



Arthur V. Ciervo

May 31, 1929 - January 18, 2014

Arthur V. Ciervo, died on Sat. Jan. 18th, 2014 at Sunrise at Haverford, PA
Arthur V. Ciervo born May 31, 1929, of Richeyville, PA, much loved husband
of the late Margaret.(nee
Pitek) Ciervo, and father of Mark Timothy, Renee Liss (Ricky), Lynette Ciervo
Grenier (Ed) and Mara Ciervo; also survived by grandchildren: Caitlyn Liss
Landskroner (Dave), Madison Liss, Morgan Miller (Joe), Brooke
Vail, Sydney Grenier and Haley Grenier; Sisters: Emily Kotula, JoAnn Buseck
and Gloria Jerrel.

Mr. Ciervo was former Director of Public Relations for Penn State University
and Georgetown University.

Previously, he worked at Weirton Steel Co. and as a reporter for the
Brownsville Telegraph and
Associated Press in Pittsburgh and Philadelphia.

Mr. Ciervo was the founder of the College and University Public Relations
Association of Pennsylvania
(CUPRAP). He was editor of "Using the Mass Media" and taught courses at
Penn State University and
American University.

His Funeral Service will be held on Wed. January 22nd., 1PM in the Chapel of
Peace at West Laurel Hill Cem., 215 Belmont Ave., Bala Cynwyd, PA.

Interment to follow on the Cemetery grounds.

Mr. Ciervo dedicated his life to many charitable organizations. Contributions

can be made in his
memory to the Arthur V. Ciervo Scholarship Fund at the Washington County
Community Foundation,
331 South Main Street Washington, PA 15301. The fund provides college
scholarships to students in need.

Previous Events

Funeral Service

JAN 22. 1:00 PM (ET)

Chapel of Peace at West Laurel Hill Cemetery
215 Belmont Avenue
Bala Cynwyd, PA

Tribute Wall

TM

“ As usual, John Burness’s comments are right on the mark — Art was a terrific guy and a caring mentor. I was just coming up in the business as he started to scale back, but he always treated me like a million bucks — Art had a wonderful way of bringing a young guy along.

In the Small-World Department, Art’s daughter, Lynette, and her family are members of our parish and her daughter attended the Catholic school where my wife, Jenny, teaches—so the Ciervo Family has a whole lot of good thoughts and support coming their way from suburban Maryland...

*Timothy J. McDonough
Vice President
Communications and Marketing
American Council on Education*

Tim McDonough - January 24, 2014 at 09:22 AM

FV

“ Art Ciervo was one of the brightest lights of our academic advancement profession. He was a mentor to so many of us, and a pioneer of effective program management in higher education public affairs. Many of us benefited from his sage advice and his straightforward admonishments on how best practice was done.

He served here at Penn State in the 1970s and 1980s, and created the framework for the program I am temporarily managing. In 1983-84 he asked me to do an over-the-shoulder assessment of his program as a colleague from another university. When someone asks for a reality check, there's usually something that needs fixing. Instead, we found Art's program to be outstanding -- as one would expect from a leader of his talent and insight.

Instead of simply retiring, he decided create what became the best communications seminars in higher education advancement, whereby young professionals could learn how to effectively deliver their college's best stories to the national news media. Art also was an early member of the Education Roundtable (aka Lamplighters), and elected emeritus status when he 'retired' in the late 1980s.

For me, Art was a beacon, a shining light who could imbue everyone around him with his intense professionalism and high standards. I owe much of my career success to Art. He will be greatly missed.

Max Fredric 'Fred' Volkmann
Interim Vice President for Strategic Communications
Penn State University
and
Vice Chancellor Emeritus
Washington University in St. Louis

Fred Volkmann - January 21, 2014 at 07:41 AM

JH

“ I worked with Art at Georgetown near the beginning of my career in development. He was a mentor to me during a time when PR and development were not necessarily on the same page.

He and Marge were terrific in helping my wife and me settle into Washington. He truly cared about people and institutions -- a trait not always present in our profession. He and Ginny Carter Smith introduced me to Lamplighters. He helped me at the University of Maryland, Roanoke College, the Brookings institution, Annenburg Foundation and starting my consulting business.

He truly had a major impact on my personal life and career. I try to emulate him when I can in giving back and mentoring others. It is very sad he is gone.

Thank you Art for all you did for our profession.

Jack Hills
Advancement Consultant

Jack Hills - January 21, 2014 at 07:22 AM

PL

“ I worked with Art at Georgetown, where he took a chance on a 24-year-old woman from the West to be editor of the esteemed alumni magazine. Through him, I learned life lessons that have truly guided me personally and professionally. I with my fellow staff members at the time – Keith Moore and Nancy Raley – have often reminisced about what it was like to have Art as a boss, but mostly as mentor! How fortunate we are to have known and learned from him.

Patti LaSalle
Associate Vice President and Executive Director
Office of Public Affairs. Southern Methodist University

Patti LaSalle - January 21, 2014 at 07:14 AM

“ After I evidently passed his famed writing test, Art hired me from a small-town daily newspaper in 1978 as writer-editor in Penn State’s Department of Public Information and Relations, as it was then called. He brought order out of chaos in my professional life, instilling a clear set of goals and objectives, stiff performance standards, high expectations, and an inspiring altruism. It was life-changing for me, and I will never forget the shouts of ecstasy in our operation in the spring of 1980 when we won the CASE-Newsweek Award as the nation’s top news-writing shop. Art allowed for a lengthy five-minute celebration, then it was back to work.

He always pushed me, gave me ample opportunities to succeed, mentored me, and corrected me as needed (i.e., often). He got me active in CASE – then a young organization (1974), and also in CUPRAP (1979), the latter organization that got me into the Big Time, a heady arena inhabited by the Keith Moores and Roland Kings of the world. In conjunction with CUPRAP, Art was the motive force in harnessing our collective public relations talents in support of PACU – The old Pennsylvania Association of College and Universities, a public-private consortium that fought for the common good in Pennsylvania higher education and which is now, unfortunately, long gone.

In 1984, when Art retired from Penn State at the ripe old age of 55, I was his assistant director. Though he was no longer a physical presence in my life, he was always there, and I was always hearing his voice. Over the last 30 years, I have tried to carry forth his values and standards, not always successfully, but at least I knew what they were and had them always before me. They have provided the measuring stick of a lifetime.

You may recall Sir Isaac Newton’s deflection of praise when he wrote, “If I have seen further it is by standing on the shoulders of Giants.” Not a few of the names listed above have done exactly that – and the giant in our case was one Arthur V. Ciervo.

*Roger Williams
Executive Director
Penn State Alumni Association
Vice President, Pennsylvania State University*

Roger Williams - January 21, 2014 at 07:03 AM

DT

“ *I am grateful to my mentor, former boss and Lamplighter emeritus Mike Ellis for introducing me to CASE and to Art, whose advice always seemed sound to me as a young pup, so I followed it and was never sorry. The tip sheet, the "return phone calls" rule, these and more ideas and adages formed my core work principles that, later, I instilled in my staff. We also won the Newsweek award at Alabama. Mike and I know why.*

Hats off to Art,

*Dale Turnbough
Associate Vice President,
Public Relations and Marketing
University of Alabama, Birmingham*

Dale Turnbough - January 21, 2014 at 06:59 AM

JB

“ *Reading the obit reminds me how much it does not capture. Art was a mensch. He had great values. There are so many people he mentored who went on to significant responsibility and leadership in higher ed. And while he took what he did seriously, Art never took himself too seriously. A life well lived.*

*John Burness
Vice President, retired
Duke University*

John Burness - January 21, 2014 at 06:56 AM

NR

“ Art and Ginny Carter Smith were my mentors and was I lucky to have them! When I came to Washington, DC, in 1975 to work for Art at Georgetown and then, in 1977, went to work for Ginny again, she told me my management and work skills had improved unbelievably! She knew why, of course. Art was a model of great work skills, whether in PR or any other profession. Honesty, clarity, and hard work---he modeled it all for the lucky ones of us who worked under his wing. As Keith Moore noted about himself, Art’s advice stayed with me for the rest of my career---I use it every day and any success I’ve had I owe to him and, of course, to his great friend Ginny.

I offer my deep sympathy to Renee and Lynette as well as their families. I can only imagine their loss---many of us have lost a great teacher and friend.

*Nancy Raley
Vice President, Communications
National Association of Independent Schools*

Nancy Raley - January 21, 2014 at 06:53 AM

“ Art was always a father and husband before anything else. However, immediately after that, he was a writer, teacher and PR enthusiast. Art was my first campus PR boss at Georgetown in 1969 and he, along with his wife, Marge, remained unwaveringly good friends throughout the years since. Art was the first to use tip sheets to pitch a variety of campus stories. He gave us time-management tips to handle every piece of mail only once and to return EVERY phone (email wasn't used then) within 24 hours. The national media conference principles that Art and Marge used originally to start up their media conference in 1986 remain today the precise ones that the Council of Independent Colleges still follow to run each June the media conference it inherited from the Ciervos.

My years in campus public relations were largely woven from the fabric of Art's encouragement, attention to detail and imagination. He was the nation's best role model, in my opinion, because his values and professionalism were clearly spoken and unfailingly backed up by his actions. He never met a short cut that he liked. No rules were bent under his watch. Along with scores of colleagues in campus PR who went on to other jobs in our field after his mentoring, it was his example that has been a compass for living for decades.

I, and anyone who was blessed by knowing Art, can attest that he was first and foremost a good and honest man with a warm heart and a bottomless well of jokes and funny stories. I will never forget his discipline or his daily running and walking regimen (for as many years as he was able to follow it) in sunny and, yes, rainy weather.

Although I am miles away on vacation here in New Orleans from his loving family, I wish them a time of reflection, love and hope. None of us are ever miles away from the memories we have of Art. These memories will always bring a smile to my face and to those faces of my entire family.

Well played, Art!

Keith Moore
Keith Moore and Associates

Keith Moore - January 21, 2014 at 06:50 AM