Eastern Communication Association

102nd Annual Convention
Arlington, Virginia
April 13-17, 2011
Key Bridge Marriott

Communication and Power:
From Classrooms to Politics
Eastern Communication Association
Officers and Staff

Janie Harden Fritz
Duquesne University
President

Candice Thomas-Maddox
Ohio University-Lancaster
Immediate Past President

Cindy Lont
George Mason University
First Vice President

Ronald C. Arnett
Duquesne University
Executive Director

Nancy J. Willets
Cape Cod Community College
First Vice President-Elect

Kathie Cesa, CAE
KOC Member Services
Director of Member Services
# Table of Contents

Welcome from the First Vice President ................................................. 4

**Distinguished Welcomes**

Robert F. McDonnell, Governor of the Commonwealth of Virginia ............ 5
Christopher Zimmerman, Chairman the Arlington County Board ............. 6

**General Convention Information**

Registration/Exhibit Area Locations and Times .................................. 7
Convention Policy Statements ............................................................. 8
Hotel Map ........................................................................................... 9
Primary and Associate Planners ......................................................... 10
Interest Group Planners ...................................................................... 11
Paper/Program Selection Committee Members ..................................... 12
Major Sponsors, Advertisers and Exhibitors ....................................... 16

**Abbreviated Programming and Events**

ECA Business Meetings At-A-Glance .................................................. 17
Events of General Convention Interest ............................................. 19
Short Courses At-A-Glance ................................................................. 20
First Vice President Sponsored Panels ............................................. 22

**2011 Convention**

Basic Course Conference ................................................................. 23
Panels .............................................................................................. 29

**2012 Call for Papers** ................................................................. 170

**ECA History**

Presidents ......................................................................................... 174
Second Vice Presidents ............................................................... 176
Secretaries/Treasurers/Executive Directors/Journal Editors ................. 178
Association Awards ........................................................................ 181
Distinguished Research Fellows .................................................... 184
Distinguished Teaching Fellows .................................................... 185
Committee of Scholars: 1980-2011 ............................................... 185
Life Members ................................................................................ 188
Convention Sites: 1959-2013 ......................................................... 188

Index of ECA 2011 Advertisers ......................................................... 205
Index of ECA 2011 Participants ......................................................... 206
Welcome from the ECA First Vice President

Welcome to the 102nd Eastern Communication Association Convention and to the Washington, D.C. area. I am so pleased this week has arrived.

A few months ago, I sat in our department conference room staring at index cards with room names and panelists on them. I was trying to figure out how to make sure I didn’t double book someone involved with 10 panels when my colleague Anita Taylor walked in. As I lamented about the task at hand, she chuckled and said it reminded her of a song by one of our favorite songwriters, Christine Lavin. Lavin’s songs are often comic pieces intermixed with great music and lyrics. The song Anita alluded to was “What Was I Thinking?” As you can imagine, this song focuses on doing something, taking on something, and then later, saying to yourself – “What was I thinking?” Thankfully, that feeling of being a bit overwhelmed passed and here we are at the fun part.

I’ve enjoyed helping to create this convention. I say, helping to create, because any convention is not simply one person’s vision. It is created by the outstanding support and work of many. I am sure all First Vice Presidents think their team is the best (like we all think our children are the best) but my team actually is THE BEST!!!!

First, thanks to Janie Harden Fritz for all her guidance as we moved along the process. Executive Director, Ron Arnett, was always supportive sending positive comments via e-mail. Kathie Cesa, KOC Services, made sure I was on time and that every piece of information sent out to the members was accurate and looked super. My two Second Vice Presidents, Monica Brasted and Cathy Wright, have been incredible. Monica worked tirelessly on the program and jumped in whenever needed. Cathy had to deal with me on a daily basis and if that were not enough, she and I team taught a class on Convention Planning. Kristen Willett, our GMU PhD student, helped with the class and organized our many GMU student volunteers. Leeanne Bell, Marketing Director, was a life saver not only selling ads for the Virginia convention before the Baltimore convention was over, but also traveling to GMU to speak to students about how to market the ECA Convention. Ted Sheckels did a marvelous job on the short courses. We also added two members to the team this year. Tobi Mackler coordinated the wonderful Basic Course Conference, and Jason Wrench became our first coordinator for the James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference (USC). Starting something new like the USC is fun but quite daunting. Jason and Cary Horvath (who oversaw the Poster sessions) developed a cooperative system to handle the various papers and posters sent in by undergraduates. Our 25 Interest Group Planners were first rate. Dealing with forms, changes in programs, and the even persistent misspelled names is a time consuming task and I thank every one of them. Candice Thomas-Maddox was always available with helpful advice. Rich West and Jim Chesebro agreed, in a heartbeat, to co-MC the ECA Awards Banquet, and Rich willingly moved Emerson’s “Don’t Go Home Yet” raffle to the ECA Business Meeting rather than following panels on Sunday—which is good because we don’t have any panels on Sunday this year. I appreciate the support of my department, the faculty, the administrative staff (Maria, Jessica and Lisa), and department chair, Gary Kreps, who chipped in with funding, staff, and support.

A very special thanks to my daughter, Rebekah Lont Clark, who helped with everything from taking cover photos, checking out venues, and waiting patiently in my office so I would not have to drive home alone. She is truly my best supporter.

I welcome you to the DMV (D.C./Maryland/Virginia) area, and hope you have a great convention, learn something new, meet with colleagues, and enjoy the sites.

Cindy Lont
April 2011
Welcome

COMMONWEALTH OF VIRGINIA
Office of the Governor

Robert F. McDonnell
Governor

April 13, 2011

Dear Friends:

On behalf of the citizens of the Commonwealth of Virginia, I am pleased to extend a
warm welcome to everyone attending the 102\textsuperscript{nd} Eastern Communication Association Convention
in Fairfax.

I applaud the organizers of this event for their hard work and dedication to ensuring a
successful convention. Organizing a convention on a scale such as this is no small task, and I
hope this convention allows you to enjoy the accomplishments of the past while setting goals for
the future.

I also want to welcome those of you who have traveled great distances to be here. During
your stay, I hope you will take the opportunity to visit the many unique opportunities Virginia’s
northern region has to offer. Northern Virginia’s location, adjacent to Washington, DC, puts
many of Virginia’s historic and natural resources within easy reach. Whether touring one of the
area’s many historic sites, visiting George Washington’s majestic Mt. Vernon, or shopping the
afternoon away at Tyson’s Corner or Potomac Mills, you are sure to experience Virginia’s
hospitality.

Best wishes for a rewarding and successful convention.

Sincerely,

Robert F. McDonnell
Greetings to the Eastern Communication Association:

On behalf of the Arlington County Board, it gives me great pleasure to welcome your members to Arlington, Virginia. We are honored that you have chosen Arlington as the location for your Annual Convention with the theme “Communication and Power: From Classrooms to Politics.”

While you are here, we hope you will take time to enjoy all that Arlington has to offer. Located just across the Potomac River from the museums and monuments of Washington, D.C., we are home to Arlington National Cemetery, the Pentagon, and the U.S. Marine Corps Memorial (“Iwo Jima”).

Arlington is at the center of more museums, history and attractions than anywhere else in North America, and has over 400 international restaurant choices in neighborhood settings and the finest in world-class shopping.

We are pleased to have you as our guests and invite you to visit us again.

Sincerely,

Christopher Zimmerman
Chairman
General Convention Information

REGISTRATION - Potomac Foyer

Hours for Registration

<table>
<thead>
<tr>
<th>Day</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, April 13</td>
<td>8:30 a.m.-6:00 p.m.</td>
</tr>
<tr>
<td>Thursday, April 14</td>
<td>7:30 a.m.-5:00 p.m.</td>
</tr>
<tr>
<td>Friday, April 15</td>
<td>7:30 a.m.-5:00 p.m.</td>
</tr>
<tr>
<td>Saturday, April 16</td>
<td>7:30 a.m.-3:00 p.m.</td>
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</tbody>
</table>

Ronald C. Arnett, Duquesne University, Executive Director
Kathie Cesa, ECA Director of Member Services

All current and new members of ECA are encouraged to register (or complete the pre-registration process by picking up name badge and schedule) as soon as possible after arriving at the Key Bridge Marriott. Admission to the program sessions, the Basic Course Conference, Short Courses, meetings, receptions, and the Exhibit Hall will be by badge only.

EXHIBIT AREA - POTOMAC FOYER
Exhibit Hours

<table>
<thead>
<tr>
<th>Day</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, April 14</td>
<td>1:00 p.m.-5:00 p.m.</td>
</tr>
<tr>
<td>Friday, April 15</td>
<td>9:00 a.m.-5:00 p.m.</td>
</tr>
<tr>
<td>Saturday, April 16</td>
<td>9:00 a.m.-3:00 p.m.</td>
</tr>
</tbody>
</table>

Leeanne Bell, Stevenson University, ECA Director of Marketing

Schedule time to visit the publishers who are joining us for this year’s convention. Graduate and undergraduate poster sessions will be hosted in the Potomac Foyer in conjunction with the ECA Coffee Cafés.
CONVENTION POLICY STATEMENTS

The Key Bridge Marriott is a non-smoking hotel, and hotel staff will enforce this policy diligently.

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

By registering for the 2011 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 be made by the Interest Group Program Planner at the time of final program submission (normally, this is around mid-November). Any requests made after that time will not be honored. Upon receiving those requests, the Convention Planner will review the importance and necessity of the requests, examining the individual submission and its purpose. Those programs ranked highest by the program planner that incorporate technology will be given priority. Those with lower ranking will likely not allow technology to be included in the program.

ECA will not 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 hotel 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.
Key Bridge Marriott

FIRST FLOOR
ASSEMBLY AND PRE-FUNCTION
SALON D SALON C SALON B SALON A
SERVICE CORRIDOR

LOWER LOBBY LEVEL
FRANCIS SCOTT KEY
SALON B SALON A

GEORGETOWN
SALON C SALON B SALON A

THIRD FLOOR
CONFERENCE SUITES
JACKSON MADISON ADAMS

4th FLOOR
CAPITAL VIEW BALLROOM
MEN'S ROOM

ELEVATOR LOBBY
WOMEN'S ROOM
PRE-FUNCTION
CORRIDOR
SALON 2 SALON 3
SALON 1 SALON 4
WARMING KITCHEN
WARMING KITCHEN
PRE-FUNCTION
COAT ROOM
STORAGE
ELEVATOR LOBBY
STORAGE
2011 Convention Planners

Primary Convention Planner
Cindy Lont
First Vice President
George Mason University

Associate Convention Planners

Monica Brasted
Second Vice President
The College at Brockport, SUNY

Catherine K. Wright
Second Vice President
George Mason University

Leanne M. Bell
Director of Marketing
Stevenson University

Tobi Mackler
Basic Course Conference Coordinator
Montgomery County Community College

Theodore F. Sheckels
Short Course Coordinator
Randolph-Macon College

Jason S. Wrench
James C. McCroskey and Virginia P. Richmond
Undergraduate Scholars Conference (USC) Coordinator
SUNY New Paltz

Cary Horvath
Undergraduate/Graduate Poster Sessions Coordinator
Youngstown State University

Jamey Piland
Liaison to Local Colleges and Universities
Trinity Washington University

Sheila McAllister-Spooner
Director Publicity/Promotion
Monmouth University

Student Assistants

The College at Brockport, SUNY: Heather Dougherty

ASHR
Maureen C. Minielli
Kingsborough Community College

Applied Communication
Sarah Ryan
University of Texas, El Paso

Argumentation and Forensics
Neil Butt
Wayne State University

Communication Administration
Alfred G. Mueller II
Mount St. Mary’s University

Communication and Technology
Kristin Roeschenthaler Wolfe
Duquesne University

Communication Law and Ethics
Juliet Dee
University of Delaware

Communication Traits
Theodore A. Avtgis
West Virginia University

Community College
Rebecca Townsend
Manchester Community College

2011 Interest Group Planners

Health Communication
Doreen M. S. Jowi
Bloomsburg University of Pennsylvania

Institute of General Semantics
Lance A. Strate
Fordham University

Instructional Communication
Carrie Kennedy Lightsey
Indiana U-Purdue U, Fort Wayne

Intercultural Communication
Daniel H. Mansson
West Virginia University

Interpersonal Communication
Meredith Marko Harrigan
SUNY Geneseo

Interpretation and Performance Studies
Cem Zeytinoglu
East Stroudsburg University

Kenneth Burke
Richard H. Thames
Duquesne University

Lambda Pi Eta
Andrew Jared Critchfield
Communication and Culture Consulting

Media Communication
Lisa Perks
Nazareth College

Media Ecology Association
Thom Gencarelli
Manhattan College

Nonverbal Communication
Steven Granelli
SUNY Oswego

Organizational Communication
Erin Bentley
West Virginia Wesleyan College

Philosophy of Communication
Brent Sleasman
Gannon University

Political Communication
Theodore F. Sheckels
Randolph-Macon College

Rhetoric and Public Address
Annette M. Holba
Plymouth State University

Theory and Methodology
Susan A. Jasko
California University of Pennsylvania

Voices of Diversity
Annette Madlock-Gattison
Southern Connecticut State University
2011 Paper and Program Selection Committees

**American Society for the History of Rhetoric**
David Dzikowski, Pennsylvania State University
Sharmila Pixy Ferris, William Paterson University
Michael David Hazen, Wake Forest University
Lea Hellmueller, University of Missouri
Michael Hostettler, St. John’s University
Linda McCroskey, California State University, Long Beach

**Applied Communication**
Maria Brann, West Virginia University
Tatyana Dumova, Point Park University
Sue Malcolm, Duquesne University
Christina McDowell, Duquesne University
Stephanie Verni, Stevenson University

**Argumentation and Forensics**
Nicole Johnson, Ball State University
Kassian Kovalcheck, Vanderbilt University
Nick Romerhausen, Wayne State University

**Communication Administration**
Jerry Allen, University of New Haven
James Benjamin, University of Toledo
Mary Mino, Pennsylvania State University, DuBois
Timothy P. Mottet, University of Texas, Pan American
Don W. Stacks, University of Miami

**Communication and Technology**
Tatyana Dumova, Point Park University
Star Muir, George Mason University
Jack Ciak, Seton Hill University
Dave Westerman, West Virginia University
Rod Carveth, Fitchburg State College
Catherine K. Wright, George Mason University
LaKesha Anderson, Indiana State University
Matthew J. Smith, Wittenberg University
Kristin Roeschenthaler Wolfe, Duquesne University

**Communication Law and Ethics**
Valerie Swarts, Slippery Rock University
Marybeth Earnheardt, Youngstown State University
Pennilane Carlisle, Cleveland State University

**Communication Traits**
Theodore A. Avtgis, West Virginia University
James C. McCroskey, University of Alabama at Birmingham
Andrew S. Rancer, University of Akron
Virginia P. Richmond, University of Alabama at Birmingham

**Community College**
Rebecca M. Townsend, Manchester Community College
Jessica Papajcik, Stark State College
Wendy S. Walters, Stark State College
Nancy J. Willets, Cape Cod Community College

**Health Communication**
Jay Baglia, Kutztown University
Benjamin R. Bates, Ohio University
Maria Brann, West Virginia University
Megan Dillow, West Virginia University
Katie Neary Dunleavy, La Salle University
Rosanne Hartman, Canisius College
Doreen M. S. Jowi, Bloomsburg University of Pennsylvania
James Olufowote, Boston College
Melissa Wanzer, Canisius College

**Institute of General Semantics**
Thom Gencarelli, Manhattan College
Janet Sternberg, Fordham University
Ed Tywoniak, St. Mary’s College

**Instructional Communication**
Katie Neary Dunleavy, La Salle University
Shannon Maki, West Virginia University
Brandi Frisby, University of Kentucky
Danette Ifert Johnson, Ithaca College
Marian Houser, Texas State University
Jerry L. Allen, University of New Haven
Sara Chudnovsky Weintraub, Regis College
Intercultural Communication
Bessie Lee Lawton, West Chester University
Robert Sidelinger, Oakland University
Annette Madlock Gatison, Southern Connecticut State University
Stephanie Shimotru, West Virginia University
Shinsuke Eguchi, Howard University
Daniel Mansson, Pennsylvania State University, Hazleton

Interpersonal Communication
Mary E. Braz, West Chester University
Megan R. Dillow, West Virginia University
Katie Neary Dunleavy, La Salle University
Eric M. Fife, James Madison University
Angela G. La Valley, Bloomsburg University of Pennsylvania
Aimee E. Miller, University of Hartford
Christy E. Rittenour, West Virginia University
Robert J. Sidelinger, Oakland University

Interpretation and Performance Studies
Mary Mino, Pennsylvania State University, DuBois
Annette M. Holba, Plymouth State University
Valerie Lynn Schrader, Pennsylvania State University, Schuylkill
Andrée E. C. Betancourt, Independent Scholar

Lambda Pi Eta
Quazi Ahmed, The George Washington University
Audrey Byrd, Howard University
Andrew Jared Critchfield, Communication and Culture Consulting
Donna Oti, University of Jos
Wei Sun, Montgomery College

Media Communication
Jennifer Asenas, California State University, Long Beach
Meredith Bagley, University of Alabama
Andrée E. C. Betancourt, Independent Scholar
Diana Bowen, University of Houston-Downtown
Monica Brasted, The College at Brockport, SUNY
Rod Carveth, Fitchburg State University
Rebecca M. Chory, West Virginia University
Gordon Coonfield, Villanova University
Beckey Curnul, Youngstown State University
Marsha Ducey, The College at Brockport, SUNY
Lyn Freymiller, Pennsylvania State University
Amanda Gatchet, University of Texas, Tyler
Roger Gatchet, University of Texas, Austin
Cary Horvath, Youngstown State University
Kelly Madden, University of Maryland
Casey Maugh, University of Southern Mississippi
Monika Alston Miller, University of Central Arkansas
C. Leigh Nelson, James Madison University
Rudy Pugliese, Rochester Institute of Technology
Amanda Rotondo, Rensselaer Polytechnic Institute
Jessica Sheffield, University of South Carolina
Maria Simone, Rowan University
Christina Smith, Ramapo College of New Jersey
Matthew J. Smith, Wittenberg University
Gayle Stever, Empire State College
Jill Weber, Hollins University
Valerie Goff Whitecap, University of Pittsburgh
Amy Young, Pacific Lutheran University

Media Ecology
Cheryl Casey, Hamilton College
Robert MacDougall, Curry College
Kim Trager Bohley, Manhattan College

Nonverbal Communication
James Durbin, West Virginia University
Nicholas Scott Smith, West Virginia University
Shannon Maki, West Virginia University
Brandi Frisby, University of Kentucky
Christine Hirsch, SUNY Oswego
Alan Goodboy, Bloomsburg University of Pennsylvania
Joan O’Mara, University of Hartford
Diane Millette, University of Miami
Kerry Byrnes, Collin College
Organizational Communication
Doreen M. S. Jowi, Bloomsburg University of Pennsylvania
Todd Kelshaw, Montclair State University
Erin Bentley, West Virginia Wesleyan College

Philosophy of Communication
Ronald C. Arnett, Duquesne University
Erik A. Garrett, Duquesne University
Annette M. Holba, Plymouth State University
John H. Prellwitz, University of Pittsburgh at Greensburg
Thomas Trenchard, Landmark College
Cem Zeytinoglu, East Stroudsburg University

Political Communication
Scott W. Dunn, Radford University
Stephen J. Farnsworth, George Mason University
Lisa Gring-Pemble, George Mason University
Mary L. Kahl, SUNY New Paltz
Brian T. Kaylor, James Madison University
Brent Kice, Frostburg State University
Christine M. Knopf, SUNY Potsdam
David G. Levasseur, West Chester University
Sean Luechtedfeld, University of Maryland
Janette Kenner Muir, George Mason University
Trevor Parry-Giles, University of Maryland
J. Kanan Sawyer, West Chester University
Maria Simone, Rowan University
John Kares Smith, SUNY Oswego
Rebecca M. Townsend, Manchester Community College

Poster Session
Rebecca Curnalia, Youngstown State University
Adam Earnheardt, Youngstown State University
Jaietta Jackson, Youngstown State University
Dorian Mermer, Youngstown State University
Jeff Tyus, Youngstown State University

Rhetoric & Public Address
Valerie Lynn Schrader, Pennsylvania State University, Schuylkill
Jason Edwards, Bridgewater College
Brent Sleasman, Gannon University
Kristy Maddux, University of Maryland
Ronald C. Arnett, Duquesne University
Christina Smith, Ramapo College of New Jersey
Kathleen Torrens, University of Rhode Island
Christine Hirsch, SUNY Oswego
Benjamin Bates, Ohio University
Elizabeth Gardner, University of Maryland
Trevor Parry-Giles, University of Maryland

Short Courses
Adrienne Christiansen, Macalester College
Gary W. Eckles, Thomas Nelson Community College
Megan Foley, Mississippi State University
Amanda M. Gunn, Denison University
Lori Stallings, University of Memphis
Kathleen J. Turner, Davidson College

Theory & Methodology
Roy Schwartzman, University of North Carolina at Greensboro
Dencil K. Backus, California University of Pennsylvania
James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference (USC)

Anita Foeman, West Chester University
Geoff Burgess, Landmark College
Tracey Holden, University of Delaware
Lydia R. Timmins, University of Delaware
Candice Thomas-Maddox, Ohio University-Lancaster
Melissa Bekelja Wanzer, Canisius College
Chizoba Udeorji, Kingsborough Community College
Lisa Perks, Nazareth College
Kathy Brown, Pennsylvania State University
Douglas Marshall, Duquesne University
Jeanne M. Persuit, University of North Carolina at Wilmington
Mary Kahl, SUNY New Paltz
Jean Costanza Miller, The George Washington University
Eric Fife, James Madison University
Skye Chernichky, University of New Haven
Heather Stassen-Ferrara, Hamilton College
Doreen M.S. Jowi, Bloomsburg University of Pennsylvania
Linda Di Desidero, University of Maryland University College
Don Stacks, University of Miami
Mary E. Braz, West Chester University
Chip Rouse, Stevenson University
Joshua M. Scacco, The University of Texas, Austin
Trevor Parry-Giles, University of Maryland
Claude E. Taylor, Monmouth University
Susan Jasko, California University of Pennsylvania
Annette M. Holba, Plymouth State University
Don M. Boileau, George Mason University
Hans Schmidt, Alvernia University
S. Alyssa Groom, Duquesne University
Mary C. Toale, Baldwin-Wallace College
Wendy S. Walters, Stark State College
Paula Baldwin, George Mason University
Yvette Joy Harris, Howard University
Catherine K. Wright, George Mason University
Ali Ersen Erol, Howard University
Kelli L. Fellows, University of North Carolina at Wilmington
Linda Sampson, Southern Connecticut State University
Paulette Brinka, Hofstra University
Diane M. Monahan, Saint Leo University
Ann D. Jabro, Robert Morris University
Joel S. Ward, Duquesne University
Mary Mino, Pennsylvania State University, DuBois
Andrea M. Pampaloni, La Salle University
Gary W. Eckles, College of William & Mary
Sherry R. Shepler, Saint Anselm College
Danette Ifert Johnson, Ithaca College
Kathleen Glenister Roberts, Duquesne University
Rebecca M. Townsend, Manchester Community College

Voices of Diversity

Lorin Basden Arnold, Rowan University
Tim Brown, West Chester University
Joy Cypher, Rowan University
Annette Madlock Gatison, Southern Connecticut State University
Cerise L. Glenn, University of North Carolina at Greensboro
Shana Kopaczewski, Southern Connecticut State University
Celeste Lacroix, College of Charleston
Neneka Ofulue, University of Maryland
Andy Spieldenner, The Latino Commission on AIDS
Christine Spinetta, Purdue University
William Starosta, Howard University
Chizoba Udeorji, Howard University
Keisha Morant Williams, Eastern University
Major Sponsors of the 2011 ECA Convention

Arlington Convention and Visitors Service
Duquesne University
Emerson College
George Mason University
James C. McCroskey and Virginia P. Richmond
Kendall Hunt Publishing Company
Routledge/Taylor & Francis Group
University of Delaware
West Chester University
West Virginia University

Convention Exhibitors

Arlington Convention and Visitors Service
Baylor University Press
Bedford/St. Martin’s University Press
Kendall Hunt Publishing Company
Lexington Books
Martin McDermott
NCA - National Communication Association
Peter Lang Publishing
Sage Publishing
Routledge/Taylor & Francis Group
University Readers

Convention Advertisers

Bedford/St. Martin’s University Press
Canisius College
The College at Brockport, SUNY
Duquesne University
Martin McDermott
Maryland Communication Association
George Mason University
Indiana University of Pennsylvania
ICA-International Comm Association
Kendall Hunt Publishing Company
McDaniel College
NCA-National Comm Association
Peter Lang Publishing
RIT-Rochester Institute of Technology
Routledge/Taylor & Francis Group
Stevenson University
Syracuse University
Texas State University-San Marcos
Villanova University
West Virginia University
# ECA Business Meetings At-a-Glance

## Wednesday, April 13, 2011

<table>
<thead>
<tr>
<th>Time</th>
<th>Meeting</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:00-5:00 p.m.</td>
<td>ECA Publications Committee</td>
<td>Jefferson</td>
</tr>
<tr>
<td>5:00-6:00 p.m.</td>
<td>Finance Committee I</td>
<td>Jefferson</td>
</tr>
<tr>
<td>6:00-7:00 p.m.</td>
<td>Site Selection Committee</td>
<td>Jefferson</td>
</tr>
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## Thursday, April 14, 2011

<table>
<thead>
<tr>
<th>Time</th>
<th>Meeting</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:45-11:45 a.m.</td>
<td>ECA Executive Council I</td>
<td>Lincoln</td>
</tr>
<tr>
<td>1:30-2:45 p.m.</td>
<td>ECA Teaching Fellows Meeting</td>
<td>Monroe</td>
</tr>
<tr>
<td>3:00-4:15 p.m.</td>
<td>ECA Research Fellows Meeting</td>
<td>Monroe</td>
</tr>
<tr>
<td>3:00-4:15 p.m.</td>
<td>2012 Program Planners I</td>
<td>Washington</td>
</tr>
<tr>
<td>8:00-9:00 p.m.</td>
<td>12-Step Group Meeting</td>
<td>Monroe</td>
</tr>
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## Friday, April 15, 2011

### Business Meetings

<table>
<thead>
<tr>
<th>Time</th>
<th>Meeting</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00-8:45 a.m.</td>
<td>Communication Administration</td>
<td>Adams</td>
</tr>
<tr>
<td>8:00-8:45 a.m.</td>
<td>New York State Comm. Association</td>
<td>Georgetown B</td>
</tr>
<tr>
<td>8:00-8:45 a.m.</td>
<td>Communication and Technology</td>
<td>Georgetown C</td>
</tr>
<tr>
<td>8:00-8:45 a.m.</td>
<td>Nonverbal Communication</td>
<td>Jackson</td>
</tr>
<tr>
<td>8:00-8:45 a.m.</td>
<td>Rhetoric and Public Address</td>
<td>Jefferson</td>
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<tr>
<td>8:00-8:45 a.m.</td>
<td>Community College</td>
<td>Lincoln</td>
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<tr>
<td>8:00-8:45 a.m.</td>
<td>Communication Traits</td>
<td>Madison</td>
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<tr>
<td>8:00-8:45 a.m.</td>
<td>Organizational Communication</td>
<td>Monroe</td>
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<tr>
<td>8:00-8:45 a.m.</td>
<td>Health Communication</td>
<td>Washington</td>
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### Business Meetings

<table>
<thead>
<tr>
<th>Time</th>
<th>Meeting</th>
<th>Location</th>
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<tbody>
<tr>
<td>6:00-6:45 p.m.</td>
<td>Philosophy of Communication</td>
<td>Adams</td>
</tr>
<tr>
<td>6:00-6:45 p.m.</td>
<td>Institute of General Semantics</td>
<td>Georgetown B</td>
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<tr>
<td>6:00-6:45 p.m.</td>
<td>Interpersonal Communication</td>
<td>Georgetown C</td>
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<tr>
<td>6:00-6:45 p.m.</td>
<td>Political Communication</td>
<td>Jackson</td>
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<tr>
<td>6:00-6:45 p.m.</td>
<td>Lambda Pi Eta</td>
<td>Jefferson</td>
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<tr>
<td>6:00-6:45 p.m.</td>
<td>Voices of Diversity</td>
<td>Lincoln</td>
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<tr>
<td>6:00-6:45 p.m.</td>
<td>American Society for the History of Rhetoric</td>
<td>Madison</td>
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<tr>
<td>6:00-6:45 p.m.</td>
<td>Media Ecology</td>
<td>Monroe</td>
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<tr>
<td>6:00-6:45 p.m.</td>
<td>Interpretation and Performance Studies</td>
<td>Washington</td>
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<tr>
<td>8:00-9:00 p.m.</td>
<td>12-Step Group Meeting</td>
<td>Monroe</td>
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</tbody>
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# Meetings

## Saturday, April 16, 2011

### Business Meetings

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:00-8:45 a.m.</td>
<td>Kenneth Burke</td>
<td>Adams</td>
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<tr>
<td>8:00-8:45 a.m.</td>
<td>Maryland State Comm, Association</td>
<td>Georgetown B</td>
</tr>
<tr>
<td>8:00-8:45 a.m.</td>
<td>Media Communication</td>
<td>Georgetown C</td>
</tr>
<tr>
<td>8:00-8:45 a.m.</td>
<td>Applied Communication</td>
<td>Jackson</td>
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<tr>
<td>8:00-8:45 a.m.</td>
<td>Instructional Communication</td>
<td>Jefferson</td>
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<tr>
<td>8:00-8:45 a.m.</td>
<td>Intercultural Communication</td>
<td>Lincoln</td>
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<tr>
<td>8:00-8:45 a.m.</td>
<td>Argumentation and Forensics</td>
<td>Madison</td>
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<tr>
<td>8:00-8:45 a.m.</td>
<td>Theory and Methodology</td>
<td>Monroe</td>
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<tr>
<td>8:00-8:45 a.m.</td>
<td>Communication Law and Ethics</td>
<td>Washington</td>
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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>9:00-10:15 a.m.</td>
<td>2012 Program Planners II</td>
<td>Madison</td>
</tr>
<tr>
<td>10:30-11:45 a.m.</td>
<td>Nominating Committee</td>
<td>Adams</td>
</tr>
<tr>
<td>3:00-4:15 p.m.</td>
<td>Resolutions Committee</td>
<td>Adams</td>
</tr>
<tr>
<td>6:00-7:15 p.m.</td>
<td>ECA Business Meeting</td>
<td>Potomac A and B</td>
</tr>
<tr>
<td>8:00-9:00 p.m.</td>
<td>12-Step Group Meeting</td>
<td>Monroe</td>
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## Sunday, April 17, 2011

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>9:00-10:00 a.m.</td>
<td>Finance Committee II</td>
<td>Monroe</td>
</tr>
<tr>
<td>10:00 a.m.-noon</td>
<td>Executive Council II</td>
<td>Lincoln</td>
</tr>
</tbody>
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You’re invited...

Please join us for the National Communication Association Information Panel, Saturday from 3:00-4:15 in Potomac B with:

- Lynn H. Turner, NCA President, Marquette University
- Rich West, NCA First Vice President, Emerson College
- Steve Beebe, NCA Second Vice President, Texas State University-San Marcos

The National Communication Association advances communication as the discipline that studies all forms, modes, media and consequences of communication through humanistic, social scientific and aesthetic inquiry. Learn more at [www.natcom.org](http://www.natcom.org).
Events of General Convention Interest

Wednesday, April 13, 2011
8:30-6:00 p.m.  ECA Registration  Potomac Foyer
8:45-5:15 p.m.  Basic Course Conference  Potomac A and B

Thursday, April 14, 2011
7:30-5:00 p.m.  ECA Registration  Potomac Foyer
1:00-5:00 p.m.  Exhibit Area  Potomac Foyer
2:30-3:30 p.m.  Graduate Poster I/Coffee Café I  Potomac Foyer
6:00-7:00 p.m.  Newcomers Reception  Capital Foyer
7:00-8:30 p.m.  Welcome Reception  Capital Foyer
8:30-10:00 p.m.  Dessert and Student Highlights  Capital Ballroom

Friday, April 15, 2011
7:30-5:00 p.m.  ECA Registration  Potomac Foyer
8:00-9:00 a.m.  Walking Tour - Roosevelt Island  Hotel Front Lobby
9:00-5:00 p.m.  Exhibit Area  Potomac Foyer
12:00-1:15 p.m.  ECA Awards Luncheon  Potomac Ballroom
3:30-4:30 p.m.  Graduate Poster II/Coffee Café II  Potomac Foyer
6:00-6:45 p.m.  USC Munch and Mingle  Potomac C and D
7:00-9:00 p.m.  Wine and Spots  Jackson
8:30-10:00 p.m.  Song Circle  Washington

Saturday, April 16, 2011
7:30-3:00 p.m.  ECA Registration  Potomac Foyer
7:30-9:00 a.m.  Walking Tour - Monuments  Hotel Front Lobby
9:00-3:00 p.m.  Exhibit Area  Potomac Foyer
10:00-11:00 a.m.  Undergraduate Poster/Coffee Café III  Potomac Foyer
12:00-1:30 p.m.  Past Officers Luncheon  Lincoln
4:30-5:45 p.m.  USC Dinner and Awards  Potomac C and D
6:00-7:15 p.m.  ECA Business Meeting  Potomac A and B
7:30-9:30 p.m.  ECA President’s Reception  Artisphere
2011 ECA Short Courses At-A-Glance

Participants must register for Short Courses at Convention Registration.

Thursday, April 14

#1  10:30-11:45 a.m.  Georgetown A
Join the Revolution: The Use of Open Source Software and Textbooks in the College Classroom
Jason S. Wrench, SUNY New Paltz

#2  12:00-1:15 p.m.  Georgetown A
Empowering Faculty to Teach the Quantitative Methods Course: Addressing Student Apprehension for Research Methods
Candice Thomas-Maddox, Ohio University-Lancaster
Nicole Blau, Ohio University-Lancaster
Virginia P. Richmond, University of Alabama at Birmingham
James C. McCroskey, University of Alabama at Birmingham

#3  1:30-2:45 p.m.  Georgetown A
Integrated Marketing Communication: Exploring Ways of Teaching About and Engaging Matters of Influence and Power in Persuasion Industries
S. Alyssa Groom, Duquesne University
Jeanne M. Persuit, University of North Carolina at Wilmington

#4  3:00-4:15 p.m.  Georgetown A
Gender and Power: Teaching Communicative Understandings of Women’s Leadership
Elesha L. Ruminski, Frostburg State University
Annette M. Holba, Plymouth State University

Friday, April 15

#5  9:00-10:15 a.m.  Georgetown A
Empowering Students Through Pedagogical Praxis: Interpersonal Communication Activities in the Classroom
Jen Jones, Duquesne University
Christina McDowell Marinchak, Duquesne University

#6  1:30-2:45 p.m.  Jackson
Communication and Power to the Patient: Applied Medical Communication as a Breakthrough Approach to a Course in Medical Communication
E. Phillips Polack, West Virginia University
Theodore A. Avtgis, West Virginia University
Friday, April 15
#7  3:00-4:15 p.m.    Jackson
Racialized Power and the Politics of Social Justice: Critical Race Theory as a Means to Deconstruct, Recover, and Evolve in Communication Studies
Rachel Alicia Griffin, Southern Illinois University

#8  4:30-5:45 p.m.    Jackson
Advocacy as Power: Educating, Equipping, and Empowering Students
Cathy L. McClain, Clermont Recovery Center

Saturday, April 16
#9  9:00-10:15 a.m.  Georgetown A
Communication, Power, and Social Change: On the Road Teaching Communication and Social Movements
Todd Allen, Geneva College
Linda Schifino, Carlow University

#10 10:30-11:45 a.m.  Georgetown A
Not Public Speaking – Not Business Writing: Business Communication for the Millennial Generation
J. Kanan Sawyer, West Chester University
Pamela Marshall, Rowan University

#11 12:00-1:15 p.m.  Georgetown A
Race and Cultural Communication in the Classroom: Empowering Cultural Competency
Joanne Washington, Clarion University of Pennsylvania

#12 1:30-2:45 p.m.  Georgetown A
Empowering Professionals: Adapting Classroom Instruction to “Real World” Training
Jean Costanza Miller, The George Washington University
Christine Clapp, Spoken With Authority
Andrew Jared Critchfield, Communication and Culture Consulting
First Vice President Sponsored Panels

**Thursday, April 14**
10:30-11:45 a.m. Potomac A
The Power of Communication Choices: Recent Research by ECA Research Fellows

12:00-1:15 p.m. Potomac A
Publishing Power: Emerging Issues in Academic Scholarship

12:00-1:15 p.m. Washington
ECA Distinguished Teaching Fellows on Teaching: Philosophies and Enactments

1:30-2:45 p.m. Potomac D
Taking Back the Power: Survival Strategies for the Promotion and Tenure Process

3:00-4:15 p.m. Georgetown C
There’s Power in Words: Strategies for Becoming a Media Expert and Publicizing Your Communication Research in the Press

**Friday, April 15**
9:00-10:15 a.m. Jackson
The Power of Media and Effects Over Time

3:00-4:15 a.m. Georgetown A
The Ebb and Flow of Publishing Power Driven by Digital Technologies

4:30-5:45 p.m. Potomac A
Leader, Teacher, Mentor: Celebrating 50 Years of James C. McCroskey’s Dedication to the Eastern Communication Association

**Saturday, April 16**
10:30-11:45 a.m. Potomac D
The Power of Mentorship: Celebrating Jane Blankenship’s Life as a Teacher and Scholar

1:30-2:45 a.m. Potomac D
The Power of Creativity and Expression: A Celebration of Floyd D. Anderson’s Career

3:00-4:15 a.m. Madison
Power to the Disempowered: Teaching, Advising, and Mentoring Students with Little Social Support
WEDNESDAY APRIL 13, 2011

CONVENTION REGISTRATION

 Registered Basic Course Conference Participants are invited to pick up their convention materials. Participation in the Basic Communication Course Conference is available to paid registrants. The conference fee is $50 and includes continental breakfast and lunch.

The Basic Course: Politics and Practice

Chair: Tobi Mackler, Montgomery County Community College

Welcome and opening remarks from the Basic Course Conference Director.

Challenging Basic Course Content and Pedagogy

Chair: Tobi Mackler, Montgomery County Community College

“It’s Time to Re-Tire the Basic Course: Group Roles, Communication Climate, and Listening Styles”

Isa Engleberg, Prince George’s Community College

“A New Pedagogy for Informative Communication: Why Arrangement Should Not Substitute for Invention”

Katherine E. Rowan, George Mason University

“Does Student Listening Improve in the Basic Communication Course?”

Danette Ifert Johnson, Ithaca College

The basic communication course is the face of our discipline to students, colleagues, and the public. Three scholars examine traditional basic course content in light of
contemporary research. They challenge us to consider whether what we teach and how we teach is valid and capable of improving students’ communication competencies.

WED 10:30-11:45 a.m.        Potomac A

**Teaching Through the Lens of Our Students: A Roundtable Discussion on (the Politics of) Pedagogy and Student Diversity**

Chair:          **Susan M. Ward**, Delaware County Community College

“Teaching to the Faith-Based: Challenges, Controversies, and Considerations”
**Lynn H. Turner**, Marquette University

“Teaching to the Non-Traditional Aged: Helping Adult Learners Discover Their Soul”
**Candice Thomas-Maddox**, Ohio University-Lancaster

“Teaching African and Urban: Unique Perspectives, Unique Experiences”
**Ashley Torrence**, Howard University

“Teaching to the Upper Class: Privilege is Not Always Pretty”
**Richard West**, Emerson College

This program examines teaching from a cultural lens. Specifically, the participants will discuss strategies for success and cautionary tales as they relate to various student populations. Given the major demographic changes on the horizon at both 2- and 4-year institutions, an examination of various student constituencies is both necessary and relevant. Participants will explore both the potential and the political as related to various student populations. Further, examining this issue from colleges/universities that are public, private, large, and small provides for a comprehensive discussion of current challenges and future trends in teaching, learning, and advising.

WED 12:00-1:15 p.m.        Potomac A and B

**Basic Communication Course Conference Lunch**

Keynote Speaker:          **Lynn Disbrow**, Wright State University

*Pedagogy, Politics, and Practice: Where do we begin in the Basic Course?*

**Lynn M. Disbrow**, (Ph.D. Wayne State University, 1989; Associate Professor Wright State University) currently serves as the Director of the Educational Policies Board of the National Communication Association and has been named a 2010 Faculty Innovator
by the Ohio Board of Regents. She is the recipient of international, national, and state awards for student service, teaching and curricular development. Disbrow’s digital and traditional publication record emphasizes instructional design and delivery.

WED 1:30-2:30 p.m.      Potomac A and B

Politics and Practice: The Basic Course as a General Education Requirement – The Good, the Bad, and the Ugly

Chair:  Steven D. Cohen, University of Maryland

“The Basic Course in General Education: The Rationale”  
Andrew D. Wolvin, University of Maryland

“Consensus-Building: A Procedural Approach to Getting the Basic Course in the General Education Core Curriculum”  
Tom Donlan, Montgomery County Community College

“The Basic Course – No Longer a General Education Requirement: The Aftermath”  
Nancy J. Willets, Cape Cod Community College

This panel will examine different aspects of the role of the basic course in a General Education Core Curriculum. Beginning with a rationale for establishing this course as a fundamental studies component, the discussion will move to an analysis of consensus building strategies within the discipline and college-wide that can help to insure acceptance for the basic course. Finally, we will conclude with a conversation focused on departmental strategies to maintain enrollment under new requirements when the basic course has been eliminated as a general education requirement.

WED 2:45-3:30 p.m.      Potomac A and B

Examining the Organizational Context of the Basic Course: Politics and Practice

Chair:  Lynn Disbrow, Wright State University

Panelists:  Adam David Roth, University of Rhode Island  
Marian L. Houser, Texas State University-San Marcos  
Jayson Baker, Regis College  
Tobi Mackler, Montgomery County Community College

This round table discussion will examine the varied permutations of the Basic Course as it occurs in different organizational or institutional contexts. Each participant brings a
different perspective on the issues and challenges involved in teaching, structuring, and staffing the basic course based on the needs of their institution and student population.

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**WED 3:45-5:00 p.m.**  
**Potomac A and B**

**Examining the Context of the Basic Communication Course: Multiple Beneficiaries of the Lecture-Lab Format**

**Chair:**  
**Kristen LeBlanc Farris**, Texas State University-San Marcos

From a graduate teaching assistant’s perspective  
**Kristen LeBlanc Farris**, Texas State University-San Marcos  
**Lori E. Vela**, West Virginia University

From the perspective of a new basic course director  
**Angela M. Hosek**, Emerson College  
**Jessica Parker-Raley**, University of Texas-Pan American

From the course director’s perspective  
**Marian L. Houser**, Texas State University-San Marcos

From the department chair’s perspective  
**Timothy P. Mottet**, University of Texas-Pan American

This panel discussion will focus on various teaching formats of the basic communication course. Each instructor will discuss issues concerning creating, assessing, and structuring the basic course. Specifically, the panelists will discuss the benefits of utilizing interactive lab sessions in addition to lecturing course content. Finally, each will explore the various connections the basic communication course serves among students, graduate teaching assistants and instructors, departments, and universities as a whole.

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**WED 5:00-5:10 p.m.**  
**Potomac A and B**

**The Basic Communication Course Conference: Closing Remarks**

**Chair:**  
**Tobi Mackler**, Montgomery County Community College

Participants who attend this session will have the opportunity to win a gift certificate.

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**WED 4:00-5:00 p.m.**  
**Jefferson**

**ECA Publications Committee Meeting**
Wednesday, April 13

Presiding:  **Janie Harden Fritz**, Duquesne University

Candice Thomas-Maddox, Ohio University-Lancaster  
Cindy Lont, George Mason University  
Nancy J. Willets, Cape Cod Community College  
Ronald C. Arnett, Duquesne University  
Wendy Samter, Bryant University  
Janette Kenner Muir, George Mason University  
Susan Drucker, Hofstra University  
Valerie Lynn Schrader, Pennsylvania State University, Schuylkill  
Melinda Villagran, George Mason University  
Mark Hickson III, University of Alabama at Birmingham (ex officio)  
Theodore A. Avtgis, West Virginia University (ex officio)  
Trevor Parry-Giles, University of Maryland (ex officio)

WED 5:00-6:00  Jefferson

**Finance Committee I Meeting**

Presiding:  **Janie Harden Fritz**, Duquesne University

Candice Thomas-Maddox, Ohio University-Lancaster  
Cindy Lont, George Mason University  
Nancy J. Willets, Cape Cod Community College  
Ronald C. Arnett, Duquesne University  
Annette Madlock, Southern Connecticut State University  
Trevor Parry-Giles, University of Maryland (ex officio)  
Mark Hickson III, University of Alabama at Birmingham (ex officio)  
Theodore A. Avtgis, West Virginia University (ex officio)

WED 6:00-7:00 p.m.  Jefferson

**Site Selection Committee Meeting**

Presiding:  **Janie Harden Fritz**, Duquesne University

Candice Thomas-Maddox, Ohio University-Lancaster  
Cindy Lont, George Mason University  
Nancy J. Willets, Cape Cod Community College  
Ronald C. Arnett, Duquesne University  
Sara Chudnovsky Weintraub, Regis College
is proud to support Eastern Communication Association

Welcome to Arlington!

Please don’t forget to support MCA’s Annual Conference

Communicating Politically, Engaging Civilly

Friday and Saturday, October 14-15, 2011
Frostburg State University

Check the MCA website for updates:
www.marylandcomm.org
1st Vice President Sheri Whalen at www.sawhalen@frostburg.edu if you have questions.

The Department of Communication
Congratulates past ECA President

Floyd Anderson

on his retirement after 40 years of teaching at The College at Brockport!

The College at
Brockport
State University of New York
THURSDAY APRIL 14, 2011

THUR 7:30-5:00 p.m. Potomac Foyer

CONVENTION REGISTRATION

THUR 8:45-11:45 a.m. Lincoln

Executive Council 1

Presiding: Janie Harden Fritz, Duquesne University

Candice Thomas-Maddox, Ohio University-Lancaster
Cindy Lont, George Mason University
Nancy J. Willets, Cape Cod Community College
Ronald C. Arnett, Duquesne University
Theodore A. Avtgis, West Virginia University (ex officio)
Leanne M. Bell, Stevenson University (ex officio)
James W. Chesebro, Ball State University (ex officio)
Susan Drucker, Hofstra University (ex officio)
Kristen Campbell Eichhorn, SUNY Oswego (ex officio)
Mark Hickson III, University of Alabama at Birmingham (ex officio)
Susan Jasko, California University of Pennsylvania (ex officio)
Danette Ifert Johnson, Ithaca College (ex officio)
Trevor Parry-Giles, University of Maryland (ex officio)
Jean Ann Streiff, Oakland Catholic High School (ex officio)
Jerry Allen, Communication Traits, University of New Haven
Alberta Arnold, Community College, Fiorello H. LaGuardia Community College
Kathleen Taylor Brown, Applied Communication, Pennsylvania State University, Greater Allegheny
Dale Herbeck, Communication Law and Ethics, Boston College
Carl T. Hyden, Argumentation and Forensics, Morgan State University
Susan Jasko, Theory and Methodology, California University of Pennsylvania
Annette Madlock, Intercultural Communication, Southern Connecticut State University
Linda Sampson, Interpersonal Communication, Southern Connecticut State University
Valerie Lynn Schrader, Interpretation and Performance Studies, Pennsylvania State University, Schuylkill
Brent C. Sleasman, Philosophy of Communication, Gannon University
Don W. Stacks, Communication Administration, University of Miami
Mary C. Toale, Instructional Communication, Baldwin-Wallace College
Mari Boor Tonn, Kenneth Burke Society, University of Richmond
Melinda Villagran, Health Communication, George Mason University
THUR 9:00-10:15 a.m.                     Potomac B

Advancing Intercultural Communication: Theories, Models, and Linguistics

Sponsor: Intercultural Communication
Chair: Bessie Lee Brown, West Chester University
Respondent: Shinsuke Eguchi, Howard University

“The Power of Narratives to Create Variable Truths”
April E. Copes, Howard University

Amanda L. Sevilla, Duquesne University

“On Intercultural Communication Competence”
Cyril Latzoo, Duquesne University

THUR 9:00-10:15 a.m.                     Potomac D

Communication and Power: Advances in Communication Trait Assessment

Sponsor: Communication Traits
Chair: Michelle Zumpano, West Virginia University
Respondent: James A. Katt, University of Central Florida

“The Listening Styles Profile Revised (LSP-R): A Scale Revision and Validation”
Debra Worthington, Auburn University
Graham D. Bodie, The Louisiana State University
Christopher Gearhart, The Louisiana State University

“Toward the Development of a Taxonomy of Verbal Trigger Events”
James M. Durbin, West Virginia University
Andrew S. Rancer, University of Akron

“Measuring Inclusiveness and Attitudes Toward People with Disabilities”
Paul Azim Frye, Pennsylvania State University, Berks
THUR 9:00-10:15 a.m.  Francis Scott Key A

**Online Social Networking, Patient Compliance, and Information Seeking in Cancer Prevention and Treatment**

Sponsor: Health Communication  
Chair: **Melissa Bekelja Wanzer**, Canisius College  
Respondent: **Jay Baglia**, Kutztown University

“Threat Appraisal and Skin Cancer Prevention Information Seeking: Examining Protection Motivation Theory”**  
**Brian P. Keefe**, George Mason University  
**Gina Castle Bell**, George Mason University

“The Influence of Different Sources on Processing Breast Cancer Messages”  
**James Steele**, George Mason University

“The Internet and Patient Compliance: The Impact of Social Networking Website Use On Patient Compliance”*  
**Kelli K. Owen**, University of Texas-Pan American

This panel features competitively selected papers from the Health Communication Interest Group.

*Student paper  **Graduate student paper

THUR 9:00-10:15 a.m.  Georgetown A

**Rhetorical Explorations of Technology, Stasis, “Change” and Tropes: Works in Progress**

Sponsor: Rhetoric and Public Address  
Chair: **Annette M. Holba**, Plymouth State University  
Respondent: **Benjamin R. Bates**, Ohio University

“Synthetic Ethos in Communication Technology: Appearing Artful in a “Knack” Environment”  
**Richard L. Talbert**, Duquesne University

“Stasis and Civic Discourse: An Exploration of Cicero’s Rhetorical Theory”  
**Kasey Clawson**, Duquesne University

*Student paper  **Graduate student paper
“Understanding Rhetoric of “The Change” in Tunisia since 1987”
Mohamed Ali Elhaou, University Paris 13; IUT Illkirch Strasbourg

“Synecdoche and the Dialectic of Correspondence”
R. J. Green, Purdue University

THUR 9:00-10:15 a.m.  Adams

Instructional Communication and Assessment

Sponsor: Instructional Communication
Chair: CJ Claus, West Virginia University
Respondent: Kerry Byrnes, Collin College

“Suggestions for Cognitive, Affective, and Behavioral Assessment of Communication Competencies”
Rebecca M. L. Curnalia, Youngstown State University
Dorian L. Mermer, Youngstown State University
Jaietta Jackson, Youngstown State University
Cary Horvath, Youngstown State University

“Prescribing Rhetorical Sensitivity”
Mary Mino, Pennsylvania State University, DuBois

“Evaluating the Usability of Online Testing: From One-Size-Fits-All to Learner-Centered Models”
Tatyana Dumova, Point Park University

“Toward a Successful Plan and Implementation of Educational Technology in Low-income Communities: Introducing the ‘Ezumah Model’”
Bellarmine Ezumah, Howard University

THUR 9:00-10:15 a.m.  Washington

Film Screening for Classroom Use:
Media Education Foundation’s Killing Us Softly 4: Advertising’s Image of Women - new, update of Jean Kilbourne’s pioneering Killing Us Softly series. The film marshals a range of new print and television advertisements to lay bare a stunning pattern of damaging gender stereotypes -- images and messages that too often reinforce unrealistic, and unhealthy, perceptions of beauty, perfection, and sexuality (46 minutes).

Discussion Leader: Jack Banks, University of Hartford
THUR 10:30-11:45 a.m. Potomac A

Power, Subjectivity, and the Hope of Rhetorical Community

Sponsor: Rhetoric and Public Address
Chair: Elesha Ruminski, Frostburg State University
Respondent: Lisa Gring-Pemble, George Mason University

“Collective Memory, Historicism, and the Noir Detective”
R. J. Green, Purdue University

“Communities and Online Congregation: Examining Spaces of Self-Expression and Egocentrism”
Rebecca Ivic, Purdue University

“Dissoi Logoi: The Practice of Rhetorical Freedom”
Tillman Russell, Purdue University

“The Ties That Bind: An Exploration of Universal Visual Metaphors”
Shavonne Shorter, Purdue University

THUR 10:30-11:45 a.m. Potomac B

The Power of Communication Choices: Recent Research by ECA Research Fellows

Sponsor: First Vice President
Chair: Kathleen E. Kendall, University of Maryland

“Research in Progress on Communication Channel Choices and Uses by College Students”
Lynne Kelly, University of Hartford

“Research in Progress on Adolescents’ College Interests”
Matthew Martin, West Virginia University

“Research in Progress Concerning Audre Lorde’s Public Advocacy”
Lester C. Olson, University of Pittsburgh

“Research in Progress on Marginalized Populations”
Richard West, Emerson College
“Research in Progress on Political Communication”

Judith Trent, University of Cincinnati

ECA honors outstanding scholars in the field through awards such as the ECA Research Fellow Award, for distinguished research in the field of communication. In this program, the most recent winners of the award report on their research “in the middle of things,” giving ECA members a glimpse of the work they have underway, including the challenges and obstacles and progress of their current research. Following the presentations, there will be discussion among the participants and with the audience.

THUR 10:30-11:45 a.m.  Potomac C

In Celebration and Critique of Jeffrey Lynn Woodyard’s Life and Communication Research

Sponsor: Voices of Diversity
Chair: Ronald L. Jackson II, University of Illinois at Urbana-Champaign
Respondent: The Audience

Panelists:
Molefi Kete Asante, Temple University
Melbourne Cummings, Howard University
Ronald L. Jackson II, University of Illinois at Urbana-Champaign
Kimberly Moffitt, University of Maryland Baltimore County
Carlos Morrison, Alabama State University
Tyrome Smith, United States Government

Jeffrey Lynn Woodyard was a tremendous asset to the field of communication. He was an afrocentric scholar and critic of public spheres that dispensed with conversations about the inextricable link between race, class, gender, and sexual difference. As a faith-based AIDS/HIV educator, he took his fight to the streets, working in and on behalf of communities and churches to address public policy concerns. At the center of his work was a profound analysis of identity politics in everyday communication encounters.

THUR 10:30-11:45 a.m.  Francis Scott Key A

Voice and Power: Utilizing Communication Theory and Research Methods to Explore the Margins

Sponsor: Theory and Methodology
Chair: William Starosta, Howard University
Respondent: Deborah J. Borisoff, New York University
“Negotiating New Terrain: Creating Spaces to Support Black Male Students at Predominantly White Universities”
Cerise L. Glenn, University of North Carolina at Greensboro
Dante L. Johnson, University of North Carolina at Greensboro
Jeffrey Coleman, University of North Carolina at Greensboro

“Black Feminism, Divestment, and Identity Negotiation”
Chizoba Udeorji, Kingsborough Community College

“Performing the Model Minority Stereotype: Communication Strategy for College-Educated Asian American Professionals to Survive in the U.S. Organizations”
Shinsuke Eguchi, Howard University

“Using Co-Cultural Theory to Examine HIV-positive Gay Men’s Communication Practices”
Andrew Spieldenner, Latino Commission on AIDS

THUR 10:30-11:45 a.m.  Francis Scott Key B

Politics and Its Publics: Engaging, Segmenting, Informing

Sponsor:  Political Communication
Chair:  Maria Simone, Rowan University
Respondent:  Lisa Gring-Pemble, George Mason University

“Student Perceptions of Campaigns, Political News Sources, and the Influence of Media Priming”
Jeffrey B. Hedrick, Jacksonville State University

“How Will They Target You?: A Burkean Identification Analysis of Targeted Presidential Primary Debates”
J. Scott Smith, University of Missouri

“Social Media and Civic Participation: Analyzing the web 2.0 as a Political Platform”
Daniel Halpern, Rutgers, The State University of New Jersey

“Untangling the Relationships Between Cynicism and Efficacy: Revisiting the Gamson Hypothesis”
Hanlong Fu, University of Connecticut
Yi Mou, University of Connecticut
Gail Lavielle, University of Connecticut
THUR 10:30-11:45 a.m. Georgetown A

**Short Course – Join the Revolution: The Use of Open Source Software and Textbooks in the College Classroom**

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

The rising costs of technology, academic journals, and textbooks is a growing concern for many faculty members. Thankfully, open source movement has out to put freely distributed software and academic literature (both journals and textbooks) in the hands of students and teachers. This course will explore how the open source revolution can provide teachers freely distributable software and academic literature alternatives. All Participants will receive a detailed list of open source alternatives and a DVD-ROM containing a range of open source software packages.

THUR 10:30-11:45 a.m. Georgetown B

**Rhetorical Power in the Public Sphere**

Sponsor: Rhetoric and Public Address

Chair: **Christine Hirsch**, SUNY Oswego

Respondent: **Ann Atkinson**, Keene State College

“Retail Resistance: Whirl-Mart’s Symbolic Construction of the New Public Sphere”

**Jade Olson**, University of Maryland

“Ethos and Ego-Function in Activist Blogging”

**Jessica Sheffield**, University of South Carolina

“Acting as IF: Performative Parody as an Embodied Mode of Judgment”

**Christopher J. Gilbert**, Indiana University

“A Rhetorical Study of Civic Engagement Rhetoric and Practices at Wake Forest University”

**Patty Ann Green**, Wake Forest University

THUR 10:30-11:45 a.m. Georgetown C

**The Power of Communication to Nurture and Sustain Resilient Familial and Romantic Relationships**
Throughout our lifetime, we create and sustain a variety of interpersonal relationships. Yet, those that we establish with our family serve as the foundation for our future relationships. These papers will analyze what communication techniques are utilized to bolster these relationships; what communication is used to foster a meaningful romantic relationship; and how is relational satisfaction a key component? Consequently, how powerful is communication in augmenting and influencing these fundamental interpersonal relationships.

THUR 10:30-11:45 a.m.  Adams

Sharing Science: Challenges and Research-Supported Solutions

Sponsor:  Applied Communication
Chair:  Sheila McAllister-Spooner, Monmouth University

“The Explanation and Value Judgments in Media Communication of Climate Science”
Karen Akerlof, George Mason University
Katherine Rowan, George Mason University
Dennis Fitzgerald, George Mason University
Andrew Cedeno, George Mason University
Amanda Neuman, George Mason University

“Moving from abstractions to community assets that people value: Explaining the impact of pesticides in an effective and efficient manner”
Fred Jenkins, U. S. Environmental Protection Agency
“TV Meteorologists as Great Science Teachers: The Rhetorical and Explanatory Strategies of Five Meteorologists Who Explain Climate Science to Their Audiences”

Paula K. Baldwin, George Mason University
Bianca C. Brown, George Mason University
Jagadish Thaker, George Mason University
Joe Witte, George Mason University
Katherine Rowan, George Mason University
Edward Maibach, George Mason University

“Aristotle to Barnum: Demonstration and Ballyhoo in Promoting Science”

John Llewellyn, Wake Forest University

Often scientists offer the public research-supported but un-solicited advice. Research has found that un-solicited advice is rarely appreciated, so it is not surprising that many scientifically supported recommendations are rejected by those who might benefit from them. To deepen understanding of this applied communication challenge and possible solutions to it, this panel presents presentations informed by rhetorical and communication theory on effective ways of communicating complex environmental science that has implications for human behavior.

THUR 10:30-11:45 a.m. Jackson

Selling by Example: Rhetorical and Interpersonal Techniques in Contemporary Marketing

Sponsor: Applied Communication
Chair: Maria Brann, West Virginia University
Respondent: Tatyana Dumova, Point Park University

“Dove’s Campaign for Real Beauty and Perceptions of ‘Real’ Women: A Qualitative Inquiry”
Melissa D. Dodd, University of Miami

“The Power of Spokesperson Accent to Influence Consumers’ Purchase Intentions”
Robert Forbus, Southern Connecticut State University
Jason L. Snyder, Central Connecticut State University
Stephen Stifano, University of Connecticut

“Going Green: The Power of Nietzsche’s Earth Rhetoric and Environmental Marketing”
Beth E. Michalec, Duquesne University

This panel features diverse applications of interpersonal and rhetorical theory to contemporary marketing campaigns and situations. If Robert Louis Stevenson’s adage,
“Everyone lives by selling something” holds true, these papers suggest efficacious and ethical means for making a living well.

THUR 10:30-11:45 a.m.  Jefferson

Opening the Hood: The Power of Online Courses in Communication

Sponsor: Community College Interest Group
Chair: Tom Jewell, Bergen Community College

Interpersonal Communication
Nadine Cichy, Sinclair Community College
Susan M. Ward, Delaware County Community College

The Hybrid Communication Course
Tom Jewell, Bergen Community College
Michelle Simpson, College of Southern Maryland

Public Relations
Tom Donlan, Montgomery County Community College

Those of us who teach online have often heard, “How do you teach communication online?” For the skeptic who wants to know and the experienced who wants to know more, this panel of seasoned online Communication professors will “open the hood” to share what it “looks like under there.” The courses include Interpersonal Communication, Speech Communication/Basic Principles (the hybrid course), and Public Relations.

THUR 10:30-11:45 a.m.  Madison

Instructional Power and Relational Communication

Sponsor: Instructional Communication
Chair: Brandi N. Frisby, University of Kentucky
Respondent: Marian L Houser, Texas State University-San Marcos

“Student Motives for Communicating with Instructors as a Function of Perceived Instructor Power Use”
Alan K. Goodboy, Bloomsburg University of Pennsylvania
San Bolkan, California State University, Long Beach
“The Relationship between Teacher Transformational Leadership and Student Outcomes”
Aaron Noland, James Madison University

“Expectancy Violation in the Classroom”
Jessalyn I. Vallade, West Virginia University
Ann Bainbridge Frymier, Miami University

“Are Relational Messages Fair? An Examination of the Relationships Among Classroom Justice and Relational Teaching Messages”
Laura Young, DePaul University
Sean M. Horan, DePaul University

THUR 10:30-11:45 a.m. Washington

Workplace Socialization: Adult Comedy, Movies and Theory

Sponsor: Organizational Communication
Chair: Skye Chernichky, University of New Haven
Respondent: Paul Madlock, Texas A&M International University

“Vocational Anticipatory Socialization by the Media into the University Teaching Profession: Analyses of Award-Winning Movies”
Jennifer Evans, Boston College

“From Outsider to Insider: An Examination of the Role of Narratives in Newcomer Organizational Assimilation”
Holly Keener, Radford University

“What’s On TV While Mom Is Out: The Vocational Anticipatory Socialization of TV-MA Programming”
Samantha Warren, Boston College

THUR 12:00-1:15 p.m. Potomac A

Publishing Power: Emerging Issues in Academic Scholarship

Sponsor: First Vice President
Moderator: Raymie McKerrow, Editor, Quarterly Journal of Speech

Panelists: Theodore A. Avtgis, Editor, Communication Research Reports
Susan Drucker, Immediate Past Editor, Qualitative Research Reports in Communication
One of the primary functions of ECA is the publication and dissemination of scholarly literature through its three journals: Communication Quarterly, Communication Research Reports, and Qualitative Research Reports in Communication. This panel brings together the immediate past editors and the current editors of ECA's three journals to discuss emerging issues in journal publishing. Such issues include: online versus paper dissemination; journal impact factors; duplicate publication; citation analyses and journal publishing; the reviewing/referee process; the ethics of journal publishing.

THUR 12:00-1:15 p.m.  Potomac C

**True Access and the Spirit of Universal Design: The Power of Social Change across Communication Education**

Sponsor:  Voices of Diversity  
Chair:  **Joy M. Cypher**, Rowan University  
Respondent:  **Bryan Crable**, Villanova University, Founding Director, The Waterhouse Family Institute for the Study of Communication and Society

“Facilitating Access for Diverse Audiences: Technology”  
**Maria Simone**, Rowan University

“Facilitating Access for Diverse Audiences: Teaching”  
**Joy M. Cypher**, Rowan University

“Facilitating Access for Diverse Audiences: Mentoring”  
**Terry Nance**, Villanova University

“Facilitating Access for Diverse Audiences: Administration”  
**Lorin Basden Arnold**, Rowan University

This panel considers universal design as an enactment of social justice in communication education through technology, teaching, mentoring and administration. Because universal design is not simply about physical barriers, but the creation of welcoming and useful environments for the diverse needs of all Participants, it seems naturally situated within a discussion of power and social change. Participants will
discuss the challenges and opportunities in achieving full access to the various contexts of communication education.

THUR 12:00-1:15 p.m.  Potomac D

Money, Money, Money: Television’s Representation of Economic Class and Consumerism

Sponsor:  Media Communication
Chair:  Jack Banks, University of Hartford
Respondent:  Marilyn Pennell, University of Hartford

“An Analysis of Leverage: Do the Rich and Powerful Take What They Want?”
Nancy Bressler, University of Hartford

“Keeping Up With the Kardashians: The Good, the Bad and the Dolls”
Alexis Levy, University of Hartford

“Move That Bus!: Revealing Consumerism and Materialism in Real Estate Programs”
Evan Kropp, University of Hartford

Cameron Parker, University of Hartford

Previous televised portrayals of the wealthy and upper-middle class tended to reinforce class stereotypes. This panel will examine current dramas and reality shows to investigate whether these stereotypes of the rich still persist. Papers examine the characteristics and attributes of affluent characters and real life individuals in these shows. The representation of consumerism is also addressed: to what extent do shows celebrate unbridled and lavish spending on homes, clothes, and a range of consumer purchases?

THUR 12:00-1:15 p.m.  Francis Scott Key A

The Transfer of Power: Moving Students to Leaders in the Marketplace

Sponsor:  Applied Communication
Chair:  Leeanne M. Bell, Stevenson University
Respondent:  Leeanne M. Bell, Stevenson University

“Learning Leadership through Lambda Pi Eta”
Leeanne M. Bell, Stevenson University
“Modalities of Student Empowerment for Transformation and Growth”
Janie Harden Fritz, Duquesne University

“Empowerment through Voice: Nonverbal and Verbal Techniques that Transform the Communication Classroom Climate”
Heather E. Harris, Stevenson University

“From Editors to Leaders: Transforming Students through a Shift in Power”
Chip Rouse, Stevenson University

“Empowering Learning in the PR Club: Utilizing the Transformational Model of Leadership”
Stephanie Verni, Stevenson University

This panel features papers that discuss the transfer of power from instructor to student in order to allow students to emerge as leaders ready to manage others in the marketplace. Through the transformation of power, students can cultivate leadership qualities as they work with various groups in and outside of the classroom.

THUR 12:00-1:15 p.m. Francis Scott Key B

Philosophy of Communication Readers’ Circle

Sponsor: Philosophy of Communication
Chair: Ronald C. Arnett, Duquesne University

Join us as we examine Doing Philosophy with Others: Conversations, Reminiscences, and Reflections, by Calvin O. Schrag.

THUR 12:00-1:15 p.m. Georgetown A

Short Course – Empowering Faculty to Teach the Quantitative Methods Course: Addressing Student Apprehension for Research Methods

Presenters: Candice Thomas-Maddox, Ohio University-Lancaster
Nicole Blau, Ohio University-Lancaster
Virginia P. Richmond, University of Alabama at Birmingham
James C. McCroskey, University of Alabama at Birmingham

This short course is designed for instructors who teach undergraduate and graduate courses in quantitative research methods. Specifically, this course will address barriers experienced by instructors who teach quantitative research methods and equip them with
“tools” to assist in helping students understand the basics of research design, statistical analysis, and reporting. Short course Participants will receive sample syllabi for courses, examples of case studies that can be used, a sample questionnaire and data set that can be distributed for student analysis, sample worksheets, references to journal articles, and accompanying assignments and discussion questions that can be used to create a common ground for examining communication research.

THUR 12:00-1:15 p.m.   Georgetown B

Autoethnographic Accounts and the Performance of Trauma

Sponsor:   Interpretation and Performance Studies
Chair:   Derek Bolen, Wayne State University
Respondent:   Robert Sideling, Oakland University

“Reconciling the Irreconcilable Differences: Performing Family Auto/Ethnography”
Derek Bolen, Wayne State University
Erin Bolen, Central Michigan University

“Conceal and Reveal: Identity (Mis) management and the Grandparent-Grandchild Relationship”
Brandon Hensley, Millikin University

Michelle Millard, Wayne State University

THUR 12:00-1:15 p.m.   Georgetown C

Bringing Theory to Practice in Interpersonal Communication Courses

Sponsor:   Interpersonal Communication
Chair:   Angela La Valley, Bloomsburg University of Pennsylvania
Panelists:   Meredith Marko Harrigan, SUNY Geneseo
            Aimee E. Miller, University of Hartford
            Linda Sampson, Southern Connecticut State University
            Kristen Campbell Eichhorn, SUNY Oswego
            Katie Neary Dunleavy, La Salle University

Participants in this roundtable will discuss the multitude of ways they use course projects, assignments, and activities to bring theory to practice and achieve transformational learning outcomes. Methods discussed will include merging theoretical discussion and empirical research, engaging in service-learning, incorporating
communication training, encouraging translational research, and using case studies.

THUR 12:00-1:15 p.m. Adams

Got Power? Health Communication and Religiosity as Tools of Empowerment within Diverse Communities of People

Sponsor: Health Communication
Chair: Carolyn A. Stroman, Howard University
Respondent: Mark C. Hopson, George Mason University

“Everybody Hurts Sometimes: A Look at African American College Students’ Perceptions of Depression Related Messages”
Tamara J. Warren Chinyani, Howard University

“Ignorance is NOT Bliss” “The Sex Talk Revisited: Christian College Students’ Perceptions of Sexual Beliefs, Behaviors and Health Information”
Kesha Morant Williams, Eastern University

“The 11th Commandment “Thou Shall Take Care of Thou Self” “Self-Care: The Nurturing of God’s Given Temple through the Lens of Clinical Pastoral Education”
Algernon A. Williams, Reading Area High School

“The Effects of Faith-Based Social Support Services on Racial and Ethnic Minorities”
Truman R. Keys, Western Connecticut State University

This panel explores avenues through which health communication and religiosity are used to empower communities of people. With topics such as depression in the African American community, sexual beliefs and behaviors in the Christian community, the value and significance of self-care through the lens of hospital chaplaincy, and the effects of faith-based social support services on racial and ethnic minorities; this panel provides voice to people groups that are often ignored or all together silenced.

THUR 12:00-1:15 p.m. Jackson

Nonverbal Communication of Power in Pop Culture

Sponsor: Nonverbal Communication
Chair: Christine Hirsch, SUNY Oswego
“The face of childlike adulthood: How “Teen Mom” illustrates adult problems in adolescent faces”
**Kerry Byrnes**, Collin College

“Display and fear: Power in the world of professional wrestling.”
**Steven Granelli**, SUNY Oswego

“Power in the legal System: Law and Order— from cuffs to the courtroom.”
**Eileen Gilligan**, SUNY Oswego

“Nonverbal power in political ads: How what we see influences how we vote(d)”
**Arvind Diddi**, SUNY Oswego

We learn from what we experience -- what we see and hear. In the mediated world of popular culture, experiences and expectations of power are shaped by nonverbal representations that reinforce -- sometimes challenge -- the existence and scope of systems of power. This roundtable panel will share experts’ analysis of how power is nonverbally expressed in the world of television – from legal system to family systems; in the wrestling ring, and in the political arena.

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**THUR 12:00-1:15 p.m.  Jefferson**

**A Mighty Whisper: Implications of the “Barack Obama Muslim” Rumor on Campaign, Grassroots, Media, and Presidential Communications**

**Sponsor:** Political Communication  
**Chair:** **John Kares Smith**, SUNY Oswego

“In the Beginning, There Was a Whisper: Rumor Perpetuation in the 2008 Campaign”
**Joshua M. Scacco**, University of Texas at Austin

“Whispers from the Grassroots: Online Rumors of President Obama”
**Ashley Muddiman**, University of Texas at Austin

“Mediating the Whisper: How Fox News and MSNBC Reported on Rumors of Obama’s Muslim Faith”
**Cynthia Peacock**, University of Texas at Austin

“Whispering Through the Microphone: Strategies of Religious Affirmation and Refutation in Barack Obama’s Public Address Record”
**Ashlyn Gentry**, University of Texas at Austin

Rumors and whispers are emblematic of inside-the-beltway politics. What happens when
the power of a whisper confronts the power of the presidency? The emergence of the “Barack Obama Muslim” whisper during the 2008 campaign and its persistence into his administration presents questions about the potency and reach of rumors in today’s media environment. This panel examines the origins, manifestations, and ramifications of the “Obama Muslim” whispers through campaign, grassroots, media, and presidential perspectives.

THUR 12:00-1:15 p.m. Lincoln

The Power of Computer Games: The Good, the Bad, and the Unknown

Sponsor: Communication and Technology
Chair: Thomas S. Emert, MBA, SAS Federal, LLC
Respondent: Thomas S. Emert, MBA, SAS Federal, LLC

“Introduction”
Thomas Emert, SAS Federal, LLC
Donald B. Egolf, University of Pittsburgh

“Computer Games and the Young”
Donald B. Egolf, University of Pittsburgh

“Computer Games and the Middle Aged”
Sondra L. Chester, Sondra L. Chester and Associates

“Computer Games and the Elderly”
Sondra L. Chester, Sondra L. Chester and Associates

“The Dark Side of Computer Games”
Donald B. Egolf, University of Pittsburgh

Individuals who acquire cognitive and motor skills gain power. And individuals who retain their gained cognitive and motor skills retain power. The gained and retained powers help individuals succeed in social and professional situations and in the handling of the demands of everyday life. The purpose of this panel is to investigate the degree to which playing computer games can contribute to gaining and retaining cognitive and motor skills.
THUR 12:00-1:15 p.m.  Madison

**Argumentation and Forensics Pedagogy I: Documented Benefits**

Sponsor: Argumentation and Forensics  
Chair: **Neil Butt**, Vanderbilt University  
Respondent: **Neil Butt**, Vanderbilt University

“Documented Benefits of Individual Events Participation”  
**Katie Rasmussen**, Wayne State University

“Documented Benefits of Debate Participation”  
**Cameron Norris**, Vanderbilt University

“The Past as a Guide to the Present in Urban Debate Activities”  
**Kelly Young**, Wayne State University

This is designed to be the first of a two-panel sequence on developing argumentation and forensics pedagogy. This panel will review research on the documented benefits of participation in various fields of forensics competition, including highlighting some of the findings of the recent national development conferences for both individual events and debate, as well as noting areas for further research. This panel’s findings should lay the groundwork for a second panel (Priorities, Goals and Practices) which will address questions about the implication of these findings on coaching practices for both individual events and debate.

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THUR 12:00-1:15 p.m.  Washington

**ECA Distinguished Teaching Fellows on Teaching: Philosophies and Enactments**

Sponsor: First Vice President  
Chair: **Mary L. Kahl**, SUNY New Paltz

Panelists: **Melanie Booth Butterfield**, West Virginia University  
**Michael J. Hostetler**, St. John’s University  
**Danette Ifert Johnson**, Ithaca College  
**Ronald L. Jackson II**, University of Illinois at Urbana-Champaign  
**Jean Ann Streiff**, Oakland Catholic High School  
**Mari Boor Tonn**, University of Richmond
This program features some of Association’s master teachers, ECA Distinguished Teaching Fellows who have been selected within the recent past. Panelists will offer five-minute position statements about their teaching philosophies and will speak briefly about how they enact these philosophies in their dealings with students.

**THUR 2:30-3:30 p.m. Potomac Foyer**

**Coffee Café I**  
Sponsored by Routledge/Taylor & Francis Group

**THUR 2:30-3:30 p.m. Potomac Foyer**

**Competitive Graduate Poster Session I**

Chair: **Cary Horvath**, Youngstown University

Reviewers:  
**Tracey Quigley Holden**, University of Delaware  
**Charles Pavitt**, University of Delaware  
**Elizabeth Perse**, University of Delaware  
**Nancy Signorielli**, University of Delaware

“So What if He’s a Thug?: Analyzing the Construction of Black Masculinity through Female R&B/Hip Hop Artists’ Discursive Practices”  
**Melinda Alston**, University of North Carolina at Greensboro

“Spies Don’t Show Emotion: Ideologies of Gender in Chuck”  
**Nancy Bressler**, University of Hartford

“Managing Gov 2.0: Social Media for a More Effective Federal Government”  
**Adrian Bretado**, St. Edward’s University

“Using Problem-Based Learning in a Public Speaking Class”  
**Allison Brochet**, West Chester University

“Staying Together For the Long Haul: Are We Just As Satisfied Without the Ring?”  
**Susan C. Haggard**, Ohio University-Lancaster

“An Exploratory look at Family Councils: Communication Behaviors and Performances”  
**Annie C. Huff**, Emerson College
“In-Laws or Out Laws: An Analysis of In-Law Communication”
Holly Keener, Radford University

“Outsourced: Neocolonial Narrative, or Cross-cultural Commentary”
Gyuri Kepes, University of Hartford

“Power in the Professional Kitchen: Gender and Hegemony on Top Chef Season 6”
Evan Kropp, University of Hartford

“Social Media: A Powerful Component of Client Relationship Management and B2B”
Alexis Levy, University of Hartford

“Understanding Sexual Communication Between Committed Romantic Partners”
Alicia Linder, University of Hartford

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THUR 1:30-2:45 p.m.  Potomac C

Perceptions of Empowerment in Intercultural Communication

Sponsor: Intercultural Communication
Chair: Robert Sidelinger, Oakland University
Respondent: Lili Shi, Kingsborough Community College

“Intercultural Communication: A Critical Component for Empowering International Teaching Assistants in the Classroom”
Mary Jo Fletcher LaRocco, University of Rhode Island

“Nigerian Men’s Perceptions of Women’s Empowerment and Non-governmental Organizations”
Annie N. Duru, Howard University

“Empower Individuals in Intercultural Settings: Using Self-affirmation to Enhance Intercultural Willingness to Communicate”
Yue Hu, George Mason University
Xiaoquan Zhao, George Mason University
Taking Back the Power: Survival Strategies for the Promotion and Tenure Process

Sponsor: First Vice President

“Teaching to get tenure”
**Jen Eden**, Miami University

“Mentoring pre-tenure professors”
**Ann Bainbridge Frymier**, Miami University

“When and how to say no to administration”
**Kelly Rocca**, St. John’s University

“Writing to get tenure”
**Julie Semlak**, Miami University

Tenure – the ultimate achievement for any professor. However getting tenure is a long and arduous process. This panel combines tenured and pre-tenured professors, who will provide advice stemming from their experiences. We anticipate guiding a discussion, so bring your questions and experiences.

Rhetorical Approaches to Media Analysis

Sponsor: Lambda Pi Eta
Chair: **Debyii Sababu Thomas**, Howard University
Respondent: **Andrew Jared Critchfield**, Communication and Culture Consulting

“I Used to Love Him: Fantasy-Theme Criticism”
**Ashley Phillips**, Frostburg State University

“The Pulp of *A Clockwork Orange”*
**David Stewart**, Plymouth State University

“Charisma and Success: A Look at How Steve Jobs Addresses Success”
**Joseph DeMaio**, Boston College
“Wasting Away: A Rhetorical Examination of the Secret World of Pro-Eating Disorder Program”

**Olivia Sherman**, University of Wisconsin-River Falls

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**THUR 1:30-2:45 p.m.**

**Francis Scott Key B**

**Participatory Media Power? Case Studies in Collaborative Production, Networking, and Citizen Discussion**

**Sponsor:** Media Communication  
**Chair:** **Lorin Basden Arnold**, Rowan University

“Rowan Arrow: Collaborative Production and Social Capital Within a College Community”

**Jillian Beley**, University of Illinois  
**Juliet Leary**, Rowan University

“Needle in a HASTAC: Can Blogging Connect Academic and Professional Communities?”

**Kate Harman**, Towson University

“London Bridge Isn’t Falling Down: A Personal Blog Creates a Resource for Connecting Study Abroad Students”

**Brittany Laico**, Rowan University

“We Don’t Need to Get Along: Contestation and Social Capital in Online Discussions of the 2008 Election”

**Maria Simone**, Rowan University

This panel analyzes several cases of citizen uses of participatory media to understand how technological structure empowers as well as disempowers the development of social capital across and within social networks. These cases include a collaborative photography project, blog communities, and deliberation on a social networking site prior to the 2008 U.S. election. The presentations illustrate a dialectical role for participatory media that has the power to permit and inhibit the development of social capital.

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**THUR 1:30-2:45 p.m.**

**Georgetown A**

**Short Course – Integrated Marketing Communication: Exploring Ways of Teaching About and Engaging Matters of Influence and Power in Persuasion Industries**
This short course considers integrated marketing communication from the classroom to the spaces of corporate, social, and political discourse. We will consider the nature of influence and power within the persuasion industries, providing Participants with helpful points of reference for thinking through significant issues. Our focus will be informed by communication and rhetorical theory, inviting Participants to learn more about IMC campaign development, IMC curriculum and course development, technology and IMC, and IMC client-centered projects.

**Obama’s Community College Initiative: Power, Politics, and Communication**

**Sponsor:** Community College Interest Group  
**Chair:** Susan M. Ward, Delaware County Community College

“The White House Summit on Community Colleges: Is it Enough to “Shine a Light”?”  
Lisa Heller-Boragine, Cape Cod Community College

“(re)Defining the Role of the Community College: The Transformative Power of Presidential Communication”  
Susan M. Ward, Delaware County Community College

“Juggling Multiple Missions: Powering through the Politics of Obama’s American Graduation Initiative”  
Danamarie Every, Delaware County Community College, Chester County Operations

In the summer of 2009, President Obama announced an unprecedented $12 billion community college initiative aimed at boosting grant awards, renovating facilities, and developing online courses. Such an initiative carries with it significant importance as it has fostered discussion about the transformative power of community colleges. From the political to the personal, this panel will address communication about the initiative both by the White House as well as by community colleges. Consideration is given to the influence of the initiative on (re)defining the role of the community college, evaluating the effectiveness of the White House Summit on Community Colleges, and juggling multiple missions while meeting the goal to increase graduation rates. After the individual presentations, panelists will welcome feedback from the audience.
Navigating Relationships in Times of Challenge and Uncertainty

Sponsor: Interpersonal Communication
Chair: Aimee E. Miller, University of Hartford
Respondent: Mary E. Braz, West Chester University

“It’s Not What You Say – It’s What You Use to Say It: The Intersection of Media Use and Hurtful Message Interpretation”
Alexa D. Hampel, The George Washington University
Nicole M. Laster, Kansas State University
Larrissa C. Roberts, The University of Texas at Austin

“Concealing and Revealing Secrets in Platonic Friendships and Romantic Relationships: A Multiple Goals Theory Perspective”
CJ Claus, West Virginia University
Megan R. Dillow, West Virginia University

Jessica Masuga, Indiana University-Purdue University Fort Wayne
Thomas Landis, Indiana University-Purdue University Fort Wayne
Carrie D. Kennedy-Lightsey, Indiana University-Purdue University Fort Wayne
Elvis Ahlborn, Indiana University-Purdue University Fort Wayne
Jonathan Magnin, Indiana University-Purdue University Fort Wayne
Blythe Smith, Indiana University-Purdue University Fort Wayne

“When Is It Over?: Marital Partners’ Perceptions of Effective Repair”
Katie Neary Dunleavy, La Salle University
Kelley Dougherty, La Salle University

The papers on this panel explore the role of individual and dyadic negotiation in interpersonal relationships. Among the topics discussed are interpretations of, responses to, and attempts to repair hurtful messages; the navigation of openness and closedness regarding secret information; and responses to nagging communication. Together, the panelists remind us that communication is context bound, collaborative, and influenced by a multitude of factors.
THUR 1:30-2:45 p.m. Adams

Studies in Political Rhetoric

Sponsor: Political Communication
Chair: David G. Levasseur, West Chester University
Respondent: Trevor Parry-Giles, University of Maryland

“Electile Dysfunction: Sarah Palin and “MILF” Rhetoric”
Kevin A. Johnson, California State University, Long Beach
Lisa Glebatis Perks, Nazareth College

Jill M. Weber, Hollins University

“‘Still with Mel’ but Will Not ‘Stand Up for Paul’: Generic Expectations and the Deaths of Two Democratic Senate Candidates”
Brian T. Kaylor, James Madison University

“‘You Lie!’ and ‘I’m Sorry.’: Power and Rhetoric in Joe Wilson’s Outburst and Apology”
Josh Compton, Dartmouth College
Brett A. Miller, Southwest Baptist University

THUR 1:30-2:45 p.m. Jackson

Communication and Power from a Media Ecology Perspective

Sponsor: Media Ecology Association
Chair: Stephanie Gibson, University of Baltimore
Respondent: Thom Gencarelli, Manhattan College

“The Idea of Communication’: A Response to Lee Thayer”
Peter Zhang, Grand Valley State University

“A Visual Semiotic Analysis of a News Photograph Used to Represent the 2010 Haiti Earthquake”
Daniel Hunt, University of Connecticut

“The Political Lapel Pin: Subtle Medium of Power”
Jack Ciak, Seton Hill University
“Indonesia, Pornography, and the Politics of Shame”

Heather Casteel, New York University
Diani Citra, New York University

This panel features the top competitively-selected papers from the Media Ecology Association, an affiliate organization, for this year.

THUR 1:30-2:45 p.m.   Jefferson

Wife, Mother, and Self: An Analysis of Nonverbal Factors That Affect and Define Relationships Within and Between Us

Sponsor: Nonverbal Communication
Chair: Kristen Campbell Eichhorn, SUNY Oswego
Respondent: Kerry Byrnes, Collin College

“Nonverbal Affinity-Seeking and Relational Maintenance as Predictors of Spouses’ Commitment and Marital Satisfaction”

Brandi N. Frisby, University of Kentucky

“The Relationship Between College Students’ Body Image Fixation, Self-Esteem, and Self Compassion with their College Adjustment”*

Shannon M. Maki, West Virginia University
Sydney M. Staggers, West Virginia University
Matthew M. Martin, West Virginia University

“Investigating Feedback on Physical Appearance, Self-Esteem, and Image Fixation in the Mother-Daughter Relationship”

Stephanie Shimotsu, West Virginia University
Matthew M. Martin, West Virginia University

*Top Non-verbal paper

THUR 1:30-2:45 p.m.   Madison

Argumentation and Forensics Pedagogy II: Priorities, Goals, and Practices

Sponsor: Argumentation and Forensics
Chair: Neil Butt, Vanderbilt University

Panelists: Fran Mindel, Morgan State University
Donald Peters, Illinois State University
This roundtable discussion is designed as the second in a two-part sequence on argumentation and forensics pedagogy. The first panel (Documented Benefits) will review research on the benefits of participation in various fields of forensics competition. This panel will, building on the findings from the first panel, address the following questions: How can we maximize the benefits of participation in individual events and debate? Which benefits are the most important? How should we prioritize potential student outcomes? What are the implications of those priorities on teaching and coaching practices?

THUR 1:30-2:45 p.m. Monroe

ECA Teaching Fellows Meeting

THUR 1:30-2:45 p.m. Washington

Civility and Power: Communicative Explorations

Sponsor: Philosophy of Communication
Chair: Annette M. Holba, Plymouth State University

“A Semiotics of Civility”
Deborah Eicher-Catt, Pennsylvania State University, York

“Professional Civility as Communicative Power: Institutional Implications
Janie Harden Fritz, Duquesne University

“Un/civil Mourning: Remembering Jacques Derrida”
Michael Warren Tumolo, Duquesne University
Jennifer Biedendorf, Independent Scholar
Kevin J. Ayotte, California State University, Fresno

“Communication and Conflict: Civility and Difference”
Ronald C. Arnett, Duquesne University
Leeanne M. Bell, Stevenson University
Amanda G. McKendree, University of Notre Dame
This panel explores the theoretical and practical intersection of civility and power in a variety of communicative contexts. Through engagement of semiotics, care for institutions, conflict, the public discourse of obituaries, and conflict, we see contours of the communicative virtue of civility in public and private contexts emerging as a continuing interlocutor with the multifaceted construct of power.

THUR 3:00-4:15 p.m.  Potomac C

**Intercultural Peacebuilding: Communicative Exchange among Ethnic Rivals in Post-Genocide Rwanda and The Role of Communication Students as Agents of Peace**

**Sponsor:** Intercultural Communication  
**Chair:** *Sarah E. Ryan*, The University of Texas at El Paso

“Locating the Hutus in Higher Education: The Role of the National Universities in Resolving Rwanda’s Inter-Ethnic Conflict”  
*Sarah E. Ryan*, The University of Texas at El Paso

“Translating Genocide: Reconfiguring Communication Platforms for Peace”  
*Ambar Calvillo*, The University of Texas at El Paso

“Ideal versus Real: Umuganda as a Tool for Intercultural Community-Building”  
*David Smith*, The University of Texas at El Paso

“Rwanda: Harvesting a New Future for a Diverse Nation”  
*Gema Gonzales*, The University of Texas at El Paso

THUR 3:00-4:15 p.m.  Potomac D

**In Search of Judson Welliver: Writing a New Chapter in the History of Presidential Speechwriting**

**Sponsor:** American Society for the History of Rhetoric  
**Chair:** *Trevor Parry-Giles*, University of Maryland

**Panelists:**  
*Steven D. Cohen*, University of Maryland  
*Sean Luechtefeld*, University of Maryland  
*James Marconi*, University of Maryland  
*Trevor Parry-Giles*, University of Maryland
Judson Welliver was a journalist and writer in the early 20th century who became the first individual in American history with the specific job responsibilities of researching, preparing, and drafting speeches for a president. This panel presents the results of The Judson Welliver Project, an effort by students in a course on political speechwriting at the University of Maryland. The students researched and collected information and sources by and about Welliver and created a project blog: http://judsonwelliver.wordpress.com. This panel discusses both the historically relevant findings of the Project and the pedagogical implications of this approach to studying rhetorical history.

THUR 3:00-4:15 p.m.   Francis Scott Key A

Romantic Relationships and Advertising Analyses

Sponsor:  Lambda Pi Eta
Chair:  Quazi Ahmed, The George Washington University
Respondent:  Kesha Morant Williams, Eastern University

“Perception and Romantic Relationships: A Quantitative Study of Reachers and Settlers”
Karen Chen, The George Washington University

“The Impact of Perceived Romantic Intent On Cross-Sex Friendships”
Alisha Davis, Eastern University

Madeline Redlick, Boston College

“Axe’s Promotion of Sex Through Advertising”
Dana Vasquez, University of Pittsburgh at Greensburg

THUR 3:00-4:15 p.m.   Georgetown A

Short Course – Gender and Power: Teaching Communicative Understandings of Women’s Leadership

Presenters:  Elesha L. Ruminski, Frostburg State University
Annette M. Holba, Plymouth State University

This short course will discuss approaches to teaching an interdisciplinary course related to women’s studies, leadership studies, and communication studies. Centered on a forthcoming edited book, Communicative Understandings of Women’s Leadership Development: From Ceilings of Glass to Labyrinth Paths, this short course explores the dynamic perspectives and pedagogies essential for teaching this integration of fields of
knowledge within courses like women’s leadership, women and power, and gender communication.

THUR 3:00-4:15 p.m.   Georgetown B

The Power of Small Group Communication

Sponsor:   Community College Interest Group
Chair:   Jean Ann Streiff, Oakland Catholic High School

“What Do We Really Know About Group Communication?”
Isa Engleberg, Prince George’s Community College

“Transformative Learning through Small Group Communication in the College Classroom”
Danamarie Every, Delaware County Community College

“Perception and Practice: Cooperative Learning in High Schools”
Jean Ann Streiff, Oakland Catholic High School

“Beyond the Classroom: The Power of an Applied Approach to Teaching Small Groups”
Denise Danford, Delaware County Community College

The focus of this panel is to present the value of small group communication across varying contexts. Beginning with what we really know about group communication and moving to the transformative effect it can have in educational contexts, this panel will synthesize the pervasive power of small group communication.

THUR 3:00-4:15 p.m.   Georgetown C

There’s Power in Words: Strategies for Becoming a Media Expert and Publicizing Your Communication Research in the Press

Sponsor:   First Vice President
Moderator:   Adam C. Earnheardt, Youngstown State University

Panelists
Ambreen Ali, Congress.org
Jennifer Brubaker, University of North Carolina at Wilmington
Mary Beth Earnheardt, Youngstown State University
Marilyn Geewax, National Public Radio, Senior Business Editor
Matt Laslo, Freelance Reporter
With advice and insight from scholars and representatives from local media outlets, audience members will learn how to prepare scholarship for the general public, how to become an expert on timely and relevant stories, and how to establish long-term relationships with local and national journalists.

**The Language of Struggle: Burkean Sources of Power**

Chair: **Celeste Grayson Seymour**, Duquesne University
Respondent: **Bryan Crable**, Villanova University

“Organizational Dialectics: Power in the Balance”
**Susan Carr**, Roberts Wesleyan College

“‘He Who Must Not Be Named’: Terministic Power in Harry Potter”
**Gregory Coles**, Roberts Wesleyan College

“Gendered Language: Power in the God-Terms”
**Natalie Wetherwax**, Roberts Wesleyan College

“The ‘Burke-ing’ of the Shrew: Power and Character”
**Steven Zwier**, Roberts Wesleyan College

Power, a primary theme in the “drama of human relations,” is sustained through language. Where does power originate? Once established, how is it maintained—or lost? Kenneth Burke invites us to look for power sources in unexpected places, enticing us to observe the subtle sway of human interaction underlying and defining individual character as well as interpersonal and organizational conflict and power. Burke’s multifaceted lens offers fresh insight into the symbolic action of power through analysis of fictional character-development, gender-laden linguistic weaponry, and organizational roles and structures.

**Patient/Physician Response Patterns to Public Health Messages in H1N1 and HIV/AIDS: Power and Progress**

Sponsor: Media Ecology Association
Chair: **Lance A. Strate**, Fordham University
While facing global epidemics, namely the H1N1 virus and HIV/AIDS, multiple information systems bombard the public with a wide variety of often conflicting health messages delivered by government officials, healthcare professionals, religious leaders, educators, and mass media sponsors. This panel examines today’s political, professional, and public response to health messages through quantitative, qualitative, ethical, and oral history analyses of oral, print, and Internet mediums in public health programs today.

* Debut paper
“Michelle Obama’s ‘Let’s Move’ Initiative: The Issues, Image, and Identity of a Reluctant Political Spouse”

Mary L. Kahl, SUNY New Paltz
Janis L. Edwards, University of Alabama

THUR 3:00-4:15 p.m.   Lincoln

R-E-S-P-E-C-T: Investigating Workplace Bullying, Emotional Tyranny, Incivility and Culture in the Workplace

Sponsor: Organizational Communication
Chair: Mark C. Hopson, George Mason University
Respondent: Nanette Potee, Northeastern Illinois University

“An Inside Look at Company X: Communicating the Rebirth of a Former Media Giant”
Kristina Ticknor, George Mason University

“Enough Already! Blowing the Whistle on Workplace Bullying!”
Gina Castle Bell, George Mason University

“An Organization Divided: An Inside Look at Intra-organizational Communication”
Kathryn Nogueira, George Mason University

“The Office of Student Activities: All Work and No Play? An Organizational Analysis of The Office of Student Activities”
Melissa Masone, George Mason University

“I’ll Love You Forever, I’ll Like You for Always: Emotional Tyranny in the Workplace”
Paula Baldwin, George Mason University

This panel examines the ways in which workplace bullying, emotional tyranny, incivility and culture impact communication between and among organizational members. Panelists draw from their lived experiences to explore their respective organizational roles and responses within the following contexts: a) How does the organization work to deconstruct issues of power and race? b) What are specific tensions and strategies of family-work conflict? c) How do perceptions of identity and hierarchy inform organizational interactions? d) What are the characteristics of destructive organizational practices? e) What is the role of institutional rhetoric in both inter- and intra organizational systems?
The Personal as Professional: Examining Professors’ Self-Disclosure in the Communication Classroom

Sponsor: Instructional Communication

Panelists:
- Katie Neary Dunleavy, La Salle University
- Sandra Faulkner, Bowling Green State University
- Bonnie Jefferson, Boston College
- Kenneth A. Lachlan, University of Massachusetts Boston
- Pamela J. Lannutti, Boston College
- Kristy Maddux, University of Maryland
- Jessica L. Moore, North Carolina State University
- Rita Rosenthal, Boston College
- Wendy Samter, Bryant University
- Elena Strauman, College of Charleston
- Julie E. Volkman, Emerson College
- Elaine D. Zelley, La Salle University

Skillful use of self-disclosure in the communication classroom may be a productive teaching tool. Yet, even the most experienced instructors may have difficulty assessing which self-disclosive behaviors may be the most productive. A diverse group of professors will discuss their classroom self-disclosures. Instances of productive and unproductive self-disclosure will be discussed with the goal of providing examples of “best practices” regarding the communication classroom and self-disclosure.

ECA Research Fellows Meeting

2012 Program Planners Meeting I

Presiding: Nancy J. Willets, ECA First VP Elect, Cape Cod Community College

Maureen Minielli, ASHR, Kingsborough Community College
Tatyana Dunova, Applied Communication, Point Park University
Carl T. Hyden, Argumentation and Forensics, Morgan State University
Cultural Diversity in Health Communication Research

Sponsor: Voices of Diversity
Chair: Carolyn A. Stroman, Howard University

“Exercising Culturally Competent Research Methods”
Jennifer Jones, Howard University

“Incorporating Black MSM in Health Communication Research”
Jermaine Junius, Howard University

“African American College Students Use of the Internet for Health Information”
Carolyn A. Stroman, Howard University
Camonia Long, University of Texas at Arlington
“Attention Deficit/Hyperactive Disorder in Children: Identifying caregivers’ Attitudes and Treatment Decisions”

Charmaine L. Thomas, University of Maryland Baltimore County

Three health issues, HIV/AIDS, breast cancer, and attention deficit/hyperactive disorder, will be used as exemplars to illustrate the importance of cultural processes and life experiences in health communication research. Also, the manner in which the Internet is changing the way diverse populations obtain health information will be explored. The presenters will offer suggestions for the inclusion of cultural factors in future health communication research.

THUR 4:30-5:45 p.m. Potomac D

So You Want to be an Administrator? A Roundtable on How to Get There and What to Expect Once You’re There

Sponsor: Communication Administration
Moderator: Mary Mino, Pennsylvania State University, DuBois

“Chairing at a Private University (Non-unionized).”
Alfred G. Mueller II, Mount St. Mary’s University

“Chairing at a Public University (Unionized).”
Kara Laskowski, Shippensburg University

“Chairing at a Research University.”
Mark Hickson III, University of Alabama at Birmingham

“Being an Associate Dean at a Private University.”
Kelly Rocca, St. John’s University

“Being an Associate Dean at a Research University.”
Don W. Stacks, University of Miami

“Serving as Dean of a College.”
Lorin B. Arnold, Rowan University

Various fields in the sciences and engineering are very proactive about getting their members into the administrative hierarchy, allowing them to control resource distribution and other avenues of power and influence in the academy. By contrast, the communication discipline tends generally to regard those who have administrative aspirations as somehow suspect. This roundtable seeks to remedy the disparity by confronting three basic questions: (1) What do you do at your level of administration?
(2) How can I get to that level? (3) How can I improve my chances in an application/interview of landing the job?

**Roundtable on Performance, Power, and Play: Critical Tourism in the D.C. Area**

**Sponsor:** Interpretation and Performance Studies  
**Chair:** Andrée E. C. Betancourt, Independent Scholar  
**Panelists:**  
- Andrée E. C. Betancourt, Independent Scholar  
- Jay Baglia, Kutztown University  
- Lauren Lastrapes, University of New Orleans*  
- Valerie Lynn Schrader, Pennsylvania State University, Schuylkill

The D.C. area, “home” to a number of transient residents, is a popular tourist destination for many, including school children on field trips, veterans and others hoping to remember or forget with the assistance of memorials, and festival-goers. From museums to souvenir stands, the D.C. area is a particularly rich place to practice critical tourism. This roundtable invites discussion pertinent to performance and tourism, with a focus on the D.C. area and an emphasis on the roles of power and play.

*Student presenter

**Investigating Organizational Relationships in Church, College and Competitive Industry**

**Sponsor:** Organizational Communication  
**Chair:** Erin Bentley, West Virginia Wesleyan College  
**Respondent:** Jason S. Wrench, SUNY New Paltz

“Using the College Open House to Build Relationships”  
Andrea M. Pampaloni, La Salle University  
Andrea Vadaro Tucker, La Salle University

“Condemning the Guilty … in Private: A Grounded Theory Analysis of the Fort Worth Diocese’ Internal Communication about a Priest Sex Abuse Scandal”  
Brian Richardson, University of North Texas  
Heather Scofield, University of North Texas
THUR 4:30-5:45 p.m. Georgetown A

Mediating Relationships: Current Issues and Strategies

Sponsor: Applied Communication
Chair: Stephanie Verni, Stevenson University
Respondent: Sarah Ryan, University of Texas at El Paso

“Apology Versus Apologia: Reconciliation and Apologies for Victims of the Catholic Clerical Sexual Abuse Scandal”
Cyril Latzoo, Duquesne University

“Exploring the Connection Between the Student and the University Through the Lens of Relationship Management”
Ryan Merkel, University of Maryland

“College Student Transitions”
Lea P. Stewart, Rutgers, The State University of New Jersey
Josh Gelles, Rutgers, The State University of New Jersey
Mary Nagy, Rutgers, The State University of New Jersey

This panel features papers that explore the mediation of relationships in diverse contexts. From the relationship of a parishioner to the church, a student to the University, and student transitions, these papers explore current issues, conflicts, and strategies for managing complex interactions.

THUR 4:30-5:45 p.m. Georgetown B

Communication Day: The Power of Collaboration

Sponsor: Community College Interest Group
Chair: Denise Gilmer-Knudson, College of Southern Maryland

Participants: Victoria Clements, College of Southern Maryland, Prince Frederick
Denise Gilmer-Knudson, College of Southern Maryland, Prince Frederick
Lyn Lemerand, College of Southern Maryland, La Plata
Michelle Simpson, College of Southern Maryland, La Plata
This panel will discuss how they initiated, planned and implemented a tri-campus event to promote the College of Southern Maryland’s newly designed communication and broadcasting programs and bring attention to the study of communication. Panelists will share how the power of collaboration among instructors, students, student services, college administrators, service learning and the public high schools resulted in a successful celebration of communication studies that will become an annual event.

THUR 4:30-5:45 p.m.  
Georgetown C

Preventive Health Behaviors and Training Programs for Health Communication Specialists and Health Care Organizations

Sponsor: Health Communication  
Chair: James O. Olufowote, Boston College

“Health Communication and Workplace Violence Prevention: From Formative Research to Fruition”
Maria Brann, West Virginia University  
Sydney M. Staggers, West Virginia University  
Emily Read, Atlanta, Georgia

“The Development of the APRC (Assessment of Pediatric Resuscitation Communication)”
Jessica Parker-Raley, The University of Texas-Pan American  
Timothy P. Mottet, The University of Texas-Pan American  
Alyssa Cerroni, The University of Texas-Pan American

“Protection Motivation and H1N1 Vaccination”
Keith Richards, James Madison University

THUR 4:30-5:45 p.m.  
Adams

Sources of Significance

Sponsor: Kenneth Burke  
Chair: Richard Thames, Duquesne University

Panelists: Corey Anton, Grand Valley State University  
Bryan Crable, Villanova University  
Erik A. Garrett, Duquesne University  
Brian Kanouse, Keene State University  
Richard Thames, Duquesne University
This roundtable panel is a discussion of Corey Anton’s Sources of Significance recently published in the Purdue University Philosophy of Communication series. The book is a modern Enchiridion—a Neo-Stoic guide to heroically embracing our of mortality, a handbook for the good life. Deluding ourselves as self-made, denying death by ritual or cultural means, we fail to recognize the sources of our being and therefore to live graciously, expiating our natural guilt through the sacrifice of anything other than ourselves rather than willingly giving some portion of our being to others or our labors to Something-or-Other not of our making. Anton explicates Becker, Burke, Jonas, Goffman, Saint-Exupery, and Epictetus, but Burke permeates all, a more considerable thinker than commonly supposed, a man whose life proved remarkably consistent with his thought.

THUR 4:30-5:45 p.m.  

Jackson

“The Three R’s” – Religion, Race and Rhetoric: Exploring the Power of Influence of Rhetorical Discourse in the Pluralistic Public Sphere

Sponsor:  Rhetoric and Public Address and Intercultural Communication  
Chair:  Melbourne Cummings, Howard University  
Respondent:  Deybii Thomas, Howard University


Kesha Morant Williams, Eastern University  
Tayo Banjo, University of Cincinnati

“Paul Tillich and James Cone on the Rhetoric of Liberation Theology and the Nature of God”

Algernon A. Williams, Clinical Pastoral Care and Counseling

“Exploring the Uses of Religious Rhetoric in Political Addresses to Black Audiences”

Dante L. Johnson, University of North Carolina at Greensboro

“From Bondage to religious Freedom: A Rhetorical Analysis of Barack Obama’s Speech on Faith in American Politics”

Deandre J. Poole, Florida Atlantic University
Political Women and the Power of Image

Sponsor: Political Communication
Chair: Mary Kahl, SUNY New Paltz
Respondent: Mary Kahl, SUNY New Paltz

“Frances Perkins: Lasting Images of Being First”
Ann Atkinson, Keene State College

“Mythic Archetypes for Political Women: The Confounding Case of Sarah Palin”
William Webb Robertson, University of Alabama
Janis L. Edwards, University of Alabama

“Presenting a Powerful Image: Michele Obama’s Symbolic Presence in the Official White House Flickr Photostream”
Michele K. Henderson, University of Alabama

Murray Edelman has suggested that women in politics are “symbolic women,” compelled by their novelty to stand as representations of all women. This panel explores some of the ways symbolism and image operate across the spectrum of roles for political women, as they increase their move into positions of power and influence in more complicated ways. The panel takes a comprehensive view, looking at a candidate, a first lady, and an appointee, to assess the building blocks of symbolic (and actual) power for women.

Communicating My Time: The Role of Individual Time Perspectives in Communication Behaviors

Sponsor: Nonverbal Communication
Chair: Luis Felipe Gómez, Texas State University-San Marcos
Respondent: Kristen Campbell Eichhorn, SUNY Oswego

“Back to the Past: Looking at Communication Apprehension Through a Temporal Lens”
Margaret Drinkwater, Texas State University-San Marcos
Christina J. Kendall, Texas State University-San Marcos
Delissa Perez, Texas State University-San Marcos
“Listening through a time machine: The temporality of listening styles.”
Kailey Slone, Texas State University-San Marcos
Jill Wallace, Texas State University-San Marcos

“Time made or made by time?: A review of time orientations as traits and/or social constructions.”
Luis Felipe Gómez, Texas State University-San Marcos
Christina J. Kendall, Texas State University-San Marcos

“Time perspectives, relationship categories, and relationship satisfaction”
Amanda Covarrubiaz, Texas State University-San Marcos
Crystal Wotipka, Texas State University-San Marcos

This panel explores how individuals’ time perspectives influence interpersonal communication behaviors. All four papers in this panel view time perspectives as an individual’s relatively enduring orientation to the past, present, and/or future that is developed through prior experiences and remains relatively constant across contexts. Illustrating the diversity in time perspectives research, some of these papers view time perspectives as enduring cognitive biases toward past, present, or future while other papers regard time perspectives as also having an attitudinal component. Despite their differences, all four papers consider time perspectives as a critical factor influencing communication behaviors.

THUR 4:30-5:45 p.m. Madison

Media, Society, and Power: From Industry to Audience

Sponsor: Media Communication
Chair: Maria Simone, Rowan University
Respondent: C. Leigh Nelson, James Madison University

“Media Literacy Across the Curriculum: How Disciplinary Perspectives Affect Media Literacy Education at the College Level”
Hans C. Schmidt, Alvernia University

“More Than a Game: The Effects of the RCA’s Monopoly on Broadcasting”
Joseph DeMaio, Boston College

“An Assessment of Fear Appeals in Mainstream Environmental Disaster Films”
Susan E. Stein, Drexel University
Jay Giller, Drexel University
Ann T. Chang, Drexel University
“When Celebrities Are Attacked: A Case Study of the Theory of Image Restoration Discourse”
**Rod Carveth**, Fitchburg State University
**Claire Ferraris**, Western Oregon University

**THUR 4:30-5:45 p.m.  Washington**

**Bridging the New Digital Divide: Digital Natives and the Evolution of Rhetoric**

Sponsor: Communication and Technology  
Chair: **Star Muir**, George Mason University

“W(h)ither Rhetoric?: Evolving Digital Situations”  
**Star Muir**, George Mason University

“Learning the New Language: Going ‘Native’ to Teach Public Speaking”  
**Kathleen M. Golden**, Edinboro University

“Students and Communication Competence: Establishing Appropriate Communication Boundaries between Faculty and Students.”  
**Keith T. Hardeman**, Westminster College

“Tagging Millennials: The Rhetoric of Naming a Hypertext Generation”  
**David S. Heineman**, Bloomsburg University of Pennsylvania

“Innovation and experimentation: Meeting digital natives in our communication environment”  
**John A. McArthur**, Queens University of Charlotte

“Thousands of Text Messages: The Impact of Text Messaging on Contemporary Communication”  
**Faith E. Mullen**, Liberty University

“Facebook as a Rhetorical Construction of Self”  
**David E. Weber**, University of North Carolina at Wilmington

“Digital Natives’ Understanding of Public, Private, and Social Rhetoric ”  
**Kristin Roeschenthaler Wolfe**, Duquesne University, Robert Morris University
THUR 6:00-7:00 p.m.       Capital Foyer I

Newcomers Reception - Sponsored by Duquesne University

THUR 7:00-8:30 p.m.       Capital Foyer II

Welcome Reception - Sponsored by George Mason University

THUR 8:30-10:00 p.m.       Capital Ballroom

Dessert and Student Highlights

THUR 8:00-9:00 p.m.       Monroe
12-Step Group
FRIDAY APRIL 15, 2011

FRI 7:30-5:00 p.m.                      Potomac Foyer

CONVENTION REGISTRATION

FRI  8:00-8:45 a.m.

Group Business Meetings
Communication Administration                     Adams
New York State Communication Association            Georgetown B
Communication and Technology                        Georgetown C
Nonverbal Communication                              Jackson
Rhetoric and Public Address                         Jefferson
Community College                                    Lincoln
Communication Traits                                 Madison
Organizational Communication                       Monroe
Health Communication                                Washington

FRI 8:00-9:00 a.m.                                    Hotel Lobby

Walking Tour - Roosevelt Island
Brad Mello, NCA, will lead a walking tour of Theodore Roosevelt Island. Meet at the Front Lobby at 7:55 a.m. to leave promptly at 8:00.

FRI 9:00-10:15 a.m.                      Potomac B

History, Perspectives and Users of Social Networking

Sponsor: Lambda Pi Eta
Chair: Wei Sun, Montgomery College
Respondent: Omowale Elson, University of Maryland University College

“Location Based Software Applications: The Case of Foursquare in Switzerland”
Ryan Llamas, Franklin College Switzerland
Elise Jennings, Franklin College Switzerland
Kathryn McFarland, Franklin College Switzerland
Sonja Kater, Franklin College Switzerland
“Effects of the Internet on Political Participation and Social Capital: A Generational Perspective”
**Amanda Carlson**, University of Delaware

**Elizabeth Mary Olzinski**, The University of New Haven
**Christopher Bukoski**, The University of New Haven
**Sean Malone**, The University of New Haven
**Spencer Poulin**, The University of New Haven

“Social Media and Citizenship: The SMAC Project”
**Eric A. Ivanov**, Hofstra University
**Matthew DeMarco**, Hofstra University

FRI 9:00-10:15 a.m.    Potomac C

**The Power of Communication to Aid Health and Well-Being**

**Sponsor:** Interpersonal Communication
**Chair:** **Katie Neary Dunleavy**, La Salle University
**Respondent:** **Danette Ifert Johnson**, Ithaca College

“Sexual Communication between Romantic Partners Influencing Safe Sex Practices”
**Joanna Biron**, University of Hartford
**Aimee E. Miller**, University of Hartford

“Screen Door Medicine: The Informal Medical Consultation”
**Debra F. Nickell**, Red Rocks Community College
**Michael Irvin Arrington**, University of Kentucky

“The Vacuum of Silence: The Theoretical Framework and Integration of Cancer and Family Communication” (Debut Paper)
**Michael Kilpatrick Morton**, Boston College

“The Power of Societal Assumptions: Exploring Online Resources for Victims of Male Sexual Assault”
**Kristen LeBlanc Farris**, Texas State University-San Marcos
**Cassandra LeClair-Underberg**, Texas State University-San Marcos

Sexual, physical, and emotional health is the focus of this panel. Panelists will discuss the role of dyadic, family, and online communication in aiding and promoting health. Together, the panelists remind us of the powerful role that communication processes and
resources often play in safeguarding individual and relational well-being.

FRI 9:00-10:15 a.m. Potomac D

**Empowering Students through Service-Learning: Moving the Curriculum Beyond the Classroom**

Sponsor: Instructional Communication
Chair: Roberta Kosberg, Curry College

“Empower Students in the Agency-Partner Relationship: Service-Learning in the PR Management Course”
**Michael F. Smith**, La Salle University

“Engaging and Empowering Students in Applied Communication Courses: Service Learning Opportunities in the Senior Practicum and in the Meeting/Event Planning Class”
**Candice Thomas-Maddox**, Ohio University-Lancaster

“Out of the Classroom and into the Real World: Service-Learning in the Public Speaking Course”
**Sara Weintraub**, Regis College

“The Empowerment Process: Service-Learning Efforts in an Organizational Communication Course”
**Toni S. Whitfield**, James Madison University

“Empowerment through Experience: Service-Learning in the 15-COMM-349 – Intercultural Communication Course”
**Michael J. Woeste**, University of Cincinnati

The pedagogy of service-learning has been utilized by communication educators for many years. The panelists will each discuss the service-learning projects they have used to empower their students and create a more powerful curriculum. Each speaker will provide the learning objectives, a detailed description of the service-learning project, and the best practices they have learned through their experiences.

FRI 9:00-10:15 a.m. Francis Scott Key A

**Perspectives and Approaches to Teaching Philosophy of Communication**

Sponsor: Philosophy of Communication
This round-table discussion will provide insights into the theoretical and practical dimensions of designing and teaching a course addressing various philosophies of communication. Each panelist will provide a brief description and sample syllabus of a current (or recent) course exploring issues related to Philosophy of Communication. The audience is encouraged to provide questions, comments, and/or samples of additional perspectives from which one can design and teach such a course.

FRI 9:00-10:15 a.m.  Francis Scott Key B

**Ground Zero, the Muslim Cultural Center, Koran Burning, Civility and the First Amendment**

**Sponsor:** Communication Law and Ethics  
**Chair:** Brian Cogan, Molloy College

**Panelists:**  
**Susan Drucker,** Hofstra University  
**Martin Wallenstein,** John Jay College of Criminal Law  
**Gary Gumpert,** Communication Landscapers

The events of September 11, 2001, its emergent mythology, and the controversy surrounding the proposed Muslim Cultural Center raise important issues about freedom of speech and freedom of expression and civility in a multi-cultural society. This panel will discuss the import of these events and the symbolic importance of the proposed Muslim Cultural Center near the site of the World Trade Center Bombing and the interplay of the parts of the First Amendment as it relates to reactions to Islam and the reaction to criticism of certain members of that faith. Following panelist comments, audience discussion is encouraged.
Interpersonal communication is salient to student success while in college and during the course of life; therefore, it is fundamental to encourage development of “practical wisdom,” or communication competency, to accompany interpersonal communication theory, moving ideas into action. This workshop provides a “praxis” approach to interpersonal communication activities in the classroom to reinforce these concepts/ideas that can lead to competence, thus empowering students for everyday communication contexts and relationship development.

FRI 9:00-10:15 a.m.   Georgetown B

Epideixis, Education, and Civic Participation: Beyond Critique and Cajolery

Sponsor:  Rhetoric and Public Address
Chair:  Lawrence J. Prelli, University of New Hampshire

“Acknowledging What Is: Epideictic, Evangelical Identity, and the Possibilities of Civil Discourse”
Jeffrey Ringer, University of New Hampshire

“Mining the Prospects of Sacred Display: An Exploration of Epideictic Rhetoric in the Nineteenth Century Pulpit”
Michael DePalma, Baylor University

“Epideictic Invention and the Contemplation of the Wonderful”
Lawrence J. Prelli, University of New Hampshire

“Epideictic Rhetoric: A Remedy for Mere Opinion?”
Erich Werner, University of North Carolina at Chapel Hill

This panel features a focus on Epideictic Rhetoric in Public Discourse.

FRI 9:00-10:15 a.m.   Georgetown C

The Discourse of Power: Politics, Media, and Music

Sponsor:  Voices of Diversity
Chair:  Richard Wright, Howard University
“TV Told Me I was Ugly! A Critical Analysis of Media’s Reinforcement of Restrictive Beauty Standards for African American Women”

Adria Goldman, Howard University

“Refuting the Negative: A Rhetorical Analysis of Michelle Obama’s 2008 Democratic National Convention Speech”

Christopher Jackson, Howard University

“Words That Hurt: The Rhetoric of African American Women in Hip Hop”

C. Chic Smith, Howard University

“Songs of Protest: Socio-political Messages within Salsa Music”

Clarissa J. Williams, Howard University

This panel will demonstrate how an examination of Michelle Obama’s DNC speech, reality TV’s beauty standards, salsa music’s social-political messages and the lyrics of African American women in hip hop, all contain power dynamics that have far reaching implications for people of color. This panel deals with issues including gender, race, class, and self-empowerment or the lack thereof. It essentially discusses how people of color in powerful and powerless positions are being defined and are through their own rhetoric, defining themselves and others.

FRI 9:00-10:15 a.m.    Adams

Communication Traits: From Classrooms to Politics

Sponsor: Communication Traits
Chair: Lori Vela, West Virginia University
Respondent: Linda L. McCroskey, California State University, Long Beach

“The Relationship between Instructor Aggressive Communication Traits and Student Antisocial Behavioral Alteration Techniques”

CJ Claus, West Virginia University
Rebecca M. Chory, West Virginia University
Colleen C. Malachowski, West Virginia University

“Situational Argumentativeness: An Examination of Trait and Situational Factors”

Nicholas S. Smith, West Virginia University
Andrew S. Rancer, University of Akron
“The Power of Provisional/Immediate Language Revisited: Adding Student Personality to the Mix”
**James A. Katt**, University of Central Florida
**Steven J. Collins**, University of Central Florida

“Voters’ Temperament, Cynicism, Responses to Political Advertising and Media and Candidate Preference in the 2008 Presidential Campaign”
**Jerry L. Allen**, University of New Haven
**Eun-A Park**, University of New Haven
**Kathleen M. Long**, West Virginia Wesleyan College
**Joan O’Mara**, University of Hartford
**Mark Hickson**, University of Alabama at Birmingham
**Danette Ifert Johnson**, Ithaca College
**Ron Nowaczyk**, University of New Haven

This panel features papers focused on the contextual application of communication and personality traits.

**FRI 9:00-10:15 a.m.**
**Jackson**

**The Power of Media and Effects Over Time**

**Sponsor:** First Vice President
**Chair:** **Matthew J. Smith**, Wittenberg University
**Respondent:** **Cary Horvath**, Youngstown State University

“Fifty Years of Women on Television”
**Nancy Signorielli**, University of Delaware

**Steve Farnsworth**, George Mason University
**Robert Lichter**, George Mason University

“The Unchanging Face of the News: A Content Analysis of Online Websites”
**Xiaomei Cai**, George Mason University
**Cindy Lont**, George Mason University
FRI 9:00-10:15 a.m. Jefferson

Communication and Power in the New Media: Digital Divide Issues in Various Contexts

Sponsor: Communication and Technology
Chair: David Westerman, West Virginia University
Respondent: Star Muir, George Mason University

“Presence, Psychological Involvement, and Motivation under Conditions of Risk: Lessons from Recent Research and the Need for Further Investigation”
Kenneth A. Lachlan, University of Massachusetts Boston
Patric R. Spence, Western Michigan University

“Empowering Students through Technology: The Importance of Instructor Skills in Closing the Digital Divide”
CJ Claus, West Virginia University

“Designing and Diffusing Presence-Inducing Natural Media Interfaces”
Paul D. Skalski, Cleveland State University

“Having a Face on Facebook: Do You Lose Anything by Not Using Social Media?”
David Westerman, West Virginia University

The digital divide, defined as differential access to and use of online technologies due to sex, race, location or income (Rice and Haythornwaite, 2006), usually refers to issues of opportunity at a large scale (i.e., nations). However, access and the ability to effectively utilize technologies to help accomplish goals is increasingly becoming an issue at smaller, individual levels as well, as many people lack the access and ability to utilize technologies to their fullest extent. This panel is designed to begin thinking about and discussing a variety of specific instances and highlighting important concepts to research in this area.

FRI 9:00-10:15 a.m. Lincoln

Applications of Interpersonal Communication in Professional, education, and Co-Curricular Contexts

Sponsor: Interpersonal Communication
Chair: Maria Brann, West Virginia University
Respondent: John Sherblom, University of Maine
“‘Put Your Feelings in Your Hand, Put Your Hand in Your Pocket, Because I Don’t Give a Shit about Your Feelings!’: Male Athletes’ Perceptions of Their Coaches Use of Verbal Aggression”

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

“Quiet in the Classroom: The Insights of College Students with Learning Disabilities into Their Non-Participation” (Debut Paper)

**Jennifer J. Meehl, Landmark College**
**Peg Alden, Landmark College**

“The Athletic/Academic Advisor’s Playbook: Seeking Compliance from College Student-Athletes”

**Jason Thompson, Brooklyn College - CUNY**
**Eletra Gilchirist, The University of Alabama in Huntsville**

“Counselor’s Humor Use with Teens: An Exploratory Investigation of Use and Functionality”

**Bob Bevilacqua, Canisius College**
**Melissa Bekelja Wanzer, Canisius College**
**Rosanne Hartman, Canisius College**

“Doing Advice-Giving without ‘Giving Advice’: How Mediators Work to Maximize Disputant Empowerment in Divorce Mediation Sessions”

**Angela Cora Garcia, Bentley University**

Interpersonal communication is integral not only to our intimate relationships but also to numerous professional, education, and co-curricular experiences. In this panel, presenters will discuss the intricacies of interpersonal communication in a variety of contexts including the classroom, support-based programs, and athletics. Specific processes that will be examined include verbal aggression, humor, advice-giving, silence, and complicity-gaining behaviors.

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**FRI 9:00-10:15 a.m.    Madison**

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

**Sponsor:** Community College Interest Group
**Chair:** **Wendy S. Walters, Stark State College**

“Where’s the Communication?”

**Diane Dolphin, University of Rhode Island**
“Whose Face is It: A Facial Recognition Task”
**Eric Fife**, James Madison University

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

“Using Humor and Active Learning to Explain Fidelity and Coherence in Narratives”
**Bethany Barnes**, University of North Carolina at Greensboro

“The Power of Pop Culture: Using Popular TV to Teach Interpersonal Conflict”
**Marisa L. Saavedra-Flores**, The University of Texas-Pan American

“Who’s in the Spotlight? Communicating the Power of Audience Analysis”
**Susan M. Ward**, Delaware County Community College

“Paraphrasing Through Music”
**Crystal Edwards Oldham**, University of North Carolina at Greensboro

“Teaching the Concepts of Multiple Histories and Identity Development: An Intercultural Communication Activity”
**Stephanie Shimotsu**, West Virginia University

“Reality Check Bingo: Connecting Communication Theory and Life”
**Yvonne Sacripant Bland**, Robert Morris University

This program consists of “Great Ideas for Teaching Students” in a variety of communication courses. Participants share their class tested G.I.F.T.S., which consist of activities, assignments, projects, games, or simulations addressing a specific communication theory, concept, skills or learning objective.

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**FRI 9:00-10:15 a.m.**

**Washington**

**Emerging Trends in Participatory Media**

**Sponsor:** Media Ecology Association

**Chair:** **Hugh Curnutt**, Montclair State University

**Respondent:** **Brent Malin**, University of Pittsburgh

“Repurposing the Real: Ordinary People and Reality TV’s Use of Durable Participants”
**Hugh Curnutt**, Montclair State University

“Apocalyptic Infotainment and Entrepreneurial Uses of Participatory Media”
**Ian Reyes**, University of Rhode Island
“A Case of Postmodern ‘Civil Histrionics’: The Colbert Nation Goes to Washington”

**Todd Kelshaw**, Montclair State University

**Hugh Curnutt**, Montclair State University

“YouTube and 2012: User-Generated Conspiracies about Planet X and Web 2.0 Doomsday Scenarios”

**Jason K. Smith**, University of Rhode Island

Presenters address participatory media in terms of television’s post-network platforms, publics, and maturation. Specific topics include: reality TV’s reconfiguration of its Participants into a durable labor force; the entrepreneurial uses of YouTube and the problematic theoretical dichotomies often applied to new media; meta-performance and audience participation on *The Colbert Report* as post-ideological critique; and YouTube’s role in extending the reach of 2012 conspiracy theories to a broader public.

FRI 10:30-11:45 a.m.    Georgetown A

**Powerful Partnership: Reflection and Assessment in Civic and Community Engagement**

Sponsor:  Applied Communication

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

“Service Literacy from an Andragogical Perspective”

**Janie Harden Fritz**, Duquesne University

“Focus-Group Design for Service-Learning Assessment”

**Kathleen Glenister Roberts**, Duquesne University

“Student Assessment in an Era of Public Pressure and Political Power”

**Kathleen Taylor Brown**, Pennsylvania State University-Greater Allegheny

“A Case Study of Emergency Response Procedures Conducted by Graduate Students: The “Phenomenal” Service-learning Experience”

**Ann D. Jabro**, Robert Morris University

“A Rhetorical Approach to Service Learning: Cicero’s Five Canons and the Student-Client Relationship”

**Jeanne M. Persuit**, University of North Carolina at Wilmington

The field of communication has a powerful connection to developing the next generation of citizens. As communications departments integrate service learning into their curriculum, this panel will offer Participants the collective benefit of 25 years of
experience in developing assessment tools for civic and community engagement via service learning projects.

FRI 10:30-11:45 a.m.    Georgetown B

**Ethos, Power, and Divergent Voices**

Sponsor: Rhetoric and Public Address
Chair: **Valerie Lynn Schrader**, Pennsylvania State University, Schuylkill
Respondent: **Ronald C. Arnett**, Duquesne University

“Harry Potter and the Paradoxical Critique of Celebrity Culture”
**Trevor Parry-Giles**, University of Maryland

“When One Wife Just Isn’t Enough: (De)Constructing Divergent Voices in the Big Love Controversy”
**Heather M. Stassen-Ferrara**, Hamilton College

“Struggling for Ethos in Environmental Controversies”
**Michael Bannon**, University of Pittsburgh

FRI 10:30-11:45 a.m.    Georgetown C

**The Power of Communicated Stereotypes, Masculinities and Social Identities**

Sponsor: Voices of Diversity
Chair: **Deric Greene**, Stevenson University
Respondent: **Jay Clarkson**, Indiana State University

“Does What We Say About “Them” Matter?: An Exploration of the Content of Communicated Stereotypes and their Power from Accounts of Everyday Conversations”
**Anastacia Kurylo**, Marymount Manhatten College

“Sexo y la ciudad: Sexual, Ethnic and Social Identity Intersections of Latino Gay Men in New York City”**
**Andrew R. Spieldenner**, The Latino Commission on AIDS
**Miriam Y. Vega**, The Latino Commission on AIDS
**Jennifer Tang**, Boston College

“Competing South Asian Mas(k)ulinities: Bollywood Icons versus ‘Tech-N-Talk’”*
**Murali Balaji**, Lincoln University
Cerise L. Glenn, University of North Carolina at Greensboro

“New Findings for Contemporary Marketing to Black Men: A Content Analysis of Alcoholic Beverage Ad Appeals from Ebony and GQ Magazine”
Joshua Jedidiah Myers, Rochester Institute of Technology

*Top competitive paper  **Debut paper

FRI 10:30-11:45 a.m.    Adams

Burkean Perspectives on Interpersonal Communication

Sponsor: Kenneth Burke
Chair: Elvera Berry, Roberts Wesleyan College

“Burke and La Négritude: Perspectives on Interpersonal Power”*
Chelsea R. Binnie, Duquesne University

“Permanence and Change and Interpersonal Conflict”
Celeste Grayson Seymour, Duquesne University

“The Power of Hierarchy: Burke’s Notion of Hierarchy for Interpersonal Communication”
Joel Ward, Duquesne University

“Under Armour’s New Prototype: A Burke Perspective”
Brent Kice, Frostburg State University

*Student debut paper

FRI 10:30-11:45 a.m.    Jackson

Top Competitive Papers in Instructional Communication

Sponsor: Instructional Communication
Chair: Katie Neary Dunleavy, La Salle University
Respondent: Danette Ifert Johnson, Ithaca College
“The Development of the Learning Engagement Scale”*  
**Ann Bainbridge Frymier**, Miami University  
**Marian L. Houser**, Texas State University-San Marcos

“Evaluating Student Performance in the Classroom: An Investigation of Students’ Perceptions of Instructional Feedback”***  
**Colleen C. Malachowski**, West Virginia University  
**Matthew M. Martin**, West Virginia University  
**Brandi N. Frisby**, University of Kentucky

“Instructional Dissent in the College Classroom”  
**Alan K. Goodboy**, Bloomsburg University of Pennsylvania

*Top paper

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FRI 10:30-11:45 a.m.  
Jefferson

From Theory to Policy: Innovative Applications of Interpersonal Theory

**Sponsor:** Interpersonal Communication  
**Chair:** **Anne M. Nicotera**, George Mason University  
**Respondents:**  
**Kristen Campbell Eichhorn**, SUNY Oswego  
**Andrew S. Rancer**, University of Akron

“A Critical Feminist Vision of Empowerment through Photovoice: Portraits of Domestic Control”  
**Melinda R. Weathers**, George Mason University

“Examining Married Couples’ Money Management Discourse through a Relational Dialectics Perspective”  
**Gina Castle Bell**, George Mason University  
**Sally O. Hastings**, University of Central Florida

“Framing Theory in Interpersonal Contexts: Examining the Interplay of Individual Cognitive Processes and Message Framing”  
**Brian Keefe**, George Mason University

“Facing the Facts about Politeness Theory”  
**Leslie Hull-Ryde**, George Mason University

“The Willingness to Communicate about Depression: An Attachment Theory Approach”  
**Nicole M. Robinson**, George Mason University
This round table is a discussion for idea-sharing on innovations in interpersonal communication. The graduate students leading this discussion will offer a fresh perspective on the innovative applications of powerful theories that lie ahead in interpersonal communication scholarship. Each participant will make a brief presentation focusing on a specific interpersonal communication theory and its applicability within a unique communication context, to be followed by a round table discussion assessing the advantages.

**FRI 10:30-11:45 a.m.  Lincoln**

**Self-Disclosure and Illness, Using Entertainment-Education for Social Change in Health Behaviors**

**Sponsor:** Health Communication  
**Chair:** Maria Brann, West Virginia University  
**Respondent:** Rosanne Hartman, Canisius College

“The Impacts of An Entertainment-Education Radio Serial Drama in Botswana on Outcomes Related to HIV Prevention Goals in the President’s Emergency Plan for AIDS Relief”

**Benjamin R. Bates,** Ohio University  
**L. Meghan Peirce,** Ohio University

“A Rhetoric of Division: An Analysis of a “Not Fabulous” Approach to HIV Prevention”

**Karen Greiner,** Ohio University  
**Benjamin R. Bates,** Ohio University

“Entertainment-Education for Starting HIV/AIDS Discussions and Reducing Stigma: African American College Students’ Reactions to the Film *Yesterday*”

**DaKysha Moore,** Johnson C. Smith University  
**Elijah O. Onsomu,** Winston-Salem State University


**Kristen L. Willett,** George Mason University

* Graduate student paper
FRI 10:30-11:45 a.m.  Madison

**Children and Power: The Future of Children’s Television**

**Sponsor:** Media Ecology Association Applied Communication  
**Chair:** Lance A. Strate, Fordham University  
**Panelists:** Lance A. Strate, Fordham University  
Lewis Freeman, Fordham University  
Jennifer Lavalle, Fordham University

Panelists will present preliminary results from research on “The Future of Children’s Television Programming: A Study of How Emerging Digital Technologies Can Facilitate Active and Engaged Participation and Contribute to Media Literacy Education.” The project, funded by the Time Warner Cable Research Program on Digital Communications, assesses children’s television experiences and opportunities for media literacy education. Preliminary findings are based on extensive interviews with leading scholars and practitioners in children’s television.

FRI 10:30-11:45 a.m.  Monroe

**The Power of Media in Maintaining a “Healthy” Society: Portrayals of Physical and Mental Health**

**Sponsor:** Media Communication  
**Chair:** Valerie Goff Whitecap, University of Pittsburgh  
**Respondent:** Rod Carveth, Fitchburg State University

“Depressed in the Depression: A Comparison of Newspaper Coverage of Mental Health in 1925 and 1930”  
**Melissa L. Lewis,** Saginaw Valley State University

“The Power of Death in Media: Realism and Portrayals of Terminal Illness on Televised Medical Dramas”  
**Megan H. L. Tucker,** George Mason University

“U.S. Alcohol Consumption: ‘Real World’ vs. Television Depictions”  
**Samantha Dudics,** Rochester Institute of Technology

These competitive papers analyze media coverage of health issues. The papers address a lack of realism in contemporary television portrayals of physical health issues, and the positive impact of honest coverage of mental health issues during the Great Depression.
FRI 10:30-11:45 a.m.   Washington

**Top Papers in Political Communication**

**Sponsor:** Political Communication

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

**Respondent:** Christina M. Knopf, SUNY Potsdam

“The Rhetorical Economy: The Case of William McKinley’s 1896 Campaign for the Presidency”  
**Sean Luechtefeld,** University of Maryland

**Stephen J. Farnsworth,** George Mason University  
**S. Robert Lichter,** George Mason University

“Perceptions of Bias in a Changing Media Environment: The Hostile Media Effect for Objective and Ideological Media”  
**Scott William Dunn,** Radford University

FRI 12:00-1:15 p.m.   Potomac  A, B, C, D

**ECA Awards Luncheon**

Janie Harden Fritz, Cindy Lont, James Chesebro, and Richard West

FRI 12:00-1:15 p.m.   Francis Scott Key A

**Why People Watch: Content, Uses, and Gratifications in Modern Media Contexts**

**Sponsor:** Undergraduate Scholars Conference

**Chair:** Nicole A. Smith, Lynchburg College

**Respondent:** Linda Di Desidero, University of Maryland University College

“A Content Analysis of Intervention”  
**Christopher Pappas,** The George Washington University

“Give South Park a Chance! Viewer Justification and Gratification of Watching *South Park*”  
**Emily O’Neil,** SUNY Geneseo
“Violent Video Games: A Uses and Gratifications Approach”
Jamie DeAtley, McDaniel College

“Uses and Gratifications and Reality Television”
Laurel Devlin, Villanova University
Meredith Kender, Villanova University
Susanna Seibert, Villanova University
Meghan Wisniewski, Villanova University

FRI 12:00-1:15 p.m. Francis Scott Key B

New Directions in Family Communication: From New Families to New Technology

Sponsor: Undergraduate Scholars Conference
Chair: Angela Gilman La Valley, Bloomsburg University of Pennsylvania
Respondent: Melissa Bekelja Wanzer, Canisius College

“The Effect of the Mobile Phone on Parent-Student Interaction”
Anthony Dorunda, Wilkes University
Jacqueline Lukas, Wilkes University

“College Students, Deployment Phases, and Family Communication: How College Students Communicate with their Families during the Deployment Phases”
Holly Baruch, Bloomsburg University of Pennsylvania
Grace Crispell, Bloomsburg University of Pennsylvania
Patrick Griffin, Bloomsburg University of Pennsylvania
Kelly McGinley, Bloomsburg University of Pennsylvania

“Understanding Father-Daughter Communication”
Angela Smith, James Madison University

“Receptiveness to Stepparent Discipline: ‘I Don’t Have to Listen to You’”
Rasia King, Morgan State University

Whether interacting through modern technology or interacting in new and developing family situations, this panel examines the impact that communication has on adolescents and their parents.
FRI 1:30-2:45 p.m.  Potomac B

Powerful Instructional Communication Contexts

Sponsor:  Instructional Communication
Chair:  Shannon M. Maki, West Virginia University
Respondent:  Kristen Campbell Eichhorn, SUNY Oswego

“In-Class Support Systems: The Effect of Nonverbal Teacher Immediacy on the Educational Motivation of Students with Special Needs”
Jacquelyn Rex, University of Texas-Pan American

“The Teasing in the Classroom: Poking Fun in the Academic Setting”
James M. Durbin, West Virginia University
Matthew M. Martin, West Virginia University

“The Relationship between Korean Students’ Question Asking, Challenge Behaviors, and Out-of-Class Communication with their Communication Satisfaction, Cognitive Learning, and Affective Learning”
Jung Kee Kim, Hanyang University
Scott A. Myers, West Virginia University
Matthew M. Martin, West Virginia University
Keith Weber, West Virginia University

“Can I Talk to You?: The Effects of Instructor Position, Nationality, and Teaching Style on Willingness to Communicate”
Amy N. Miller, North Dakota State University
Judy C. Pearson, North Dakota State University

This panel features four competitively selected papers from the Instructional Communication Interest Group that focus on unique relational and physical contexts in instruction.

FRI 1:30-2:45 p.m.  Potomac C

The Power of Praxis: Understanding the Marketplace through Rhetorical and Communication Theory

Sponsor:  Applied Communication
Chair:  S. Alyssa Groom, Duquesne University
Respondent:  S. Alyssa Groom, Duquesne University
“IMC and CMM: Looking for Connections”
Jeanne M. Persuit, University of North Carolina at Wilmington

“Strategic Corporate Communication and Communication Ethics: Foundational Grounding”
Christina L. McDowell Marinchak, Duquesne University

“Organizational Communication and Service-Learning: Why Craftsmanship Matters”
Kristen D. Jenkins, Duquesne University

This panel explores the ways we explicitly situate courses in organizational communication, strategic corporate communication, and integrated marketing communication in the communication discipline. Many of these areas rely on theory from other disciplines, such as business, psychology, and sociology, to inform practice. While this interdisciplinary approach is helpful, finding theory developed in our own discipline demonstrates the breadth and depth of an undergraduate degree in communication. In these papers, panelists discuss how connecting communication theory to practice in the marketplace-oriented areas of organizational communication, corporate communication, and integrated marketing communications offers a more robust and holistic approach to pedagogy, and assessment of student learning.

FRI 1:30-2:45 p.m.   Potomac D

Nonverbal Communication in the Classroom – Manipulating Nonverbal Messages to Alter Perceptions of Young Faculty

Sponsor:  Nonverbal Communication
Chair:  Steven Granelli, SUNY Oswego

“How Fast, How Much: Using Pacing and Signposting in the Classroom to Establish Credibility”
Steven Granelli, SUNY Oswego

“Nonverbal Communication in the Classroom – Creating Boundaries”
Brandi N. Frisby, University of Kentucky

“Because the Syllabus Says So: Use of Course Policies to Define Relationships”
Jenny Warren, Collin College

“Wedding Ring Without a Wedding: Use of Nonverbal Deception in the Classroom to Keep Students at a Distance”
Colleen Malachowski, West Virginia University
“No, I’m Not a Student, I’m Your Teacher: Altering Appearance as a New Faculty Member to Reduce Role Ambiguity”

*Kerry Byrnes*, Collin College

As a young faculty member the challenges of attaining the respect of students only a few years younger than you in many cases can be daunting. Our panelists have all dealt with the challenges of walking into the classroom on the first day of the semester and heard the familiar strains of “Are you the teacher?” Each panelist has developed nonverbal strategies to drown out that message, whether they be in terms of classroom pacing, use of mediated communication, course policies, and even a fake wedding ring. This panel addresses classroom strategies used to alter students’ perceptions of young faculty members.

FRI 1:30-2:45 p.m.   Francis Scott Key A

**Interpersonal Dynamics in Organizational Communication**

*Sponsor:* Undergraduate Scholars Conference  
*Chair:* [Judith Willner](#), Coppin State University  
*Respondent:* [Candice Thomas-Maddox](#), Ohio University-Lancaster

“Corporate communication: An analysis of organizational communication and the impact of peer relationships”

*Zachary Goldman*, University of Southern Indiana

“The Effect of Superior Communication Competence on Subordinates Job Satisfaction in a Retail Setting”

*Jamal Richardson*, Morgan State University

“Bullying in the Workplace”

*Lori Brown*, SUNY New Paltz  
*Melyssa Cilmi*, SUNY New Paltz  
*Nicole Cappelli*, SUNY New Paltz

“Sexual Harassment in the Workplace Study”

*Erin Brush*, SUNY New Paltz  
*Harper Jaroff*, SUNY New Paltz  
*Mark Kelly-Saffir*, SUNY New Paltz

This panel explores the positive and negative sides of interpersonal relationships in the modern workplace.
FRI 1:30-2:45 p.m.  Francis Scott Key B

**Communicating Gender: From Media Portrayals to Feminist Rhetoric**

Sponsor:  Undergraduate Scholars Conference  
Chair:  **Chizoba Udeorji**, Kingsborough Community College  
Respondent:  **Joy Cypher**, Rowan University

“Disney’s Complex: The Damsel in Distress of Modern Society”  
**Gabrielle Gosset**, SUNY Geneseo

“‘D’Oh!’: The Skewed Portrayal of Women and Gender Roles in Popular American Sitcoms”  
**Skylar Jameson**, SUNY Geneseo

“Using Media to Empower Intersex and Cross-Dressing Individuals”  
**Nathaniel James**, West Virginia University

“The West is Finally Won: Firefly’s Progressive Feminism in the New Frontier”  
**Eden Sutley**, The George Washington University

“Epideictic Rhetoric: The Standards for Women’s Eulogia”  
**Bradley Keefer**, Shippensburg University of Pennsylvania

This panel examines the rhetorical nature that various communication forms have on the public’s understanding of gender and how gender is communicated.

FRI 1:30-2:45 p.m.  Georgetown A

**Political Information, Political Discussion, and ‘Newer’ Media**

Sponsor:  Political Communication  
Chair:  **Rebecca M. Townsend**, Manchester Community College  
Respondent:  **Brian T. Kaylor**, James Madison University

“Media, Politics, and Americans—Will They Ever Get Along: An Analysis of the Effects of Media Use and American Media Perceptions on U.S. Political Voter Registration”  
**Melissa Masone**, George Mason University
“The Content of Moral Debate Online: The Attack on Iraq and the Revelations of Abu Gharib”

**Julie Hagemann**, Drexel University
**Alexander Jenkins**, Drexel University
**Alexander Nikolaev**, Drexel University
**Douglas Porpora**, Drexel University

“War on Terror Framing in Late Night Comedy: Status-Quo or Trend-Setter?”

**Janey Trowbridge**, George Mason University

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**FRI 1:30-2:45 p.m.**  
**Georgetown B**

**Power, Propaganda, and Rhetoric in Public Address**

Sponsor:  
Rhetoric and Public Address

Chair:  
**Ann Atkinson**, Keene State College

“Propaganda Dramas, Rhetorical Crises, and Prudential Possibilities in Public Address”

**Jennifer Heusel**, Indiana University, Bloomington

“Suicidal Soldiers or Wounded Warriors: rhetoric of Victimage in defense of Military Suicides”

**Christina M. Knopf**, SUNY Potsdam

“Realism and Liberalism in George W. Bush’s Speech to the United Nations September 12, 2002”

**Aaron Noland**, James Madison University

“Ubiquity and the Rhetorical Presidency: The Functions and Power of the Saturday Presidential Address Genre in the Obama Administration”

**Joshua Scacco**, University of Texas at Austin

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**FRI 1:30-2:45 p.m.**  
**Georgetown C**

**Women’s Relationships and Social Identities: Reflecting on Romance and Work through Media and Technology**

Sponsor:  
Voices of Diversity

Chair:  
**Annette Madlock Gatison**, Southern Connecticut State University

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

“An Analysis of the Construction of Romance in the Twilight Saga”

**Caroline Loy**, The College of Charleston

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“Black Sex and the City: The “Real” Case of Professional Single Black Women”
Nicole Files-Thompson, Howard University

“The Death of the “Angry Black Woman”: Implications for Identity in the Interracial Relationship Debate”
Jessica Lu, Villanova University

“It’s Cheaper than Therapy”: Presence and Absence in a Long-Term Online Mother’s Community – A 10 Year Follow-Up”
Lorin Basden Arnold, Rowan University

This panel features three student papers from the Voices of Diversity Interest Group.

FRI 1:30-2:45 p.m. Adams

Kenneth Burke and Philosophical Perspectives on Power

Sponsor: Kenneth Burke
Chair: Elvera Berry, Robert Wesleyan College

“The Order of Persons: Burke, Foucault, and Race”
Bryan Crable, Villanova University

“The Power of the Word: Burke and a Philosophy of Non-Violence”
Elvera Berry, Roberts Wesleyan College

“A Phenomenology of Power: A Case Study in Pittsburgh Parks”
Erik A. Garrett, Duquesne University

“Marxist vs. Marxoid: Karl and Kenneth Burke”
Richard Thames, Duquesne University

At a time when power-related issues dominate national and world discourse, what do a variety of philosophical perspectives offer? Can we uncover new insights—even antidotes—that might enable us to chart a new course? Addressing the ever-present link between “Communication and Power,” panelists will invite the audience to consider various philosophies and praxes of power vis-à-vis the work of Kenneth Burke.
FRI 1:30-2:45 p.m.  Jackson

Short Course -- Communication and Power to the Patient: Applied Medical Communication as a Breakthrough Approach to a Course in Medical Communication

**Presenters:**  E. Phillips Polack, West Virginia University  
**Theodore A. Avtgis, West Virginia University**

This short course will enable the Participants to teach a course in medical communication that will be predicated on evidence-based medicine and communication research. The content that will be presented allows for the Participants to form inter-disciplinary collaborations with a variety of departments in health sciences resulting in a communication course that will serve multiple roles for colleges and universities. Students will understand the role of communication within medicine and career options as well.

FRI 1:30-2:45 p.m.  Jefferson

Voices of Intercultural “Disempowerment”

**Sponsor:**  Intercultural Communication  
**Chair:**  Jack Banks, University of Hartford  
**Respondent:**  Marilyn Pennell, University of Hartford

“Gender Equity and Women Empowerment”  
**Nidhi Sinha,** University of Hartford

“Titillating Sensationalism or Objective Reporting: An Examination of Representations of Gender and Race in the Lifetime Miniseries Human Trafficking”  
**Ronita Banerjee,** University of Hartford

“Race, Nationality and Cultural Representations of New TV Shows”  
**Cameron Parker,** University of Hartford

“New Media and Human Rights: From Censorship to Surveillance”  
**Gyuri Kepes,** University of Hartford

The violation of basic human rights, censorship, and intercultural inequality are important concerns in many countries that are often ignored or given scant attention. Panelists examine these issues that disempower marginalized groups in societies. Women in violent situations, human trafficking, and media stereotypes based on nationality
and race will be addressed. Papers examine these social problems, what groups are disempowered, why the concerns are ignored, and what can be done to address these problems.

FRI 1:30-2:45 p.m. Lincoln

**Communication and Power: Can You Hear Us Now??**

**Sponsor:** Theory and Methodology  
**Chair:** Susan A. Jasko, California University of Pennsylvania

**Panelists:**  
Gary Gumpert, Communication Landscapers  
Susan Drucker, Hofstra University  
Thomas Flynn, Slippery Rock University  
Thom Gencarelli, Manhattan College  
Timothy Brown, West Chester University  
Mary Kahl, SUNY New Paltz

Panel Panelists will discuss current efforts, existing needs, and the implications and complications of communication researchers’ efforts to conduct meaningful research, especially in applied areas, and the conditions under which communication research might become recognized and valued by other disciplines and various publics.

FRI 1:30-2:45 p.m. Madison

**Politics, Pedagogy, and Postmodernism: Conflicting Notions of Objectivity in Argumentation**

**Sponsor:** Argumentation and Forensics  
**Chair:** Sean Luechtefeld, University of Maryland

“The Crisis of Common Ground of Contemporary Argument”  
**Jade Olson,** University of Maryland

“Arguing the Case for Service-Learning and Civic Engagement”  
**Danielle Wiese Leek,** Grand Valley State University

“Invisible Objectivity in the Argumentation Laboratory”  
**Sean Luechtefeld,** University of Maryland
Tension exists in argumentation spheres between discursive practices that assume falsifiable truth versus those that assume refutability of “facts.” This tension gained critical attention at the 2006 Wake Forest Conference on Argumentation. This roundtable discussion explores different manifestations of this tension and a variety of perspectives that can permit scholarly communities to come to terms with it. Special attention is paid to illustrations of these issues in the political realm and in the classroom.

FRI 1:30-2:45 p.m.   Monroe

This Just In: Media Coverage of Crises

Sponsor: Media Communication
Chair: Kimberly Meltzer, Georgetown University

“The ‘Sorry’ State of Journalism”
Jessica Hall, Georgetown University

“Covering the Haiti Earthquake of 2010: How Journalists Used Technology to Capture the Conditions of Haiti in the Aftermath”
Mimi Wiggins Perreault, Georgetown University

“Ideological Disparity and the Transnational News Network: A Comparative Case of Al-Jazeera Arabic and English”
Mohammed El-Khatib, Georgetown University

“The News We Need? : U.S. Media Coverage of the Swine Flu Pandemic
Kimberly Meltzer, Georgetown University
Saaret Yoseph, Georgetown University

As hyper-mediated events, the reporting of pandemics, disasters, and war poses questions about the roles and responsibilities of the 24-hour news cycle in covering events outside of the ordinary. This panel explores themes around the media coverage of crisis including technical challenges, framing, and misinformation. The events examined are the 2006 Sago mine disaster and 2009 “balloon-boy” incident, the 2010 Haiti earthquake, the 2008 Israeli/Palestinian conflict in Gaza, and the 2009-10 H1N1 pandemic.
FRI 1:30-2:45 p.m.  Washington

**Changing the Balance of Power: How the World Wide Web is Reenergizing Religious Rhetoric through Online Churches**

Sponsor: Communication and Technology  
Chair: **William Mullen**, Liberty University  
Respondent: **William Mullen**, Liberty University

“Churching Around Social Media: An Analysis of Community-Driven Missional Movements Connecting with 20 and 30-Somethings”  
**R. Tyler Spradley**, Stephen F. Austin State University

“Born Again: An Examination of Virtual Church in Second Life”  
**Stephen J. Lind**, Clemson University

“The Power of the Traditional Church Attendance versus the New Online Church Encounter: An Auto-Ethnographic View of the World Wide Web Church Experience”  
**Faith Mullen**, Liberty University  
**William Mullen**, Liberty University

“Kyriakon and Porneia 2.0: Online and Offline Discussions Between One Church and The Porn Industry”  
**Jimmy Butts**, Clemson University

“Digital Faith: The Role of Twitter in Religious Communities”  
**H. Cecilia Suhr**, Bloomsburg University of Pennsylvania

“Amazon and Target Churches: An Exploration of Improving the Effectiveness and Acceptance of Cyber-Evangelism”  
**Walter Iriarte**, Clemson University

The World Wide Web has become the hottest place to build a church. Internet churches are fully interactive and do not want viewers to feel like they are watching church, they want viewers to feel like they are a part of church. The move to online church is forcing church goers to re-examine their ideas about church participation and the future of church. This panel examines the online church experience and web based church rhetoric.
FRI 3:00-4:15 p.m.  Potomac B

More than a Power Struggle: Credibility in the Online Classroom

Sponsor: Instructional Communication
Chair: **Katie Rasmussen**, Wayne State University

“Mind Your Online Manners: Students’ Perceptions of Teacher Credibility.”
**Katie Rasmussen**, Wayne State University

Nicole L. Johnson, Ball State University

**Gretchen Arthur**, International Academy of Design and Technology

“Establishing Credibility in an Online Classroom.”
**Amy Merlo Drongowski**, Wayne State University

This panel examines the issue of credibility in online classrooms. It is based on research in instructional communication as well as the experience of instructors currently teaching online classes.

FRI 3:00-4:15 p.m.  Potomac C

Bringing You News, Weather and Sports: Ethical Challenges in Journalism

Sponsor: Communication Law and Ethics
Chair: **Marybeth Earnheardt**, Youngstown State University
Respondent: **Susan Jasko**, California University of Pennsylvania

“The Ethics of Self-Censorship in Journalism”
**D.L. Stephenson**, Western Connecticut State University

“Stormtracker Radar: The Ethical Obligations of Weather Coverage”
**Bruce Avery**, WRHU, Hofstra University

“Mediated Cheating: Ethics and Obligations in Sports”
**Susan Drucker**, Hofstra University
**Gary Gumpert**, Communication Landscapers
FRI 3:00-4:15 p.m. Potomac D

**Understanding the Role of Nonverbal Communication in Relational Transgressions**

Sponsor: Nonverbal Communication  
Chair: Steven Granelli, SUNY Oswego  
Respondent: Jennifer Knapp, SUNY Oswego

“Affection Exchange Theory and Perceptions of Relational Transgressions”  
**Sean M. Horan**, DePaul University

“Tempering the Powerful Effects of Hurting Teasing: Interpersonal Solidarity and Nonverbal Immediacy as Mediators of Teasing in Romantic Relationships”  
**Robert J. Sidelinger**, Oakland University  
**Brandi N. Frisby**, University of Kentucky  
**Audra L. McMullen**, Towson University

“The Aggressive Lie Detector: An Examination of Aggressive Behaviors’ Effects on Deception Detection”  
**James M. Durbin**, West Virginia University  
**Matthew M. Martin**, West Virginia University

This panel addresses nonverbal communication in relational transgressions over a variety of contexts, focusing on transgression perception, teasing, and deception.

FRI 3:00-4:15 p.m. Francis Scott Key A

**Mediated Politics**

Sponsor: Undergraduate Scholars Conference  
Chair: **Joshua M. Scacco**, The University of Texas at Austin  
Respondent: **Mary Kahl**, SUNY New Paltz

**CiQuinta Shaw**, Johnson C. Smith University

“Critical Youth and Slanted ‘Truth’: Media Framing and Audience Perceptions in the 2010 American Midterm Election”  
**Josephine Lukito**, SUNY Geneseo
**Marie Montondo**, SUNY Geneseo

“Defining History: A Content Analysis of the Representation of United States Presidential ‘Firsts’ on Newspaper Front-Pages of the Twentieth and Twenty-First Centuries”
**Nichole Brant**, Rochester Institute of Technology

FRI 3:00-4:15 p.m.   Francis Scott Key B

**Intersecting Communication and Culture**

Sponsor: Undergraduate Scholars Conference
Chair: **Rebecca M. Townsend**, Manchester Community College
Respondent: **Don M. Boileau**, George Mason University

“Expanding Domains to Increase Success: A Critical Ethnographic Look at YouthBuild”
**Christopher Confrey**, Stonehill College

“Rough Drafts of History: Gandhi Through the Lens of the Baltimore Afro American”
**Sarah Nadler**, The College of William & Mary

“Change in Perception of Ones Race after African Course”
**Tionna Woodruff**, Morgan State University

“The Strategic Production of Ideology in the Hind Swaraj”
**Antonio Changanaqui**, The College of William & Mary

FRI 3:00-4:15 p.m.   Georgetown A

**The Ebb and Flow of Publishing Power Driven by Digital Technologies**

Sponsor: First Vice President
Chair: **Sam Meddis**, Deputy Managing Editor/Editorial Technology at *USA TODAY*

Panelists: **Richard Benedetto**, former *USA TODAY* White House correspondent, Georgetown and American Universities
**Kathy Kiely**, Managing Editor of Politics for *National Journal*
**Bill Nichols**, Managing Editor of *POLITICO*

Veteran news people who have seen the change in technologies and its impact on the
media, first hand, discuss their perspective on the future of news.

FRI 3:00-4:15 p.m. Georgetown B

Education and Technology: Current Student and Alumni Communication Practices

Sponsor: Communication and Technology
Chair: David Westerman, West Virginia University
Respondent: Rod Carveth, Fitchburg State University

“Education Beyond Fundamentalism”
Lisa Watrous, Michigan Technological University

“One Computer Mediated-Communication Approach to a News Writing and Reporting Course”
Kathleen Taylor Brown, Pennsylvania State University, Greater Allegheny Campus

“Improving Communication Between Universities and Their Alumni Through Electronic Media”
Liz Kemmery, La Salle University

FRI 3:00-4:15 p.m. Georgetown C

Negotiating Co-cultural Identities: A Critical Examination of Five Cases about Cultural Identity, Power, and Communication

Sponsor: Intercultural Communication
Chair: Melbourne Cummings, Howard University
Respondent: Deborah Borisoff, New York University

“I am from Japan”: A Critical/Interpretive Analysis of College-educated Japanese Sojourners’ Experiences Across U.S. Organizations”
Shinsuke Eguchi, Howard University

“Got consent?: A Feminist Approach to Examining Black Students’ Perceptions of Negotiating Sexual Consent at an HBCU”
Elizabeth Whittington, Howard University

“A Long-distance Relationship: Black Feminism and the African American Community”
Nicole Files-Thompson, Howard University
“We’re Taking our Bodies Back: Forty Years Later, WeWant to Decide Our Bodies’ uses and how they are communicated?”

Vida Samuel, Howard University


Mackenzie Jordan, Howard University

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FRI 3:00-4:15 p.m.   Adams

**Irony, Protest, and Political Spectacle: A Roundtable Discussion of the “Rally to Restore Sanity” and “March to Keep Fear Alive”**

**Sponsor:** Political Communication  
**Chair:** Theresa A. Donofrio, University of Maryland

**Panelists:**  
Theresa A. Donofrio, University of Maryland  
Trevor Parry-Giles, University of Maryland  
Dana Neacsu, Rutgers, The State University of New Jersey  
Tim Barney, University of Maryland  
Alyssa Samek, University of Maryland

On October 30, 2010, two “protests” were held on the National Mall: the “Rally to Restore Sanity” and “March to Keep Fear Alive.” Amid a backdrop of Tea Party protests and drawing on memories of other famed marches on the Mall, these two events adopt the form of political protest while simultaneously mocking the notion of protest. Panelists will discuss the implications of these rallies on politics, media, and citizenship.

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FRI 3:00-4:15 p.m.   Jackson

**Short Course – Racialized Power and the Politics of Social Justice: Critical Race Theory as a Means to Deconstruct, Recover, and Evolve in Communication Studies**

**Presenter:** Rachel Alicia Griffin, Southern Illinois University

This workshop explores the offerings of Critical Race Theory to the field of Communication as a means to deconstruct how Whiteness intricately informs our research, teaching, and service. We will engage CRT as a framework that provides race-based epistemological, methodological, and pedagogical approaches to the study of inequality at the intersection of identities. The target audience is students and faculty who are interested in race and racism, intercultural communication, and/or critical race work.
FRI 3:00-4:15 p.m.  Jefferson

**Top Competitive Papers in Interpersonal Communication**

Sponsor: Interpersonal Communication  
Chair: Meredith Marko Harrigan, SUNY Geneseo  
Respondent: Linda Sampson, Southern Connecticut State University

“Hurtful Teasing in Romantic Relationships: Does Mate Value Mitigate the Powerful Effect of Teasing on Satisfaction and Commitment in Close Relationships?”  
Robert J. Sidelinger, Oakland University  
Paul E. Madlock, Texas A&M International University

“A Dyadic Analysis of Attachment, Prosocial Maintenance Behavior, and Satisfaction in Relationships between Parents and Young Adult Children”  
Angela G. La Valley, Bloomsburg University of Pennsylvania  
Laura K. Guerrero, Arizona State University

“Being Left, Leaving, and Deciding to Part Ways Together: Perceptions and Outcomes of Divorce Conversations”  
Brandi N. Frisby, University of Kentucky  
Melanie Booth-Butterfield, West Virginia University

FRI 3:00-4:15 p.m.  Lincoln

**Top Competitive Papers in Philosophy of Communication**

Sponsor: Philosophy of Communication  
Chair: Brent C. Sleasman, Gannon University  
Respondent: Ronald C. Arnett, Duquesne University

“A Diogenic Attitude for a Democracy of Distrust”*  
Christopher J. Gilbert, Indiana University

“Leisure, Listening, and Civility: The Importance of Taking Time with Yourself”  
Annette M. Holba, Plymouth State University

“Social Justice and Philosophy of Interpersonal Communication: The Case for ‘Soul Friendship’”  
Kathleen Glenister Roberts, Duquesne University

*Top paper
FRI 3:00-4:15 p.m.   Madison

Top Competitive Papers for Lambda Pi Eta

Sponsor: Lambda Pi Eta
Chair: Audrey Byrd, Howard University
Respondent: Wei Sun, Montgomery College

“The Differences Between Male and Female Texting Habits”
Lindsay A. Behrenshausen, Wilkes University
April M. Bielinski, Wilkes University

“Self Disclosure and Deception Within Computer-Mediated Communication and Face-to-Face Interactions”
Chelsea Dotson, Eastern University

“For the Love of Advertising”
Douglas Brundage, The George Washington University

“Food Product Health Claims: Helpful or Hindering?”
Danielle Diglio, The College of New Jersey
Helena Mannarino, The College of New Jersey

FRI 3:00-4:15 p.m.   Monroe

Politics and Social Media in a Global Context: How One U.S. Election Changed the Way Politicians Around the World Run for Office

Sponsor: Media Ecology Association
Chair: Roxanne O’Connell, Roger Williams University

“The Role of Social Media in the Brazilian 2010 Presidential Elections”
Paolo Prado, Roger Williams University

“From door-knocking to Facebook friends: has social media transformed campaigns in the U.S.?”
June Sage Speakman, Roger Williams University

“New Media and the Arab Street”
Dana Janbek, Lasell College
Postman writes: “Technology always has unforeseen consequences, and it is not always clear, at the beginning, who or what will win, and who or what will lose....” This panel examines the impact social media technologies, as exemplified in the 2008 U.S. election, have in different parts of the world. As social media increasingly mediate our experience of the electoral process, the divide between techno-haves and have-nots becomes a critical issue in the power/democracy debate. What unforeseen consequences will we see?

FRI 3:00-4:15 p.m.   Washington

**Top Competitive Papers in Applied Communication**

Sponsor: Applied Communication  
Chair: Christina McDowell Marinchak, Duquesne University  
Respondent: Sarah E. Ryan, The University of Texas at El Paso

“An Inoculation Theory Check-Up: Future Directions for Inoculation Theory-Based Health Campaigns”  
Josh Compton, Dartmouth College

“Building Relationships: Nonprofit Organizations and their Online Donor Publics”*
Nancy A. Wiencek, Georgian Court University

“Crisis Communication, Older Audiences, and Disaster Preparation: Lessons from the Gulf Coast”  
Kenneth A. Lachlan, University of Massachusetts Boston  
Patric R. Spence, Western Michigan University

*Top paper

FRI 3:30-4:30 p.m.   Potomac Foyer

**Coffee Café II**

FRI 3:30-4:30 p.m.   Potomac Foyer

**Competitive Graduate Poster Session II**

Chair: Cary Horvath, Youngstown State University

Reviewers: Tracey Quigley Holden, University of Delaware  
Charles Pavitt, University of Delaware
Elizabeth Perse, University of Delaware
Nancy Signorielli, University of Delaware

“Social Issues Through the Eyes of The Twilight Zone: ‘A Martian Can Say Things That a Republican and Democrat Can’t’”
Nancy Bressler, University of Hartford

“Newspaper Coverage of the Women of 2010”
Andrea Gagliardi, Georgetown University

“What Isn’t Said: The Importance of a Leader’s Nonverbal Communication”
Holly Keener, Radford University

“Media Exposure and Disordered Eating Behaviors: The Role of Identification and Internalization”
Carolyn Lagoe, University of Connecticut
Kate Kurtin, University of Connecticut

“Keeping up With the Kardashians: Reality by Whose Definition?”
Alexis Levy, University of Hartford

“Healthcare and Facebook: Uses, Restrictions, and the Satisfied Consumer”
Kaylea S. Livingston, Ohio University-Lancaster

“Ink Marks the Spot: Applying Social Penetration Theory to an Analysis of Tattoos”
Amy Martinkosky, Ohio University

“LMX Relationships and Employee Job Satisfaction: A Gender-Based Examination”
Annie Milli, Towson University
Kristin Pattik, Towson University
Alexandria Sutton, Towson University

“Women in Power and Sexuality Re-presented Through the Voice of Glee: Different Perspectives or More of the Same? A Critical Analysis of the 2nd Season”
Cameron Parker, University of Hartford

“Rebuilding Public Trust in a Democratic Government: When Bonds of Trust are Broken, How Do We Restore Public Confidence?”
Arliene T. Penn, American University
“Power Dynamics: Communication Between Female College Athletes and Male/Female Coaches”  
**Betsy Thomas**, Barry University

“The Use of Fear Appeals in Political Advertisements”  
**Jessica A. Zaluzec**, American University

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FRI 4:30-5:45 p.m.  
**Potomac A**

**Leader, Teacher, Mentor: Celebrating 50 Years of James C. McCroskey’s Dedication to the Eastern Communication Association**

Sponsor:  
First Vice President

Chair:  
**Candice Thomas-Maddox**, University of Ohio-Lancaster

Participants:  
**James Chesebro**, Ball State University  
**Linda Lederman**, Arizona State University  
**Deborah Borisoff**, New York University  
**Kathleen Long**, West Virginia Wesleyan  
**Ann Bainbridge Frymier**, Miami University  
**Timothy Mottet**, University of Texas-Pan American

As ECA celebrates its 102nd annual convention, we celebrate the dedication and contributions of Dr. James C. McCroskey to our Association. This year marks 50 consecutive years that Dr. McCroskey has been in attendance at ECA conventions. Over the years, Dr. McCroskey has guided ECA through his service as President and as Editor of *Communication Research Reports*. Our Association has acknowledged his contributions by naming him as both a Teaching Fellow and a Research Fellow as well as presenting him with our Distinguished Service Award.

With more than 200 published articles and book chapters and over 30 books and revisions, Dr. McCroskey has distinguished himself as our discipline’s most prolific scholar. If one were able to count the number of students and colleagues that he has mentored in ECA over the past 50 years, those numbers would be equally impressive. Over the years he has mentored and presented on countless panels with students and colleagues. From serving as interest group chair to advocating for the introduction of new initiatives, Dr. McCroskey has been instrumental in shaping the current vision for ECA. His most recent efforts resulted in the addition of the Communication Traits and the Organizational Communication Interest Groups.
To celebrate Dr. McCroskey’s 50 years of contributions to ECA, colleagues, former students, and friends will share narratives of how he has impacted and empowered ECA members over the past five decades.

FRI 4:30-5:45 p.m.   Potomac B

**Interviewing for Faculty Positions at Community Colleges**

Sponsor: Community College Interest Group  
Facilitators:  
**Tobi Mackler**, Montgomery County Community College  
**Nancy J. Willets**, Cape Cod Community College

This workshop style program is aimed at graduate students-or anyone else-who would like to consider Community College teaching, but are unsure about the differences in application and interviewing procedures. Some graduate program directors or dissertation advisors, may not consider teaching at a community college as a viable career option for their graduate students; those who are receptive to this type of search are often unable to offer much advice. Enrollment in community colleges is growing and, this is where the jobs are. The facilitators have served as deans and department chairs and are familiar with the hiring process at community colleges.

FRI 4:30-5:45 p.m.   Potomac C

**A Roundtable Discussion on Schwarzenegger versus Entertainment Merchants Association**

Sponsor: Communication Law and Ethics  
Chair:  
**Dale Herbeck**, Boston College

Participants:  
**Susan Balter-Reitz**, Montana State University, Billings  
**Emily Berg**, University of Minnesota  
**Juliet Dee**, University of Delaware  
**Susan Drucker**, Hofstra University  
**Douglas Fraleigh**, California State University, Fresno  
**Paul Siegel**, University of Hartford

One of the most significant cases to be decided during the 2010-2011 term of the United States Supreme Court is *Schwarzenegger v. Entertainment Merchants Association*, a challenge to a California law restricting the rental or sale of violent games to minors. While the lower courts have consistently held such measures are unconstitutional, this
is the first time that the Supreme Court has considered the issue. While the roundtable will consider a range of issues related to the case, the central question to be considered is this: Does the California law violate the freedom of speech guaranteed by the First Amendment?

FRI 4:30-5:45 p.m.   Potomac D

**High Tech/Low Hype: Hi-Fi Integrated Marketing Communication in a Mediated World**

Sponsor: Communication and Technology  
Chair: Calvin L. Troup, Duquesne University  
Respondent: Kristin Roeschenthaler Wolfe, Robert Morris University

“Written in Ink, not in Pencil: Social Media, Rhetorical Decorum, and IMC”  
**Jeanne M. Persuit**, University of North Carolina at Wilmington

“Hi-Fi IMC: Sustaining Sustainability through Integration”  
**S. Alyssa Groom**, Duquesne University

“Immediacy of ‘Now’ in Social Media and Marketing PR: The Counter-Nature of the Technological Bluff Goes Ecological. Again!”  
**Cem Zeytinoglu**, East Stroudsburg University

“No-Hype IMC: A Case for Functional Fidelity”  
**Calvin L. Troup**, Duquesne University

FRI 4:30-5:45 p.m.   Francis Scott Key A

**Applied Rhetorical Theory**

Sponsor: Undergraduate Scholars Conference  
Chair: **Anita Foeman**, West Chester University  
Respondent: **Trevor Parry-Giles**, University of Maryland

“The Rhetoric of Facebook”  
**Stephanie Englert**, Shippensburg University

“Themes in the Narratives of Prisoner Advocates”  
**Anna Straight**, James Madison University
“Wasting Away: A Rhetorical Examination of the Secret World of a Pro-Eating Disorder Program”
Olivia Sherman, University of Wisconsin-River Falls

K. Brian Jones, University of Maryland

FRI 4:30-5:45 p.m. Francis Scott Key B

Pop Foucault-ure: Representations and Applications of Discipline and Punishment in Popular Culture

Sponsor: Undergraduate Scholars Conference
Chair: Steven Granelli, SUNY Oswego

“Dexter”
Marissa Pytlak, SUNY Oswego

“Se7en”
Katrina Webber, SUNY Oswego

“To Catch a Predator”
Anna Chicone, SUNY Oswego

“Bridezillas”
Katie Loperfido, SUNY Oswego

“Little Brittan”
Eva Hopkins, Syracuse University

“People of Walmart”
Francesca Merwin, Syracuse University

Pain and punishment for pleasure was the thematic approach to a unique course that challenged students to read, understand, and apply Foucault’s Discipline and Punish to popular culture. The goal was to provide insight as to whether or not the public’s desire to view punishment and/or identify criminals that function outside of the boundaries of written and unwritten law can be tied to movies, television shows, and websites that have become popular culture mainstays.
FRI 4:30-5:45 p.m.  Georgetown A

Film Screenings for Classroom Use:
Media Education Foundation’s “The Codes of Gender” is a film which applies sociologist Erving Goffman’s groundbreaking analysis of advertising to contemporary commercial landscape, showing how one of American popular culture’s most influential forms communicates normative ideas about masculinity and femininity (42 Minutes).

Discussion Leader:  Jack Banks, University of Hartford

FRI 4:30-5:45 p.m.  Georgetown B

The Rhetorical Power of Values, the Economy, and Liberty

Sponsor:  Rhetoric and Public Address
Chair:  Brent Sleasman, Gannon University

“Concrete Values in Edgar Gardner Murphy’s Child Labor Reform: A Middle Ground”
Elizabeth Gardner, University of Maryland

“Colonizing the Capitalist Economy: A Theoretical Reconceptualization of the System-Lifeworld Architecture”
Sean Luechtefeld, University of Maryland

“Defining Religious Freedom: The Rhetorical Construction of Liberty in the Fight Over Proposition 8”
Eric Miller, Pennsylvania State University

FRI 4:30-5:45 p.m.  Georgetown C

Health Care Communication: Implications for Health Policy, Health Care Delivery, and Physician-Patient Interactions

Sponsor:  Health Communication
Chair:  Katie Neary Dunleavy, La Salle University

“How Does Institutional Policy Affect Communication Routines Between Physicians and patients in Hong Kong?”
Kimmy Cheng, Hong Kong Baptist University
“The Power and policy of Health Campaigns: Mental Illness Stigma Campaign Considerations”
Virginia M. McDermott, High Point University
Lance S. Rintamaki, University at Buffalo (SUNY)

“Perceived Risks and Benefits for Participants in Informal Medical Consultations”
Debra F. Nickell, Red Rocks Community College
Michael Irvin Arrington, University of Kentucky

“From Patient to Health Policy Reform: Examining Characteristics of Physician-Patient Interactions that Influence Asymmetry in the Medical Interviews”
Doreen M. S. Jowi, Bloomsburg University of Pennsylvania

**Graduate student debut paper

FRI 4:30-5:45 p.m.   Adams

Autoethnography as Pedagogy: Autoethnography, Communication, and Power

Sponsor:            Instructional Communication

Participants:  Derek Bolen, Wayne State University
                Erin Bolen, Central Michigan University
                Brandon Hensley, Millikin University
                Michelle Millard, Wayne State University

The discussion focuses on practices of (1) engaging autoethnography through readings and assignments in the classroom, (2) the reflexivity that reading another’s autoethnography pertaining to education experience evokes, (3) the attention that autoethnography draws to oppressive power structures, and (4) the value of producing one’s own autoethnography. The Participants of this interactive discussion panel will account for autoethnography as pedagogy from perspectives of teacher (using it in class) and student (learning with it).

FRI 4:30-5:45 p.m.   Jackson

Short Course – Advocacy as Power: Educating, Equipping, and Empowering Students

Presenter:          Cathy L. McClain, Clermont Recovery Center
As educators and advocacy practitioners, it is our duty to teach students and others to communicate effectively. Communication investigates marginalized populations and gives voice to those who cannot speak for themselves. Teaching is advocacy. We can educate, equip, and empower others to become a catalyst for change to make a difference in their community and our nation. Join us to learn how you can become better equipped too. Advocacy is indeed Power!

FRI 4:30-5:45 p.m. Jefferson

**Presidential Rhetoric and the Rhetoric of the 2010 Congressional Elections**

Sponsor: Political Communication  
Chair: Richard E. Vatz, Towson University

“Obama and Islamophobia: Misinformation, Disinformation, and the Discourses of Religious Prejudice”  
Mary L. Kahl, SUNY New Paltz

“Will Republican Rhetoric Save Obama and the Democrats in 2010?”  
Theodore F. Sheckels, Randolph-Macon College

“Not an Unusual Problem: Midterm Congressional Elections and Nightmares for the Incumbent President”  
Judith Trent, University of Cincinnati

“Rhetorical Intensity and Turnout: The Key to the 2010 Congressional Elections”  
Richard E. Vatz, Towson University

“‘Right’ vs. ‘Might’ and the ‘Wisdom’ to Know the Difference: Obama’s Rhetorical Strategy in the 9/11 Mosque Debate”  
Paula Youra, Lynchburg College

FRI 4:30-5:45 p.m. Lincoln

**Communication at Work: Control, Satisfaction and Technology**

Sponsor: Organizational Communication  
Chair: Linda McCroskey, California State University, Long Beach  
Respondent: John Sherblom, University of Maine

“Myopic Perception of Control: The Importance of Separation in Evaluating Control”  
Sanae Elmooudden, St. John’s University
“Communicating Leadership through Technology: Is Anyone Following?”
Paul E. Madlock, Texas A&M International University

“The Effects of Supervisor Source Credibility, Nonverbal Immediacy, and Homophily, on Subordinates Job Satisfaction and Motivation”
Brian R. Patterson, West Virginia University
Tammy Whitacre, Mary Babb Randolph Cancer Center at West Virginia University

“Computer-Mediated Communication Interaction with Organizational Communication Paradigms”
Richard L. Talbert, Duquesne University

This competitive paper panel includes research on issues of identity, separation and control, telecommuters’ perceptions of superiors’ leadership styles, superiors’ effect on subordinates’ work satisfaction and motivation and an analysis of the role of CMC in organizations based on each of the five major organizational communication paradigms.

FRI 4:30-5:45 p.m.  Madison

Participation in Debate: Re-thinking Pedagogy and Competition

Sponsor: Argumentation and Forensics
Chair: Kelly Young, Wayne State University

“Teaching Debate to Non-debaters”
Donald Peters, Illinois State University

“Integrating Argumentation and Debate into Public Speaking Classrooms”
Neil Butt, Vanderbilt University

“Deepen the Level of Outreach: Expanding Debate Activities to Middle Schools”
Kelly Young, Wayne State University

“Increasing Participation in/of Debate: Promise or Platitude?”
Matt Brigham, James Madison University

Argumentation and debate scholars, teachers, and coaches frequently endorse the idea that debate empowers students and promotes and enhances political participation. This idea seems almost synonymous with this year’s theme: “Communication and Power: From Classrooms to Politics.” Participants will discuss ways to extend these potential benefits to new audiences, as well as critique the idea that certain current practices actually empower or enhance participation.
FRI 4:30-5:45 p.m.   Monroe

Images Relating to Power in Fall 2010 Prime Time Network and Cable TV Programs

Sponsor: Media Communication
Chair: Nancy Signorielli, University of Delaware
Respondents: Elizabeth Perse, University of Delaware
James Shanahan, Boston University

“Men and Women and Law-Enforcement Occupations in Network Prime Time Programs”
Lauren Boots, University of Delaware
Christine Flynn, University of Delaware
Katelyn Seymour, University of Delaware
Melissa Howard, University of Delaware

“Violence in Prime Time: A Continued Demonstration of Power?”
Ashton Gerding, University of Delaware
Alexander Campbell, University of Delaware

“Images in Cable Programs in Fall 2010”
James Shanahan, Boston University
David Blumberg, Boston University
Allyson Galle, Boston University
Olivia Neir, Boston University

“Comparison of Network and Cable Programs”
James Shanahan, Boston University
Nancy Signorielli, University of Delaware

This panel analyzes images of power in prime time focusing on sex roles, law enforcement-related occupations, and violence in samples of network broadcast and cable programs seen in the fall of 2010. The presentations will explore these topics in relation to their prevalence in programming and character demography as well as discuss how today’s images are related to findings from past studies of prime time network broadcast and cable television.

FRI 4:30-5:45 p.m.   Washington

Evaluation of the Influence of an Urban Community Park Revitalization on African-American Youth Physical Activity
Sponsor:            Applied Communication
Chair:            Gary L. Kreps, George Mason University

Panelists:        Melinda M. Villagran, George Mason University
                      Janey Trowbridge, George Mason University
                      Paula Baldwin, George Mason University
                      Yolanda Barbier, George Mason University
                      Amy Chang, George Mason University
                      Jung-mi Jun, George Mason University
                      Megan Tucker, George Mason University
                      Autumn Saxton-Ross, Washington Parks and People
                      Sigi Friedman, Chief of Business Development, National
                      Recreation and Parks Association

This panel will discuss the influences of a strategically re-built inner city DC park in
comparison to an undeveloped park area on youth physical activity in low-income
predominantly African-American urban communities. Their results show that
revitalizing the urban park resulted in significantly increased youth physical activity
levels. Implications from this study are drawn for the broader use of strategic “built
environment” interventions.

FRI 6:00-6:45 p.m.             Potomac C and D

Undergraduate Scholars Conference Munch and Mingle

FRI 6:00-6:45 p.m.

Group Business Meetings
Philosophy of Communication            Adams
Institute of General Semantics          Georgetown B
Interpersonal Communication             Georgetown C
Political Communication                 Jackson
Lambda Pi Eta                           Jefferson
Voices of Diversity                    Lincoln
American Society for the History of Rhetoric Madison
Media Ecology                           Monroe
Interpretation and Performance Studies  Washington
FRI 7:00-8:45 p.m. Jackson
Wine and Spots

FRI 8:00-9:00 p.m. Monroe
12-Step Group

FRI 8:30-11:00 p.m. Washington

Song Circle
Organizers: Star and Janette Muir, George Mason University

Drop by on Friday evening for music and singing. We’ll bring our song book and introduce ECA to a new experience. Song circles allow choice for picking a group or solo song to move around in a (you guessed it!) circle. Choose from our song book or bring your own, claim the verses and share the chorus, fly solo or invite all to join in, bring an instrument or just your voice. Too much pressure? Pass your turn or tell a good joke or short story. On-key singing preferred but optional. This is NOT karaoke, but will feature everything from rock to blue to golden oldies, pop and show tunes. All are welcome!
SATURDAY APRIL 16, 2011

SAT 7:30-3:00 p.m.  Potomac Foyer

CONVENTION REGISTRATION

SAT 7:30-9:00 a.m.  Hotel Front Lobby

Walking Tour - Monuments

Theodore Scheckels, Randolph-Macon University, will lead a walking tour of the monuments and memorials west of Washington’s World War II Memorial at 7:30 a.m. on Saturday. Meet at the front hotel lobby for a van ride to the monument area. Return at 9:00 a.m.

SAT 8:00-8:45 a.m.

Group Business Meetings

Kenneth Burke  Adams
Maryland State Communication Association  Georgetown B
Media Communication  Georgetown C
Applied Communication  Jackson
Instructional Communication  Jefferson
Intercultural Communication  Lincoln
Argumentation and Forensics  Madison
Theory and Methodology  Monroe
Communication Law and Ethics  Washington

SAT 9:00-10:15 a.m.  Potomac C

Top Competitive Papers in Health Communication

Sponsor:  Health Communication
Chair:  Doreen M. S. Jowi, Bloomsburg University of Pennsylvania
Respondent:  Benjamin R. Bates, Ohio University
“Examining the Behaviors and Beliefs of Young Adults Toward Indoor Tanning Using Quantitative and Qualitative Indicators”*

Meagan K. Birmingham, University of Ottawa Institute of Mental Health Research

Nicole L. Kimble, West Virginia University

Lindsey C. Lilly, The Arnold Agency

Melanie Booth-Butterfield, West Virginia University

“Vocational Anticipatory Socialization of the Surgeon Profession: An Analysis of the Media’s Portrayal of the Work-Lives of Surgeons”** ***

Russell Lauletta, Boston College

“Predictors of Mammography Usage for South Asian Women: Examining Construct from Uncertainty Reduction and Health Belief Model

Vinita Agarwal, Salisbury University

*Top paper **Top debut paper ***Top student paper

SAT 9:00-10:15 a.m. Francis Scott Key A

Web Two Point What? New Approaches in Understanding the Communicative Effects of the Internet

Sponsor: Undergraduate Scholars Conference

Chair: Alfred G. Mueller, Mount St. Mary’s University

Respondent: David John Petroski, Southern Connecticut State University

“From the Carrier Pigeon to the Twitter Bird: The Transition of Journalism”

Lindsey Gay, James Madison University

“From Intergalactic Travels to the Internet: Connecting and Communicating NASA”

Keeshan Ganatra, North Carolina State University

“Facebook”

Blake Plavchak, Duquesne University

Julia Watterson, Duquesne University

“The Internet and the Political Disengagement of Youth”

Angela Strouse, Rochester Institute of Technology
SAT 9:00-10:15 a.m.                Francis Scott Key B

Mediating Interpersonal Communication

Sponsor: Undergraduate Scholars Conference
Chair: Marshall Prisbell, University of Nebraska at Omaha
Respondent: Mary C. Toale, Baldwin-Wallace College

“Honestly…It’s OK to Look: Breaking the stigmas and stereotypes associated with online dating”
Lauren Grabowski, Villanova University
Juliana Toland, Villanova University
Elizabeth Tursellino, Villanova University

“Interpersonal Problem Management through Facebook: A means of Computer-Mediated Communication”
Heather Simmons, SUNY New Paltz
Zak Smith, SUNY New Paltz
Stephanie Silberman, SUNY New Paltz
Matthew Wright, SUNY New Paltz

“Call Me, Text Me, If You Want to Reach Me: The Use of New Media Communication and Its Effect on the Relationship Strength Between College Students and Their Friends and Family”
Janelle Huggins, James Madison University

“Long-Distance Friendships: The Use of Text Messaging in Relationship Maintenance”
Sarah Russo, James Madison University

“Emote Your Message: The Use of Nonverbal Emoticons in Long-Distance Romantic Relationships”
Kristin Alexander, James Madison University

SAT 9:00-10:15 a.m.                Georgetown A

Short Course
Communication, Power, and Social Change: On the Road Teaching Communication and Social Movements

Presenters: Todd Allen, Geneva College
Linda Schifino, Carlow University
This short course offers promising practices for teaching courses in Communication and Social Movements and is perfect for those who are looking for innovative ideas to engage students in social movements rhetoric. The instructors will discuss a social movements course developed around the “Returning to the Roots of the Civil Rights Movement” tour one of them created, offering reading and assignment suggestions and sharing lesson learned.

SAT 9:00-10:15 a.m.   Georgetown B

What’s in a Word? The Power of IMC

Sponsor: Applied Communication
Chair: S. Alyssa Groom, Duquesne University
Respondent: S. Alyssa Groom, Duquesne University

Panelists: Beth E. Michalec, Duquesne University
Anthony M. Wachs, Duquesne University
Kasey J. Clawson, Duquesne University

This panel examines Integrated Marketing Communication through lenses of word-of-mouth marketing, semantics, and branding as relevant to the consumer marketplace. Integrated Marketing Communication exerts power in a cluttered marketplace by coordinating efforts to create a consistent message that meets the consumer where he/she exists. These messages can transcend the initial communication experience to create long-term consumer relationships.

SAT 9:00-10:15 a.m.   Georgetown C

Forensics, Debate and Politics

Sponsor: Argumentation and Forensics
Chair: Neil Butt, Vanderbilt University

Argumentation and Forensics scholars often argue that debate and forensics both prepare students for political participation and inoculate students against propaganda, demagoguery, etc. in political communication. Given this year’s theme: “Communication and Power: From Classrooms to Politics” the participants would like to discuss ways participation in forensics and debate prepare students for political participation.
SAT 9:00-10:15 a.m. Adams

Politics in the Potomac Region

Sponsor: Political Communication
Chair: Theodore F. Sheckels, Randolph-Macon College
Panelists: Richard E. Vatz, Towson University
Darrell G. Mullins, Salisbury University
Theodore F. Sheckels, Randolph-Macon College
Trevor Parry-Giles, University of Maryland
Kathleen Kendall, University of Maryland
Janette Kenner Muir, George Mason University
Robert Patterson, University of Virginia
Carl T. Hyden, Morgan State University

This roundtable will explore campaigns throughout the Potomac Region: the Maryland gubernatorial race; the slots referendum in Anne Arundel County, Maryland; the Democratic mayoral primary in Washington, D.C.; the West Virginia U.S. Senate race; local races of note in Virginia; and Virginia Attorney General’s campaigns against “Obamacare” and global warming research. The dynamics of these campaigns will be noted as well as how they are similar to and different from national ones.

SAT 9:00-10:15 a.m. Jackson

Power, Memory, and Rhetorical Narratives

Sponsor: Rhetoric and Public Address
Chair: Kristy Maddux, University of Maryland
Respondent: Kristy Maddux, University of Maryland

“American Projector: S. W. Boggs and the Cartographic Vision of the State Department in the Early Cold War”
Timothy Barney, University of Maryland

“J. Edgar Hoover and the Case of the Narrated Spectacle: Media Control and Undemocratic power”
Stephen Underhill, University of Maryland

Daniel E. Stofleth, Syracuse University
“Rhetorical Bullying: Silencing the Other through Free Speech”
Ken Bohl, Duquesne University

SAT 9:00-10:15 a.m. Madison

2012 Program Planners II Meeting

Presiding: Nancy J. Willets, ECA First VP Elect, Cape Cod Community College

Maureen Minielli, ASHR, Kingsborough Community College
Tatyana Dumova, Applied Communication, Point Park University
Carl T. Hyden, Argumentation and Forensics, Morgan State University
Kristen Campbell Eichhorn, Communication Administration, SUNY Oswego
Rod Carveth, Communication and Technology, Fitchburg State College
Harvey Jassem, Communication Law and Ethics, University of Hartford
Andrew S. Rancer, Communication Traits, University of Akron
Jessica Papajcik, Community College, Stark State College
Jay Baglia, Health Communication, Kutztown University
Martin Levinson, Institute of Semantics
Stephanie Shimotsu, Instructional Communication, West Virginia University
Kathleen Glenister Roberts, Intercultural Communication, Duquesne University
Aimee Miller, Interpersonal Communication, University of Hartford
Andree Elise Comiskey Betancourt, Interpretation and Performance Studies, Independent Scholar
Erik Garrett, Kenneth Burke, Duquesne University
Leeanne M. Bell, Lambda Pi Eta, Stevenson University
Marsha Ducey, Media Communication, The College at Brockport, SUNY
Thom Gencarelli, Media Ecology, Manhattan College
James M. Durbin, Nonverbal Communication, West Virginia University
Rebecca M. Chory, Organizational Communication, West Virginia University
Kristen Lynn Majocha, Philosophy of Communication, University of Pittsburgh at Johnstown
J. Kanan Sawyer, Political Communication, West Chester University
Christine Hirsch, Rhetoric and Public Address, SUNY Oswego
Mary Braz, Theory and Methodology, West Chester University
Lorin Basden Arnold, Voices of Diversity, Rowan University
SAT 9:00-10:15 a.m.  Monroe

**Public Relations Theory, News Media Research, and Activist Publics**

Sponsor: Theory and Methodology  
Chair: **Christine Pease-Hernandez**, Slippery Rock University  
Respondent: **Susan A. Jasko**, California University of Pennsylvania

“Public Relations Theory: Synthesis and Future Directions”  
**Deanna F. Womback**, Kennesaw State University

**Norman E. Youngblood**, Auburn University  
**Barbara Bishop**, Auburn University  
**Debra Worthington**, Auburn University

“An Activist Public’s Relationship with its Activist Organization: A Case Study of Amnesty International”  
**Stephanie Madden**, University of Maryland

SAT 9:00-10:15 a.m.  Washington

**Top Three Papers in Organizational Communication**

Sponsor: Organizational Communication  
Chair: **Jason Snyder**, Central Connecticut State University  
Respondent: **Danette Ifert Johnson**, Ithaca College

“From the Mouths of Babes: Exploring Families’ Career Socialization of Young Children in China, Lebanon, Belgium, and the United States”  
**Patrice M. Buzzanell**, Purdue University  
**Brenda L. Berkelaar**, Northeastern University  
**Lorraine Kesselburgh**, Purdue University

“A Comparison of Male and Female Use of Humor in the Workplace”  
**Katie Danieu**, Canisius College  
**Melissa Bekelja Wanzer**, Canisius College  
**Rosanne Hartman**, Canisius College
“A Case Study Analysis of the Communicative Rules and Resources of an Effective Global Virtual Team”
Muriel Scott, University of Albany, SUNY

Coffee Café III  Sponsored by University of Delaware

Competitive Undergraduate Poster Session

Chair: Cary Horvath, Youngstown State University

Reviewers: Catherine Brobston, University of Delaware
Alex Campbell, University of Delaware
Alyssa Cella, University of Delaware
Jennifer Fry, University of Delaware
Ashton Gerding, University of Delaware
Chris Geyer, University of Delaware
Michelle Hector, University of Delaware
Rhiannon Kallis, University of Delaware
Tanya Kang, University of Delaware
Dante LaPenta, University of Delaware
Brittany Richter, University of Delaware
Kayla Steele, University of Delaware

“The Significance of Family Stories: An Analysis of Storytelling and Other Meaning Making Processes”
Hannah Ball, Canisius College

“How to Slay the Monster of AIDS: A Rhetorical Analysis of Mary Fisher’s Speech ‘A Whisper on AIDS’”
Heather Beard, Frostburg State University

“Slogans, Flourishes and Passion: How Politicians Chart Their Path From Hopefuls to Candidates: Establishing Premises of Agreement in Presidential Announcement Speeches”
Emma Bloomfield, Northeastern University
“Communication After Sexual Intimacy Between Cross Sex Friends”
Renee Chapman, Bryant University
Ryan Maloney, Bryant University

“Communication Training: Effective Communication between Patients and Physicians”
Anna Chicone, SUNY Oswego

“Nonverbal Communication in Romantic Relationships; Flirting”
Nicole Del Negro, James Madison University

“Living the Blind Review Process: My Experience as an Editorial Assistant”
Rebecca DiClemente, West Virginia University

“The Relationship Between Intercultural Communication Apprehension, Ethnocentrism, and Intent to Study Abroad”
Sean Donahue, Bryant University
Erin DeVito, Bryant University

“Long Distance Dating Relationships of College Women and Maintenance Behaviors”
Madeline Fiore, James Madison University

“The Power of Appearance: Gender and Age Stereotypes and Preferences by Occupation”
Kaely Hawkins, Youngstown State University
Taylor Daugherty, Youngstown State University
Caitlin Hjerpe, Youngstown State University
April Shirley, Youngstown State University
Matt Browning, Youngstown State University
Dan Gillam, Youngstown State University

Lauren Kornegay, Morgan State University

“Family Communication Patterns and Adolescent Drinking Behavior”
LuAnn LaCava, James Madison University

“Spiritual Communication: Empowering Individuals In A Media Dominant World”
Ally Mielnicki, Stonehill College

131
“Reality Television Viewing and the Frequency and Nature of Viewers’ Gossip”
Megan Bassick, University of Hartford
Ilene Freeman, University of Hartford
Kim Bifulco, University of Hartford
Samantha Carlson, University of Hartford
Aimee Miller, University of Hartford
Lindsey Schmaltz, University of Hartford

“IEP Students Describe The IEP Experience: Language Surrounding the IEP”
Cassandra Moore, James Madison University

“The Image of the African American Male: The Wire, Season Four”
Lindse Owens, Johnson C. Smith University

“The Importance of Understanding College Student Discourses in Communication with Parents”
Roseann Pluretti, SUNY Geneseo

“Communication Training: Got a TA… Who Cares?”
Marissa Pytlak, SUNY Oswego

“Impression Management: How An Individual’s Verbal and NonVerbal Qualities Affect the Way They’re Treated”
Dan Simone, Ramapo College of New Jersey

“Las Muertas de Juarez: Mexico’s Dirty Little Secret”
Erica Slocum, Ramapo College of New Jersey

“International Health Campaign: The Girls Power Initiative (GPI)”
Diane Szulecki, Ramapo College of New Jersey
Heidi Schmidt, Ramapo College of New Jersey
Laura D’Agostino, Ramapo College of New Jersey

“A Dynamic Process: The Negotiation of Gender Power in Male Female Hip Hop Collaborations”
Lin Wang, University of Maryland

“Communication Training: Student Advisor Relationship”
Katrina Webber, SUNY Oswego

“College Students’ Self Disclosure and Self Presentation on Facebook”
Kristin Wood, James Madison University
Jill Wootten, McDaniel College

SAT 10:30-11:45 a.m. Potomac A

Top Competitive Papers in Intercultural Communication

Sponsor: Intercultural Communication
Chair: Stephanie Shimotsu, West Virginia University
Respondent: Sarah Ryan, The University of Texas at El Paso

“The Effect of Cultural Congruency, Communication, and Work Alienation on Employee Satisfaction and Commitment in Mexican Organizations”
Paul E. Madlock, Texas A&M International University

“Revisiting Asiacentricity: Toward a Dialectical Approach to Theorizing Negotiation of Asian American Identities”
Shinsuke Eguchi, Howard University

“Analysis of Individual and Power-Distance Cultural Dimensions Between the U.S. and New Zealand in Ethical Responses”
Susan M. Fredricks, Pennsylvania State University, Brandywine
Elspeth Tilley, Massey University

“His, Hers, or Ours?: How Interracial Couples Negotiate the Complex Components of Educational Choice for their Children”
Bessie Lee Lawton, West Chester University
Anita Foeman, West Chester University
Laura Brown, West Chester University

SAT 10:30-11:45 a.m. Potomac B

Communication and Power: Diversity as Leverage in the Classroom and Beyond

Sponsor: Voices of Diversity
Chair: Felicia Stewart, Clayton State University
Respondent: Heather E. Harris, Stevenson University

“Voices from the Margins: Embracing a Diversity-Responsive Pedagogy”
Deric M. Greene, Stevenson University
“Multifaceted Assignments Utilized to increase Student Awareness and Understanding Diversity”
Kimberly Moffitt, University of Maryland Baltimore County

“Intercultural Communication: Connecting through New Media Technology”
Nsenga K. Burton, Goucher College

The benefits of diversity are far reaching. Whether providing varied perspectives to problem-solving, affording opportunities for reflection and introspection, centering marginalized voices, or correcting presumptions, a respect for the beauty of diversity is essential toward bringing dominant and non-dominant groups to a place of shared power. In the classroom and beyond, through traditional and new means, promoting diversity in all forms as a core component to social growth and understanding, remains vital despite the arena.

SAT 10:30-11:45 a.m. Potomac C

Absurdity, Rhetoric, and Love: Intersections in the Study of Philosophy of Communication

Sponsor: Philosophy of Communication
Chair: John H. Prellwitz, University of Pittsburgh at Greensburg

“Albert Camus and the Metaphor of Absurdity”
Brent C. Sleasman, Gannon University

“Plato’s Phaedrus: A Theory of Noble Rhetoric”
Ken Bohl, Duquesne University

“Love and Rhetoric in Plato’s Phaedrus”
Joel S. Ward, Duquesne University

This panel features three competitive papers from the Philosophy of Communication I Interest Group that discuss the work of Albert Camus and Plato as it relates to the study of philosophy of communication.
The Power of Mentorship: Celebrating Jane Blankenship’s Life as a Teacher and Scholar

Sponsor: First Vice President
Chair: Janette Kenner Muir, George Mason University
Panelists: Eric Metcalf, York College-CUNY
Cindy White, Central Connecticut State University
Janis Edwards, University of Alabama
Anita Taylor, George Mason University

As both a former ECA and NCA President, Jane Blankenship has had a powerful impact on our discipline and on the study of rhetoric, language and politics. Through many distinguished awards and recognitions, what stands out about Jane is her long-term commitment to mentoring students and colleagues alike. ECA has specifically acknowledged her contributions through the Eckroyd Teaching award, the Distinguished Service award and, most recently, the Centennial Scholar award. Her commitment, spanning forty-plus years in the association, has impacted many people along the way, empowering them to come to their own terms about the centrality of communication in their lives.

To celebrate Dr. Blankenship’s years of contributions to ECA, colleagues, former students, and friends will share stories about how she has impacted their lives. Audience members are invited to share their stories as well.

Power in the Polars: Rhetoric’s Use in Presidential and Activist Campaigns

Sponsor: Undergraduate Scholars Conference
Chair: Matthew T. Althouse, The College at Brockport, SUNY
Respondent: Christopher A. House, University of Pittsburgh

“Symbolic Action For Underdogs”
Liam Stryker Fayle, The College at Brockport, SUNY

“Understanding America in the Beginnings of Progressivism: Through the Lens of Aristotle’s Traditional Criticism”
Anna Rose, The College at Brockport, SUNY
“Defining a Subculture: “Tuning in” to the Rhetorical Techniques of Timothy Leary”
Sarah Ordway, The College at Brockport, SUNY

“A Neo-Aristotelian Criticism of Franklin D. Roosevelt’s Defense and Wartime Speeches”
Daniel Grashof, The College at Brockport, SUNY

Every man and woman wants influence. But can they have it? This panel argues that rhetoric is active at both ends of the social spectrum – from the Oval Office to city streets – and examines the forms it takes at those extremes. The discussion involves a comparison and contrast of rhetoricians at various positions in society and seeks to understand how they negotiate their unique circumstances. Talks will touch on rhetoric’s potential not only to create power imbalances but to destroy them as well.

SAT 10:30-11:45 a.m.  Francis Scott Key B

Rhetorical Dimensions in Historic and Modern Social Movements

Sponsor: Undergraduate Scholars Conference
Chair: Jean Costanza Miller, The George Washington University
Respondent: Heather Stassen-Ferrara, Hamilton College

“Biological Discrimination: The Flawed Rhetoric of Gender in Feminist Movements”
Sara Marron, St. John’s University

“Women’s Manipulation of the Media during the Temperance Movement”
Christopher Confrey, Stonehill College

“A Radical Body: Performed and Constructed Identities of Earth First!ers”
Alex Davenport, James Madison University

“How the Swadeshi Movement: Gandhi’s Utilization of Propagandizing Speech-acts”
M. Chad Shank, The College of William & Mary

SAT 10:30-11:45 a.m.  Georgetown A

Short Course
Not Public Speaking – Not Business Writing: Business Communication for the Millennial Generation

Presenters: J. Kanan Sawyer, West Chester University
Pamela Marshall, Rowan University
Teaching business communication is a challenge. This is a corporate focused communication course that must cover all the aspects of public speaking without being a public speaking class, can touch on resumes or cover letters but is not a business writing class, and now must adapt to the needs of a new generation of students as they enter an ever-changing corporate world. This short course will offer instructors a thorough body of literature, strategies, advice on use of modern corporate technology, and step-by-step procedures teaching a millennial focused business communication curriculum.

SAT 10:30-11:45 a.m.  Georgetown B

(Non)Traditional Role Power and the Family

Sponsor: Applied Communication
Chair: Janie Harden Fritz, Duquesne University
Respondent: Janie Harden Fritz, Duquesne University

Panelists: Erik A. Garrett, Duquesne University
Naomi Bell O’Neil, Clarion University
Annette M. Holba, Plymouth State University
Anthony M. Wachs, Duquesne University

These presentations will apply various methodological analyses of different family roles and notions of power differential for practical application in the contemporary family. In particular, panelists will focus their analyses on (non)traditional roles that commonly are left out of the conventional analysis of family communication. Historically roles such as grandparents and stay-at-home fatherhood have been linguistically erased from the theoretical literature despite the increase in these roles frequency in the current Western family construct.

SAT 10:30-11:45 a.m.  Georgetown C

Coaching, Teaching, and Life: A Roundtable on Balancing Coaching with other Demands

Sponsor: Argumentation and Forensics
Chair: Neil Butt, Vanderbilt University

This panel is designed to be a roundtable discussion, with coaches from individual events and various forms of debate sharing their experiences with the difficulties of balancing competing demands and perhaps offering each other suggestions and advice for coping with such demands.
Nominating Committee

Presiding: Candice Thomas-Maddox, Ohio University-Lancaster

One representative from every interest group (chair or a designated representative).

The Social Benefits of the Internet, Second Life, and MMOGs

Sponsor: Communication and Technology
Chair: Matthew J. Smith, Wittenberg University
Respondent: Jack Ciak, Seton Hill University

“Finding Social Support in Second Life”
Sara Green-Hamann, University of Maine
John C. Sherblom, University of Maine

“Reading Clouds: A semiotic analysis of group tag clouds on Flickr”
Jason Edward Archer, Central Piedmont Community College

“The Power of Social Capital in MMOGs: Cooperative Behaviors and Cryonism in World of Warcraft”
Mark C. Meachem, Dominican College

Going to Law School in the Post Millennial Decade

Sponsor: Communication Law and Ethics
Chair: Donald A. Fishman, Boston College
Panelists:  
Victoria Matese, Georgetown Law School (3rd Year)  
Portia Roundtree, Georgetown Law School (2nd Year)  
Thomas Flynn, Slippery Rock University  
Lisa M. Cuklanz, Boston College  
Martin Wallenstein, John Jay College  
Susan J. Drucker, Hofstra University

Law school has been a population destination for students with an undergraduate degree in Communication. But the “Great Recession” has forced law firms, law schools, and communication law faculty to address key questions about the nature and scope of legal education, including questions about skills, specialization, and hiring practices. This panel is designed to address questions about going to law school in the post-millennial decade.

SAT 10:30-11:45 a.m.  
Lincoln

**Positions of Power in the Medical Narratives: Ethical and Social Challenges for the Changing Physician/Patient Relationship**

Sponsor:  
Health Communication

Chair:  
**Susan M. Wieczorek**, University of Pittsburgh-Johnstown

“Lo and Behold”  
**E. Phillips Polack**, West Virginia University

“The Anemic Narrative: Will the Electronic Health Record Reduce the Patient Narrative to a Footnote?”  
**Valerie Satkoske**, University of Pittsburgh

“Medical Cyber-Ethics: The Right to Optimum Patient Care Through On-line Communication”  
**Susan M. Wieczorek**, University of Pittsburgh-Johnstown

As history often informs ethical discourse, this panel examines how the physician/patient relationship has faced significant shifts in power over the past forty years, especially in light of the newly mandated electronic medical records. Through the eyes of a physician, bioethicist, and communication scholar, the text-box mentality of computerized medicine is juxtaposed against the fundamental, face-to-face medical interview in hopes of preserving patient voice through carefully constructed, accurate, and rich patient narratives.
SAT 10:30-11:45 p.m. Madison

**From Classrooms to Politics: Communication Trait Research**

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

“The Evolution of Communication Trait Research”  
**James C. McCroskey**, University of Alabama at Birmingham

“Specific Research Domains of Communication Trait Research”  
**Andrew S. Rancer**, University of Akron

“Communication Traits in Organizational Communication Research”  
**Theodore A. Avtgis**, West Virginia University

“Communication Traits in Instructional Communication Research”  
**Matthew M. Martin**, West Virginia University

“The Measurement of Communication Traits”  
**Charles J. Wigley III**, Canisius College

SAT 10:30-11:45 a.m. Monroe

**Emotion, Power and Nonverbal Behaviors**

**Sponsor:** Nonverbal Communication  
**Chair:** Christine Hirsch, SUNY Oswego

“Nonverbal power in the classroom: Exploring the nature and the impact of student nonverbal behaviors on instructor motivation and job satisfaction”  
**Jennifer Knapp**, SUNY Oswego

“Organizations and the emotional power of micro-inequities: The many mini ways we manipulate.”  
**Jessica Reeher**, SUNY Oswego

“Relational power: How photos put faces to victims, and named Domestic Violence a crime.”  
**Christine Hirsch**, SUNY Oswego
“Beyond culture: Nonverbal expressions of emotion and power in documentary film”  
**Jane Winslow**, SUNY Oswego

“Intercultural power and nonverbal behaviors: Negotiating the nonverbal minefield as a Korean in America”  
**Taejin Jung**, SUNY Oswego

When nonverbal behaviors – widely known to carry the emotional baggage of communication interactions – are studied with an eye to presentation and representations of power, a rich tapestry is created that illustrates how very central to our social being is the experience and expression of power. Panelists will share their research, expertise, and firsthand experience of nonverbal communication as a carrier of emotionally power-laden meaning in the classroom, the organization, interpersonal relationships, film, and intercultural contexts.

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**SAT 10:30-11:45 a.m.  Washington**

**AMC and HBO “Quality Television” Series: Powerful Themes, Fandom, and Online Presence**

**Sponsor:** Media Communication  
**Chair:** **Andree E. C. Betancourt**, Independent Scholar  
**Respondent:** **Celeste Lacroix**, College of Charleston

“Capturing the Carousel: Mad Men and the Power of Kodak Moments”  
**Andree E. C. Betancourt**, Independent Scholar

“The Men and Masculinities of Bored to Death”  
**Derek Bolen**, Wayne State University

“An Examination of Breaking Bad’s Webisodes”  
**Rod Carveth**, Fitchburg State University

“Story Matters Here: AMC Fandom and Quality Television”  
**Michael Meadows**, Fisher College

“Vacancy, Space Claiming, and the City as Visualized in HBO’s The Wire”  
**Katie Kavanagh O’Neill**, University of Pittsburgh

These presentations analyze “quality television” programs, including AMC’s Breaking Bad and Mad Men and HBO’s Bored to Death and The Wire. The presentations focus on powerful themes that emerge in specific series, ranging from nostalgia to queer masculinities to urban blight. In addition, several of the presentations foreground the
prominent roles that online programming and fandom play in the celebration and critique of the AMC and HBO series.

SAT 12:00-1:15 p.m.   Potomac D

P.R.I.D.E.: Practical Resources in Diversity Education

Sponsor:       Voices of Diversity
Chair:         Cerise L. Glenn, University of North Carolina at Greensboro
Respondent:    Lorin Basden Arnold, Rowan University

“Practical Application of the Intercultural Communication Theory for a Final Assignment Assessment”
Carole Bennett, Oakland Community College-Orchard Ridge Campus

“Creating an In-Class Conference to Explore Cultural Issues in the News”
Anita K. Foeman, West Chester University

“Understanding Intersectionality: Race, Class, and Gender in Daddy’s Little Girls”
Cerise L. Glenn, University of North Carolina at Greensboro
Melinda Alston, University of North Carolina at Greensboro

“Socialization and Culture Mediate Perception on The View: The N-Word During Daytime TV”
Truman R. Keys, Western Connecticut State University

“‘The Panel’: A Speech Codes Activity”
Celeste Lacroix, College of Charleston

“20th Century Moral Thinkers: Communicating Ethically, What’s Wrong with That?”
Annette D. Madlock Gatison, Southern Connecticut State University

“Family in the Mirror: Examining the Diversity of the ‘Nuclear’ Family Structure in the United States”
Kesha M. Morant Williams, Eastern University

In this roundtable, instructors will present activities that incorporate diversity into a variety of classes to help students understand key principles regarding diversity and difference. Communications courses addressed include the basic course, Intercultural Communication, Interpersonal Communication, Women’s Studies, Communication Theory, Family Communication, and Ethics. The presenters will provide a detailed overview of their activities with tips for moderating classroom discussion. Handouts describing the activities will be distributed to attendees.
SAT 12:00-1:15 p.m. Francis Scott Key A

Interpersonal Communication Among College Students

Sponsor: Undergraduate Scholars Conference
Chair: Sheryl Friedley, George Mason University
Respondent: Lea P. Stewart, Rutgers, The State University of New Jersey

“Friends vs. Roommates Conflict Management Styles: A Survey Analysis”
Erika Lupacchino, James Madison University
Sandrine Heeren, James Madison University
Rachel Northridge, James Madison University
Taylor Simon, James Madison University

“Effective Communication Strategies in Persuading Safe Sex Behavior”
Cindy Sordo, McDaniel College

“Alcohol Talk: On the College Campus”
Kaitlin Gragnano, James Madison University
Molly McDonald, James Madison University

SAT 12:00-1:15 p.m. Francis Scott Key B

Rhetoric and Power: From Self-Help Gurus to Modern Politicians

Sponsor: Undergraduate Scholars Conference
Chair: Joel S. Ward, Duquesne University
Respondent: Annette M. Holba, Plymouth State University

“Four Questions: Dangerous Rhetoric - Propaganda, Ethics and the Quest for Power”
Irene Schafer, SUNY New Paltz

“The Face of Barbarity: A Case of International Agenda-Setting”
Peter Wayner, SUNY Geneseo

“Communication and Power: Plutocratic Hegemony and Political Discourse”
Jacob Fedechko, University of Maryland
Sean Vandenberg, University of Maryland

“Under the Master’s Spell: A Narrative Exploration of the Self Help Guru and his Neophyte”
Jackson Coakley, Rochester Institute of Technology
Short Course – Race and Cultural Communication in the Classroom: Empowering Cultural Competency

Presenter: Joanne Washington, Clarion University of Pennsylvania

This course will provide instructors with strategies and techniques that will empower the “minority” student and insure the instructor’s cultural communication competency in diverse classroom settings. All students benefit from increased student participation and success in cross-racial and culturally diverse educational environments. Attendees will have the opportunity to apply these techniques to their course designs and classroom teaching. Attendees will also examine how pop culture – especially hip-hop – has influenced the college classroom.

Applying Theory and Shifting Power: Research and Practice in the Study of Text Messaging and Communication

Sponsor: Applied Communication
Chair: Kara A. Laskowski, Shippensburg University
Panelists: Bradley Keefer, Shippensburg University
Amanda Redano, Shippensburg University
John Dyson, Shippensburg University
Kristina Grussenmeyer, Shippensburg University

What do you get when you cross senior communication studies undergraduates, a technophobic professor, texting, and a research methods course? An invitation to participate! This roundtable uses a class project as the frame for discussion. Roundtable and audience members will consider multiple layers of power (of faculty, students, and Participants), and the implications (in teaching, technology, and applied communication) for the “myriad enactments of power in the academy and modern society.”

Body, Performance and Power: Critical Issues in the Politics of (Re)presentation

Sponsor: Interpretation and Performance Studies
Chair: Mary Mino, Pennsylvania State University, DuBois
Respondent:  **Valerie Lynn Schrader**, Pennsylvania State University, Schuylkill

**Shinsuke Eguchi**, Howard University

“My Pregnant Teacher’s Body: Performing the Boarders between Academia and Motherhood”
**Dawn Lovegrove**, University of Massachusetts - Amherst

“Pink Justice: Corporeal Actions and the Creation of Civic Knowledge through Performance”
**Katie Irwin**, University of Maryland

* Student paper  **Student debut paper

SAT 12:00-1:15 p.m.   Jackson

**Community Across Time and Tech: Questioning the Role of Media in Community Formation**

Sponsor:  Communication and Technology
Chair:  **Amanda Rotondo**, Rensselaer Polytechnic Institute
Respondent:  **Tatyana Dumova**, Point Park University

“Creating a Place for One’s Self Through Empathic Expression”
**Amanda Rotondo**, Rensselaer Polytechnic Institute

“Obama’s Lieux de Memoire: Unification through Minority Memory”
**Gaines Hubbell**, Rensselaer Polytechnic Institute

“The Mod Squad: Examining Hive Production in a Modding Community”
**Eric Newsom**, Rensselaer Polytechnic Institute

In the age of mass media, the concept of community is no longer strictly a domain of the local, but community remains an integral part of the human experience. Papers in this panel emphasize the role that media play in bridging the gap between individual and community and how the nature of those media affects the manifestation of identities within those communities formed.
Empowering the Student through Transformational Learning: One Department’s Quest to Connect Theory and Practice

Sponsor: Instructional Communication
Chair: Rosanne Hartman, Canisius College

“Communicating Transformational Learning: Issue of Definition and Implementation”
Andrew P. Herman, SUNY Geneseo

“From Passive Reader to Active (and Empowered) Explorer: Engaging in Collaborative Research as a Transformational Experience”
Meredith Marko Harrigan, SUNY Geneseo

“Leveling Town/Gown Power Differentials through Transformational Learning Experiences”
Mary L. Mohan, SUNY Geneseo

“Turning Theory into Practice: Commitment to Transformational Learning in the Process of Institutional Self-Study”
Joseph A. Bulsys, SUNY Geneseo

Transformational learning has become a frequent discussion topic on many college campuses. Unfortunately, it is not always clear what transformational learning should look like or produce in a student. Given the current enthusiasm regarding transformational learning, it is appropriate for communication educators to discuss what transformational learning means, how it may be effectively implemented in our discipline, and how we can measure that effectiveness. This roundtable discussion creates a setting to encourage that discussion.

ECA Past Officers Luncheon
SAT 12:00-1:15 p.m.  Monroe

Contributed Papers in Health Communication

Sponsor: Health Communication
Chair: Megan Dillow, West Virginia University

“Coping with the Ultimate Deprivation: Narratives Themes in a Parental Bereavement Support Group”
Laura R. Umphrey, Northern Arizona University
Joanne Cacciatore, Arizona State University

“Psychological Reactance and Effects of Social Norms Messages Among Binge Drinking College Students”
Taejin Jung, SUNY Oswego
Woomi Shim, Florida State University
Thad Mantaro, SUNY Oswego

“The Benefits of Volunteering in Hospitals: A View from Multiple Perspectives”
Allyson Matlock, Canisius College
Melissa Bekelja Wanzer, Canisius College

Christina N. Anderson, Coastal Carolina University
Seth M. Noar, University of Kentucky
Brandi D. Rodgers, University of Wisconsin

SAT 12:00-1:15 p.m.  Washington

“With Great Power Comes . . .”: Comic Book Adaptations within Other Media

Sponsor: Media Communication
Chair: Matthew J. Smith, Wittenberg University
Respondent: Jeffrey A. Miller, Utica College

“How Could You Let This Happen”
Scott Daniel Boras, Arizona State University

“Remixing Comics in Virtual Reality”
Joseph S. Clark, Florida State University
The contents of comic books and graphic novels are eagerly being adapted into multiple media platforms. Media producers, emboldened by critical and commercial successes like The Dark Knight, are mining the comics industry for its rich mythology (e.g., Disney’s acquisition of Marvel Comics). The panelists explore how the adaptation of comics’ content for other media, from major Hollywood films to video games, impacts the wider culture and how the exchange affects the comics industry itself.

SAT 1:30-2:45 p.m.    Potomac A

Language and Power: Lessons for Intercultural Communication

Sponsor: Intercultural Communication
Chair: Maurice L. Hall, Villanova University
Respondent: Maurice L. Hall, Villanova University

“Ave et/ond Hwæt: Tracing the Development of the Latin Language in Anglo-Saxon England”
Brian Gilchrist, Duquesne University

“François 1e, the Unification of the French Language, and French Ethnolinguistic Nationalism”
Chelsea R. Binnie, Duquesne University

“The Power of Apocalyptic Rhetoric: Injecting Order into a Chaotic World”
Anne Czerwinski, University of Pittsburgh at Greensburg

“The Berlin Wall and Alterity of the German Language”
Jen Jones, Duquesne University

“The Role of ‘Word/Sound/Power’ in Rastafarian Politics and its Theory of the Babylonian Conspiracy”
Clifford T. Manlove, Pennsylvania State University, Greater Allegheny

“Social Boundaries and Cultural Dynamics: The Emergence of Deep Maya”
Marianne Pabis, Duquesne University
The Power of Creativity and Expression: A Celebration of Floyd D. Anderson’s Career

Sponsor: First Vice President
Chair: Matthew T. Althouse, The College at Brockport, SUNY

“Shaping ‘Superior’ Minds: Floyd The Teacher”
Christopher A. House, University of Pittsburgh

“‘So, Matt, Here’s What We Need To Do’: Floyd The Mentor”
Matthew T. Althouse, The College At Brockport, SUNY

“A Department’s Advocate: Floyd The Colleague”
Monica Brasted, The College at Brockport, SUNY

“From The Arbor Picta To Pentadic Cartography: Floyd the Scholar”
Lawrence J. Prelli, University of New Hampshire

“Floyd’s Journey: The Prentice Years! The Wilderness Years! The Genius Years! The Sage Years!”
Andrew King, Louisiana State University

For more than forty years, Floyd D. Anderson served the field of communication with distinction. He taught at the University of Arizona, the University of Virginia, and The College at Brockport. He served as President of ECA. He published over 30 essays in rhetorical theory and criticism. Now, he is retiring. Participants in this panel laud Professor Anderson’s accomplishments and invite you to celebrate with them.

Media, Marketing, and Advertising: Communication and Power

Sponsor: Undergraduate Scholars Conference
Chair: Kathy Brown, Pennsylvania State University
Respondent: Jeanne M. Persuit, University of North Carolina at Wilmington

“See One Thing, Report Another: How Media Portrayals Distort the Effects of Mega-Events”
Terrance Carroll, SUNY Geneseo
This panel examines the power that print and electronic media have in our society and how organizations often use this power to persuade, distort, and manipulate.

SAT 1:30-2:45 p.m.   Francis Scott Key B

**Coaches, Fans, Broadcasters, and Communication**

Sponsor: Undergraduate Scholars Conference  
Chair: Richard Ziemer, Delaware Valley College  
Respondent: Audra L. McMullen, Towson University

“Coaches Use of Affinity-Seeking Strategies and the Affect on Player’s Satisfaction”  
**Benjamin E. Faro**, Eastern University  
**Julie W. Morgan**, Eastern University

“In It to Win it: How Motivated Players Feel to Perform Based on Perceived Coaches Communication Competence”  
**Rashida Watson**, Morgan State University

“The Credibility of Female Sports Broadcasters: The Perception of Gender in a Male-Dominated Profession”  
**Amanda Gunther**, Wilkes University  
**Daniel Kautz**, Wilkes University  
**Allison Roth**, Wilkes University

“Athletes, Media, and the Fans: Friends or Foes”  
**Lisa Futterman**, James Madison University

Whether looking at the coach-player interaction or how people perceive and understand mediated reporting on sports, these four papers examine the intersection of modern athletics and communication.
SAT 1:30-2:45 p.m.  Georgetown A

Short Course
Empowering Professionals: Adapting Classroom Instruction to “Real World” Training

Presenters:  Jean Costanza Miller, The George Washington University
Christine Clapp, Spoken With Authority
Andrew Jared Critchfield, Communication and Culture Consulting

This course is designed for communication scholars who engage in communication skills training outside of academic settings, and those who would like to develop such training programs. Presenters will address the adaptation of classroom instruction experience to training programs designed to empower people in contexts including business, politics, diplomacy, and volunteer work. Topics will include the rationale for developing particular types of training programs, tips for successfully training individuals and groups in a variety of contexts, and sample facilitation activities.

SAT 1:30-2:45 p.m.  Georgetown B

A Chair’s Guide to External Evaluation:
Preparing for, Working through, and Responding to the Consultant’s Visit

Sponsor:  Communication Administration
Moderator:  Matthew J. Smith, Wittenberg University
Panelists:  Kristen Campbell Eichhorn, SUNY Oswego
Deirdre D. Johnston, Hope College
Lisa Sparks, Chapman University
John C. Sherblom, University of Maine
Sally Vogl-Bauer, University of Wisconsin-Whitewater

Bringing a consultant to campus for external evaluation of your program can be a daunting undertaking, especially for the novice chair. The Participants in this roundtable will discuss best practices in readying oneself and one’s department for the external review based on their experiences as chairs who have undergone the process and consultants who have conducted reviews of other programs.
SAT 1:30-2:45 p.m.  Georgetown C

Diversifying the Communication Classroom: Teaching and Learning Strategies of Future Faculty

Sponsor: Instructional Communication
Chair: Sheena C. Howard, Shippensburg University

“Utilizing Technology to Diversify Journalism and Mass Communication Education”
Jayne Cubbage, Howard University

“Free to be Me: The Value of Computer Mediated Communication in Improving Presence and Accommodating Diversity in the Classroom”
Mackenzie Jordan, Howard University

“It’s Not Just a Movie: Fostering Critical Thinking in the Media History Classroom”
Nicole Files-Thompson, Howard University

“The Black Female Professor and Her Students: Teaching Feminist Pedagogy to Liberate a Classroom”
Elizabeth Okigbo, Howard University

“Teaching Gender and Sexual Identities: A Truly Multicultural American Classroom”
Shinsuke Eguchi, Howard University

This panel discussion, led by a group of doctoral scholars, will address the pedagogical implications of both diversifying teaching and learning in the classroom, as well as diversity in academia. The discussants will explore fresh ideas and theories on the changing climate of higher education by engaging a breadth of topics from technology and social networking in the classroom, to afrocentricity, feminism, and issues of sexuality and gender in a multicultural classroom.

SAT 1:30-2:45 p.m.  Adams

Studies in Historical Rhetoric

Sponsor: American Society for the History of Rhetoric
Chair: Mary Mino, Pennsylvania State University, DuBois
Respondent: Michael Hostetler, St. John’s University
Kevin J. Callahan, St. Joseph College

“Public as a Rhetorical Concept among the Sophists”
David Dzikowski, Pennsylvania State University

“Cross-Examining Scripture: Testimonial Strategies in Thomas Paine’s The Age of Reason”
David C. Hoffman, Baruch College, CUNY

“Women’s Entrance into Entrepreneurial Community: Caroline Churchill’s Colorado Antelope”
Tiffany Lewis, University of Maryland

“Radical Religious Transformations and Feminism in 19th Century Free Methodism”
Christy Mesaros-Winckles, Bowling Green State University

SAT 1:30-2:45 p.m.   Jackson

Symposium: Communicative Power in Communities

Sponsor: Community College Interest Group
Chair: Rebecca M. Townsend, Manchester Community College
Respondent: Nancy J. Willets, Cape Cod Community College
Panelists: Rebecca M. Townsend, Manchester Community College
Susan Drucker, Hofstra University
Gary Gumpert, Urban Communication Foundation
Fatima Hadji, George Mason University

Communication is the academic discipline best suited to strengthening the substantive connection between colleges and communities. There are tremendous opportunities to use this power. Resolving conflicts peaceably and conducting community-based discussions are but two of those catalysts for community growth and change. Attendees at this session will hear from professors who use creative communication approaches to the college-community connection and from institutions that support such work.
SAT 1:30-2:45 p.m.  Jefferson

Empowering Graduate Students: Navigating the Decision Points

Sponsor:  Instructional Communication
Chair:  Rachel L. DiCioccio, The University of Rhode Island
Panelists:  Theodore A. Avtgis, West Virginia University
            Lori Vela, West Virginia University
            Zach Johnson, West Virginia University
            Marisa Geisser, The University of Rhode Island
            Deepinder Janeja, The University of Rhode Island
            Diane Dolphin, The University of Rhode Island
            Gerard Jalette, University of Connecticut

Whether consciously plotted or serendipitously selected, earning a M.A., working toward the Ph.D., and navigating beyond contain points of key decision and influence. From a diverse group of students – M.A. and Ph.D. – and faculty at graduate degree granting institutions, we have experienced a plethora of those turning points, watershed moments, and chance encounters that changed the course pursued. This roundtable will discuss the catalysts that influence these significant decision points.

SAT 1:30-2:45 p.m.  Madison

The Good, The Bad, and The Ugly: Exploring Communication Processes That Help or Hinder Individuals and Relationships

Sponsor:  Interpersonal Communication
Chair:  Robert J. Sidelinger, Oakland University
Respondent:  Candice Thomas-Maddox, Ohio University-Lancaster

“It Would Be Scary Not to Know Anyone.’: Caregiver Confirmation and Children’s Initiation of Kindergarten Transition Topics”
Elizabeth A. Munz, SUNY New Paltz
Steven R. Wilson, Purdue University

“An Examination of the Relationship between Interdependence Theory and Gottman’s Four Horsemen of the Apocalypse in Predicting Divorce” (Debut Paper)
Elizabeth M. Glowacki, Boston College
“(Inter)dependence on Technology in the Home: A Family Systems Approach to Analyzing the Internet’s Impact on the Family” (Debut Paper)
Ashley Driscoll, Boston College

“Jealousy Experience and Expression in Friends with Benefits Relationships: Do Reasons for Involvement in the Relationship Matter?”
Aimee E. Miller, University of Hartford

This panel looks at various communication processes that enable or potentially disable effective personal and relational functioning. Topic areas that will be discussed include the role of confirmation in helping young children transition to kindergarten, the integration of interdependence theory and Gottman’s four horsemen of the apocalypse in predicting divorce, the impact of technology on family systems, and the experience and expression of jealousy in friends with benefits relationships.

SAT 1:30-2:45 p.m.   Monroe

From Changing Attitudes to Changing Actions: Exploring the Organization of Communication Around Violence Prevention Education

Sponsor: Health Communication
Chair: Mark C. Hopson, George Mason University
Respondent: Connie Kirkland, Director of Sexual Assault Services, George Mason University

“Safe Spaces for Dangerous Talk: Organizational Empowerment for Sexual Assault Disclosure”
Paula Baldwin, George Mason University
Jessica Hall, George Mason University
Melissa Mason, George Mason University
Jack Turner, George Mason University

“Awareness Enhances Prevention: An Organizational Discourse Analysis of Sexual Assault Services”
Gina Castle Bell, George Mason University
Elizabeth Whittington, Howard University
Kathryn Nogueira, George Mason University

“Why Should I Care? The Detached Male Voice in Sexual Assault Discourse”
Jill Moss, George Mason University
“Third Party Empowerment: Breaking the Norms of Bystander Apathy”

**Kristina L. Ticknor**, George Mason University

This panel examines the organization of communication around sexual assault services on the college campus. Panelists combine communication theory with sexual violence prevention education/awareness/response efforts to interrogate the following questions: Is sexual violence prevention on the college campus a form of organized communication? Is it rhetorical in nature? Is it based in language? More specifically, panelists discuss the theoretical perspectives which inform, enhance, and complicate discourse at one particular university, and make recommendations to help all students better understand issues of sexual assault.

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SAT 1:30-2:45 p.m.  

**Top Papers in Media Communication**

**Sponsor:**  
Media Communication

**Chair:**  
Lisa Glebatis Perks, Nazareth College

**Respondent**  
Lisa Glebatis Perks, Nazareth College

“Conflicts and Resolutions of Television Siblings as Depicted on Contemporary Family Sitcoms”  
**Nancy Bressler,** University of Hartford

“Form Over Genre: Rhetorical Considerations of Comic Book Narration”  
**Scott Daniel Boras,** Arizona State University

“In Search of Local News: How Readers’ Desire for Information and Entertainment Predicts Their Choice of Online or Print Local News”  
**Tina A. Marsh,** Rochester Institute of Technology

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SAT 3:00-4:15 p.m.  

**National Communication Association Information Panel**

**Panelists:**  
Lynn H. Turner, NCA President, Marquette University  
Rich West, NCA First Vice President, Emerson College  
Steve Beebe, NCA Second Vice President, Texas State University-San Marcos  
Representative from the NCA National Office Staff
Members of NCA’s elected leadership and national office staff provide an overview of The National Communication Association’s history, strategic plan, organizational structure and leadership opportunities. Resources provided by NCA to support professional activity including research and teaching will be discussed. This is an opportunity for a robust conversation about NCA.

SAT 3:00-4:15 p.m.   Francis Scott Key A and B

Top Papers from the James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference (USC)

Sponsor: Undergraduate Scholars Conference
Chair: Jason S. Wrench, SUNY New Paltz
Respondent: Danette Ifert Johnson, Ithaca College

Kelsey Stefanik-Sidener, American University

“Content Analysis of the Portrayal of Muslims in American Media”
Alicia Cagle, Mercyhurst College
Lindsay Cox, Mercyhurst College
Kelly Luoma, Mercyhurst College

“Privacy Setting Awareness on Facebook and Its Effect on User-Posted Content”
Elizabeth Butler, King’s College
Elizabeth McCann, King’s College
Joseph Thomas, King’s College

“Mother-Daughter Dyads: Exploring Communication About Sexual Encounters”
Ginny Wescott, James Madison University

SAT 3:00-4:15 p.m.   Georgetown A

The Power of Persuasion: Campaigns Making Contributions to Communities

Sponsor: Applied Communication
Chair: Lisa E. Baker, Radford University
Respondent: Cheri Hampton-Farmer, University of Findlay
Panelists: Holly Keener, Radford University
Lauren Hammer, Radford University
Melissa Brown, Radford University
Nik Vollten, Radford University

This interactive panel will demonstrate how a theoretical foundation was able to aid in the construction of persuasive communication campaigns. Using their own campaigns as examples, graduate students will discuss how theory lead their campaign projects and impacted such areas as identifying a target audience, message development, selection of media channels, and implementation. Panelists will provide suggestions on how instructors can incorporate applied communication to their classroom environment and how students can benefit from such projects.

SAT 3:00-4:15 p.m.  Georgetown B

**Mediating Warfare from Daffy Duck to Stuxnet**

Sponsor: Media Communication
Chair: Kathleen F. Oswald, North Carolina State University

“Our Ridiculous Enemies and Crazy Allies: Merrie Melodies as Comedic Propaganda”
**George W. Boone**, University of Illinois at Urbana-Champaign

“Mediation and Memory: War Memorial, Collective Memory, and the Hegemony of Vision”
**Gordon Coonfield**, Villanova University

“Stuxnet and the Proving Grounds of Cyber Ordnance”
**Kathleen F. Oswald**, North Carolina State University

“The Aural Battle in the Ether: Noise Weapons and War Power”
**Seth Mulliken**, North Carolina State University

This panel examines the unique relationship between communication, mediation, and war. From war memorials that work to make sense of war to WWII-era cartoon propaganda that worked to shape citizen perceptions to new developments in cyberwarfare and sonic weaponry, this panel explores the philosophical and practical complexities of mediation by examining the specific contexts in which war has been and continues to be mediated.
Empowering Student Learning: An Analysis of Classroom Assessment Techniques

Sponsor: Instructional Communication

“Using Classroom Assessment Techniques to Empower and Enable Student’s Learning”
**Kerry Byrnes**, Collin College

“Classroom Assessment Techniques: A Summary Report”
**CJ Claus**, West Virginia University

“Classroom Assessment Techniques: An Examination of a Basic Communication Course”
**Shannon M. Maki**, West Virginia University

“Classroom Assessment Techniques: A Summary Report and Evaluation of Assessments”
**Colleen C. Malachowski**, West Virginia University

“Classroom Assessment Techniques in the College Classroom: Examining Student Learning in a Small Group Communication Course”
**Stephanie Shimotsu**, West Virginia University

“Using Classroom Assessment Techniques to Assess Student Learning in Gender and Communication“
**Sydney Staggers**, West Virginia University

Participants administered classroom assessment techniques (CATs) to students in a variety of communication studies courses. Here, they will discuss their teaching goals, experiences implementing CATs, measures taken to enhance teaching strategies, and insights gleaned from the results.

Resolutions Committee Meeting

**Janette Muir**, George Mason University
**Star Muir**, George Mason University
Avatars and Cyborgs: The Power in the Intersection of Body and Machine

Sponsor: Communication and Technology
Chair: Kristin Roeschenthaler Wolfe, Duquesne University

“The Avatar as Identity Variable in the Intrapersonal and Interpersonal Communication Processes”
James W. Chesebro, Ball State University
David T. McMahan, Missouri Western State University

“Towards a Phenomenology of Avatar Perception”
Erik A. Garrett, Duquesne University

“Avatars, Racism, Sexism, and Transgendered Living in Online Gaming and Role Play”
Edwin E. Faunce, Ball State University
Eric Schumacher, Ball State University

“The Abandonment of a Self by the Cyborg and Avatar: The Transhumanist Journey”
Philip Ray Skaggs, Jr., Ball State University
Walker Foley, Ball State University

“The Humanities Cyborgities: How the Cyborg Rescues ‘Man’”
Anthony M. Wachs, Duquesne University

Technologies are constantly changing the way our bodies engage the world. Through avatars individuals can navigate virtual spaces that allow for a “standing in” for humans. Meanwhile, the biomedical industry has invented new technologies to improve and replace our physical bodies that allow for literal mechanical extensions of the flesh. This panel takes various philosophical, practical, and ideological approaches to examining how technologies have changed the ways that we relate to our bodies.

Communication and Power: The State of Aggressive Communication Research

Sponsor: Communication Traits
Chair: Theodore A. Avtgis, West Virginia University

“Aggressive Communication as Humorous Expression”
Rachel L. DiCioccio, University of Rhode Island

160
“General Research Agenda on Aggressive Communication”  
**Andrew S. Rancer**, University of Akron

“Aggressive Communication in Medical Care”  
**E. Phillips Polack**, West Virginia University

“Aggressive Communication in Media and Mediated Contexts”  
**Rebecca M. Chory**, West Virginia University

“Aggressive Communication and Methods of Assessment”  
**Charles J. Wigley III**, Canisius College

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**SAT 3:00-4:15 p.m.  Lincoln**

**Comment Says What?  Looking at How Online Commentary Exerts Power**

**Sponsor:** Media Ecology Association  
**Chair:**  
**Linda Sampson**, Southern Connecticut State University  
**Respondent:**  
**David Petroski**, Southern Connecticut State University

“‘Pleeeeeeze Don’t Post Three Photos of Your Motorcycle and One of You Wearing Sunglasses and a Beanie’: Constructing the Online Dating Experience Through Online Commentary”  
**Shana Kopaczewski**, Southern Connecticut State University

“The Power of Genes and Online Advice”  
**Annette D. Madlock Gatison**, Southern Connecticut State University

“Hijacking the Story in the Comments Section: Anti-Gay Strategies for Silencing Gay Rights Supporters”  
**Jay Clarkson**, Indiana State University

“That’s Trippy!  Experimental Media on the Internet, its Reception, and Ideas of Power”  
**Derek Taylor**, Southern Connecticut State University

Inspired by the convention’s theme, “Communication and Power,” this panel looks at the power of online commentary. From reactions to personal experience in online dating and making healthcare decisions, to more immediate reactions to specific online content, the panel addresses how the nature of the Internet allows individuals’ opinions and commentary to wield more power than ever before.
Power to the Disempowered: Teaching, Advising, and Mentoring Students with Little Social Support

Sponsor: First Vice President  
Moderator: Fran Mindel, Morgan State University  
Panelists: Gregory Adamo, Morgan State University  
Maureen Minielli, Kingsborough Community College  
Stacey Peterson, College of Notre Dame of Maryland  
Pierre Rodgers, George Mason University  
Barbara Sims, Alderson Broaddus College  

Empowering college students who feel disempowered has never been more important. The roundtable Participants will discuss what our roles as educators can and should be in guiding students to find the resources they need. First generation college students, underprepared students, single parents, students facing financial set backs, domestic issues that bleed over into the classroom, and communication (or lack thereof) with other campus and community programs will be addressed.

The 2010-2011 Supreme Court: The Communication Law Year in Review

Sponsor: Communication Law and Ethics  
Chair: Adam Earnheardt, Youngstown State University  
Panelists: Susan Drucker, Hofstra University  
Gary Gumpert, Communication Landscapers  
Rachel Collins, Booz Allen Hamilton  
Nate Collins, Graphic Relief  
Donald Fishman, Boston College  
Martin Wallenstein, John Jay College  
Juliet Dee, University of Delaware  
Douglas Fraleigh, California State University, Fresno  
Paul Siegel, University of Hartford  
Pennilane Carlisle, Cleveland State University  

Recognizing the Supreme Court’s immense power to shape American life, this panel convenes communication scholars and practitioners to address the contemporary issues
and implications posed by this year’s Supreme Court Decisions on First Amendment and other Communication Law questions. Discussion will be shaped through the multi-disciplinary perspectives and scholarship of the panelists. Following the formal discussion and debate among panelists, audience members will be invited to join in a broader discussion of the state and direction of the First Amendment.

SAT 3:00-4:15 p.m. Washington

Voice, Ambiguity, and Power

Sponsor: Rhetoric and Public Address
Chair: Brent Sleasman, Gannon University
Respondent: Valerie Lynn Schrader, Pennsylvania State University, Schuylkill

“Creating a Symphony of Words: Using Voice as a Musical Instrument to Elicit Specific Emotional Responses”
Steven D. Cohen, University of Maryland
Thomas E. Wei, Harvard University
Daniel DeFraia, Harvard Extension School
Christopher Drury, Harvard Extension School

“Through a Glass Darkly: Bill Clinton’s Call to Embrace Ambiguity to Create Consubstantiality”
Brian T. Kaylor, James Madison University

Dante Morelli, Suffolk County Community College

SAT 4:30-5:45 p.m. Potomac C and D

USC Dinner and Awards

Presiding: Jason S. Wrench, SUNY New Paltz
SAT 4:30-5:45 p.m.  
Georgetown A

Abstracting in the 21st Century

Sponsor: Institute of General Semantics  
Chair: **Lance A. Strate**, Fordham University  
Respondent: **Lance A. Strate**, Fordham University

“Oppression by Convenience/The Convenience of Oppression: Gendered Language Habits and the Ethics of Classroom Discussion”*  
**Cheryl A. Casey**, Hamilton College

“Korzybski and . . . the Psycho-logic of the Ellipse.”  
**Deborah Eicher-Catt**, Pennsylvania State University, York

“Korzybski and Heidegger: Time-Binding and Existence”  
**Corey Anton**, Grand Valley State University, Miami University

“Korzybski and Pierce in the Postmodern Context of Communicology”  
**Isaac E. Catt**, Duquesne University

*Top paper

SAT 4:30-5:45 p.m.  
Adams

Top Competitive Papers in Rhetoric and Public Address

Sponsor: Rhetoric and Public Address  
Chair: **Annette M. Holba**, Plymouth State University  
Respondent: **Trevor Parry-Giles**, University of Maryland

“Freedom From Fat is Freedom to Fight: A Foucauldian Reading of Mission: Readiness’ Too Fat to Fight Report”  
**Anne Gerbensky-Kerber**, Ohio University  
**Benjamin R. Bates**, Ohio University

“Recovering Foucault’s Physiological Approach to Parrhesia”  
**Benjamin R. Bates**, Ohio University

“Cross Meanings in the Cross Removal: The Rhetorics of the Los Angeles County Seal Controversy”  
**Don Waisanen**, Baruch College, CUNY
Power of Mind/Power of Body: Performing Embodied Expressions of Mind and Power

Sponsor: Interpretation and Performance Studies
Co-Chairs: Lisa Weckerle, Kutztown University
           Jay Baglia, Kutztown University
Respondent: Dennis Leoutsakas, Salisbury University

“Performances of Health and Illness”
Lisa Weckerle, Kutztown University

“The Disappearance of Elaine Coleman:’ A Short Story by Steven Millhauser”
Jay Baglia, Kutztown University

“The Body Speaks”
Deanna Shoemaker, Monmouth University

“There is No Longer Any Such Thing as Fiction or Nonfiction; There’s Only Narrative”*
Scott Daniel Boras, Arizona State University

“Son of a Cactus: The Pricks and pleasures of Being an Israeli Progeny”
Ariel Gratch, Louisiana State University

Andrée E. C. Betancourt, Independent scholar

“F Bomb”
David J. Penyak, Villanova University

The diverse performances in this panel include literature, personal narratives, critiques of public exhibits, and storytelling. Performances explore the interrelationship between mind and body as they simultaneously evoke the power of performance to illuminate these connections. Historically, Performance Studies has been interested in the relationship of text (mind) and performance/staging (body). Through adaptations of literary texts, life experiences, and cultural artifacts, power is embodied in aesthetic forms of communication.

*Student paper
Power and the Comic Corrective

Sponsor: Kenneth Burke
Chair: Richard Thames, Duquesne University

“Smiling through Tears, or the Tragic Laugh of Comic Judgement”
Christopher J. Gilbert, Indiana University

“Compassion in Contemporary Politics: The Rally for Sanity and Burke’s Comic Corrective”
Ronald A. Placone, Duquesne University

“The Moon is Down: John Steinbeck’s Comic Corrective?”
Michael Tumolo, Duquesne University

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

Sponsor: Community College Interest Group
Chair: Wendy S. Walters, Stark State College

“To Touch or Not to Touch: How Touch Impacts Our Interactions With Others”
Kerry Byrnes, Collin College

“Understanding the Abstract, Ambiguous and Arbitrary Nature of Symbols”
Marisa Geisser, University of Rhode Island

“So You Think You Can Speak?”
Holly Keener, Radford University

“Know Your Audience: Demographic and Situational Topic Analysis”
Zachary Henning, University of Southern Indiana

“Taking the ‘Groan’ Out of Group Presentations: Utilizing the Symposium Format to Develop Effective Small Group Membership AND Reduce Communication Apprehension”
Jennifer Babcock, Bridgewater College
“Exploring Nonverbal Codes in the Film ‘A Map For Saturday’”
Elizabeth A. Munz, SUNY New Paltz

“Would You Rather: A Fun Approach to Impromptu Speaking Practice”
Jessalyn I. Vallade, West Virginia University

“Interpersonal Communication BINGO”
Nadine Cichy, Sinclair Community College

This program consists of “Great Ideas for Teaching Students” in a variety of communication courses. Participants share their class tested G.I.F.T.S., which consist of activities, assignments, projects, games, or simulations addressing a specific communication theory, concept, skill or learning objective.

SAT 4:30-5:45 p.m.   Washington

Top-Down and Bottom-Up Views of Power in Emergent Media Technologies

Sponsor: Media Communication
Chair: Gordon Coonfield, Villanova University
Respondent: Rebecca M. Chory, West Virginia University

“Internet Empowered Audience in Cyberspace”
Yuan Yuan, Rutgers, The State University of New Jersey

“Re-Starting Static: Television’s Digital Reboot”
Wm. Ruffin Bailey, North Carolina State University
Kathleen F. Oswald, North Carolina State University

“Mybarackobama.com: A Study of the Construction of Collective Identities and Social Movements through Online Social Networking Tools”
Kelly Madden, University of Maryland

“The Magic of Dating during the 2008 Recession: Neoliberal Logic behind the Media Rhetoric about Smart Investments in Relationships”
Bistra Nikiforova, University of New England
SAT 6:00-7:15 p.m. Potomac A and B

**ECA Business Meeting**

**Richard West’s “Don’t Go Home Yet” Raffle**

SAT 7:30-9:00 p.m. Artisphere

**ECA President’s Reception - Sponsored by Kendall Hunt Publishing Company**

SAT 8:00-9:00 p.m. Monroe

**12-Step Group Meeting**

**SUNDAY APRIL 17, 2011**

SUN 9:00-10:00 a.m. Monroe

**Finance Committee Meeting II**

Presiding: **Cindy Lont**, George Mason University

Janie Harden Fritz, Duquesne University
Nancy J. Willets, Cape Cod Community College
Danette Ifert Johnson, Ithaca College
Ronald C. Arnett, Duquesne University
Annette D. Madlock Gatison, Southern Connecticut State University
Mark Hickson III, University of Alabama at Birmingham (ex officio)
Theodore A. Avtgis, West Virginia University (ex officio)
Trevor Parry-Giles, University of Maryland (ex officio)
Executive Council Meeting II

Presiding: Cindy Lont, George Mason University

Janie Harden Fritz, Duquesne University
Nancy J. Willets, Cape Cod Community College
Danette Ifert Johnson, Ithaca College
Ronald C. Arnett, Duquesne University
Theodore A. Avtgis, West Virginia University (ex officio)
James W. Chesebro, Ball State University (ex officio)
Susan Drucker, Hofstra University (ex officio)
Kristen Campbell Eichhorn, SUNY Oswego (ex officio)
Mark Hickson III, University of Alabama at Birmingham (ex officio)
Susan Jasko, California University of Pennsylvania (ex officio)
Trevor Parry-Giles, University of Maryland (ex officio)
Jean Ann Streiff, Oakland Catholic High School (ex officio)
Kathleen Taylor Brown, Applied Communication, Pennsylvania State University, Greater Allegheny
Catherine K. Wright, Communication and Technology, George Mason University
Jerry Allen, Communication Traits, University of New Haven
Alberta Arnold, Community College, Fiorello H. LaGuardia Community College
Melinda Villagran, Health Communication, George Mason University
Annette D. Madlock Gatison, Intercultural Communication, Southern Connecticut State University
Linda Sampson, Interpersonal Communication, Southern Connecticut State University
Valerie Lynn Schrader, Interpretation and Performance Studies, Pennsylvania State University, Schuylkill
Mary C. Toale, Instructional Communication, Baldwin-Wallace College
Mari Boor Tonn, Kenneth Burke Society, University of Richmond
Matthew J. Smith, Media Communication, Wittenberg University
Kristen Campbell Eichhorn, Nonverbal Communication, SUNY Oswego
Jason S. Wrench, Organizational Communication, SUNY New Paltz
Brent C. Sleasman, Philosophy of Communication, Gannon University
Lisa Gring-Pemble, Political Communication, George Mason University
Benjamin Bates, Rhetoric and Public Address, Ohio University
Susan Jasko, Theory and Methodology, California University of Pennsylvania
Joy Cypher, Voices of Diversity, Rowan University
Call for Papers

Call for Papers 2012
103rd Annual ECA
Transitions

Cambridge, Massachusetts
Royal Sonesta Hotel
April 26-29, 2012
Submission Deadline: October 15, 2011

The 103rd Annual Convention of the Eastern Communication Association will be held April 26-29, 2012 at the Royal Sonesta Hotel Boston located on the Cambridge side of the Charles River, overlooking the beautiful Boston skyline.

The Convention theme is one that promises great opportunities for us to participate in meaningful, scholarly dialogue. “Transitions” evokes thoughts of change, as well as movement, passages, and journeys. Although not all transitions are pleasant, they often bring us greater enlightenment and renewal.

Much communication scholarship and practice articulates transition, including cycles of interpersonal relationships, social change, the ongoing digital revolution, the changing urban landscape, and the social, economic, and political changes we are currently experiencing. Whether you want to explore the transitions in our country during a national election year, those being made in teaching, ECA’s move into its second hundred years, or any other aspect of transition, I hope that the Convention theme gives you an exciting starting place for discussion and planning.

Above all, as you consider your role at the 103rd Convention, I encourage each of you to maximize your experience by standing up and being counted! Consider what you have to offer the organization and reach out to the program planners so that you can become an active participant. If you have never been a presenter at the Convention, now is the time to transition from audience to panelist.

We will again feature programming on the Convention theme, short courses, poster sessions, roundtables, and panels. Special events include a Welcome Reception on Thursday evening (April 26th), an awards banquet on Friday (April 27th), and the President’s Reception on Saturday (April 28th). Tours of Fenway Park, trips to museums, off-site receptions, and a wide range of walking tours are all in the plans.

This will also be the second year for the James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference (USC) highlighting undergraduate papers. The USC conference starts Friday April 27th at noon and runs concurrently with the ECA convention until Saturday April 28th at 6:00. Susan Jasko is this year’s USC Coordinator. USC papers will be accepted until December 17, 2011 allowing for the submission of scholarly student papers completed during the fall semester.

Stay tuned for more information regarding deadlines for submissions. Forms and guidelines will be available through your program planner and on the ECA website. And, as our communication channels continue to transition, we invite you to follow us on Twitter (stay tuned for the address).
ECA 2012 Convention Team Contact Information

Primary Convention Planner
Nancy J. Willets
First Vice-President
Cape Cod Community College
508-362-2131 ext 4440
nwillets@capecod.edu

Second Vice-President
Tobi Mackler
Montgomery County Community College
215-641-6372
tmackler@mc3.edu

James C. McCroskey and Virginia P. Richmond
Undergraduate Scholars Conference,
Undergraduate/Graduate Poster Coordinator
Susan Jasko
California University of Pennsylvania
(724)-938-4162
jasko@calu.edu

Director of Publicity and Promotion
Lisa Heller Boragine
Cape Cod Community College
508-362-2131
lheller@capecod.edu

Liaison to Local Colleges and Universities
Bonnie Jefferson
Boston College
1-1-1934
jeffersb@bc.edu

Second Vice-President
Rita Rosenthal
Boston College
617-552-6906
rita.roenthal@bc.edu

Director of Marketing
Leeanne Bell
Stevenson University
(443) 334-2857
leeannebell@hotmail.com

Short Course Coordinator
Susan Ward
Delaware County Community College
(610) 359-5043

Local Arrangements
Anne Mattina
Stonehill College
508-565-1117
amattina@stonehill.edu
2012 Program Planners

American Society for the History of Rhetoric
Maureen Minielli
Kingsborough Community College
Dept. of Communication and Performing Arts
2001 Oriental Blvd.
Brooklyn, NY 11235
mminielli@kingsborough.edu

Applied Communication
Tatyana Dumova
Point Park University
Pittsburgh, PA 15222-1984
tdumova@pointpark.edu

Argumentation and Forensics
Carl T. Hyden
Morgan State University
Dept. of Communication
1700 East Cold Spring Lane
Baltimore, MD 21251
carl.hyden@morgan.edu

Communication Administration
Kristen Campbell Eichhorn
SUNY Oswego
Dept. Of Communication
9 Lanigan Hall
Oswego, NY 13126
Kristen.Eichhorn@oswego.edu

Communication and Technology
Rod Carveth
Fitchburg State College
Dept. of Communication
171 Hartford Road, Apt A15
New Britain, CT 06053
rodcarveth@hotmail.com

Communication Law and Ethics
Harvey Jassem
University of Hartford
Dept. of Communication
200 Bloomfield Avenue
West Hartford, CT 06117
jassem@mail.hartford.edu

Communication Traits
Andrew Rancer
University of Akron
School of Communication
108 Kolbe Hall
Akron, OH 44325-1003
arancer@uakron.edu

Community College
Jessica Papajcik
Stark State College
330-494-6170 ext 4490
jpapajcik@starkstate.edu

Health Communication
Jay Baglia
Kutztown University
Dept. of Communication
2531 W Union Street
Allentown, PA 18104
baglia@kutztown.edu

Institute of General Semantics
Martin Levinson
MandkLevin@aol.com

Instructional Communication
Stephanie Shimotsu
West Virginia University
108 Armstrong Hall- Box 6293
Morgantown, WV 26506-6293

Intercultural Communication
Kathleen Glenister Roberts
Duquesne University
Dept. of Communication & Rhetorical Studies
600 Forbes Avenue
Pittsburgh, PA 15282
robertskg@duq.edu

Interpersonal Communication
Aimee Miller
University of Hartford
School of Communication
200 Bloomfield Ave
West Hartford, CT 06117
aimiller@hartford.edu
2012 Program Planners

**Interpretation & Performance Studies**
Andrée Elise Comiskey Betancourt
Independent Scholar
3317 Jermantown Road
Fairfax, VA 22030
drebetancourt@gmail.com

Kenneth Burke
Erik A. Garrett
Duquesne University
Dept. of Communication and Rhetorical Studies
600 Forbes Avenue
Pittsburgh, PA 15282

**Lambda Pi Eta**
Leeanne M. Bell
Stevenson University
Dept. of Communication Studies
leeannebell@hotmail.com

**Media Communication**
Marsha Ducey
The College of Brockport, SUNY
Dept. of Communication
350 New Campus Drive
Brockport, NY 14420
mducey@brockport.edu

**Media Ecology**
Thom Gencarelli
Manhattan College
Dept. of Communication
Manhattan College Parkway
West Virginia University
Dept. of Communication
108 Armstrong Hall—Box 6293
Riverdale, NY 10471-4098
thom.gencarelli@manhattan.edu

**Nonverbal Communication**
James Durbin
West Virginia University
108 Armstrong Hall- Box 6293
Morgantown, WV 26506-6293
jdurbin@mix.wvu.edu

**Organizational Communication**
Rebecca M. Chory
West Virginia University
Dept. of Communication
108 Armstrong Hall—Box 6293
Morgantown, WV 26506-6293
Rebecca.Chory@mail.wvu.edu

**Philosophy of Communication**
Kristen Lynn Majocha
University of Pittsburgh-Johnstown
klynn@pitt.edu

**Political Communication**
J. Kanan Sawyer
West Chester University
West Chester, PA 19383
ksawyer@wcupa.edu

**Rhetoric and Public Address**
Christine Hirsch
SUNY Oswego
Dept. of Communication
12 Lanigan Hall, Building 6
Oswego, NY 13126
chirsch@oswego.edu

**Theory & Methodology**
Mary Braz
West Chester University
Dept. of Communication
Main Hall—5th Floor
West Chester, PA 19938
mbraz@wcupa.edu

**Voices of Diversity**
Lorin Basden Arnold
Rowan University
Dept. of Communication
201 Mullica Hill Road
Glassboro, NJ 08028
arnold@rowan.edu
History

ECA Presidents

1910
Paul M. Pearson
Swarthmore College
Albert E. Hancock
Haverford College
Frederic A. Child
University of Pennsylvania
(Organizers; No President)

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. McKeen
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

1952
Earl H. Ryan
City College, New York

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. Keesey
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 of Pennsylvania*

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 Courtright
*University of Delaware*

2007
Ronald L. Jackson II
*Pennsylvania State University*

2008
Richard West
*Emerson College*

2009
Candice Thomas-Maddox
*Ohio University- Lancaster*

2010
Janie Harden Fritz
*Duquesne University*

2011
Cindy Lont
*George Mason University*

**ECA Second-Vice Presidents**

1950
Lillian M. O’Conner
*Wadleigh High School, NY*

1951
Samuel B. Gould
*Boston University*

1952
Lindsey S. Perkins
*Brooklyn College*

1953
Evelyn Kongsberg
*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*
ECA Secretaries, Treasurers, Directors, and Journal Editors

Secretary

1911-1912
Frederic A. Child
University of Pennsylvania

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
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

Executive Secretary

1913
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

1931
Charles Kenneth Thomas
Columbia University

1932
Jane Dorsey Zimmerman
Columbia University

1933-1934
Margaret Mary McCarthy
Brooklyn College

1935-1936
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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
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

Executive Director

2001-2004
Candice Thomas-Maddox
Ohio University-Lancaster

2004-2007
Danette Ifert Johnson
West Virginia Wesleyan College / Ithaca College

2007-2010
Alfred G. Mueller
Pennsylvania State University, Mont Alto

2010-
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 Vasiliev
SUNY, Binghamton

1972-1975
Herman Stelzner
University of Massachusetts

Communication Quarterly

1976-1978
Thomas W. Benson
Pennsylvania State University

1979-1981
Lawrence R. Wheeless
West Virginia University

1982-1984
Gerald M. Phillips
Pennsylvania State University

1985-1987
James W. Chesbro
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 A. Courtright
University of Delaware

2001-2003
Dale A. Bertelsen
Bloomsburg University of Pennsylvania

2004-2006
Jerry L. Allen
University of New Haven

2007-2009
Janette Kenner Muir
George Mason University
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<td>2010-2012</td>
<td>Trevor Parry-Giles</td>
<td>University of Maryland</td>
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<td>James C. McCroskey</td>
<td>West Virginia University</td>
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<td>Jerry L. Allen</td>
<td>University of New Haven</td>
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<td>1999-2001</td>
<td>Andrew S. Rancer</td>
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<td>2005-2007</td>
<td>Lisa Sparks</td>
<td>George Mason University</td>
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<td>2008-2010</td>
<td>Wendy Samter</td>
<td>Bryant University</td>
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<td>2000-2002</td>
<td>Deborah Borisoff</td>
<td>New York University</td>
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<td>2002-2005</td>
<td>Dan F. Hahn</td>
<td>New York University</td>
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<td>2006-2009</td>
<td>Michael J. Hostetler</td>
<td>St. John’s University</td>
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<tr>
<td>2009-2011</td>
<td>Susan J. Drucker</td>
<td>Hofstra University</td>
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<td></td>
<td>Mark Hickson, III</td>
<td>University of Alabama at</td>
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<td>Birmingham</td>
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### Distinguished Service Award

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<th>Institution</th>
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<td>Carroll C. Arnold</td>
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<td>1980</td>
<td>Woffard G. Gardner</td>
<td>University of Maine</td>
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<tr>
<td>1981</td>
<td>Wilbur E. Gilman</td>
<td>Queens College, CUNY</td>
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<td>1982</td>
<td>Robert T. Oliver</td>
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<td>1983</td>
<td>Everett Lee Hunt</td>
<td>Swarthmore College</td>
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<td>1984</td>
<td>John F. Wilson</td>
<td>Herbert H. Lehman College, CUNY</td>
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<td>Paul D. Holtzman</td>
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<td>Donald H. Ecroyd</td>
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<td>1987</td>
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<td>University of Massachusetts</td>
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<td>1988</td>
<td>Gerald M. Phillips</td>
<td>Pennsylvania State University</td>
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<tr>
<td>1989</td>
<td>James W. Chesebro</td>
<td>SCA National Office</td>
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<tr>
<td>1990</td>
<td>James C. McCroskey</td>
<td>West Virginia University</td>
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<td>1991</td>
<td>Raymie E. McKerrow</td>
<td>University of Maine</td>
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<td>Linda C. Lederman</td>
<td>Rutgers University</td>
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<td>Virginia P. Richmond</td>
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<td>Dale A. Bertelsen</td>
<td>Bloomsburg University of Pennsylvania</td>
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<td>1999</td>
<td>Sandra L. Herndon</td>
<td>Ithaca College</td>
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<td>Jerry L. Allen</td>
<td>University of New Haven</td>
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<td>2001</td>
<td>Deborah Borisoff</td>
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<td>2002</td>
<td>Gary Gumpert</td>
<td>Communication Landscapers</td>
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<td>Kathleen M. Long,</td>
<td>West Virginia Wesleyan College</td>
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<td>2004</td>
<td>Jannette Kenner Muir</td>
<td>George Mason University</td>
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### Past Presidents / Officers Award

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<th>Year</th>
<th>Name</th>
<th>Institution</th>
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<tr>
<td>1984</td>
<td>Kathleen Hall Jamieson</td>
<td>University of Pennsylvania</td>
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<td>Virginia P. Richmond</td>
<td>West Virginia University</td>
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<td>1985</td>
<td>Lois J. Einhorn</td>
<td>SUNY Binghamton</td>
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<td>1986</td>
<td>Joshua Meyrowitz</td>
<td>University of New Hampshire</td>
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<td>1987</td>
<td>Lea P. Stewart</td>
<td>Rutgers University</td>
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<td>1988</td>
<td>Christopher L. Johnstone</td>
<td>Pennsylvania State University</td>
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<tr>
<td>1989</td>
<td>Lynne Kelly</td>
<td>University of Hartford</td>
</tr>
<tr>
<td>Year</td>
<td>Name</td>
<td>Institution</td>
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<tr>
<td>1990</td>
<td>Andrew S. Rancer</td>
<td>Emerson College</td>
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<tr>
<td>1990</td>
<td>Robert L. Duran</td>
<td>University of Hartford</td>
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<tr>
<td>1991</td>
<td>Kristin Langellier</td>
<td>University of Maine</td>
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<td>1991</td>
<td>Eric Peterson</td>
<td>University of Maine</td>
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<td>1992</td>
<td>Melanie Booth-Butterfield</td>
<td>West Virginia University</td>
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<td>1993</td>
<td>Deborah Borisoff</td>
<td>New York University</td>
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<td>1994</td>
<td>Teresa A. Nance</td>
<td>Villanova University</td>
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<td>1995</td>
<td>Dale Herbeck</td>
<td>Boston College</td>
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<td>1996</td>
<td>Molly Wertheimer</td>
<td>Pennsylvania State University, Hazleton</td>
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<td>1997</td>
<td>Susan J. Drucker</td>
<td>Hofstra University</td>
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<td>1998</td>
<td>Star A. Muir</td>
<td>George Mason University</td>
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<tr>
<td>1999</td>
<td>Richard L. West</td>
<td>University of Southern Maine</td>
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<tr>
<td>2000</td>
<td>Mari Boor Tonn</td>
<td>University of New Hampshire</td>
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<tr>
<td>2001</td>
<td>Danette Ifert Johnson</td>
<td>West Virginia Wesleyan College</td>
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<td>2002</td>
<td>Matthew M. Martin</td>
<td>West Virginia University</td>
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<td>2003</td>
<td>Lisa Marie Cuklanz</td>
<td>Boston College</td>
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<td>2004</td>
<td>Ronald L. Jackson II</td>
<td>Pennsylvania State University</td>
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<td>2005</td>
<td>Thomas Flynn</td>
<td>Slippery Rock College</td>
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<td>2006</td>
<td>Timothy Mottet</td>
<td>Southwest Texas State University</td>
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<td>2007</td>
<td>Trevor Parry-Giles</td>
<td>University of Maryland</td>
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<td>2008</td>
<td>Charles Morris, III</td>
<td>Boston College</td>
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<tr>
<td>2009</td>
<td>Timothy J. Brown</td>
<td>West Chester University</td>
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<tr>
<td>2010</td>
<td>Mariam L. Houser,</td>
<td>Texas State University- San Marcos</td>
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<td>Everett Lee Hunt Award</td>
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<td>1986</td>
<td>W. Barnett Pearce</td>
<td>University of Massachusetts</td>
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<td>Peter Kane</td>
<td>SUNY, Brockport</td>
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<td>1988</td>
<td>Takis Poulakos</td>
<td>University of Iowa</td>
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<td>1989</td>
<td>James W. Chesebro</td>
<td>SCA National Office</td>
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<tr>
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<td>Lawrence Prelli</td>
<td>University of New Hampshire</td>
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<td>1993</td>
<td>Lois J. Einhorn</td>
<td>SUNY Binghamton</td>
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<td>John C. Adams and Stephen Yarbrough</td>
<td>Syracuse University</td>
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<td>1995</td>
<td>Herman Cohen</td>
<td>Pennsylvania State University</td>
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<td>1996</td>
<td>John Poulakos</td>
<td>University of Pittsburgh</td>
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<td>Aaron Gresson, III</td>
<td>Pennsylvania State University</td>
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<td>James W. Chesebro</td>
<td>Indiana State University</td>
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<td>2001</td>
<td>Dale A. Bertelsen</td>
<td>Bloomsburg University of Pennsylvania</td>
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<td>Robert T. Oliver</td>
<td>Pennsylvania State University</td>
</tr>
</tbody>
</table>
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
Rutgers 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 Chesebro
Ball State University

2009
Melissa Bekelja Wanzer
Canisius College

2010
Janette Kenner Muir
George Mason University
Urban Communication Foundation Award

2008
Lewis I. Freeman
Fordham University

2010
Alfred G. Mueller II
Mount St. Mary’s University

Centennial Scholarship

2010
Timothy Barney
University of Maryland

Jennifer Tyrawski
University of Delaware

ECA Distinguished Research Fellows

1996
Carroll C. Arnold
Pennsylvania State University
Jane Blankenship
University of Massachusetts
James W. Chesebro
Indiana State University
Dan F. Hahn
New York University
James C. McCroskey
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
Pennsylvania State University
Gary Gumpert
Queens College
Kathleen H. Jamieson
University of Pennsylvania
Robert P. Newman
University of Pittsburgh

1999
Herman Stelzner
University of Massachusetts
Theodore O. Windt, Jr
University of Pittsburgh

1999
Robert T. Oliver
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
Mari Borr Tonn
University of Maryland
Don Stacks
University of Miami
Ronald C. Arnett
Duquesne University

2008
Lynne Kelly
University of Hartford
Richard West
Emerson College

2009
Judith Trent
University of Cincinnati
Lester Olson
University of Pittsburgh

2010
Matt Marlin
West Virginia University
ECA Distinguished Teaching Fellows

1996
Deborah Borisoff
New York University
Linda C. Lederman
Rutgers University
Teresa A. Nance
Villanova University
Robert T. Oliver
Pennsylvania State University
Virginia P. Richmond
West Virginia University
Theodore O. Windt, Jr
University of Pittsburgh
Darlyn R. Wolvin
Prince George’s Community College

1997
Jerry L. Allen
University of New Haven
Dale Bertelsen
Bloomsburg University of Pennsylvania
Dan F. Hahn
New York University
James C. McCroskey
West Virginia University
Mary Mino
Pennsylvania State University, DuBois

1998
Jane Blankenship
University of Massachusetts
James W. Chesebro
Indiana State University
Joseph DeVito
Hunter College
Jeanne M. Lutz
Professor Emeritus
Pennsylvania State University
Raymie E. McKerrow
Ohio University
Gerald Lee Ratliff
SUNY Potsdam

1999
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
Mary Boor Tonn
University of Maryland

2004
Susan Drucker
Hofstra University
Lea P. Stewart
Rutgers University
Richard Vatz
Towson University

2005
Melanie Booth-Butterfield
West Virginia University
Kathleen Kendall
University of Maryland
Valerie Endress
Rhode Island College

2006
None Awarded

2007
Jean Ann Streiff
Oakland Catholic High School
James Klumpp
University of Maryland

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-Champaign
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

1985-1986:
Floyd D. Anderson
SUNY Brockport
Wilbur Samuel Howell
Princeton University
Christopher L. Johnstone
Pennsylvania State University
Eric W. Skopec
Syracuse University

1990-1991:
Sandra L. Herndon
Ithaca College
Gary Gumpert
Queens College CUNY
Kathleen E. Kendall
SUNY Albany
Lyndreay A. Niles
Howard University

1981-1982:
Jeanne Lutz
Pennsylvania State University
Jane Blankenship
University of Massachusetts
Donald H. Ecroyd
Temple University
James C. McCroskey
West Virginia 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

1991-1992:
Deborah F. Atwater
Pennsylvania State University
John Poulakis
University of Pittsburgh
Lawrence Prelli
University of New Hampshire
Orlando Taylor
Howard 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

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

1992-1993:
Gerald Lee Ratliff
Montclair State University
Joseph DeVito
Hunter College
Robert L. Duran
University of Hartford
Joan Gorham
West Virginia University

1983-1984:
James W. Chesebro
Queens College CUNY
Arthur P. Bochner
Temple University
Herman Stelzner
University of Massachusetts
Andrew D. Wolvin
University of Maryland

1988-1989:
Virginia P. Richmond
West Virginia University
Lynne Kelly
University of Hartford
James F. Klumpp
University of Maryland
Jack A. Barwind
Syracuse University

1993-1994:
Alison Alexander
University of Georgia
Carolyn Anderson
University of Massachusetts
Susan Drucker
Hofstra University
Stuart Sigman
SUNY Albany

1984-1985:
Linda C. Lederman
Rutgers University
Raymond L. Falcone
University of Maryland
Ron Johnson
University of Massachusetts
Gerald M. Phillips
Pennsylvania State 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

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 of Pennsylvania
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

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 B. 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 A. Strate
Fordham University
2006-2007
John A. Courtright
University of Delaware
Cary Wecht Horvath
Youngstown State University

2007-2008
Valerie Swarts
Slippery Rock University
Kristin Roeschenthaler Wolfe
Duquesne University
Kathleen Glenister Roberts
Duquesne University
Catherine K. Wright
George Mason University

2009-2010
Theodore A. Avtgis
West Virginia University
Marian L. Houser
Texas State University-San Marcos
Matthew J. Smith
Wittenberg University

2010-2011
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Stevenson University
Timothy J. Brown
West Chester University
Benjamin R. Bates
Ohio University
Annette M. Holba
Plymouth State University

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1978-1986
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1987-1991
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1992-2011
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Ball State University

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Pennsylvania State-Mont Alto
Wendy Samter
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Keith Weber
Steve Weinstock
Eric Weisman
Molly Meijer Wertheimer
Richard West
Nancy J. Willets
David L. Woods
Jason S. Wrench
Catherine K. Wright

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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
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Kristen C. Eichhorn, ECA Representative to NCA 2011 Nominating Committee, SUNY Oswego
Mark Hickson III, PhD, QRRC Editor, University of Alabama at Birmingham
Susan Jasko, College/University Representative to NCA Legislative Council, California University of Pennsylvania
Danette Ifert Johnson, ECA Representative to NCA 2010 Nominating Committee, Ithaca College
Trevor Parry-Giles, CQ Editor, University of Maryland
Jean Ann Streiff, ECA High school Representative to NCA Legislative Council, Oakland Catholic High School

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Alberta Arnold, Community College, Fiorello H. LaGuardia Community College
Kathleen Taylor Brown, Applied Communication, Pennsylvania State University, Greater Allegheny
Dale Herbeck, Communication Law and Ethics, Boston College
Carl T. Hyden, Argumentation & Forensics, Morgan State University
Susan Jasko, Theory and Methodology, California University of Pennsylvania
Annette Madlock Gatison, Intercultural Communication, Southern Connecticut State University
Linda Sampson, Interpersonal Communication, Southern Connecticut State University
Valerie Lynn Schrader, Interpretation & Performance Studies, Pennsylvania State University, Schuylkill
Brent C. Sleasman, Philosophy of Communication, Gannon University
Don W. Stacks, Communication Administration, University of Miami
Mary Toale, Instructional Communication, Baldwin-Wallace College
Mari Boor Tonn, Kenneth Burke Society, University of Richmond
Melinda Villagran, Health Communication, George Mason University
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Interest Group Representatives

Kathleen Taylor Brown, Applied Communication, Pennsylvania State University, Greater Allegheny
Term Ends Mid-Point 2012 Convention
Catherine K. Wright, Communication and Technology, George Mason University
Term Begins Mid-Point 2011 Convention, Ends Mid-Point 2013
Jerry Allen, Communication Traits, University of New Haven
Term Ends Mid-Point 2012 Convention
Melinda Villagran, Health Communication, George Mason University
Term Ends Mid-Point 2012 Convention
Annette Madlock Gatison, Intercultural Communication, Southern Connecticut State University
Term Ends Mid-Point 2012 Convention
Mary Toale, Instructional Communication, Baldwin-Wallace College
Term Ends Mid-Point 2012 Convention
Linda Sampson, Interpersonal Communication, Southern Connecticut State University
Term Ends Mid-Point 2012 Convention
Valerie Lynn Schrader, Interpretation & Performance Studies, Pennsylvania State University, Schuylkill
Term Ends Mid-Point 2012 Convention
Matthew J. Smith, Media Communication, Wittenberg University  
Term Begins Mid-Point 2011 Convention, Ends Mid-Point 2013  
Kristen Eichhorn, Nonverbal Communication, SUNY Oswego  
Term Begins Mid-Point 2011 Convention, Ends Mid-Point 2013  
Jason S. Wrench, Organizational Communication, SUNY New Paltz  
Term Begins Mid-Point 2011 Convention, Ends Mid-Point 2013  
Brent C. Sleasman, Philosophy of Communication, Gannon University  
Term Ends Mid-Point 2012 Convention  
Lisa Gring-Pembble, Political Communication, George Mason University  
Term Begins Mid-Point 2011 Convention, Ends Mid-Point 2013  
Benjamin Bates, Rhetoric & Public Address, Ohio University  
Term Begins Mid-Point 2011 Convention, Ends Mid-Point 2013  
Susan Jasko, Theory & Methodology, California University of Pennsylvania  
Term Ends Mid-Point 2012 Convention  
Joy Cypher, Voices of Diversity, Rowan University  
Term Begins Mid-Point 2011 Convention, Ends Mid-Point 2013  

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Annette Madlock Gatison, EC Representative, Southern Connecticut State University  
Trevor Parry-Giles, CQ Editor, University of Maryland (ex officio)  
Mark Hickson III, PhD, QRRC Editor, University of Alabama at Birmingham (ex officio)  
Theodore Avtgis, CRR Editor, West Virginia University (ex officio)

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Nancy Willets, First VP Elect, Cape Cod Community College
Ronald C. Arnett, Executive Director, Duquesne University
Wendy Samter, Immediate Past Editor of CRR, Bryant University
Janette Kenner Muir, Immediate Past Editor of CQ, George Mason University
Susan Drucker, Immediate Past Editor of QRRC, Hofstra University
Valeria Lynn Schrader, EC Representative, Pennsylvania State University, Schuylkill
Melinda Villagran, EC Representative, George Mason University
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(ex officio)
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Trevor Parry-Giles, CQ Editor, University of Maryland (ex officio)

Nominating Committee
Candice Thomas-Maddox, Immediate Past President, Ohio University-Lancaster, Chair
One representative from each (not just those with representation on executive council) interest council. Either the chair from that interest council or a designated representative.

The following Interest Groups need to elect representatives during the 2011 convention Interest Group Business Meetings. These newly-elected Executive Council representatives’ terms will begin at the midpoint of the 2012 convention and they will serve through the midpoint of 2014:

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* Argumentation & Forensics
* Communication Administration
* Communication, Law & Ethics
* Community College
* Kenneth Burke
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Amardo Rodriguez, Ph.D., Cosmopolitan Studies, Dialogue, Post-Colonial Theory
Bradford Vivian, Ph.D., Rhetorical Studies, Public Memory, Rhetorical Theory
The Department of Communication Studies at West Virginia University

B.A., M.A., & Ph.D. degrees with emphases in

- Instructional Communication
- Interpersonal Communication
- Organizational Communication

Theodore A. Avgis
Organizational, Aggressive Communication, Medical Communication

Danielle Dolin Bane
Organizational, Training and Development

Melanie Booth-Butterfield
Interpersonal/Relational, Instructional, Health

Maria Brann
Health, Qualitative Research Methods, Interpersonal

Rebecca M. Chory
Mass Media, Organizational, Research Methods

John G. Cole
Instructional, Organizational, On-line Learning

Megan R. Dillow
Interpersonal/Relational, "Dark Side," Communication Theory

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Instructional, Nonverbal, Mass Communication

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CMC, Mass Media, Social Influence

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### INDEX OF ADVERTISERS

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Page or Tab</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bedford/St. Martin’s University Press</td>
<td>p. 194-197</td>
</tr>
<tr>
<td>Canisius College</td>
<td>p. 74</td>
</tr>
<tr>
<td>The College at Brockport, SUNY</td>
<td>p. 28</td>
</tr>
<tr>
<td>Duquesne University</td>
<td>Wed. tab</td>
</tr>
<tr>
<td>Martin McDermott</td>
<td>Fri. tab</td>
</tr>
<tr>
<td>p. 199</td>
<td></td>
</tr>
<tr>
<td>Maryland Communication Association</td>
<td>p. 28</td>
</tr>
<tr>
<td>George Mason University</td>
<td>Thurs. tab</td>
</tr>
<tr>
<td>Indiana University of Pennsylvania</td>
<td>History/Ad tab</td>
</tr>
<tr>
<td>ICA-International Communication Association</td>
<td>Index tab</td>
</tr>
<tr>
<td>Kendall Hunt Publishing Company</td>
<td>p. 201</td>
</tr>
<tr>
<td>McDaniel College</td>
<td>p. 122</td>
</tr>
<tr>
<td>NCA-National Communication Association</td>
<td>p. 18</td>
</tr>
<tr>
<td>Peter Lang Publishing</td>
<td>p. 202</td>
</tr>
<tr>
<td>RIT-Rochester Institute of Technology</td>
<td>Inside Front Cover</td>
</tr>
<tr>
<td>Routledge/ Taylor and Francis Group</td>
<td>p. 193</td>
</tr>
<tr>
<td>Stevenson University</td>
<td>p. 200</td>
</tr>
<tr>
<td>Syracuse University</td>
<td>p. 203</td>
</tr>
<tr>
<td>Texas State University-San Marcos</td>
<td>Inside Back Cover</td>
</tr>
<tr>
<td>Villanova University</td>
<td>Sat./Sun. Tab</td>
</tr>
<tr>
<td>Back Cover</td>
<td></td>
</tr>
<tr>
<td>West Virginia University</td>
<td>p. 204</td>
</tr>
<tr>
<td>Name</td>
<td>Pages</td>
</tr>
<tr>
<td>-----------------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>Adamo, Gregory</td>
<td>162</td>
</tr>
<tr>
<td>Agarwal, Vinita</td>
<td>124</td>
</tr>
<tr>
<td>Ahlborn, Alvis</td>
<td>54</td>
</tr>
<tr>
<td>Ahmed, Quazi</td>
<td>59</td>
</tr>
<tr>
<td>Akerlof, Karen</td>
<td>37</td>
</tr>
<tr>
<td>Alden, Peg</td>
<td>83</td>
</tr>
<tr>
<td>Alexander, Kristin</td>
<td>124</td>
</tr>
<tr>
<td>Ali, Ambreen</td>
<td>60</td>
</tr>
<tr>
<td>Allen, Jerry L.</td>
<td>29, 81, 169</td>
</tr>
<tr>
<td>Allen, Todd</td>
<td>124</td>
</tr>
<tr>
<td>Alston, Melinda</td>
<td>49, 142</td>
</tr>
<tr>
<td>Althouse, Matthew T.</td>
<td>135, 149</td>
</tr>
<tr>
<td>Anderson, Christina N.</td>
<td>147</td>
</tr>
<tr>
<td>Anton, Corey</td>
<td>69, 164</td>
</tr>
<tr>
<td>Archer, Jason Edward</td>
<td>138</td>
</tr>
<tr>
<td>Arnett, Ronald C.</td>
<td>26, 29, 43, 57, 78, 86, 108, 168, 169</td>
</tr>
<tr>
<td>Arnold, Albert</td>
<td>29, 169</td>
</tr>
<tr>
<td>Arnold, Lorin Basden</td>
<td>41, 52, 65, 66, 98, 128, 142</td>
</tr>
<tr>
<td>Arrington, Michael Irvin</td>
<td>76, 117</td>
</tr>
<tr>
<td>Arthur, Gretchen</td>
<td>103</td>
</tr>
<tr>
<td>Asante, Molefi Kete</td>
<td>34</td>
</tr>
<tr>
<td>Atkinson, Ann</td>
<td>35, 71, 97</td>
</tr>
<tr>
<td>Avery, Bruce</td>
<td>103</td>
</tr>
<tr>
<td>Ayotte, Kevin J.</td>
<td>57</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Babcock, Jennifer</td>
<td>166</td>
</tr>
<tr>
<td>Baglia, Jay</td>
<td>31, 65, 67, 128, 165</td>
</tr>
<tr>
<td>Bailey, Wm. Ruffin</td>
<td>167</td>
</tr>
<tr>
<td>Baker, Jayson</td>
<td>25</td>
</tr>
<tr>
<td>Baker, Lisa E.</td>
<td>157</td>
</tr>
<tr>
<td>Balaji, Murali</td>
<td>86</td>
</tr>
<tr>
<td>Baldwin, Paula K.</td>
<td>35, 63, 121, 155</td>
</tr>
<tr>
<td>Ball, Hannah</td>
<td>130</td>
</tr>
<tr>
<td>Balter-Reitz, Susan</td>
<td>113</td>
</tr>
<tr>
<td>Banerjee, Ronita</td>
<td>99</td>
</tr>
<tr>
<td>Banjo, Tayo</td>
<td>70</td>
</tr>
<tr>
<td>Banks, Jack</td>
<td>37, 42, 99, 116</td>
</tr>
<tr>
<td>Bannon, Michael</td>
<td>86</td>
</tr>
<tr>
<td>Barbier, Yolanda</td>
<td>121</td>
</tr>
<tr>
<td>Barney, Bethany</td>
<td>84</td>
</tr>
<tr>
<td>Barney, Timothy</td>
<td>107, 127</td>
</tr>
<tr>
<td>Baruch, Holly</td>
<td>92</td>
</tr>
<tr>
<td>Bassick, Megan</td>
<td>132</td>
</tr>
<tr>
<td>Bates, Benjamin R.</td>
<td>31, 89, 123, 164, 169</td>
</tr>
<tr>
<td>Beard, Heather</td>
<td>130</td>
</tr>
<tr>
<td>Beebe, Steve</td>
<td>156</td>
</tr>
<tr>
<td>Behrenshausen, Lindsay A.</td>
<td>109</td>
</tr>
<tr>
<td>Beley, Jillian</td>
<td>52</td>
</tr>
<tr>
<td>Bell, Gina Castle</td>
<td>31, 63, 88, 155</td>
</tr>
<tr>
<td>Bell, Leeanne M.</td>
<td>29, 42, 57, 65, 128</td>
</tr>
<tr>
<td>Benedetto, Richard</td>
<td>105</td>
</tr>
<tr>
<td>Bennett, Carole</td>
<td>142</td>
</tr>
<tr>
<td>Bentley, Erin</td>
<td>67</td>
</tr>
<tr>
<td>Berg, Emily</td>
<td>113</td>
</tr>
<tr>
<td>Berkelaar, Brenda L.</td>
<td>129</td>
</tr>
<tr>
<td>Berry, Elvira</td>
<td>87, 98</td>
</tr>
<tr>
<td>Betancourt, Andree Elise</td>
<td>65, 67, 128, 141, 165</td>
</tr>
<tr>
<td>Bevilacqua, Bob</td>
<td>83</td>
</tr>
<tr>
<td>Biedendorf, Jennifer</td>
<td>57</td>
</tr>
<tr>
<td>Bielinski, April M.</td>
<td>109</td>
</tr>
<tr>
<td>Bifulco, Kim</td>
<td>132</td>
</tr>
<tr>
<td>Binnie, Chelsea R.</td>
<td>87, 148</td>
</tr>
<tr>
<td>Birmingham, Meagan K.</td>
<td>124</td>
</tr>
<tr>
<td>Biron, Joanna</td>
<td>76</td>
</tr>
<tr>
<td>Bishop, Barbara</td>
<td>129</td>
</tr>
<tr>
<td>Bland, Yvonne Sacripant</td>
<td>84</td>
</tr>
<tr>
<td>Blanton, Janelle</td>
<td>150</td>
</tr>
<tr>
<td>Blau, Nicole</td>
<td>43</td>
</tr>
<tr>
<td>Bloomfield, Emma</td>
<td>130</td>
</tr>
<tr>
<td>Blumberg, David</td>
<td>120</td>
</tr>
<tr>
<td>Bodie, Graham D.</td>
<td>30</td>
</tr>
<tr>
<td>Bohl, Ken</td>
<td>128, 134</td>
</tr>
<tr>
<td>Boileau, Don M.</td>
<td>105</td>
</tr>
<tr>
<td>Bolon, Drek</td>
<td>44, 117, 141</td>
</tr>
<tr>
<td>Bolon, Erin</td>
<td>44, 117</td>
</tr>
<tr>
<td>Bolkan, San</td>
<td>39</td>
</tr>
<tr>
<td>Boone, George W.</td>
<td>158</td>
</tr>
<tr>
<td>Booth-Butterfield, Melanie</td>
<td>48, 108, 124</td>
</tr>
<tr>
<td>Boots, Lauren</td>
<td>120</td>
</tr>
<tr>
<td>Boras, Scott Daniel</td>
<td>147, 156, 165</td>
</tr>
<tr>
<td>Borisoff, Deborah J.</td>
<td>34, 106, 112</td>
</tr>
<tr>
<td>Brann, Maria</td>
<td>38, 69, 82, 89</td>
</tr>
<tr>
<td>Brant, Nichole</td>
<td>105</td>
</tr>
<tr>
<td>Brasted, Monica</td>
<td>149</td>
</tr>
<tr>
<td>Braz, Mary E.</td>
<td>54, 65, 128</td>
</tr>
<tr>
<td>Bressler, Nancy</td>
<td>37, 42, 49, 111, 156</td>
</tr>
<tr>
<td>Bretado, Adrian</td>
<td>49</td>
</tr>
<tr>
<td>Brigham, Matt</td>
<td>119</td>
</tr>
<tr>
<td>Briones, Rowena</td>
<td>101</td>
</tr>
<tr>
<td>Brobston, Catherine</td>
<td>130</td>
</tr>
<tr>
<td>Brochet, Allison</td>
<td>49</td>
</tr>
<tr>
<td>Brown, Bessie Lee</td>
<td>30</td>
</tr>
<tr>
<td>Brown, Bianca C.</td>
<td>38</td>
</tr>
<tr>
<td>Browning, Matt</td>
<td>131</td>
</tr>
<tr>
<td>Brown, Kathleen Taylor</td>
<td>29, 85, 106, 169</td>
</tr>
<tr>
<td>Brown, Kathy</td>
<td>149</td>
</tr>
<tr>
<td>Brown, Laura</td>
<td>133</td>
</tr>
<tr>
<td>Brown, Lori</td>
<td>95</td>
</tr>
<tr>
<td>Brown, Melissa</td>
<td>158</td>
</tr>
<tr>
<td>Brown, Timothy</td>
<td>100</td>
</tr>
<tr>
<td>Brundage, Douglas</td>
<td>109</td>
</tr>
<tr>
<td>Brush, Erin</td>
<td>95</td>
</tr>
<tr>
<td>Bukoski, Christopher</td>
<td>76</td>
</tr>
<tr>
<td>Bulsys, Joseph A.</td>
<td>146</td>
</tr>
<tr>
<td>Burbaker, Jennifer</td>
<td>60</td>
</tr>
<tr>
<td>Burton, Nsenga, K.</td>
<td>134</td>
</tr>
<tr>
<td>Butler, Elizabeth</td>
<td>157</td>
</tr>
<tr>
<td>Butt, Neil</td>
<td>48, 56, 119, 126, 137</td>
</tr>
<tr>
<td>Butts, Jimmy</td>
<td>102</td>
</tr>
<tr>
<td>Buzzanell, Patrice</td>
<td>129</td>
</tr>
<tr>
<td>Byrd, Audrey</td>
<td>109</td>
</tr>
<tr>
<td>Byrnes, Kerry</td>
<td>32, 46, 56, 95, 159, 166</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cacciatore, Joanne</td>
<td>147</td>
</tr>
<tr>
<td>Cagle, Alicia</td>
<td>157</td>
</tr>
<tr>
<td>Cai, Xiaomei</td>
<td>81</td>
</tr>
<tr>
<td>Callahan, Kevin J.</td>
<td>153</td>
</tr>
<tr>
<td>Calvillo, Ambar</td>
<td>58</td>
</tr>
<tr>
<td>Campbell, Alex</td>
<td>130</td>
</tr>
<tr>
<td>Campbell, Alexander</td>
<td>120</td>
</tr>
<tr>
<td>Cappelli, Nicole</td>
<td>95</td>
</tr>
<tr>
<td>Carlisle, Pennilane</td>
<td>162</td>
</tr>
<tr>
<td>Name</td>
<td>Pages</td>
</tr>
<tr>
<td>--------------------</td>
<td>--------------------------------------------</td>
</tr>
<tr>
<td>Carlson, Amanda</td>
<td>76</td>
</tr>
<tr>
<td>Carlson, Samantha</td>
<td>132</td>
</tr>
<tr>
<td>Carroll, Terrance</td>
<td>149</td>
</tr>
<tr>
<td>Carr, Susan</td>
<td>60</td>
</tr>
<tr>
<td>Carveth, Rod</td>
<td>65, 90, 106, 128, 141</td>
</tr>
<tr>
<td>Casey, Cheryl A.</td>
<td>164</td>
</tr>
<tr>
<td>Casteel, Heather</td>
<td>56</td>
</tr>
<tr>
<td>Catt, Isaac E.</td>
<td>164</td>
</tr>
<tr>
<td>Cedeno, Andrew</td>
<td>37</td>
</tr>
<tr>
<td>Cella, Alyssa</td>
<td>130</td>
</tr>
<tr>
<td>Cerroni, Alyssa</td>
<td>69</td>
</tr>
<tr>
<td>Chang, Amy</td>
<td>121</td>
</tr>
<tr>
<td>Changanaqui, Antonio</td>
<td>105</td>
</tr>
<tr>
<td>Chang, Ann T.</td>
<td>72</td>
</tr>
<tr>
<td>Carveth, Rod</td>
<td>65, 90, 106, 128, 141</td>
</tr>
<tr>
<td>Casey, Cheryl A.</td>
<td>164</td>
</tr>
<tr>
<td>Casteel, Heather</td>
<td>56</td>
</tr>
<tr>
<td>Catt, Isaac E.</td>
<td>164</td>
</tr>
<tr>
<td>Cedeno, Andrew</td>
<td>37</td>
</tr>
<tr>
<td>Cella, Alyssa</td>
<td>130</td>
</tr>
<tr>
<td>Cerroni, Alyssa</td>
<td>69</td>
</tr>
<tr>
<td>Chang, Amy</td>
<td>121</td>
</tr>
<tr>
<td>Changanaqui, Antonio</td>
<td>105</td>
</tr>
<tr>
<td>Chang, Ann T.</td>
<td>72</td>
</tr>
<tr>
<td>Chapman, Renee</td>
<td>131</td>
</tr>
<tr>
<td>Cheng, Kimmy</td>
<td>116</td>
</tr>
<tr>
<td>Chen, Karen</td>
<td>59</td>
</tr>
<tr>
<td>Chernichky, Skye</td>
<td>40</td>
</tr>
<tr>
<td>Chesebro, James W.</td>
<td>29, 91, 112, 160, 169</td>
</tr>
<tr>
<td>Chester, Sondra L.</td>
<td>47</td>
</tr>
<tr>
<td>Chicone, Anna</td>
<td>115, 131</td>
</tr>
<tr>
<td>Chinyani, Tamara J.</td>
<td>45</td>
</tr>
<tr>
<td>Chory, Rebecca M.</td>
<td>65, 80, 128, 161, 167</td>
</tr>
<tr>
<td>Ciak, Jack</td>
<td>55, 138</td>
</tr>
<tr>
<td>Cichy, Nadine</td>
<td>39, 167</td>
</tr>
<tr>
<td>Cilmi, Melyssa</td>
<td>95</td>
</tr>
<tr>
<td>Citra, Diany</td>
<td>151</td>
</tr>
<tr>
<td>Clark, Joseph S.</td>
<td>147</td>
</tr>
<tr>
<td>Clarkson, Jay</td>
<td>86, 161</td>
</tr>
<tr>
<td>Claus, CJ</td>
<td>32, 54, 80, 82, 159</td>
</tr>
<tr>
<td>Clawson, Kasey J.</td>
<td>31, 126</td>
</tr>
<tr>
<td>Clements, Victoria</td>
<td>68</td>
</tr>
<tr>
<td>Coakley, Jackson</td>
<td>143</td>
</tr>
<tr>
<td>Cogan, Brian</td>
<td>78</td>
</tr>
<tr>
<td>Cohen, Steven D.</td>
<td>25, 58, 163</td>
</tr>
<tr>
<td>Coleman, Jeffrey</td>
<td>35</td>
</tr>
<tr>
<td>Coles, Gregory</td>
<td>60</td>
</tr>
<tr>
<td>Collins, Nate</td>
<td>162</td>
</tr>
<tr>
<td>Collins, Rachel</td>
<td>162</td>
</tr>
<tr>
<td>Collins, Steven J.</td>
<td>81</td>
</tr>
<tr>
<td>Compton, Josh</td>
<td>55, 110</td>
</tr>
<tr>
<td>Confrey, Christopher</td>
<td>105, 136</td>
</tr>
<tr>
<td>Coonfield, Gordon</td>
<td>158, 167</td>
</tr>
<tr>
<td>Copes, April E.</td>
<td>30</td>
</tr>
<tr>
<td>Covarrubiaz, Amanda</td>
<td>72</td>
</tr>
<tr>
<td>Cox, Lindsay</td>
<td>157</td>
</tr>
<tr>
<td>Crable, Bryan</td>
<td>41, 60, 69, 98</td>
</tr>
<tr>
<td>Crispell, Grace</td>
<td>92</td>
</tr>
<tr>
<td>Critchfield, Andrew Jared</td>
<td>51, 151</td>
</tr>
<tr>
<td>Cubbage, Jayne</td>
<td>152</td>
</tr>
<tr>
<td>Cuklanz, Lisa M.</td>
<td>139</td>
</tr>
<tr>
<td>Cummings, Melbourne</td>
<td>34, 70, 106</td>
</tr>
<tr>
<td>Curnalia, Rebecca M. L.</td>
<td>31</td>
</tr>
<tr>
<td>Curnutt, Hugh</td>
<td>84</td>
</tr>
<tr>
<td>Cypher, Joy M.</td>
<td>41, 96, 169</td>
</tr>
<tr>
<td>Czerwinski, Anne</td>
<td>148</td>
</tr>
<tr>
<td>D'Agostino, Laura</td>
<td>132</td>
</tr>
<tr>
<td>Danford, Denise</td>
<td>60</td>
</tr>
<tr>
<td>Danieu, Katie</td>
<td>129</td>
</tr>
<tr>
<td>Daugherty, Taylor</td>
<td>131</td>
</tr>
<tr>
<td>Davenport, Alex</td>
<td>136</td>
</tr>
<tr>
<td>Davis, Alisha</td>
<td>59</td>
</tr>
<tr>
<td>DeAtley, Jamie</td>
<td>92</td>
</tr>
<tr>
<td>Dee, Juliet</td>
<td>113, 162</td>
</tr>
<tr>
<td>DeFraia, Daniel</td>
<td>163</td>
</tr>
<tr>
<td>Del Negro, Nicole</td>
<td>131</td>
</tr>
<tr>
<td>DeMaio, Joseph</td>
<td>51, 72</td>
</tr>
<tr>
<td>DeMarco, Matthew</td>
<td>76</td>
</tr>
<tr>
<td>DePalma, Michael</td>
<td>79</td>
</tr>
<tr>
<td>DeVito, Erin</td>
<td>131</td>
</tr>
<tr>
<td>Devlin, Laurel</td>
<td>92</td>
</tr>
<tr>
<td>DiCioccio, Rachel L.</td>
<td>140, 154, 160</td>
</tr>
<tr>
<td>DiClemente, Rebecca</td>
<td>131</td>
</tr>
<tr>
<td>Diddi, Arvind</td>
<td>46</td>
</tr>
<tr>
<td>Di Desidero, Linda</td>
<td>91</td>
</tr>
<tr>
<td>Diglio, Danielle</td>
<td>109</td>
</tr>
<tr>
<td>Dillow, Megan R.</td>
<td>54, 147</td>
</tr>
<tr>
<td>Disbrow, Lynn</td>
<td>24, 25</td>
</tr>
<tr>
<td>Dodd, Melissa D.</td>
<td>38</td>
</tr>
<tr>
<td>Dolphin, Diane</td>
<td>83, 154</td>
</tr>
<tr>
<td>Donahue, Sean</td>
<td>131</td>
</tr>
<tr>
<td>Donlan, Tom</td>
<td>25, 39</td>
</tr>
<tr>
<td>Donofrio, Theresa</td>
<td>107</td>
</tr>
<tr>
<td>Dorunda, Anthony</td>
<td>92</td>
</tr>
<tr>
<td>Dotson, Chelsea</td>
<td>109</td>
</tr>
<tr>
<td>Dougherty, Kelley</td>
<td>54</td>
</tr>
<tr>
<td>Drinkwater, Margaret</td>
<td>71</td>
</tr>
<tr>
<td>Driscoll, Ashley</td>
<td>155</td>
</tr>
<tr>
<td>Dronowski, Amy Merlo</td>
<td>103</td>
</tr>
<tr>
<td>Drucker, Susan J.</td>
<td>29, 40, 78, 100, 103, 113, 139, 153, 162, 169</td>
</tr>
<tr>
<td>Drury, Christopher</td>
<td>163</td>
</tr>
<tr>
<td>Ducey, Marsha</td>
<td>65, 128</td>
</tr>
<tr>
<td>Dudics, Samantha</td>
<td>90</td>
</tr>
<tr>
<td>Dumova, Tatiana</td>
<td>32, 38, 64, 128, 145</td>
</tr>
<tr>
<td>Dunleavy, Katie Neary</td>
<td>44, 54, 64, 76, 87, 116</td>
</tr>
<tr>
<td>Dunn, Scott William</td>
<td>91</td>
</tr>
<tr>
<td>Durbin, James M.</td>
<td>30, 65, 93, 104, 128</td>
</tr>
<tr>
<td>Dury, Annie N.</td>
<td>50</td>
</tr>
<tr>
<td>Dyson, John</td>
<td>144</td>
</tr>
<tr>
<td>Dzikowski, David</td>
<td>153</td>
</tr>
<tr>
<td>E</td>
<td></td>
</tr>
<tr>
<td>Earnheardt, Adam C.</td>
<td>60, 162</td>
</tr>
<tr>
<td>Earnheardt, Mary Beth</td>
<td>60, 103</td>
</tr>
<tr>
<td>Eden, Jen</td>
<td>51</td>
</tr>
<tr>
<td>Edwards, Janis L.</td>
<td>63, 71, 135</td>
</tr>
<tr>
<td>Egolf, Donald B.</td>
<td>47</td>
</tr>
<tr>
<td>Eguchi, Shinsuke</td>
<td>30, 35, 106, 133, 145, 152</td>
</tr>
<tr>
<td>Eicher-Catt, Deborah</td>
<td>57, 164</td>
</tr>
<tr>
<td>Eichhorn, Kristen Campbell</td>
<td>29, 44, 56, 65, 71, 88, 93, 128, 151, 169</td>
</tr>
<tr>
<td>Elhau, Mohamed Ali</td>
<td>32</td>
</tr>
<tr>
<td>El-Khatib, Mohammed</td>
<td>101</td>
</tr>
<tr>
<td>Elmooudden, Sanae</td>
<td>118</td>
</tr>
<tr>
<td>Elson, Omowale</td>
<td>75</td>
</tr>
<tr>
<td>Emert, Thomas S.</td>
<td>47</td>
</tr>
<tr>
<td>Engleberg, Isa</td>
<td>23, 60</td>
</tr>
<tr>
<td>Englert, Stephanie</td>
<td>114</td>
</tr>
<tr>
<td>Evans, Jennifer</td>
<td>40</td>
</tr>
<tr>
<td>Every, Danamariere</td>
<td>53, 60</td>
</tr>
<tr>
<td>Ezumah, Bellarminbe</td>
<td>32</td>
</tr>
<tr>
<td>F</td>
<td></td>
</tr>
<tr>
<td>Farnsworth, Stephen J.</td>
<td>81, 91</td>
</tr>
<tr>
<td>Faro, Benjamin E.</td>
<td>150</td>
</tr>
<tr>
<td>Farrish, Alaina</td>
<td>150</td>
</tr>
<tr>
<td>Farris, Kristen LeBlanc</td>
<td>26, 76</td>
</tr>
<tr>
<td>Faulkner, Sandra</td>
<td>64</td>
</tr>
<tr>
<td>Faunce, Edwin E.</td>
<td>160</td>
</tr>
<tr>
<td>Fayle, Liam Stryker</td>
<td>135</td>
</tr>
<tr>
<td>Fedecho, Jacob</td>
<td>143</td>
</tr>
<tr>
<td>Fife, Eric</td>
<td>84</td>
</tr>
<tr>
<td>Files-Thompson, Nicole</td>
<td>98, 106, 152</td>
</tr>
<tr>
<td>Fiore, Madeline</td>
<td>131</td>
</tr>
<tr>
<td>Fishman, Donald A.</td>
<td>138, 162</td>
</tr>
</tbody>
</table>
Index

Fitzgerald, Dennis —— 37
Flynn, Christine —— 120
Flynn, Thomas —— 100, 139
Foeman, Anita K. —— 114, 133, 142
Foley, Walker —— 160
Forbus, Robert —— 38
Fraleigh, Douglas —— 113, 162
Fredricks, Susan M. —— 133
Fraleigh, Douglas —— 113, 162
Fredricks, Susan M. —— 133
Frye, Paul Azim —— 30
Fry, Jennifer —— 130
Frymier, Ann Bainbridge —— 40, 51, 87, 112
Frye, Jennifer —— 130
Gagliardi, Andrea —— 111
Galle, Allyson —— 120
Ganatra, Keeshan —— 124
Garcia, Angela Cora —— 83
Gardner, Elizabeth —— 116
Garrett, Erik A. —— 65, 69, 98, 128, 137, 160
Gatison, Annette D. Madlock —— 29, 97, 142, 161, 168, 169
Gay, Lindsey —— 124
Gearhart, Christopher —— 30
Geewax, Marilyn —— 60
Geisser, Marisa —— 154, 166
Gelles, Josh —— 68
Gencarelli, Thom —— 55, 65, 100, 128
Gentry, Ashlyn —— 46
Gerbensky-Kerber, Anne —— 164
Gerding, Ashton —— 120, 130
Geyer, Chris —— 130
Gibson, Stephanie —— 55
Gilbert, Christopher J. —— 36, 108, 166
Gilchrist, Eletra —— 83
Gilchrist, Brian —— 148
Gillam, Dan —— 131
Giller, Jay —— 72
Gilligan, Eileen —— 46
Gilmer-Knudson, Denise —— 68
Glenn, Cerise L. —— 35, 87, 142
Glowacki, Elizabeth M. —— 154
Golden, Kathleen M. —— 73
Goldman, Adria —— 80
Goldman, Zachary —— 95
Gomez, Luis Felipe —— 71
Gonzales, Gema —— 58
Goodboy, Alan K. —— 39
Gosset, Gabrielle —— 96
Grabowski, Lauren —— 124
Gragnani, Kaitlin —— 143
Granelli, Steven —— 46, 94, 104, 115
Grashof, Daniel —— 136
Gratch, Ariel —— 165
Greene, Deric M. —— 86, 133
Green-Hamann, Sara —— 138
Green, Patty Ann —— 36
Green, R. J. —— 32, 33
Greiner, Karen —— 89
Gresens, Amanda —— 62
Griffin, Patrick —— 92
Griffin, Rachel Alicia —— 107
Gring-Pemble, Lisa —— 33, 169
Groom, S. Alyssa —— 53, 93, 114, 126
Grussenmeyer, Kristina —— 144
Guerrero, Laura K. —— 108
Gumpert, Gary —— 78, 100, 103, 153, 162
Gunther, Amanda —— 150
H
Hadjii, Fatima —— 153
Hagemann, Julie —— 97
Hall, Jessica —— 101, 155
Hall, Maurice L. —— 148
Halpern, Daniel —— 35
Hammer, Lauren —— 158
Hampel, Alexa D. —— 54
Hampton-Farmer, Cheri —— 157
Hardeman, Kaith T. —— 73
Harden Fritz, Janie —— 29, 43, 57
Harrigan, Meredith Marko —— 44, 108, 146
Harris, Heather E. —— 43, 133
Hartman, Rosanne —— 83, 89, 129, 146
Hastings, Sally O. —— 88
Hawkins, Kaely —— 131
Heck, Chip —— 125
Heller-Boragine, Lisa —— 53
Henderson, Michele K. —— 71
Henning, Zachary —— 166
Hensley, Brandon —— 44, 117
Herbeck, Dale —— 29, 113
Herman, Andrew P. —— 146
Heusel, Jennifer —— 97
Hickson III, Mark —— 29, 41, 66, 81, 168, 169
Hirsch, Christine —— 36, 45, 65, 128, 140
Hjerpe, Caitlin —— 131
Hoffman, David C. —— 153
Holba, Annette M. —— 31, 59, 78, 108, 137, 143, 164
Holden, Tracey Quigley —— 49, 110
Hopkins, Eva —— 115
Hopson, Mark C. —— 45, 63, 155
Horan, Sean M. —— 40, 104
Horvath, Cary —— 32, 49, 81, 110, 130
Hosek, Angela M. —— 26
Hostetler, Michael J. —— 48, 152
House, Christopher A. —— 62, 135, 149
Houser, Marian L. —— 25, 26, 39, 87
Howard, Melissa —— 120
Howard, Sheena C. —— 152
Hubbell, Gaines —— 145
Huff, Annie C. —— 49
Huggins, Janelle —— 124
Hull-Ryde, Leslie —— 88
Hunt, Daniel —— 55
Hu, Yue —— 50
Hyden, Carl T. —— 29, 64, 127, 128
I
Iriarte, Walter —— 102
Irwin, Katie —— 145
Ivanov, Eric A. —— 76
Ivic, Rebecca —— 33
J
Jabro, Ann D. —— 85
Jackson, Christopher —— 80
Jackson II, Ronald L. —— 34, 48
Jackson, Jaietta——  32
Jalette, Gerard——  154
James, Nathaniel——  96
Jameson, Skylar——  96
Janbek, Dana——  109
Jaroff, Harper——  95
Jasko, Susan A.——  29, 100, 103, 129, 169
Jassem, Harvey——  65, 128
Jefferson, Bonnie——  64
Jeneja, Deepinder——  154
Jenkins, Alexander——  97
Jenkins, Fred——  37
Jennings, Elise——  75
Jewell, Tom——  39
Johnson, Danette Ifert——  23, 29, 48, 68, 76, 81, 87, 129, 157, 168, 169
Johnson, Dante L.——  35, 70
Johnson, Kevin A.——  55
Johnson, Nicole L.——  103
Johnson, Zach——  154
Johnston, Deirdre D.——  151
Jones, Jen——  79, 148
Jones, Jennifer——  65
Jones, K. Brian——  115
Jordan, Mackenzie——  107, 152
Jow, Doreen M. S.——  117, 123
Jung, Taejin——  141, 147
Junius, Jermaine——  65
Jun, Jung-mi——  121

K
Kahl, Mary L.——  48, 63, 71, 100, 104, 118
Kallis, Rhiannon——  130
Kang, Tanya——  130
Kanouse, Brian——  69
Kater, Sonja——  75
Katt, James A.——  30, 81
Kautz, David——  150
Kaylor, Brian T.——  55, 96, 163
Keefe, Brian P.——  31, 88
Keefer, Bradley——  96, 144
Keener, Holly——  40, 50, 111, 158, 166
Kelly, Lynne——  33
Kelly-Saffir, Mark——  95
Kelsaw, Todd——  85
Kemmery, Liz——  106
Kendall, Christina J.——  71
Kendall, Kathleen E.——  33, 127
Kender, Meredith——  92
Kennedy-Lightsey, Carrie D.——  54
Kepes, Gyuri——  50, 99
Keys, Truman R.——  45, 97, 142
Kice, Brent——  87
Kiely, Kathy——  105
Kimble, Nicole L.——  124
Kim, Jung Kee——  93
King, Andrew——  149
King, Rasia——  92
Kirkland, Connie——  155
Kisselburgh, Lorraine——  129
Knapp, Jennifer——  104, 140
Knopf, Christina M.——  91, 97
Kopaczewski, Shana——  161
Kornegay, Lauren——  131
Kosberg, Roberta——  77
Kovacic, Branislav——  37
Kreps, Gary L.——  121
Kropp, Evan——  42, 50
Kurtin, Kate——  111
Kurylo, Anastacia——  86

L
LaCava, LuAnn——  131
Lachlan, Kenneth A.——  64, 82, 110
Lacroix, Celeste——  141, 142
Lagoe, Carolyn——  111
Laico, Brittany——  52
Landis, Thomas——  54
Lannutti, Pamela J.——  64
LaPenta, Dante——  130
LaRocco, Mary Jo Fletcher——  50
Laskowski, Kara A.——  66, 144
Laslo, Matt——  60
Laster, Nicole M.——  54
Lastrapes, Lauren——  67
Latzoo, Cyril——  30, 68
Laulettla, Russell——  124
Lavalle, Jennifer——  90
La Valley, Angela Gilman——  44, 92, 108
Lavielle, Gail——  35
Lawton, Bessie Lee——  133
Leary, Juliet——  52
LeClair-Underberg, Cassandra——  76
Lederman, Linda——  112
Leek, Danielle Wiese——  100
Lehn, Melody J.——  62

Leemerand, Lyn——  68
Leoutsakas, Dennis——  165
Levasseur, David G.——  55
Levinson, Martin——  65, 128
Levy, Alexis——  42, 50, 111
Lewis, Melissa L.——  90
Lewis, Tiffany——  153
Lichter, S. Robert——  81, 91
Lilly, Lindsey C.——  124
Linder, Alicia——  37, 50
Lind, Stephen J.——  102
Livingston, Kaylea S.——  111
Llamas, Ryan——  75
Llewellyn, John——  38
Long, Camonia——  65
Long, Kathleen M.——  81, 112
Lont, Cindy——  26, 29, 81, 91, 168, 169
Loperfido, Katie——  115
Lovegrove, Dawn——  145
Loy, Caroline——  98
Luechtelfeld, Sean——  58, 91, 100, 116
Lu, Jessica——  98
Lukas, Jacqueline——  92
Lukito, Josephine——  104
Luoma, Kelly——  157
Lupacchino, Erika——  143

M
Mackler, Tobi——  23, 25, 26, 113
Madden, Kelly——  167
Madden, Stephanie——  129
Maddux, Kristy——  64, 127
Madlock, Paul E.——  40, 108, 119, 133
Magnin, Jonathan——  54
Maibach, Edward——  38
Majocha, Kristen Lynn——  62, 65, 128
Maki, Shannon M.——  56, 93, 159
Malachowski, Colleen C.——  80, 88, 94, 159
Malin, Brent——  84
Malone, Sean——  76
Maloney, Ryan——  131
Manlove, Clifford T.——  148
Mannarino, Helena——  109
Mannino, Kimberly——  150
Mantaro, Thad——  147
<table>
<thead>
<tr>
<th>Name</th>
<th>Page(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marconi, James</td>
<td>58</td>
</tr>
<tr>
<td>Marinchak, Christina L. McDowell</td>
<td>79, 94, 110</td>
</tr>
<tr>
<td>Marron, Sara</td>
<td>136</td>
</tr>
<tr>
<td>Marshall, Pamela</td>
<td>136</td>
</tr>
<tr>
<td>Marsh, Tina A.</td>
<td>156</td>
</tr>
<tr>
<td>Martinkosky, Amy</td>
<td>111</td>
</tr>
<tr>
<td>Martin, Matthew M.</td>
<td>33, 83, 88, 93, 104, 140</td>
</tr>
<tr>
<td>Masone, Melissa</td>
<td>63, 96, 155</td>
</tr>
<tr>
<td>Masuga, Jessica</td>
<td>54</td>
</tr>
<tr>
<td>Matese, Victoria</td>
<td>139</td>
</tr>
<tr>
<td>Matlock, Allyson</td>
<td>147</td>
</tr>
<tr>
<td>McAllister-Spooner, Sheila</td>
<td>37</td>
</tr>
<tr>
<td>McArthur, John A.</td>
<td>73</td>
</tr>
<tr>
<td>McCann, Elizabeth</td>
<td>157</td>
</tr>
<tr>
<td>McCroskey, James C.</td>
<td>43, 140</td>
</tr>
<tr>
<td>McCroskey, Linda L.</td>
<td>80, 118</td>
</tr>
<tr>
<td>McDermott, Virginia M.</td>
<td>117</td>
</tr>
<tr>
<td>McDonald, Molly</td>
<td>143</td>
</tr>
<tr>
<td>McFarland, Kathryn</td>
<td>75</td>
</tr>
<tr>
<td>McGinley, Kelly</td>
<td>92</td>
</tr>
<tr>
<td>McKendree, Amanda G.</td>
<td>57</td>
</tr>
<tr>
<td>McKerrow, Raymie</td>
<td>40</td>
</tr>
<tr>
<td>McMahan, David T.</td>
<td>160</td>
</tr>
<tr>
<td>McMullen, Audra L.</td>
<td>104, 150</td>
</tr>
<tr>
<td>Meachem, Mark C.</td>
<td>138</td>
</tr>
<tr>
<td>Meadows, Michael</td>
<td>141</td>
</tr>
<tr>
<td>Meddis, Sam</td>
<td>105</td>
</tr>
<tr>
<td>Meehl, Jennifer J.</td>
<td>83</td>
</tr>
<tr>
<td>Mello, Brad</td>
<td>75</td>
</tr>
<tr>
<td>Meltzer, Kimberly</td>
<td>101</td>
</tr>
<tr>
<td>Merkel, Ryan</td>
<td>68</td>
</tr>
<tr>
<td>Mermer, Dorian L.</td>
<td>31</td>
</tr>
<tr>
<td>Merwin, Francesca</td>
<td>115</td>
</tr>
<tr>
<td>Mesaros-Winckles, Christy</td>
<td>153</td>
</tr>
<tr>
<td>Metcalf, Eric</td>
<td>135</td>
</tr>
<tr>
<td>Michalec, Beth E.</td>
<td>38, 126</td>
</tr>
<tr>
<td>Mielenicki, Alkyl</td>
<td>131</td>
</tr>
<tr>
<td>Millard, Michelle</td>
<td>44, 117</td>
</tr>
<tr>
<td>Miller, Aimee E.</td>
<td>44, 54, 65, 76, 128, 132, 155</td>
</tr>
<tr>
<td>Miller, Amy N.</td>
<td>93</td>
</tr>
<tr>
<td>Miller, Barbie</td>
<td>37</td>
</tr>
<tr>
<td>Miller, Brett A.</td>
<td>55</td>
</tr>
<tr>
<td>Miller, Eric</td>
<td>116</td>
</tr>
<tr>
<td>Miller, Jean Costanza</td>
<td>136, 151</td>
</tr>
<tr>
<td>Miller, Jeffrey A.</td>
<td>147</td>
</tr>
<tr>
<td>Milli, Annie</td>
<td>111</td>
</tr>
<tr>
<td>Mindel, Fran</td>
<td>56, 162</td>
</tr>
<tr>
<td>Minielli, Maureen</td>
<td>64, 128, 162</td>
</tr>
<tr>
<td>Mino, Mary</td>
<td>32, 66, 85, 106, 144, 152</td>
</tr>
<tr>
<td>Moffitt, Kimberly</td>
<td>34, 134</td>
</tr>
<tr>
<td>Mohan, Mary L.</td>
<td>146</td>
</tr>
<tr>
<td>Montondo, Marie</td>
<td>105</td>
</tr>
<tr>
<td>Moore, Cassandra</td>
<td>132</td>
</tr>
<tr>
<td>Moore, DaKysha</td>
<td>89</td>
</tr>
<tr>
<td>Moore, Jessica L.</td>
<td>64</td>
</tr>
<tr>
<td>Morelli, Dante</td>
<td>163</td>
</tr>
<tr>
<td>Morgan, Julie W.</td>
<td>150</td>
</tr>
<tr>
<td>Morrison, Carlos</td>
<td>34</td>
</tr>
<tr>
<td>Morton, Michael Kilpatrick</td>
<td>76</td>
</tr>
<tr>
<td>Moss, Jill</td>
<td>155</td>
</tr>
<tr>
<td>Mottet, Timothy P.</td>
<td>26, 69, 112</td>
</tr>
<tr>
<td>Mou,Yi</td>
<td>35</td>
</tr>
<tr>
<td>Muddiman, Ashley</td>
<td>46</td>
</tr>
<tr>
<td>Mueller II, Alfred G.</td>
<td>66, 124</td>
</tr>
<tr>
<td>Muir, Janette Kenner</td>
<td>41, 62, 127, 135, 159</td>
</tr>
<tr>
<td>Muir, Star</td>
<td>73, 82, 159</td>
</tr>
<tr>
<td>Mullen, Faith E.</td>
<td>73, 102</td>
</tr>
<tr>
<td>Mullen, William</td>
<td>102</td>
</tr>
<tr>
<td>Mulliken, Seth</td>
<td>158</td>
</tr>
<tr>
<td>Mullins, Darrell G.</td>
<td>127</td>
</tr>
<tr>
<td>Munz, Elizabeth A.</td>
<td>154, 167</td>
</tr>
<tr>
<td>Myers, Joshua Jedidiah</td>
<td>87</td>
</tr>
<tr>
<td>Myers, Scott A.</td>
<td>93</td>
</tr>
<tr>
<td>Nadler, Sarah</td>
<td>105</td>
</tr>
<tr>
<td>Nagy, Mary</td>
<td>68</td>
</tr>
<tr>
<td>Nance, Terry</td>
<td>41</td>
</tr>
<tr>
<td>Neacsu, Dana</td>
<td>107</td>
</tr>
<tr>
<td>Neir, Olivia</td>
<td>120</td>
</tr>
<tr>
<td>Nelson, C. Leigh</td>
<td>72, 84</td>
</tr>
<tr>
<td>Neuman, Amanda</td>
<td>37</td>
</tr>
<tr>
<td>Newsom, Eric</td>
<td>145</td>
</tr>
<tr>
<td>Nichols, Bill</td>
<td>105</td>
</tr>
<tr>
<td>Nickell, Debra F.</td>
<td>76, 117</td>
</tr>
<tr>
<td>Nicotera, Anne M.</td>
<td>88</td>
</tr>
<tr>
<td>Nikiforova, Bistra</td>
<td>167</td>
</tr>
<tr>
<td>Nikolaev, Alexander</td>
<td>97</td>
</tr>
<tr>
<td>Noar, Seth M.</td>
<td>147</td>
</tr>
<tr>
<td>Nogueira, Kathryn</td>
<td>63, 155</td>
</tr>
<tr>
<td>Noland, Aaron</td>
<td>40, 97</td>
</tr>
<tr>
<td>Norris, Cameron</td>
<td>48</td>
</tr>
<tr>
<td>Northridge, Rachel</td>
<td>143</td>
</tr>
<tr>
<td>Nowaczyk, Ron</td>
<td>81</td>
</tr>
<tr>
<td>O'Connell, Roxanne</td>
<td>109</td>
</tr>
<tr>
<td>Oligbbo, Elizabeth</td>
<td>152</td>
</tr>
<tr>
<td>Oldham, Crystal Edwards</td>
<td>84</td>
</tr>
<tr>
<td>Olson, Jade</td>
<td>36, 100</td>
</tr>
<tr>
<td>Olson, Lester C.</td>
<td>33</td>
</tr>
<tr>
<td>Olufowote, James O.</td>
<td>69</td>
</tr>
<tr>
<td>Olzinski, Elizabeth Mary</td>
<td>76</td>
</tr>
<tr>
<td>O'Mara, Joan</td>
<td>81</td>
</tr>
<tr>
<td>O'Neill, Emily</td>
<td>91</td>
</tr>
<tr>
<td>O'Neill, Katie Kavanagh</td>
<td>141</td>
</tr>
<tr>
<td>O'Neill, Naomi Bell</td>
<td>137</td>
</tr>
<tr>
<td>Onsomu, Elijah O.</td>
<td>89</td>
</tr>
<tr>
<td>Ordway, Sarah</td>
<td>136</td>
</tr>
<tr>
<td>Oswald, Kathleen F.</td>
<td>158, 167</td>
</tr>
<tr>
<td>Owen, Kelli K.</td>
<td>31</td>
</tr>
<tr>
<td>Owens, Lindse</td>
<td>132</td>
</tr>
<tr>
<td>Pabis, Marianne</td>
<td>148</td>
</tr>
<tr>
<td>Pampaloni, Andrea M.</td>
<td>67</td>
</tr>
<tr>
<td>Papajcik, Jessica</td>
<td>65, 128</td>
</tr>
<tr>
<td>Pappas, Christopher</td>
<td>91</td>
</tr>
<tr>
<td>Parker, Cameron</td>
<td>42, 99, 111</td>
</tr>
<tr>
<td>Parker-Raley, Jessica</td>
<td>26, 69</td>
</tr>
<tr>
<td>Park, Eun-A</td>
<td>81</td>
</tr>
<tr>
<td>Parry-Giles, Trevor</td>
<td>29, 41, 55, 58, 86, 107, 114, 127, 164, 168, 169</td>
</tr>
<tr>
<td>Patterson, Brian R.</td>
<td>119</td>
</tr>
<tr>
<td>Patterson, Robert</td>
<td>127</td>
</tr>
<tr>
<td>Pattik, Kristin</td>
<td>111</td>
</tr>
<tr>
<td>Pavitt, Charles</td>
<td>110</td>
</tr>
<tr>
<td>Peacock, Cynthia</td>
<td>46</td>
</tr>
<tr>
<td>Pearson, Judy C.</td>
<td>93</td>
</tr>
<tr>
<td>Pease-Hernandez, Christine</td>
<td>129</td>
</tr>
<tr>
<td>Peirce, L. Meghan</td>
<td>89</td>
</tr>
<tr>
<td>Penn, Arliene T.</td>
<td>111</td>
</tr>
<tr>
<td>Pennell, Marilyn</td>
<td>42, 99</td>
</tr>
<tr>
<td>Penyak, David J.</td>
<td>165</td>
</tr>
<tr>
<td>Perez, Delissa</td>
<td>71</td>
</tr>
<tr>
<td>Perks, Lisa Glebatis</td>
<td>55, 156</td>
</tr>
<tr>
<td>Perreault, Mimi Wiggins</td>
<td>101</td>
</tr>
<tr>
<td>Perse, Elizabeth</td>
<td>49, 120</td>
</tr>
<tr>
<td>Persuit, Jeanne M.</td>
<td>53, 85, 94, 114, 149</td>
</tr>
<tr>
<td>Peters, Donald</td>
<td>56, 119</td>
</tr>
<tr>
<td>Peterson, Stacey</td>
<td>162</td>
</tr>
<tr>
<td>Petroski, David John</td>
<td>124, 161</td>
</tr>
<tr>
<td>Phillips, Ashley</td>
<td>51</td>
</tr>
<tr>
<td>Placone, Ronald A.</td>
<td>166</td>
</tr>
</tbody>
</table>
Plavchak, Blake—— 124
Pluretti, Roseann—— 132
Polack, E. Phillips—— 99, 139, 161
Poole, Deandre J.—— 70
Porpora, Douglas—— 97
Potee, Nanette—— 63
Poulin, Spencer—— 76
Prado, Paolo—— 109
Prisbell, Marshall—— 124
Pytlak, Marissa—— 115

R
Rancer, Andrew S.—— 30, 65, 80, 88, 128, 140, 161
Rasmussen, Katie—— 48, 57, 103
Read, Emily—— 69
Redlick, Madeline—— 59
Reeher, Jessica—— 140
Rex, Jacquelyn—— 93
Reyes, Ian—— 84
Richards, Keith—— 69
Richardson, Brian—— 67
Richardson, Jamal—— 95
Richmond, Virginia P.—— 43
Richter, Brittany—— 130
Ringer, Jeffrey—— 79
Rintamaki, Lance S.—— 117
Roberts, Kathleen Glenister—— 65, 85, 108, 128
Roberts, Larissa C.—— 54
Robertson, William Webb—— 71
Robinson, Nicole M.—— 88
Rocca, Kelly—— 51, 66
Rodgers, Brandi D.—— 147
Rodgers, Pierre—— 162
Rose, Anna—— 135
Rosenthal, Rita—— 64
Roth, Adam David—— 25
Roth, Allison—— 150
Rotondo, Amanda—— 145
Roundtree, Portia—— 139
Rouse, Chip—— 43
Rowan, Katherine E.—— 23, 37
Ruminski, Elesha L.—— 33, 59
Russell, Tillman—— 33
Russo, Sarah—— 124
Ryan, Sarah E.—— 58, 110, 133

S
Saavedra-Flores, Marisa L.—— 84
Samek, Alyssa—— 107
Sampson, Linda—— 29, 44, 108, 161, 169
Samter, Wendy—— 41, 64
Samuel, Vida—— 107
Satkoske, Valerie—— 139
Sawyer, J. Kanan—— 65, 128, 136
Saxton-Ross, Autumn—— 121
Scacco, Joshua M.—— 46, 97, 104
Schafer, Irene—— 143
Schifino, Linda—— 124
Schmaltz, Lindsey—— 132
Schmidt, Hans C.—— 72
Schmidt, Heidi—— 132
Schrader, Valerie Lynn—— 29, 67, 86, 145, 163, 169
Schumacher, Eric—— 160
Scofield, Heather—— 67
Scott, Muriel—— 130
Seibert, Susanna—— 92
Semlak, Julie—— 51
Sevilla, Amanda L.—— 30
Seymour, Celeste Grayson—— 60, 87
Seymour, Katelyn—— 120
Shanahan, James—— 120
Shank, M. Chad—— 136
Shaw, GiQuinta—— 104
Scheckels, Theodore F.—— 57, 91, 118, 127
Sheffield, Jessica—— 36
Sherblom, John C.—— 82, 118, 138, 151
Sherman, Olivia—— 52, 115
Shi, Lili—— 50
Shimotsu, Stephanie—— 56, 65, 84, 128, 133, 159
Shim, Woomi—— 147
Shirley, April—— 131
Shoemaker, Deanna—— 165
Shorter, Shavonne—— 33
Sideling, Robert J.—— 44, 50, 104, 108, 154
Siegel, Paul—— 113, 162
Signorielli, Nancy—— 49, 81, 111, 120
Silberman, Stephanie—— 124
Simmons, Heather—— 124
Simone, Dan—— 132
Simone, Maria—— 35, 41, 52, 72
Simon, Taylor—— 143
Simpson, Michelle—— 39, 68
Sims, Barbara—— 57, 162
Sinha, Nidhi—— 99
Skaggs Jr., Philip Ray—— 160
Skalski, Paul D.—— 82
Slesman, Brent C.—— 29, 78, 108, 116, 134, 163, 169
Sloane, Kailey—— 72
Slocum, Erica—— 132
Smith, Angela—— 92
Smith, Blythe—— 54
Smith, C. Chic—— 80
Smith, David—— 58
Smith, Jason K.—— 85
Smith, John Kares—— 46
Smith, J. Scott—— 35
Smith, Matthew J.—— 81, 138, 147, 148, 151, 169
Smith, Michael F.—— 77
Smith, Nicholas S.—— 80
Smith, Nicole A.—— 91
Smith, Tyrone—— 34
Smith, Zak—— 124
Snyder, Jason L.—— 38, 129
Sordo, Cindy—— 143
Sparks, Lisa—— 151
Speakman, June Sage—— 109
Spence, Patric R.—— 82, 110
Spieldenner, Andrew R.—— 35, 86
Spradley, R. Tyler—— 102
Stacks, Don W.—— 29, 66
Staggers, Sydney M.—— 56, 69, 83, 159
Starosta, Williams—— 34
Stassen-Ferrara, Heather M.—— 86, 136
Steele, James—— 31
Steele, Kayla—— 130
Stefanik-Sidener, Kelsey—— 157
Stein, Susan E.—— 72
Stephenson, D.L.—— 103
Stewart, David—— 51
Stewart, Felicia—— 133
Stewart, Lea P.—— 68, 143
Stifano, Stephen—— 38
Stofleth, Daniel E.—— 127
Straight, Anna—— 114
Strate, Lance A.—— 60, 90, 148, 164
Strauman, Elena—— 64
Index

Streiff, Jean Ann— 29, 48, 60, 169
Stroman, Carolyn A.— 45, 65
Strouse, Angela— 124
Suhr, H. Cecilia— 102
Sun, Wei— 75, 109
Sutley, Eden— 96
Sutton, Alexandria— 111
Szulecki, Diane— 132

T

Talbert, Richard L.— 31, 119
Tang, Jennifer— 86
Taylor, Anita— 135
Taylor, Derek— 161
Thaker, Jagadish— 38
Thames, Richard— 69, 98, 166
Thomas, Betsy— 112
Thomas, Debyii Sababu— 51, 70
Thomas, Gabrielle— 150
Thomas, Joseph— 157
Thomas-Maddox, Candice— 24, 26, 29, 43, 77, 95, 112, 138, 154
Thompson, Jason— 83
Ticknor, Kristina L.— 63, 156
Tilley, Elspeth— 133
Toale, Mary C.— 29, 124, 169
Toland, Julianna— 124
Tonn, Mari Boor— 29, 48, 169
Torrence, Ashley— 24
Townsend, Rebecca M.— 96, 105, 153
Trent, Judith— 34, 118
Troup, Calvin L.— 114
Trowbridge, Janey— 97, 121
Tucker, Andrea Vadaro— 67
Tucker, Megan H. L.— 90, 121
Tumolo, Michael Warren— 57, 166
Turner, Jack— 155
Turner, Lynn H.— 24, 156
Tursellino, Elizabeth— 124

U

Udeorji, Chizoba— 35, 96
Umphrey, Laura R.— 147
Underhill, Stephen— 127

V

Vallade, Jessalyn I.— 40, 167
Vandenberg, Sean— 143
Vasquez, Dana— 59
Vatz, Richard E.— 118, 127
Vega, Miriam W.— 86
Vela, Lori E.— 26, 80, 154
Verni, Stephanie— 43, 68
Villagran, Melinda M.— 29, 121, 169
Vogl-Bauer, Sally— 151
Volkman, Julie E.— 64
Vollten, Nik— 158

W

Wachs, Anthony M.— 126, 137, 160
Waisanen, Don— 164
Wallace, Jill— 72
Wallenstein, Martin— 78, 139, 162
Walters, Wendy S.— 83, 166
Wang, Lin— 132
Wanzer, Melissa Bekelja— 31, 83, 92, 129, 147
Ward, Joel S.— 87, 134, 143
Ward, Susan M.— 24, 39, 53, 84
Warren, Jenny— 94
Warren, Samantha— 40
Washington, Joanne— 144
Watrouss, Lisa— 106
Watson, Rashida— 150
Watterson, Julia— 124
Wayner, Peter— 143
Weathers, Melinda R.— 88
Webber, Katrina— 115, 132
Weber, David E.— 73
Weber, Jill M.— 55
Weber, Keith— 93
Weckerle, Lisa— 165
Weintraub, Sara Chudnovsky— 26, 77
Wei, Thomas E.— 163
Werner, Erich— 79
Wertheimer, Molly Meijer— 62
Wescott, Ginny— 157
Westerman, David— 82, 106
West, Richard— 24, 33, 91, 156
Wetherwax, Natalie— 60
Wharton-Michael, Patty— 62
Whitacre, Tammy— 119
Whitecap, Valerie Goff— 90
White, Cindy— 135
Whitfield, Toni S.— 77
Whittington, Elizabeth— 106, 155
Wieczorek, Susan M.— 62, 139
Wiencek, Nancy A.— 110
Wigley III, Charles J.— 140, 161
Willets, Nancy J.— 25, 26, 29, 64, 113, 128, 153, 168, 169
Willett, Kristen L.— 89, 138
Williams, Algernon A.— 45, 70
Williams, Clarissa J.— 80
Williams, Kesha M. Morant— 45, 59, 70, 142
Willner, Judith— 95
Wilson, Steven R.— 154
Winslow, Jane— 141
Wisniewski, Meghan— 92
Witte, Joe— 38
Woeste, Michael J.— 77
Wolfe, Kristin Roeschenthaler— 73, 114, 160
Wolvin, Andrew D.— 25
Womback, Deanna F.— 129
Wood, Kristin— 132
Woodruff, Tionna— 105
Woodward, Gary C.— 78
Wooten, Jill— 133
Worthington, Debra— 30, 129
Wotipka, Crystal— 72
Wrench, Jason S.— 36, 67, 157, 163, 169
Wright, Catherine K.— 169
Wright, Matthew— 124
Wright, Richard— 79

Y

Youngblood, Norman E.— 129
Young, Kelly— 48, 57, 119
Young, Laura— 40
Youra, Paula— 118
Yuan, Yuan— 167

Z

Zaluzec, Jessica A.— 112
Zelley, Elaine D.— 64
Zeytinoglu, Cem— 78, 114
Zhang, Peter— 55
Zhao, Xiaoquan— 50
Zierner, Richard— 150
Zumpano, Michelle— 30
Zwier, Steven— 60