturer, Sept. 2018 to May 2019

Communications Staff Assistant, Jan. to April 2018

Communications Lecturer, Nov. 2015 to May 2016

Speech Communications Lecturer, Jan. to July 2014

Tenure-track English Associate Professor, 2011-12

*A Considerable People: The Jewish Community of Greater Harrisburg*, Penn State Harrisburg Library, 2008

Provided technical assistance to graduate student charged with photo correction, printing and framing of images for the exhibit.

### **Penn State Harrisburg Campus Wide**

Smart Home Research Initiative Proposal Review Sub-Committee, Sept. 2019 to May 2020

Conduct peer reviews of submitted proposals for the SHRI project with faculty from other academic schools on campus.

“We Are . . .” Weekend School of Humanities Project Committee, April to Oct. 2019

Served on the team that proposed and organized Nittany Neighborhood activities for the School of Humanities.

14<sup>th</sup> Annual Global Health and Innovation Conference, Ad-hoc Reviewer, Feb. 2017

With two other Communications faculty members, worked with an undergraduate student developing a five-minute pitch video for a Yale University conference

Search Committee for Mac Systems Administrator, IT Department, Jan. to April 2016

TMI@35 Conference Panelist, March 2014

Spoke on experiences surrounding the Three Mile Island Nuclear Accident

Student Activity Fund Committee Faculty Representative, 2009 to 2015

Faculty Senate appointed representative to the committee that reviews and approves Student Activity Fund proposals

Keynote speech *A Path Less Expected* for the Alpha Sigma Lambda Adult Honor Society

Induction ceremony, 2011

Faculty Affairs Committee, 2012 to 2014

Enrollment Management Outreach Committee, 2011 to 2012

*Women Speak True* panel discussion moderator, March 2010

A panel discussion with members of the National Black Feminist Organization

Student Affairs Specialist Search Committee, 2009

### **Student Organizations**

Photography Club Advisor, 2007-2012, 2015-2021

WPSH Radio Station Advisor, 2011 to 2017

Communications and Leadership Symposium Presenter for Student Government Association, 2012

### **Community**

*Public Speaking Tips, Tricks, Philosophies and Best Practices*, Capitol Rotunda Series for Women in Transportation of Central Pa., Feb. 28, 2019

Sound recordist and designer, *Dark Operations: Terminus*, Rising Phoenix Productions 2016 to present

Provide location and studio recording services, editing and sound design for this local independent film company

LGBT Center of Central Pa. Oral History Project

Arranged interviews and video recorded interviews 2015 to 2018

Mulberry Street Bridge Murals Relocation Committee, 2015 to 2016

Grant writing and other development assistance

Tri-County Community Action Committee, 2014  
Audio Production course students prepared public service announcements

Susquehanna Art Museum Education and Exhibitions Committee, 2013 to 2016  
Supported the museum in exhibit selection and educational programming

BARAK, Inc. Grant writing assistance, 2013  
Assisted in the drafting of proposal narratives in support of the *NextGen Youth Arts Festival*

The MakeSpace Arts Organization, 2012 to 2014  
Provided advice and direction to this emerging community arts organization

Penn Owl Productions, 2006 to 2013  
Provided research assistance, set and production design, acting and photography

RobertPruitt.com, Laurel Md., 2000 to present  
Provided public relations and marketing assistance

### Professional

Contributor, "My Home" International Ambient Sound Crowdsourcing Project, Oct. 2020

Reviewer, *Media Literacy 6e*, W. James Potter, Sage Publications, Reviewer, 2013

Reviewer, *Media Matters 1e*, Rick Wilber, Allyn & Beacon/Pearson, Reviewer of Table of Contents and Chapter on Television, 2010

Reviewer, National Communications Association Mass Communication Division conference papers, 2010, 2011

### Service Grants Received

Seminar, *Centered Leadership: Thriving on Chaos*, Thomas Crum, April 6, 2013  
Student Activity Fee funds totaling \$9,000 awarded for a full-day seminar with lunch and books for participants.

*Epic Ideas Festival*, School of Humanities' campus-wide arts festival, 2012 and 2013  
Student Activity Fee funding of \$3,859 awarded for supplies, food and t-shirts

Seminar, *The Many Faces of Photography*, Nov. 2009  
Student Activity Fee funding of \$1,900 awarded for speaker honorariums and lunch for participants

Workshop and performance, John C. Alsadek, *As Darkness Falls: 1940s-style radio drama live on stage*, 2010  
Student Activity Fee funding of \$1,030 awarded

Student trip, *International Center of Photography*, Nov. 2008  
Student Activity Fee funding of \$1,800 awarded

Student trip, Photography in NYC, March 2008  
Student Activity Fee funding of \$1,500 awarded

### Recent Creative Exhibitions and Publications

*Nature Abstract II*, Photograph, 93<sup>rd</sup> Annual Juried Show, Art Association of Harrisburg, Pa., July 16 to Sept. 2, 2021

*Cityscape/Landscape*, one-person photography show for the Art Association of Harrisburg Community Exhibitions, Barley & Snyder Law Offices, July 1 to Sept. 30, 2020 and Boyer & Ritter, LLC offices in Camp Hill, July 1 to present

*City Incursion*, Photograph, The City Exhibition juried exhibit, Susquehanna Art Museum, Harrisburg, Pa., 2016

*Light Compression*, Photograph, The City Exhibition juried exhibit, Susquehanna Art Museum, Harrisburg, Pa., 2016

*Two prints: relief and intaglio* Prints, Susquehanna Art Museum, 2015.

Alumni Award Artwork Commission, Penn State Harrisburg Alumni Association, 2015  
Created unique alternative-process photographic prints of the Nittany Lion to be used as awards for the alumni association awardees

*Hombre en la iglesia*, Photograph, Martin Library juried exhibition, York, Pa. 2014

*Jelly Dance*, Photograph, *Illumen* Magazine, Cedar Rapids, Iowa, by invitation, 2012

*Second Thoughts*, Altered photograph, HUNGUR Magazine, Cedar Rapids, Iowa, by invitation 2012

*Eternal Mourning*, Photograph, *Illumen* Magazine, Cedar Rapids, Iowa, by invitation, 2012.

*Hombre en la iglesia*, Photograph, International and Intercultural Photography Contest, Penn State Harrisburg, April 2010

Jen Hirt author photograph published in publication *Under Glass: The Girl with a Thousand Christmas Trees*, 2010.

*As I See It: Photography collection by Cathie McCormick*, Aviana Retreat Center Art and Wine Faire, June 2009.

*Nicaraguan Contrasts: Multimedia Photographic Images of Nicaragua*, Penn State Harrisburg Gallery Lounge, Oct. 15 to Dec. 12, 2007.  
Participated in and curated this two-person invitational show which highlighted the social, economic and environmental contrasts of this Central American country (with Mitchell D. Bentley).

*Faces of Nicaragua*, Photographs, Penn State Harrisburg Faculty Art Show, Spring 2007  
Giclée print portraits of Nicaraguan residents

*Suddenly Stone*, Photographs, Juried by *York Arts*, York Towne Hotel, York, Pa. Fall 2006

*The Art of Documentation: Fishing for Information – an interactive art and demographic research tool.*  
DO IT II Juried Exhibit, *York Arts*, York, Pa. – Fall 2006

#### Continuing Education, Discipline Related

*Shadow study, post-production sound professionals*, Sony Pictures and Warner Bros Pictures, Los Angeles, May 7 to 18, 2018  
Shadowed professional dialogue editors, sound effects editors, music editors, re-recording mixers, Foley artists and ADR editors in two major motion picture studios

*Printmaking Hands-on Workshop*, Brenton Good and Donald Forsythe, Messiah College, Susquehanna Art Museum, August 15, 2015

*Master Class on Sound Design and Editing* with Skip Lievsay, Academy Award winning sound editor/designer, Made in NY Center, Brooklyn, NY, April 19, 2014

*Sonic Brand Study: Measuring American's Connection with Brand Sounds*, Bob McCurdy, Radio Advertising Bureau, June 17, 2014

*Small-room Acoustics: Waves and Rays*, Dennis Foley, Designing Sound, Acoustic Fields, July 20, 2013

*Portraiture: The Invisible Relationship*, Greg Miller, Project Basho, Philadelphia, Nov. 12/13, 2011

*Voice-over and Looping in Film*, Jerry Gelb, Hollywood actor and producer, Kasas City Science Fiction and Fantasy Association, Kansas City, MO, May 27, 2009

*Large Format Photography*, Tsuyoshi Ito, Project Basho, Philadelphia, June 2007

## Continuing Education, Teaching Related

Teaching and Learning with Technology, Penn State University, University Park, Pa, March 26, 2011

*Transmedia and Education* Pre-conference Workshop, Penn State University, March 25, 2011

*Media Commons Tailgate*, Center for Teaching and Learning with Technology, Penn State University, Nov. 13, 2010

*Course in College Teaching*, Penn State Harrisburg Center for Faculty Teaching and Instructional Technology, Jan. 26 to April 30, 2010

*Reading Group: Learner-Centered Teaching*, focused on the book *Learner-Centered Teaching* by Maryellen Weimer, Spring 2010

*Student Engagement and the Culture of Teaching and Learning*, Penn State Symposium on Teaching and Learning Through Technology, March 2009

*Writing Across the Curriculum*, Penn State University Teaching and Learning Dept, Penn State University Center for Excellence in Writing, August 15, 2008

## Professional Associations

Society for Cinema and Media Studies, 2013 to present

Susquehanna Art Museum, 2017 to present

Art Association of Harrisburg, 2019 to present

## Professional Experience

2000 to 2007

### **Freelance Communications Consultant**

Provided public relations, grant writing, strategic planning, market evaluation, photography, publicity/advertising, promotional materials, journalism, project coordination and marketing for various organizations.

January 2002 to October 2002

### **Interim Deputy Executive Director**

Metropolitan Center for Assault Prevention, Wheaton, Md.

Directed the organization's development, human resources, payroll, public relations and marketing efforts. Acted as chief financial officer.

June 1997 to September 2000

### **Office Manager to Director of Communications**

JPL Productions, Harrisburg, Pa.

Developed and implemented internal and external communications: public relations, marketing, advertising, internal policy and procedures, internal and external events and trade show exhibits. Designed Microsoft Access databases.

September 1991 to May 1997

### **Education Coordinator – Special Programs**

Carnegie Science Center, Pittsburgh, Pa. (former last name: Musser)

Designed, implemented and managed revenue-generating informal educational programs responsible for earning in excess of \$200,000 annually. Increased existing program

participation threefold in three years through audience identification and targeting, participant surveys and program realignment. Additionally responsible for coordination of grant-funded programs for inner-city youth. Worked closely with community leaders and organizations.

- Budget creation and control
- Target audience identification/solicitation
- Hiring, training and supervision of up to fifteen part-time employees and hundreds of volunteers
- Preparation of program grant proposals and reports

1984 to 1992

**Self-employed Artist/Arts Entrepreneur/Arts Instructor**

Created and marketed hand-made pottery through arts festivals and galleries. Co-created and owned *Third Street Pottery* in Harrisburg, and *Penn Avenue Pottery* in Pittsburgh. Studied with Joshua Green at *Manchester Craftsmen’s Guild*, Pittsburgh, and participated in workshops with world renowned artists such as Warren MacKenzie, Paul Soldner, Val Cushing and Ron Meyers.

Awards and Honors

May 2021	First place in photography for “Still Waiting; Civil War Wives,” Free-for-all Juried Show, Art Association of Harrisburg
April 2021	Award for Excellence in Advising, Penn State Harrisburg
March 2020	Honor Society of Phi Kappa Phi Initiation, Pennsylvania State University Chapter for graduate work
Feb. 2013	Faculty Service Award Nominee, Penn State Harrisburg
April 2010	First place, people category, International and Intercultural Photography Contest for photograph <i>Hombre en la iglesia</i>
Sept. 2009	Included in article on influential teachers, “Making a Difference Every Semester,” Jadrian Klinger <i>717 Magazine</i> , Harrisburg, Pa.
May 2003	American Assoc. of University Women Graduate Student Scholarship, York, Pa.
April 2003	Honorable Mention, Visual Arts, <i>Tarnhelm</i> , Penn State Harrisburg Literary and Arts Journal
April 2001	Ralph Dorn Hetzel Presidential Memorial Award for outstanding academic achievement and responsible leadership, Penn State University
Jan. 2001	Who’s Who of American College Students
Sept. 2000	Alpha Sigma Lambda Honor Society Induction
May 2000	Patriot and Evening News Scholarship in Communications
Feb. 2000	Phi Kappa Phi Honor Society Induction for undergraduate work
May 2000	First Place, Visual Arts: <i>Tarnhelm</i> , Penn State Harrisburg Literary and Arts Journal

May 1984	Sophomore Academic Achievement Award, Harrisburg Area Community College
May 1983	Student Club of the Year: Ecoseque Ecology Club, Harrisburg Area Community College