

# Catherine A. McCormick

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## Education

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

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

*Concentration:* Art History and Communications

*Coursework included:* Advanced Desktop Publishing, Literary Journalism, Methodologies of Art History, Artistic Concept Development, Early Renaissance Art, Art in Florence, Late Renaissance Art, Art in Rome, Baroque Art of Europe, 19<sup>th</sup> Century European Art, Modernism and Post-Modernism

*Thesis topic:* Critical Promotion, Mass Media and American Art since 1940:  
Greenburg, Pollock, Warhol and Koons

*Committee chair:* Troy M. Thomas, Ph.D.

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

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

Cumulative GPA 4.0

*Coursework included:* Desktop Publishing, Photography, Radio Production, Nature of Media, Writing for the Media, Journalistic Writing, Media Law and Ethics, Media Criticism and Theory.

*Business coursework:* Marketing, Organizational Behavior, Group Facilitation

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

*Harrisburg Area Community College, Harrisburg, Pa.*

Cumulative GPA 4.0

Studio Pottery I and II, Pottery Studio Assistant

## Digital Media Proficiency

Adobe Creative Suite: Photoshop, Illustrator, In-Design, Acrobat

Quark Xpress

Digidesign ProTools: digital audio editing software

Microsoft Office: Publisher, Access, Excel, Word

Windows and Mac platform proficient

## Teaching Experience

### **Instructor of Speech Communications and Humanities, July 2008 to present**

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

I currently teach Effective Speech courses in the Communication, Arts and Sciences and mass media courses in the Communications program. As a full-time instructor, I teach four courses per semester. At every level, I apply the latest pedagogy and involve students as a community of active learners. In addition, I am currently Committee Chair for the Humanities Newsletter committee, faculty representative on the Student Activity Fund Committee, and advisor to the student Photography Club.

Fall 2008 Courses: Effective Speech; Mass Media and Society

Spring 2009 Courses: Effective Speech

**Instructor of Communications and Humanities, August 2007 to July 2008**

During this one-year appointment, I taught four courses per semester, supervised the photo lab and its assistants, and acted as advisor to the photo club. Because the communications program resides within the School of Humanities, the goal of the program is to give students a solid foundation in critical thinking, communication theory and visual literacy. In addition, students apply their theoretical knowledge in the creation of a variety of media projects using industry-standard layout, journalistic, audio, photographic, video and graphic design tools and software.

Spring 2008 Courses: Advanced Photography, Basic Photography, Writing for the Media, Mass Media and Society

Fall 2007 Courses: Basic Photography, Mass Media and Society, Audio Communication, Public Relations

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

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

*York College of Pennsylvania, York, Pa.*

*Harrisburg Area Community College, York Center, York, Pa.*

*Central Pennsylvania College, Summerdale, Pa.*

*Courses taught:* Desktop Publishing, Magazine Editing, Cinema Art, Basic Photography, Writing for the Media, Modern Culture and the Arts, Audio Communication, Mass Media and Society, Writing About Literature, Freshman English Composition, Media Event Planning

**Professional Experience**

**Communications Professional, 2000 to present**

Freelance graphic design, journalism, publicity/advertising, photography, grant writing, project coordination, public relations and marketing for various organizations including:

Rising Phoenix Productions, Harrisburg, Pa. – still photography, graphic design, media relations

Pen Owl Productions, Harrisburg, Pa. – still photography, publicity, set design

RobertPruitt.com, Laurel, Md. – publicity, marketing, business material design

Anne Arundel Local Management Board, Annapolis, Md. – public relations, newsletter, ad design

The Patriot News, Harrisburg, Pa. – paid internship and free-lance reporter

Press and Journal, Middletown, Pa. – free-lance reporter

The Capital Times, Middletown, Pa. – student newspaper reporter and editor in chief

East End Event, Pittsburgh, Pa. – grant writing and demographic documentation projects

January 2002 to October 2002

**Metropolitan Center for Assault Prevention, Wheaton, Md.**

**Interim Deputy Executive Director**

Short-term appointment for small non-profit organization: development, public relations, advertising, human resources, budget and payroll

June 1997 to September 2000

**JPL Productions, Harrisburg, Pa.**

**Director of Communications**

Integrated marketing communications: public relations, marketing, advertising and internal policy and procedures for medium-sized multimedia production company. Created and implemented marketing plans, advertising programs, sales and public relations strategies. Designed Microsoft Access databases.

September 1991 to May 1997

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

**Education Coordinator – Special Programs – Overnighers, Birthday Parties, YouthALIVE!**

Designed, implemented and managed revenue-generating informal educational programs responsible for earning in excess of \$200,000 yearly. 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 program for inner-city youth. Worked closely with community leaders and organizations.

*Responsible for:*

- Budget creation and control
- Target audience identification/solicitation
- Supervision of up to 15 part-time employees and hundreds of volunteers
- Preparation of program grant proposals
- Chaired Cultural Diversity Committee and Revenue Generation Team

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, Pa. and participated in workshops with world renowned artists such as Warren MacKenzie, Paul Soldner, Val Cushing and Ron Meyers.

## **Continuing Education**

*Writing Across the Curriculum, August 2008*

Penn State University Teaching and Learning Seminar

*Large Format Photography Workshop, June 2007*

Tsuyoshi Ito, Project Basho, Philadelphia, Pa.

## **Recent Exhibitions**

*Nicaraguan Contrasts* – multimedia photographic images of Nicaragua highlighting the social, economic and environmental contrasts of this Central American nation (with Mitchell D. Bentley)  
Penn State Harrisburg Gallery Lounge, Middletown, Pa. - Oct. 15 – Dec. 12, 2007

*Faces of Nicaragua* - Giclée prints of color photographs

Penn State Harrisburg Faculty Art Show, Middletown, Pa. - Spring 2007

*Suddenly Stone* - Giclée prints of black and white photographs

YorkTowne Hotel, York Pa. - Fall 2006

*The Art of Documentation: Fishing for Information* – an interactive art and demographic research tool.

DO IT II Exhibit, York Arts, York, Pa. - Fall 2006

## **Community Leadership**

Faculty Representative, Student Activity Fund Committee  
Penn State Harrisburg, Middletown, Pa.

Humanities Newsletter Committee Chair, 2008-09  
Penn State Harrisburg, Middletown, Pa.

Photo Club Advisor, 2007-09  
Penn State Harrisburg, Middletown, Pa.

Faculty Development Committee, 2005  
York College, York, Pa.

Rising Phoenix Productions, BOD Chair, 2005  
Harrisburg, Pa..

Hbg. Inner City Outings Grant Writing Chair, 1999  
Harrisburg, Pa.

National YouthALIVE! Steering Committee, 1996  
Washington, D.C.

North Hills Art Festival Board of Directors, 1990  
Pittsburgh, Pa.

North Hills Art Festival Artist Market Coordinator, 1989  
Pittsburgh, Pa.

North Hills Art Center BOD President, 1989-1991  
Pittsburgh, Pa.

Pen Owl Productions Set Designer, 2004, 2005, 2006  
Harrisburg, Pa.  
Tai Chi Arts Association of Pennsylvania, 2000-2005  
Harrisburg, Pa

Ecology Club Founding President, 1982-1983  
Harrisburg Area Community College, Hbg., Pa.

## **Awards and Honors**

May 2003 American Assoc. of University Women Graduate Student Scholarship, York, Pa.  
April 2003 Honorable Mention, Visual Arts: Tarnhelm 2003, Penn State Hbg Literary & Arts Journal  
April 2001 Ralph Dorn Hetzel Presidential Memorial Award for outstanding academic achievement and responsible leadership, Penn State University, University Park, Pa.  
April 2001 School of Humanities Academic Achievement Award, Penn State Harrisburg  
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  
May 2000 First Place, Visual Arts: Tarnhelm 2000 – Penn State Hbg Literary & Arts Journal  
May 1984 Sophomore Academic Achievement Award – Harrisburg Area Community College  
May 1983 Student Club of the Year: Ecoseque Ecology Club – Hbg Area Community College