



March 31<sup>st</sup>-April 3<sup>rd</sup> 2016



# Baltimore, MD

# [R]evolution

Prepared by:

**ECA 2016**

**Convention Team**

## **Convention Program**

Draft 2.0 is accurate as of January 25, 2016, and is subject to change.

## **Any Corrections?**

Please send all corrections to [draft@eca2016.com](mailto:draft@eca2016.com). For these corrections to make it into the next draft, I need them no later than January 29<sup>th</sup> at 5:00PM EST.



# **Eastern Communication Association**

107<sup>st</sup> Annual Convention Baltimore, MD

March 31<sup>st</sup> to April 3<sup>rd</sup> 2016

Hyatt Regency Baltimore on the Inner Harbor

**[R]evolution**


Preliminary Program

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# Welcome from the First Vice President

Coming Soon...

A blue decorative graphic consisting of several overlapping, semi-transparent shapes that create a sense of depth and movement, located to the left of the central text block.

AT THIS POINT PLEASE DO NOT SUBMIT REQUESTS TO MOVE  
ITEMS WITHIN THE SCHEDULE UNLESS THERE IS A SERIOUS  
SCHEDULING ERROR. MOVING ONE ITEM CAUSES A CASCADING  
EFFECT ON THE ENTIRE PROGRAM. IF YOU HAVE CORRECTIONS  
FOR THE PROGRAM (PHYSICAL OR ONLINE), PLEASE E-MAIL  
THEM TO US AT [DRAFT@ECA2016.COM](mailto:DRAFT@ECA2016.COM)

# Distinguished Welcomes

Coming Soon...

# General Convention Information

## Convention Policy Statements

The Hyatt Regency is a non-smoking hotel, and the hotel staff will enforce this policy diligently.

ECA makes all reasonable accommodation for people with disabilities. Although the pre-registration form inquired about accommodations and needs, anyone who requires assistance should notify First Vice-President Jason S. Wrench as soon as possible. As an Association, we have a history of making our convention experience safe and convenient for all participants.

By registering for the 2016 ECA Convention, participants agree that they are responsible for providing their own insurance. They assume responsibility for their own risks in participation and thereby hold harmless ECA, its Executive Council, and other sponsors of this event.

## ECA Technology Policy

(Approved 4/29/07)

All requests for technology must have been by the Interest Group Program Planner at the time of final 2016 program submission (November 2015). Any requests made after that time cannot be honored. ECA is never able to approve requests for the following technology: Wi-Fi, personal computers, laser printers, satellite links, teleconference equipment, LCD panels, video data projects, and digital versatile/video disc equipment.

Although ECA members may wish to rent this equipment from the Hyatt Regency at their own expense, those individuals are responsible for the equipment, including protecting it from damage and theft. Further, ECA is not responsible for this equipment.

Finally, the hotel should not be expected to provide service for, or assistance with, personal technology that is brought into the hotel.

## Registration Area Locations and Times

### HOURS FOR REGISTRATION (Maryland Suite Foyer)

<b>Wednesday, March 30<sup>th</sup></b>	<b>3:00 p.m.-6:00 p.m.</b>
<b>Thursday, March 31<sup>st</sup></b>	<b>8:00 a.m.-5:30 p.m.</b>
<b>Friday, April 1<sup>st</sup></b>	<b>7:30 a.m.-5:00 p.m.</b>
<b>Saturday, April 2<sup>nd</sup></b>	<b>7:30 a.m.-2:00 p.m.</b>

**Ronald C. Arnett**, Executive Director  
**Kathie Cesa**, ECA Administrative Assistant

All current and new members of ECA are encouraged to register (or complete the pre-registration process by picking up name badge and program) as soon as possible after arriving at the Hyatt Regency.

Admission to the program session, short courses, meetings, receptions, and Exhibit Hall will be by badge only.

## Exhibit Area Locations and Times

### EXHIBIT HOURS (Maryland Suite Foyer & Harborview)

Thursday, March 31 <sup>st</sup>	1:00 p.m.-5:30 p.m.
Friday, April 1 <sup>st</sup>	9:00 a.m.-5:00 p.m.
Saturday, April 2 <sup>nd</sup>	9:00 a.m.-3:00 p.m.

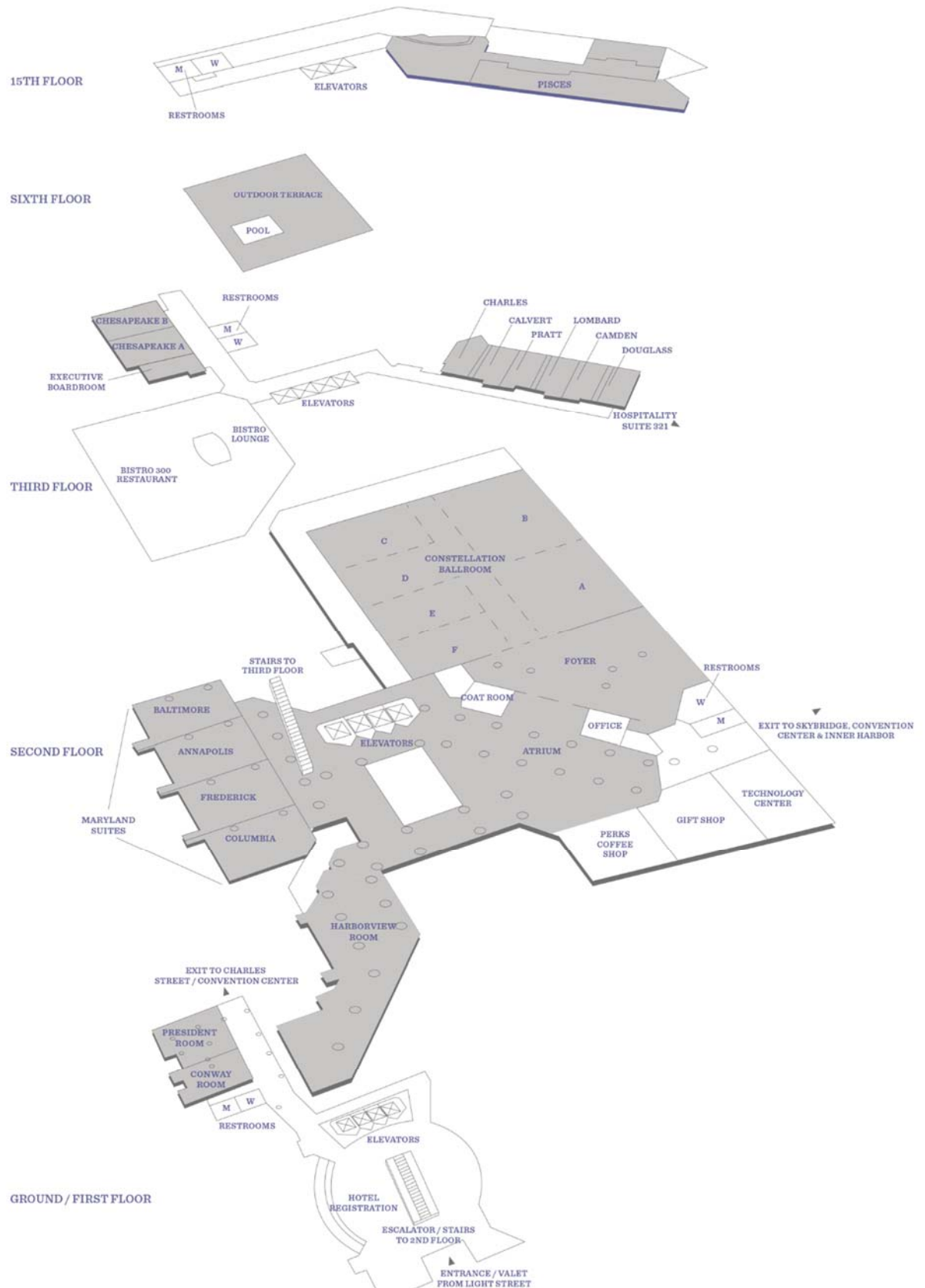
**Nichole Blau**, Director of Marketing and Exhibits

Please schedule time to visit the exhibitors who are joining us for this year's convention. Graduate and undergraduate poster sessions, as well as ECA Coffee Cafes, will be hosted in the Harborview Room.



# Hotel Map

## FLOOR PLAN 3-D All Floors



## Primary and Associate Planners

First Vice President & Primary Convention Planner

**Jason S. Wrench**

SUNY New Paltz

Second Vice President (Local Arrangements)

**Leeanne M. Bell McManus**

*Stevenson University*

Second Vice President

**Katherine Thweatt**

*SUNY New Paltz*

Director of Sponsorship

**Nicole Blau**

*Ohio University*

Graduate Student Poster Session Chair

**Dante E. Morelli**

*Suffolk County Community College*

Short Course Director

**Susan M. Ward**

*Delaware County Community College*

Technology Coordinator

**Kristin Roeschenthale Wolfe**

*Slippery Rock University*

James C. McCroskey & Virginia P. Richmond

Undergraduate Scholars Conference

**Kristen Campbell Eichhorn**

*SUNY Oswego*

Volunteer Coordinator

**Chip Rouse**

*Stevenson University*

Local Outreach Coordinator

**Rod Carveth**

*Morgan University*

## Interest Group and Affiliate Organization Planners

American Society for the History of Rhetoric (ASHR)

**Michelle Gibbons**

State University of New York at Delhi

Applied Communication

**Stacy Smulowitz**

University of Scranton

Argumentation and Forensics

**Thomas McCloskey**

University of Maryland

Communication Administration

**Sally Vogl-Bauer**

Blackhawk Technical College

Communication Law & Ethics

**Jason Zenor**

SUNY Oswego

Communication and Technology

**Gamze Yilmaz**

University of Massachusetts Boston

Communication Traits

**Rachel DiCioccio**

University of Rhode Island

Community College

**Jenny Warren**

Collin College

G.I.F.T.S. (Great Ideas for Teaching)

**Cheryl Wilson**

Harrisburg Area Community College

Health Communication

**Sara LaBelle**

Chapman University

Institute of General Semantics

**Thom Gencarelli**

Manhattan College

Instructional Communication

**Jennifer Waldeck**

Chapman University

Intercultural Communication

**Ali E. Erol**

American University

Interpersonal Communication

**Mary C. Toale**

SUNY Oswego

Interpretation and Performance Studies

**Lisa Weckerle**

Kutztown University

Kenneth Burke

**Jean Costanza Miller**

George Washington University

Media Communication

**Rod Carveth**

Morgan State University

Media Ecology

**Lance Strate**

Fordham University

Nonverbal Communication

**Zachary W. Goldman**

Illinois College

Organizational Communication

**Michael Sollitto**

Texas A&M Corpus Christi

Philosophy of Communication

**Joel S. Ward**

Geneva College

Political Communication

**Theodore F. Sheckels**

Randolph–Macon College

Rhetoric and Public Address

**Michael Warren Tumolo**

California State University at Stanislaus

**Jill M. Weber**

Hollins University

Theory and Methodology

**Annette M. Holba**

Plymouth State University

Voices of Diversity

**Daniel S. Strasser**

Rowan University

# Paper/Program Selection Committee Members

## Applied Communication

Rowena L. Briones, *Virginia Commonwealth University*  
 Xiaomei Cai, *George Mason University*  
 Jane Elmes-Crahall, *Wilkes University*  
 Ralph Gigliotti, *Rutgers University*  
 Cristina González Alcalá, *Summit Education Initiative*  
 Janie M. Harden Fritz, *Duquesne University*  
 Ann Jabro, *Robert Morris University*  
 Todd Kelshaw, *Montclair State University*  
 Alexander L. Lancaster, *Weber State University*  
 Corey J. Liberman, *Marymount Manhattan College*  
 Jennifer Owlett, *William Paterson University*  
 Chip Rouse, *Stevenson University*  
 Stacy Smulowitz, *University of Scranton*  
 Nancy A. Wiencek, *Rider University*

## Argumentation and Forensics

Thomas McCloskey, *University of Maryland*

## Communication Administration

Andrew Herman, *SUNY Geneseo*  
 Mary Mino, *Penn State - DuBois*  
 Sally Vogl-Bauer, *Blackhawk Technical College*

## Communication Law & Ethics

Jason Zenor, *SUNY-Oswego*

## Communication and Technology

Nick Brody, *University of Puget Sound*  
 Leah LeFebvre, *University of Wyoming*  
 Nicholas David Bowman, *West Virginia University*  
 Jaime Banks, *West Virginia University*  
 Lynne Kelly, *University of Hartford*  
 Malwina A. Buldys, *Temple University*  
 Ryan D. Rasner, *University of Wyoming*  
 Randall Livingstone, *Endicott College*

## Communication Traits

James M. Durbin, *University of Akron*  
 Rachel L. DiCioccio, *University of Rhode Island*  
 James A. Katt, *University of Central Florida*

## Community College

Eric Fife, *James Madison University*  
 Chris Smejkal, *St. Louis Community College at Meramec*  
 Denise Gilmer-Knudson, *College of Southern Maryland*  
 Geoff Burgess, *Landmark College*  
 Shawn Starcher, *Kent State University*  
 Laurie W. Hodge, *Bergen Community College*  
 Jessica L. Papajcik, *Stark State College*  
 Michael Stutz, *Three Rivers Community College*  
 Harriet Sharlow Benavidez, *Rowan University*

## G.I.F.T.S. (Great Ideas for Teaching)

Cheryl Wilson, *Harrisburg Area Community College*  
 Laura K. Davis, *Harrisburg Area Community College*  
 Tim Dolin, *Harrisburg Area Community College*  
 Jessica Papajcik, *Stark State College*  
 C. Leigh Nelson, *James Madison University*  
 Tom Donlan, *Montgomery County Community College*  
 Shawn Starcher, *Kent State University*

Dante Morelli, *Suny Suffolk Community College*  
 Susan M. Ward, *Delaware County Community College*  
 Nancy J. Willets, *Cape Cod Community College*  
 Jenny Warren, *Collin College*  
 Christopher Smejkal, *St. Louis Community College at Meramec*  
 Liza Burns, *Landmark College*  
 Michael Stutz, *Three Rivers Community College*  
 Laura O'Connell, *Nassau Community College*

## Graduate Poster Session

Nina Acquavita, *Suffolk County Community College*  
 Melissa Adeyeye, *Suffolk County Community College*  
 Thomas Bovino, *Suffolk County Community College*  
 Rodney Carveth, *Morgan State University*  
 Megan Dowd, *Hamilton College*  
 Archana Krishnan, *University at Albany, SUNY*  
 Alexander Lancaster, *Weber State University*  
 Wren Levitt, *Suffolk County Community College*  
 Leeanne M. Bell McManus, *Stevenson University*  
 Mary Mino, *Pennsylvania State University, DuBois*  
 Danna Prather Davis, *Suffolk County Community College*  
 Valerie Schrader, *Penn State Schuylkill*  
 Heather Stassen-Ferrara, *Cazenovia College*  
 Rebecca Townsend, *Manchester Community College*  
 Jeffrey Wickersham, *Yale University*

## Health Communication

Rukhsana Ahmed, *University of Ottawa*  
 Hannah Ball, *West Virginia University*  
 Benjamin R. Bates, *Ohio University*  
 Angelina Bigas, *West Chester University*  
 Mark A. Flynn, *Coastal Carolina University*  
 Sarah Heiss, *University of Vermont*  
 Kyle Holody, *Coastal Carolina University*  
 David Lee, *New York City College of Technology*  
 Ji Young Lee, *West Virginia University*  
 James Olufowote, *The University of Oklahoma*  
 Shawn Starcher, *Kent State University*  
 Victoria Team, *Monash University*  
 Dina Tetteh, *Bowling Green State University*  
 Melinda Villagran, *Texas State University*  
 Fang Wang, *Bowling Green State University*

## Instructional Communication

Jordan Atkinson, *West Virginia University*  
 Nancy Bressler, *Wheeling Jesuit University*  
 James Durbin, *University of Akron*  
 Kristen Eichhorn, *SUNY Oswego*  
 Zachary W. Goldman, *Illinois College*  
 Zac Johnson, *California State University, Fullerton*  
 Jennifer Knapp, *SUNY Oswego*  
 Sara LaBelle, *Chapman University*  
 Kerry Byrnes Loinette, *Collin College*  
 Daniel Mansson, *Penn State Hazleton*  
 Michael Sollitto, *Texas A&M University*  
 Candice Thomas-Maddox, *Ohio University Lancaster*  
 Katherine Thweatt, *SUNY New Paltz*  
 Sara Weintraub, *Regis College*

## Intercultural Communication

Shinsuke Eguchi, *University of New Mexico*  
 Yea-Wen Chen, *Ohio University*  
 Alberto Gonzalez, *Bowling Green State University*  
 Andrew R. Spieldenner, *Hofstra University*

Giuliana Sorce, Penn State University  
 Joris Gjata, University of Virginia  
 Esin Paca, Kadir Has University

### Interpersonal Communication

Lance K. Bennett, *West Chester University*  
 Marianne Dainton, *La Salle University*  
 Megan R. Dillow, *West Virginia University*  
 Katie Neary Dunleavy, *La Salle University*  
 Meredith Marko Harrigan, *SUNY Geneseo*  
 Mary E. King, *Bloomsburg University*  
 Jennifer L. Knapp, *SUNY Oswego*  
 Robin Smith Mathis, *Kennesaw State University*  
 Jennifer Owlett, *William Paterson University*  
 Lukas J. Pelliccio, *Wayne State University*  
 Phillip R. Reed, *Kent State University*  
 Christine E. Rittenour, *West Virginia University*  
 Jenny Rosenberg, *SUNY Oswego*  
 Shawn Starcher, *Kent State University*  
 Katherine S. Thweatt, *SUNY New Paltz*

### Interpretation and Performance Studies

Andrée E. C. Betancourt, *North Virginia Community College*  
 Travis Brisini, *Penn State University*  
 Roberta Chevette, *Kutztown University of Pennsylvania*  
 Christina E. Saindon, *James Madison University*  
 Julie A. Scott, *University of North Carolina Wilmington*  
 Claire Van Ens, *Kutztown University of Pennsylvania*  
 Lisa Weckerle, *Kutztown University of Pennsylvania*

### Kenneth Burke

Erik Garrett, *Duquesne University*  
 Annie Laurie Nichols, *University of Maryland*  
 Paul Stewart, *Roberts Wesleyan College*

### Media Ecology (Affiliate Organization)

Thom Gencarelli, *Manhattan College*  
 Adeena Karasick, *Pratt Institute*  
 Jamecs C. Morrison, *Boston College*

### Nonverbal Communication

Zac D. Johnson, *California State University Fullerton*  
 Michael Sollitto, *Texas A&M – Corpus Christi*  
 Christopher J. Claus, *California State University Stanislaus*  
 Jordan T. Atkinson, *West Virginia University*  
 Sara Labelle, *Chapman University*

### Organizational Communication

Cristina Gonzalez Alcala, *University of Akron*  
 Stephen A. Cox, *Murray State University*  
 Gregory A. Cranmer, *Columbus State University*  
 Maxine E. Gesualdi, *West Chester University*  
 Hailey G. Gillen, *Weber State University*  
 Zachary W. Goldman, *Illinois College*  
 Robin Smith Mathis, *Kennesaw State University*  
 Stephen A. Spates, *University of Tennessee*  
 Whitney L. Tipton, *University of Tennessee*  
 Jonathan Wickert, *University of Wisconsin-Whitewater*

### Philosophy of Communication

Joel S. Ward, *Geneva College*  
 Calvin Troup, *Duquesne University*  
 Ronald C. Arnett, *Duquesne University*  
 Annette M. Holba, *Plymouth State University*  
 Janie M. Harden Fritz, *Duquesne University*  
 Kasey Hudak, *Penn State-Lehigh Valley*

Brian Gilchrist, *Mount St. Mary's University*  
 Matt Fazio, *Robert Morris University*  
 Amanda G. McKendree, *Notre Dame University*  
 Garnet Butchart, *Duquesne University*  
 Craig T. Maier, *Duquesne University*  
 Cem Zeytinoglu, *East Stroudsburg University*  
 Beth Walter, *Carnegie Mellon University*  
 Leanne M. Bell McMannus, *Stevenson University*  
 Pat Arneson, *Duquesne University*  
 Isaac Catt, *Penn State-York*  
 Brent Sleasman, *Winebrenner Theological Seminary*

### Political Communication

Scott W. Dunn, *Radford University*  
 Kristin L. English, *Georgia College and State University*  
 Lisa Gring-Pemle, *George Mason University*  
 Tracey Quigley Holden, *University of Delaware*  
 Mary L. Kahl, *Indiana State University*  
 Kathleen E. Kendall, *University of Maryland*  
 David LeVasseur, *West Chester University*  
 Trevor Parry-Giles, *National Communication Association*  
 J. Kanan Sawyer, *West Chester University*  
 Theodore F. Sheckels, *Randolph-Macon College*  
 Richard E. Vatz, *Towson University*

### Rhetoric and Public Address

Jill Weber, *Hollins University*  
 Al Mueller, *Neumann University*  
 Benjamin R. Bates, *Ohio University*  
 Christine Hirsch, *SUNY Oswego*  
 Giuliana Sorce, *The Pennsylvania State University*  
 Heather M. Stassen-Ferrara, *Cazenovia College*  
 Jade Olson, *University of Maryland*  
 J. Michael Hostetler, *St. John's University*  
 Jennifer Potter, *Towson University*  
 Kimberly Hannah, *University of Maryland*  
 Trevor Parry-Giles, *University of Maryland*  
 Jenny Warren, *Collin College*  
 Valerie Lynn Schrader, *Penn State Schuylkill*  
 Michael Stutz, *Three Rivers College*  
 Michael Warren Tumolo, *California State University, Stanislaus*  
 Bonnie S. Jefferson, *Boston College*  
 Paulette Brinka, *Hofstra University*  
 Lisa R. Barry, *CUNY LaGuardia*  
 Matthew R. Meier, *West Chester University*

### Theory and Methodology

Jen Marist, *Marist College*  
 Annette M. Holba, *Plymouth State University*

### Undergraduate Scholars Conference

### Voices of Diversity

Shaun Anderson, *West Virginia University*  
 Lance K. Bennett, *West Chester University*  
 Joy M. Cypher, *Rowan University*  
 Sean Fournay, *West Chester University*  
 Deric M. Greene, *Stevenson University*  
 Kathryn Hobson, *James Madison University*  
 Truman R. Keys, *Western Connecticut State University*  
 Celeste Lacroix, *College of Charleston*

Tomeka Robinson, *Hofstra University*  
Katy Ross, *Ohio University*  
Christina Saindon, *James Madison University*

Shavonne Shorter, *Bloomsburg University*  
Andrew R. Spieldenner, *Hofstra University*  
Elizabeth Whittington Cooper, *Xavier University*

## Major Sponsors, Advertisers, and Exhibitors

Coming Soon...

# Abbreviated Programming and Events

## ECA Business Meetings At-a-Glance

### Friday 8:00 a.m. - 8:45 a.m.

American Society for the History of Rhetoric	Douglass
Applied Communication	Baltimore
Argumentation and Forensics	Conway
Community College	Constellation F
Health Communication	Chesapeake B
Interpersonal Communication	Conway
Interpretation and Performance Studies	Calvert
Philosophy of Communication	Annapolis
Media Communication	Chesapeake A
Theory and Methodology	Pratt

### Friday 4:30 p.m. – 5:20 p.m.

Communication and Technology	Chesapeake B
Institute of General Semantics	Charles
Instructional Communication	President
Kenneth Burke	Lombard
Maryland Communication Association	Calvert
New York State Communication Association	Douglass
Rhetoric and Public Address	Constellation E
Voices of Diversity	Chesapeake A

### Saturday 8:00 a.m. - 8:45 a.m.

Communication Traits	Lombard
Intercultural Communication	Baltimore
Media Ecology	Charles
Nonverbal Communication	Conway
Organizational Communication	Chesapeake A
Pennsylvania Communication Association	Pratt



## Spotlight on Baltimore Panels

Coming soon...

## Short Courses At-a-Glance

### 1) Thursday 12:00-2:45, Camden Room "THE IMPACT OF SEXUAL AND RELATIONSHIP VIOLENCE ON [R]EVOLUTIONIZING COLLEGE CAMPUSES: HOW ACADEMIA CAN CREATE SOCIAL CHANGE"

Sponsor: Short Courses  
Facilitator 1: **Rowena L. Briones**, Virginia Commonwealth University  
Facilitator 2: **Tremayne D. Robertson**, Virginia Commonwealth University  
Facilitator 3: **Leah Gregory**, Virginia Commonwealth University  
Facilitator 4: **Caroline Orr**, Virginia Commonwealth University  
Facilitator 5: **Candace Parrish**, Virginia Commonwealth University  
Facilitator 6: **Alyssa Glace**, Virginia Commonwealth University

According to the Department of Justice, 20-25% of women and 4-6% of men are victims of rape while in college. The Office for Civil Rights of the Department of Education have recently responded to these incidences by calling for schools to take immediate and effective steps to prevent sexual violence, as required by Title IX mandates. With this said, this short course will focus on how different campus stakeholders can play a role with these regulations. Open discussions and activities will engage participants in determining how to optimize their stakeholders for best communicating policy and procedures to the campus community.

### 2) Thursday 3:00-5:45, Camden Room "A REVOLUTION IN THE JOB MARKET AREA: CHANGING THE FOCUS FROM PRINT TO ONLINE PORTFOLIOS"

Sponsor: Short Courses  
Facilitator 1: **Jessi Franko**, Rider University

This short course proposes that it is time to revolutionize the student portfolio. No longer is just a print portfolio acceptable in interviews--now it is the norm to have an online portfolio of a professional level of quality, which enhances one's professionalism and marketability in the workplace. In this short course we will discuss why an online portfolio is necessary in today's communication job field, the importance of knowing your audience, how to choose appropriate projects to include within the portfolio, and how to describe and "sell" the projects. Last but not least, we will review and explore several free online portfolio websites that students (or faculty) can use to showcase their work and design style. Participants are encouraged to bring their laptops, resumes, and samples of their work to create their own online portfolio.

### 3) Friday 9:00-11:45, Camden Room "A NICE, SLOW (R)EVOLUTION: HOW TO MAKE BIG CHANGES FROM LITTLE ONES"

Sponsor: Short Courses  
Facilitator 1: **Christine Courtade Hirsch**, SUNY Oswego

Important pedagogical concepts have been teased out over the last few years and applied to the teaching of communication courses, from basic course to senior seminars. This short course will provide rationale, examples, and participant takeaways from three

important and intersecting streams of literature and thought, focusing on Ken Bain's 2004 *What the Best College Teachers Do*, moving through simple steps to determine when and if "flipping the classroom" is appropriate for the individual participants, and finishing with a very practical way of lessening the time spent grading papers while exponentially increasing the capacity for a discursive/discussion based classroom.

**4) Friday 12:00-2:55, Camden Room "A REVOLUTION IN THE INTRODUCTORY MASS MEDIA COURSE: SHIFTING THE FOCUS TO MEDIA CONVERGENCE AND THE WEB"**

Sponsor: Short Courses  
Facilitator 1: **Nancy A. Wienczek**, Rider University

This short course proposes that it is time to revolutionize the introductory mass media course. As media industries continue to merge, and various media platforms and technologies continue to become more integrated, a new approach to introducing media and its impact on our lives is needed. A broad conceptual framework for teaching media convergence will be introduced. Emphasis will be placed on how the [r]evolution of digital technologies have changed the communication industries and are reshaping content. Short modules with selected readings and applied assignments will be provided. Participants are encouraged to bring their own assignments and ideas to share.

**5) Friday 3:00-5:20, Camden Room "ASSESSING ORAL COMMUNICATION ACROSS COURSES: LESSON LEARNED, RUBRICS RUINED AND OUTCOMES OBLITERATED"**

Sponsor: Short Courses  
Facilitator 1: **Laura K. Davis**, Harrisburg Area Community College  
Facilitator 2: **Cheryl Wilson**, Harrisburg Area Community College

This short course will examine the difficulty of assessing the basic public speaking course under the pressure of accreditation warning. From developing the assessment process to finding a sustainable cycle of assessment, attendees will learn the challenges of using technology, how to develop effective rubrics and how to improve student learning by adapting outdated outcomes.

**6) Saturday 9:00-11:45, Camden Room "REVOLUTIONIZING OUR EMPHASIS ON "LIFE AFTER COLLEGE": PREPARING COMMUNICATION UNDERGRADUATES FOR GRADUATION AND BEYOND"**

Sponsor: Short Courses  
Facilitator 1: **Candice Thomas-Maddox**, Ohio University-Lancaster  
Facilitator 2: **Andrea Weber**, West Virginia University

While most campuses provide career services for undergraduates, communication departments can take the initiative and begin preparing students as early as their freshman year for success after graduation. This short course provides faculty, administrators, advisors, and students with strategies to revolutionize the approach to integrating "life after college" as an integral part of the ongoing curricular plan. Inviting alumni to be part of these plans provides an added "bonus" by strengthening a strong departmental network. Topics to be discussed in this course include the development of: alumni mentoring programs, speed networking events, electronic portfolios to archive student work, social media to connect students and alumni, capstone course options, an applied discussion of chaos theory of careers as part of advising...and more!

**7) Saturday 1:30-4:15, Camden Room "TEACHING THE INTRODUCTORY COMMUNICATION THEORY COURSE"**

Sponsor: Short Courses  
Facilitator 1: **Richard West**, Emerson College  
Facilitator 2: **Lynn Turner**, Marquette University

This course is for teachers who have little/no experience in teaching the introductory course in communication theory. It is aimed at helping teachers prepare or reinvigorate their theory class. As the field of communication continues to expand, communication theory has fast become an integral part of communication curricula across the country. The “Intro” course has evolved from an elective to a required course in large numbers of communication departments. With so much information available from the growth of communication research, a limited teaching repertoire in communication theory, and inevitable student uneasiness about enrolling in the course, a model of how to teach the course seems both timely and relevant.

## First Vice President Sponsored Panels

### **EVOLUTION (& REVOLUTION?) IN SCHOLARS' RESEARCH: A ROUNDTABLE SPOTLIGHT ON SCHOLARLY PRACTICE & PROCESS**

Thursday 2.5.05      3:00 – 4:15      Room: Frederick

### **COMMUNICATING HISTORY: THE BALTIMORE ORAL HISTORY PROJECT**

Thursday 3.5.08      3:00 – 4:15      Room: Chesapeake B

### **CELEBRATION OF SCHOLARSHIP: MELANIE BOOTH-BUTTERFIELD**

Friday 3.6.04      3:00 – 4:15      Room: Constellation F

### **THE URBAN SCENE AND ECA SCHOLARSHIP**

Saturday 4.2.02      9:00 – 11:45      Room: President

### **BALTIMORE: A VERITABLE LABORATORY FOR URBAN AFFAIRS JOURNALISM**

Saturday 4.2.09      9:00 – 10:15      Room: Calvert

### **“LET US GET UNCOMFORTABLE”: A 21ST CENTURY CASE STUDY OF RACIAL POLITICS AND DIALOGUE ON A COLLEGE CAMPUS**

Saturday 4.6.03      3:00 – 4:15      Room: Baltimore

# Wednesday

Wednesday 1.1.01 3:00 – 4:00

Room: Baltimore

**J. Kanan Sawyer**, Chair (President)  
**Jason S. Wrench** (First Vice President)  
**Benjamin R. Bates** (First Vice President Elect)  
**Ronald C. Arnett** (Executive Director)  
**Benjamin R. Bates** (Immediate Past Editor of *Communication Quarterly*)  
**Theodore A. Avtgis** (Immediate Past Editor of *Communication Research Reports*)  
**Janie M. Harden Fritz** (Immediate Past Editor of *Qualitative Research Reports in Communication*)  
**Donald Fishman** (Elected Representative)  
**Rod Carveth** (Elected Representative)

## EX OFFICIO MEMBERS

**Pamela J. Lannutti** (*Communication Quarterly* Editor)  
**Don W. Stacks** (*Communication Research Reports* Editor)  
**Annette M. Holba** (*Qualitative Research Reports in Communication* Editor)

Wednesday 1.1.02 4:00 – 5:00

Room: Baltimore

## FINANCE 1

**J. Kanan Sawyer**, Chair (President)  
**Jason S. Wrench** (First Vice President)  
**Benjamin R. Bates** (First Vice President Elect)  
**Ronald C. Arnett** (Executive Director)  
**Thomas R. Flynn** (Immediate Past President)

## EX OFFICIO MEMBERS

**Pamela J. Lannutti** (*Communication Quarterly* Editor)  
**Don W. Stacks** (*Communication Research Reports* Editor)  
**Annette M. Holba** (*Qualitative Research Reports in Communication* Editor)

Wednesday 1.1.03 5:00 – 6:00

Room: Baltimore

## SITE SELECTION

**J. Kanan Sawyer**, Chair (President)  
**Jason S. Wrench** (First Vice President)  
**Benjamin R. Bates** (First Vice President Elect)  
**Thomas R. Flynn** (Immediate Past President)  
**Danette Ifert Johnson** (Immediate Past President Once Removed)  
**Ronald C. Arnett** (Executive Director)

Wednesday 1.1.04 6:00 – 8:00

Room: TBA

## ECA PAST AND FUTURE PLANNERS MEETING

**J. Kanan Sawyer**, Chair (President)  
**Jason S. Wrench** (First Vice President)  
**Benjamin R. Bates** (First Vice President Elect)  
**Leeanne M. Bell McMannus** (First Vice President Elect Select)

# Thursday

## 8:45 – 11:45

Thursday 2.1.01

8:45 – 11:45

Room: Baltimore

### ECA EXECUTIVE COUNCIL 1

**J. Kanan Sawyer**, Chair (President)  
**Jason S. Wrench** (First Vice President)  
**Benjamin R. Bates** (First Vice President Elect)  
**Ronald C. Arnett** (Executive Director)  
**Thomas R. Flynn** (Immediate Past President)

### INTEREST GROUP REPRESENTATIVES

**Elvera Berry** (Kenneth Burke Interest Group Representative)  
**April E. Copes** (Intercultural Communication Interest Group Representative)  
**James M. Durbin** (Communication Traits Interest Group Representative)  
**Kristen Campbell Eichhorn** (Instructional Communication Interest Group Representative)  
**Christine Courtade Hirsch** (Rhetoric and Public Address Interest Group Representative)  
**Annette M. Holba** (Theory & Methodology Interest Group Representative)  
**Tracey Quigley Holden** (Political Communication Interest Group Representative)  
**Carl T. Hyden** (Argumentation and Forensics Interest Group Representative)  
**Zac D. Johnson** (Nonverbal Communication Interest Group Representative)  
**Mary L. Kahl** (Communication Administration Interest Group Representative)  
**Truman Keys** (Voices of Diversity Interest Group Representative)  
**Sara LaBelle** (Health Communication Interest Group Representative)  
**Craig T. Maier** (Philosophy of Communication Interest Group Representative)  
**Robin Smith Mathis** (Organizational Communication Interest Group Representative)  
**C. Leigh Nelson** (Media Communication Interest Group Representative)  
**Christina E. Saindon** (Interpretation and Performance Studies Interest Group Representative)  
**D.L. Stephenson** (Communication, Law & Ethics Interest Group Representative)  
**Jenny Warren** (Community College Interest Group Representative)  
**Nancy A. Wiencek** (Applied Communication Interest Group Representative)  
**Catherine Wright** (Communication and Technology Interest Group Representative)

### EX OFFICIO MEMBERS

**Nicole Blau** (Director of Marketing)  
**Don W. Stacks** (*Communication Research Reports* Editor / Social Media Director)  
**Nyia Lacey** (ECA Community College Representative to NCA Legislative Council)  
**Rod Carveth** (ECA Representative to NCA 2015 Nominating Committee)  
**Mary C. Toale** (ECA Representative to NCA 2016 Nominating Committee)  
**April E. Copes** (K-12 Representative to NCA Legislative Assembly)  
**Susan Drucker** (ECA Legal Counsel)  
**Annette M. Holba** (*Qualitative Research Reports in Communication* Editor)  
**Pamela J. Lannutti** (*Communication Quarterly* Editor)  
**Katie Neary Dunleavy** (Four Year College Representative to NCA Legislative Assembly)  
**Trevor Parry-Giles** (Archivist)

# 10:30 – 11:45

Thursday 2.2.01

10:30 – 11:45

Room: Conway

## NAVIGATING THE DARK SIDE: A ROUNDTABLE DISCUSSION ON INSTRUCTIONAL STRATEGIES AND TECHNIQUES

Sponsor: Interpersonal Communication

Chair: **Rhiannon B. Kallis**, Indiana University of Pennsylvania

“On Campus Resources for the Dark Side Classroom”

**Jennifer Owlett**, William Patterson University

“Integrating the Dark Side into the Interpersonal and Family Communication Courses”

**Sara Trask**, Randolph Macon College

“Community Engagement in the Dark Side Classroom”

**Mary E. King**, Bloomsburg University

“Outlining the Dark Side: Sample Lesson Plan and Activity”

**Shavonne Shorter**, Bloomsburg University

In this panel, we will discuss strategies for incorporating dark side topics into relational and family communication classrooms. Dark side issues are prevalent in many interpersonal texts, but few opportunities exist for scholars to discuss instructional techniques. Panelists will share their experiences through sample lesson plans and activities. Discussion will focus on methods for integrating resources outside the classroom (e.g., campus and community). We hope to stimulate discussion with audience members through this interactive roundtable.

Thursday 2.2.02

10:30 – 11:45

Room: President

## (SOCIAL) MEDIA CHANGE: A ROUNDTABLE ON HOW WEB 2.0 TECHNOLOGIES ARE REVOLUTIONIZING THE COMMUNICATION CLASSROOM

Sponsor: Instructional Communication

Chair: **Rowena L. Briones**, Virginia Commonwealth University

“Just Hangin’ Out and Tweetin’ About It: Using Google Hangouts and Twitter Chats as Communication Tools for the 21<sup>st</sup> Century Classroom”

**Rowena L. Briones**, Virginia Commonwealth University

“A Classroom that Clicks: Facebook and Increased Classroom Engagement”

**Shana Meganck**, Virginia Commonwealth University

“Twitterin Education: What are You Doing?”

**Douglas Strahler**, Slippery Rock University

“Giving a Hoot About Social Media Management: Using Hootsuite and Hootsuite University in the Classroom”

**Kristen Heflin**, Kennesaw State University

Web 2.0 technologies are continuously reshaping the landscape of teaching and learning in higher education. With their growing popularity, it is important to develop a deeper understanding of the affordances and constraints of particular Web 2.0 technologies in the classroom. This roundtable will explore how web 2.0 technologies are furthering the [r]evolution of teaching in communication

classrooms, while forcing instructors to experiment with different pedagogical approaches within their specialty areas within the discipline.

Thursday 2.2.03

10:30 – 11:45

Room: Annapolis

## SILENCE AND VOICE

Sponsor: Rhetoric and Public Address  
 Chair: **Jennifer Potter**, Towson University  
 Respondent: **Valerie Lynn Schrader**, Penn State Schuylkill

“Nonverbal Communication as Active Resistance: Silence and the Null Persona at the Georgia Prison Strikes”  
**Nick J. Sciullo**, Illinois College

“From Aspasia to Emma: Tracing the Rhetorical Silencing of Women to Plan for a Better Future”  
**Alane Presswood**, Ohio University

“Rand Paul’s Polyphonic Rhetoric of the Tea Party”  
**James Janack**, Eckerd College

The competitively selected papers on this panel focus on issues of voice and voicelessness in rhetorical discourse.

Thursday 2.2.04

10:30 – 11:45

Room: Frederick

## SINGERS, CATFISHERS, AND WALKERS: HOW SOCIAL MEDIA HAS (R)EVOLUTIONIZED TELEVISION VIEWING

Sponsor: Media Communication  
 Chair: **Nancy Bressler**, Wheeling Jesuit University  
 Respondent: **Jack Banks**, University of Hartford

Participants: **L. Meghan Mahoney**, West Chester University of Pennsylvania

**Lin Zhu**, University of Massachusetts Boston

**Minghui Fan**, University of Massachusetts Boston

**Alexandra Foley**, James Madison University

**Nancy Bressler**, Wheeling Jesuit University

This panel aims to explore the intersections of television viewing and interactive social media. As viewers of popular television shows engage with producers, stars, and other fans of the show through social media, it is vital to investigate to what extent new technologies have changed the production, content, and audience experience. Using *Rising Star*, *The Voice of China*, *Catfishing*, and *The Talking Dead*, panelists present key case studies in this revolutionary approach to television interaction.

Thursday 2.2.06

10:30 – 11:45

Room: Charles

## COFFEE WITH THE FIRST LADIES: A ROUNDTABLE DISCUSSION

Sponsor: Political Communication  
 Chair: **Scott W. Dunn**, Radford University

“Hillary Rodham Clinton: The Perils of a Public Persona”  
**Beth M. Waggenpack**, Virginia Tech University

“Eleanor Roosevelt: Breaking All the Roles”

**Lisa R. Barry**, LaGuardia Community College, CUNY

“Betty Ford: Candor and Consequence”

**Nichola D. Gutgold**, Pennsylvania State University

“Catherine Louisa Adams: First Lady Autobiographer”

**Molly Wertheimer**, Pennsylvania State University

This panel explores the first ladies we would like to have a cup of coffee with and why. We propose questions we would most like to ask them based on what we know about their stances on issues and how they challenged acceptable first lady behavior. By speculating about their possible responses, we hope to better understand their perceived popularity and celebrity and to offer different perspectives on how/why they took the positions they did.

Thursday 2.2.7

10:30 – 11:45

Room: Douglass

### **INFLUENCING COLLEGE STUDENT (UN)HEALTHY BEHAVIORS: THE EFFECTIVENESS OF HEALTH INFORMATION CAMPAIGNS TARGETED AT COLLEGE STUDENT POPULATIONS**

Sponsor: Health Communication

Chair: **Liliana Herakova**, University of Maine

Respondent: **Shawn Starcher**, Kent State University

“The Law, Marijuana, Users and Information Seeking: A Counter Argument”

**Eric W. Hoffman**, Flagler College

“Sleep, Stress, and Attitudes”\*

**Kayleigh Bondor**, Bowling Green State University

**Jeanette M. Dillon**, Bowling Green State University

**Krys Ingman**, Bowling Green State University

**Melissa Dickey**, Bowling Green State University

**Eric J. Honisko**, Bowling Green State University

**Nadia Oehler**, Bowling Green State University

“Episodic Drinking Behavior of College Students: Evaluating the Effectiveness of a Social Norms Campaign”\*\*

**Victoria Reid**, University of Connecticut

**Carolyn A. Lin**, University of Connecticut

The papers on this panel address predictors and outcomes of health behaviors in a college student population. Collectively, the three panelists will discuss attempts to understand and influence college student attitudes, perceptions, and behavior across three contexts: marijuana use, obtaining appropriate amounts of sleep, and binge drinking.

\*Student Paper

\*\*Debut Student Paper

Thursday 2.2.8

10:30 – 11:45

Room: Calvert

### **THE UNIQUE CHALLENGES AND OPPORTUNITIES OF RELIGIOUS, ACADEMIC, AND MULTI-CULTURAL ORGANIZATIONS**

Sponsor: Organizational Communication

Chair: **Dana Borzea**, West Virginia University

Respondent: **Zachary W. Goldman**, Illinois College

“Academic Gamesmanship: The Structure of Academe”

**Steven Zwier**, Duquesne University



“Workplace Bullying in Academe: The Experiences of Female Administrative Assistants”

**Rita Daniels**, West Virginia University

**Matthew M. Martin**, West Virginia University

**Alan K. Goodboy**, West Virginia University

“Socialization, Monastic Formation, and Satisfaction”

**J. E. Sigler**, Purdue University

“Cultural Diversity in Project Teams: Unpacking How and When Cultural Diversity Affects Collective Performance”

**Mengqi Zhan**, University of Maryland

The competitively selected papers on this panel are about how the positive and potentially adverse experiences of organizational members who are part of academic, religious, or multi-cultural organizations and teams.

Thursday 2.2.9

10:30 – 11:45

Room: Lombard

## [R]EVOLUTIONS IN PATIENT ADVOCACY: EFFECTS OF ONLINE ENGAGEMENT IN PATIENT HEALTH INITIATIVES

Sponsor: Applied Communication

Chair: **Susan M. Wiecezorek**, University of Pittsburgh, Johnstown

“[R]ise of the Patient Advocate: Improving Safety, Satisfaction, & Quality of Healthcare” (DEBUT)

**Michael J. Warner**, Patient Advocacy Initiatives

“Patient Communication Skills Training for High School Health and Wellness Classes – Year 2: Implementation of the PACE-talk Education Module” (DEBUT)

**Janet E. Panoch**, Indiana University-Purdue University, Indianapolis

“Beware Dr. Google!” (DEBUT)

**Betty Tonsing**, Author on Patient Advocacy

“Vaccinations and Immunizations? Let Me Check to See What Google Says”

**Patty Wharton-Michael**, University of Pittsburgh, Johnstown

**Alyssa Wharton**, University of Pittsburgh, Johnstown (DEBUT)

“Patient-Centered Policies of [R]eform in a ‘Medicological Environment’”

**Susan M. Wiecezorek**, University of Pittsburgh, Johnstown

The Institute of Medicine (2002) advocated the right for patients to receive medical advice and treatment through all available means – face-to-face *and* electronic. As Stages of Meaningful Use (HITECH Act, 2009) lead to the national adoption of Electronic Health Records, patients participate in secured messaging within health portals, electronic charting, online self-help groups, and a plethora of electronic information resource networks. This panel explores [R]evolutionary practices and policies in patient-centered advocacy in healthcare today.

# 12:00 – 1:15

Thursday 2.3.01

12:00 – 1:15

Room: Conway

## REVOLUTION OR EVOLUTION? A ROUNDTABLE DELIBERATION ON SOCIAL MEDIA LAW AND ETHICS

Sponsor: Communication Law and Ethics

Chair: **Susan Drucker**, Hofstra University

**Ronald C. Arnett**, Duquesne University

**Nicholas David Bowman**, West Virginia University

**Thomas R. Flynn**, Slippery Rock University

**Donald Fishman**, Boston College

**Gary Gumpert**, Urban Communication Foundation

**Dale Herbeck**, Northeastern University

**Warren Sandmann**, William Paterson University

**Andrew R. Spieldenner**, Hofstra University

**Martin Wallenstein**, John Jay College

**Suzanne Berman**, Hofstra University

Social media space presents a staggering breadth of matters to consider: copyright and trademark, defamation, privacy, harassment, stalking, cyber-bullying, contracts, advertising, censorship issues etc. Myriad standards of professional ethics command compliance in order for various media industries to function. This panel will address the scope and nature of this newly developing environment of expression from the perspectives of several ECA interest groups. This roundtable will be structured around the discussion cases studies.

Thursday 2.3.02

12:00 – 2:45

Room: President

Double Session

## **OUR [R]EVOLUTIONARY ROLE IN THE ACADEMIC CURRICULUM: A TWO-PART ROUNDTABLE DISCUSSION ON BRIDGING ACADEMIC CULTURES WHILE TEACHING COMMUNICATION IN OTHER DISCIPLINES**

Sponsor: Applied Communication

Co-sponsor: Instructional Communication

Chairs: **Jane Elmes-Crahall**, Wilkes University  
**Stacy Smulowitz**, University of Scranton

“Two-Way Bridging: Embedding Communication in the School of Pharmacy Curriculum and Overcoming the Content and Design divide in a Team-Taught Advanced PR and Branding Course”

**Jane Elmes-Crahall**, Wilkes University

**Sara Moore**, Wilkes University

“Interdisciplinary Teaching within Learning Communities at Stonehill College”

**Anne F. Mattina**, Stonehill College

**Monique Myers**, Stonehill College

“Teaching a Four-Person, Four-Discipline On-Line course on Global Challenges”

**Marlena Olguta Viceanu**, Rowan University

“Developing Health Communication Courses and Community Relationships with the School of Nursing”

**Michael P. Pagano**, Fairfield University

“Implementing the New Interdisciplinary Core Curriculum at Boston College”

**Rita Rosenthal**, Boston College

“Forging Interdisciplinary Relationships with Departments in Colleges across Campus”

**Stacy Smulowitz**, University of Scranton

“Using the Degree Qualifications Profile (DQP) to Encourage Communication and Interdisciplinary Work”

Sara Weintraub, Regis College

Where does communication fit within the broader academic context? What insights does communication theory provide to other departments and professional programs? This two-part roundtable discussion focuses on how several Communication Departments have linked communication to other academic areas through a variety of interdisciplinary initiatives. In doing so they situate communication within a [R]evolutionary shift taking place in the broader college curriculum. Be a part of the discussion and lead your own [R]evolution!

Thursday 2.3.03

12:00 – 1:15

Room: Annapolis

### [R]EVOLUTIONARY MOMENTS IN THE RHETORIC OF RACE: A BURKEAN “DRAMA OF HUMAN RELATIONS”

Sponsor: Kenneth Burke

Chair: **Annie Laurie Nichols**, University of Maryland

“The Demise of Slavery: A Burkean Reading”

**James F. Klumpp**, University of Maryland

“Discovering His Voice for the Voiceless: Frederick Douglass’s Revolutionary ‘Symbolic Action’”

**Elvera Berry**, Roberts Wesleyan College

“The Legacy of the Rhetoric of The Civil Rights Act of 1964: Continued Trained Incapacity in Housing Segregation”

**Erik Garrett**, Duquesne University

“Lives Matter: Agonistic Hierarchy and Race Today”

**Jean Costanza Miller**, The George Washington University

Employing Burkean theory to probe the rhetoric of race, panelists examine representative revolutionary moments in the social drama of Race in the United States. What role did rhetoric play in the demise of slavery? Why is the “symbolic action” of runaway-slave Frederick Douglass historically iconic? How is the rhetoric of segregation a terministic screen in housing today? How does the rhetoric of “Black/All/Lives Matter” negotiate the tensions between identity and identification?

Thursday 2.3.04

12:00 – 1:15

Room: Frederick

### COMPETITIVE PAPERS IN MEDIA COMMUNICATION 1

Sponsor: Media Communication

Chair: **Kimberly J. Hannah**, University of Maryland

Respondent: **Alane Presswood**, Ohio University

“The importance of studying Black female actors Shifting in Oscar-Winning Films”\*

**Katreena Alder**, North Carolina State University

“Mothering in a Post-Apocalyptic World: Revolutionizing Lone Parenting in Dystopian Televisual Texts”

**Nancy Bressler**, Wheeling Jesuit University

**Lara Martin Lengel**, Bowling Green State University

“Boardwalk Empire, Shell Shock, and the Great War: The Characters of Militarism”

**Brion White**, Bloomsburg University

“Television Talk Shows in Bangladesh: Public sphere challenges”\*

**Zahedur Rahman Arman**, Edinboro University

\* Student Paper

## REVOLUTION OR EVOLUTION: COMMUNICATION TRAITS IN NEED OF SOME RESEARCH

Sponsor: Communication Traits

Chair: **Sara LaBelle**, Chapman University

“Revolution or Evolution: Foundational Advancements in Approaches to Trait Assessment and Issues of Causality”

**Theodore A. Avtgis**, Ashland University

“Trait Willingness to Communicate: Time For Some Academic [R]Evolution”

**Peter D. MacIntyre**, Cape Breton University

“[R]Evolution or Devolution: Research on Homophily and Interpersonal Attraction”

**Lynda L. McCroskey**, California State University, Long Beach

“Trait Argumentativeness’ Little Cousin, Resultant Motivation to Argue, as a Ripe Area for Innovative [R]Evolutionary Research”

**Andrew S. Rancer**, University Of Akron

“Laudativeness: The Forgotten Communication Trait”

**Charles J. Wigley III**, Canisius College

Research, or a paucity thereof, is highlighted that supports each author’s contention that our understanding and enrichment of understanding communication traits is through innovation in quantitative communication trait research (i.e., evolution) and, sometimes, breaking from traditional lines and methods of trait research (revolution). Each presenter will provide attendees with a meaningful handout.

## DISCOURSES OF THE 2016 PRESIDENTIAL ELECTION: A PUBLIC DEBATE

Sponsor: Argumentation and Forensics

Chair: **Allison Hahn**, Baruch College, CUNY

Debate Panelists:

**Jade Olson**, University of Maryland

**Taylor Hahn**, University of Maryland

**Sean Luechtefeld**, The Johns Hopkins University

**Michael J. Steudeman**, The University of Maryland

Having followed the 2016 presidential election and its candidates closely, participants in this session will engage in a public debate centered on a controversial issue that has gained prominence in public discourse. Debaters will utilize a modified parliamentary debate format, and are tasked with incorporating strong evidence and reasoning as well as delivering compelling oratory. Following a 40-minute debate, audience members will be invited to ask questions and engage panelists on the arguments made about and by the candidates.

## CONVERSATION WITH THE NATIONAL COMMUNICATION ASSOCIATION

Sponsor: National Communication Association

Chair: **Trevor Parry-Giles**, National Communication Association

**Christie S. Beck**, President of the National Communication Association

**Ronald Jackson II**, Second Vice President of the National Communication Association

Thursday 2.3.08

12:00 – 1:15

Room: Charles

### **ADOPTION, STAYING IN TOUCH, AND FORGIVENESS MOTIVATIONS**

Sponsor: Interpersonal Communication

Chair: **Mary E. Donato**, West Virginia University

Respondent: **Christine E. Rittenour**, West Virginia University

“Perceptions, Stigma, and Relational Satisfaction in Dating Couples’ Conversations about Adoption”

**Christine Anzur**, West Virginia University

**Melanie Booth-Butterfield**, West Virginia University

“Let’s Stay in Touch: Exploring Parent-Child Technology Use and Relational Satisfaction”

**Jessica A. Robinson**, Purdue University

**Ryan Cummings**, Purdue University

“Computer-Mediated Relational Cheating: Examining Online Infidelity, Sex Differences, and Forgiveness Motivations”

**Lindsey Beall**, George Mason University

**Melanie Booth-Butterfield**, West Virginia University

“Helicopter Parenting and Cell Phone Contact Between Parents and Children in College”

**Lynne Kelly**, University of Hartford

**Robert L. Duran**, University of Hartford

**Aimee E. Miller-Ott**, Illinois State University

The competitively selected papers on this panel examine familial relationships from three different angles. These papers examined dating couples, parent-child relationships, and partner reactions to cheating and utilized survey and experimental procedures.

Thursday 2.3.09

12:00 – 1:15

Room: Douglass

### **REVOLUTION IN ONLINE GAMES, SMART PHONES AND SOCIAL MEDIA**

Sponsor: Communication and Technology

Chair: **Malwina A. Buldys**, Temple University

Respondent: **Rod Carveth**, Morgan State University

“Coping with [R]evolution in online games: Vulnerability and resilience responses to perceived risk in MMO game expansions” (TOP PAPER)

**Jaime Banks**, West Virginia University

**Rosa Mikeal Martey**, Colorado State University

“Examining Social Media Tactics from a Longitudinal Perspective: How State Health Departments Use Social Media to Create a Dialogical Environment”

**Cui Zhang Meadows**, East Carolina University

**Charles W. Meadows III**, Pitt Community College

**Dina Vera**, University of Texas-Pan American

“There’s Always a Place like Home: The Restructuring of Boundaries and Control through Smart Home Technologies” (Debut Student)

**Ashlé E. Douglas**, Villanova University

"Are Location-Based Dating Apps Revolutionizing the Way We Find Casual Sex Partners? A Look into College Students' Perspectives"  
**Rhiannon B. Kallis**, Indiana University of Pennsylvania

The competitively selected papers on this panel focus on the role that online games, social media, and smart technologies affect several processes ranging from responses to risks, dialogical environments, boundary regulations and online dating.

Thursday 2.3.10

12:00 – 1:15

Room: Pratt

## HIGH IMPACT PRACTICES TO STIMULATE COMMUNITY COLLEGE STUDENTS IN COMMUNICATION CLASSES: A ROUNDTABLE DISCUSSION

Sponsor: Community College Interest Group

Chair: **Steven Granelli**, Ohio University

**Sherry Tucker**, Community College of Baltimore County

**Jeremy Caplan**, Community College of Baltimore County

**Dorothy Griggs**, Community College of Baltimore County

**Donna Rongione**, Community College of Baltimore County

**Michael Walsh**, Community College of Baltimore County

In an attempt to encourage students to interact with their collegiate counterparts regarding large-scale matters, the Community College of Baltimore County has implemented *High Impact Practices* (HIPS). HIPS are the brainchild of George Kuh, Director of the National Institute for Learning Outcomes Assessments and the Association of American Colleges & Universities. If done well, HIPS not only strengthen students' investment in the assignment, but in the overall academic institution as well. CCBC has integrated several HIPS such as: global education, service learning, learning communities, and writing intensive sections. The panel will provide research supporting the use of high impact practices, sample assignments, and feedback from students.

Thursday 2.3.11

12:00 – 1:15

Room: Calvert

Spotlight on Baltimore

## A [R]EVOLUTION OF RACE, CULTURE, AND THE MEDIA: REPORTERS' AND SCHOLARS' PERSPECTIVES ON THE COVERAGE OF THE BALTIMORE PROTESTS

Sponsor: Voices of Diversity

Chair: **Raul D. Tovaes**, Trinity Washington University

"Making the Local Global: Contextualizing the Unrest in Baltimore"

**D. Watkins**, Goucher College

"Race and Class in Baltimore"

**Nick J. Sciullo**, Illinois College

"Baltimore: A View from the Front Lines"

**P. Kenneth Burns**, WYPR.org

"University Students, Social Media, and Discourse about Baltimore, Race, and Protest"

**M. Kelly Carr**, University of Baltimore

"How the Media Framed the Baltimore Riots"

**Rod Carveth**, Morgan State University

In this roundtable scholars and reporters will address critical issues in communication, journalism, and media studies while exchanging research/work experiences related to the Baltimore protests/riots. Topics will include how social media; rights of reporters/citizen journalists; agenda setting; and the role of police as sources. This roundtable is unique in that it brings together scholars and journalists who covered the 2015 Baltimore protests/riots to address First Amendment issues in both theory and practice.

Thursday 2.3.12

12:00 – 1:15

Room: Lombard

## THE EFFECTIVENESS AND LIMITS OF ADVOCACY 2.0: OPPORTUNITIES FOR CIVIC ENGAGEMENT, MOBILIZATION, AND SOCIO-POLITICAL TRANSFORMATION

Sponsor: Communication and Technology

Chair: **Nahed Eltantawy**, High Point University

“The Potentials and Limitations of Cyberactivism in Revolutions: Lessons from the Arab Spring”

**Sahar Khamis**, University of Maryland

“Citizen journalism creating/making news: The case of #IStandWithAhmed campaign”

**Nahed Eltantawy**, High Point University

“Selfie as a Strategic Digital Advocacy Tool: A Case Study of The Use of #Selfie in Cancer Social Media Campaigns”

**Amal Ibrahim**, University of Wisconsin-Whitewater

““Toxic” Feminism: Containment Rhetorics and the Domestication of the Online Feminist Sphere”

**Katie Brown**, University of Maryland

“Appropriating the “Revolution”: An Analysis of Egyptian Army Rhetoric Versus Social Media Activist Rhetoric”

**Hagar Attia**, University of Maryland

This panel highlights numerous opportunities provided by social media tools in online advocacy. It also questions the limits of digital advocacy tools by discussing concerns such as slacktivism. Each of the papers emphasizes innovative uses of social media tools to raise awareness, encourage civic engagement, and call for social change in a wide range of causes.

Thursday 2.3.13

12:00 – 2:45

Room: Camden

Short Course

## THE IMPACT OF SEXUAL AND RELATIONSHIP VIOLENCE ON [R]EVOLUTIONIZING COLLEGE CAMPUSES: HOW ACADEMIA CAN CREATE SOCIAL CHANGE

Sponsor: Short Courses

Facilitator 1: **Rowena L. Briones**, Virginia Commonwealth University

Facilitator 2: **Tremayne D. Robertson**, Virginia Commonwealth University

Facilitator 3: **Leah Gregory**, Virginia Commonwealth University

Facilitator 4: **Caroline Orr**, Virginia Commonwealth University

Facilitator 5: **Candace Parrish**, Virginia Commonwealth University

Facilitator 6: **Alyssa Glace**, Virginia Commonwealth University

According to the Department of Justice, 20-25% of women and 4-6% of men are victims of rape while in college. The Office for Civil Rights of the Department of Education have recently responded to these incidences by calling for schools to take immediate and effective steps to prevent sexual violence, as required by Title IX mandates. With this said, this short course will focus on how different campus stakeholders can play a role with these regulations. Open discussions and activities will engage participants in determining how to optimize their stakeholders for best communicating policy and procedures to the campus community.

# 1:30 – 2:45

Thursday 2.4.01

1:30 – 2:45

Room: Conway

## VOICES OF [R]EVOLUTION: DIVERSE SPACES AND DIVERSE FACES

Sponsor: Voices of Diversity

Chair: **John G. M. Frederick**, Miami Dade College

Respondent: **Truman R. Keys**, Western Connecticut State University

“Crossing the Blue and Pink Lines: Unmuting the Voice of the Transgendered Community”

**Deric M. Greene**, Stevenson University

“Voices of Peace: The Rhetoric of Champions for Change”

**Felicia Stewart**, Morehouse College

“Fast Forward Ferguson: Contemporary Activism and New Methods of Pedagogical and Analysis Opportunities”

**Sharnine Herbert**, Shippensburg University

“Cultural Silences: Post-abuse Empowerment”

**Heather Harris**, Stevenson University

This paper session considers the emergence of voices as revolutionary and evolutionary tools in addressing issues of race, sexuality, and human rights. Through examining a myriad of contexts in which change has and is occurring, this assembly acknowledges diverse spaces and faces—public and private—in exploring facets of voice.

Thursday 2.4.02

1:30 – 2:45

Room: Baltimore

## PEDAGOGICAL [R]EVOLUTIONS IN THE COMMUNICATION CURRICULUM

Sponsor: Instructional Communication

Chair: **Angie M. Corbo**, Widener University

Respondent: **Kristen Campbell Eichhorn**, SUNY Oswego

“Teaching Media & Gender: A Case for an Interdisciplinary Approach”

**Elizaveta Friesem**, University of Hartford

“Disaster Relief Service Learning in Communication: Furthering Translational Goals of Civic Engagement”

**Vinita Agarwal**, Salisbury University

“Making a Persuasive Case: Justifying a Reduction in Class Size in the Introductory Oral Communication Course”

**Elizabeth Gardner**, University of Maryland

**Lindsey B. Anderson**, University of Maryland

**Andrew D. Wolvin**, University of Maryland

**Rowie Kirby-Straker**, University of Maryland

**Devin Scott**, University of Maryland

These competitively-selected papers explore choices and decisions that instructors might face as they design or refresh communication courses. Further, they showcase innovative approaches to making communication pedagogy increasingly relevant, meaningful, and impactful for students.

Thursday 2.4.03

1:30 – 2:45

Room: Annapolis

## WORKING TO MAKE DIALOGUE MORE ACCESSIBLE & PRACTICAL: USING INTERGROUP DIALOGUE TO CRITICALLY



## ENGAGE INTERCULTURAL CONFLICTS

Sponsor: Intercultural Communication  
Chair: **Erin Watley**, University of New Mexico

This workshop will adapt the scope and presentation of more traditional intergroup dialogue and cultural studies research in order to create an opportunity to discuss and practice dialogue about the pervasive and conflicting issues related to intercultural conflicts in a way that is accessible for participants from a range of backgrounds and levels of education and is also oriented towards practical, everyday solutions and interventions. Communication related research has shown that intergroup dialogue is a useful technique for engaging and unpacking intercultural differences popular culture texts are a relatable way to educate and enter into discussions about critical identity and societal issues and that practically oriented elements should be included as a step towards enacting change.

Thursday 2.4.04

1:30 – 2:45

Room: Columbia

## [R]EVOLUTIONIZING OUR APPROACH TO VISUAL COMMUNICATION

Sponsor: Media Ecology Association  
Chair: **VALERIE SWARTS**, SLIPPERY ROCK UNIVERSITY

Participants: **Renee Hobbs**, University of Rhode Island  
**Roxanne O'Connell**, Roger Williams University  
**Michelle I. Seelig**, University of Miami  
**Douglas Strahler**, Slippery Rock University

As our world becomes increasingly more visually mediated, the landscape in which we live has changed. It's important to teach our students to become better communicators by selecting the appropriate channels and tools to present their messages. This roundtable will explore a revolutionary approach to developing a multi-step process of preparing our students to create visual messages from both technical and rhetorical perspectives.

Thursday 2.4.05

1:30 – 2:45

Room: Chesapeake A

## [R]EVOLUTION OF UNDERGRADUATE INTERPERSONAL COMMUNICATION RESEARCH: A ROUNDTABLE DISCUSSION

Sponsor: Interpersonal Communication  
Chair: **Mary C. Toale**, SUNY Oswego  
Respondent: **Katherine S. Thweatt**, SUNY New Paltz

**Reid Adler**, SUNY Oswego  
**Susan Amsinger**, SUNY Oswego  
**Marisa Farmer**, SUNY Oswego  
**Abbie Fox**, University of Mount Union  
**Emily McDonald**, SUNY Oswego  
**Andrew Nicholson**, SUNY Oswego

This roundtable panel discussion will focus on the role that undergraduate research plays in the [r]evolution of interpersonal communication research. The panelists will discuss the process by which they pursued interpersonal communication research. The panelists will then address how undergraduate students have and will continue to impact the [r]evolution of interpersonal communication research.

Thursday 2.4.06

1:30 – 2:45

Room: Chesapeake B

## ECA DISTINGUISHED TEACHING FELLOWS MEETING

Thursday 2.4.07

1:30 – 2:45

Room: Douglass

**[R]EVOLUTIONARY APPROACHES TO HEALTH MESSAGES: NOVEL CONTEXTS AND APPLICATIONS**

Sponsor: Health Communication  
 Chair: **Hannah Ball**, West Virginia University  
 Respondent: **Melissa B. Wanzer**, Canisius College

“‘Better than Bank Robbery’: Yuezi Centers and Neoliberal Appeals to Market Birth Tourism to Pregnant Chinese Women”  
**Yadong Ji**, Ohio University  
**Benjamin R. Bates**, Ohio University

“Theorizing the Role of Commitment in Reactance to Persuasion: An Investment Model Perspective”  
**Yiwen Dai**, University of Maryland

“The Persuasive Impact of Non-fictional Entertainment-Education Programming on Breast Cancer Screening Messages”  
**Jennifer M. Knight**, West Virginia University  
**Keith D. Weber**, West Virginia University  
**Elizabeth Cohen**, West Virginia University  
**Matthew M. Martin**, West Virginia University

The papers on this panel examine previously unexplored areas in the literature on health communication and persuasion. Specifically, panelists will discuss advocating birth tourism, the role of commitment to (un)healthy behaviors in reactance research, and the use of entertainment-education narratives to encourage information seeking behavior concerning mammograms.

Thursday 2.4.08

1:30 – 2:45

Room: Pratt

**MEDIATED RESPONSES TO SPORTS SCANDALS BY U.S. UNIVERSITIES**

Sponsor: Media Communication  
 Chair: **Taylor Hahn**, University of Pittsburgh

“‘We Don’t Need an Investigation’: Assault, Scandal and Conspiracy Put Tallahassee on a National Stage”  
**Sean Luechtefeld**, The Johns Hopkins University

“‘He Got Game’: The Anti-Purity Myth of College Basketball”  
**Thomas McCloskey**, University of Maryland, College Park

“Sorrow, Anger and ‘Swift, Decisive Action’: Penn State’s Rhetorical Response to the Sandusky Scandal”  
**Rebecca Alt**, University of Maryland, College Park

While scandals are nothing new to the athletics departments at U.S. universities, there has been much of coverage of these scandals in recent years. From allegations of sexual assault of fellow students by student-athletes to administrators covering up academic dishonesty, these scandals cast a shadow over the credibility of university athletics departments. In this session, panelists will explore several recent scandals, examining how universities’ responses to them have circulated in the media.

**2:00 – 3:30**

Thursday 2.4.10

2:30 – 3:30

Harborview

ECA Café

**COMPETITIVE GRADUATE POSTER SESSION I**

Sponsor: ECA

Chair: **Dante E. Morelli**, Suffolk County Community College

Graduate students with “research in progress” have been competitively selected to present their ideas for the ECA membership. We encourage our ECA community to interact with and help guide our next generation of scholars.

“Conservative Ethnocentrism: An Examination of Political Neuroscience and Evolutionary Psychology Influences on In-Group Preferences: A Preliminary Study”  
**Alyce Viens**, Bryant University\*

“A Qualitative Case Study of Open Forum Discussion on Suicide in Fairfax County, VA”  
**Michelle L. Miller**, Old Dominion University\*

“Death Becomes Her: The Gendered Portrayal of Character Death in *Supernatural*”  
**Christine Dandrow**, University of Hartford

“Individual- and Dyad-level Predictors of Emotions in Face-to-Face Arguing”  
**Amanda L. Irions**, University of Maryland  
**Yiwen Dai**, University of Maryland

“Nordic Penal Exceptionalism: Viewing Success through a Cultural Communication Lens”  
**Stefanie Szepanski**, University of Hartford\*

“Pray through Deployment: Spousal Coping During Deployment Separation”  
**Erin Gafner**, Old Dominion University

“‘Will You do the Dishes if I Cook Dinner?’ An examination of Perceptions of Equity, Household Labor, and Relationship Maintenance Strategies in Dual-Income Homes”  
**Rikki Price**, Cleveland State University\*

“Military Crisis Communication Strategy: How Does the United States Military Maintain Trust throughout Public Scandals?”  
**Matthew Singer**, University of Hartford\*

“Music Videos as Meaningful Entertainment”  
**Lea Margarete Schlue**, West Virginia University

“Please Watch Us More: Surveillance as an Expectation of Graduate Teaching Assistants”  
**Caroline Waldbuesser**, Ohio University

“‘If you really loved me, you’d sleep with me:’ The Discursive Resource in Coercive Language”  
**Nicole T. Castro**, University of Colorado Boulder

“The Effects of Temporal Framing on Social Smokers”  
**Will Peterson**, High Point University\*

“Same Event, Different Responses: A Comparative Analysis of the Black Lives Matter and Baltimore Orioles’ Responses to the 2015 Baltimore Riots”  
**Betsy Haugh**, Virginia Tech

“Picturing Poverty: The Rhetoric & Counter-Rhetorics of Life on an Indian Reservation”  
**Rachel Presley**, Ohio University

“National Association of University Women: Strategies to Gain Members”  
**Ashla C. Hill Roseboro**, Howard University\*

**\*Graduate Student Debut**

## SELF-REFLEXIVITY, COMMUNITY-BASED RESEARCH, AND SERVICE LEARNING IN THE CLASSROOM: [R]EVOLUTIONIZING PEDAGOGICAL APPROACHES TO STUDENT ENGAGEMENT

Sponsor: Instructional Communication  
 Co-Sponsor: Voices of Diversity  
 Chair: **Nancy Bressler**, Wheeling Jesuit University  
 Respondent: **James Strasser**, Rowan University

“Using ‘Comic Life’ to Teach Self-Reflexivity and Reflection in Intercultural Communication”  
**Kathryn Hobson**, James Madison University

“But that’s Not the Way My Life Is: Television, Personal Experience, and Class Discussion”  
**Jack Banks**, University of Hartford

“This Just In: Analyzing the Struggles of Objectivity and Subjectivity in Service Learning Projects”  
**Nancy Bressler**, Wheeling Jesuit University

“CBPR and a Multitrack Model of Development: A Critical Ethnography of a Community-Based Communication Project”  
**Jeannette M. Dillon**, Bowling Green State University  
**Kate Magsamen-Conrad**, Bowling Green State University

This panel advocates for a fundamental pedagogical shift toward cultivating a desire for students to be active learners, researchers, and members of the community. Panelists discuss their challenges and successes implementing self-reflexivity in intercultural communication courses, personal experiences and social justice, objectivity/subjectivity in service learning, and community-based participatory research.

## THE 2016 PRESIDENTIAL PRIMARY RACE: [R]EVOLUTION IN THE POLITICAL ARENA

Sponsor: Political Communication  
 Chair: **Janette Kenner Muir**, George Mason University  
 Respondent: **David G. Levasseur**, West Chester University

“Candidate Branding in the 2016 Presidential Primaries”  
**Scott W. Dunn**, Radford University  
**Dan Waidelich**, Radford University  
**James Collier**, Radford University

“‘Politifacting’ the 2016 Primaries: Fact-check Reporting of Candidate Claims”  
**Joan L. Connors**, Randolph-Macon College

“Run Like a Girl, Debate Like a Girl? The Influence of Feminine Style in the 2016 Primary Campaign Debates”  
**Mary L. Kahl**, Indiana State University

“Examining Political Information Efficacy and Social Capital in the 2016 Presidential Primary Race”  
**Kristina Contreras**, Radford University

This panel offers a variety of research on the 2016 presidential primary races. The research includes studies of how candidates brand themselves through their messages, the role of Politifact in the campaigns, rhetorical constraints faced by female candidates during debates, and the effects of primary debates on college students' political engagement.

Thursday 2.5.03

3:00 – 4:15

Room: Baltimore

### **DARKENING THE PATH TOWARD ORGANIZATIONAL LIFE: THE EFFECT OF BULLYING AND NEGATIVE WORKPLACE RELATIONSHIPS ON EMPLOYEES**

Sponsor: Organizational Communication  
 Chair: **Joseph E. Lybarger**, University of Akron  
 Respondent: **Gregory A. Cranmer**, Columbus State University

“Creating the Boiler Room Environment: The Job Demand-Control-Support (JDSCS) Model as an Explanation for Workplace Bullying”  
 \*

**Alan K. Goodboy**, West Virginia University  
**Matthew M. Martin**, West Virginia University  
**Jennifer M. Knight**, West Virginia University  
**Zachary Long**, West Virginia University

“Teachers Can be Bullied Too: An Analysis of Teaching Outcomes Related to Workplace Bullying”

**Jordan T. Atkinson**, West Virginia University  
**Alan K. Goodboy**, West Virginia University  
**Matthew M. Martin**, West Virginia University

“Devious and Destructive or Honest and Helpful?”

**Molly Eickholt**, West Virginia University  
**Scott A. Myers**, West Virginia University

The competitively selected papers on this panel explore the role destructive communication behaviors in the organization. Specifically, the authors on this panel report outcomes of bullying and other destructive behaviors in a variety of organizational contexts.

\* Top Paper

Thursday 2.5.04

3:00 – 4:15

Room: Annapolis

### **SEPARATED BY INSTRUMENTS OF OUR OWN MAKING: BURKEAN [R]EVOLUTIONS IN CULTURE, MEDIA AND THEORY**

Sponsor: Kenneth Burke  
 Chair: **Elvera Berry**, Roberts Wesleyan College  
 Respondent: **Calvin Troup**, Duquesne University

“The Evolution of Burkean Studies: Addressing Revolutionary Complexities”  
**Matthew Mancino**, Duquesne University

“The [R]evolution of *Cosmopolitan Magazine*: Language of Pornography and New Feminism”  
**Micki Burdick**, Roberts Wesleyan College

“Creating Hate: Essential Motive in *Ex Machina*”  
**Annie Laurie Nichols**, University of Maryland

“‘Identification’ at E-Sports Events”  
**Steven Zwier**, Duquesne University

How do we approach identification when the tools that divide us are also the tools with which we attempt to connect? What happens to human connection when we separate ourselves both from the natural world and from each other by these alluring instruments of our own making? We turn to Kenneth Burke to help us understand and confront the implications of increasingly intertwined cultural manifestations of evolution: in print, geek culture, film, and E-sports.

Thursday 2.5.05

3:00 – 4:15

Room: Frederick

## EVOLUTION (& REVOLUTION?) IN SCHOLARS' RESEARCH: A ROUNDTABLE SPOTLIGHT ON SCHOLARLY PRACTICE & PROCESS

Sponsor: FIRST VICE PRESIDENT

Chair: **Lewis Freeman**, Fordham University

**Ronald C. Arnett**, Duquesne University

**Annette M. Holba**, Plymouth State University

**Lance Strate**, Fordham University

This panel will explore how academics approach and undertake scholarly endeavors. The panel will provide a window into what the process and underpinnings of communication scholarship "look like" for the scholars on the panel. Participants will explain how they go about their scholarship and share their insights and the lessons they have learned about how they organize their process of scholarship.

Thursday 2.5.06

3:00 – 4:15

Room: Columbia

## TOP STUDENT PAPERS IN MEDIA COMMUNICATION

Sponsor: MEDIA COMMUNICATION

Chair: **Nicholas David Bowman**, West Virginia University

Respondent: **Nicholas David Bowman**, West Virginia University

"The Fifth Persona: Lady Gaga and Misrepresentation"

**Myles Mason**, Syracuse University

"Avowal is Not Enough: Foucault and Public Shaming in a Socially Mediated World"

**Alane Presswood**, Ohio University

"Puffing the Magic of Disney: A Content Analysis of Tobacco Depictions in Non-Animated Films"

**Holly Ott**, Pennsylvania State University

**Giuliana Sorce**, Pennsylvania State University

Describe what the paper panel is about.

Thursday 2.5.07

3:00 – 4:15

Room: Chesapeake A

## GLOBAL SUSTAINABILITY AND RESILIENCE – A COMMUNICATION [R]EVOLUTION

Sponsor: Applied Communication

Chair: **Elizaveta Friesem**, Temple University

"Empowerment and the Role of Policy in the Resilience and Communication [R]evolution"

**Ann Salzarulo**, University of Rhode Island

"Digital Communications and the Nepal Earthquake"

**Patrick Maguire**, University of Rhode Island

“Nonviolence and Conflict Management through Media Interventions”  
**Yonty Friesem**, Central Connecticut State University

“Creating Resilience through Identity/Identification Networks”

**Patrice Buzzanell**, Purdue University

**Ziyu Long**, Colorado State U.

**Min Wu**, Louisiana State University at Alexandria

**Rahul Mitra**, Wayne State University

**Kai Kuang**, Bloomsburg University of Pennsylvania,

**Huijun Suo**, Apple Inc.

“Communicative Negotiation of Resilience Labor to Manage Uncertainty in Chronic Health Conditions”

**Vinita Agarwal**, Salisbury University

“A Framework for the Resilience and Communication [R]evolution”

**Norbert Mundorf**, University of Rhode Island

Mankind is facing unprecedented challenges resulting from Climate Change, resource depletion, income inequality, and global threats to public health. Addressing these challenges requires a joint effort across nations and continents, different social and political levels, and academic disciplines. The presenters address these issues from different perspectives, all of them unified by a focus on communication and human behavior and the need for a culture of sustainable change, social equity, and peace.

Thursday 3.5.08

3:00 – 4:15

Room: Chesapeake B

Spotlight on Baltimore

## COMMUNICATING HISTORY: THE BALTIMORE ORAL HISTORY PROJECT

Sponsor: **FIRST VICE PRESIDENT**

Chair: **Baruti Kopano**, Morgan State University

Participants: **Laura K. Dorsey-Elson**, Morgan State University

**Baruti Kopano**, Morgan State University

**Adam Mekler**, Morgan State University

**A.J. Verdelle**, Morgan State University

In the fall 2015, Morgan State launched a year-long pilot course entitled "Foundations in Communication, Composition and Learning" that combined teaching English Composition, Oral Communication, and an active student-driven approach to defining a learning strategy for the student's college experience. In addition to teaching composition, oral communication, and self-assessment skills, assignments also address students' roles in their communities. For example, in the fall, students participated in the Story Corps project sponsored by National Public Radio. That project asked students to interview a grandparent or another elder and to post that interview (using NPR's StoryCorps application) on the StoryCorps digital archives site at the American Folklife Center in the Library of Congress.

For the spring semester, students in the Foundation class will be participating in a Baltimore oral history project which has a comparable objective of accessing and collecting viable oral histories, related specifically, in this instance, to the city life and history of Baltimore. Using iPads provided in the course, students will interview city residents to identify significant interview questions and to help record the rich history of the city. The best of the assignments may air on Real News Network.

Thursday 2.5.09

3:00 – 4:15

Room: Charles

## ECA 2017 PROGRAM PLANNER MEETING WITH BENJAMIN R. BATES

Thursday 2.5.10

3:00 – 4:15

Room: Douglass

## THE ROLE OF COMMUNICATION IN HIGHER EDUCATION INNOVATION

Sponsor: Communication Administration  
 Chair: **Ann Bainbridge Frymier**, Miami University

**Danette Ifert Johnson**, Ithaca College  
**Ann Bainbridge Frymier**, Miami University  
**Sally Vogl-Bauer**, Blackhawk Technical College

The panelists will share innovative approaches they have used in their administrative roles at their respective institutions and the role of communication in implementing these innovations. Topics will include the use of campus-wide brainstorming to reimagine the way students learn; the application of Lean manufacturing principles to academic affairs; and shared student retention strategies for Instructional and Student Services divisions.

Thursday 2.5.11

3:00 – 4:15

Room: Pratt

### **PRESIDENT OBAMA’S COMMUNITY COLLEGE INITIATIVES: DEAD ON ARRIVAL?**

Sponsor: Community College Interest Group  
 Chair: **Kerry Byrnes-Loinette**, Collin College  
 Respondent: **Jenny Warren**, Collin College

“Maintaining the Frame: Considering the (R)evolution of Presidential Rhetoric about Community Colleges”  
**Susan M. Ward**, Delaware County Community College

“Juggling Multiple Missions: Examining the (R)evolution of Obama’s Community College Initiatives”  
**Tobi Mackler**, Montgomery County Community College

“A (R)evolution in progress: Public Response to Obama’s Community College Initiatives”  
**Lisa Heller-Boragine**, Cape Cod Community College

“There’s No Such Thing as a Free Lunch: Exploring Attitudes about the Cost of College Tuition”  
**Cheryl Wilson**, Harrisburg Area Community College

During his time in office, President Obama has introduced two community college initiatives—a \$12 billion American Graduation Initiative program in 2009 and the American College Promise program in 2015. During a 2011 ECA panel discussion, participants considered what the American Graduation Initiative meant for how we communicated about community colleges. Given the failure of the initiative in Congress and the recent announcement of the American College Promise program, it is important to revisit the message about the importance of community colleges as a solution to problems such as the rising cost of college and retraining displaced workers. This panel will consider the (r)evolution of presidential rhetoric about community colleges, the multiple missions of a community college in relationship to these initiatives, and public responses to these initiatives.

Thursday 2.5.12

3:00 – 4:15

Room: Calvert

Spotlight on Baltimore

### **GUILTY OR INNOCENT? EMBRACING OPPORTUNITIES FOR PUBLIC DELIBERATION AND DEBATE THROUGH "SERIAL"**

Sponsor: MEDIA COMMUNICATION  
 Chair: **Todd A. Allen**, Grove City College  
 Respondent: **R. Pierre Rodgers**, George Mason University

Presenters: **Andi McClanahan**, East Stroudsburg University  
**Carl T. Hyden**, Morgan State University  
**Sean Luechtefeld**, University of Maryland



**Rod Carveth**, Morgan State University

**Jade Olson**, University of Maryland

**Thomas McCloskey**, University of Maryland

We aim to accomplish four things on this panel about the National Public Radio documentary series “Serial” by engaging the audience in allowing them to become part of the panel discussion by presenting their own arguments in relation to Adnan Syed's conviction.

Thursday 2.5.13

3:00 – 4:15

Room: Lombard

## **INNOVATIVE USES OF SOCIAL MEDIA IN PEDAGOGY AND RESEARCH**

**Sponsor:** Communication and Technology

**Chair:** Archana Krishnan, University at Albany, State University of New York

**Respondent:** Dante E. Morelli, Suffolk County Community College

“Using LinkedIn as a Pedagogical Tool for Studying Personal Branding and Impression Management”  
**Eric Langstedt**, Mount Saint Mary College

“Search Media Marketing and Metrics”  
**Daniel S. Hunt**, Worcester State University

“The Use of Social Media Certification in Social Media Classes”  
**Hanlong Fu**, Salem State University

“#FailWhale – Half-Baked Attempts at Social Media in the Classroom”  
**Gerard Jalette**, University of Rhode Island

“Analyzing Online Discussion Board Threads to Learn about Addiction and Recovery”  
**Karin Haberlin**, University of Connecticut

Social media are changing how people engage with each other and with society. This democratic form of communication is revolutionary yet poses a challenge due to its continual evolution, thus posing the question - how does one study a moving target and utilize it for maximum gain? This panel of research scholars and academics will discuss ways of studying social media and of incorporating them into innovative research studies and pedagogical practices.

Thursday 2.5.14

3:00 – 5:45

Room: Camden

Short Course

## **A REVOLUTION IN THE JOB MARKET AREA: CHANGING THE FOCUS FROM PRINT TO ONLINE PORTFOLIOS**

**Sponsor:** Short Courses

**Facilitator 1:** Jessi Franko, Rider University

This short course proposes that it is time to revolutionize the student portfolio. No longer is just a print portfolio acceptable in interviews--now it is the norm to have an online portfolio of a professional level of quality, which enhances one's professionalism and marketability in the workplace. In this short course we will discuss why an online portfolio is necessary in today's communication job field, the importance of knowing your audience, how to choose appropriate projects to include within the portfolio, and how to describe and "sell" the projects. Last but not least, we will review and explore several free online portfolio websites that students (or faculty) can use to showcase their work and design style. Participants are encouraged to bring their laptops, resumes, and samples of their work to create their own online portfolio.

# 4:30 – 5:45

Thursday 2.6.01

4:30 – 5:45

Room: Conway

## RESISTANCE AND PROTEST: ACTIVISM AND SCHOLARSHIP IN CONTEMPORARY AMERICA

Sponsor: VOICES OF DIVERSITY

Chair: **Nicole Files-Thompson**, Lincoln University

“Walk in Like You Own the Place: The Value of Reforming Education for African American Youth”  
**Kimberly Moffitt**, University of Maryland

“Protesting Censorship: Silencing LGBT Voices on a College Campus”  
**Celeste Lacroix**, College of Charleston

“Women Take the Lead in a City Simmering with Disillusionment and Discontent”  
**Heather Harris**, Stevenson University

“HIV Is Not A Crime: How to Stay Engaged with Community when Entering the Ivory Tower”  
**Andrew R. Spieldenner**, Hofstra University

“The Whole Voice: Intersectionality, Authenticity and Communicating Community”  
**Takirra Winfield**, Teach for America

Activism remains a challenge in academia. Universities are often more concerned with traditional teaching and publishing, and may not support our continued engagement across issues of diversity. This interactive roundtable is intended to provide an opportunity for dialogue on how to maintain and strategically use our positions to encourage social change and justice movements. We will look at academic freedom, education reform, HIV criminalization and other issues relevant to our local communities.

Thursday 2.6.02

4:30 – 5:45

Room: President

## THE RHETORIC OF MUSIC: POLITICS, PARODY, AND PARADOX

Sponsor: Rhetoric and Public Address

Chair: **Jade Olson**, University of Maryland

“Rocking the Vote and Raging for the Machine: Rhetorical Functions of Music in U.S. Political Campaigns”  
**Michael Warren Tumolo**, California State University, Stanislaus

“‘I’m not mad, I’m a soldier’: Identity Paradox in Soldier/Veteran-Created Music”  
**Anna Link**, Boston College  
**Celeste Wells**, Boston College

“*Nevermind*: Parodic References of Nature”  
**Ashleigh Marie Day**, Wayne State University

The competitively selected papers on this panel focus on music as a site of rhetorical action. The papers focus on how music has been used as a site of paradoxical identity construction by soldiers and veterans, as site for voicing resistance to dominant environmental ideologies, and as a strategic resource for political candidates.

Thursday 2.6.03

4:30 – 5:45

Room: Constellation F

G.I.F.T.S.

## G.I.F.T.S. GREAT IDEAS FOR TEACHING STUDENTS – [R]EVOLUTION

Sponsor: Community College Interest Group  
 Chair: **Cheryl Wilson**, Harrisburg Area Community College

\* “‘Girls cook, clean and care’: Analyzing toy catalogues for occupational and gender role socialization messages.”  
**Lori J. Joseph**, Hollins University

“‘Hook Up or Pull Up’: Exploring Organizational Culture in Dwight Conquergood’s *The Heart Broken in Half*”  
**Roger Davis Gatchet**, West Chester University of Pennsylvania

“Giving Introverts a Voice: Including an Online Component to the Problem Solving Panel Discussion in a Hybrid or Traditional Course”  
**Anne O. Campbell**, Penn State Erie, The Behrend College

“Audience Analysis Journal”  
**Tom Donlan**, Montgomery County Community College

“Social Construction of Gender”  
**Pratibha Kumar**, Mount St. Mary’s University

“Exploring Attribution Theory and Bias”  
**Jessica A. Robinson**, Purdue University

“Media Timeline”  
**Stephen C. Stifano and Rory P. McGloin**, University of Connecticut

“Understanding the Evolution of Family”  
**Mary E. Donato**, West Virginia University

“I Know Sex: Is that different from gender?”  
**Rita Daniels**, West Virginia University

“Not Your Jumbo Notecards: Using Presentational Aids Effectively”  
**Susan M. Ward**, Delaware County Community College

“‘Spit It Out!’ Acting out Legitimate and Coercive Power in the Classroom”  
**Laura H. Brown**, West Chester University

This session features “Great Ideas for Teaching Students” in a variety of Communication courses. Panelists share their class-tested G.I.F.T.S., which include activities, assignments, projects & simulations. Each addresses specific communication theories, concepts, skills or learning objectives.

Thursday 2.6.04

4:30 – 5:45

Room: Baltimore

## **BETWEEN THE WORLD AND ME: AN #ECA16 COMMUNITY BOOK CLUB ON #BTWAM**

Sponsor: VOICES OF DIVERSITY  
 Chair: **Elizabeth Whittington Cooper**, Xavier University  
 Respondent: **Shavonne Shorter**, Bloomsburg University

“The Revolutionary Act of Atheism: Questioning as a Source of Understanding and Resource for Engaging in “The Struggle””  
**Rebecca M. Townsend**, Manchester Community College

“Revisiting Double-Consciousness on the Fourth of July and the Implications for Millennials”  
**Truman R. Keys**, Western Connecticut State University

“The Price of American Exceptionalism: Confronting an Exceptional Moral Standard”  
**April E. Copes**, Anne Arundel Community College

“Uncomfortable Conversations: Getting Undergraduates to Understand White Privilege through Coates’ *Between the World and Me*”  
**Dante E. Morelli**, Suffolk County Community College

“*Between the World and Me*: What Does it Take to Talk about Race in a Culture that Doesn't Want to Listen?”  
**D.L. Stephenson**, Western Connecticut State University

With *Between the World and Me*, Baltimore native Ta’Nehisi Coates, writer for *The Atlantic* and 2015 MacArthur Fellow, communicates the lived experience of many Black men and women with uncanny sharpness and vision. Based on *The Atlantic*’s #BTWAM book club, this panel will initiate a book club in Baltimore and open a discussion on racism, media, rhetoric, religion, morality, and public interaction rituals that perpetuate the struggle which Coates convincingly claims US society faces.

Thursday 2.6.05

4:30 – 5:45

Room: Annapolis

## PERSONAL AND DISCIPLINARY (R)EVOLUTIONS: A PANEL OF AND ABOUT PERFORMANCES ACROSS TIME

Sponsor: Interpretation and Performance Studies  
 Chair: **Sauna M. MacDonald**, Villanova University  
 Respondent: **Christina E. Saindon**, James Madison University

“Cyborg Landscapes: A Retrospective Photo Essay & Reflection”  
**Sauna M. MacDonald**, Villanova University

“Auto/Biographical Performance as Mapping Time in the Body”  
**Heidi Rose**, Villanova University

“Is this the right time?”  
**Alyse Keller**, University of South Florida

In this panel, presenters will share, reflect on, and theorize their own evolving and revolving performance work in relation to larger, disciplinary-level changes and future projections. Each presenter will share some illustrative element of their long-term performance practice (through live performance, archival media, installation, or other relevant form), and reflect upon and theorize their work in relation to the (r)evolutions of genre and practice they have witnessed and experienced within performance studies throughout their career.

Thursday 2.6.06

4:30 – 5:45

Room: Columbia

## ENTERING THE ACADEMY: A ROUNDTABLE DISCUSSION ON TRANSITIONING INTO COMMUNICATION GRADUATE PROGRAMS

Sponsor: Instructional Communication  
 Cosponsor: Communication Administration  
 Co-chair: **Ashley Wheeler**, Arizona State University  
**Lauren Lemley**, Abilene Christian University

“Partners and Pressures: Collaborations Between the Roles of Graduate Director and Basic Course Director”  
**Beth M. Waggenspack**, Virginia Tech University  
**Brandi Quesenberry**, Virginia Tech University

“Balancing Personal and Professional Interests in Transitioning to Graduate School”  
**Kaylen Runyan**, Abilene Christian University  
**Kholo Theledi**, Abilene Christian University

“The Socialization of Online MA Students to the Culture of Graduate Studies”  
**Candice Thomas-Maddox**, Ohio University Lancaster

“Mindfulness and Midterms: Combining Eastern Philosophies and Western Curricula in the Transition to Graduate School”

**Nicole Castro**, University of Colorado Boulder

“Welcome to Campus and Communication: The Role of Graduate Programs and Faculty in Acclimating Students to a New Community and/or Discipline”

**Faith Boren**, Abilene Christian University

**Philip Lamborn**, Abilene Christian University

The transition from undergraduate work to the academic life of graduate school is a revolutionary change in a student’s life, but this revolution need not result in casualties. Indeed, this session’s contributors – communication program directors, administrators, and graduate students – believe that further consideration of this transition can result in benefits for both graduate students and their departments/programs. Ultimately, this roundtable discussion seeks to engage a broad audience in actionable conversation about “entering the academy.”

Thursday 2.6.07

4:30 – 5:45

Room: Chesapeake A

## **DISTINGUISHED RESEARCH FELLOWS BUSINESS MEETING**

Thursday 2.6.08

4:30 – 5:45

Room: Chesapeake B

## **UNDERGRADUATE SCHOLARS WELCOME AND ORIENTATION SESSION**

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference

Chair: **Kristen Campbell Eichhorn**, SUNY Oswego

What can you expect over the next few days? Join us for an undergraduate student orientation to the Eastern Communication Association’s annual convention. Information will be provided on how to make the most of your convention. You will have the opportunity to meet new people and have your questions answered.

Thursday 2.6.09

4:30 – 5:45

Room: Douglass

## **QUALITATIVE INTERPERSONAL COMMUNICATION RESEARCH**

Sponsor: Interpersonal Communication

Chair: **Emily McDonald**, SUNY Oswego

Respondent: **Robin Smith Mathis**, Kennesaw State University

“Negotiating the Norm of Surveillance in the Parent-Child Relationship”

**Shuktara Sen Das**, Rutgers University

“Bark in the Park: A Qualitative Analysis of Dog Park Social Groups”

**Caroline Campbell Rabinovitsj**,\* Abilene Christian University

““I Need To Make You Hate Me, However I Can:” An Ethnography of Heel Identity in Professional Wrestling”

**Steven Granelli**, Ohio University

The papers on this panel focus on qualitative interpersonal communication. The authors approached their research from three different methodologies: interviews, phenomenological, ethnography.

\*Debut

Thursday 2.6.10

4:30 – 5:45

Room: Pratt

## **COMPETITIVE PAPERS IN POLITICAL COMMUNICATION II**

Sponsor: Political Communication

Chair: **Maxine E. Gesualdi**, West Chester University

Respondent: **Mary L. Kahl**, Indiana State University

“Crowdsourced Constitutions and Retweeted Revolutions: Enacting Deliberative Democracy via Social Media”

**Alane Presswood**, Ohio University

“The Effect of Conflicting Ideological Content on Attitude Flexibility: A Dual Moderation Model”

**Hannah Duchesne**, Loyola University of Maryland

**Gregory J. Hoplamazian**, Loyola University of Maryland

“Direct E-Democracy and Political Party Websites: In the United States and Sweden”

**Kirk M. Winans**, Rochester Institute of Technology

Thursday 2.6.11

4:30 – 5:45

Room: Calvert

### USING CULTURE TO UNDERSTAND

Sponsor: Applied Communication

Chair: **Alexander L. Lancaster**, Weber State University

Respondent: **Stacy Smulowitz**, University of Scranton

“Campus Cultures and Intercultural Tensions: The Leader as Organizational Ethnographer and Cross-Cultural Communicator”

**Brent D. Ruben**, Rutgers University

**Ralph A. Gigliotti**, Rutgers University

“Attitudes of Indians Towards Lesbians and Gay Men: Results from a Pilot Survey”

**Archana Krishnan**, University at Albany, SUNY

**Chris Clemens**, San Francisco State University

**Jeffrey A. Wickersham**, Yale University AIDS Program

The competitively selected papers on this panel provide an in-depth understanding of culture. These papers explore the use of culture awareness to lead in a University setting as well as gender role beliefs, homophobia, religiosity and negative attitudes of the Indian community toward lesbian and gay men.

Thursday 2.6.12

4:30 – 5:45

Room: Lombard

### REUNITED AND IT FEELS SO GOOD: CREATING A GROUNDBREAKING COMMUNICATING, READING, WRITING, AND THINKING UNDERGRADUATE COURSE AT A HISTORICALLY BLACK UNIVERSITY

Sponsor: Instructional Communication

Chair: **Laura K. Dorsey-Elson**, Morgan State University

“Foundations in Communication, Composition, and Learning: Genesis, Pedagogy, and Theoretical Underpinnings”

**Monique Akassi**, Morgan State University

**Baruti Kopano**, Morgan State University

“Foundations in Communication, Composition, and Learning: Learning Objectives, Outcomes, and Assessment Strategies”

**Laura K. Dorsey-Elson**, Morgan State University

**Adam Mekler**, Morgan State University

“Foundations in Communication, Composition, and Learning: Implementation, Success, and Lessons Learned So Far”

**Rod Carveth**, Morgan State University

**A.J. Verdelle**, Morgan State University

This panel provides an up-to-date overview of the creation and implementation of a unique year-long undergraduate course that simultaneously develops communication, reading, writing and thinking skills at a historically African American urban university. Six faculty members, from the

fields of Communication and English/composition, will tell the collaborative story of being charged with designing the courses, creating their unique pedagogy and high-impact learning strategies and the subsequent successes and lessons learned during the pilot phase.

## 5:30 – 6:30

Thursday 2.7.01

5:30 – 6:30

Room: Harborview

Newcomers Reception

## 7:00 – 9:00

Thursday 2.7.02

7:00-9:00

Room: Pisces

Welcome Reception

When getting to the Pisces Room, please make sure you use the express elevator all the way to the left when you are facing the elevators.

## 8:00 – 9:00

Thursday 2.7.03

8:00 – 9:00

Room: Conway

12-Step

# Friday

## 8:00 – 8:45

Friday 3.1.01      8:00 – 8:45      Room: Conway

Argumentation and Forensics Business Meeting

Friday 3.1.02      8:00 – 8:45      Room: President

Interpersonal Communication Business Meeting

Friday 3.1.03      8:00 – 8:45      Room: Constellation F

Community College Business Meeting

Friday 3.1.04      8:00 – 8:45      Room: Baltimore

Applied Communication Business Meeting

Friday 3.1.05      8:00 – 8:45      Room: Annapolis

Philosophy of Communication Business Meeting

Friday 3.1.06      8:00 – 8:45      Room: Chesapeake A

Media Communication Business Meeting

Friday 3.1.07      8:00 – 8:45      Room: Chesapeake B

Health Communication Business Meeting

Friday 3.1.08      8:00 – 8:45      Room: Douglass

American Society for the History of Rhetoric

Friday 3.1.09      8:00 – 8:45      Room: Pratt

Theory and Methodology Business Meeting

Friday 3.1.10      8:00 – 8:45      Room: Calvert

Interpretation and Performance Studies Business Meeting

## 8:45 – 10:00

Friday 3.1.11      8:45 – 10:00      Harborview

### COMPETITIVE UNDERGRADUATE POSTER SESSION I

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference

Chair: **Kristen Campbell Eichhorn**, SUNY Oswego



These posters have been competitively selected to showcase undergraduate research. We invite you to come and interact with our next generation of scholars.

“Effect of Pet Therapy on Receptive and Expressive Language in Children”

**Leigh Musselman**, Iona College\*

**KerryAnn Scirocco**, Iona College\*

“Reclaiming the Narrative: Black Voice and Productive Racial Discourse in Ferguson & St. Louis, Missouri”

**Ololade Akingbade**, Northeastern University\*

“Aligning Audiologists (and all Healthcare Professionals) with Communication”

**Lauren Keller**, Iona College\*

**Diane Ferrero-Paluzzi**, Iona College

**Jenna DeRosa**, Iona College\*

**Yoseily Guillermo**, Iona College\*

“Rhetoric of Religion”

**Jacqueline Moragne**, University of Central Arkansas\*

“Post-Crisis Speech Genre”

**Ashley Grego**, University of Pittsburgh at Johnstown\*

“How Queer is Queer Enough? Exploring Fan Perception of Batwoman”

**Rebecca Jonas**, The Pennsylvania State University, Berks\*

“123, ABC, Getting Parents to Sesame Street”

**Maura Snyder**, Saint Vincent College\*

**Julianne Bartko**, Saint Vincent College\*

“A Critical Analysis Gender and Class Representation in Everybody Loves Raymond”

**Sierra St. Pierre**, Stonehill College\*

“Make KONY 2012 Famous: A Persuasive Analysis”

**Sara Shameem**, State University of New York at New Paltz\*

**Kathryn Lula**, State University of New York at New Paltz\*

**Stephanie Ryba**, State University of New York at New Paltz\*

**Patricia Carbary**, State University of New York at New Paltz\*

**Lindsey DeTrano**, State University of New York at New Paltz\*

“Internal Communications: The Importance and Benefit of this Seemingly Abstract Concept”

**Julia Schwartz**, Manhattan College\*

“Millennials Love Fitness”

**Madeleine Schwartz**, Manhattan College\*

“Who Was Rosie? The Evolution of Rosie the Riveter and Her Impact on the Revolution of Women’s Rights”

**Brenna Baker**, Penn State Schuylkill\*

“A Step Back in Time: A Cluster Analysis of the Communication of an Early 1900’s Farm Girl Diary”

**Courtney Willison**, University of Pittsburgh at Johnstown\*

“The Creation of a Player’s Identity through Walk-up Music”

**Logan Hoggarth**, Boston College\*

“Blocking the View: The Effect of Digital Medical Records in a Medical Exam Room”

**Alyssa Wharton**, University of Pittsburgh at Johnstown\*

**Courtney Willison**, University of Pittsburgh at Johnstown\*

**Missy Shaffer**, University of Pittsburgh at Johnstown\*

“Analysis of Play60 and Healthy, Hunger-Free Kids Act”

**Allison Vredenburg**, Ashland University\*

**Kylie Shober**, Ashland University\*

“Family Communication Analysis”

**Joshua Yetter**, Bloomsburg University of Pennsylvania\*

“A Killing Joke of Narrative Devices”

**Corina Pillar**, The Pennsylvania State University, Berks\*

“Do We Value Commitment? A Rhetorical Analysis of New Girl”

**Bailey Cate**, Abilene Christian University\*

“Empathy, Action, and Peace: A Look at Social Media Message Frames  
College of New Jersey”

**Daniel Gallagher**, College of New Jersey\*

**Karen Becker**, College of New Jersey\*

\* Debut Papers

# 9:00 – 10:15

Friday 3.2.01

9:00 – 10:15

Room: Conway

## Join the Revolution! A Roundtable Discussion Making the Case for the Frederick Douglass Debate Society Model

Sponsor: Argumentation and Forensics

Chair: **Ruth J. Beerman**, Bloomsburg University

“Using Debate to Speak Up!”

**Amanda L. Weaver**, Bloomsburg University

“The Underrepresented People Drive Revolution”

**Jordan Kennedy**, Bloomsburg University

“Debate as Revolutionary: Overcoming Adversity to Develop Skills and Confidence”

**Stefon Brown**, Bloomsburg University

“Evolving from the Caterpillar to the Butterfly: Debate as Revolutionary”

**Tanisha D. Webster**, Bloomsburg University

“Embracing Opportunities and Challenges: Using Debate to Empower Students”

**Shavonne Shorter**, Bloomsburg University

**Ruth J. Beerman**, Bloomsburg University

Liberal arts education includes encouraging students to see themselves, and then act, as agents of change. This roundtable brings together faculty and students to discuss an educational high impact practice: The Frederick Douglass Institute’s Debate Society (FDIDS) in the Pennsylvania State System of Higher Education. By focusing on those underrepresented within society and competitive policy debate, this roundtable argues the FDIDS exists as a revolutionary practice which should be adopted by other colleges and universities.

Friday 3.2.02

9:00 – 10:15

Room: President

## TOP PAPERS IN INTERPERSONAL COMMUNICATION

Sponsor: Interpersonal Communication  
 Chair: **Kelly G. Odenweller**, West Virginia University  
 Respondent: **Mary C. Toale**, SUNY Oswego

“Equity, Equality, and Self-Interest in Marital Maintenance” (TOP PAPER)  
**Marianne Dainton**, La Salle University

“Theoretical Explanations of Negative Relational Maintenance: Dyadic Comparisons of Actor-Partner Interdependence Models” (TOP THREE PAPER)

**Alan K. Goodboy**, West Virginia University

**Marianne Dainton**, La Salle University

**Dana Borzea**, West Virginia University

**Zachary W. Goldman**, Illinois College

“Competition through Facebook as a Function of Facework, Envy, Rumination, and Solidarity” (TOP THREE PAPER)  
**Katie Neary Dunleavy**, La Salle University

This competitive paper panel includes the top papers submitted to the Interpersonal Communication Interest Group. The authors examined various ways in which we maintain and utilize relationships in person and online.

Friday 3.2.03

9:00 – 10:15

Room: Constellation F

### **G.I.F.T.S. GREAT IDEAS FOR TEACHING STUDENTS – [R]EVOLUTION**

Sponsor: Community College Interest Group  
 Chair: **Cheryl Wilson**, Harrisburg Area Community College

“Let the Good Times Roll: Activity for the Basic Quantitative Methods Courses”  
**Nicholas T. Tatum**, University of Kentucky

“The Ethics and Impact of Reporting on Past Crimes”  
**Robert N. Spicer**, Millersville University

“The Devil is in the Question: Audience Analysis Activity”  
**Mumba Mumba**, Lewis and Clark Community College

“MarsOne07: Launching a Video Interview Assignment in the Basic Course”  
**Stephanie Madden and Claire Tills**, University of Maryland

“Google Yourself”  
**Rory P. McGloin and Stephen C. Stifano**, University of Connecticut

“Personifying Metatheoretical Perspectives: In-Class Activity”  
**J. E. Sigler**, Purdue University

“Communication Fallacies in Everyday Life”  
**Katy Ross**, Ohio University

“Technology in the Classroom: Unleash the Beast”  
**Mary E. King**, Bloomsburg University

“How Can I Do Better: Improving Students’ Speaking Performances”  
**Mary Mino**, Penn State DuBois

“Who, What, & How—Developing Audience Centered Messages”  
**Patti Vorndran**, Delaware County Community College

“Here’s Your Next Perception Test’: Utilizing Online Games to Revolutionize Student Perceptions”

**Nancy Bressler**, Wheeling Jesuit University

This session features “Great Ideas for Teaching Students” in a variety of Communication courses. Panelists share their class-tested G.I.F.T.S., which include activities, assignments, projects & simulations. Each addresses specific communication theories, concepts, skills or learning objectives.

Friday 3.2.04

9:00 – 10:15

Room: Annapolis

### **PHILOSOPHY OF COMMUNICATION TOP PAPER PANEL: CAVES AND CEREMONY; CATHOLICS AND QUAKERS**

Sponsor: Philosophy of Communication

Chair: **Joel S. Ward**, Geneva College

“Catholic Institutional Rhetoric and the Culture of Encounter”

**Craig T. Maier**, Duquesne University

“Levinasian Philosophy and Quaker Methodology: A Study of Mediation and Otherness”

**Mark Gardner**, Duquesne University

“United Uniqueness: Bakhtin and Epideictic Rhetoric”

**Steven Zwier**, Duquesne University

“Edward Bernays and The Philosopher King: Caves and Propaganda in Public Relations”

**Kasey Hudak**, Penn State Lehigh Valley

**Brian Gilchrist**, Mount St. Mary's University

These top ranked competitively selected papers feature a variety of philosophers engaging different questions of communication. Two papers feature communication informed by religious sentiments while the other two authors discuss the bane and the benefits of communicative encounter.

Friday 3.2.05

9:00 – 10:15

Room: Frederick

### **EXAMINING INTERPERSONAL RELATIONSHIPS: INITIATION, SELF-DISCLOSURES, AND TRUST**

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference

Chair: **Doug Strahler**, Slippery Rock University

Respondent: **Brandi Frisby**, University of Kentucky

“How communication affects the initiation and maintenance of a hook-up in college students”

**Susan Amsinger**, State University of New York at Oswego\*

**Kathryn Cook**, State University of New York at Oswego\*

**Kate Labozzetta**, State University of New York at Oswego\*

**Colin Graham**, State University of New York at Oswego\*

**Yazel Roque-Correa**, State University of New York at Oswego\*

“Middle Children: Differences in Forming Romantic Relationship”

**Lauren Brereton**, Ramapo College of New Jersey\*

“The Effects of Group Chats on Interpersonal Relationships”

**Shannon Doherty**, State University of New York at Oswego\*

**Madison Tinney**, State University of New York at Oswego\*

**Taryn Jones**, State University of New York at Oswego\*

**Abisha Munroe**, State University of New York at Oswego\*

**Aric Johnson**, State University of New York at Oswego\*

“Influences of Culture and Race on Self-Disclosure in Relationships”

**Emily McDonald**, State University of New York at Oswego\*

“Workplace Interpersonal Relationships: The Establishment of Trust, Trust Catalysts and Leader Member Exchange”  
**Courtney Utsey**, Northeastern University\*

The competitively selected papers on this panel focus on forming interpersonal communication relationships, the process of self-disclosure and its impact on trust within families, romantic relationships and the workplace.

\* Debut

Friday 3.2.06

9:00 – 10:15

Room: Columbia

## COMMUNICATION AND COLLEGE STUDENTS

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference

Chair: **Jennifer L. Knapp**, SUNY Oswego

Respondent: **Jennifer Waldeck**, Chapman University

“Freshman year vs. senior year: Relationship and communication changes”

**Kristin Mayer**, State University of New York at Oswego\*

**Zoe Calabrese**, State University of New York at Oswego\*

**Shealene Guerrero**, State University of New York at Oswego\*

**Delsey Attardi**, State University of New York at Oswego\*

“The Effect of Mentorship on International Students’ Acclimation to the Campus Community”

**Lauren Beth Faure**, University of Pittsburgh at Johnstown\*

**Gabrielle Maylock**, University of Pittsburgh at Johnstown\*

**Kaylee Rush**, University of Pittsburgh at Johnstown\*

“How to Manage the Stigma of Mental Illness on College Campuses”

**Ashley Reynolds**, James Madison University\*

“Disclosure of College Students”

**Megan Meadows**, State University of New York at Geneseo\*

“Causes of uncertainty and uncertainty management in college seniors

**Alyssa Besio**, State University of New York at Oswego

**Bryan Smith**, State University of New York at Oswego\*

**Alyssa Jensen**, State University of New York at Oswego\*

**Samantha Furtzaig**, State University of New York at Oswego\*

**Vanessa Miranda**, State University of New York at Oswego\*

The competitively selected papers on this panel will focus on the communication that occurs between college students and across college campuses.

\* Debut

Friday 3.2.07

9:00 – 10:15

Room: Chesapeake A

## TOP PAPERS IN MEDIA COMMUNICATION

Sponsor: Media Communication

Chair: **James M. Durbin**, University of Akron  
 Respondent: **Stacey Patton**, Morgan State University

“Evolutionary Theory and Reactions to Mass Media: Applications of Parasocial Theory”  
**Gayle S. Stever**, Empire State College/SUNY

“Community Building by Boston’s Sports Teams”\*

**Lindsey Baumann**, Virginia Tech  
**Betsy Haugh**, Virginia Tech  
**Cecilia Lopez**, Virginia Tech  
**Kelly McEvoy**, Virginia Tech

“Patriotism through Thrift: Advertising and World War II”  
**Monica Brasted**, SUNY-Brockport

\* Student Paper

Describe what the paper panel is about.

Friday 3.1.08

9:00 – 10:15

Room: Chesapeake B

### TRIBUTE TO ROBERT E. DENTON

Sponsor: Political Communication  
 Chair: **Kristin English**, Georgia College and State University  
 Respondent: **Robert E. Denton**, Virginia Tech University

**Scott W. Dunn**, Radford University  
**Lisa Gring-Pemle**, George Mason University  
**Nichola D. Gutgold**, Pennsylvania State University  
**Edward Hinck**, Central Michigan University  
**Mary L. Kahl**, Indiana State University  
**Janette Kenner Muir**, George Mason University  
**Trevor Parry-Giles**, National Communication Association  
**Theodore F. Sheckels**, Randolph-Macon College  
**Judith Trent**, University of Cincinnati  
**Molly Wertheimer**, Pennsylvania State University

Friday 3.2.09 9:00 – 10:15

Room: Charles

### CHANGING THE WORLD ONE LAUGH AT A TIME

Sponsor: Rhetoric and Public Address  
 Chair: **Michael Stutz**, Three Rivers College

“Satire, Dissent, and the Stand-Up Stage”  
**Matthew R. Meier**, West Chester University

“The Problem of Comic Environmental Documentary”  
**Thomas Duncanson**, Millikin University  
**Sam Meister**, Millikin University

“#Sorry#NotSorry: Political Humor Gone Wrong”  
**Tracey Quigley Holden**, University of Delaware

The competitively selected papers on this panel focus on the complex relationship between humor and rhetoric. The papers address three distinct topoi: stand-up comedy, documentary films, and political uses of comedy in social media. Through careful analysis of comedy, these papers yield insights into democratic dissent, environmental pessimism, and political representation.

Friday 3.2.10

9:00 – 10:15

Room: Pratt

### **THE REVOLUTION WILL BE CROWDSOURCED: COSTS, BENEFITS, AND RECOMMENDATIONS FOR USING AMAZON MECHANICAL TURK FOR ONLINE SURVEY AND EXPERIMENTAL RESEARCH**

Sponsor: Theory and Methodology

Chair: **Elizabeth Cohen**, West Virginia University

“MTurk 101: Best Practices for Using Amazon Mechanical Turk for Social Science Research”

**Elizabeth L. Cohen**, West Virginia University

“The Surprising Convenience of Crowdsourcing: Understanding the Mechanics of Recruiting Representative Online Samples”

**Nicholas David Bowman**, West Virginia University

“But Are We Getting Good Data? Discussing the Growing Body of Empirical Research Regarding MTurk Data Quality”

**Anita Atwell Seate**, University of Maryland

“Labor Relations: The Darkside of MTurk”

**Rod Carveth**, Morgan State University

Amazon Mechanical Turk is becoming increasingly popular as source for online survey and experiment participants in academic research, because it allows researchers to obtain quick and relatively inexpensive samples. This panel will provide a crash course on using Mechanical Turk, and it will explore the methodological and ethical pros and cons of relying on this service and other online crowdsourcing strategies to collect data on human subjects.

Friday 3.2.11

9:00 – 10:15

Room: Lombard

### **THE (R)EVOLUTION OF TEACHING IN COMMUNICATION STUDIES FOR THE 21ST CENTURY**

Sponsor: Teaching Fellows

Chair: **Jason S. Wrench**, SUNY New Paltz

Panelists: **Janie M. Harden Fritz**, Duquesne University

**Timothy P. Mottet**, Northwest Missouri State University

**Bonnie S. Jefferson**, Boston College

This panel includes members of the ECA Distinguished Teaching Fellows. The panel will explore evolutionary and revolutionary steps pedagogy and andragogy within the field of communication.

Friday 3.2.12

9:00 – 10:15

Room: Camden

### **A NICE, SLOW (R)EVOLUTION: HOW TO MAKE BIG CHANGES FROM LITTLE ONES**

Sponsor: Short Courses

Facilitator 1: **Christine Courtade Hirsch**, SUNY Oswego

Important pedagogical concepts have been teased out over the last few years and applied to the teaching of communication courses, from basic course to senior seminars. This short course will provide rationale, examples, and participant takeaways from three

important and intersecting streams of literature and thought, focusing on Ken Bain's 2004 *What the Best College Teachers Do*, moving through simple steps to determine when and if "flipping the classroom" is appropriate for the individual participants, and finishing with a very practical way of lessening the time spent grading papers while exponentially increasing the capacity for a discursive/discussion based classroom.

## 10:30 – 11:45

Friday 3.3.01

10:30 – 11:45

Room: Chesapeake A &amp; B

### KEY NOTE AND AWARDS

**KEY NOTE ADDRESS: JAMES W. CHESBRO "METHOD--THE QUEST FOR UNITY"**

## 12:00 – 1:15

Friday 3.4.01

12:00 – 1:15

Room: Conway

### COMPETITIVE PAPERS IN MEDIA COMMUNICATION 2

Sponsor: MEDIA COMMUNICATION

Chair: **C. Leigh Nelson**, James Madison University

Respondent: **C. Leigh Nelson**, James Madison University

"Little Shop of: Intersections of the 9/11 Memorial Gift Shop, Capitalism and Journalism"

**Alison N. Novak**, Rowan University

"'A Statistically Representative Climate Change Debate': Satirical Television News, Scientific Consensus and Public Perceptions of Global Warming"

**Paul R. Brewer**, University of Delaware

**Jessica McKnight**, The Ohio State University

"'White power! ... He should be proud of his Whiteness': Examining Competing Discourses of Race and Ethnicity in Julie Delpy's 2 Days in New York"

**Erin Brummett**, Bloomsburg University

Friday 3.4.02

12:00 – 1:15

Room: Constellation F

### COMPETITIVE PAPERS IN POLITICAL COMMUNICATION I

Sponsor: Political Communication

Chair: **Eryn Travis**, West Chester University

Respondent: **Lisa Gring-Pemle**, George Mason University

"'The Thatcher Factor': Sex Bias in Margaret Thatcher's Political Life"

**Janet L. Fallon**, Marymount University

"Religion and Politics II: A Study of Disgust in Relation to Rick Perry's 'Strong'"

**Michael F. Rold**, West Virginia University

**James M. Honeycutt**, Louisiana State University

"Considering the Communicative Implications of Ranciere's Revolutionary Politics"



Friday 3.4.03

12:00 – 1:15

Room: President

**LAUDATIVENESS, HUMOR, GENDER SALIENCE, AND DEATH**

Sponsor: Interpersonal Communication

Chair: **Molly Eickholt**, West Virginia UniversityRespondent: **Sean M. Horan**, Texas State University

“Exploring Laudativeness and Its Relationship to Some Other Salient Interpersonal Communication Tendencies”

**Charles J. Wigley III**, Canisius College

“Humor as a Predictor of Adults’ Use of Verbally Ironic Messages in Friendships”

**Mary E. Donato**, West Virginia University**Melanie Booth-Butterfield**, West Virginia University

“She’s Not Feminine Enough to Be My Friend: The Effects of (Non)Prototypicality and Gender Salience on the Friendship Potential of a Female Interlocutor”

**Rong Ma**, University of Maryland**Nicholas Joyce**, University of Maryland**Anita Atwell Seate**, University of Maryland

“Death or Social Exclusion? An Investigation of Social Isolation Amongst the Religiously Affiliated”

**Lindsey A. Harvell**, James Madison University

The authors of these competitively selected papers on this panel were [r]evolutionary in their examination of interpersonal communication variables. They examined laudativeness and its relationship to blurting, verbal aggression, argumentativeness, as well as the relationship between humor and irony. Additionally, experiments were conducted on gender prototypes and death.

Friday 3.4.04

12:00 – 1:15

Room: Annapolis

**IMPROVING HEALTH INFORMATION DELIVERY: FACTORS THAT PREDICT THE COMPREHENSION AND EFFECTIVENESS OF HEALTH MESSAGES**

Sponsor: Health Communication

Chair: **Dina Tetteh**, Bowling Green State UniversityRespondent: **Benjamin R. Bates**, Ohio University

“The Use of Structural and Message Features of Information Communication Technology in Guiding Health Communication Interventions”\*

**Fatima A. Barakji**, Wayne State University

“‘Watchful Waiting’ for Cases of Pediatric Otitis Media: Modeling Parental Response to Physician Advice”

**Erina L. MacGeorge**, Pennsylvania State University**Rachel A. Smith**, Pennsylvania State University**Emily Caldes**, Pennsylvania State University

“Perceptions of the Credibility of Health Information: Do Personal Literacy and Literature Level of Materials Matter?”

**Meaghan L. McRee**, High Point University**Virginia M. McDermott**, High Point University

This panel of competitive papers explores the ways in which the delivery of health information can be improved across various mediums to facilitate positive outcomes such as understanding, compliance to medical directives, and perceived credibility of health information. Specifically, panelists will discuss features of effective message design across interactive communication technologies, pediatrician’s messages to parents, and print materials.

\*Debut Student Paper

Friday 3.4.05

12:00 – 1:15

Room: Frederick

### MEDIA REPRESENTATIONS AND MASS MEDIA EFFECTS

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference

Chair: **Linda Daley**, SUNY Oswego

Respondent: **Nancy Bressler**, Wheeling Jesuit University

“Media’s Representation of Hair Color Attributing to Personality Traits Affects Female’s Views of Themselves and Each Other”  
**Kala Wilkins**, State University of New York at Geneseo\*

“The Illusion of Inclusion: Thin Ideal Advertisements in Seventeen Magazine, 1950-2010”  
**Faith Logan**, University of Richmond\*

“Transgender Identity and the Online TV Revolution: Transparent and Beyond”  
**Matthew Searfoss**, Ramapo College of New Jersey\*

“Studying the evolution of media framing and agenda setting through analyzing a variety of media outlets during the Eric Frein manhunt”  
**Taylor Schmidt**, University of Maryland\*

The competitively selected papers on this panel will focus on the media representations of women, transgender identity and media framing of an alleged cop-killer.

\* Debut

Friday 3.4.06

12:00 – 1:15

Room: Columbia

### WOMEN, FEMINISM, AND RHETORIC

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference

Chair: **Rod Carveth**, Morgan State University

Respondent: **Jenny Warren**, Collin College

“Empowerment is Beautiful: Feminism and Post-feminism in Beautiful: The Carole King Musical”  
**Julia Schuller**, Penn State Schuylkill\*

“Abolition and the Cult of Domesticity: The Rhetorical Strategy of a Free Black Woman”  
**Nicole Coletti**, University of Maryland, College Park\*

“Shifting ideographs in the feminist movement: A look at Emma Watson’s <gender equality> speech”  
**Anna Waresk**, Northeastern University\*

“Katniss Everdeen: A Rebel against Feminine Social Constructions in Society”  
**Kaylee Rush**, University of Pittsburgh at Johnstown\*

“Towards a fourth wave: connections between the millennial generation and conceptions of feminism”  
**Brooke O'Donnell**, Montclair State University\*  
**Shannon Boyle**, Montclair State University\*

The competitively selected papers on this panel will rhetorically examine women and concepts of feminism.

\* Debut

Friday 3.4.07

12:00 – 1:15

Room: Chesapeake A & B

## KEY NOTE ADDRESS RESPONSE PANEL

Sponsor: First Vice President  
 Chair: **David T. McMahan**, Missouri Western State University

Panelists: **Dale A. Bertelsen**, Bloomsburg University  
**Thom Gencarelli**, Manhattan College

Friday 3.4.08 12:00 – 1:15

Room: Charles

### [RE]PRESENTING THEORY: REIMAGINED GRADUATE STUDY INSTRUCTION OF COMMUNICATION THEORY

Sponsor: Instructional Communication  
 Co-Sponsor: Theory and Methodology  
 Chair: **Carlos G. Aleman**, James Madison University

“Reimagined Graduate Study Instruction of Communication Theory”  
**Carlos G. Aleman**, James Madison University

“Minding Meta-Theory: Using XMind to Re-Present Communication Theory”  
**Erin E. Casey**, James Madison University

“Reimagining Structuration Theory Toward Sustainability”  
**Claire Habel**, James Madison University

“Reimagining Attachment Theory Toward Interpersonal Relations and Mental Illness”  
**Ashley Reynolds**, James Madison University

“Reimagining Coordinated Management of Meaning Toward Storytelling”  
**Austin Woodruff**, James Madison University

This panel seeks to invigorate and reimagine communication theory as presented in survey courses of graduate study. The panel moves beyond digital recordings and slide presentations now commonly produced by undergraduate students for illustrating how concepts and principles can be applied to everyday life, and explores opportunities for more artful and intellectual understandings of communication theory and meta-theory when graduate students are encouraged to reimagine and re-present canon.

Friday 3.4.09

12:00 – 1:15

Room: Calvert

### TO SPEAK OR TO SPEAK NOT

Sponsor: Communication Law & Ethics  
 Chair: **Martin Wallenstein**, John Jay College

“To Speak or to Speak Not: International Perspectives on the Freedom to Offend”  
**Susan Drucker**, Hofstra University  
**Gary Gumpert**, Urban Communication Foundation

“To Speak or To Speak Not: The Hate Speech Laws Debate”  
**Thomas R. Flynn**, Slippery Rock University

“To Report or to Report Not: News Media and Hate Speech”

**D.L. Stephenson**, Western Connecticut University

“To Speak or to Speak Not: Hate Speech and Hate Conduct”

**Martin Wallenstein**, John Jay College

“To Speak or to Speak Not: Has Miranda Failed?”

**Amanda Dion**, John Jay College of Criminal Justice

The issue of whether to speak and what to say is a crucial one that has shaped the contours of debate and discussion in these issues involving social justice. This debate engages constitutional ethical concerns and concerns about free expression and due process as well. It also reveals a widening divide between those who would encourage and those who would place limits on speech in these areas.

Friday 3.4.10

12:00 – 2:55

Room: Camden

Short Course

## A REVOLUTION IN THE INTRODUCTORY MASS MEDIA COURSE: SHIFTING THE FOCUS TO MEDIA CONVERGENCE AND THE WEB

Sponsor: Short Courses

Facilitator 1: **Nancy A. Wiencek**, Rider University

This short course proposes that it is time to revolutionize the introductory mass media course. As media industries continue to merge, and various media platforms and technologies continue to become more integrated, a new approach to introducing media and its impact on our lives is needed. A broad conceptual framework for teaching media convergence will be introduced. Emphasis will be placed on how the [r]evolution of digital technologies have changed the communication industries and are reshaping content. Short modules with selected readings and applied assignments will be provided. Participants are encouraged to bring their own assignments and ideas to share.

# 1:30 – 2:45

Friday 3.5.01

1:30 – 2:45

Room: Conway

## CONTEXTUALIZING COMMUNICATION TRAIT RESEARCH

Sponsor: Communication Traits

Chair: **Rachel L. DiCioccio**, University of Rhode Island

Respondent: **Charles J. Wigley III**, Canisius College

“Perceived Instructor Argumentativeness and Verbal Aggressiveness, Classroom Communication Climate, Student State Motivation and Math Anxiety: A Study of College Math Class”

**Yang Lin**, University of Akron

**James M. Durbin**, University of Akron

**Andrew S. Rancer**, University of Akron

“Communication Characteristics in Peer Coworker Relationships: Exploration of Affirming Communicator Style and Communication Competence”

**Michael Sollitto**, Texas A & M University-Corpus Christi

“Willingness to Communicate in Public Restrooms: A Gender Study”

**Caroline Campbell Rabinovitsj**, Abilene Christian University

“Revisiting the Effects of Reversed Items When Measuring Competence, Caring, and Trustworthiness”

**James A. Katt**, University of Central Florida

**Ann Neville Miller**, University of Central Florida

**Stephen Sivo**, University of Central Florida

The papers presented in this panel explore recognized communication traits including verbal aggressiveness, argumentativeness, competence, willingness to communicate and affirming communicator style. Relationship between traits as well as measurement issues are explored in the context of instructional, gender, and organizational communication.

**Friday 3.5.02**

**1:30 – 2:45**

**Room: President**

### TOP PAPERS IN INSTRUCTIONAL COMMUNICATION

Sponsor: Instructional Communication  
Chair: **Sara LaBelle**, Chapman University  
Respondent: **Ann Bainbridge Frymier**, Miami University

“Explaining Doctoral Students’ Relational Maintenance with their Advisors: A Psychosocial Development Perspective”  
**Zachary W. Goldman**, Illinois College  
**Alan K. Goodboy**, West Virginia University

“Effective Teaching Behaviors and Students’ Expressed Academic Performance Concerns to their Instructors: A Moderation Analysis”  
**Daniel H. Mansson**, Penn State Hazleton

“Do Humanities and STEM Students Perceive Humanities and STEM Instructors’ Teaching Differently? A Cross-Disciplinary Analysis of Ratings on Koofers.com”  
**J.E. Sigler**, Purdue University  
**Nathan Zachary Sowder**, Virginia Tech University  
**Erica Bailey**, Penn State University

This panel showcases the top three competitively selected papers in Instructional Communication.

**Friday 3.5.03**

**1:30 – 2:45**

**Room: Constellation F**

### REVOLUTIONIZING DISCOURSES OF ACTIVISM, ADVOCACY, DOMINANCE, AND CRITICISM

Sponsor: Voices of Diversity  
Chair: **Deric M. Greene**, Stevenson University  
Respondent: **Joy M. Cypher**, Rowan University

“Discourses of Madness and Me: Critical Examinations of Western Discourses of Madness and Psychiatry”  
**Erin E. Casey**, James Madison University

“‘Calling it Quits in the Second Act’: (R)evolutioning the Possibilities of Collectivistic Action Through Humor”  
**Nancy Bressler**, Wheeling Jesuit University

“From ‘Laying the Foundations’ to Expanding the Theoretical Scope: Exploring Dominant Group Members’ Utilization of Co-Cultural Strategies”  
**Ayodeji Dapherede**, West Chester University  
**Gina Castle Bell**, West Chester University

“Police Brutality: Examining Recent Incidents through a Cultural Contracts Theoretical Lens”  
**Carly Wiggins Newcomer**, West Chester University  
**Gina Castle Bell**, West Chester University

The competitively selected papers on this panel focus on the discourses surrounding identity and madness, humor and collectivism, co-cultural strategies, and police brutality, through analysis and criticism of multiple texts. The topics presented will be approached from four different perspectives, which highlight the impact and importance these varying communicative phenomena can have on our views of activism, advocacy, dominance, inclusivity, and diversity.

**TOP COMPETITIVE PAPERS IN APPLIED COMMUNICATION**

Sponsor: Applied Communication  
 Chair: **Stacy Smulowitz**, University of Scranton  
 Respondent: **Jane Elmes-Crahall**, Wilkes University

“Corruption Arrests of May 26 and FIFA’s Attempts at Image Repair” (TOP PAPER)  
**Chuka Onwumechili**, Howard University

“Siblings’ versus Strangers’ Emotional and Behavioral Reactions to a Hypothetical Emergency Scenario” (TOP TWO PAPERS)  
**Mary E. Donato**, West Virginia University  
**Christine E. Rittenour**, West Virginia University

The competitively selected papers on this panel feature the top two competitive papers from the Applied Communication Interest Group. These papers explore corruption and image repair, and emotional and behavioral responses to emergency situations.

**THE MEDIA ECOLOGY OF SACRED SPACE**

Sponsor: Media Ecology Association  
 Chair: **Thom Gencarelli**, Manhattan College  
 Respondent: **Ronald C. Arnett**, Duquesne University

"The Touching Interface of the Cosmos"  
**Lance Strate**, Fordham University

"Building A House of Worship One (Agnostic) Platform at a Time"\*  
**Jeff Bogaczyk**, Duquesne University

"Spiritual Architecture: Doors Worth Opening "  
**Gary Gumpert**, Urban Communication Foundation  
**Susan Drucker**, Hofstra University

\*Top Paper Award

Within the field of media ecology, questions regarding the human perception, understanding, and use of space are an important area of interest, as are topics related to religion and spirituality. The papers in this session connect these two concerns in varying ways to shed light on human experience and the ways in which we engage with, construct, modify, and ascribe value and meaning on our environments.

**POP CULTURE AND COMMUNICATION**

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference  
 Chair: **Kristan Johnson-Thomas**, SUNY Oswego  
 Respondent: **Steven Granelli**, Ohio University

“Symbolic Annihilation as Shown in the Discourses of *Orange is the New Black* and *New Girl*”  
**Mairead Holt**, Roger Williams University\*

“Laughter as Social Corrective: Russell Brand’s Negotiation of the Fool Persona”  
**Kate Ramsdell**, Denison University\*

“Rebranding of sports teams in films: *Moneyball* and *Eight Men Out*”

**Dejah Gilliam**, Johnson C. Smith University\*

“A Game of Adaptation: From Book to Television, the Process of Adapting *Game of Thrones*”

**Samantha Wiggs**, Manhattan College\*

“The Big Bad Wolf: A Trailer Analysis of *The Wolf of Wall Street*”

**Kaitlin Crocilla**, Ramapo College of New Jersey\*

The competitively selected papers on this panel will focus on the analysis of current pop culture television shows and movies.

\* Debut

Friday 3.5.07

1:30 – 2:45

Room: Columbia

### CONFLICT, TEAMS, AND CRISIS COMMUNICATION

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference

Chair: **Mary Mino**, Pennsylvania State University, DuBois

Respondent: **Michael Egnoto**, University of Maryland

“The Role of Mutual Respect in Conflict Resolution”

**Marlie Austin**, Northeastern University\*

“Leaders' Emotional Contagion on a Team: A Qualitative Study”

**Alexandria Corral**, McDaniel College\*

“College Students' Perception of Target's Data Breach Crisis”

**Amberly Millis**, James Madison University\*

**Aaron Betts**, James Madison University\*

**Amy D'Amato**, James Madison University\*

**Sean Johnson**, James Madison University\*

**Gina Jelliff**, James Madison University\*

“Assimilating into a Workgroup: A Qualitative Study”

**Max Vinson**, McDaniel College\*

“A Crisis on Campus: How University of Virginia Responded”

**Lauren Serzanin**, Northeastern University\*

The competitively selected papers on this panel will focus on teamwork, conflict resolution and/or crisis communication.

\* Debut

Friday 3.5.08

1:30 – 2:45

Room: Chesapeake A

### TOP PAPERS IN THEORY AND METHODOLOGY

Sponsor: Theory and Methodology

Chair: **Annette M. Holba**, Plymouth State University

Respondent: **Janie M. Harden Fritz**, Duquesne University

“Uses and Gratifications During Pregnancy and their Impact on Breastfeeding”

**Elizabeth A. Johnson-Young**, University of Mary Washington

“In an Apathetic World, Engagement is Key: The Advancement of a Reimagined Model of Consumer Involvement, Attitude Formation, and Behavior Toward Commercialized Products”

**Laura Broomell**, University of Delaware

“Goals and Some Controversies”

**Amanda L. Irions**, University of Maryland

“Elucidating Coculturation within the Context of African Diaspora”

**Uchenna Onuzulike**, Howard University

The competitively selected papers on this panel represent the top papers in Theory and Methodology.

Friday 3.5.09

1:30 – 2:45

Room: Chesapeake B

## “ECA TUESDAY”: THE APRIL 26<sup>TH</sup> PRIMARY ELECTIONS

Sponsor: Political Communication

Chair: **Ric Winston**, West Chester University

Respondent: **Theodore F. Sheckels**, Randolph-Macon College

“The Rhode Island Primary: Life after Lincoln Chafee”

**Valerie A. Endress**, Rhode Island College

**Kay Israel**, Rhode Island College

“The ECA Primary: Connecticut”

**Rod Carveth**, Morgan State University

“Is Pennsylvania Politics on the Verge of a Revolution? Pennsylvania Politics and the 2016 Presidential Primary”

**Andi McClanahan**, East Stroudsburg University

“The ECA Primary: Delaware”

**Tracey Quigley Holden**, University of Delaware

“[Re]volution: The Maryland Primary in the Aftermath of Freddie Gray”

**Carl T. Hyden**, Morgan State University

On April 26<sup>th</sup>, the primary season continues with contests in five ECA states. Thus, we deem the day “ECA Tuesday” and in this session will preview the political situation in each state. What we will discuss depends on what happens during the early months of 2016, but we anticipate glancing at the presidential races in each ECA state as well as interesting state and local ones.

Friday 3.5.10

1:30 – 2:45

Room: Charles

## REVOLVING AROUND THE SENSES: EXPLORATIONS IN PHENOMENOLOGICAL PHILOSOPHY

Sponsor: Philosophy of Communication

Chair: **Matt Fazio**, Robert Morris University

“On “being the breast, the belly, the guts of thought”: Jean-Luc Nancy and the “Weight” of Meaning”

**Inci Ozum Ucok-Sayrak**, Duquesne University

“The sounds of reading and listening to a text”

**Joel S. Ward**, Geneva College

“A Sense of the Digital”

**Cathy Adams**, University of Alberta

“Towards a Phenomenology of Urban Edges”



Erik Garrett, Duquesne University

“Merleau-Ponty, the Painter, and Embodied Phenomenological Inquiry”

**Johan Bodaski**, Duquesne University

The way we experience the world through the senses and our bodily being in the world offers rich ground for making sense through our “living communication” (Merleau-Ponty, 2012, p. 54) with the world. Phenomenology follows two methodologies in contemporary practice, transcendental and hermeneutic. This panel employs both as it attempts to reinvigorate philosophical conversation about sensory possibilities enhancing, altering and or numbing human perceptiveness.

Friday 3.5.11

1:30 – 2:45

Room: Pratt

## COMMUNICATION WITH AND AMONG STUDENTS AND MARGINALIZED GROUPS

Sponsor: Community College Interest Group

Chair: **Elizabeth Whittington Cooper**, Xavier University

Respondent: **Rebecca M. Townsend**, Manchester Community College

“[R]evolution of how Community College Students Define Immediacy in the Modern Classroom”

**Kerry Byrnes-Loinette**, Collin College

“Developing a Measure of Students’ Attitudes towards Communication”

**Timothy C. Ball**, James Madison University

“Enhanced Perceptions of Group Marginalization and Anticipatory Social Disengagement in Efforts to Achieve Social Justice”

**Jason Okera Keene**, Anne Arundel Community College

The competitively selected papers on this panel focus on the role that effective (and ineffective) communication plays in relation to the student/teacher relationship, student attitudes toward communication in general, and how cognitive dissonance, derived from difficulty in perceiving actual levels of oppression, may negatively impact alienated disenfranchised persons.

# 2:30 – 3:45

Friday 3.6.12

2:30 – 3:45

Harborview

ECA Café

## COMPETITIVE UNDERGRADUATE POSTER SESSION II

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference

Chair: **Kristen Campbell Eichhorn**, SUNY Oswego

These posters have been competitively selected to showcase undergraduate research. We invite you to come and interact with our next generation of scholars.

“<Progress> Makes Perfect: John F. Kennedy’s Rice University Address”

**Casey Matsumoto**, Northeastern University\*

“Gender and Double Standards in Easy A”

**Kimberly Martinez**, Abilene Christian University\*

“Goddess of Thunder: Perception of Thor’s Change in Gender Representation”

**Karissa Smith**, The Pennsylvania State University, Berks\*

**Jordan Smith**, The Pennsylvania State University, Berks\*

“An Analysis of the American Online News Media Portrayal of Conservatives, Conservatism, and the “Right-Wing” and Its Societal Impact in the Modern Day”

**Alex Schuhart**, SUNY Geneseo\*

“How Uninhibited are you? How online Social Networking Usage Correlates with One’s Willingness to be Open in Face-to-Face Conversation”

**Janine Kickler**, Slippery Rock University\*

**Anna Buffalini**, Slippery Rock University\*

**Tateana Turner**, Slippery Rock University\*

“Gender Inequality: Media Portrayal of Female Candidates for National Office”

**Rebekah Pettine**, George Mason University\*

“The Writings of Shakespeare: Revolutionary Catholic Media”

**Mairead Bogley**, Mount St. Mary's University\*

“Linking Health Literacy to Health Communication Behavior: A Pilot Study”

**Hannah Wiles**, Ashland University\*

**Jonathan Albaugh**, Ashland University\*

“Memorializing 9/11: A Rhetorical Analysis of Remember Me”

**Haley Remenar**, Abilene Christian University\*

“Adopting Change: Social Construction & Boundary Management in a Family Coping with (Failed) Adoption”

**Carrie Hytha**, Eastern University\*

“That's a Good Girl Now, Smile for the Camera”

**Chloe Neal**, West Chester University of Pennsylvania\*

“Fashion Trends through Media”

**Amanda Pennypacker**, James Madison University\*

**Katie Haskins**, James Madison University\*

**Yoon Ko**, James Madison University\*

**Lauren Antilety**, Madison University\*

“Genderlect in Disney Films”

**Lurah Stanhope**, Messiah College\*

“YouTube is the Key to Opening the Millennial Market and Beyond”

**Lauren Carr**, Manhattan College\*

“Asking for More Than More: Maria Stewart's Revolutionary Take on the Black Jeremiad”

**Emily Schaefer**, University of Maryland, College Park\*

“Vulture Watching Starving Child: Through the Analytical Lenses of Reality and Ethics”

**Amelia Deering**, Roger Williams University\*

“Self-Initiated Repair and Gesture by People with Disabilities”

**Kristina Norris**, Northeastern University\*

“Woman versus the Patriarchal Machine: A Rhetorical Analysis of Ex Machina”

**Mackenzie Harrington**, Abilene Christian University\*

“Integrating Place-Based Environmental Communication and Strong Community Networks to Facilitate Adaptation to Climate Change in Massachusetts”

**Emily Tokarowski**, Stonehill College\*

“Can Given Names Give Empowerment? The Effects of Non-Conventional Names on Women”

**Leandra Griffith**, State University of New York at Geneseo\*

\* Debut Paper

# 3:00 – 4:15

Friday 3.6.01

3:00 – 4:15

Room: Conway

## RESEARCH ON COURSE-RELATED VERBAL AND NONVERBAL COMMUNICATION DYNAMICS AMONG INSTRUCTORS AND STUDENTS

Sponsor: Instructional Communication  
Chair: **Dana Borzea**, West Virginia University  
Respondent: **Katherine S. Thweatt**, SUNY New Paltz

“Student Emotional Exhaustion as a Contributor to Student Anger and Dissent”  
**Carrie D. Kennedy-Lightsey**, Stephen F. Austin State University

“Examining the Relationship of Student Academic Beliefs and Academic Dishonesty to Classroom Connectedness”  
**Zac D. Johnson**, California State University, Fullerton  
**Students of COM 390**, Murray State University

“Revisiting Fashion in the Classroom: Does Instructor Attire, Gender, and Race or Ethnicity Impact Student Evaluation of Instructor and Learning?”  
**Melissa A. Broeckelman-Post**, George Mason University  
**Patrick McCleary**, George Mason University  
**Ian Hopkins**, George Mason University

“Should I Dissent? Students’ Moral Reasoning as a Predictor of Instructional Dissent”  
**Melissa F. Tindage**, West Virginia University  
**Scott A. Myers**, West Virginia University

These competitively-selected papers examine a range of verbal and nonverbal communication variables enacted by, and among, instructors and students. In their research and subsequent discussion, these scholars explore how instructional interaction behaviors impact the nature and outcomes of instructional communication.

Friday 3.6.02

3:00 – 4:15

Room: President

## MORAL PANICS, MEDIA ETHICS AND MORAL IMPLICATIONS

Sponsor: Communication Law and Ethics  
Chair: **Martin Wallenstein**, John Jay  
Respondent: **Thomas R. Flynn**, Slippery Rock

“Moral Panics and Media reporting on Terrorism: We will always have Paris”  
**Susan Drucker**, Hofstra University  
**Gary Gumpert**, Communication Landscapes

“Moral Panic and American Media Response to the Syrian Refugee Crisis: Celebration on the rooftops in Jersey City”  
**Donald Fishman**, Boston College

“The Hacking of Ashley Madison: Privacy, Morality and the Moral Panic about Marriage  
The Medium is the Ministry: Televangelism and the Electronic Age Church”  
**D.L. Stephenson**, Western Connecticut University

“Do You Know Where Your Children Are? Moral Panic and Memorial Legislation Influences from Media and Relevant Others on Student Choices to Pursue Higher Education: A Critical-Qualitative Approach”  
**Martin Wallenstein**, John Jay Criminal College

Moral panics are perceived threats to the well-being of society. This panel explores the media’s role in the creation of moral panics, the impact and the ethical implications of media in creating the moral panic in Paris in the wake of the terrorist attacks, the U.S. policy toward Syrian Refugees, about Marriage and Adultery, and the Moral Panics about Children.

Friday 3.6.03

3:00 – 4: 15

Room: Constellation E

#### RHETORICS OF REMEMBRANCE

Sponsor: Rhetoric and Public Address  
 Chair: **Heather M. Stassen-Ferrara**, Cazenovia College  
 Respondent: **Michael Warren Tumolo**, California State University, Stanislaus

“Heritage and Authority in Historical Markers: An Analysis of Official Heritage Narratives”  
**Ashley Wheeler**, Arizona State University

“‘Another National Anthem:’ Public Memory, Burkean Identification, and the Musical *Assassins*”  
**Valerie Lynn Schrader**, Penn State Schuylkill

“Time to Remember: An Exploration of Temporal Ethics in Public Memory”  
**Jonathan Henson**, University of Texas, Austin

The competitively selected papers approach historical markers, theatrical performances, and art installations as sites for analyzing public remembrance through the lenses of rhetorical criticism and rhetorical theory.

Friday 3.6.04

3:00 – 4: 15

Room: Constellation F

#### CELEBRATION OF SCHOLARSHIP: MELANIE BOOTH-BUTTERFIELD

Sponsor: First Vice President  
 Chair: **Matthew M. Martin**, West Virginia University

Presenters: **Melissa B. Wanzer**, Canisius College  
**Sean M. Horan**, Texas State University  
**Keith D. Weber**, West Virginia University  
**Jason S. Wrench**, SUNY New Paltz  
**Timothy P. Mottet**, Northwest Missouri State University  
**Steven Booth-Butterfield**, Healthy Influence

Friday 3.6.05

3:00 – 4: 15

Room: Baltimore

#### ASSESSMENT OF GENERAL EDUCATION CORE COMPETENCIES IN COMMUNICATION STUDIES: A ROUNDTABLE DISCUSSION

Sponsor: Community College Interest Group  
 Chair: **Patricia Sokolski**, CUNY / LaGuardia Community College

**Patricia Sokolski**, CUNY / LaGuardia Community College

**Lisa R. Barry**, CUNY / LaGuardia Community College

**Nancy Bandiera**, CUNY / LaGuardia Community College

**Andy Kai-Chun Chuang**, CUNY / LaGuardia Community College

This Roundtable explores the process of designing and implementing assignments for the new college-wide Core Competencies in the Communication Studies Program at LaGuardia Community College – both the struggles and successes – paying attention to both the baseline measure and the advanced measure. By discussing the process and the assignments we developed, we hope to provide strategies for measuring students' communication competency in order to better facilitate transfer possibilities to and/or articulation agreements with senior college programs.

**Friday 3.6.06**

**3:00 – 4: 15**

**Room: Annapolis**

## **PRIVACY AND IDENTITY IN ONLINE COMMUNICATION**

**Sponsor:** Communication and Technology

**Chair:** **Lynne Kelly**, University of Hartford

**Respondent:** **Joel S. Ward**, Geneva College

“Facebook Myths as a Predictor of Privacy Concerns and Behavior”

**Anuraj Dhillon**, University of Connecticut

**John L. Christensen**, University of Connecticut

“An Exploration into the Brand Personality Traits of Social Media Sites”

**Eric Langstedt**, Mount Saint Mary College

**Daniel S. Hunt**, Worcester State University

“Transgender Resource Center: A Virtual Space for Transitioning a Transgender Identity”

**Sara Green-Hamann**, University of Maine

**John C. Sherblom**, University of Maine

“The “Smart” Communication Revolution”

**Kathleen F. Oswald**, Villanova University

This paper panel focuses on privacy and identity issues in social networking sites, social media and virtual environments. Each paper evaluates these processes in a different context of technology.

**Friday 3.6.07**

**3:00 – 4: 15**

**Room: Frederick**

## **COLLEGE RELATIONSHIPS, ACTIVITIES, AND ANXIETY**

**Sponsor:** James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference

**Chair:** **Laura Broomwell**, University of Delaware

**Respondent:** **Mary Mino**, Pennsylvania State University, DuBois

“Bridging the chasm: Communication and channel in college LDDRs”

**Daniel L. Lee**, State University of New York at Oswego\*

**Zaire Scott**, State University of New York at Oswego\*

**Ryan Ivers**, State University of New York at Oswego\*

“Do the Clothes Make the Greek? The Impact of Clothing Choice and its Perceptions of Fraternity and Sorority Life on a College Campus”

**Andrew Haveles**, James Madison University\*

**Nicole Banville**, James Madison University\*

**Kaitlyn Lema**, James Madison University\*

**Haley Winter**, James Madison University\*

“The Relationship between Romantic Relationships and Involvement in On-Campus Activities”

**Tyler Bowman**, State University of New York at Oswego\*

**Catherine Newman**, State University of New York at Oswego\*

**Alejandro Lara**, State University of New York at Oswego\*

**Raquel Urena**, State University of New York at Oswego\*

**Lindsey Fink**, State University of New York at Oswego\*

“Value Alignment in Collegiate Celebratory Inaugural Activities”

**Gina Suriano**, State University of New York College at Geneseo\*

“Unsure and Afraid: Uncertainty Reduction Theory and Public Speaking Anxiety”

**Philip Wetzel**, Kutztown University\*

**Sean Bell**, Kutztown University\*

The competitively selected papers on this panel will focus on college relationships, activities on college campuses and public speaking anxiety.

\* Debut

Friday 3.6.08

3:00 – 4: 15

Room: Columbia

## HEALTH COMMUNICATION

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference

Chair: **Marshall Prisbel**, University of Omaha

Respondent: **Diana Ebersole**, Kutztown University

“The Diary of a Fat Girl: Communication, Perception, and Weight Loss in Women”

**Kaitlin Hamer**, Christopher Newport University\*

“Examining the Environmental Protection Agency’s Efforts to Reduce Consumption of PCB-contaminated Fish: A Case Study”

**Megan Duero**, Northeastern University\*

“Texting and Driving PSA Campaigns, Changing Attitudes, not Behaviors: Explaining the Disconnect via Theory of Planned Behavior”

**Caroline Parent**, The College of New Jersey\*

**Megan Krause**, The College of New Jersey\*

**Aleksandra Waciuta**, The College of New Jersey\*

“A Label Good Enough to Eat: Marketing Messages and Consumer Conceptions of Organic and Genetically Modified Brands”

**Joseph Potischman**, State University of New York at Geneseo\*

“Food Fantasies: The Role of Food Narratives in Cultivating Speciesism”

**Douglas Parks**, State University of New York at Geneseo\*

“Professional Patient Satisfaction in the Doctor-Patient Relationship”

**Sage Stuart**, William Paterson University\*

The competitively selected papers on this panel will focus on health issues including texting and driving, eating and mental health.

\* Debut

Friday 3.6.09

3:00 – 4: 15

Room: Chesapeake B

## THE RHETORIC AND POLITICS OF THE 2016 PRESIDENTIAL ELECTION: AN ONLINE AND AUDIENCE INTERACTIVE SESSION

Sponsor: Political Communication  
 Chair: **J. Kanan Sawyer**, West Chester University

“How We Got Here, Rhetorically: Reflections on the Eve of the Maryland Primary”  
**Theodore F. Sheckels**, Randolph-Macon College

“Governor John Kasich’s Insider Image: Fighting Against the Odds in the 2016 Republican Primaries”  
**Kathleen Kendall**, University of Maryland

“Retail Politics in a Chain-Store World: The Rhetoric of the New Hampshire Primary”  
**Kay Israel**, Rhode Island College  
**Valerie A. Endress**, Rhode Island College

“Apologia and Accountability in Hillary Clinton’s Campaign Rhetoric: Deleting the E-mail Controversy”  
**Paula Youra**, Lynchburg College

“Trump as a Political Candidate Caricature in the GOP Fox and CNN Debates”  
**Mary L. Kahl**, Indiana State University

“Surfacing and Its Influence on the Emergence of the Final Nominees for 2016”  
**Judith Trent**, University of Cincinnati

“The Unique Rhetoric of the 2016 Presidential Campaign”  
**Richard Vatz**, Towson University

2016 Presidential election campaigning has been prohibitively fractious. Democrats’ presumptive nominee Hillary Clinton is mired in political/personal controversy; the many Republican candidates are shifting in the polls, jockeying for position in debates, trying to win over voters in early primary states, and are challenged by Donald Trump’s early ascendancy and early voter preferences for anti-establishment candidates.

Friday 3.6.10      3:00 – 4:15      Room: Charles

ECA 2017 Program Planner Meeting II with Benjamin R. Bates

Friday 3.6.11      3:00 – 4:15      Room: Douglass

## COMPETITIVE PAPERS IN MEDIA COMMUNICATION

Sponsor: MEDIA COMMUNICATION  
 Chair: **Joseph E. Lybarger**, University of Akron  
 Respondent: **Joseph E. Lybarger**, University of Akron

“Corporate Reputation in Mass Media, Public Opinion, and YouTube: Examining the Factors Influencing Reputation of Fortune 500 Companies”  
**Cui Zhang Meadows**, East Carolina University  
**Charles W. Meadows III**, Pittsburgh Community College

“Time for a Change? Reinforcement of Hegemonic Masculinity in a Kleenex Ad”  
**Ronald Bishop**, Drexel University

“Getting U 2 Safety: An Integration of Social Media and Emergency Service Research”  
**Alexander L. Lancaster**, Weber State University

Friday 3.6.12      3:00 – 4:15      Room: Pratt

## NONPROFIT ORGANIZATIONS, PHILANTHROPY AND SOCIAL MEDIA

Sponsor: Applied Communication  
 Chair: **Jennifer Owlett**, William Paterson University  
 Respondent: **Janie M. Harden Fritz**, Duquesne University

“[R]evolution in Nonprofit Online Fundraising: Mimetic Theory, Celebrity Influence and the ALS Ice Bucket Challenge”  
**Kristin Brockett**, Edinboro University  
**Melissa K. Gibson**, Edinboro University

“The Use of Social Media in Non-Profit Organizations: Online Community Building and its Impact on Philanthropic Giving”  
**Ashley Lipka**, Canisius College  
**Roseanne Hartman**, Canisius College

“The New Face of Philanthropy: The Role of Intrinsic Motivation in Millennials’ Attitudes and Intent to Donate to Charitable Organizations”  
**Matthew Gorczyca**, Canisius College  
**Roseanne Hartman**, Canisius College

Many of the competitively selected papers on this panel focus on the role of philanthropy in today’s nonprofit organization. Approached from different angles including mimetic theory, celebrity influence, online community building and intrinsic motivation.

Friday 3.6.13

3:00 – 4: 15

Room: Calvert

### THEORY INTO PRACTICE: COMMUNICATING TO INTERNAL AND EXTERNAL CONSTITUENTS

Sponsor: Organizational Communication  
 Chair: **Jordan T. Atkinson**, West Virginia University  
 Respondent: **Robin Smith Mathis**, Kennesaw State University

“The Use of Focus Groups for Data Collection in Organizational Practice”  
**Timothy G. Plax**, California State University, Long Beach  
**Jennifer Waldeck**, Chapman University  
**Patricia Kearney**, California State University, Long Beach

“Fulfilling the Role of Coping Facilitator: Practitioners’ Emotional Intelligence in Crises Communication”  
**Sylvia Jiankun Guo**, University of Maryland

“A Societal Turn for Organizations: Unpacking Societal Dimensions of Public Relations Strategy”  
**Sifan Xu**, University of Maryland  
**Erich Sommerfeldt**, University of Maryland

“Sociality Communication: Its Influence on Customer Word-of-Mouth Communication about the Service Person and Service Organization”  
**Chas D. Koermer**, West Virginia University

The competitively selected papers on this panel focus on various ways that practitioners of organizational communication can apply their knowledge of theory and research in ways that are useful for organizational members and the organization’s constituents.

Friday 3.6.14

3:00 – 4: 15

Room: Lombard

### CONFLICT, PEACE, AND EXPLORING INTERCULTURAL IDENTITIES

Sponsor: Intercultural Communication  
 Chair: **Hsin-Yi Chien**, University of Maryland

“Shifting winds: Using ancestry DNA to explore how mixed race individuals articulate race”  
**Bessie Lee Lawton**, West Chester University



Anita Foeman, West Chester University

“Everyone is Looking for Our Conflicts! A Dialectical Approach to Intercultural Romantic Relationships”

Hsin-Yi Chien, University of Maryland

“The Impact of Internet-Based Communication on the Acculturation of Muslim Women in the United States”

Lawanda McKelvy, University of Texas at Arlington

Karishma Chatterjee, University of Texas at Arlington

“American College Student Perceptions of Foreign-born Faculty”

Christine Pease-Hernandez, Slippery Rock University

This panel addresses the issues of conflict, coexistence and emergent hybrid identities from an intercultural lens. Papers address difficult questions and raise answers, as well as further questions, that affect various intercultural contexts.

Friday 3.6.15

3:00 – 5:20

Room: Camden

Short Course

## ASSESSING ORAL COMMUNICATION ACROSS COURSES: LESSON LEARNED, RUBRICS RUINED AND OUTCOMES OBLITERATED

Sponsor: Short Courses

Facilitator 1: Laura K. Davis, Harrisburg Area Community College

Facilitator 2: Cheryl Wilson, Harrisburg Area Community College

This short course will examine the difficulty of assessing the basic public speaking course under the pressure of accreditation warning. From developing the assessment process to finding a sustainable cycle of assessment, attendees will learn the challenges of using technology, how to develop effective rubrics and how to improve student learning by adapting outdated outcomes.

## 4:30 – 5:20

Friday 3.7.01

4:30 – 5:20

Room: President

Instructional Communication Business Meeting

Friday 3.7.02

4:30 – 5:20

Room: Constellation E

Rhetoric and Public Address Business Meeting

Friday 3.7.03

4:30 – 5:20

Room: Chesapeake A

Voices of Diversity Business Meeting

Friday 3.7.04

4:30 – 5:20

Room: Chesapeake B

Communication and Technology Business Meeting

Friday 3.7.05

4:30 – 5:20

Room: Charles

Institute of General Semantics Business Meeting

Friday 3.7.06

4:30 – 5:20

Room: Douglass

New York State Communication Association Business Meeting

Friday 3.7.08

4:30 – 5:20

Room: Calvert

Friday 3.7.09

4:30 – 5:20

Room: Lombard

Kenneth Burke Business Meeting

**4:30 – 5:45**

Friday 3.7.10

4:30 – 5:45

Room: Frederick

**COMMUNICATION ACROSS THE DISCIPLINE I**

Sponsor: James C. McCroskey &amp; Virginia P. Richmond Undergraduate Scholars Conference

Chair: **Meredith Marko Harrigan**, SUNY Geneseo

“Marijuana ‘Desister,’ Marijuana User, or Musician?”: An Autoethnographic Chronicle of My Crazy Times in Party Stop and My Band’s Relationship to Desistance Research”

**Charles Brewer**, Christopher Newport University\*

**Evan Center**, Christopher Newport University \*

“The Evolution of the Pragma-Dialectical Rules: I”

**Liss Mendez**, Northeastern University

**Alexander Avila**, Northeastern University

**Christopher Todd**, Northeastern University

“The Challenge of Education for Non-Academics: An Autoethnography of a Family Ethos Regarding Education”

**Alyssa Rowe**, Eastern University\*

“Heteronormative Social Media Culture”

**Monica Coniglio**, Ramapo College of New Jersey\*

“Social Environments and Sexual Harassment”

**Alexandra Kezek**, Ramapo College of New Jersey\*

“Overthinking Mandarin”

**Manveer Singh**, Roger Williams University\*

“Community and Mental Health”

**Charity Rupert**, Christopher Newport University\*

The competitively selected papers on this panel will highlight a broad view on how communication is studied across a variety of topics and perspectives.

\* Debut

Friday 3.7.11

4:30 – 5:45

Room: Columbia

**COMMUNICATION ACROSS THE DISCIPLINE II**

Sponsor: James C. McCroskey &amp; Virginia P. Richmond Undergraduate Scholars Conference

Chair: **Melissa B. Wanzer**, Canisius College

“Stepping Outside the Box: An Ideographic Analysis of ‘Honey, I’m Good’”

**Alexa Kouvaris**, Northeastern University\*

“SEXY Vodka? SKYY Vodka”

**Kathy Chiao**, The George Washington University\*

“(Class)ification of Reggaeton”

**Emily V. Sadeghian**, Boston College\*

“How to Get Away with Stereotyping Homosexuality: A Sociocultural Analysis of *How to Get Away With Murder*”

**Haley Clarke**, College of Charleston\*

“Identity-Related Interaction Through the Everyday Pronoun”

**Tyler LaCarrubba**, St. Joseph's College\*

“Andy Warhol: Iconographer, Filmmaker and Free Agent”

**Tatiana Swedek**, Temple University\*

“Perceived Utility of the Writing Proficiency Screening Test (WPST)”

**Natalie Hutchison**, California State University, Stanislaus

The competitively selected papers on this panel will highlight a broad view on how communication is studied across a variety of topics and perspectives.

\* Debut

# 5:30 – 9:00

Friday 3.8.1

5:45 – 7:15

Room: Constellation E

Join us for a reception to celebrate the participants of the James C. McCroskey and the Virginia P. Richmond Undergraduate Scholars Conference. This special event is for USC Participants and their Faculty Advisors.

Friday 3.8.3

6:00 – 8:00

Room: Frederick & Columbia

Wine and Spots

Friday 3.8.4

8:00 – 9:00

Room: Camden

12-Step

# Saturday

## 8:00 – 8:45

Saturday 4.1.01      8:00 – 8:45      Room: Conway

Nonverbal Communication Business Meeting

Saturday 4.1.02      8:00 – 8:45      Room: President

Urban Communication Association Business Meeting

Saturday 4.1.03      8:00 – 8:45      Room: Constellation F

Political Communication Business Meeting

Saturday 4.1.04      8:00 – 8:45      Room: Baltimore

Intercultural Communication Business Meeting

Saturday 4.1.05      8:00 – 8:45      Room: Chesapeake A

Organizational Communication Business Meeting

Saturday 4.1.06      8:00 – 8:45      Room: Charles

Media Ecology Association Business Meeting

Saturday 4.1.07      8:00 – 8:45      Room: Pratt

Pennsylvania Communication Association Business Meeting

Saturday 4.1.08      8:00 – 8:45      Room: Lombard

Communication Traits Business Meeting

## 9:00 – 10:15

Saturday 4.2.01      9:00 – 10:15      Room: Conway

**REVOLUTIONIZING NONVERBAL COMMUNICATION SCHOLARSHIP: A ROUNDTABLE DISCUSSION ABOUT REDEFINING AND REINVIGORATING RESEARCH IN THE FIELD**

Sponsor: Nonverbal Communication  
Chair: **Zachary W. Goldman**, Illinois College

**Mary C. Toale**, SUNY Oswego

**Andrew Nicholson**, SUNY Oswego

**Katherine S. Thweatt**, SUNY New Paltz

**Christopher J. Claus**, California State University Stanislaus

**Zach Carr**, SUNY Buffalo

Scholars have often noted that most human communication occurs through nonverbal messages. Yet, recently, the significance of nonverbal communication has been overlooked in the academic literature. This roundtable discussion considers multiple perspectives to advance the ways in which nonverbal communication is studied in the discipline. The goal of this discussion is to reinvigorate the scholarly interest in nonverbal communication and propose new ways in which it can be studied for the next several decades.

Saturday 4.2.02

9:00 – 11:45

Room: President

Double Session

## THE URBAN SCENE AND ECA SCHOLARSHIP

**Sponsor:** First Vice President & Urban Communication Foundation

**Chair:** **Susan Drucker**, Hofstra University

**Respondent:** **Gary Gumpert**, The Urban Communication Foundation

“Communicating ‘Urban’ in an Environmental Magnet Elementary School”

**Lewis Freeman**, Fordham University

“Eisenhower’s Rhetoric of the Road”

**Alfred G. Mueller**, Neumann University

“Above the Fray, The Design and Discourses of Elevated Urban Parks”

**Mary L. Kahl**, Indiana State University

“The Communicative Importance of Public Ritual: The New Orleans Jazz Funeral”

**Douglas J. Marshall**, Southern University at New Orleans

“The ‘Digital City’ and Mediated Urban Ecologies”

**Kristin Scott**, New Century College at George Mason University

“Memorials as Ironic Sites: Ethics in Local, National, and International Communities”

**Susan Carr Mancino**, Duquesne University

**Hannah Cherico Karolak**, Duquesne University

“The Rhetorical Importance of Public Space in Low-Income Urban Communities”

**Erik Garrett**, Duquesne University

Since 2010 ECA, in conjunction with funding from the Urban Communication Foundation, has bestowed the annual Applied Urban Communication Research Grant given to foster and promote significant inter-disciplinary communication research contributions that extend the boundaries of “applied research” by investigating real-life communication phenomena affecting urban communities. The grant funds original research that meaningfully centralizes the concerns of everyday citizens and their struggle to define, identify with, and/or construct “spaces” for discourse and/or engagement within cities.

The Urban Scene and ECA Scholarship Panel brings back all former recipients of the grant. It is a roundtable in which the former recipients discuss their progress, hurdles, concerns and new urban research directions.

Saturday 4.2.03

9:00 – 10:15

Room: Constellation F

## FROM FRIENDS TO PARTNERS NEAR AND FAR: RELATIONAL MAINTENANCE

**Sponsor:** Interpersonal Communication

**Chair:** **Marisa Farmer**, SUNY Oswego

**Respondent:** **Marianne Dainton**, La Salle University

“Jealousy and Negative Relational Maintenance Behaviors in Romantic Relationships”

**Dana Borzea**, West Virginia University

**Melanie Booth-Butterfield**, West Virginia University

“Relational Maintenance Among Adults’ Long-Distance Close Friendships and Dating Relationships”

**Jordan T. Atkinson**, West Virginia University

**Melanie Booth-Butterfield**, West Virginia University

“The Use of Relational Maintenance Behaviors among Sustained Friendship Types”

**Sara Labelle**, Chapman University

**Scott A. Myers**, West Virginia University

The competitively selected papers on this panel focus on relational maintenance in various types of relationships. The topic will be approached from three different angles, which highlight the impact that relational maintenance can have on the influencing of relational partners.

Saturday 4.2.04

9:00 – 10:15

Room: Baltimore

### REVOLUTIONIZING DISCOURSES OF DIFFERENCE, OTHERNESS, INCLUSION, AND DIVERSITY

SPONSOR: Voices of Diversity

Chair: **Katy Ross**, Ohio University

Respondent: **Kathryn Hobson**, James Madison University

““Where is the Love?”: Expanding and Theorizing with LGBTQ Memorable Messages of Sex and Sexuality”

**Valerie Rubinsky**, Ohio University

**Angela Cooke-Jackson**, Emerson College

“[R]evolutionizing Monogamy: Polyamory Online -- A Textual Analysis of Sexual Normativity on Twitter”

**Giuliana Sorce**, The Pennsylvania State University

“Social Stigma and Self-advocacy of Persons with Physical Disabilities among Peers in Post-Secondary Education”

**Matthew Bresnahan**, Edinboro University of Pennsylvania

“A Narrative Criticism: “Gills and Tails” & “Video” Comparison”

**Jamilah Spears**, Abilene Christian University

The competitively selected papers on this panel focus on the discourses surrounding memorable messages, sexual normativity, social stigma, advocacy, and disability, through analysis and criticism of multiple texts. The topics presented will be approached from four different perspectives, which highlight the impact and importance these varying communicative phenomena can have on our views of difference, otherness, inclusivity, and diversity.

Saturday 4.2.05

9:00 – 10:15

Room: Annapolis

### WHITENESS: UNDERSTANDING PRIVILEGE FROM THOSE WHO HAVE IT AND THOSE WHO DO NOT

Sponsor: Intercultural Communication

Chair: **Ronald Jackson II**, National Communication Association

“Race, Class, and Gender Identity: The Intersectionality of Caitlyn Jenner”

**Kesley Niehauser**, University of Cincinnati

“My Whiteness: How I Negotiate and Understand my Privilege”

**Steven Ingham**, University of Cincinnati,

“Creating “#WhiteUC”: A Campaign to Shed Light on Whiteness and Privilege”

**Branden Elmore**, University of Cincinnati

“Whiteness in Education: From Start to Finish”

**Brendan McDonough**, University of Cincinnati

The voices of those who do not fit the Whiteness identity must negotiate their identity and their lives to either fit within the Whiteness framework or attempt to rebel against it. The papers presented in this roundtable discussion will discuss how we can improve the negotiation ability of those who do not identify with Whiteness and how those who do identify with Whiteness can continue the effort toward equality.

Saturday 4.2.06

9:00 – 10:15

Room: Frederick

### EXAMINING THE DARK SIDE OF COMMUNICATION

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference

Chair: **Kerry Byrnes-Loinette**, Collin College

Respondent: **Annette M. Holba**, Plymouth State University

“Sex Differences in the Identification of Liars”

**Laura Hancock**, Slippery Rock University\*

“The Evolution of Courtship Theory: Serial Killers Using Conventional Strategies”

**Hope Oje**, Northeastern University\*

**Rebecca Stoolman**, Northeastern University\*

**Elif Mamak**, Northeastern University\*

“The Fear of the Unknown”

**Madeline Liedberg**, University of Pittsburgh at Johnstown \*

“The Representative Anecdote of Government Corruption in the Netflix Television Series House of Cards”

**Erin Groff**, Messiah College\*

The competitively selected papers on this panel will focus on fear, liars and serial killers.

\* Debut

Saturday 4.2.07

9:00 – 10:15

Room: Columbia

### POLITICAL CAMPAIGNS, RHETORIC AND PROPAGANDA

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference

Chair: **Diana Ebersole**, Kutztown University

Respondent: **Scott W. Dunn**, Radford University

“The Year of the Virginia Donkey: Negative Advertising in the 2013 Virginia Gubernatorial Election”

**Kyra Keene**, Radford University\*

“Kill or Be Killed: Seeing the Middle East as a Threat to the Western World”

**Katherine Zaslavsky**, State University of New York at Geneseo\*

“The Rhetoric of Rodham: A Neo-Aristotelian Criticism of Hillary Clinton’s 2016 Presidential Campaign Announcement Speech”

**Haley Hoff**, James Madison University\*

“Courting Soldiers: The Revolutionary Rhetoric of U.S. Army and Islamic State Propaganda”

**Amanda Schwartz**, Northeastern University\*

**Danielle Kleinman**, Northeastern University\*

**Daniel Smith**, Northeastern University\*

“A Call to Common Sense Action: An Analysis of President Barack Obama’s Statement Regarding the Roseburg, Oregon Shooting”

**Joelle Tomkins**, Eastern University\*

These competitively selected papers will focus on analyzing a variety of political advertisements, campaign speeches, political rhetoric and propaganda.

\* Debut

Saturday 4.2.08

9:00 – 10:15

Room: Chesapeake A

## GOVERNMENT, POLITICS, REFORM

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference

Chair: **Brian Gilchrist**, Mount St. Mary's University

Respondent: **Kristin English**, Georgia College and State University

“‘Are We Really ‘Making America Great Again?’ Donald Trump’s 2016 Presidential Campaign Announcement Speech and Kenneth Burke’s ‘Unifying Devices’”

**Catherine Mahon**, The Pennsylvania State University\*

“Limitations of Orientalism: Explaining ISIS' Female Recruits”

**Anna Bertoldini**, State University of New York at Geneseo\*

“Re-Envisioning Epideictic Rhetoric: An Exploration of Martin Luther King Jr.'s Rhetoric of Community and Possibility”

**Laura Mack**, James Madison University\*

“Privacy Laws and Cultural Significance: A Comparison between France and The US.”

**Nicole Moore**, Manhattan College\*

These competitively selected papers will focus on analyzing a variety of political, governmental and international rhetoric.

\* Debut

Saturday 4.1.09

9:00 – 10:15

Room: Chesapeake B

## REVOLUTION AND EVOLUTION: DEVELOPING, MAPPING, IMPLEMENTING, SUSTAINING, AND REIMAGINING OUTCOMES ASSESSMENT TO PROMOTE LEARNING IN COMMUNICATION

Sponsor: Communication Administration

Chair: **Elizabeth Gardner**, University of Maryland

Respondent: **Trevor Parry-Giles**, National Communication Association

“Implementing Assessment”

**Kristen Berkos**, Temple University

“Sustaining Assessment: Building an Assessment and Research Program into the Design of the Basic Course”

**Melissa Broeckelman-Post**, George Mason University

“Can the Revolution be Stated as a Student Outcome? Conceptualizing Program Assessment for the Discipline of Communication Studies”

**Timothy J. Brown**, West Chester University

“Beyond Middle States: Imagining a Productive End for Outcomes Assessment Data”

**Elizabeth E. Gardner**, University of Maryland

**Andrew D. Wolvin**, University of Maryland

**Lindsey B. Anderson**, University of Maryland

“Curricular Mapping as a Tool to Increase Positive Perceptions and Understanding of the Communication Discipline”

**Kesha Morant Williams**, Penn State Berks



In this panel, presenters will speak to best practices in learning outcomes assessment drawn from their research and institutional experiences working with program- and course-specific assessment. Panelists will address assessment as a process, which has quickly moved from a revolution in the field to a normative practice. The conversation will examine this process as an evolving trajectory that includes conceptualizing the discipline, mapping curriculum, implementing outcomes assessment, sustaining such initiatives, and reimagining our data usage.

Saturday 4.2.10

9:00 – 10:15

Room: Charles

## **[R]EVOLUTIONS IN PROVIDER-PATIENT RELATIONSHIPS: CONSIDERATIONS OF CULTURAL COMPETENCE, ONLINE HEALTH PORTALS, AND PATIENT-CENTERED COMMUNICATION**

Sponsor: Health Communication  
 Chair: **Victoria Team**, Monash University  
 Respondent: **Melinda Villagran**, Texas State University

“Student Perceptions of Providers’ Cultural Competence, Attitudes Toward Providers, and Patient Satisfaction at a University Health Center”

**Ethan D. Smith**, West Virginia University

**Nicole Hudak**, Ohio University

**Heather J. Carmack**, James Madison University

“Designing User-Centric Patient Portals: Clinician and Patients’ Uses and Gratifications”

**Jordan M. Alpert**, Virginia Commonwealth University

“Patients’ Perceptions of Patient-Centered Communication (PCC): The Relationship between PCC and Physician-Patient Concordance”

**Melissa B. Wanzer**, Canisius College

**Christina DeBaudo**, Canisius College

**Gretchen Hershberger**, Canisius College

**Emmalene G. Carberry**, Canisius College

**Cody Gould**, Canisius College

The papers on this panel explore factors that predict and explain satisfactory communicative exchanges between physicians and patients. Specifically, panelists will discuss the role of provider’s cultural competence on patient satisfaction, effective implementation of patient online health portals, and the measurement and effect of patient-centered communication.

Saturday 4.2.11

9:00 – 10:15

Room: Douglass

## **TRIADIC PHILOSOPHIES OF COMMUNICATION**

Sponsor: Philosophy of Communication  
 Chair: **Joel S. Ward**, Geneva College  
 Respondent: **Janie M. Harden Fritz**, Duquesne University

“A Note on Triadic Considerations in the Work of Emmanuel Levinas for Philosophy of Communication”

**Ronald C. Arnett**, Duquesne University

“The ‘Triadic I’ in Proust’s Philosophy of Communication”

**David M. Deiuliis**, Duquesne University

“A Derivative of Three: Utterance, Mediation, and Incarnation in Augustine’s *On the Trinity*”

**Calvin Troup**, Duquesne University

This panel inquires into the prominence of thirdness in Levinas, Proust, and Augustine, inviting further explorations and consideration of triadic perspectives within philosophy of communication.

## **SIMULACRA OF THE AMERICAN DREAM, TRADITIONAL GENDER ROLES IN REALITY TELEVISION, AND CITIZEN SCIENCE**

Sponsor: Rhetoric and Public Address

Chair: **Richard Vatz**, Towson University

“A Map without a Territory is a Dream without Goal Setting: Baudrillardian Hyperreality and the Myth of the American Dream”  
**Logan Gomez**, Syracuse University

“Gender Oppression in The Bachelorette”  
**Caroline Campbell Rabinovitsj**, Abilene Christian University

“Individual Responsibility: Amateur Mycology’s New Citizen Scientists”  
**Robb Conrad Lauzon**, Rensselaer Polytechnic University

The competitively selected papers on this panel address connections between discourse and the production of reality. Though the papers maintain this thread in common, they diverge sharply in their theoretical and critical approaches.

## **BALTIMORE: A VERITABLE LABORATORY FOR URBAN AFFAIRS JOURNALISM**

Sponsor: FIRST VICE PRESIDENT

Chair: **E.R. Shipp**, Morgan State University

Participants: **Denise Cabrera**, Morgan State University

**Pia Jordan**, Morgan State University

**E. R. Shipp**, Morgan State University

This panel will examine how Morgan State University's School of Global Journalism and Communication had to adapt its basic curriculum to address breaking news (civic unrest and unprecedented crime) that posed a multimedia challenge both for educators and for students. The session will review the challenges to us as educators of getting to know the city of Baltimore and its complex social dynamics in such a way that we can quickly and effectively rip up our syllabi and lesson plans during a period of unrest and shepherd students through real-time multimedia reporting. We also talk about coordinating assignments among faculty teaching various types of journalism skills to effectively create a news bureau capable of covering the Freddy Gray trials, the municipal elections, the surging crime, the impact on schools, etc.

## **THEORETICAL PERSPECTIVES ON COMMUNICOLOGICAL ENGAGEMENT**

Sponsor: Theory and Methodology

Chair: **Jen Eden**, Marist College

“Developing an Understanding of Knowledge Management (KM) Mediums”  
**Philip W. Sisson**, George Washington University  
**Julie J.C.H. Ryan**, George Washington University

“Bringing Back Manufacturing, But Not Jobs: Reconsidering Issue Management with Constitutive Rhetoric”  
**Adam G. Hughes**, University of Memphis

“Health Related Exhibits as Enthymemes and Indirect Speech Acts”  
**David H. Lee**, NYC College of Technology

“Cardboard Moms: Salience, Norms, and Attitudes in the Newsroom”

**Theodora Ruhs**, University of Maine

These competitively selected papers on this panel offer theoretical and methodological perspectives on knowledge, rhetoric, and attitudes as they examine communicological engagement in diverse contexts.

Saturday 4.2.14

9:00 – 11:45

Room: Camden

Short Course

## REVOLUTIONIZING OUR EMPHASIS ON “LIFE AFTER COLLEGE”: PREPARING COMMUNICATION UNDERGRADUATES FOR GRADUATION AND BEYOND

Sponsor: Short Courses

Facilitator 1: **Candice Thomas-Maddox**, Ohio University-Lancaster

Facilitator 2: **Andrea Weber**, West Virginia University

While most campuses provide career services for undergraduates, communication departments can take the initiative and begin preparing students as early as their freshman year for success after graduation. This short course provides faculty, administrators, advisors, and students with strategies to revolutionize the approach to integrating “life after college” as an integral part of the ongoing curricular plan. Inviting alumni to be part of these plans provides an added “bonus” by strengthening a strong departmental network. Topics to be discussed in this course include the development of: alumni mentoring programs, speed networking events, electronic portfolios to archive student work, social media to connect students and alumni, capstone course options, an applied discussion of chaos theory of careers as part of advising...and more!

# 10:00 – 11:15

Friday 3.6.12

2:30 – 3:45

Harborview

ECA Café

## COMPETITIVE UNDERGRADUATE POSTER SESSION III

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference

Chair: **Kristen Campbell Eichhorn**, SUNY Oswego

These posters have been competitively selected to showcase undergraduate research. We invite you to come and interact with our next generation of scholars.

“The Celebrity President: Barak Obama’s interactions on late-night TV shows”

**Danielle Cremen**, University of Massachusetts Amherst\*

“Encoding and Decoding of Physiognometric Traits in Popular Media”

**David Link**, Pennsylvania State University, Berks \*

“Using Mobile Coupon Apps: An Exploratory Study on RetailMeNot”

**Julianna Hessel**, The College of New Jersey\*

“To Con or Not to Con: An Outsider’s Autoethnographic Perspective on the Comic Con Experience”

**William Kyle Whitlock III**, Pennsylvania State University, Berks\*

“Critical nonprofit fundraising storytelling: Creating and perpetuating narratives with social capital, feminist, and Foucauldian perspectives”

**Megan LoBue**, Montclair State University\*

“Defaming the American Government & Imparting Urgency to the Black Panther Movement: A Rhetorical Analysis of the Writings of Huey P. Newton”

**Jacob Hoffman**, The George Washington University\*

“Translating Cancer: Using interactive media platforms to construct and revolutionize a young adolescent female’s cancer narrative”

**Taylor McMahon**, Emerson College\*

“Analog and Digital”

**William Sutton**, Landmark College\*

“Male Seeks Exotic Wife: What Might Media Reveal about Racism and Sexism?”

**Anna Fong**, State University of New York at Geneseo\*

“Guiding You to the Right OPTIONS”

**Simone Duscha**, State University of New York at Oswego\*

**Julie Dale**, State University of New York at Oswego\*

**Lauren Lasky**, State University of New York at Oswego\*

**Jaclyn Shyptycki**, State University of New York at Oswego\*

**Yesenia Torres**, State University of New York at Oswego\*

“The Impact of Xenophobia, Sympathy, Empathy, and Communication Apprehension on Peer Perceptions of International Students”

**Erica Yu**, McDaniel College\*

**Troy Becker**, McDaniel College\*

**Colin Diehl**, McDaniel College\*

**Jennifer Grillo**, McDaniel College\*

**Mariah Krumrine**, McDaniel College\*

**Nicki Moore**, McDaniel College\*

**Isabelle Perricone**, McDaniel College\*

**Andrea Richardson**, McDaniel College\*

**Max Vinson**, McDaniel College\*

“Why did the Brooklyn Dodgers and New York Giants Leave New York and how did they become the Mets?”

**Michael Eccleston**, East Stroudsburg University\*

“Booty is in the Eye of the Beholder: A Persuasive Case Study Analysis”

**Brooke Banfi**, SUNY New Paltz\*

**Amanda Martirano**, SUNY New Paltz\*

**Sara Rozycki**, SUNY New Paltz\*

“Delving deeper into the fourth wave: defining parameters for a new generation”

**Shannon Boyle**, Montclair State University\*

“Hipster, Inc.”

**Alexandra Hadley**, Boston College\*

“Reactionary Theory”

**Neiko Hicks**, Iona College\*

“Speaker vs. Audience: Determining the Driving Force of Political Rhetoric”

**Natalie Heinitz**, Manhattan College\*

“Into the Great Unknown: Transforming Traditional Media in a Digital World”

**Halee Heironimus**, Ashland University\*

“Crowdsourcing a Global App-Mediated Solution to a Local Mass-Mediated Problem on Incarceration and Recidivism: The Case of #SecondChanceBmore”

**Devonte King**, Morgan State University\*

**Sierra Battle**, Morgan State University\*

**Meaca Downing**, Morgan State University\*

**Christopher Moller**, Morgan State University\*

**Jaime Ramirez**, Morgan State University\*

\* Debut Paper

# 10:30 – 11:45

Saturday 4.3.01

10:30 – 11:45

Room: Conway

## TOP PAPERS IN THE KENNETH BURKE INTEREST GROUP

Sponsor: Kenneth Burke

Chair: **Jean Costanza Miller**, The George Washington University

Respondent: **Paul Stewart**, Roberts Wesleyan College

“Kenneth Burke’s Agonistic Theory of Knowledge”

**Floyd D. Anderson**, SUNY Brockport

**Lawrence J. Prelli**, University of New Hampshire

“Mort Sahl, Stand-Up Comedy, and the Terministic Screen of Satirical Opposition”

**Matthew R. Meier**, West Chester University

“‘Common Sense’ Transcendence: Thomas Paine and Comic Victimage through the Rhetoric of Resignation”

**Jonathan Henson**, University of Texas-Austin

This panel features the top competitive papers submitted to the Kenneth Burke Interest Group. Following the presentations and the response, audience members are encouraged to participate in lively discussion.

Saturday 4.3.02

10:30 – 11:45

Room: Constellation F

## MESSAGES: THE POWER TO INFLUENCE AND TO BE INFLUENCED

Sponsor: Applied Communication

Chair: **Nancy A. Wiencek**, Rider University

Respondent: **Stacy Smulowitz**, University of Scranton

“Revolting Against Commercialization: Testing Social Intrusion Theory through Eye Tracking on Facebook” (DEBUT PAPER)

**Tyler G. Page**, University of Maryland

“Memorable Messages of Social Support that Former High School Athletes Received from their Head Coaches”

**Gregory A. Cranmer**, Columbus State University

**Christine Anzur**, West Virginia University

**Michael Sollitto**, Texas A&M, Corpus Christi

“The Revolution of Tailoring Promotional Materials: The Effectiveness of Adapting Health and Advertising Messages to Specific Audiences”

**Virginia M. McDermott**, High Point University

**Sojung C. Kim**, High Point University

**Emily Corlett**, High Point University

**Brent Starling**, High Point University

“It’s Your Vagina: A CBPR Student Lead Sexual Health Initiative”

**Kayleigh Bondor**, Bowling Green State University

**Jeanette M. Dillon**, Bowling Green State University

**Shrinkhala Upadhyaya**, Bowling Green State University

**Yen-I Lee**, Bowling Green State University

**Madison Deloney**, Bowling Green State University  
**Cassie Kiska**, Bowling Green State University  
**Deidra Benson**, Bowling Green State University  
**Kate Magsamen-Conrad**, Bowling Green State University

The competitively selected papers on this panel focus on the role of messages. The topic will be approached from several different angles, which highlight the impact that messages can have on influencing both the target audience and types of media.

Saturday 4.3.03

10:30 – 11:45

Room: Baltimore

### TOP PAPERS IN RHETORIC AND PUBLIC ADDRESS

Sponsor: Rhetoric and Public Address  
 Chair: **Jennifer Biedendorf**, California State University, Stanislaus  
 Respondent: **Benjamin R. Bates**, Ohio University

“Revolutionary Topoi in the 1935 Anti-Lynching Campaign”  
**Michele Mason**, University of Maryland

“Organized Womanhood as Citizenship at the World’s Columbian Exposition”  
**Kristy Maddux**, University of Maryland

“Employing Compassion, Companionship, and Community: Reciprocal Empowerment in the Rhetoric of Let Her Speak”  
**Taylor Moran**, Virginia Polytechnic and State University

The competitively selected papers on this top papers panel highlight case studies in which advocates crafted rhetorical discourses to provoke legislative, attitudinal, and behavioral changes. The papers yield insight into a host of topics including violence, citizenship, justice, and power.

Saturday 4.3.04

10:30 – 11:45

Room: Annapolis

### TRIGGER WARNINGS IN THE COLLEGE CLASSROOM: A PANEL DISCUSSION ON THE CAMPUS DEBATE

Sponsor: Instructional Communication  
 Chair: **M. Elizabeth Thorpe**, The College at Brockport, SUNY

“Trigger Warning: Trigger Warnings May Compromise University Academic Freedom”  
**Richard Vatz**, Towson University

“Expanding the Conversation: Trigger Warnings as Courtesy and Accommodation”  
**Eleanor Amaranth Lockhart**, Rowan University

“Exempting the University: Trigger Warning, Education, and Intellectual Space”  
**Jeremiah Hickey**, St. John’s University

“Trigger Warnings and the Organic Classroom: Managing Discussion and Difficult Topics”  
**M. Elizabeth Thorpe**, The College at Brockport, SUNY

This panel explores the current debate surrounding “trigger warnings” that is taking place on many campuses and in popular publications. We present a variety of perspectives on their utility, purposes, and effects, and offer arguments both in favor of, and against trigger warnings. This panel addresses the notions such as academic freedom, voices of marginalization, psychological trauma, the allocation of campus resources, and the pedagogy of class discussion.

Saturday 4.3.05

10:30 – 11:45

Room: Frederick

### EXAMINING SOCIAL MEDIA

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference  
 Chair: **Tajima Atsushi**, SUNY Geneseo  
 Respondent: **Jenny Rosenberg**, SUNY Oswego

“Social Media and the Proliferation of Peace: The Good, the Bad and the Ugly”  
**Kristine Olsen**, George Mason\*

““Do what I want and say what I want with no apologies”: Empire Season One comments on Twitter”  
**Craig Cannon**, Johnson C. Smith University\*

“Green Tweet: Examining Celebrities versus Activists in Single Tweet Effectiveness”  
**Josh Cohen**, Empire State College\*

“Reclaiming Social Media: A Weird Stance Against the Social Marketplace”  
**Andrew Houldcroft**, Bridgewater State University\*

“What's Happening?: An Analysis of Twitter”  
**Kaitlin Crocilla**, Ramapo College of New Jersey\*

These competitively selected papers will focus on analyzing social media through a variety of contexts.

\* Debut

Saturday 4.3.06

10:30 – 11:45

Room: Columbia

### VALUES, MORALITY, AFTERLIFE, AND DESTINY

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference  
 Chair: **Celeste C. Wells**, Boston College  
 Respondent: **Annette M. Holba**, Plymouth State University

“Morality: Universal vs. Situational”  
**Dylan Wimmer**, University of Central Arkansas\*

“Metaphors and the Afterlife”  
**Madeline Beall**, University of Central Arkansas\*

“Chick Like Me: A Feminist Critique”  
**Lauren Beth Faure**, University of Pittsburgh at Johnstown\*

“Poldark”  
**Kimberly Hauser**, Abilene Christian University\*

“Once Upon a Time: Happily Ever After Is a Choice”  
**Abby Altom**, Abilene Christian University\*

These competitively selected papers will focus on the “big questions” surrounding value creation, morality, afterlife and our destiny as it relates to media portrayal and communication.

\* Debut

Saturday 4.3.07

10:30 – 11:45

Room: Chesapeake A

### RHETORIC, NARRATIVES, AND POP CULTURE

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference

Chair: **Bonnie S. Jefferson**, Boston College

Respondent: **Abbe Depretis**, Temple University

“*Star Trek* (2009) and the Narrative Paradigm of Science Fiction”

**Katie Barrett**, Messiah College\*

“Aristotelian Approach to Philippians: The Implications of Paul’s Use of the Five Canons of Rhetoric”

**Logan Howard**, University of Central Arkansas\*

“Horcruxes and Symbolism: An Analysis of Voldemort According to Burke”

**Rebecca Urena**, East Stroudsburg University\*

“How Khaleesi’s Narrative Empowers Audiences”

**Gabrielle Maylock**, University of Pittsburgh at Johnstown\*

“We’re All Wizards, Harry: Pop Culture and Fan-Hood in the Age of Identity”

**Christian Polemeni**, Ramapo College of New Jersey\*

These competitively selected papers will focus on analyzing a variety of pop culture references through a rhetorical lens.

\* Debut

Saturday 4.3.08

10:30 – 11:45

Room: Chesapeake B

## [R]EVOLUTIONIZING DIALOGUE IN THE COMMUNICATION CLASSROOM: [DE]CONSTRUCTING DIVERSITY FROM A VARIETY OF PERSPECTIVES

Sponsor: VOICES OF DIVERSITY

Chair: **Celeste Lacroix**, College of Charleston

Respondent: **Christina E. Saindon**, James Madison University

“Fighting Social Injustice Through Social Media: Cultivating a New Era of Activists Through the Public Relations Classroom”

**Rowena L. Briones**, Virginia Commonwealth University

“Addressing Diversity in the Classroom Through Client Work”

**Katie R. Place**, Quinnipiac University

“Creating Critical Media Consumers: Discussing Representation of Race, Gender, Sexual Orientation, Class, and Age in the Undergraduate Media Literacy Course”

**Danielle Catona**, Ramapo College

“Merging Academics and Activism: A Discussion on How Communication Graduate Students Can Weave their Roles as Student, Researcher and Teacher with their Passion for Social Change and Add Diverse Voices and Skills to the Classroom and Community Experience”

**Osita Iroegbu**, Virginia Commonwealth University

This panel presents a variety of teaching practices that promote an inclusive classroom environment in which students feel safe, supported, and encouraged to express their diverse viewpoints. We encourage and welcome audience participation in our discussion of multiple approaches to integrating diversity in the communication classroom. Panelists will review their teaching experiences and share insights gleaned from digital activism, media literacy, service learning, and community-based course projects.

Saturday 4.3.10

10:30 – 11:45

Room: Douglass

## [R]EVOLUTION OR REVOLUTIONARY? THE DEPARTMENT CHAIR’S GUIDE TO 21<sup>ST</sup> CENTURY LEADERSHIP

Sponsor: Communication Administration



Chair: **Ronald Jackson II**, University of Cincinnati

**Timothy J. Brown**, West Chester University

**Amy Franzini**, Widener University

**Thomas R. Flynn**, Slippery Rock University

**Maurice L. Hall**, Villanova University

**Ronald Jackson II**, University of Cincinnati

The social, political, and financial changes that are transforming higher education might be best understood through the position of department chair. This panel will address these challenges by having a select group of department chairs reflect upon their experience and how they have promoted [R]evolution and/or Revolutionary practices in their leadership. From managing difficult colleagues, to allocating limited resources, to developing mentoring relationships, this panel will offer insights into the daily lives of department chairs.

Saturday 4.3.11

10:30 – 11:45

Room: Pratt

### **EVOLUTION OF SOCIAL MEDIA: HOW OUR COMMUNICATION HAS EVOLVED BECAUSE OF TECHNOLOGY**

Sponsor: Communication and Technology

Chair: **Kristin Roeschenthaler Wolfe**, Slippery Rock University

“MySpace as My First Digital Space”

**Nicholas David Bowman**, West Virginia University

“YouTube”

**Douglas Strahler**, Slippery Rock University

“Blogging as the First Social Media”

**Kristin Roeschenthaler Wolfe**, Slippery Rock University

“Digital Games as Social Media”

**Jaime Banks**, West Virginia University

“Good Things Come in Short Messages: A Short History of Twitter

**Rod Carveth**, Morgan State University

Individually, and collectively, communication technology has revolutionized how we communicate with each other. Social media, in particular, has allowed us to communicate around the globe about many topics and in many different ways. This panel individually

Saturday 4.3.12

10:30 – 11:45

Room: Calvert

### **EXPRESSING EMPLOYEE VOICE: HUMOR, DISSENT, AND AGGRESSION**

Sponsor: Organizational Communication

Chair: **Maxine E. Gesualdi**, West Chester University

Respondent: **Jennifer Waldeck**, Chapman University

“Humor Enactment to Cope and Reduce Stress in Corporate Settings: Maybe Not for Everyone”

**Melanie Booth-Butterfield**, West Virginia University

**Melissa B. Wanzer**, Canisius College

“Sarcasm, Inappropriate Humor, and Verbal Aggression in the Workplace: The Employee-Supervisor Relationship and Organizational Dissent”

**Sarah Cormier**, Oakland University

**Roosevelt Belton**, Oakland University

**Catherine Gladki**, Oakland University

**Meika Cole**, Oakland University

**Robert J. Sidelinger**, Oakland University  
**Patrick Marion**, Oakland University

“Superior-Subordinate Communication in the Workplace: Verbal Aggression, Nonverbal Immediacy, and Their Joint Effects on Perceived Supervisor Credibility”

**Joseph E. Lybarger**, University of Akron

**Andrew S. Rancer**, University of Akron

**Yang Lin**, University of Akron

The competitively selected papers on this panel focus on ways that employees express themselves during their organizational experiences and the individual and relational effects of such expression.

Saturday 4.3.13

10:30 – 11:45

Room: Lombard

## THE ROLE OF IDENTITY IN HEALTH INFORMATION PROCESSING: FACTORS THAT AFFECT THE DECODING AND ENCODING OF HEALTH MESSAGES

Sponsor: Health Communication

Chair: **Ethan D. Smith**, West Virginia University

Respondent: **Carey Noland**, Northeastern University

“Bridging Breast Cancer Disparities in African American Women: Media Processing Factors and Self-Protective Motivations”  
**Vinita Agarwal**, Salisbury University

“Interacting in Silence: Observing Silence in Pulse Reading Phase in Traditional Chinese Medicine Diagnostics”\*\*  
**Kaicheng Zhan**, Syracuse University

“Waiting for the Doctor to Ask: Sexuality and Patient-Provider Disclosure”\*  
**Nicole Hudak**, Ohio University

The papers on this panel explore the role of various aspects of identity and interaction on individual health outcomes. Panelists will discuss the impact of myriad factors including the media, ethnicity, culture, silence, and familial experiences on outcomes ranging from self-protective motivations in breast cancer information searches to the disclosure of disclosure of sexual identity.

\*Student Paper

\*\*Debut Student Paper

# 12:00 – 1:15

Saturday 4.4.01

12:00 – 1:15

Room: Conway

## PUBLIC DISCOURSE AND WOMEN’S REPRODUCTIVE RIGHTS

Sponsor: Rhetoric and Public Address

Chair: **Trevor Parry-Giles**, University of Maryland

“Advocacy at the UN PrepCon on Transnational Women’s Rights”  
**Jennifer Biedendorf**, California State University, Stanislaus

“Promoting Equality (and Motherhood): The Rhetoric of Family in the 1978 *Pregnancy Discrimination Act* Debates”  
**Jill M. Weber**, Hollins University

“Raising the Specter of the Back-Alley Abortionist: Deceptive Doctors, Honest Machines”

**Brandi Rodgers**, University of Wisconsin, Madison

“Reframing the Debate: The U.S. Conference of Catholic Bishops’ Campaign against the HHS Contraception Mandate”

**Phillip M. Kostka**, Georgia State University

The competitively selected papers on this panel analyze an array of public discourses, national laws, and international treaties that bear consequences on women’s reproductive rights. These papers are notable for explaining how discourses of women’s reproductive rights are employed as part of strategic campaigns to advocate both for the expansion and the proscription of women’s rights.

Saturday 4.4.02

12:00 – 1:15

Room: President

## **[R]EVOLUTIONIZING TECHNOLOGICAL AGENCY: [DIS]ABLING AND TRANSITIONING IN THE DIGITAL WORLD**

Sponsor: Communication and Technology

Chair: **Jessica Benham**, University of Pittsburgh

“(Dis)Locating Rhetorical Agency: Rhetoric in Digital Space”

**Andrew Allsup**, University of Pittsburgh

“You Probably Don’t Recognize That Guy”: Online Transition Documentation as a Form of (Dis)identification”

**Daniel Beresheim**, University of Pittsburgh

“Trapped in Amber: Transitional Technologies as Temporal Markers in Film”

**Ambrose Curtis**, University of Pittsburgh

“Stereotyped Agency: Crippling Up Perceptions of Communicative Technology Use by (Dis)Able Rhetors”

**Jessica Benham**, University of Pittsburgh

Rather than critically evaluating technology for its inherent positive or negative components, this panel advocates a suspension of judgment, looking rather at how technology creates spaces for negotiation of identity and agency. These papers represent a contribution to our understanding of how technology functions to shape the ways in which dialogue between and within marginalized populations is both constrained and empowered to challenge hegemonic structures.

Saturday 4.4.03

12:00 – 1:15

Room: Constellation F

## **MANAGING AND COMMUNICATING CRISIS**

Sponsor: Applied Communication

Chair: **Cristina González Alcalá**, Summit Education Initiative

Respondent: **Jennifer Owlett**, William Paterson University

“Taking Back our University: Students’ Responses to a University President’s Crisis Message”

**Alexander L. Lancaster**, Weber State University

**Nicholas David Bowman**, West Virginia University

**Matthew M. Martin**, West Virginia University

“Communicating Crisis Uncertainty: A Review of the Knowledge Gaps”

**Brooke Fisher Liu**, University of Maryland

**Logen Bartz**, Carthage College (DEBUT)

**Noreen Duke**, University of Maryland (DEBUT)

“Deflate-Gate: The Crisis” (DEBUT)

**Caroline Campbell Rabinovitsj**, Abeline Christian University

“Managing Uncertainty Strategically: Toward an Intergroup Crisis Theory”

**Liang (Lindsay) Ma**, University of Maryland

The competitively selected papers on this panel focus on the role of communication in a crisis. The topic will be approached from different angles which highlight the impact and importance of communication, especially with regard to uncertainty.

Saturday 4.4.04

12:00 – 1:15

Room: Baltimore

### DECIDING LEGAL ISSUES: APPLIED THEORY AND APPLIED ETHICS

Sponsor: Communication Law & Ethics  
 Chair: **Jason Zenor**, SUNY-Oswego  
 Respondent: **Martin Wallenstein**, John Jay College

“Using the Potter Box to explain *Rolling Stone*’s response to the University of Virginia rape allegation article controversy”  
**Rod Carveth**, Morgan State University

“Conversing in the Courtroom: Adapting a Classic Communication Model to Study Juror Perceptions”  
**Clint Towson**, University of Delaware

“Judicial Rhetoric and Social Change: The Chaoulli Decision of the Canadian Supreme Court”  
**Chris Cudahy**, Crandall University

The research papers on this panel focus on the application of ethics and communication theory to decision making on legal issues, both in and out of the courtroom.

Saturday 4.4.05

12:00 – 1:15

Room: Annapolis

### STUDENT TALK, TEACHER BODIES: A PERFORMANCE OF STUDENT COURSE EVALUATIONS

Sponsor: Interpretation and Performance Studies  
 Voices of Diversity  
 Chair: **Christina E. Saindon**, James Madison University

Performers/Presenters:

**Ruth J. Beerman**, Bloomsburg University  
**Elizabeth Whittington Cooper**, Xavier University of Louisiana  
**Kathryn Hobson**, James Madison University  
**Shauna M. MacDonald**, Villanova University  
**Daniel S. Strasser**, Rowan University  
**Jenny Warren**, Colin College  
**Erin Witte**, Towson University

Most scholars agree that what is taught, how it is taught, and who teaches has some effect on classroom dynamics, which may in turn influence student course evaluations. Thus, in this panel we will approach the topic of student course evaluations, especially those calling attention to our bodies, as a generative opportunity. We will embrace this performance and discussion as generative in two ways: performatively and through a discussion of and planning for future research.

Saturday 4.4.06

12:00 – 1:15

Room: Chesapeake B

### TEACHING PHILOSOPHY OF COMMUNICATION THROUGH CURRICULUM: PEDAGOGY OF EPISTEMOLOGY, HERMENEUTICS AND PHENOMENOLOGY TO ENGAGE THE POLITICS AND ETHICS OF KNOWLEDGE

Sponsor: Philosophy of Communication  
 Chair: **Brian Gilchrist**, Mount St. Mary's University  
 Respondent: **Inci Ozum Uçok-Sayrak**, Duquesne University

“Teaching Philosophy of Communication in the Communication Curriculum: Weaving Understanding, Compassion, and Resilience”  
**Annette M. Holba**, Plymouth State University

“Teaching Philosophy of Communication in a Communication Studies Senior Seminar”  
**Cem Zeytinoglu**, East Stroudsburg University

“Teaching Gebser's Cosmology as Method for Adding Depth to Communication Capstone Projects”  
**Kristen Lynn Majocha**, University of Pittsburgh at Johnstown

“Who Killed the Samurai? – A Truth Seeking Approach to Building Communication Competence”  
**Wenjie Yan**, East Stroudsburg University

This panel is designed to provide a discussion and dialogue on facilitating the philosophy of communication approach in pedagogy of undergraduate classrooms. Participants will provide their individual experiences and practices of teaching the ideas of significant communication theorists and philosophers to encourage and inspire students to examine and engage the current social, cultural and political ideas.

Saturday 4.4.07

12:00 – 1:15

Room: Charles

## ALCOHOL & SEX

Sponsor: Interpersonal Communication  
 Chair: **Shawn Starcher**, Kent State University  
 Respondent: **Katie Neary Dunleavy**, La Salle University

“The Impact of Parental, Peer, and University Communication, Social Expectations and Communication Adaptability on College Students' Alcohol Consumption”

**C. Leigh Nelson**, James Madison University  
**Heather J. Carmack**, James Madison University  
**Tatjana Hocke-Mirashvili**, James Madison University  
**Eric Fife**, James Madison University

“Sex, Alcohol, and Risk: Parental Messages and Associated Behavior of Adult Children”

**Sean M. Horan**, Texas State University  
**Toni M. Morgan**, Texas State University  
**Tricia J. Burke**, Texas State University

“Communication and the Social Creation of Sexual Attitudes”

**Sean Gilmore**, Baldwin Wallace University  
**Samuel Bradley**, Baldwin Wallace University  
**Ashley Stotesbery**, Baldwin Wallace University  
**Laura Vidmar**, Baldwin Wallace University

“Characterizations of Clients Who Buy Sex: Unveiling Discursive Structures of Sex Buyers through Market Discourse”

**Julie L. Taylor**, SUNY New Paltz

The competitively selected papers on this panel focus on the role that alcohol and sex plays in interpersonal communication. The topics will be approached from four different angles using qualitative and/or quantitative research methods.

Saturday 4.4.08

12:00 – 1:15

Room: Douglass

## [R]EVOLUTIONS IN TEACHING HEALTH COMMUNICATION: INNOVATIVE IDEAS IN HEALTH COMMUNICATION PEDAGOGY

Sponsor: Health Communication  
 Chair: **Sara LaBelle**, Chapman University

**Rukhsana Ahmed**, University of Ottawa  
**Hannah Ball**, West Virginia University  
**Melissa B. Wanzer**, Canisius College  
**Keith D. Weber**, West Virginia University  
**Kevin B. Wright**, George Mason University

The purposes of this panel are (1) for presenters to share innovative strategies for teaching health communication to undergraduate and graduate students, and (2) to facilitate an interactive discussion with audience members regarding opportunities for advancing health communication pedagogy. Attendees will leave this panel with concrete activities and pedagogical best practices for teaching their health communication courses.

Saturday 4.4.09

12:00 – 1:15

Room: Pratt

## RHETORICS OF MORTIFICATION

Sponsor: Kenneth Burke  
 Chair: **Kevin R. McClure**, University of Rhode Island  
 Respondent: **Matthew Althouse**, SUNY Brockport

“Anita Hill in Burke’s Cycle of Redemption: Can the Mortification of a Black Woman Disrupt the Master Narrative”  
**Eileen James**, University of Rhode Island

“*A Rape on Campus*: The Dramatic Fallout”  
**Patrick Maguire**, University of Rhode Island

“Rations and Scapegoating in the Desert: The Rhetoric of the California Drought”  
**Gregg Luben**, University of Rhode Island

“She’s Come Undone”  
**Robin James**, University of Rhode Island

“Feminist Uses of Burkean Dramatistic Analysis”  
**Charlotte Kugler**, University of Rhode Island

“Serial Killers: A Dramatistic Perspective”  
**Rachel A. Smith**, University of Rhode Island

These brief papers explore the rhetoric of redemption via the processes of mortification using both representative anecdotes and theoretical engagements. Together they advance a critical discussion on mortification, Burke’s other form of victimage, and explore the potential implications of mortification in theory and in practice.

Saturday 4.4.10

12:00 – 1:15

Room: Calvert

## AFFECT CREATES EFFECT: THE MULTIVERSE OF MEDIATION FROM DIGITAL INTENSITY TO DIRECT IMPACT

Sponsor: MEDIA ECOLOGY ASSOCIATION  
 Chair: **Zachary Stiegler**, Indiana University of Pennsylvania

"Hashtag Humor: The Linguistic Affect of Digitally Mediated Comedy"  
**Andrew Longcore**, Indiana University of Pennsylvania

"FOMO: An Affect of the Mobile Village"  
**Nicholas Artman**, Gannon University

"Interplay and Intensity: The Real-World Consequences of Fantasy Sports"  
**Erik Kormos**, Indiana University of Pennsylvania

This panel introduces the concept of affect theory to a broader exploration of digital media technologies. The complexity of communications media, and the ecological implications produced therein, have essentially created a multiverse of “perpendicular ecologies.” This interplay between digital displays of perceptual intensity (affect) and direct displays of physical involvement (effect) – *affect as medium* – provides the overarching thematic framework for the individual panel presentations.

Saturday 4.4.11

12:00 – 1:15

Room: Lombard

### PEDAGOGICAL STRATEGIES IN THE ORGANIZATIONAL COMMUNICATION CLASSROOM

Sponsor: Organizational Communication

Chair: **Michael Sollitto**, Texas A&M University-Corpus Christi

**Stephen A. Cox**, Murray State University

**Zachary W. Goldman**, Illinois College

**Gregory A. Cranmer**, Columbus State University

The value of the organizational communication course continues to increase as organizations become more complex and evolve. These courses provide tremendous opportunities for students to develop and refine skills necessary for their organizational lives, but these courses also provide students the opportunity to develop an appreciation for the research conducted about organizational communication. This roundtable discussion brings together scholars from a variety of backgrounds, levels of experiences, and types of universities to discuss their techniques and philosophies for teaching the organizational communication course at both the undergraduate and graduate levels.

Saturday 4.4.12

12:00 – 1:15

Room: Camden

### CONTEMPORARY INTERCULTURAL ISSUES IN GLOBAL TIMES AND PLACES

Sponsor: INTERCULTURAL COMMUNICATION

Chair: **Ann Jabro**, Robert Morris University

“Exploring Transformation in Nicaragua: A Phenomenological Study”

**Ann Jabro**, Robert Morris University

“‘I knew I’m very healthy prior to and upon arrival here. However ...’: Investigating the Health Concerns of African Students”

**Godwin Haruna**, Ohio University

**Lamine Sylla**, Ohio University

**Benjamin R. Bates**, Ohio University

“Juxtaposing Two Nollywood Audiences”

**Uchenna Onuzulike**, Howard University

“Spiritual Intelligence, Moral Intensity, and the Intention to Act to Help a Stranger Who Communicates in a Culturally Different Way”

**Yang Lin**, University of Akron

**Kathleen Clark**, University of Akron

**Virginia Maher**, University of Akron

“What the Media Don’t Tell: A Mixed-Method Study on of Germany’s PEGIDA”

**Giuliana Sorce**, Penn State University

This panel explores various issues in intercultural communication scholarship across dynamic contexts. The panel address issues from film to healthcare, from national transformation to altruism to understand the underlying commonalities of intercultural communication dynamics.

Saturday 4.4.13

12:00 – 1:15

Room: Pisces

Saturday 4.4.14

12:00 – 2:00

Room: Constellation A

**UNDERGRADUATE SCHOLARS CONFERENCE LUNCHEON**

Join us to celebrate the growing James C. McCroskey and Virginia P. Richmond, Undergraduate Scholars Conference. All Undergraduate Scholars are invited to attend this luncheon. Faculty Sponsors may also attend if they've purchased a luncheon ticket.

**1:30 – 2:45**

Saturday 4.5.01

1:30 – 2:45

Room: Conway

**CRAZY TALK, STUPID TALK: NEIL POSTMAN'S CONTRIBUTIONS TO AND EXTENSIONS OF GENERAL SEMANTICS**

Sponsor: Institute of General Semantics  
 Chair: **Thom Gencarelli**, Manhattan College

Participants: **Stephanie Gibson**, University of Baltimore  
**Martin Levinson**, Institute of General Semantics  
**Lance Strate**, Fordham University

This panel, sponsored by the Institute of General Semantics, an affiliate organization of the ECA, celebrates the 40th anniversary of Neil Postman's groundbreaking book, *Crazy Talk, Stupid Talk: How We Defeat Ourselves by the Way We Talk – and What to Do About It*. The panelists, all former students of Postman, will analyze and discuss the book's impact and influence, and in particular its impact and influence of the field of general semantics.

Saturday 4.5.02

1:30 – 2:45

Room: President

**TEN YEARS AFTER KATRINA: WHAT HAS RISK COMMUNICATION TAUGHT US ABOUT DIVERSE AUDIENCES?**

Sponsor: VOICES OF DIVERSITY  
 Chair: **Tomeka Robinson**, Hofstra University  
 Respondent: **Shaun Anderson**, West Virginia University

"Risk Communication and Diverse Populations"□  
**Terri Adams-Fuller**, Howard University  
**Carolyn A. Stroman**, Howard University  
**Vankita Brown**, Howard University

"Applying the RISP Model to Determine How Age Influences Severe Weather Risk Information Seeking and Processing Behaviors"  
**Denna Geppi**, Howard University

"Protective Action and Evacuation Responses During Hurricane Katrina: The Role of Gender"  
**Michelle Dovi**, Howard University

"Human Response to Threats and the Implications for Effectively Communicating Risk"  
**Terri Adams-Fuller**, Howard University



**Michelle Dovi**, Howard University  
**Carolyn A. Stroman**, Howard University  
**Denna Geppi**, Howard University  
**Angela Cole Dixon**, Howard University

This panel will examine how socio-cultural factors (e.g. race, age, and gender) influence the receptivity of communications regarding weather and other related messages. Attention will also focus on the optimal modes of communication to reach various social groups. The panel will provide a framework for both researchers and practitioners for developing weather-related risk communications that are targeted and tailored to diverse audiences and communities, and that have the potential to improve access to relevant information and resources.

Saturday 4.5.03

1:30 – 2:45

Room: Constellation F

## **SOCIAL MEDIA AND ITS [R]EVOLUTION IN DEVELOPING COUNTRIES**

Sponsor: Communication and Technology  
 Chair: **Mary Catherine Kennedy**, Mount St. Mary's University  
 Respondent: **Elizabeth Cohen**, West Virginia University

“Women and Social Media Activism in the Middle East”

**Amal Ibrahim**, University of Wisconsin-Whitewater

**Nahed Eltantawy**, High Point University

“Evolution and Diffusion of Social Media in India”

**Pratibha Kumar**, Mount St. Mary's University

“Can Evolution of Social Media Lead to a Revolution?”

**Juan S. Larrosa Fuentes**, Temple University

“Cultural Relativism and Social Media”

**Pawena Sirimangkala**, Barry University

This roundtable panel discussion focuses on the evolution, access, and impact of social media in developing countries. Papers in this panel examine issues of activism, agency, empowerment, democratization, and cultural identity in the Middle East, India, Mexico, and Thailand.

Saturday 4.5.04

1:30 – 2:45

Room: Baltimore

## **TOP PAPERS IN POLITICAL COMMUNICATION**

Sponsor: Political Communication  
 Chair: **Angela Bigas**, West Chester University  
 Respondent: **Trevor Parry-Giles**, National Communication Association

“Four-Color Politics: Ideology and the Presidency in DC's *Prez* 1973-2015”

**Christina M. Knopf**, SUNY Potsdam

“Is More Really Better? Framing Political Issues and Citizen Efficacy”

**Leanna Smithberger**, James Madison University

**Lindsey A. Harvell**, James Madison University

“Debunking the Virginia Way: Framing Ethics in Editorials and Opinion Pieces”

**Anjelica Smith**, Virginia Tech University

Saturday 4.5.05

1:30 – 2:45

Room: Annapolis

## TOP FOUR COMPETITIVE PAPERS IN HEALTH COMMUNICATION

Sponsor: Health Communication  
 Chair: **Benjamin R. Bates**, Ohio University  
 Respondent: **Rukhsana Ahmed**, University of Ottawa

“Mobilizing a Narrative of Generosity: Patient Experiences on an Urban Mobile Health Clinic”\*

**Heather J. Carmack**, James Madison University

**Yasmin Rawlins**, Columbia University of Physicians and Surgeons

**Zoey Bouchelle**, Harvard Medical School

**Caterina Hill**, Harvard Medical School

**Jennifer Bennet**, Harvard Medical School

**Nancy E. Oriol**, Harvard Medical School and Beth Israel Deaconess Medical Center

“Older Adult Cognitive and Interpersonal Communicative Responses to Active Involvement Interventions about Fall Prevention”

**Danielle Catona**, Ramapo College

“Care-full Narratives: Agency and Belonging in/as Prenatal Care”

**Liliana Herakova**, University of Maine

“Using Psychological Reactance Theory to Identify Key Constructs for Audience Segmentation in the Context of Illicit Use of Prescription Stimulants among College Students”\*\*

**Hannah Ball**, West Virginia University

This panel features the Top Four Competitive Papers from the Health Communication Interest Group. Each paper offers a unique approach to studying and understanding health communication in varied contexts, and truly represents the best scholarship in our area. These papers are worthy of both praise and further discussion.

\*Top Paper

\*\*Top Student Paper

Saturday 4.5.06

1:30 – 2:45

Room: Chesapeake B

## COMPETITIVE PAPERS IN MEDIA COMMUNICATION 4

Sponsor: MEDIA COMMUNICATION  
 Chair: **Nicholas Scott Smith**, Wayne State University  
 Respondent: **Lukas J. Pelliccio**, Wayne State University

“Sideline: Analyzing the Limited Media Coverage of Women’s Sports”

**Hans C. Schmidt**, Pennsylvania State University - Brandywine

“Fan Celebrity Social Relationships: How Personal Connections with Celebrities are Formed -- A Case Study of Josh Groban and His Fans”

**Gayle S. Stever**, Empire State College/SUNY

“Framing drug resistance, smoker’s rights, vaccines and genetic engineering: The ‘Biocontroversy’ exhibit at The Amazing You”

**David H. Lee**, New York City College of Technology

Saturday 4.5.07

1:30 – 2:45

Room: Charles

Nominating Committee

Saturday 4.5.08

1:30 – 2:45

Room: Douglass

## REVOLUTIONARY COMMUNICATION INSTRUCTION: INSPIRING AND EMBRACING [R]EVOLUTION WITH NON-TRADITIONAL AND AT-RISK STUDENTS

Sponsor: Instructional Communication  
 Cosponsor: Urban Communication Foundation  
 Chair: **Douglas J. Marshall**, Southern University at New Orleans

“College Within a College: Embracing Opportunities for Students in New Orleans”

**Douglas J. Marshall**, Southern University at New Orleans

**Sarah Jackson**, Southern University at New Orleans

“Teaching in the Gussin Spiritan Division of Duquesne University: Embracing Opportunities”

**Janie M. Hardin Fritz**, Duquesne University

“Facilitating Success and Leadership: Introductory Speech for First Generation College Students”

**Anthony Wachs**, Northern State University

This panel presentation/roundtable discussion will focus on [R]evolutions – or meta-revolutions - that occur within the space of the diverse, urban classroom setting. This panel will focus on how the instructional elements inherent to the basic communication course can foster revolution in students who are often underserved and ignored. This panel will specially look at communication classrooms serving “non-traditional” or “at-risk” students and how those spaces can be used to encourage academic, intellectual, and spiritual revolution.

Saturday 4.5.09

1:30 – 2:45

Room: Pratt

## **[R]EVOLUTION OF GRADUATE STUDENT INTERPERSONAL COMMUNICATION RESEARCH: A RESEARCH PAPER WORKSHOP**

Sponsor: Interpersonal Communication  
 Chair: **Andrew Nicholson**, SUNY Oswego  
 Respondent: **Jenny Rosenberg**, SUNY Oswego

“A Re-examination of Communication Accommodation Theory: Integrating CAT with Lewin’s Field Theory”

**Hsin-Yi Chien**, University of Maryland

“Person-Situation Interactions: Mapping Interpersonal Communication Research”

**Rong Ma**, University of Maryland

“Interpersonal Communication in Graduate School Group Work”

**Elizabeth Davis**, SUNY Oswego

**Tristan Gleich**, Osnabruck University

**Kristan Marino**, SUNY Oswego

This [r]evolutionary workshop discussion will focus on the role that graduate research plays in the [r]evolution of interpersonal communication research. The panelists will work with the respondent to discuss the next steps in their interpersonal communication research. The workshop is also an opportunity for graduate students to discuss their current research projects for feedback and critique.

Saturday 4.5.10

1:30 – 2:45

Room: Calvert

## **SHIFTING PERSPECTIVES**

Sponsor: Rhetoric and Public Address  
 Chair: **Giuliana Sorce**, Penn State University

“Transforming Public Perceptions of the CF: The Rhetorical Innovation of former Chief of Staff, General Rick Hillier”

**Chris Cudahy**, Crandall University

“The Eclectic Approach Reconsidered: An Orientation to Societal Transformations”

**James W. Chesebro**, Ball State University

**David T. McMahan**, Missouri Western State University

**Dale A. Bertelsen**, Bloomsburg University

“Public Relations, Sociology, Globalization, and the British Abolition Movement”

**Timothy S. Penn**, University of Maryland

“A Comparative: The Rhetorical Situations of Nazi Germany and The Islamic State”

**Mikayla Torres**, St. John's University

The competitively selected papers on this panel address shifting perspectives in the study of rhetoric and public address.

Saturday 4.5.11

1:30 – 2:45

Room: Lombard

## **BALTIMORE: LIFE FROM THE STREET - A ROUNDTABLE DISCUSSION OF APPROACHES TO UNDERSTANDING A CITY**

Sponsor: MEDIA COMMUNICATION

Chair: **Gregory Adamo**, Morgan State University

PRESENTERS: **Karen Houppert**, Editor of the *Baltimore City Paper*

**Katie Kavanagh O'Neill**, University of Pittsburgh

**Aaron Henkin**, Producer Out of the Blocks, WYPR-FM

From television programs such as *Homicide: Life on the Street* and *The Wire* through the 24/7 media coverage of the uprising surrounding the death of Freddie Grey, Baltimore has often been the focus of national media. This roundtable discussion with scholars, educators, video and audio producers, and journalists, will focus on their work, some created with Baltimore students, that attempts to portray Baltimore from a local perspective that focuses on Baltimoreans telling their own stories.

Saturday 4.5.12

1:30 – 4:15

Room: Camden

## **TEACHING THE INTRODUCTORY COMMUNICATION THEORY COURSE**

Sponsor: Short Courses

Facilitator 1: **Richard West**, Emerson College

Facilitator 2: **Lynn Turner**, Marquette University

This course is for teachers who have little/no experience in teaching the introductory course in communication theory. It is aimed at helping teachers prepare or reinvigorate their theory class. As the field of communication continues to expand, communication theory has fast become an integral part of communication curricula across the country. The “Intro” course has evolved from an elective to a required course in large numbers of communication departments. With so much information available from the growth of communication research, a limited teaching repertoire in communication theory, and inevitable student uneasiness about enrolling in the course, a model of how to teach the course seems both timely and relevant.

# 2:15 – 3:45

Saturday 4.5.13

2:15 – 3:45

Room: Frederick

## **RHETORICAL ANALYSIS OF WOMEN**

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference

Chair: **Andrew Herman**, SUNY Geneseo  
 Respondent: **Valerie Lynn Schrader**, Penn State Schuylkill

“Butch, Femme, or Bust: The Queer Female Binary in American Film and TV”  
**Jade Chenaimwoyo Brown**, State University of New York at Geneseo\*

“The Evolution of Women’s Representation in Horror Movies”  
**Taylor Hollister**, Manhattan College\*

“A Rhetoric of Intimacy: Convergence, Participation, and the Film/Viewer Relationship”  
**Zachary Sheldon**, Geneva College\*

“Changing the Way the World Views Women”  
**Kathryn McAnally**, James Madison University \*

“The Tangled Truth: The Oppression of Black Female Beauty through the Misrepresentation of Black Hair in American Media”  
**Allyson Pereyra**, State University of New York at Geneseo\*

“Applying Muted Group Theory and Co-Cultural Communication Theory to Award Acceptance Speeches: An Analysis of Viola Davis’ Emmy Acceptance Speech”  
**Susannah Goodman**, Messiah College\*

These competitively selected papers will focus on the rhetorical analysis of women across television and film.

\* Debut

Saturday 4.5.14

2:15 – 3:45

Room: Columbia

### **INSTAGRAM, MEMES, MEDIA PORTRAYALS AND THE FUTURE OF MASS MEDIA**

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference  
 Chair: **Laura K. Dorsey-Elson**, Morgan State University  
 Respondent: **Nicholas David Bowman**, West Virginia University

“Gender on Instagram: An Updated Look at Goffman's Gender Advertisements”  
**Trevor Arnold**, Kutztown University of Pennsylvania\*

“Uses and gratifications theory applied to college students' use of Instagram”

**Christina Tartaro**, State University of New York at Oswego\*

**Joey Karlik**, State University of New York at Oswego\*

**Melissa Bulman**, State University of New York at Oswego\*

**Emmeline Ortiz**, State University of New York at Oswego\*

**Dylan Galusha**, State University of New York at Oswego\*

“What’s Your Sign? The Semiotic Applications of Internet Memes in Digital Culture”  
**Ashlyn Miller**, Messiah College\*

“Traditional Radio's Unclear Future”  
**Erin Cook**, Stonehill College\*

“Media Portrayals of Male Abuse Victims”  
**Jennifer Sanchez**, Messiah College\*

These competitively selected papers will focus on analyzing mass media, including Instagram, digital memes, and the future of radio.

\* Debut

Saturday 4.5.15

2:15 – 3:45

Room: Chesapeake A

## TOP COMPETITIVE PAPERS WITHIN THE USC

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference  
 Chair: **Katie Dunleavy**, LaSalle University  
 Respondent: **Lynda McCroskey**, California State University, Long Beach

“Relational Maintenance Strategies in Long Distance Dating Relationships and Long Distance Friendships”  
**Marisa Farmer**, State University of New York at Oswego

“Rhetorical Magic: J.K Rowling’s Ability to Move an Oppositional Audience with a Speech Paradoxical to the Occasion”  
**Lindsay Aidan Farrell**, Stonehill College\*

“Making Meaning of Distance: Contradictions in Long-Distance Romantic Relationships”  
**Nicole Heney**, State University of New York at Geneseo

“Queering Marital Typologies: A Modern Recreation of Fitzpatrick’s Typological Approach Using Queer Couples”  
**Karli Jayne Miller**, Bloomsburg University\*

“Out of Sight, Out of Communication? Private Disclosure in Proximal and Long-Distance Relationships”  
**Chi Phuc Khanh Huynh**, State University of New York at Geneseo\*

This panel features the Top Five Competitive Papers from the Undergraduate Scholars Conference. These papers represent the highest quality submissions and were ranked highest among our reviewers. Let’s celebrate their hard work and provide support for their lines of research.

\* Debut

# 2:30 – 3:30

Saturday 4.5.16

2:30 – 3:30

Harborview

## COMPETITIVE GRADUATE POSTER SESSION II

Sponsor: ECA  
 Chair: **Dante E. Morelli**, Suffolk County Community College

Graduate students with “research in progress” have been competitively selected to present their ideas for the ECA membership. We encourage our ECA community to interact with and help guide our next generation of scholars.

“Face and Race: The Value of Images in Cancer Prevention Print Materials”  
**Gaitry Aruwani**, High Point University\*

“Exploratory Investigation of the Content and Form of Mental Models of Game Systems”  
**Joe A. Wasserman**, West Virginia University

“Toward a Combined Theory of Situation Awareness and Sensemaking”  
**Wendy Hall**, Ashland University\*

“Play Ball! Without Tobacco: Does Targeted Advertising and Perceived Barrier Messages Promote Recall for College Baseball Players?”  
**Zachary Molan**, High Point University

“How Streamers Stream: Gendered Self-Presentation of Twitch Streamers”  
**Dave McLean**, Virginia Tech

**Madison Lanier**, Virginia Tech

“Tweeting and Policing: Communicating Crime and Community on Twitter”

**Anjelica Smith**, Virginia Tech

“Revolution of Leftover Women: A Research on Chinese Women’s Relational Condition”

**Zehui Dai**, Bowling Green State University

“Freaks and Geeks: The Use of Metaphors to Denote Race Among Athletes”

**Clint Townson**, University of Delaware

“Redefining the Special Olympian: A Rhetorical Analysis of Special Olympics Advertisements”

**William H. Y. Canter**, Virginia Tech\*

“‘Remember When We...’ Relational Communication and #ThrowbackThursday”

**Lauren Ciampoli**, Old Dominion University\*

“A Quaker Minister, Lucretia Coffin Mott: Public Voice and Advocate for Peace”

**Nora Murphy**, University of Maryland\*

“Technological Revolution and the Not-so-Stable Body: ‘Being There’ in the Cyborg’s Dilemma”

**Sean Gleason**, Ohio University

“The Who and How of Enhancing College Students’ Health Awareness and Behaviors: Comparing Peer/Professional Spokesperson and Narrative/Expository Messages”

**Allison Green**, High Point University\*

“Wellness Warriors: An Ethnographic Approach to an Incentivized Workplace Wellness Program”

**Ashleigh M. Day**, Wayne State University

“Use of Humor in Instructor First Impressions and Students Perceptions of Instructor Credibility in an Online Classroom”

**Kristy M. Najarian**, Bryant University

**\*Graduate Student Debut**

# 3:00 – 4:15

Saturday 4.6.01

3:00 – 4:15

Room: President

## SAVING FACE AND/OR LYING

Sponsor: Interpersonal Communication

Chair: **Dana Borzea**, West Virginia University

Respondent: **Mary E. King**, Bloomsburg University

“‘You’re Both in It, Why Can’t You Both Talk About It’: An Exploration of the Communication-Related Face Threats Associated With Hookups”

**Meredith Marko Harrigan**, SUNY Geneseo

**Bethany Martone**, SUNY Geneseo

**Taylor Quaranta**, SUNY Geneseo

**Joseph Rabideau\***, SUNY Geneseo

“The (Dys)Functionality of Deceptive Affection: Using a Goals-Based Approach to Understand the Process of Deceptive Affection in Friends with Benefits”

**Sara L. Trask**, Randolph Macon College

“Revolutionizing Lying Typologies: An Investigation of Familial Relationships & Motivations for Lying ”

**Nancy Bressler**, Wheeling Jesuit University

The competitively selected papers on this panel focus on risky interpersonal communication. The authors examined precarious situations in which one might need to save face and/or lie.

\*Debut

Saturday 4.6.02

3:00 – 4: 15

Room: Constellation F

### **BALTIMORE MAYORS, MARYLAND GOVERNORS: SUCCESSFUL COMMUNICATORS?**

Sponsor: Political Communication

Chair: **Richard Vatz**, Towson University

Respondent: **Scott W. Dunn**, Radford University

“Theodore Roosevelt McKeldin: The Grandiloquence of Moderation and Getting Things Done”

**Theodore F. Sheckels**, Randolph-Macon College

“William Donald Schaefer: Direct Speech and ‘Do It Now’”

**Carl T. Hyden**, Morgan State University

“Martin O’Malley: How a Zero Tolerance Past Undermined a Progressive Future”

**Todd Eberly**, St. Mary’s College of Maryland

ECA is meeting in 2016 in the city of Baltimore and the state of Maryland. Three of the city’s mayors became three of the state’s governors. As they pursued this course, they exhibited very different communication styles. Theodore McKeldin strove for eloquence; William Donald Schaefer tried to get things done; Martin O’Malley strove for themes that might resonate, then and later.

Saturday 4.6.03

3:00 – 4:15

Room: Baltimore

### **“LET US GET UNCOMFORTABLE”: A 21ST CENTURY CASE STUDY OF RACIAL POLITICS AND DIALOGUE ON A COLLEGE CAMPUS**

Sponsor: FIRST VICE PRESIDENT

Chair: **Adam St. Pierre**, SUNY Plattsburgh

Presenters: **J.W. Wiley**, SUNY Plattsburgh

**Kirsten Isgro**, SUNY Plattsburgh

**Adam St. Pierre**, SUNY Plattsburgh

**Shane Spruill**, SUNY Plattsburgh

**Flora Veitch**, SUNY Plattsburgh

Given the current highly polarized rhetoric across the U.S., those of us invested in social justice are in a prime position to model the benefits of embracing uncomfortable conversations around diversity. This student/faculty panel will share differing perspectives of a specific racialized campus event that unfolded during fall 2015 semester as a case study as to how individuals, groups and institutions can move towards meaningful dialogue about race and diversity resulting in personal and institutional change.

Saturday 4.6.04

3:00 – 4: 15

Room: Annapolis

### **THE INTERSECTION AND MUTUAL INFLUENCE OF HEALTH AND THE MEDIA: HEALTH LITERACY, ONLINE DIALOGUES, AND INFORMATION SEEKING BEHAVIORS**

Sponsor: Health Communication



Chair: **Virginia M. McDermott**, High Point University

Respondent: **Ji Young Lee**, West Virginia University

“#Viral: How Twitter Affects Perceptions of Ebola”

**Emma Talkington**, James Madison University

**Lindsay Wright**, James Madison University

“The evolving nature of health literacy in an increasingly mediated world: Challenging traditional applications of the Theory of Motivated Information Management”

**Kate Magsamen-Conrad**, Bowling Green State University

**Jeannette M. Dillon**, Bowling Green State University

**China Billotte-Verhoff**, Purdue University

**Sandra L. Faulkner**, Bowling Green State University

“Doing Content Analysis During the H1N1 Outbreak: The codes that replicated along with the virus”

**David H. Lee**, NYC College of Technology

The papers on this panel share a mutual theme in investigating how individuals seek, process, and use health information to satisfy cognitive and physical health needs. Specifically, the papers on this panel explore the role of social media and call centers during two public health crises, as well as the encompassing role of health literacy in affecting individuals' capability to find and implement appropriate health information using new technologies.

Saturday 4.6.05

3:00 – 4: 15

Room: Chesapeake B

## ENTERTAINMENT AS NEWS: A ROUNDTABLE ON THE USE OF EXAGGERATION AND HUMOR IN THE EVOLVING TELEVISION LANDSCAPE

Sponsor: MEDIA COMMUNICATION

Chair: **Kimberley J. Hannah**, University of Maryland

**Kimberly D. Meltzer**, Georgetown University

**Kelly Opdycke**, California State University, Northridge

In the modern media landscape, it has become increasingly difficult to label news sources as “hard news.” The increasing demand for television news to include entertainment elements has led some journalists to exaggerate their work. Some television viewers turn to the political satire in programs like “The Daily Show” and “Last Week Tonight” to learn more about current events. In this roundtable, we analyze contemporary televised media that illustrate the evolution of entertainment as news.

Saturday 4.6.06

3:00 – 4: 15

Room: Charles

## DELIBERATIVE DEVOLUTION OR [R]EVOLUTION? EXAMINING NEW FORMS OF ONLINE STAKEHOLDER PARTICIPATION

Sponsor: Applied Communication

Chair: **Elesha Ruminski**, Frostburg State University

Respondent: **Janie M. Harden Fritz**, Duquesne University

“Cumberland Positive, or Cumberland Complains? How One Secret Facebook Group is Co-constructing an Understanding of ‘Positive’ Community-focused Interaction”

**Elesha Ruminski**, Frostburg State University

“Slacktivism or Activism? How Planned Parenthood Uses Visual Enthymemes to Mobilize Stakeholders during a Crisis”

**Christine M. Willingham**, Frostburg State University

“Race, Culture, and Facebook Groups: Online Stakeholder Participation Within and Across Racialized Categories”

**Jenny Korn**, University of Illinois, Chicago

This panel explores how the uncertain interpersonal dynamics of social media interact with stakeholder participation in the form of online deliberation. Has the way we interact online devolved or evolved our roles as stakeholders or community members? These presentations will explore if online deliberation revolutionizes democratic deliberation and organizing, or, in the absence of trusting relationships, devolves democratic deliberation into entrenched polarizing positions repressed by negative outcomes, such as increased stigmatization and fragmentation.

Saturday 4.6.07

3:00 – 4: 15

Room: Pratt

### MECHANICS OF DEMOCRATIC SPEECHES

Sponsor: Rhetoric and Public Address

Chair: **Christine Courtade Hirsch**, SUNY Oswego

“Critical Reflections on James Baldwin: Race, Anger, and Arguments for Democratic Hope”

**Jeffrey Kurtz**, Denison University

“Crafting Tautological Virtue: Hillary Clinton, Gay Rights as Human Rights, and the Rhetorical Enactment of Progress”

**Kenneth Lythgoe**, University of Wisconsin, Madison

“Slaying the Vile Beasts Within: Theorizing a Mortification Mechanism”

**Floyd D. Anderson**, SUNY Brockport

**Kevin R. McClure**, University of Rhode Island

The competitively selected papers on this panel address intersections of race, sexual orientation, and human rights through the analysis of public address.

Saturday 4.6.08

3:00 – 4: 15

Room: Calvert

### STUDENTS' MEDIA AND TECHNOLOGY USAGE AND LITERACY

Sponsor: Instructional Communication

Chair: **Angelina Bigas**, West Chester University

Respondent: **Candice Thomas-Maddox**, Ohio University Lancaster

“Are We Violating Student Expectations? Availability, Workload, Class Time Use, and Technology Policies in Undergraduate Courses”

**Melissa A. Broeckelman-Post**, George Mason University

**Brenda L. MacArthur**, George Mason University

**Di Pei**, George Mason University

“The Impact of Goal Achievement on Student Technology Usage in the Classroom”

**Kara McGillicuddy**, University of Connecticut

**Rory P. McGloin**, University of Connecticut

**John L. Christensen**, University of Connecticut

“Understanding News in a Digital Environment: An Analysis of Student News Literacy Competencies”

**Hans C. Schmidt**, Penn State Brandywine

These competitively-selected papers examine students' use of various media and technologies relevant to their courses. Panelists will discuss research on the instructor's role in shaping effective student technology use for course-related purposes, and how students build competencies for literate, critical consumption and use of media and technology.

Saturday 4.6.09

3:00 – 4: 15

Room: Lombard

### HEIDEGGER AND PHILOSOPHY OF COMMUNICATION: DASEIN AND THINKING IN LITERATURE, PHENOMENOLOGY, AND POLITICS

Sponsor: Philosophy of Communication  
 Chair: **Craig T. Maier**, Duquesne University  
 Respondent: **Deborah Eicher-Catt**, Pennsylvania State University-York

“Heideggerian Concepts in Contemporary Corporate Communications: Internal Communications, External Communications and Corporate Social Responsibility”

**Kristie Byrum**, Bloomsburg University

“Building a Dwelling for Being: Marcel Proust’s Philosophy of Communication”

**David M. Deiuliis**, Duquesne University

“Martin Heidegger: Philosophizer of Communication”

**Brian Gilchrist**, Mount St. Mary’s University

“Heidegger and Communicating Environmental Sustainability”

**Cem Zeytinoglu**, East Stroudsburg University

This panel interprets Heidegger’s philosophy in four distinct but related areas of human communication. Panelists analyze Heidegger’s ideas through corporate communication, the work of Marcel Proust, neglected Heidegger texts in the communication discipline, and environmental advocacy.

# 4:30 – 5:45

Saturday 4.7.01

3:00 – 4:15

Room: Chesapeake A & B

## GENERAL BUSINESS MEETING

# 6:00 – 8:00

Saturday 4.7.02

6:00 – 8:00

Room: Pisces

## PRESIDENT’S RECEPTION

# 8:00 – 9:00

Saturday 4.7.03

8:00 – 9:00

Room: Conway

## 12 – STEP

# Sunday

Sunday 5.1.01

8:45 – 9:45

Room: Baltimore

## FINANCE 2

**Jason S. Wrench**, Chair (President)  
**Benjamin R. Bates** (First Vice President)  
**Leeanne M. Bell McMannus** (First Vice President Elect)  
**Cheryl Casey** (Executive Director)  
**J. Kanan Sawyer** (Immediate Past President)

## EX OFFICIO MEMBERS

**Pamela J. Lannutti** (*Communication Quarterly* Editor)  
**Don W. Stacks** (*Communication Research Reports* Editor)  
**Annette M. Holba** (*Qualitative Research Reports in Communication* Editor)

Sunday 5.1.02

10:00 – 12:00

Room: Baltimore

## ECA EXECUTIVE COUNCIL 2

**Jason S. Wrench**, Chair (President)  
**Benjamin R. Bates** (First Vice President)  
**Leeanne M. Bell McMannus** (First Vice President Elect)  
**Cheryl Casey** (Executive Director)  
**J. Kanan Sawyer** (Immediate Past President)

## INTEREST GROUP REPRESENTATIVES

**Elvera Berry** (Kenneth Burke Interest Group Representative)  
**April E. Copes** (Intercultural Communication Interest Group Representative)  
**Christine Courtade Hirsch** (Rhetoric and Public Address Interest Group Representative)  
**Annette M. Holba** (Theory & Methodology Interest Group Representative)  
**Tracey Quigley Holden** (Political Communication Interest Group Representative)  
**Zac D. Johnson** (Nonverbal Communication Interest Group Representative)  
**Mary L. Kahl** (Communication Administration Interest Group Representative)  
**Truman R. Keys** (Voices of Diversity Interest Group Representative)  
**Craig T. Maier** (Philosophy of Communication Interest Group Representative)  
**Daniel H. Mansson** (Instructional Communication Interest Group Representative)  
**Robin Smith Mathis** (Organizational Communication Interest Group Representative)  
**C. Leigh Nelson** (Media Communication Interest Group Representative)  
**Jade Olson** (Argumentation and Forensics Interest Group Representative)  
**Jessica Papajcik** (Community College Interest Group Representative)  
**Christina E. Saindon** (Interpretation and Performance Studies Interest Group Representative)  
**Shawn Starcher** (Health Communication Interest Group Representative)  
**Martin Wallenstein** (Communication, Law & Ethics Interest Group Representative)  
**TBA** (Applied Communication Interest Group Representative)  
**TBA** (Communication and Technology Interest Group Representative)  
**TBA** (Communication Traits Interest Group Representative)

## EX OFFICIO MEMBERS

**Nichole Blau** (Director of Marketing)  
**Nicholas David Bowman** (Social Media Director)  
**Nyah Lacey** (ECA Community College Representative to NCA Legislative Council)  
**Rod Carveth** (ECA Representative to NCA 2015 Nominating Committee)  
**Mary C. Toale** (ECA Representative to NCA 2016 Nominating Committee)

**April E. Copes** (K-12 Representative to NCA Legislative Assembly)

**Susan Drucker** (ECA Legal Counsel)

**Annette M. Holba** (*Qualitative Research Reports in Communication* Editor)

**Pamela J. Lannutti** (*Communication Quarterly* Editor)

**Don W. Stacks** (*Communication Research Reports* Editor)

**Katie Neary Dunleavy** (Four Year College Representative to NCA Legislative Assembly)

**Trevor Parry-Giles** (Archivist)

# 108th Annual ECA Convention

## 2017 CALL FOR PAPERS Freedom To ... and Freedom From ... Boston, Massachusetts

March 29 - April 2, 2017

**Submission deadline: October 15, 2016**

No city in the United States is associated more with the tensions inherent in the concept of <freedom> than Boston, the site of our 2017 convention. Although the “Freedom Trail” that passes only twenty feet from the door of our convention hotel tells a story that Boston – and the United States – seeks simple <freedom>, its two endpoints show that <freedom> is no simple thing. The Massachusetts State House on the southern end negotiates daily the tension between governmental regulation and individual liberties. The USS Constitution on the northern end embodies the nation’s history desire for freedom from foreign aggression through its freedom to use military force. The Boston Common was used as a grazing ground, where there was freedom from livestock fees, but also freedom to enact the tragedy of the commons. Boston was home to the first Liberty Tree, an elm near Boston Common that was a site where everyday people sought freedom from the Stamp Act in 1765 and where British soldiers enacted their freedom to make this tree an object of ridicule and a site of punishment. Samuel Adams preached revolutionary freedom from British taxes, even while his cousin John Adams argued that even British soldiers have the freedom to demand a fair trial. Boston’s Justice William Cushing ruled in 1781, that “all men are born free and equal” to demand that Bostonians of African descent be released from slavery, even as slaveholders and legislators sustained laws that that allowed the freedom to hold slaves until the end of the Civil War. Throughout the Civil War, the first Red Scare of the 1920s, the busing and desegregation struggles of the 1970s and 80s, and to today in dozens of other examples, Boston has been a place where <freedom> has been a contested ground.

Our presence in Boston invites us to consider how the tensions in <freedom> are also present in our discipline. What does communication give us the <freedom> to do? What does it give us <freedom> from? What are the uses and abuses of free communication? When have others used their freedom to communicate to prevent freedom from other forces? And, when have we used the freedom to communicate to gain freedom from these forces? These are the kinds of questions I want our papers, panels, short courses, and other activities to explore.

See the below list of Interest Group and Affiliate Organization Planners, Special Session Directors, and Associate Organization contacts for the 2017 Convention. Please include the update **Statement of Professional Responsibility** on all submissions:

*In submitting the attached paper or proposal, I/We recognize that this submission is considered a professional responsibility. If this submission is accepted and programmed, I/We agree to register for the 2017 ECA Convention, pay fees, and present in Philadelphia. I/We understand that presenters with last minute emergencies must make arrangements as possible for an alternate presenter as well as communicate their absences to both the Interest Group Planner and ECA VP; no shows will be removed from the official program.*

To have time to confirm programming into the 2017 convention, notification of acceptance will not be given until the review process and initial session programming is drafted. (We do not wish to rank acceptances by

sending out select notifications and having others wait.) Please expect to hear back about proposal acceptances no sooner than the traditional time of:

NOTE: A single paper or panel should only be submitted to a single interest group or affiliate organization for consideration.

**Convention Acceptance Notifications: Friday, January 15, 2017**

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# ECA 2017 CONVENTION PLANNERS

## CONTACT INFORMATION

Thank you to the individuals listed here for their service to ECA and to our discipline.

### First Vice President & Primary Convention Planner

Benjamin R. Bates  
Ohio University  
[ecaboston@gmail.com](mailto:ecaboston@gmail.com)  
(740) 593-9163

### Second Vice President (Local Arrangements)

Jason Edwards, Bridgewater State University  
[jasonedwards57@hotmail.com](mailto:jasonedwards57@hotmail.com)

James C. McCroskey & Virginia P. Richmond  
Undergraduate Scholars Conference Planners

Mary Mino, Penn State-DuBois  
[obc@psu.edu](mailto:obc@psu.edu)

Tom Donlan, Montgomery County Communication  
College, [tdonlan@mc3.edu](mailto:tdonlan@mc3.edu)

### Marketing/Sponsorship Director

Nicole Blau, Ohio University-Lancaster,  
[dobransk@ohio.edu](mailto:dobransk@ohio.edu)

### Graduate Poster Session Chairs

Heather Ferrara, Cazenovia College,  
[hmferrara@cazenovia.edu](mailto:hmferrara@cazenovia.edu)

Valerie Lynn Schrader, Penn State Schuylkill,  
[vls16@psu.edu](mailto:vls16@psu.edu)

### Second Vice President (Volunteer Coordinator)

Angela Cooke-Jackson, Emerson College,  
[angela\\_cooke\\_jackson@emerson.edu](mailto:angela_cooke_jackson@emerson.edu)

### Basic Course Conference Planner

Angela Hosek, Ohio University, [hosek@ohio.edu](mailto:hosek@ohio.edu)

### Short Course Directors

Dante Morelli, Suffolk County Community  
College, [morelld@sunysuffolk.edu](mailto:morelld@sunysuffolk.edu)

Steven Granelli, Ohio University  
Social Media/Technology Coordinator

L. Meghan Mahoney, West Chester University of  
Pennsylvania, [mmahoney@wcupa.edu](mailto:mmahoney@wcupa.edu)



# ECA Interest Group Planners 2017

American Society for the History of Rhetoric (ASHR)

**Michelle Gibbons**

University of New Hampshire

Applied Communication

**TBA**

Argumentation and Forensics

**Sean Luechtefeld**

The Johns Hopkins University

Communication Administration

**Mary Mino**

Penn State-DuBois

Communication Law & Ethics

**Martin Wallenstein**

John Jay College

Communication and Technology

**Malwina A. Buldys**

Temple University

Communication Traits

**Yang Lin**

University of Akron

Community College

**Cheryl Wilson**

Harrisburg Area Community College

G.I.F.T.S. (Great Ideas for Teaching)

**TBA**

Health Communication

**Rukhsana Ahmed**

University of Ottawa

Institute of General Semantics

**Thom Gencarelli**

Manhattan College

Instructional Communication

**Katherine S. Thweatt**

SUNY New Paltz

Intercultural Communication

**TBA**

Interpersonal Communication

**Marianne Dainton**

La Salle University

Interpretation and Performance Studies

**Lisa Weckerle**

Kutztown University

Kenneth Burke

**Brian Gilchrist**

Mount St. Mary's University

Media Communication

**Guy Wade**

Wayne State University

Media Ecology (Affiliate Organization)

**TBA**

Nonverbal Communication

**Jordan T. Atkinson**

West Virginia University

Organizational Communication

**Gregory A. Cranmer**

Columbus State University

Philosophy of Communication

**Craig Myer**

Affiliation

Political Communication

**Scott W. Dunn**

Radford University

Rhetoric and Public Address

**Michael Stutz**

Three Rivers College



# ECA Presidents

**1910**

**Paul M. Pearson**

*Swarthmore College*  
(Founding Organizer)

**1910**

**Albert E. Hancock**

*Haverford College*  
(Founding Organizer)

**1910**

**Frederic A. Child**

*University of Pennsylvania*  
(Founding Organizer)

**1911**

**Paul M. Pearson**

*Swarthmore College*

**1912-1913**

**Erasthus Palmer**

*City College, New York*

**1914-1915**

**James A. Winans**

*Cornell University*

**1916-1919**

**Wilbur Jones Kay**

*Washington & Jefferson*  
*College & Swarthmore College*

**1920**

**Horace G. McKean**

*Union College*

**1921**

**Daniel W. Redmond**

*City College, New York*

**1922**

**John Dolman, Jr.**

*University of Pennsylvania*

**1923**

**Everett L. Hunt**

*Cornell University*

**1924-1927**

**G. Rowland Collins**

*New York University*

**1928**

**Elizabeth Avery**

*Smith College*

**1929-1930**

**Hoyt H. Hudson**

*Princeton College*

**1931**

**Herbert A. Wichelns**

*Cornell University*

**1932-1933**

**Arleigh B. Williamson**

*New York University*

**1934-1935**

**Wayland Maxfield Parish**

*University of Pittsburgh*

**1936-1937**

**Jane Dorsey Zimmerman**

*Columbia University*

**1938-1939**

**J. Walter Reeves**

*The Peddle School*

**1940-1941**

**W. Hayes Yaeger**

*George Washington University*

**1942**

**Arthur L. Woehl**

*Hunter College*

**1943-1946**

**John H. Frizzell**

*Pennsylvania State University*

**1947**

**Joseph F. O'Brien**

*Pennsylvania State University*

**1948**

**Russell H. Wagner**  
*University of Virginia*

**1949**

**Wilbur E. Gilman**  
*Queens College*

**1950**

**Agnes I. Allardyce**  
*Syracuse University*

**1951**

**Robert B. Huber**  
*University of Vermont*

**1953**

**James H. Henning**  
*West Virginia University*

**1954**

**Marvin G. Bauer**  
*Brooklyn College*

**1955**

**David C. Phillips**  
*University of Connecticut*

**1956**

**H. Barrett Davis**  
*Lehigh University*

**1957**

**Evelyn Kongisberg**  
*Washington Irving High School*

**1958**

**J. Calvin Callahan**  
*Syracuse University*

**1959**

**Magdalene Kramer**  
*Teachers College, Columbia University*

**1960**

**Paul D. Holtzman**  
*Pennsylvania State University*

**1961**

**Eleanor M. Luse**  
*University of Vermont*

**1962**

**Sam Boyd, Jr.**  
*West Virginia University*

**1963**

**Ray E. Keeseey**  
*University of Delaware*

**1964**

**Carroll C. Arnold**  
*Pennsylvania State University*

**1965**

**Wofford C. Gardner**  
*University of Maine*

**1966**

**Harold M. Scholl**  
*Montclair State College*

**1967**

**Robert T. Oliver**  
*Pennsylvania State University*

**1968**

**Joseph D. Batcheller**  
*University of New Hampshire*

**1969**

**Thomas Hopkins**  
*Carlow College*

**1970**

**Ronald F. Reid**  
*University of Massachusetts*

**1971**

**Paul L. Brownstone**  
*Long Island University*

**1972**

**Donald H. Ecroyd**  
*Temple University*

**1973**

**Howard Schwartz**  
*Rider College*

**1974**

**Jane Blankenship**

*University of Massachusetts*

**1975**

**Philip P. Amato**

*Emerson College*

**1976**

**Agnes G. Doody**

*University of Rhode Island*

**1977**

**Andrew D. Wolvin**

*University of Maryland*

**1978**

**John F. Wilson**

*Herbert H. Lehman College*

**1979**

**James C. McCroskey**

*West Virginia University*

**1980**

**Dan F. Hahn**

*Queens College, CUNY*

**1981**

**Jeanne Lutz**

*Pennsylvania State University*

**1982**

**W. Barnett Pearce**

*University of Massachusetts*

**1983**

**James W. Chesebro**

*Queens College, CUNY*

**1984**

**Linda C. Lederman**

*Rutgers University*

**1985**

**Floyd D. Anderson**

*SUNY, Brockport*

**1986**

**Raymie E. McKerrow**

*University of Maine*

**1987**

**Darlyn R. Wolvin**

*Prince George's Community College*

**1988**

**Virginia P. Richmond**

*West Virginia University*

**1989**

**Barbara M. Montgomery**

*University of New Hampshire*

**1990**

**Sandra L. (Fish) Herndon**

*Ithaca College*

**1991**

**Deborah F. Atwater**

*Pennsylvania State University*

**1992**

**Gerald Lee Ratliff**

*Montclair State University*

**1993**

**Alison Alexander**

*University of Massachusetts*

**1994**

**Thomas L. Veenendall**

*Montclair State University*

**1995**

**Harvey R. Kelly, Jr.**

*Pennsylvania State University, Beaver*

**1996**

**Dale A. Bertelsen**

*Bloomsburg University*

**1997**

**Deborah Borisoff**

*New York University*

**1998**

**Melanie Booth-Butterfield**

*West Virginia University*

**1999**

**Jerry L. Allen**

*University of New Haven*

**2000**

**Janette Kenner Muir**  
*George Mason University*

**2001**

**Susan J. Drucker**  
*Hofstra University*

**2002**

**Don M. Boileau**  
*George Mason University*

**2003**

**Ann Bainbridge Frymier**  
*Miami University*

**2004**

**Mary L. Kahl**  
*SUNY-New Paltz*

**2005**

**Donald A. Fishman**  
*Boston College*

**2006**

**John A. Courtright**  
*University of Delaware*

**2007**

**Ronald L. Jackson, II**  
*Pennsylvania State University*

**2008**

**Richard West**

*Emerson College*

**2009**

**Sara Chudnovsky Weintraub**  
*Regis College*

**2010**

**Candice E. Thomas-Maddox**  
*Ohio University - Lancaster*

**2011**

**Janie M. Harden Fritz**  
*Duquesne University*

**2012**

**Cindy Lont**  
*George Mason University*

**2013**

**Nancy J. Willets**  
*Cape Cod Community College*

**2014**

**Danette Ifert Johnson**  
*Ithaca College*

**2015**

**Thomas R. Flynn**  
*Slippery Rock University*

**2016**

**J. Kanan Sawyer**  
*West Chester University*

# Second Vice Presidents

**1951**

**Samuel B. Gould**  
*Boston University*

**1952**

**Lindsey S. Perkins**  
*Brooklyn College*

**1953**

**Evelyn Kongisbergt**  
*Board of Education, NYC*

**1954**

**H. Barrett Davis**  
*Lehigh University*

**1955**

**Richard F. Clemo**  
*Adelphi University*

**1956**

**Ruth Damon**  
*Russell Sage College*

**1957**

**Muriel G. Leahy**  
*Grover Cleveland H. S.*

**1958**

**Wiley C. Bowyer**  
*Mineola Public Schools*

**1959**

**Harold M. Scholl**  
*Montclair State College*

**1960**

**Helen M. Donovan Fuelner**  
*Board of Education, New York City*

**1961**

**Domis Plugge**  
*Hunter College*

**1962**

**William A. Behl**  
*Brooklyn College, CUNY*

**1963**

**Paul L. Brownstone**  
*Brooklyn College, CUNY*

**1964**

**Audrey O'Brien**  
*St. John's University*

**1965**

**John E. Lent**  
*Bureau of Sp. Improvement, NYC*

**1966**

**Bernard McCabe**  
*St. John's University*

**1967**

**Thomas D. Houchin**  
*St. John's University*

**1968**

**Beatrice G. Ferrante**  
*St. John's University*

**1969**

**James R. Johnson**  
*Brooklyn College, CUNY*

**1970**

**Fergus G. Currie**  
*Knoxville, Tennessee*

**1971**

**Mary Pettas**  
*New York University*

**1972**

**Philip P. Amato**  
*Emerson College*

**1973**

**Geraldine Chapey**  
*Bureau of Sp. Improvement, NYC*

**1974**

**Andrew D. Wolvin**  
*University of Maryland*

**1975****Peggy Rypsam***Iona College***1976****Gladys I. Ritchie***Pennsylvania State University***1977****Charles E. Parkhurst***Brooklyn College, CUNY***1978****Marilyn Lewis-Scott***Emerson College***1979****Warren O. Richardson***Villanova University***1980****Marlene S. Cowan***Towson State University***1981****Peggy Ann Madden***North Hills High School, PA***1982****Paul Wenger***Central Connecticut State College***1983****Paul Scovell***Salisbury State University***1984****Murray M. Halfond***Temple University***1985****Beatrice Schultz***University of Rhode Island***1986****Edward Streb***Glassboro State College***1987****Jack A. Barwind***Syracuse University***1988****Brenda Logue***Towson State University***1989****Peggy Klein***Salisbury State University***1990****Teresa L. Nance***Villanova University***1991****Harvey R. Kelly, Jr.***Pennsylvania State University, Beaver***1992****Rebecca Lockridge***University of Southern Maine***1993****Joan O'Mara***University of Hartford***1994****Janette Kenner Muir***George Mason University***1995****Ruth Ann Zupan***Westmoreland County Community College***1996****Judythe Isserlis***Iona College***1997****Brenda Logue***Towson State University***1999****Bill Denman***Marshall University***2000****Jean Ann Streiff***Oakland Catholic High School***2001****Richard West**



*University of Southern Maine*

**2002**

**Kelly Rocca**

*St. John's University*

**2003**

**Carole Blair**

*University of California-Davis, Washington Center*

**2004**

**Anne Mattina**

*Stonehill College*

**2005**

**Janie M. Harden Fritz**

*Duquesne University*

**2006**

**Tim Brown**

*West Chester University*

**Anita Foeman**

*West Chester University*

**Maurice Hall**

*Villanova University*

**2007**

**Kevin Pearce**

*Bryant College*

**2008**

**Janie M. Harden Fritz**

*Duquesne University*

**2009**

**William Cowen**

*Villanova University*

**Bryan Crable**

*Villanova University*

**Joy Cypher**

*Rowan University*

**2010**

**Leeanne Marian Bell**

*Stevenson University*

**2011**

**Monica C. Brasted**

*SUNY - Brockport*

**Catherine Karl Wright**

*George Mason University*

**Kristen Willett**

*George Mason University*

**2012**

**Tobi Mackler**

*Montgomery County Community College*

**Rita Rosenthal**

*Boston College*

**2013**

**Monica Waugh-Benton**

*Duquesne University*

**2014**

**Chris Morse**

*Bryant University*

**2015**

**Hans C. Schmidt**

*Penn State Brandywine*

**2016**

**Leeanne M. Bell McManus**

*Stevenson University*

**Katherine S. Thweatt**

*SUNY New Paltz*

# Secretaries, Treasures, Directors

**1911-1912**

(Secretary)

**Frederic A. Child**

*University of Pennsylvania*

**1913**

(Secretary-Treasurer)

**John W. Wetzel**

*Yale University*

**1914**

**James M. O'Neil**

*Dartmouth College & University of Wisconsin*

**1915**

**Wilbur Jones Kay**

*Washington & Jefferson College*

**1916-1919**

**Warren C. Shaw**

*Dartmouth College*

**1920-1921**

**John Dolman, Jr.**

*University of Pennsylvania*

**1922**

**Elizabeth Avery**

*Smith College*

**1923-1924**

**Brother Bonaventure Thomas**

*Manhattan College*

**1925-1927**

**Mary B. Cochran**

*Vassar College*

**1928-1929**

**Mary Thornton Harvey**

*Hunter College*

**1930**

**Sarah M. Stinchfield**

*Mount Holyoke College*

**1931**

**Charles Kenneth Thomas**

*Columbia University*

**1932**

**Jane Dorsey Zimmerman**

*Columbia University*

**1933-1934**

**Margaret Mary McCarthy**

*Brooklyn College*

**1935-1936**

**Charles A. Fritz**

*New York University*

**1937-1938**

**Joseph F. O'Brien**

*Pennsylvania State University*

**1939-1940**

**Agnes Allardyce**

*Queens College*

**1941-1942**

**Lester Thonssen**

*City College, NY*

**1943-1946**

**George V. Gohman**

*Dartmouth College*

**1947-1948**

**Marvin G. Bauer**

*Brooklyn College*

**1949-1950**

**Earl H. Ryan**

*City College, New York*

**1951-1952**

(Executive Secretary)

**Ralph N. Schmidt**

*Syracuse University*

**1953-1954**

**Gordon F. Hostettler**

*Temple University*

**1955-1958**

**Paul D. Holtzman**  
*Pennsylvania State University*

**1958-1960**

**Wiley C. Bowyer**  
*Mineola N.Y. Public Schools*

**1961-1963**

**Thoburn V. Barker**  
*Lehigh University*

**1964-1965**

**Burton H. Byers**  
*Queens College*

**1966-1967**

**Harold E. Nelson**  
*Pennsylvania State University*

**1968-1969**

**Coleman C. Bender**  
*Emerson College*

**1970**

**Thomas D. Houchin**  
*St. John's University*

**1971-1973**

**William K. Price**  
*University of Massachusetts*

**1974-1977**

**Richard Bailey**  
*University of Rhode Island*

**1978-1980**

**Carolyn Del Polito**  
*West Chester University*

**1980-1983**

**Caroline Drummond Ecroyd**  
*Temple University*

**1983-1986**

*y*

**Warren O. Richardson**  
*Villanova University*

**1986-1989**

**Gerald Lee Ratliff**  
*Montclair State University*

**1989-1991**

**John J. Makay**  
*SUNY-Geneseo*

**1991-1992**

**Joseph A. Bulsys**  
*SUNY, Geneseo*

**1992-1995**

**Jerry L. Allen**  
*University of New Haven*

**1995-1998**

**Kathleen M. Long**  
*West Virginia Wesleyan College*

**1998-1999**

**Paul E. Scovell**  
*Salisbury State University*

**2000-2001**

**Candice Thomas-Maddox**  
*Ohio University, Lancaster*

**2001-2004**

**Candice Thomas-Maddox**  
*Ohio University, Lancaster*

**2004-2007**

**Danette Ifert Johnson**  
*Ithaca College*

**2007 - 2010**

**Alfred G. Mueller, II**  
*Pennsylvania State University - Mont Alto*

**2010 - 2016**

**Ronald C. Arnett**  
*Duquesne University*

# Journal Editors

## *Today's Speech*

**1953-1960**

**Robert T. Oliver**

*Pennsylvania State University*

**1960-1964**

**William S. Tacey**

*University of Pittsburgh*

**1964-1966**

**David C. Phillips**

*University of Connecticut*

**1966-1968**

**Allan Kerstetter**

*Syracuse University*

**1968-1970**

**Michael Prosser**

*SUNY, Buffalo*

**1971-1972**

**Eugene Vasilew**

*SUNY, Binghamton*

**1972-1975**

**Herman Stelzner**

*University of Massachusetts*

## *Communication Quarterly*

**1976-1978**

**Thomas W. Benson**

*Pennsylvania State University*

**1979-1981**

**Lawrence R. Wheless**

*West Virginia University*

**1982-1984**

**Gerald M. Phillips**

*Pennsylvania State University*

**1985-1987**

**James W. Chesebro**

*Queens College*

**1988-1990**

**Linda C. Lederman**

*Rutgers University*

**1991-1993**

**Virginia P. Richmond**

*West Virginia University*

**1994-1996**

**Raymie E. McKerrow**

*University of Maine*

**1997**

**Melanie Booth-Butterfield**

*West Virginia University*

**1998-2000**

**John Courtright**

*University of Delaware*

**2001-2003**

**Dale A. Bertelsen**

*Bloomsburg University*

**2004-2006**

**Jerry L. Allen**

*University of New Haven*

**2007-2009**

**Janette Kenner Muir**

*George Mason University*

**2010-2012**

**Trevor Parry-Giles**

*University of Maryland*

**2013-2015**

**Benjamin Bates**

Ohio University

Pamela J. Lannutti  
La Salle University

2016-2018

## Communication Research Reports

1995

James C. McCroskey  
West Virginia University

1996-1998

Jerry L. Allen  
University of New Haven

1999-2001

Andrew S. Rancer  
University of Akron

2002-2004

John C. Sherblom  
University of Maine

2005-2007

Lisa Sparks  
George Mason University

2008-2010

Wendy Samter  
Bryant University

2011-2013

Theodore A. Avtgis  
West Virginia University

2014-2016

Don W. Stacks  
University of Miami

## Qualitative Research Reports in Communication

2000-2002

Deborah Borisoff  
New York University  
Dan F. Hahn  
New York University

2003-2005

Michael J. Hostetler  
St. John's University

2006-2008

Susan J. Drucker  
Hofstra University

2009-2011

Mark Hickson, III  
University of Alabama at Birmingham

2012-2014

Janie Harden Fritz  
Duquesne University

2015-2017

Annette M. Holba  
Plymouth State University

# Association Awards

## Distinguished Service Award

**1979**

**Carroll C. Arnold**

*Pennsylvania State University*

**1980**

**Woffard G. Gardner**

*University of Maine*

**1981**

**Wilbur E. Gilman**

*Queens College, CUNY*

**1982**

**Robert T. Oliver**

*Pennsylvania State University*

**1983**

**Everett Lee Hunt**

*Swarthmore College*

**1984**

**John F. Wilson**

*Herbert H. Lehman College, CUNY*

**1985**

**Paul D. Holtzman**

*Pennsylvania State University*

**1986**

**Donald H. Ecroyd**

*Temple University*

**1987**

**Jane Blankenship**

*University of Massachusetts*

**1988**

**Gerald M. Phillips**

*Pennsylvania State University*

**1989**

**James W. Chesebro**

*SCA National Office*

**1990**

**James C. McCroskey**

*West Virginia University*

**1991**

**Raymie E. McKerrow**

*University of Maine*

**1992**

**Linda C. Lederman**

*Rutgers University*

**1993**

**Gerald Lee Ratliff**

*Montclair State University*

**1994**

**Virginia P. Richmond**

*West Virginia University*

**1995**

**Jeanne M. Lutz**

*Pennsylvania State University*

**1996**

**Dan F. Hahn**

*Florida Atlantic University*

**1997**

**Thomas L. Veenendall**

*Montclair State University*

**1998**

**Dale A. Bertelsen**

*Bloomsburg University*

**1999**

**Sandra L. Herndon**

*Ithaca College*

**2000**

**Jerry L. Allen**

*University of New Haven*

**2001**

**Deborah Borisoff**

*New York University*

**2002**

**Gary Gumpert**

*Communication Landscapers*

**2003**

**Kathleen M. Long**

*West Virginia Wesleyan College*

**2004**

**Janette Kenner Muir**

*George Mason University*

**2005**

**Susan J. Drucker**

*Hofstra University*

**2006**

**S. Diane McFarland**

*Buffalo State College*

**2008**

**Nancy J. Willets**

*Cape Cod Community College*

**2009**

**Mary L. Kahl**

*SUNY - New Paltz*

**2010**

**Jean Ann Streiff**

*Oakland Catholic High School*

**2011**

**Donald A. Fishman**

*Boston College*

**2012**

**Don M. Boileau**

*George Mason University*

**2013**

**Candice Thomas-Maddox**

*Ohio University*

**2014**

**Tobi Mackler**

*Montgomery County Community College*

**2015**

**Richard West**

*Emerson College*

## Past Presidents/Officers Award

**1984**

**Kathleen Hall Jamieson**

*University of Pennsylvania*

**1984**

**Virginia P. Richmond**

*West Virginia University*

**1985**

**Lois J. Einhorn**

*SUNY, Binghamton*

**1986**

**Joshua Meyrowitz**

*University of New Hampshire*

**1987**

**Lea P. Stewart**

*Rutgers University*

**1988**

**Christopher L. Johnstone**

*Pennsylvania State University*

**1989**

**Lynne Kelly**

*University of Hartford*

**1990**

**Andrew S. Rancer**

*Emerson College*

**1990**

**Robert L. Duran**

*University of Hartford*

**1991**

**Kristin Langellier**

*University of Maine*

**1991**

**Eric Peterson**

*University of Maine*

**1992**

**Melanie Booth-Butterfield**

*West Virginia University*

**1993**

**Deborah Borisoff**

*New York University*

**1994**

**Teresa A. Nance**

*Villanova University*

**1995**

**Dale Herbeck**

*Boston College*

**1996**

**Molly Wertheimer**

*Pennsylvania State University, Hazleton*

**1997**

**Susan J. Drucker**

*Hofstra University*

**1998**

**Star A. Muir**

*George Mason University*

**1999**

**Richard L. West**

*University of Southern Maine*

**2000**

**Mari Boor Tonn**

*University of New Hampshire*

**2001**

**Danette Ifert Johnson**

*West Virginia Wesleyan College*

**2002**

**Matthew M. Martin**

*West Virginia University*

**2003**

**Lisa Marie Cuklanz**

*Boston College*

**2003**

**Ronald L. Jackson, II**

*Pennsylvania State University*

**2004**

**Tom Flynn**

*Slippery Rock University*

**2005**

**Timothy P. Mottet**

*Texas State University - San Marcos*

**2007**

**Trevor Parry-Giles**

*University of Maryland*

**2008**

**Charles E. Morris, III**

*Boston College*

**2009**

**Timothy J. Brown**

*West Chester University*

**2010**

**Marian L. Houser**

*Texas State University - San Marcos*

**2011**

**Theodore Avtgis**

*West Virginia University*

**2012**

**Benjamin R. Bates**

*Ohio University*

**2013**

**Annette M. Holba**

*Plymouth State University*

**2014**

**Keith Weber**

*West Virginia University*

**2015**

No award given.



## Everett Lee Hunt Award

**1986**

**W. Barnett Pearce**

*University of Massachusetts*

**1987**

**Peter Kane**

*SUNY, Brockport*

**1989**

**James W. Chesebro**

*SCA National Office*

**1990**

**Lawrence Prelli**

*University of New Hampshire*

**1991**

**Theodore Otto Windt, Jr.**

*University of Pittsburgh*

**1992**

**Theodore Otto Windt, Jr.**

*University of Pittsburgh*

**1993**

**Lois J. Einhorn**

*SUNY, Binghamton*

**1994**

**John C. Adams**

*Syracuse University*

**Stephen Yarbrough**

*Syracuse University*

**1995**

**Herman Cohen**

*Pennsylvania State University*

**1996**

**John Poulakos**

*University of Pittsburgh*

**1996**

**Aaron Gresson, III**

*Pennsylvania State University*

**1997**

**James W. Chesebro**

*Indiana State University*

**1997**

**Dale A. Bertelsen**

*Bloomsburg University*

**1988**

**Takis Poulakos**

*University of Iowa*

**1998**

**Dan F. Hahn**

*New York University*

**1999**

**Robert T. Oliver**

*Pennsylvania State University*

**2000**

**Ronald L. Jackson, II**

*Pennsylvania State University*

**2000**

**Richard A. Katula**

*Northeastern University*

**2001**

**Lisa M. Cuklanz**

*Boston College*

**2002**

**Nola J. Heidlebaugh**

*SUNY-Oswego*

**2003**

**Shawn Parry-Giles**

*University of Maryland*

**2003**

**Trevor Parry-Giles**

*University of Maryland*

**2004**

**Thomas Benson**

*Pennsylvania State University*

**2005**

**Ekaterina V. Haskins**

**2006****Ronald C. Arnett***Duquesne University***2007****Ronald L. Jackson, II***Pennsylvania State University***2008****Charles E. Morris, III***Boston College***2009**

No award presented.

**2010****Christopher L. Johnstone***Pennsylvania State University***2011****Ronald J. Zboray**, *University of Pittsburgh***Mary Saracino Zboray**, *University of Pittsburgh***2012****Samuel McCormick***Purdue University***2013****Ronald C. Arnett***Duquesne University***Annette M. Holba***Plymouth State University***2014****Janie Harden Fritz***Duquesne University***2015****Jim A. Kuypers***Virginia Tech*

## Donald Ecroyd and Caroline Drummond Ecroyd Award

**1989****Diane O. Casagrande***West Chester University***1990****Marlene Cowan***Towson State University***1991****C. Jack Orr***West Chester University***1992****Linda C. Lederman***Rutger's University***1993****Virginia P. Richmond***West Virginia University***1994****Anita K. Foeman***West Chester University***1994****Thomas L. Veenendall***Montclair State University***1995****Teresa A. Nance***Villanova University***1996****Mary Mino***Pennsylvania State University, DuBois***1997****Melanie Booth-Butterfield***West Virginia University***1998****Deborah Borisoff***New York University***1999****Sandra L. Herndon***Ithaca College***2000****Theodore Otto Windt, Jr.**

*University of Pittsburgh*

**2001**

**Floyd D. Anderson,**  
*SUNY-Brockport*

**2002**

**Mari Boor Tonn**  
*University of Maryland*

**2003**

**Candice Thomas-Maddox**  
*Ohio University - Lancaster*

**2004**

**Lawrence J. Prelli**  
*University of New Hampshire*

**2005**

**Donna Kowal**  
*SUNY - Brockport*

**2006**

**Bonnie Jefferson,** *Boston College*

**2007**

**Ann Bainbridge Frymier**  
*Miami University*

**2008**

**James W. Chesebro**  
*Ball State University*

**2009**

**Melissa Bekelja Wanzer**  
*Canisius College*

**2010**

**Janette Kenner Muir**  
*George Mason University*

**2011**

**Susan Drucker,** *Hofstra University*

**2012**

No award given.

**2013**

**Alfred G. Mueller, II**  
*Mount St. Mary's University*

**2014**

**Sara Chudnovsky Weintraub**  
*Regis College*

**2015**

No award given.

## Applied Urban Communication Research Grant

**2010**

**Alfred G. Mueller II**  
*Mount St. Mary's College*

**2011**

**Erik Garrett,** *Duquesne University*

**2012**

**Mary L. Kahl**  
*SUNY - New Paltz*  
**Douglas J. Marshall**  
*Duquesne University*

**2013**

**Allison Burr-Miller**  
*University of Massachusetts*

**2014**

**Kristin Scott**  
*George Mason University*

**2015**

**Susan Carr Mancino**  
*Duquesne University*  
**Hannah Cherico Karolak**  
*Duquesne University*

## Centennial Scholarship

**2009**

Ph.D. level: **Sean Horan**, *West Virginia University*

MA level: **Amanda Gresens**, *University of Memphis*

**2010**

Ph.D. level: **Timothy Barney**, *University of Maryland*

MA level: **Jennifer Tyrawski**, *University of Delaware*

**2011**

Ph.D. level: **Theresa A. Donofrio**, *University of Maryland*

MA level: **Kaylea Livingston**, *Ohio University*

**2012**

Ph.D. level: **Sean Luechtefeld**, *University of Maryland*

**2013**

Ph.D. level: **Alison Novak**, *Drexel University*

**2014**

Ph.D. level: **Michael Steudeman**, *University of Maryland*

**2015**

Ph.D. level: **Stephanie Madden**, *University of Maryland*

# ECA Distinguished Research Fellows

**1996**

**Carroll C. Arnold (Deceased)**

*Pennsylvania State University*

**Jane Blankenship**

*University of Massachusetts*

**James W. Chesebro**

*Indiana State University*

**Dan F. Hahn**

*New York University*

**James C. McCroskey (Deceased)**

*West Virginia University*

**Virginia P. Richmond**

*Kent State University*

**1997**

**Deborah Borisoff**

*New York University*

**Raymie E. McKerrow**

*Ohio University*

**Andrew S. Rancer**

*University of Akron*

**1998**

**Thomas W. Benson**

*Pennsylvania State University*

**Herman Cohen**

*Pennsylvania State University*

**Richard B. Gregg (Deceased)**

*Pennsylvania State University*

**Gary Gumpert**

*Queens College*

**Kathleen H. Jamieson**

*University of Pennsylvania*

**Robert P. Newman (Deceased)**

*University of Pittsburgh*

**Herman Stelzner**

*University of Massachusetts*

**Theodore O. Windt, Jr.**

**(Deceased)**

*University of Pittsburgh*

**1999**

**Robert T. Oliver (Deceased)**  
*Pennsylvania State University*  
**Ronald F. Reid**  
*University of Massachusetts*  
**Eugene White**  
*Pennsylvania State University*

**2000**

**James F. Klumpp**  
*University of Maryland*

**2001**

**Lois Einhorn**  
*SUNY- Binghamton*  
**Linda C. Lederman**  
*Rutgers University*

**2002**

**Jerry L. Allen**  
*University of New Haven*  
**Susan J. Drucker**  
*Hofstra University*  
**Mark L. Hickson, III**  
*University of Alabama*

**2004**

**William J. Starosta**  
*Howard University*

**2005**

**Melanie Booth-Butterfield**

*West Virginia University*

**Kathleen Kendall**  
*University of Maryland*  
**Lea P. Stewart**  
*Rutgers University*

**2006**

**Ronald L. Jackson, II**  
*Pennsylvania State University*

**2007**

**Ronald Arnett**  
*Duquesne University*  
**Don Stacks**  
*University of Miami*  
**Mari Boor Tonn**  
*University of Maryland*

**2008**

**Lynne Kelly**  
*University of Hartford*  
**Richard West**  
*Emerson College*

**2009**

**Judith Trent**  
*University of Cincinnati*  
**Lester Olson**  
*University of Pittsburgh*

**2010**

**Matthew Martin**  
*West Virginia University*

**2011**

**Theodore A. Avtgis**  
*Ashland University*  
**Ann Bainbridge Frymier**  
*Miami University*  
**Danette Ifert Johnson**  
*Ithaca College*  
**Timothy Mottet**  
*University of Texas - San Marcos*  
**Trevor Parry-Giles**  
*University of Maryland*

**2013**

**Benjamin R. Bates**  
*Ohio University*  
**Judy C. Pearson**  
*North Dakota State University*  
**Melissa Bekelja Wanzer**  
*Canisius College*  
**Keith Weber**  
*West Virginia University*

**2014**

**Janie Harden Fritz**  
*Duquesne University*  
**Rebecca Chory**  
*West Virginia University*

**2015**

**John Courtright**  
*University of Delaware*  
**Pamela Lannutti**  
*La Salle University*

# ECA Distinguished Teaching Fellows

**1996**

**Deborah Borisoff**

*New York University*

**Linda C. Lederman**

*Rutgers University*

**Teresa A. Nance**

*Villanova University*

**Robert T. Oliver (Deceased)**

*Pennsylvania State University*

**Virginia P. Richmond**

*West Virginia University*

**Theodore O. Windt, Jr.**

**(Deceased)**

*University of Pittsburgh*

**Darlyn R. Wolvin**

*Prince George's Community College*

*Ohio University*

**Gerald Lee Ratliff**

*State University of New York, Potsdam*

**Andrew D. Wolvin**

*University of Maryland*

**1999**

**Sandra L. Herndon**

*Ithaca College*

**Agnes Doody**

*University of Rhode Island*

**Lois J. Einhorn**

*SUNY, Binghamton*

**Don M. Boileau**

*George Mason University*

**2000**

**Kathleen M. Long**

*West Virginia Wesleyan College*

**Mary L. Kahl**

*SUNY - New Paltz*

**2001**

**Mark L. Hickson, III**

*University of Alabama*

**2002**

**Floyd D. Anderson**

*SUNY- Brockport*

**Joan O'Mara**

*University of Hartford*

**2003**

**Mari Boor Tonn**

*University of Maryland*

**2004**

**Susan J. Drucker**

*Hofstra University*

**Lea P. Stewart**

*Rutgers University*

**Richard E. Vatz**

*Towson University*

**2005**

**Melanie Booth-Butterfield**

*West Virginia University*

**Valerie Endress**

*Rhode Island College*

**Kathleen Kendall**

*University of Maryland*

**2007**

**James Klumpp**

*University of Maryland*

**Jean Ann Streiff**

*Oakland Catholic High School*

**2008**

**Ronald C. Arnett**

*Duquesne University*

**Janette Kenner Muir**

*George Mason University*

**Don W. Stacks**

*University of Miami*

**2009**

**Michael Hostetler**

*St. John's University*

**Danette Ifert Johnson**

*Ithaca College*

**Candice Thomas-Maddox**

*Ohio University-Lancaster*

**Melissa Wanzer**

*Canisius College*

**2010**

**Thomas R. Flynn**

*Slippery Rock University*

**Ronald L. Jackson II**

*University of Illinois at Urbana*

**2011****Timothy Mottet**

University of Texas - San Marcos

**Bonnie Jefferson***Boston College***2012****Jason S. Wrench***SUNY New Paltz***Janie Harden Fritz***Duquesne University***2013****Theodore A. Avtgis***Ashland University***Cindy M. Lont***George Mason University***Judy C. Pearson***North Dakota State University***2014****Ann Bainbridge Frymier***Miami University***Matthew J. Smith***Wittenberg University***2015****Lynne Kelly***University of Hartford*

# ECA Committee of Scholars

## 1980-1981

**Dan F. Hahn**

*Queens College CUNY*

**Jane Blankenship**

*University of Massachusetts*

**Donald H. Ecroyd**

*Temple University*

**James C. McCroskey**

*West Virginia University*

## 1981-1982

**Jeanne Lutz**

*Pennsylvania State University*

**Jane Blankenship**

*University of Massachusetts*

**Donald H. Ecroyd**

*Temple University*

**James C. McCroskey**

*West Virginia University*

## 1982-1983

**W. Barnett Pearce**

*University of Massachusetts*

**Thomas W. Benson**

*Pennsylvania State University*

**Donald P. Cushman**

*SUNY Albany*

**Mark L. Knapp**

*University of Texas*

## 1983-1984

**James W. Chesebro**

*Queens College CUNY*

**Arthur P. Bochner**

*Temple University*

**Herman Stelzner**

*University of Massachusetts*

**Andrew D. Wolvin**

*University of Maryland*

## 1984-1985

**Linda C. Lederman**

*Rutgers University*

**Raymond L. Falcione**

*University of Maryland*

**Ron Johnson**

*University of Massachusetts*

**Gerald M. Phillips**

*Pennsylvania State University*

## 1985-1986

**Floyd D. Anderson**

*SUNY Brockport*

**Wilbur Samuel Howell**

*Princeton University*

**Christopher L. Johnstone**

*Pennsylvania State University*

**Eric W. Skopec**

*Syracuse University*

## 1986-1987

**Raymie E. McKerrow**

*University of Maine*

**Sandra L. (Fish) Herndon**

*Ithaca College*

**Gerard A. Hauser**

*Pennsylvania State University*

**Theodore Otto Windt, Jr.**

*University of Pittsburgh*

## 1987-1988

**Darlyn R. Wolvin**

*Prince George's Community College*

**Jerry L. Allen**

*University of New Haven*

**Lois J. Einhorn**

*SUNY Binghamton*

**John F. Wilson**

*Herbert H. Lehman College CUNY*

## 1988-1989

**Virginia P. Richmond**

*West Virginia University*

**Lynne Kelly**

*University of Hartford*

**James F. Klumpp**

*University of Maryland*

**Jack A. Barwind**

*Syracuse University*

## 1989-1990

**Barbara M. Montgomery**

*University of New Hampshire*

**Andrew S. Rancer**

*University of Akron*

**Robert E. Sanders**

*SUNY Albany*

**Lea P. Stewart**

*Rutgers University*

## 1990-1991

**Sandra L. Herndon**

*Ithaca College*

**Gary Gumpert**

*Queens College CUNY*

**Kathleen E. Kendall**

*SUNY Albany*

**Lyndrey A. Niles**

*Howard University*

## 1991-1992

**Deborah F. Atwater**

*Pennsylvania State University*

**John Poulakis**

*University of Pittsburgh*

**Lawrence Prelli**

*University of New Hampshire*

**Orlando Taylor**

*Howard University*

## 1992-1993

**Gerald Lee Ratliff**

*Montclair State University*

**Joseph DeVito**

*Hunter College*

**Robert L. Duran**

*University of Hartford*

**Joan Gorham**

*West Virginia University*



**1993-1994****Alison Alexander***University of Georgia***Carolyn Anderson***University of Massachusetts***Susan Drucker***Hofstra University***Stuart Sigman***SUNY Albany***1994-1995****Thomas L. Veenendall***Montclair State University***Marjorie C. Feinstein***College of St. Elizabeth***Richard West***University of Southern Maine***Rod Carveth***Worcester State College***1995-1996****Harvey R. Kelly Jr.***Pennsylvania State University  
Beaver***Diane O. Casagrande***West Chester University***Myrna Foster-Kuehn***Clarion University***Janette Kenner Muir***George Mason University***1996-1997****Dale A. Bertelsen***Bloomsburg University***Jodi Cohen***Ithaca College***Anita K. Foeman***West Chester University***Joe Gow***Alfred University***1997-1998****Deborah Borisoff***New York University***Steve Booth-Butterfield***West Virginia University***Raymie E. McKerrow***Ohio University***Theodore O. Windt Jr.***University of Pittsburgh***1998-1999****Melanie Booth-Butterfield***West Virginia University***James Chesebro***Indiana State University***Ann Bainbridge Frymier***Miami University***John C. Sherblom***University of Maine***1999-2000****Jerry L. Allen***University of New Haven***Robert A. Barraclough***West Virginia University***Danette E. Ifert***West Virginia Wesleyan College***Mary Mino***Pennsylvania State University  
DuBois***2000-2001****Janette Kenner Muir***George Mason University***Mary L. Kahl***SUNY- New Paltz***James F. Klumpp***University of Maryland***Mari Boor Tonn***University of New Hampshire***2001-2002****Susan J. Drucker***Hofstra University***Donald Fishman***Boston College***Michael L. Hecht***Pennsylvania State University***Alan M. Rubin***Kent State University***2002-2003****Don M. Boileau***George Mason University***Ronald C. Arnett***Duquesne University***Alan M. Rubin***Kent State University***Sara Weintraub***Regis College***2003-2004****Ann Bainbridge Frymier***Miami University***James F. Klumpp***University of Maryland***Mari Boor Tonn***University of Maryland***Keith D. Weber***West Virginia University***2004-2005****Mary L. Kahl***SUNY - New Paltz***Michael J. Hostetler***St. John's University***Rebecca Rubin***Kent State University***Sandra J. Sarkela***SUNY - Postdam***2005-2006****Donald A. Fishman***Boston College***Dale A. Herbeck***Boston College***Elizabeth M. Perse***University of Delaware***Lance State***Fordham University***2006-2007****John A. Courtright***University of Delaware***Cary Wecht Horvath***Youngstown State University***Alfred G. Mueller, II***Pennsylvania State - Mont Alto***Wendy Samter***Bryant University*

**2007-2008****Ronald L. Jackson, II***University of Illinois***Kathleen Glenister Roberts***Duquesne University***2008-2009****Richard West***Emerson College***Valerie Swarts***Slippery Rock University***Kristin Roeschenthaler Wolfe***Duquesne University***Catherine Wright***George Mason University***2009-2010****Sara Chudnovsky Weintraub***Regis College***Don Boileau***George Mason University***Janie Harden Fritz***Duquesne University***Jeanne Persuit***UNC, Wilmington***Andrew S. Rancer***University of Akron***2010-2011****Candice Thomas-Maddox***Ohio University – Lancaster***Theodore A. Avtgis***West Virginia University***Marian L. Houser***Texas State University-San Marcos***Matthew J. Smith***Wittenberg University***2011-2012****Janie Harden Fritz***Duquesne University***Benjamin R. Bates***Ohio University***Leeanne M. Bell McManus***Stevenson University***Timothy J. Brown***West Chester University***Annette M. Holba***Plymouth State University***2012-2013:****Cindy Lont***George Mason University***Dale Herbeck***Northeastern University***Lea P. Stewart***Rutgers University***Jason S. Wrench***SUNY New Paltz*

2013-2014:

**Nancy Willets***Cape Cod Community College***Tobi Mackler***Montgomery County Community College***Anne Mattina***Stonehill College***Mary C. Toale***West Virginia Wesleyan*

2014-2015

**Danette Ifert Johnson***Ithaca College***Shinsuke Eguchi***University of New Mexico***Christopher House***Ithaca College***Colleen Malachowski***Regis College*

# ECA Archivists

**1951 – 1978**

Magdalene Emma Kramer  
*Columbia University*

**1978 – 1986**

Clark S. Marlor  
*Adelphi University*

**1987 – 1991**

John F. Wilson  
*Herbert H. Lehman College, SUNY*

**1992 – 2011**

James W. Chesebro  
*Ball State University*

**2012 –**

Trevor S. Parry-Giles  
*NCA National Office*

# Life Members

Shaun Anderson  
 Alberta Arnold  
 Deborah F. Atwater  
 Benjamin R. Bates  
 Leeanne Marian Bell McManus  
 Jim Benjamin  
 Thomas W. Benson  
 Dale A. Bertelsen  
 Jane Blankenship  
 Deborah Borisoff  
 Maria Brann  
 Shannon M. Brogan  
 Kathleen T. Brown  
 Neil S. Butt  
 Kerry Byrnes  
 Jacob L. Cayanus  
 James W. Chesebro  
 Jeffrey T. Child  
 Elizabeth Cohen  
 Herman Cohen  
 John A. Courtright  
 Gregory A. Cranmer  
 Andrew Jared Critchfield  
 Frank E. X. Dance  
 Warren Decker  
 Joseph A. DeVito  
 L. Patrick Devlin  
 Katie Neary Dunleavy  
 James M. Durbin  
 Gary W. Eckles  
 Kristen Campbell Eichhorn  
 Lois Einhorn  
 Isa N. Engleberg  
 Beatrice G. Ferrante  
 Vicki Freimuth  
 Brandi N. Frisby  
 Janie Harden Fritz

Zachary W. Goldman  
 Alan K. Goodboy  
 Lynn Dee Gregory  
 Lisa M. Gring-Pemle  
 James P. Gross  
 Kathlee Hall Jamieson  
 Beth Bonniwell Haslett  
 Fran Hassencahl  
 Dale Herbeck  
 Sandra L. Herndon  
 Sean M. Horan  
 Danette Ifert Johnson  
 Ronald L. Jackson  
 Zac D. Johnson  
 Doreen M. S. Jowi  
 Mary L. Kahl  
 Peter E. Kane  
 Richard Katula  
 Ileen Kaufman  
 Kathleen E. Kendall  
 Allan James Kennedy  
 Carrie D. Kennedy-Lightsey  
 Alexander Lindon Lancaster  
 Linda Costigan Lederman  
 Bill Levering  
 Paul E. Madlock  
 Jimmie Manning  
 Daniel H. Mansson  
 Matthew M. Martin  
 Robin Smith Mathis  
 Linda lee McCroskey  
 David T. McMahan  
 Robin R. Means Coleman  
 Maryann Messano-Ciesla  
 Mary Mino  
 Isabel Mirsky  
 Timothy P. Mottet

Alfred G. Mueller  
 Janette Kenner Muir  
 Scott A. Myers  
 Tom Nakayama  
 Roxanne M. O'Connell  
 Lester C Olson  
 Trevor Parry-Giles  
 Judy C. Pearson  
 Dorman Picklesimer  
 Gerald Lee Ratliff  
 Virginia P. Richmond McCroskey  
 Christine E. Rittenour  
 Charles Vernue Roberts  
 Rita L. Rosenthal  
 Katherine E. Rowan  
 Sarah E. Ryan  
 Robert J. Sidelinger  
 Brent C. Sleasman  
 Lisa Sparks  
 John Splaine  
 Sydney M. Staggars  
 Jasmine Eeling Tan  
 Candice E. Thomas-Maddox  
 Mary C. Toale  
 Rebecca M. Townsend  
 Sally Vogl-Bauer  
 Michael Wallinger  
 Keith Weber  
 Stephen M. Weinstock  
 Eric Weisman  
 Molly Wertheimer  
 Richard West  
 Nancy J. Willets  
 David L. Woods  
 Jason S. Wrench  
 Catherine Wright

# Convention Sites

1959–71 New York, NY  
 1972 Boston, MA  
 1973 New York, NY  
 1974 Washington, DC  
 1975 New York, NY  
 1976 Philadelphia, PA  
 1977 New York, NY  
 1978 Boston, MA  
 1979 Philadelphia, PA  
 1980 Ocean City, MD  
 1981 Pittsburgh, PA  
 1982 Hartford, CT  
 1983 Ocean City, MD  
 1984 Philadelphia, PA  
 1985 Providence, RI  
 1986 Atlantic City, NJ  
 1987 Syracuse, NY

1988 Baltimore, MD  
 1989 Ocean City, MD  
 1990 Philadelphia, PA  
 1991 Pittsburgh, PA  
 1992 Portland, ME  
 1993 New Haven, CT  
 1994 Washington, DC  
 1995 Pittsburgh, PA  
 1996 New York, NY  
 1997 Baltimore, MD  
 1998 Saratoga Springs, NY  
 1999 Charleston, WV  
 2000 Pittsburgh, PA  
 2001 Portland, ME  
 2002 New York, NY  
 2003 Washington, DC  
 2004 Boston, MA

2005 Pittsburgh, PA  
 2006 Philadelphia, PA  
 2007 Providence, RI  
 2008 Pittsburgh, PA  
 2009 Philadelphia, PA  
 2010 Baltimore, MD  
 2011 Arlington, VA  
 2012 Cambridge, MA  
 2013 Pittsburgh, PA  
 2014 Providence, RI  
 2015 Philadelphia, PA  
**2016 Baltimore, MD**  
 2017 Boston, MA  
 2018 Pittsburgh, PA  
 2019 Providence, RI  
 2020 tbd

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Coming soon...

# Index

Coming soon...

