The Media: How to define this term? The word is derived from the Latin (plural of medium) and its first documented use can be traced to a Canadian communications theorist, Marshal McLuhan in 1954. It is a collective term centered around general communication, information, and entertainment in society. Taken in this context, the beginnings of media used by humans dates to cave drawing and maps, to the marathon runner of ancient Greece, to the postal systems of the Persian and Roman Empires, and to the first transatlantic radio broadcast in 1906.

Fast forward to TCPW’s Fall Conference 2016: There has been a media revolution in our lifetime! Our conference will include discussion of media’s transition from the analogue to the digital and its use for improving and protecting society. We will network with Matt Griffin from the Office of University Communications on the personal use of social media. We will examine the two-way street of social media and its influence for the positive (price of EpiPen) and for the negative (cyberbullying). Following our General Meeting, we will conclude with the dedication of the Pennovation Center. Also, join us to celebrate Alumni Award of Merit recipient, Jayne Perilstein, one of our former TCPW Chairs Friday night – and stay around for Homecoming Weekend. Go Quakers!

Thursday, October 27, 2016

12:00 – 2:00 PM
Opening Lunch: Keeping the Internet Safe in the Age of New Media and Communication
Hall of Flags, Houston Hall, 3417 Spruce Street
The boundaries of new media appear limitless. Stay connected with old classmates, find encyclopedias worth of information instantly, and blog endlessly about an area in which you’re passionate. Yet despite being more connected than ever before, there’s a loneliness that can accompany digital communication. And the ability to anonymously sign onto this frontier enables hate speech and the rise of other destructive movements to an extent that’s unprecedented. As technology shifts the human condition, what are the new realities of life lived behind a screen? Baroness Joanna Shields, UK Minister for Internet Safety & Security will discuss how technology is challenging social norms, behaviors, personal privacy and security.

During lunch, we will also present the 5th Annual TCPW Excellence in Advising Award to Sharon Thompson-Schill, the Christopher H. Browne Distinguished Professor of Psychology and Co-Director of the Center for Cognitive Neuroscience.

2:15 – 4:15 PM
Committee Meetings
Various Rooms, Houston Hall, 3417 Spruce Street
4:30 – 6:00 PM
Social Media 101
Irvine Auditorium, Amado Recital Room, 3401 Spruce Street
Just when you thought you had conquered Facebook and Twitter, along came Instagram. As you started to get the hang of that, Snapchat became all the rage. Next up, Facebook Live. If you’ve ever wondered if you were getting the most out of these social media platforms, both personally and professionally, you’ve come to the right session! We’ll be joined by Matt Griffin, who is in charge of all of Penn’s New Media Communications. He’ll demystify the newer social media platforms and teach us how to use them, while helping us maximize the platforms with which we’re more familiar. You’ll be a #LinkedInLinguist in no time!

Students from Women in Computer Science will join Matt to help facilitate our use of the various apps.

If you are interested in actively participating in this session, these are the Apps/Platforms we will be exploring – it would be helpful to have them downloaded onto your device and create a profile before this session:

- Facebook (we will explore Facebook Live)
- Instagram
- Snapchat
- Twitter (we will explore Periscope)

7:00 – 9:00 PM
Thursday Evening Dinner: Using Media for Good
Comcast Center, 1701 JFK Boulevard, Ralph’s Café, 43rd Floor, Philadelphia, PA 19103
Join us for an exciting panel focused on how current and emerging media can have a positive social impact. Hear seasoned experts describe their experience in utilizing various media to do more good in our own world.

Featured panelists:

- Amy Friedman, C’86, GED’86 - SVP of programming and Development for Sprout (NBC Universal).
- Katie (Katherine) Hood - CEO of the One Love Foundation. One Love works with young people across the country to raise awareness about the warning signs of abuse and activate communities to work to change the statistics around relationship violence.
- Ty (Thais) Stiklorius, C’97, WG’03 - Friends at Work Founder and CEO - Friends At Work is a 21st century entertainment, innovation and social impact company. They are working on efforts such as The Show Me Campaign, which seeks to give every child access to quality education, and the #FREEAMERICA campaign, a movement to change the United States’ criminal justice system by ending mass incarceration.

Our panel will be moderated by James Thompson, coauthor of The Social Entrepreneur’s Playbook and co-founder and director of the Wharton Social Entrepreneurship Program.

Buses will take guests from the Inn at Penn (Walnut Street side) to the Comcast Building at 6:30 and 6:40, and bring guests back to the Inn at Penn after dinner.

9:00 PM
Nightcap
Living Room, The Inn at Penn, 3600 Sansom Street
End the day relaxing, enjoying conversation with fellow TCPW members and Penn Trustees, and listening to a musical performance by Penn students.
Friday, October 28, 2016

8:00 – 9:30 AM
**Breakfast and Panel Discussion - Shift from Old to New Media**

*Penn Museum, Dietrich Gallery, 3260 South Street*

To watch coverage of the election on cable or network television, you’d have the impression that it’s the biggest game in town. But it’s not - by a long shot. The median age of people who get their news from broadcast and cable TV is - let’s just say REALLY old. And major newspapers are behaving like video websites with a print section attached. Tens of millions of people get the information they (think they) need from their phones. Graduating students are now unlikely to get a TV, let alone subscribe to cable and watch news on it. While major media outlets continue to argue their relevance, the Internet has quietly stolen the whole show.

Or has it...?

**Featured Panelists:**
- Stephanie Sy, C’99 - Anchor, Yahoo News. Previously of ABC News and Al Jazeera America
- Ciel Hunter - Head of Content at Vice

Our panel will be moderated by Michael X. Delli Carpini, C’75, G’75, Professor of Communication and the Walter H. Annenberg Dean of The Annenberg School for Communication.

9:30 - 11:30 AM
**General Meeting**

*Penn Museum, Widener Lecture Hall, 3260 South Street*

Along with Committee Reports, we will present our Member Service Recognition Awards and hear about our Hot Topic: We've all read the stories about cyberbullying and the serious consequences it has on adolescents. We will hear from Dr. Amy Bleakley on navigating cyberbullying and the role parents can play in preventing it. Dr. Bleakley is a Senior Research Scientist with a teaching appointment in the Annenberg School for Communication. Her specific area of interest is the intersection of media and health among youth.

12:30 - 2:30 PM
**Pennovation Center Reception and Dedication**

*Pennovation Center, 3401 Grays Ferry Avenue*

TCPW will join President Gutmann, Penn Trustees, and special guests Dave Gilboa WG’10, GEng ’10, and Neil Blumenthal WG’10, Co-Founders and Co-CEOs of Warby Parker, for the dedication of the Pennovation Center -- Where Ideas Go to Work. We will go behind the scenes for an interactive tour of the whole Pennovation Works site, and meet some of Penn’s leading innovators.

Shuttles will be available to take members from campus to the Pennovation Center and back. The TCPW shuttle from the Penn Museum to the Pennovation Center will leave at 11:45.
Post Conference Activities

Friday, October 28th | 6:00 – 10:00 PM
Alumni Award of Merit Gala
Annenberg Center for the Performing Arts, 3680 Walnut Street
TCPW member Jayne Davis Perilstein, W'80, will be receiving the Alumni Award of Merit Friday evening. We hope many of our TCPW members will attend to celebrate with Jayne. Please visit this link for more information and to register to attend the awards ceremony.

Friday - Sunday, October 28th – 30th
Penn’s Homecoming Weekend
Stay for Homecoming Weekend featuring Arts and Culture, which takes place October 28-30, 2016. Come out and cheer on the Penn Quakers on as they take on the Brown Bears! Homecoming Weekend 2016. Click here to register.

FOR MORE INFORMATION
Please contact Terri Welsh at welsh@upenn.edu or 215-898-3463.

OUR MISSION
The Trustees’ Council of Penn Women is an international network of Penn Alumnae. These leaders, by power of their example, support, foster, and promote the advancement of women and women’s issues within the University, thus enriching the University community as a whole.

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Register online at: www.alumni.upenn.edu/fall2016

Please visit the TCPW website to pay your dues, make a donation or help defray the costs of our conference: TCPW Dues & Donations