

CENTER FOR MEDIA INNOVATION

Point Park University



COLLABORATE.

MOTIVATE.

INSPIRE.

Center for Media

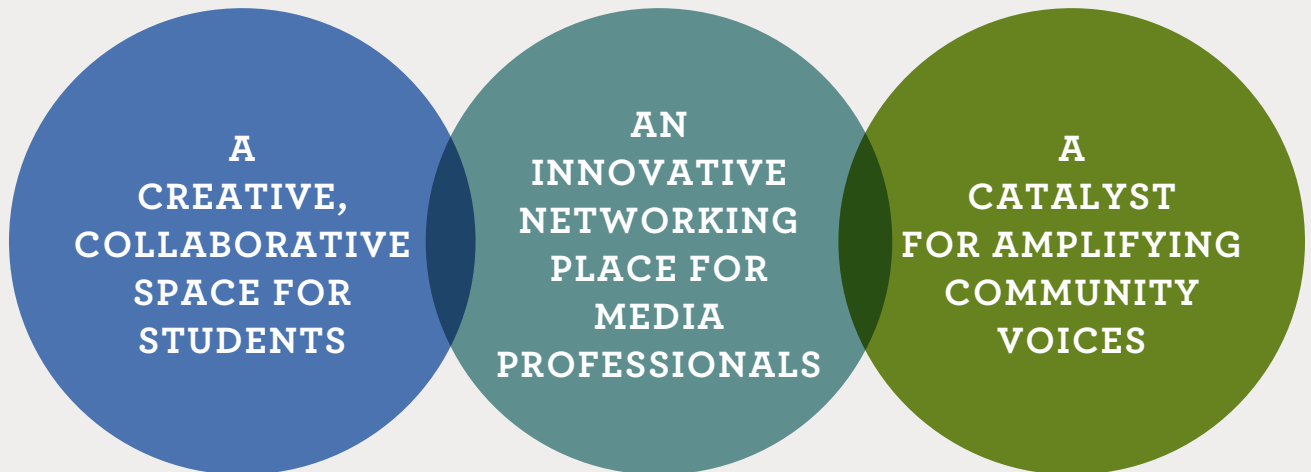


Team members at the Center for Media Innovation maintain the following norms, or standards of behavior, for how we treat each other and want to be treated. These ideas shape the ways we interact and guide our work.

Innovation

The Center for Media Innovation at Point Park University, located in the heart of Downtown Pittsburgh, breaks the mold in educating the new generation of tech-savvy journalists. With the support of \$4 million in grants from the Allegheny Foundation, the state-of-the-art facility in Point Park's West Penn Hall includes video, podcast and photography studios and a multimedia newsroom. Students benefit from hands-on, experiential learning, collaborating across mediums and working with industry professionals.

This innovative environment also helps media professionals work, network and adapt to industry changes. They enhance their relationship with the community as well, as the center offers events for the public to learn about current topics and engage with members of the media. In addition, through community outreach projects, the center amplifies the voice of often unheard people with impactful stories to tell.



- Respect must be shown at all times.
- Empathy helps us to always show that we care about each other.
- Encouragement should be given even when we don't see the need for it.
- Diversity is the best way to make sure all hands are welcome and on deck.
- Communication and collaboration deepen the threads throughout all we do and say.
- Openness to new ideas pushes us toward real innovation in our workplace.
- Learning is something we actively experience every day.

[Learn more about how students use the center.](#) >>>

A creative, collaborative space for students

Students use technology on a daily basis: creating content, writing blogs and leveraging social media. At Point Park University, they expand their knowledge and learn how to turn their passion into a career. Today's media industry demands professionals with expertise in every aspect of multimedia. Students get that hands-on experience at the Center for Media Innovation. Here are some examples:

Video Studio

- Report live on breaking news for U-View, Point Park's student-run TV station, using a green screen.
- Assist in the taping of a show for a Pittsburgh TV station.

Podcast Studio

- Broadcast live on student-operated WPPJ Radio.
- Run a podcast for Pittsburgh media professionals.

Photo Studio

Create artistic portraits in an ideal space, equipped with ceiling grids and the latest lighting technology.

Multimedia Newsroom

Collaborate with fellow journalists, writers, photographers, graphic designers, social media strategists and web developers to tell a story.

Internships and Other Opportunities

The center facilitates a robust internship program and since 2020 has placed more than 40 student interns with local news outlets. Students also benefit from diverse opportunities through the center's work with the media and in communities around the Pittsburgh region.

Find out more about Point Park University's experiential education and how to apply:

PointPark.edu



“ The CMI not only represents a physical space, but a symbol of the University's commitment to innovation, creativity and excellence in media education. The CMI [offers] students unparalleled opportunities to explore and experiment with the latest technologies and techniques in media production.”

KENDRA SUMMERS

- B.A. in Journalism, '23
- Student Government Association President, 2022-23



HIGH SCHOOL MEDIA DAY

Point Park University's High School Media Day presents another opportunity for high school students to learn about media and communications industries. Students attend interactive sessions on advertising, broadcasting, media ethics, multimedia, photojournalism and public relations. Past media days also included journalism contests, school newspaper critiques and creation of podcasts, promotional materials and video segments.

HIGH SCHOOL STUDENT VISITS

The School of Communication offers current high school students exciting opportunities to visit Point Park University's Downtown Pittsburgh campus and learn what it's like to study in one of the University's innovative communication majors. Aspiring students can explore programs, meet faculty members and talk with current students.

PENNSYLVANIA ASSOCIATION OF BROADCASTERS SUMMER CAMP

Young, aspiring journalists can explore their career-to-be at a summer camp on Point Park's campus. Topics may include multimedia production, public relations and advertising, and sports communication. Additional information, workshop schedule and fees will be shared on Point Park's community and summer education webpage.

Learn how media professionals use the center. >>>



“ The Pittsburgh Media Partnership has brought a wide variety of benefits to its members over the past several years, which has strengthened local journalism in the Pittsburgh region. ... There is now a rich web of relationships among many of us in Pittsburgh journalism that didn't exist before, and this facilitates ongoing cooperation and sharing. All of this has made a material impact not only on the vitality of Pittsburgh's news ecosystem, but also on the important stories brought to Pittsburgh readers.

JIM BUSIS

– CEO and Publisher, Pittsburgh Jewish Chronicle



An innovative networking place for *media professionals*

The media industry has changed significantly in recent years with developments in technology affecting how and when people want to be informed. This has impacted media outlets and media professionals who must adapt quickly and acquire new skills to continue to be successful.

In addition to training the next generation of tech-savvy journalists, the Center for Media Innovation serves as a resource for today's professional journalists. The center provides networking opportunities and a well-equipped working space for a variety of media professionals. Examples include:

PITTSBURGH MEDIA PARTNERSHIP

With the support of The Heinz Endowments and the Henry L. Hillman Foundation, the Center for Media Innovation spearheads the Pittsburgh Media Partnership. This partnership brings together journalists from news outlets across western Pennsylvania; the goal is to learn, discuss and collaborate on reporting projects important to the region. The center holds community meetings to gain public input on what issue should be examined; it also offers microgrants to support smaller-scale, collaborative journalistic projects. For the latest updates on this partnership, visit pghmediapartnership.org.

PITTSBURGH DOWNTOWN MEDIA HUB

Presented by the Center for Media Innovation, with support from The Benter Foundation, the Pittsburgh Downtown Media Hub serves as a shared newsroom for local journalism. Located within walking distance to campus at 223 Fourth Avenue in Downtown Pittsburgh, the Media Hub now serves more than 25 news outlets, including these founding organizations:

- City Cast Pittsburgh
- Next Pittsburgh
- The Pittsburgh Independent
- QBurgh
- Storyburgh

Plus, it houses the Pittsburgh Women's Press Club, the Press Club of Western Pennsylvania's quarterly meetings, and offers a daily drop-in space for other journalists.

The Media Hub is also the home of the Point Park News Service, and University students are invited to use the hub as a creative space for their own projects and to network with industry professionals.





Resources *for professional storytellers*

The Center for Media Innovation's new location in West Penn Hall, on the corner of Ft. Pitt Blvd. and Wood Street, makes it a news source for the downtown community. Floor-to-ceiling glass walls and flat-screen TVs allow passersby to see the latest news and sports, as well as the educational activities and broadcasts in the center.

As a laboratory for the future of storytelling, the Center for Media Innovation offers resources for professional storytellers of all types. In addition to state-of-the-art equipment for video, audio and photography production, the Center for Media Innovation provides training programs for how to effectively share compelling messages.

The Center for Media Innovation provides customized group and one-on-one media skills and spokesperson training. Past clients have included the Allegheny Conference on Community Development, Venture Outdoors and Penn West University. Don't let a media interview intimidate you, learn more about our media skills and spokesperson training. Services include:

- On-camera training for corporate executives and professionals
- Workshops and exercises for trained media professionals as well as executives who have never appeared on camera
- Media skills and spokesperson training
- Sessions on how to talk with a journalist

The center also provides studio rentals and production services and has produced live broadcasts for such organizations as Sirius XM and WESA-FM. Other productions include projects for the South Hills Interfaith Movement, National Coalition for Cancer Survivorship, YWCA Greater Pittsburgh, Pittsburgh Metropolitan Area Hispanic Chamber of Commerce and many more.



Learn about the center's work in other communities. >>>

Amplifying community voices

The Center for Media Innovation's work to train and connect people for honest and accurate storytelling has not only aided the community but communities of people, too. Here are some examples:

CENTER FOR MEDIA INNOVATION PROGRAMMING

The Center offers training and professional development opportunities for organizations throughout the region. Topics including Media, Diversity, Podcasting and Innovation are just a few of the workshops available.

CITIZEN REPORTING CERTIFICATE

Point Park University's School of Continuing and Professional Studies and the Center for Media Innovation have partnered to create the new Citizen Reporting Academy, an

online certificate program to help individuals become citizen reporters and take control of their community's local story. Successful graduates of this program will enhance, but not replace, local reporting in communities by expanding the reach of existing local newsrooms and filling gaps in places known as news deserts. This nine-course certificate program introduces citizens to the basic tenets of journalism to better prepare them for identifying local news, creating content, and sharing it with the people around them, in a financially rewarding way. The program was developed in collaboration with Neighborhood News Network and Trib Total Media. Learn more at citizenreporting.org.

AMONG NEIGHBORS PODCAST

The Among Neighbors Podcast is a program that aims to have thoughtful conversations on issues of race, power, and privilege. Initially started as a joint project between the YWCA Greater Pittsburgh and the Center for Media Innovation, the show explores conversations that Pittsburghers rarely have about issues that divide and unite communities. Hosted by Barbara Johnson and Andrew Conte, episodes have featured topics such as the origins of Black History Month, interracial friendships, media discrimination, and inclusive holiday celebrations.





“ Dr. Andrew Conte is a critical leader in improving the quality of reporting in our urban core, in creating strong partnerships among diverse newsrooms, and in supporting citizen journalists and students in contributing to urban news coverage. He is a trusted partner and ambassador for the future of journalism - for our foundation and many others in higher education, government, and the private sector.”

D. TYLER GOURLEY

– Executive Vice President, Hillman Family Foundations



McKEESPORT Community Newsroom



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MCKEESPORT COMMUNITY NEWSROOM

Dramatic changes in the journalism industry have resulted in news deserts, communities bereft of local news coverage and left in the dark about community issues, government actions and how to respond. The light is coming back on for residents of McKeesport and other area communities, thanks to the Center for Media Innovation and its collaboration with local organizations and residents of all ages.

Pulitzer Prize-winning photojournalist Martha Rial leads the center's work at the McKeesport Community Newsroom, based in the revitalized Tube City Center in the former McKeesport Daily News building. Everyone from local high school students to community leaders in the Mon Valley have participated in projects designed to build reporting skills and boost creative expression. By learning to interview, write about and photograph the people and places in their neighborhoods, these citizen journalists are shining a light on their community once more.

Representative projects include the Tube City Writers, which celebrated its fourth anniversary in 2023 and has continued to grow and diversify its participants and projects in the Mon Valley. The group hosts a popular Tube City Live event at the Carnegie Library of McKeesport each year. Other projects include the Mon Valley Photography Collective, which publishes a photo anthology of captivating people and places, and video production workshops for citizen journalists in McKees Rocks.



“ As it says in our name, the Center for Media Innovation exists in a space of perpetual change. We’re constantly experimenting with new ways to discover information, share our findings with others and sustain this work. We believe in supporting local journalism, now and into the future, as a bedrock principle of American democracy. ... The CMI prepares young people for lives of service in communication-related careers, helps professionals lean into the disruption that creates new opportunities, and engages the public in the work of supporting American democracy through information awareness and accountability. We invite you to not only join us on this journey but to help shape the innovations to come.”

ANDREW CONTE, Ph.D.

– Assistant Vice President and Managing Director, Center for Media Innovation





Learn more about the Center for Media Innovation:
PointPark.edu/CMI

ANDREW CONTE, Ph.D.
**Assistant Vice President and
Managing Director**

As the leader of the Center for Media Innovation, Andrew Conte brings with him decades of experience as a journalist, writer and teacher. He worked as an award-winning investigative journalist with the Pittsburgh Tribune-Review. Conte teaches part time in Point Park University's School of Communication and directs the Point Park News Service, a professional wire service for student journalists. He is the author of four nonfiction books, including *Death of the Daily News*, about revitalizing local journalism.

412-392-8055

aconte@pointpark.edu



For more information about the center, scheduling an event or partnership opportunities, contact the director.



POINT PARK UNIVERSITY AT A GLANCE*

Type

Private, urban university with a strong focus on experiential learning

Location

Heart of Downtown Pittsburgh,
Pennsylvania

Enrollment

Nearly 3,300 full- and
part-time students

Students

47 states and 37 countries represented

Academic Programs

100+ undergraduate, master's,
doctoral and certificate programs

Clubs

50 student clubs and organizations

Athletics – the Pioneers

18 varsity sports teams, NAIA,
River States Conference

Bison

Point Park's mascot since 1967,
representing strength, courage
and survival

Residential Life

Four residence halls Downtown;
nearly 900 students living on campus

Alums

32,000+ alums around the world



Nondiscrimination, Equal Opportunity and Diversity Initiatives:

This policy affirms Point Park University's commitment to nondiscrimination, equal opportunity and the pursuit of diversity. Point Park University does not discriminate on the basis of: sex, race, ethnicity, religion, color, national origin, age (40 years and over), ancestry, individuals with disabilities, veteran status, sexual orientation, gender, gender identity, height, weight, genetic information, marital status, caregiver status or familial status, in the administration of any of its educational programs, activities or with respect to employment or admission to the University's educational programs and activities.

This policy is in accord with local, state and federal laws, including Title VI of the Civil Rights Act of 1964, Title VII of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act, Age Discrimination Act of 1975 and the Pittsburgh Human Relations Act. Inquiries regarding these regulations and policies, or complaints, should be referred to Point Park's vice president of human resources, phone number 412-392-3952. Complaints of discrimination can be filed via the Incident Reporting Form online at PointPark.edu/IncidentReport; and will be processed by the University Office of Compliance and Integrity according to Point Park's policy on discrimination and harassment. Complaints may also be emailed to oci@pointpark.edu.

Inquiries regarding Title IX and the Title IX regulations should also be referred to the University's Title IX coordinator. The Title IX coordinator, Stephanie Stark Poling, may be reached at ssarkpoling@pointpark.edu, 412-392-8158 or 201 Wood Street, Student Center, Room 104A, Pittsburgh, PA 15222. A Title IX incident report can be filed via the Incident Reporting Form online at PointPark.edu/IncidentReport.

*Fall 2022 data