News
University News & Information

California Polytechnic State University, San Luis Obispo, California

SHARE

October 6, 2011

Contact: Penny K. Bennett
College of Liberal Arts
805-756-2359; pkbennet@calpoly.edu

Terry J. San Filippo
College of Liberal Arts Communications Office
805-756-1216; tsanfili@calpoly.edu

Cal Poly College of Liberal Arts Sponsors 'Homecoming For the Mind' Colloquium Oct. 29

SAN LUIS OBISPO – "Homecoming for the Mind," a seminal colloquium featuring research and projects by students and faculty in Cal Poly's College of Liberal Arts, will take place Saturday, Oct. 29, from 9 a.m. to 1 p.m. in the Spanos Theatre on campus.

College of Liberal Arts Dean Linda H. Halisky will introduce the colloquium. "We would like attendees to see the unique blend we have in the college that includes traditional liberal arts areas enhanced by the Cal Poly Learn by Doing philosophy as well as technologically focused fields such as Liberal Arts and Engineering Studies and Graphic Communication," Halisky said.

The event will highlight student achievements in Art and Design, Child Development, Ethnic Studies, Social Sciences, Communication Studies, Graphic Communication, Political Science, Modern Languages & Literature, History and Liberal Arts and Engineering Studies. The event is designed to showcase the work of students and faculty and to promote the breadth and depth of all the College of Liberal Arts has to offer.

Alumnus Brad Bessey, former co-executive producer of "Entertainment Tonight" will anchor the colloquium and present a keynote address titled "It's Your Life, Create It."

Broadcasting & Cable Magazine said Bessey made his mark by launching "The Talk" on CBS in 2010. The show became the first daytime talk show to premiere on any network in more than a decade. An instant hit, it attracted more than 15 million viewers per week and boosted CBS' ratings with women aged 18-24 by 33 percent. Today Bessey works with Twentieth Television on Ricki Lake's 2012 talk show return, "The Ricki Lake Show."

When Bessey was director of talent and development at E! Entertainment Television, he concocted the breakthrough idea of having Joan Rivers host the network's red carpet coverage, tripling the network's award show ratings year-to-year. Only 18 months on the job, Bessey was recruited by "Entertainment Tonight," which became his professional home from 1995-2010.

In addition to Bessey's talk, Professor Xiaoying Rong of the Graphic Communication Department will present her research titled "An Electroluminescent Device for Point-of-Purchase Display and Lighting." Her research provides guidelines for electroluminescent ink

manufacturers, packaging designers and marketing firms to integrate the technology into day-to-day products.

Psychology and Child Development Professor Jennifer Jipson will discuss her research on “STEM Stops: Random Acts of Science,” which aims to test and refine protocols for the design and evaluation of a prototype for interactive STEM-related exhibits in public, free-access venues.

Nine students from throughout the College of Liberal Arts will present their research on topics such as the use of female archetypes within European Renaissance courts and creating an active high school learning environment.

The event is free and open to the public. A parking permit is required to park on campus and can be bought at the information kiosk on Grand Avenue or from the self-serve meter at the Highland Drive entrance.

# # #

Public Affairs Office
California Polytechnic State University
San Luis Obispo, CA 93407

polynews [at] calpoly.edu