100th Annual Meeting of the Eastern Communication Association

April 22-26, 2009
Philadelphia, Pennsylvania
Sheraton Society Hill

Eastern Communication Association
http://www.ecasite.org
Eastern Communication Association
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Regis College
President

Richard West
Emerson College
Immediate Past President

Candice Thomas-Maddox
Ohio University-Lancaster
First Vice-President

Alfred G. Mueller
Penn State, Mont Alto
Executive Director

Janie Harden Fritz
Duquesne University
First Vice-President-Elect

Kathie Cesa
KOC Member Services
Administrative Assistant
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Welcome from ECA First Vice-President

Greetings and welcome to ECA's 100th anniversary celebration!

It is hard to believe that this moment has arrived. After three years of planning and preparation, we are finally gathered to commemorate what many consider to be the anniversary of not only ECA, but also the anniversary of communication as a discipline. Just consider all the defining moments accomplished in our first century – what began as the Eastern Public Speaking Conference (bringing together 15 college public speaking teachers from five states and the District of Columbia) has evolved into an annual convention that has grown to over 750 members from more than 40 states and five countries. Our Association has grown from focusing solely on public speaking to an organization which embraces the research and teaching contributions from 20 different interest groups and a variety of affiliates. It is exciting to envision what the next century will bring!

We are pleased to be able to celebrate this historic convention by returning to the area where it all started – Philadelphia. ECA's first conference was hosted at Swarthmore College, located less than 30 miles from the birthplace of our nation. To commemorate this anniversary, special planning and pre-convention events have been taking place over the past year in preparation for this weekend's convention. Sara Weintraub, ECA President, visited Swarthmore and presented a plaque acknowledging their role in the founding of our Association. Jim Chesebro dedicated months in the soliciting and editing of manuscripts for our 100th anniversary volume “A Century of Transformation”. Jason Wrench began his quest at the conclusion of the 2008 convention to solicit sponsors, exhibitors, and advertisers. Ann Frymier coordinated the Centennial Scholars recognition program to recognize scholars who have made significant contributions to ECA's defining moments. Marian Houser and Melissa Wanzer dedicated their time and creativity in putting together a captivating Basic Course Conference and enticing Short Courses. Mike Dickerson involved students from his public relations classes in identifying innovative ways to get the word out about the quality research produced by ECA scholars. Each of ECA's Interest Group and Affiliate Planners and program reviewers made a commitment to planning this weekend's intriguing panels.

Countless hours of planning and preparation have gotten us to this point, and we are thrilled that you are here to experience the fruits of these planners' labors. My sincere gratitude goes out to each of these individuals for making this convention a reality.

As you peruse this year’s convention program you will notice

ECA President Sara Weintraub (center) presents Swarthmore College with a commemorative plaque.
a few changes. The Basic Course Conference has been scheduled for Wednesday to accommodate the large number of conference submissions and to enable attendees to maximize all that the convention has to offer. ECA is proud to support opportunities for undergraduate and graduate students to share their research – this year Adam Earnheardt received nearly 200 submissions for the poster sessions. To enable more students to showcase their work, four coffee cafes have been scheduled featuring one graduate and three undergraduate poster sessions. While the Sheraton Society Hill is a beautiful property, Villanova University generously agreed to sponsor the Thursday night Welcome Reception at Positano Coast (located across the street from the hotel) to showcase some of the incredible dining options that Philadelphia has to offer. Interest groups have selected Centennial Scholars who have defined the scholarship and teaching in their content areas. These scholars will be honored at the Centennial Luncheon on Friday which will feature a video showcasing the defining moments as remembered by ECA's past officers. To conclude our celebration, ECA will honor all of its Presidents with a reception on Saturday evening at The National Constitution Center. Completed in 2003, the Center is located on Independence Mall and will enable members to partake in the historical features of Philadelphia before departing for home.

I have had the benefit of working with so many incredible ECA members in planning for this milestone. This has truly been a team effort – and I want to thank everyone who volunteered their time and talents. I have been so fortunate to have the support and advice of many of my predecessors over the past few years. The ECA 100th Anniversary Planning Committee has contributed valuable insight as we prepared for this convention, sharing tips they learned when planning their own conventions. To Jim Chesebro (chair), Deb Borisoff, Susan Drucker, Ann Frymier, Linda Lederman, Jim McCroskey and Janette Kenner Muir – thank you for your mentoring and support. To Sara Weintraub – thank you for sharing suggestions, computer files, and checking in to see how things were going. To Kathie Cesa – your expertise has been invaluable throughout the planning process – I always knew I could count on you to send me “gentle reminders” or to assist in handling questions from members. To Laura Begue, Matt Boyd & Meg Grover – thank you for the excitement and energy you contributed in addressing all the convention details. To Bill Cowen, Bryan Crable, and Joy Cypher – words cannot express how fortunate we are to have the three of you as ECA's Second Vice Presidents! My mind was at ease knowing that you had all the local details under control.

Finally, I would be remiss if I failed to thank my family for their love and patience throughout the past couple of months as the details for the convention were being finalized. Rick, Greyson and Parker – your hugs and words of encouragement have been my source of energy!

Enjoy the celebration – here's to the next 100 years!

2009 ECA First Vice-President
GREETINGS:

It is my distinct pleasure to welcome everyone to Philadelphia for the 100th annual convention of the Eastern Communication Association.

The theme of this year's convention, "Defining Moments: A Century of Communication," celebrates the accomplishments of 100 years of achievement in research, criticism, communication theory, and excellence in teaching. With the onset of the 21st Century we have seen the evolution that communication and the transfer of global information has gone through, and we must remain diligent in our research and continue to make changes in communication practices.

During your visit to Philadelphia, I hope you will take the time to enjoy everything this exciting city has to offer—from its numerous cultural and scenic treasures to its fine dining and gracious hospitality. A short distance from your event you will find icons of our proud American heritage—the Liberty Bell, Independence Hall, and the National Constitution Center, to name a few. There is something for everyone in this great city, and we welcome you to make many new memories here at the crossroads of big city excitement and hometown hospitality.

As Governor and on behalf of all Pennsylvanians, I extend my best wishes for a memorable and productive convention, an enjoyable stay in our state, and continued success in the years ahead.

EDWARD G. RENDELL
Governor
April 22-26, 2009
April 22, 2009

Dear Eastern Communication Association Delegates:


On behalf of the City of Philadelphia, we are proud that the Eastern Communication Association’s inaugural event began right here in our great city. Since its first assembly of fifteen college public speaking teachers a century ago, the Eastern Communication Association has grown to more than 760 members from more than 40 states and five countries.

As the country’s oldest professional communication association, the Eastern Communication Association is a distinguished service-oriented organization with a history of achievement in research, criticism, communication theory, and excellence in teaching. Communication is the key to success, so I salute your organization for encouraging thoughtful discussions about the way communication is researched and taught.

Best wishes for an enjoyable convention and much continued success!

Sincerely,

Michael A. Nutter
Mayor
General Convention Information

Registration – Hamilton Room

Hours for Registration

<table>
<thead>
<tr>
<th>Day</th>
<th>Hours</th>
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<tr>
<td>Wednesday, April 22</td>
<td>9:00 a.m. – 5:00 p.m.</td>
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<tr>
<td>Thursday, April 23</td>
<td>8:00 a.m. – 5:00 p.m.</td>
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<tr>
<td>Friday, April 24</td>
<td>7:30 a.m. – 5:00 p.m.</td>
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<tr>
<td>Saturday, April 25</td>
<td>7:30 a.m. – 3:30 p.m.</td>
</tr>
<tr>
<td>Sunday, April 26</td>
<td>7:30 a.m. – 10:00 a.m.</td>
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Alfred G. Mueller, II, Pennsylvania State, Mont Alto, Executive Director

Kathie Cesa, ECA Administrative Assistant

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

Exhibit Area – Hamilton Room

Exhibit Hours

<table>
<thead>
<tr>
<th>Day</th>
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<tbody>
<tr>
<td>Thursday, April 23</td>
<td>1:00 p.m. – 5:00 p.m.</td>
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Jason Wrench, SUNY, New Paltz, Director of Marketing

Schedule time to visit the publishers and graduate programs who are joining us for this year’s convention. Graduate and undergraduate poster sessions will be hosted in the Exhibit Hall in conjunction with ECA Coffee Cafes – be sure to check the schedule and join us for these events!
Convention Policy Statements

The Sheraton Society Hill 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 accommodation needs, anyone who requires assistance should notify First Vice-President Candice Thomas-Maddox 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 2009 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 submissions (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: personal computers, laser printers, satellite links, teleconference equipment, LCD panels and projectors, 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.
Room 1: Hamilton Room
Room 2: Claypoole Room
Room 3: Bromley Room
Room 4: Whitpen Room
Room 5: Shippen Room
Room 6: Reynolds Room
Room 7: Frampton Room
Room 8: Flower Room
Room 9: Cook Room
Room 10: William Penn Boardroom
Room 11: Society Hill Ballroom
2009 Convention Planners

Primary Convention Planner:

Candice Thomas-Maddox
First Vice-President
Ohio University-Lancaster

Associate Convention Planners:

William Cowen
Second Vice-President
Villanova University

Bryan Crable
Second Vice-President
Villanova University

Joy M. Cypher
Second Vice-President
Rowan University

Jason S. Wrench
Director of Marketing
SUNY-New Paltz

Marian Houser
Basic Course
Conference Coordinator
Texas State University, San Marcos

Ann Bainbridge Frymier
Centennial Scholars Coordinator & 100th Anniversary Committee
Miami University

Melissa Bekelja Wanzer
Short Course Program Coordinator
Canisius College

Adam Earnheardt
Poster Sessions Coordinator
Youngstown State University

James W. Chesebro
Editor of ECA Anniversary Volume & Chair of 100th Anniversary Committee
Ball State University

Mike Dickerson
Director of Publicity and Promotions
George Mason University

Deborah Borisoff
100th Anniversary Committee
New York University

Susan Drucker
100th Anniversary Committee
Hofstra University

Linda Lederman
100th Anniversary Committee
Arizona State University

James C. McCroskey
100th Anniversary Committee
University of Alabama at Birmingham

Janette Kenner Muir
100th Anniversary Committee
George Mason University

Daniel Earle
Graphic Design
Villanova University

Chad Fahs
Video Archive Director
Villanova University

Seth Mulliken
Video Archive Director
Villanova University

Matthew Boyd
Student Assistant
Ohio University, Lancaster

Laura Begue
Student Assistant
Ohio University, Lancaster

Megan Grover
Student Assistant
Ohio University, Lancaster
2009 ECA Interest Group Planners

American Society for History of Rhetoric
Maureen Minielli
CUNY, Kingsborough

Applied Communication Division
Susan B. Malcolm
Robert Morris University

Argumentation and Forensics
Kimberly Korcsmaros
Bridgewater College

Communication, Law and Ethics
Thomas R. Flynn
Slippery Rock University

Community College
Tobi Mackler
Montgomery County Comm. College

Health Communication
Maria Brann
West Virginia University

Communication & Technology
Davis Foulger
Brooklyn College, CUNY

Instructional Communication
Leanne M. Bell
Stevenson University

Intercultural Communication
Donyale R. Griffin
Wayne State University

Interpersonal Communication
Katie Dunleavy
LaSalle University

Kenneth Burke Society
Mari Boor Tonn
University of Maryland

Lambda Pi Eta
Andrew Jared Critchfield
The George Washington University
Stacey Wieland
Villanova University

Media Communication
Maria Simone
Rowan University

Media Ecology
Thom Gencarelli
Manhattan College

Nonverbal Communication
Sean Horan
West Virginia University

Organizational Communication
Paul Madlock
West Virginia University

Philosophy of Communication
Pat Arneson
Duquesne University

Political Communication
Christina Knopf
SUNY, Potsdam

Rhetoric and Public Address
Michael Barberich
University at Albany, SUNY

Theory and Methodology
Elizabeth Bernat
SUNY, Plattsburgh

Voices of Diversity
Donnetrice Allison
Richard Stockton College
2009 Paper and Program Selection Committees

Applied Communication
Janie M. Harden Fritz, Duquesne University
Lewis I. Freeman, Fordham University
Jeanne M. Persuit, University of North Carolina Wilmington
James R. Pickett, Flagler College
Sarah E. Ryan, Baruch College, CUNY

Argumentation and Forensics
Melanie Laliker, Bridgewater College
Michele Strano, Bridgewater College
Ben Erickson, Bridgewater College
Francene Kirk, Fairmont State University

Communication Law & Ethics
Valerie Swarts, Slippery Rock University
Juliet Dee, University of Delaware
Warren Sandmann, University of Minnesota, Mankato

Communication and Technology
LaKesha Anderson, George Mason University
Angie Corbo, DeSales University
Steve Epstein, SUNY, Suffolk
Davis Foulger, Brooklyn College
Pete Galarneau, West Virginia Wesleyan College
Jeff Kuznekoff, Ohio University
Carol Savery, Kent State University
Kristin Wolfe, Duquesne University
Jason Wrench, SUNY, New Paltz
Cathy Wright, George Mason University

Community College
Tobi Mackler, Montgomery County Community College
Nancy Willets, Cape Cod Community College

Instructional Communication
Elizabeth R. Bernat, SUNY, Plattsburgh
Katie Neary Dunleavy, LaSalle University
Kristen Eichhorn, SUNY, Oswego
Brandi Frisby, West Virginia University
Danette Johnson, Ithaca College
Daniel Hans Mansson, West Virginia University
Angela Nunziata, University of Nebraska, Lincoln
Kelly Rocca, St. John’s University
Robert John Sidelinger, West Virginia University
Sara Weintraub, Regis College

Health Communication
Carolyn Anderson, University of Akron
Benjamin Bates, Ohio University
Megan Dillow, West Virginia University
Lynn Gregory, University of Vermont
Nancy Hoar, Western New England College
Scott Myers, West Virginia University
James Olufowote, Boston College
Melissa Wanzer, West Virginia University
Keith Weber, West Virginia University

Intercultural Communication
Donyale Griffin, Wayne State University
Donnetrice Allison, Richard Stockton College
Lynn Dee Gregory, University of Vermont

Interpersonal Communication
Meredith Marko Harrigan, SUNY, Geneseo
Alan K. Goodboy, Bloomsburg University
Matthew M. Martin, West Virginia University
Robert J. Sidelinger, Oakland University
Elizabeth Bernat, SUNY, Plattsburgh
Mary Braz, West Chester University
Andrea Pampaloni, La Salle University

Kenneth Burke
Elvera Berry, Roberts Wesleyan College
James Klumpp, University of Maryland
Robert Westerfelhaus, College of Charleston
Bryan Crable, Villanova University
James Chesebro, Ball State University
Donna Kowal, SUNY Brockport

Matthew Smith, Wittenberg University
Ola Kopacz, West Chester University
Rudy Pugliese, Rochester Institute of Technology
Rod Carveth, University of Hartford
Rebecca Curnalia, Youngstown State University
Monica Brasted, SUNY, Brockport
Valerie Goff Whitecap, University of Pittsburgh and Carlow University
Brian Snee, SUNY, Potsdam
Gordon Coonfield, Villanova University
Anthony Kelso, Iona
Cindy Lont, George Mason University
Gary Eckles, Thomas Nelson Community College
Maria Simone, Rowan University

Nonverbal Communication
Kristen Eichhorn, SUNY, Oswego
Brandi Frisby, West Virginia University
Alan Goodboy, Bloomsburg University

Organizational Communication
Kathleen Long, West Virginia Wesleyan College
Jason Snyder, Central Connecticut State University

Christine Foster, Union Institute & University
Theodore A. Avtgis, West Virginia University
Jerry L. Allen, University of New Haven
Andrea Pampaloni, La Salle University
Heather Walter, University of Akron

Philosophy of Communication
Ronald C. Arnett, Duquesne University
Annette M. Holba, Plymouth State University
James Pickett, Flagler College

Political Communication
Ann Atkinson, Keene State College
Thomas Boyle, Millersville University
Joe Bulsys, SUNY, Geneseo
Rebecca Curnalia, Youngstown State University
Gary Eckles, Thomas Nelson Community College
Jason Edwards, Bridgewater State College
Kristin N. English, University of Georgia
David Levasseur, West Chester University
Mary L. Kahl, SUNY, New Paltz
Trevor Parry-Giles, University of Maryland
Wilbur C. Rich, Wellesley College
Theodore Sheckels, Randolph-Macon College
Julia Spiker, The University of Akron
Molly Wertheimer, Penn State, Hazleton

Rhetoric and Public Address
Michael W. Barberich, University at Albany, SUNY
Benjamin R. Bates, Ohio University
Lisa M. Burns, Quinnipiac University
Jason A. Edwards, Bridgewater State College
David S. Heineman, Bloomsburg University
Christine Courtade Hirsch, SUNY, Oswego
Michael J. Hostetler, St. John’s University
Donna Kowal, The College at Brockport, SUNY
Nneka Ifeoma Ofulue, University of Maryland
Trevor Parry-Giles, University of Maryland
Valerie Schrader, Ohio University
Julia Spiker, The University of Akron
Heather Stassen, Ohio University
Kathleen Torrens, University of Rhode Island

Theory and Methodology
Linda Sampson, Southern Connecticut State University
Elizabeth R. Bernat, SUNY, Plattsburgh

Voices of Diversity
Cerise L. Glenn, Purdue University
Celeste Lacroix, College of Charleston
Ruma Sen, Ramapo College of New Jersey

Media Ecology
Cheryl Casey, Hamilton College
Lewis I. Freeman, Fordham University
Susan Jasko, California University of Pennsylvania

American Society for the History of Rhetoric
William Adler, CUNY, Graduate Center
Gordon Alley-Young, CUNY, Kingsborough
Scott Cally, CUNY, Kingsborough
Herman Cohen, Penn State University
David Dzikowski, Penn State University
Rosa Eberly, Penn State University
James Farrell, University of New Hampshire
Pixy Ferris, William Paterson University
Kate Hastings, Susquehanna University
Mike Hazen, Wake Forest University
Mike Hostetler, St. John’s University
Davis Houck, Florida State University
Chris Johnstone, Penn State University
Kirstin Kiledal, Hillsdale College
Kendall Phillips, Syracuse University
Denis Sivack, CUNY, Kingsborough
Calvin Troup, Duquesne University
Margaret Zulick, Wake Forest University

Lambda Pi Eta
Stacey Wieland, Villanova University
Andrew Jared Critchfield, The George Washington University

Poster Sessions
Thomas Flynn, Slippery Rock University
John S.W. Spinda, Kent State University
Jennifer Brubaker, University of North Carolina Wilmington
Mary Beth Earnheardt, Youngstown State University
Major Sponsors of the 2009 ECA Convention

The annual ECA convention is often lauded as the most collegial communication convention in the country! We are proud to host a number of academic and social functions that allow for interaction between and among our newest and most senior ECA members. The 2009 convention, however, would not be able to offer these functions without the financial assistance of the sponsors identified below. We owe these sponsors special recognition and gratitude:

- Duquesne University
- Kendall Hunt Publishing
- National Communication Association
- Ohio University-Lancaster
- Regis College
- Rowan University
- Taylor & Francis/Routledge
- University of Alabama at Birmingham
- Villanova University
- West Virginia University
Convention Advertisers and Exhibitors

Exhibitors

Bedford/St. Martin’s
Immaculata University
Institute of General Semantics
Kean University
Kendall Hunt Publishing
National Communication Association
Oxford University Press
Taylor & Francis/Routledge
University of Hartford
University of Wisconsin Press

Advertisers

Bedford/St. Martin’s
Canisius College
George Mason University
Immaculata University
National Communication Association
Ohio University
Oxford University Press
Rochester Institute of Technology
SUNY, Brockport
SUNY, New Paltz
Syracuse University
Taylor & Francis/Routledge
Texas State University-San Marcos
University of Delaware
University of Hartford
University of Maryland
University of Texas-Pan American
Villanova University
2009 ECA Business Meetings At-A-Glance

Wednesday, April 22

4:00 – 5:00 p.m. ECA Publications Committee William Penn Boardroom
5:00 – 6:00 p.m. ECA Finance Committee William Penn Boardroom
6:00 – 7:00 p.m. ECA Site Selection Committee William Penn Boardroom

Thursday, April 23

9:00 a.m. – 12:00 ECA Executive Council Meeting I Bromley/Claypoole
1:30 – 2:45 p.m. ECA Teaching Fellows Meeting Frampton
1:30 – 2:45 p.m. 2010 Convention Planners Meeting I Shippen
3:30 – 4:45 p.m. ECA Research Fellows Meeting Frampton
8:00 – 9:00 p.m. 12-Step Group Meeting Whitpen

Friday, April 24

8:00 – 8:45 a.m. American Society for History of Rhetoric Reynolds
8:00 – 8:45 a.m. Argumentation and Forensics Ballroom D
8:00 – 8:45 a.m. Communication Traits Cook
8:00 – 8:45 a.m. Health Communication Ballroom A1
8:00 – 8:45 a.m. Interpersonal Communication Ballroom A2
8:00 – 8:45 a.m. Interpretation & Performance Studies Claypoole
8:00 – 8:45 a.m. Media Communication Flower
8:00 – 8:45 a.m. Philosophy of Communication Ballroom E1
8:00 – 8:45 a.m. Voices of Diversity Ballroom E2
4:00 – 5:15 p.m. Resolution Committee I Whitpen
5:30 – 6:15 p.m. Communication and Law Ballroom A1
5:30 – 6:15 p.m. Intercultural Communication Ballroom A2
5:30 – 6:15 p.m. Kenneth Burke Ballroom E1
5:30 – 6:15 p.m. Media Ecology Claypoole
5:30 – 6:15 p.m. Nonverbal Communication Ballroom E2
5:30 – 6:15 p.m. Organizational Communication Reynolds
5:30 – 6:15 p.m. Political Communication Cook
5:30 – 6:15 p.m. Theory & Methodology Bromley
8:00 – 9:00 p.m. 12-Step Group Meeting Whitpen
Saturday, April 25

8:00 – 8:45 a.m. Applied Communication Ballroom A2
8:00 – 8:45 a.m. Lambda Pi Eta Bromley
8:00 – 8:45 a.m. Community College Ballroom A1
8:00 – 8:45 a.m. Communication & Technology Claypoole
8:00 – 8:45 a.m. Instructional Communication Ballroom B
8:00 – 8:45 a.m. New York Communication Shippen

8:00 – 8:45 a.m. Rhetoric and Public Address Flower
9:00 – 10:15 a.m. 2010 Convention Planners Whitpen

9:00 - 10:15 a.m. Nominating Committee Reynolds
11:00 a.m. – 12:15 Resolutions Committee II Whitpen
3:30 – 4:45 p.m. ECA General Business Meeting Ballroom A
8:00 – 9:00 p.m. 12-Step Group Meeting Whitpen

Sunday, April 26

11:30 a.m. – 12:30 ECA Finance Committee II William Penn Boardroom
12:30 – 2:30 p.m. ECA Executive Council II Bromley/Claypoole

NOTE: Every effort has been made to avoid double-booking ECA convention participants during scheduled business meetings. However, given that the Program Planner is not privy to all committee membership and given the extent to which participants affiliate with multiple interest groups, standing committees, and/or ad hoc working groups, overlap will likely exist. Further, scheduling of interest group meetings was done randomly; therefore, convention participants who affiliate with more than one unit may have to divide their time between two meetings. It is an unavoidable challenge each year to discern the concurrent scheduling of more than 25 ECA units.

Concerns or recommendations about this scheduling process should be directed to the 2010 Convention Planner, Janie Harden Fritz, so she can address unforeseen challenges.
Events of General Convention Interest

**Wednesday, April 22**

9:00 a.m. – 5:00 p.m.  Convention Registration  Hamilton Room
10:00 a.m. – 5:00 p.m.  Basic Course Conference  Reynolds & Flower
12:30 – 1:45 p.m.  Basic Course Conference  Luncheon

**Thursday, April 23**

8:00 a.m. – 5:00 p.m.  Convention Registration  Hamilton Room
1:00 – 5:00 p.m.  Exhibit Hall  Hamilton Room
2:45 – 3:30 p.m.  Undergraduate Poster Session I / ECA Coffee Café  Hamilton Room
5:00 – 6:00 p.m.  Newcomers Reception  Ballroom Lobby-Outdoor Patio (weather permitting)
6:00 – 8:00 p.m.  ECA Welcome Reception  Positano Coast (across street from hotel)

**Friday, April 24**

7:30 a.m. – 5:00 p.m.  Convention Registration  Hamilton Room
9:00 a.m. – 5:00 p.m.  Exhibit Hall  Hamilton Room
10:00 – 11:15 a.m.  Undergraduate Poster Session II / ECA Coffee Café  Hamilton Room
12:30 – 1:45 p.m.  Centennial Luncheon  Ballrooms B, C, & D
1:45 – 2:30 p.m.  Author Signing  Ballroom Lobby
1:45 – 2:30 p.m.  Graduate Poster Session/ ECA Coffee Café  Hamilton Room
2:30 – 3:45 p.m.  NCA Meet the Candidates  Ballroom A2
6:30 – 8:30 p.m.  Wine & Spots  Bromley/Claypoole
9:00 – 11:00 p.m.  South Street Shuffle / Martini Meander  Information Included in Convention Registration Packet
**Saturday, April 25**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:00 – 8:00 a.m.</td>
<td>Historical Philadelphia Walking Tour</td>
<td>Meet in Lobby of Sheraton</td>
</tr>
<tr>
<td>7:30 a.m. – 3:30 p.m.</td>
<td>Convention Registration</td>
<td>Hamilton Room</td>
</tr>
<tr>
<td>9:00 a.m. – 3:00 p.m.</td>
<td>Exhibit Hall</td>
<td>Hamilton Room</td>
</tr>
<tr>
<td>10:00 – 11:15 a.m.</td>
<td>Undergraduate Poster Session III / ECA Coffee Café</td>
<td>Hamilton Room</td>
</tr>
<tr>
<td>3:45 – 5:00 p.m.</td>
<td>General Business Meeting</td>
<td>Ballroom A</td>
</tr>
<tr>
<td>6:00 – 8:00 p.m.</td>
<td>Presidents' Reception</td>
<td>National Constitution Center (transportation available in Sheraton lobby)</td>
</tr>
</tbody>
</table>

**Sunday, April 26**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>7:30 – 10:00 a.m.</td>
<td>Convention Registration</td>
<td>Hamilton Room</td>
</tr>
<tr>
<td>11:00 a.m.</td>
<td>Richard West's 3rd Annual &quot;Don’t Leave Just Yet&quot; Raffle</td>
<td>Ballroom A</td>
</tr>
</tbody>
</table>
Centennial Scholar Programs &
First Vice-President-Sponsored Programs

Thursday, April 23

3:30 – 4:45 p.m. Centennial Scholar of Communication Law & Ethics: Gary Gumpert  Ballroom B

Friday, April 24

9:00 – 10:15 a.m. Family of the Future: Possibilities and Challenges  Cook

11:00 a.m. – 12:15 Centennial Scholars in Rhetoric & Public Address: Carroll Arnold, Thomas Benson, & Raymie McKerrow  Reynolds

11:00 a.m. – 12:15 Centennial Scholars in Voices of Diversity: Deborah Atwater, Jane Blankenship, & James W. Chesebro  Cook

2:30 – 3:45 p.m. Communication Quarterly: A History of Publishing Excellence  Cook

2:30 – 3:45 p.m. Centennial Scholars in Philosophy of Communication: Ronald C. Arnett & Henry W. Johnstone, Jr.  Reynolds

4:00 – 5:15 p.m. Centennial Scholars of American Society for the History of Rhetoric: Herman Cohen, Thomas W. Benson & Herbert Wichelns  Flower

4:00 – 5:15 p.m. Centennial Scholar of Media Communication: Nancy Signorielli  Ballroom B

4:00 – 5:15 p.m. Centennial Scholars of Nonverbal Communication: Judee Burgoon, Mark Hickson, & James C. McCroskey  Ballroom C

4:00 – 5:15 p.m. Centennial Scholar of Health Communication: Gary Kreps  Ballroom D
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 – 10:15 a.m.</td>
<td>The video consumer mapping study: An embarrassment of (data) riches</td>
<td>Cook</td>
</tr>
<tr>
<td>9:00 – 10:15 a.m.</td>
<td>Centennial Scholars of Instructional Communication: James C. McCroskey, Patricia Kearney, Timothy Plax, and Virginia P. Richmond</td>
<td>Ballroom B</td>
</tr>
<tr>
<td>9:00 – 10:15 a.m.</td>
<td>Centennial Scholars – Scholarship and Community Colleges: Isa Engleberg, Anita Taylor, &amp; Darlyn Wolvin</td>
<td>Ballroom A1</td>
</tr>
<tr>
<td>11:00 a.m. – 12:15</td>
<td>Centennial Scholars of Organizational Communication: James C. McCroskey, Dominic Infante &amp; Gerald Goldhaber</td>
<td>Reynolds</td>
</tr>
<tr>
<td>11:00 a.m. – 12:15</td>
<td>Centennial Scholars of Political Communication: Kathleen Hall Jamieson, Jane Blankenship &amp; Judith Trent</td>
<td>Ballroom C</td>
</tr>
<tr>
<td>11:00 a.m. – 12:15</td>
<td>Centennial Scholar: Kenneth Burke</td>
<td>Ballroom D</td>
</tr>
<tr>
<td>11:00 a.m. – 12:15</td>
<td>Centennial Musings: Translating Communication Research into Practical Applications</td>
<td>Cook</td>
</tr>
<tr>
<td>12:30 – 1:45 p.m.</td>
<td>Centennial Scholars of Interpersonal Communication: Rebecca Rubin, Matthew M. Martin, &amp; Gerald Phillips</td>
<td>Ballroom C</td>
</tr>
<tr>
<td>2:00 – 3:15 p.m.</td>
<td>Centennial Scholars of Applied Communication: James W. Chesebro, Kenneth Cissna &amp; Mark Hickson</td>
<td>Ballroom C</td>
</tr>
</tbody>
</table>
Short Courses At-A-Glance

Participants must register for Short Courses (cost $15).
Please register at Convention Registration (Hamilton Room).

Teaching New Teachers: Developing and Implementing an Instructional Program for GTAs
Date: Thursday, April 23, 9:00 – 11:00 a.m., Whitpen
Presenter: Rachel L. DiCioccio, University of Rhode Island

Communication in the Community: Service Learning Within the Communication Classroom
Date: Thursday, April 23, 12:00 – 2:00 p.m., Whitpen
Presenters: Jaietta Jackson, Youngstown State University
Adam Earnheardt, Youngstown State University
Dorian Mermer, Youngstown State University
Jeff Tyus, Youngstown State University

Applied Medical Communication as an Approach to the Interpersonal Medical Communication Course
Date: Thursday, April 23, 3:00 – 5:00 p.m., Whitpen
Presenters: E. Phillips Polack, Plastic Surgery Incorporated
Theodore A. Avtgis, West Virginia University

Creating Defining Moments: Teachable Moments and Strategies to Change Students’ Lives
Date: Friday, April 24, 9:00 – 11:00 a.m., Frampton
Presenters: Star A. Muir, George Mason University
Janette Kenner Muir, George Mason University

Teaching the Course in Crisis Communication
Date: Friday, April 24, 9:00 – 11:00 a.m., Whitpen
Presenters: Melissa Gibson Hancox, Edinboro University of Pennsylvania
Mary Amidon Murray, Edinboro University of Pennsylvania

The Power of Comics: Teaching Comics as Communication
Date: Friday, April 24, 2:30 – 4:30 p.m., Frampton
Presenters: Matthew J. Smith, Wittenburg University
Randy Duncan, Henderson State University
This is Your Brain on Communication
  Date: Saturday, April 25, 9:00 – 11:00 a.m., Frampton
  Presenters: Donald B. Egolf, University of Pittsburgh
              Ricardo Gil Da Costa, Salk Institute for Biological Sciences
              Olga Kuchinskaya, University of California San Diego

Communication Ethics
  Date: Saturday, April 25, 9:00 – 11:00 a.m., William Penn Boardroom
  Presenters: Ronald C. Arnett, Duquesne University
              Janie M. Harden Fritz, Duquesne University
              Leeanne M. Bell, Stevenson University

Defining the Moments of Creative Collaboration: Teaching Collaboration
  Communication Teams
  Date: Saturday, April 25, 12:30 – 2:30 p.m., Frampton
  Presenters: John S. Dahlberg, Canisius College
              Catherine Foster, Canisius College
              Ben Dunkle, Canisius College
Basic communication course conference participants are invited to register and to pick up their convention materials. A continental breakfast will be provided. Participation in the Basic Communication Course Conference is available to paid registrants. The conference fee is $50 and includes continental breakfast and lunch.

Welcome and opening remarks from the Basic Communication Course Conference Director.

“The Basic Course as Lobbyist”

Timothy P. Mottet, *The University of Texas, Pan American*

“Communication and Civic Engagement: Developing a Basic Communication Course for the 21st Century”

Don W. Stacks, *University of Miami*
“The View from the Top: Upper Administration’s Perceptions of the Basic Course”

Sally Vogl-Bauer, University of Wisconsin, Whitewater

“Communication and Civic Engagement: Developing a Basic Communication Course for the 21st Century”

Steve Hunt, Illinois State University

The panelists will discuss with participants what they consider to be the most important contemporary issues and trends facing the Basic Communication Course. Along with this, they will discuss recommendations for change and suggestions that may need to be considered for future survival of the Basic Communication Course. Following the panel discussion, the chair will facilitate a Q and A with members of the audience.

<table>
<thead>
<tr>
<th>WED 1.3.01</th>
<th>Where We’ve Been...Where We’re Going...Who’s Coming Along: “There’s No Immunity Here: Being a Survivor in the Basic Course”</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00 - 11:15 a.m. Reynolds</td>
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</table>

Chair: Richard West, Emerson College

“A Survivor's Guide to the Hybrid Course”

Andrew Wolvin, University of Maryland

“Revisiting the Basic Course with an Eye toward Student Retention and Mastery Learning”

Jeffrey T. Child, Kent State University

“Navigating External Forces in the Basic Course”

Tobi Mackler, Montgomery County Community College

“Moving Beyond the Basic Informative/Persuasive Speech: From Presentation to Discussion”

Cathy Edelstein, Emerson College

“Doing More than ‘Surviving’: Using Service-Learning to Re-Envision the Basic Course”

Sara Weintraub, Regis College

These panelists will discuss transitions and transformations that have occurred within the Basic Course as well as addressing the necessity of “departmental and faculty ownership” for program survival. They will candidly explore the challenges and joys of teaching and directing the basic course. Panelists will address a number of different basic course formats (e.g., public speaking, hybrid, field overview, etc.) and frame their comments from
both seasoned and less-experienced vantage points. The participants will discuss how they have expanded the teaching of the basic course to more fully involve faculty and students. Audience participation will be strongly encouraged.

<table>
<thead>
<tr>
<th>WED 1.3.02</th>
<th>Best Practices for Teaching the Basic Communication Course</th>
</tr>
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<tbody>
<tr>
<td>11:30 a.m. - 12:30 p.m. Flower</td>
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</tr>
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</table>

**Chair:** Sean Horan, West Virginia University

**Public Speaking:**
- Jennifer Babcock, West Chester University
- Bessie Lawton, West Chester University
- Jennifer Brunner, Duquesne University
- Paul Lucas, Duquesne University
- David Stern, Duquesne University
- Anthony Wachs, Duquesne University

**Interpersonal and Small Group:**
- Brandi Frisby, West Virginia University
- Kerry Byrnes, West Virginia University
- Rosalinda Ortiz, Southwest Texas Junior College
- Angela Nunziata, University of Nebraska, Lincoln
- Marisa Saavedra, The University of Texas, Pan American

This panel features “best practice” teaching ideas from award-winning instructors and graduate teaching assistants. The panel is organized in a round-robin manner showcasing teaching ideas in three contexts: interpersonal, small group, and public speaking. Every 20 minutes, participants will move together in clockwise manner to the next context. Panelists will demonstrate their teaching ideas and provide participants with handouts detailing instructions, materials needed, and ways to process the teaching idea so that the activity is tied to course content and learning objectives.
If a teacher aspires to teach the basic course in ways that promote learning, what does that teacher do about the nuts and bolts of instructional practice? What would that teacher do about attendance, assignments, tests, papers, speeches, group work, classroom management, and grades? How can teachers encourage students to become more independent, self-directed learners? These questions will be the focus of an interactive presentation on teaching that promotes learning.

Dr. Weimer has a Ph.D. in Speech Communication from Penn State (1981). For 10 years she directed Penn State’s Instructional Development Program and for 13 years taught communication courses. In 2005 she won Penn State’s Milton S. Eisenhower award for distinguished teaching. Before returning to full time teaching, Dr. Weimer was the Associate Director of the National Center on Postsecondary Teaching, Learning and Assessment, a five year, $5.9 million, U. S. Department of Education research and development center. Since 1987 she has edited the Teaching Professor, a monthly newsletter on college teaching with 15,000 subscribers. She edited or authored eight books including a 1990 book on faculty development, a 1993 book on teaching for new faculty, and a 1995 anthology edited with Robert Menges, Teaching on Solid Ground. She was primary author of a Kendall-Hunt publication, Teaching Tools, to be used in conjunction with Biological Perspectives, an NSF-funded introductory biology text, created by Biological Sciences Curriculum Studies (BSCS). In 2002 Jossey-Bass published her book, Learner-Centered Teaching: Five Key Changes to Practice. Her latest book, Enhancing Scholarly Work on Teaching and Learning, was released in February 2006. Currently she is at work on a book addressing career-long growth and development issues for college teachers.
“Integrating Assessment of Student Knowledge, Motivation and Skill in the Basic Course”

Danette Ifert-Johnson, Ithaca College

“Data-Gathering vs. Data Mining: Tales from a Team-Built Hybrid Basic Course”

Erin Bentley, West Virginia Wesleyan College

“Redesigning Assessment Procedures for the Basic Course”

Angela Nunziata, University of Nebraska, Lincoln

“Identifying Strategies for Large-Scale Assessment of Student Learning Outcomes in the Basic Course”

Steve Hunt, Illinois State University

“Assessment Strategies for the Basic Course: Beginning with Five Basic Questions”

Timothy P. Mottet, The University of Texas, Pan American

This panel will examine how to assess learning outcomes in the basic course. Panelists will introduce participants to a variety of techniques that have both worked and failed to produce sufficient evaluations of the course/program. They will provide participants with information and handouts helpful in examining the pros and cons of a variety of assessment techniques and models.

<table>
<thead>
<tr>
<th>WED 1.5.01</th>
<th>Stretching the Basic Course: Technological Impacts in the Basic Course — Meeting the Needs of the “Me” Generation as Global Communicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:30 - 4:30 p.m.</td>
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</tr>
<tr>
<td>Reynolds</td>
<td></td>
</tr>
</tbody>
</table>

Chair: Jennifer Waldeck, Chapman University

“The Me Generation’ – Who are They through the Eyes of the Other….”

Jan Andersen, Emerson College

“Web 2.0 Applications in the Basic Communication Course: Connecting and Engaging”

Chad Edwards, Western Michigan University

“Challenging our Assumptions: The New Fundamentals of Life in the Communication Age”

Autumn Edwards, Western Michigan University
“Dealing with Student Resistance in the Wired Classroom: Strategies for Maintaining Focus and On-Task Attention”  
**Jennifer Waldeck, Chapman University**

<table>
<thead>
<tr>
<th>WED 1.5.02</th>
<th>The New Faculty Member — Challenges &amp; Opportunities: Benefits of Basic Course Teaching</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:30 - 4:30 p.m.</td>
<td>Flower</td>
</tr>
</tbody>
</table>

Chair: **Melissa Wanzer, Canisius College**

“Finding the Right Fit: One Size May Not Fit All”  
**Jessica Parker Raley, The University of Texas, Pan American**

“Challenges and Opportunities of Introducing Students to Communication”  
**David Westerman, West Virginia University**

“Bringing ‘Some’ Back to Basics”
  
**J. Kanan Sawyer, West Chester University**

“The Basic Course: A Shared Experience”
  
**Peter Galarneau, West Virginia Wesleyan College**

“Anchored by the Basics”
  
**Mary Braz, West Chester University**

<table>
<thead>
<tr>
<th>WED 1.6.01</th>
<th>Basic Course Conference Closing Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:45 - 5:00 p.m.</td>
<td>Reynolds</td>
</tr>
</tbody>
</table>

Chair: **Marian Houser, Texas State University, San Marcos**  
Co-Chair: **Jennifer Waldeck, Chapman University**

Closing comments from the Basic Communication Course Conference Director.  
Participants who attend this session will also have the opportunity to win a gift certificate to Barnes and Noble bookstore.
WED 1.6.02
4:00 - 5:00 p.m.
William Penn
Boardroom

ECA Publications Committee Meeting

Chair: **Sara Weintraub, Regis College**

Janie Harden Fritz, *Duquesne University*
Alfred Mueller, *Pennsylvania State, Mont Alto*
Lisa Sparks, *Chapman University*
Susan J. Drucker, *Hofstra University*
Jerry Allen, *University of Hartford*
Benjamin Bates, *Ohio University*
Ann Atkinson, *Keene State College*
Janette Kenner Muir, *George Mason University (ex officio)*
Wendy Samter, *Bryant University (ex officio)*
Mark Hickson, *University of Alabama, Birmingham (ex officio)*

WED 1.7.01
5:00 - 6:00 p.m.
William Penn
Boardroom

ECA Finance Committee Meeting

Chair: **Sara Weintraub, Regis College**

Richard West, *Emerson College*
Candice Thomas-Maddox, *Ohio University, Lancaster*
Janie Harden Fritz, *Duquesne University*
Alfred Mueller, *Pennsylvania State, Mont Alto*
Timothy Mottet, *The University of Texas, Pan American*
Janette Kenner Muir, *George Mason University (ex officio)*
Wendy Samter, *Bryant University (ex officio)*
Mark Hickson, *University of Alabama, Birmingham (ex officio)*
WED 1.8.01
6:00 - 7:00 p.m.
William Penn
Boardroom

ECA Site Selection Committee Meeting

Chair: **Sara Weintraub, Regis College**

- **Richard West, Emerson College**
- **Janie Harden Fritz, Duquesne University**
- **Alfred Mueller, Pennsylvania State, Mont Alto**
- **Ronald L. Jackson, University of Illinois at Urbana-Champaign**
Thursday, April 23, 2009

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m. - 5:00 p.m.</td>
<td>Hamilton Room</td>
<td>ECA Convention Registration</td>
</tr>
<tr>
<td>9:00 a.m. - 12:00 p.m.</td>
<td>Claypoole/Bromley</td>
<td>Executive Council I</td>
</tr>
</tbody>
</table>

Presiding: **Sara Weintraub, Regis College**

- **Richard West**, *Emerson College*
- **Candice Thomas-Maddox**, *Ohio University, Lancaster*
- **Janie Harden Fritz**, *Duquesne University*
- **Cindy M. Lont**, *George Mason University*
- **Alfred G. Mueller, II**, *Penn State, Mont Alto*
- **Catherine M. Blackburn**, *Brookdale Community College*
- **James W. Chesebro**, *Ball State University*
- **Susan Drucker**, *Hofstra University*
- **Mark Hickson, Ill**, *University of Alabama at Birmingham*
- **Janette Kenner Muir**, *George Mason University*
- **Wendy Samter**, *Bryant University*
- **Jean Ann Streiff**, *Oakland Catholic High School*
- **Melissa B. Wanzer**, *Canisius College*
- **Benjamin R. Bates**, *Ohio University*
- **Donnetrice Allison**, *The Richard Stockton College*
- **Ann Bainbridge Frymier**, *Miami University*
- **Mary Mino**, *Penn State, DuBois*
- **Kristen C. Eichhorn**, *SUNY, Oswego*
- **Annette M. Holba**, *Plymouth State University*
- **Timothy P. Mottet**, *University of Texas, Pan American*
- **Cary Horvath**, *Youngstown State University*
- **Trevor Parry-Giles**, *University of Maryland*
- **Lewis I. Freeman**, *Fordham University*
- **Ann J. Atkinson**, *Keene State College*
- **Lorin B. Arnold**, *Rowan University*
### The Dark Side of Communication and Myspace: Dissecting Text, Identity, Self-Esteem, Cyberbullying, Intimidation, Stalking, and Death

<table>
<thead>
<tr>
<th>Sponsor:</th>
<th>Communication and Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair:</td>
<td>Derek Bolen, Wayne State University</td>
</tr>
</tbody>
</table>

“Social (Networking) Angst: Self-Esteem 2.0”  
**Zack Bolen, Wayne State University**

“Communicating to the Dead…via MySpace?”  
**Derek Bolen, Wayne State University**

“False Identity Formation: “We Only Know What the Screen Tells Us…” on MySpace.com”  
**Michelle Millard, Central Michigan University**

““Oh…Was That Technically Stalking?”: Misadventures in MySpace”  
**Dawn Jevicks, Saginaw Valley State University**

“Cyberbullying and Intimidation on MySpace”  
**Erin Bolen, Central Michigan University**

This roundtable examines multiple facets of the dark side of communication within MySpace.com. Participants will dissect issues of text, identity, self-esteem, cyberbullying, intimidation, stalking and death as each is represented in an online form unique to MySpace. Previous studies have looked at general communication aspects. The studies of this roundtable focus on negative and socially abnormal communication that occurs on MySpace. Audience participation is highly encouraged at this interactive roundtable.

### Defining Moments in Teaching: Coping with Tragedy in Higher Education

<table>
<thead>
<tr>
<th>Sponsor:</th>
<th>Instructional Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair:</td>
<td>Jason S. Wrench, SUNY, New Paltz</td>
</tr>
</tbody>
</table>

“The Loss of a Student: Struggling with the Dialectics of Educational Friendship in the Face of Tragedy”  
**Andrea M. McClanahan, East Stroudsburg University of Pennsylvania**
“Tragedies On Campus: How One Urban University Helps the Campus Community Cope with the Deaths of Students and Faculty”
Carl T. Hyden, Morgan State University

“Dealing with Tragedy: A Professor’s Role in Managing Emotions in the Workplace”
Doreen Jowi, Bloomsburg University

“Balancing Act: Using Multiple Roles to Help Students Cope with the Death of a Classmate”
Paula Parker, East Stroudsburg University of Pennsylvania

“Turning Tragedy into Support: Coping with the Death of a Twin”
Fran Mindel, Morgan State University

In this panel, the presenters discuss the issue of tragedy in higher education including the loss of students, faculty members, family members, and friends. The presenters examine how to cope with loss in an educational setting as teachers, advisors, and mentors—grappling with the issues of public lives versus private lives, instrumentality versus affection, and expressiveness versus protectiveness.

<table>
<thead>
<tr>
<th>TH 2.1.04</th>
<th>Ideology, Hegemony, and Constructions of Identity</th>
</tr>
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<tbody>
<tr>
<td>9:00 - 10:15 a.m.</td>
<td>Ballroom A2</td>
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</table>

Sponsor: Media Communication
Chair: Maria A. Simone, Rowan University
Respondent: Gordon Coonfield, Villanova University

“Shopping with Friends You’ve Never Met: Social Shopping in the Age of E-Tailing”
Brooke Erin Duffy, University of Pennsylvania

“Storying the Self in Neoliberal Times: Tattooing and Reality TV”
Louise Woodstock, Ursinus College

“East Relief: Pulling All Seven Samurai Out of the Letters From Iwo Jima”
E. Michelle Ramsey, Pennsylvania State, Berks
Jonathan Hendrickson, Pennsylvania State, Berks

“Idiots Versus the Empire: Baseball’s Competing American Dreams”
Lisa Glebatis Perks, Nazareth College
“The Art of the Muse: A Textual Analysis of Surviving Picasso and Pollack”
Gigi McNamara, Pennsylvania State University

This panel explores ideological and hegemonic constructions of identity in various media artifacts, including films, websites, and reality television, and news reports. Each paper focuses on different construed categories of identity, including gender, race, class, and national identity.

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>TH 2.1.05</td>
<td>Asperger/Autism and Nonverbal Communication: A Roundtable Discussion</td>
</tr>
<tr>
<td>9:00 - 10:15 a.m.</td>
<td>Flower</td>
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</tbody>
</table>

**Sponsor:** Nonverbal Communication  
**Chair:** Kristen C. Eichhorn, SUNY, Oswego

“Mirror Neurons and the Autistic Patient: From Behavioral-Based to Scientific-Based Communication Research”  
**Susan Wieczorek, University of Pittsburgh at Johnstown**

“Synchrony and the Asperger Patient: What Do We Know About Nonverbal Timing?”  
**Kristen C. Eichhorn, SUNY, Oswego**

“Educational Trends in Communicating with Children with Asperger’s: A Parent-Medical Perspective”  
**Diana F. Denning, M.D., FACOG, Conemaugh OB-GYN Associates**

“Autism and Media Ecology: A Parent’s Perspective”  
**Lance Strate, Fordham University**

“Antisocial Nonverbal Communication Behavior: A Parent-Scholar Perspective”  
**Cole Franklin, East Texas Baptist University**

There is very little research in our field that explores the communication implications of Asperger and Autism. This roundtable discussion will heighten our awareness of this increasingly important health issue as it relates to nonverbal communication. The panel will discuss current research, personal stories, and multiple perspectives to spark further research within the communication discipline.
TH 2.1.06
9:00 - 10:15 a.m.
Ballroom C

A Look into the Classroom: Photo Rosters, Service Learning, Computer-Mediated Communication, and Curricular Integration

Sponsor: Instructional Communication
Chair: Stephanie Shimotsu, West Virginia University
Respondent: Sally Vogl-Bauer, University of Wisconsin, Whitewater

“An Exploration of Classroom Get-To-Know-You Activities: How Photo Rosters Can Motivate and Create Community”
   J. Kanan Sawyer, West Chester University
   Mary E. Braz, West Chester University

“The Story of a Lifetime: Using Service-Learning to Increase Intergenerational Communication and Reduce Ageism Through a Journalism Feature Writing Course”
   Melissa K. Gibson Hancox, Edinboro University of Pennsylvania
   Mary Amidon Murray, Edinboro University of Pennsylvania

“Curricular Integration in Programs of Journalism and Mass Communication: How Are We Doing?”
   Andrew Lingwall, Clarion University of Pennsylvania

“The Promise and Challenge of Computer Mediated Communication for the Classroom”
   John C. Sherblom, University of Maine

This competitive paper panel showcases elements such as photo rosters, service learning, computer mediated communication and curricular integration of journalism and mass communication.

TH 2.1.07
9:00 - 10:15 a.m.
Ballroom E1

Fall 2008 Prime Time Programs: More of the Same?

Sponsor: Media Communication
Chair: Nancy Signorielli, University of Delaware
Respondent: Elizabeth Perse, University of Delaware

“Men and Women in Fall 2008 Network Prime Time Programs”
   Sara Jamison, University of Delaware
“Minorities on Television: Does Parity Still Exist?”
Paul Eskenazi, University of Delaware
Mile Melone, University of Delaware

“Violence in Prime Time: More of the Same?”
Lindsey Aloia, University of Delaware
Erin Brumett, University of Delaware
Lindsey Oxley, University of Delaware

Discussion of images relating to sex roles, minorities, and violence in a sample of prime
time network programming broadcast in the Fall of 2008. The presentations will explore
these topics in relation to their prevalence in programming and major character
demography as well as discuss how today’s images are related to findings from past
studies of prime time television.

| TH 2.1.08 | Defining Moments in Organizational Communication: |
| 9:00 - 10:15 a.m. | Theoretical Models of Past, Present, and Future |
| Ballroom E2 | Organizational Topics |

Sponsor: Organizational Communication
Chair: Melinda M. Villagran, George Mason University

“A Model of Defining Moments in Post-Training Self-Efficacy”
Melissa Cowart, George Mason University

“A Model of Defining Moments in Multicultural Teams”
Janet Trowbridge, George Mason University

“A Model of Defining Moments in Cross-Functional Work Teams”
Robert Krueger, George Mason University

“A Model of Defining Moments in Communication about Event Planning”
Shivali Goudar, George Mason University

This panel is drawn from a graduate seminar in organizational communication in which
the traditional empirical paper proposal was replaced with a theoretical model assignment.
Students created new knowledge through the use of existing literature, and found novel
connections among traditional and current organizational communication variables and
contexts. “Defining moments” in the literature were included in each model. Presenters
will discuss theory building and model construction using past and future communication
constructs.
TH 2.1.09  
9:00 - 10:15 a.m.  
Ballroom B  

Absence and Presence: Philosophical Perspectives of the Situated Nature of Human Communication

Sponsor: Philosophy of Communication  
Chair: Anthony Wachs, Duquesne University

“Mediating Ecological Crisis and Possibilities for Interventions: The March of the Penguin Meets Happy Feet”
   Eveline Lang, Shippensburg University

“From Absence to Presence: Women’s Rhetoric and Social Change”
   Pat Arneson, Duquesne University

“From Presence to Absence: The Impact of Disembodied Communication on “Familiar” Roles”
   Joel Ward, Duquesne University

“Dimensions of Absence/Presence in Philosophical Leisure: Communicative Angst and Peace”
   Annette M. Holba, Plymouth State University

This panel will consider how presence/absence influences communication and shapes different communicative contexts. The panel explores contexts as large as our ecological situation and as narrow as the embodied utterance in contexts from which we cannot extract ourselves in our movement as linguistic beings. The works examine what it means to be situated in the world and what it means to speak and respond not only with words, but in one’s physical presence.

TH 2.1.10  
9:00 - 10:15 a.m.  
Reynolds  

Defining the Genre: The Rhetoric of Polarization Revisited

Sponsor: Political Communication  
Chair: Jeffrey Delbert, University of Missouri
Respondent: Floyd D. Anderson, The College of Brockport, SUNY  
Andrew A. King, Louisiana State University

Monica Brasted, The College at Brockport, SUNY  
Mark Glantz, University of Missouri  
Christina M. Knopf, SUNY, Potsdam
In a study of the Nixon administration’s use of polarization in the 1971 mid-term elections, Andrew A. King and Floyd D. Anderson defined polarization as rhetorical genre. Participants on this thematic roundtable will briefly discuss the contemporary applicability of the King-Anderson conceptualization of polarization and will suggest any needed modifications and/or refinements. Following the presentations, presenters and attendees will engage in further discussion about the rhetoric of polarization.

<table>
<thead>
<tr>
<th>TH 2.1.11</th>
<th>Political and Cultural Rhetoric: Contributed Papers in Rhetoric and Public Address</th>
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<tbody>
<tr>
<td>9:00 - 10:15 a.m.</td>
<td>Ballroom D</td>
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</table>

**Sponsor:** Rhetoric and Public Address  
**Chair:** Christine Courtade Hirsch, SUNY, Oswego  
**Respondent:** Benjamin R. Bates, Ohio University

“Constructing the Settlement Scene: The Rhetoric of Lillian D. Wald and The Henry Street Settlement”  
**Heather Brook Adams, The Pennsylvania State University**

“The People’s Shining Republic: Bryan, Progressives, and Imperialism”  
**Elizabeth Gardner, University of Maryland**

“Corporate Hate Sites: Sermons for the Corporate World, or Jeremiah Meets Bill Gates”  
**Lawrence Souder, Drexel University**

“Popcorn, Candy, and Molestation: An Examination of Burke’s Poetic Frames in Georgia Rule”  
**Heather M. Stassen, Ohio University**

This panel of competitive papers focuses on issues of power expressed in Progressive rhetoric and the Jeremiad, and depicted in contemporary film.
### TH 2.1.12
9:00 - 10:15 a.m.
Shippen

**Negotiating Differences Within ‘Difference’: Race, Gender, Sexuality, and Nationality Communication Issues as a TA at a HBCU**

<table>
<thead>
<tr>
<th>Sponsor:</th>
<th>Voices of Diversity</th>
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<tr>
<td>Chair:</td>
<td>Melbourne Cummings, Howard University</td>
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<tr>
<td>Respondent:</td>
<td>Deborah Borisoff, New York University</td>
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</table>

“Us’ and ‘Them’: Managing an In-Group Identity, Promoting Diversity, and Intercultural Sensitivity and Awareness”

**Chizoba Udeorji, Howard University**

“When I Got to Say ‘We’: Teacher as Rhetor and International Sojourner in an HBCU Classroom”

**Lili Shi, Howard University**

“Legacy of Difference”

**Andrew Spieldenner, Howard University**

“When Negotiations of My Teaching Persona as a Feminized Gay Japanese Man in a HBCU Classroom Setting”

**Shinsuke Eguchi, Howard University**

This panel examines various challenges that communication instructors are faced with on a daily basis - and as such must negotiate and manage their own identities to construct successful teaching personae within the context of a historically black college and university (HBCU). The four TA instructors’ voices explore aspects of intercultural communication, rhetoric, performance theories, and auto-ethnography. These varying standpoints ultimately reflect how communication instructors experience identity negotiations within the context of a teaching classroom.

### TH 2.1.13
9:00 - 11:00 a.m.
Whitpen

**SHORT COURSE**

Teaching New Teachers: Developing and implementing and instructional program for GTAs

| Presenter:    | Rachel L. DiCioccio, University of Rhode Island |

Graduate teaching assistants are pivotal to the success of a graduate program, yet little instruction is given to GTAs before they are thrust into the classroom. This short course will address ways to develop and implement a successful instructional program for GTAs.
TH 2.2.01
10:30 - 11:45 a.m.
Whitpen

| Sponsor: | American Society for the History of Rhetoric |
| Chair: | David Dzikowski, Penn State University, University Park |
| Respondent: | Michael J. Hostetler, St. John’s University |


Brian T. Kaylor, James Madison University

“Plato, the Sophists, and the Gnostic Tradition”

John McKenzie, University of Texas at Austin

This panel features two works exploring in depth several rhetorical aspects of religion in and from historical points of rhetoric.

TH 2.2.02
10:30 - 11:45 a.m.
Ballroom A2

| Sponsor: | Applied Communication |
| Chair: | Jill Burke, Duquesne University |
| Respondent: | Sarah E. Ryan, Baruch College, CUNY |

“Democracy is an Apostate Religion: A Frame Analysis of Al-Qaeda’s Doctrine for Jihad and War Against Democracy”

Randall G. Rogan, Wake Forest University

“PSA Effectiveness: How the Partnership for a Drug-Free America’s PSAs Affect Individuals Across Various Factors”

Rowena Briones, University of Maryland
Brian Keefe, George Mason University
Karen Becker-Olsen, The College of New Jersey

“Perceptions of Flight Attendants”

Jason S. Wrench, SUNY, New Paltz

“Papers vs. Clickers: A Test of the Biasing Effects of Electronic Data Collection”

Debra L. Worthington, Auburn University
These papers address the development of audience perception based on the framing of information, the development of various appeals, the identification of existing stereotypes, and the use of technology based data collection.

<table>
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<tr>
<th>TH 2.2.03</th>
<th>Providers’ Perspectives of Patients and Patients’ Perspectives of Providers</th>
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<tr>
<td>10:30 - 11:45 a.m.</td>
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Sponsor: Health Communication  
Chair: **James O. Olufowote, Boston College**

“Provider Response Strategies to Patients’ Topic Avoidance During Conversations About Advanced Directives”  
Jessica K. Robertson, George Mason University  
Elaine Wittenberg-Lyles, University of North Texas  
Melinda M. Villagran, George Mason University  
Joy Goldsmith, Young Harris College  
Sandra E. Sanchez-Reilly, University of Texas Health Science Center

“Physician Communication Competence as Predicted by Patient Perceived Information Exchange and Control Expectancies About Health”  
Theodore A. Avtgis, West Virginia University  
E. Phillips Polack, West Virginia University

“Risky Business: A Grounded Theory of the Physician-Patient Discussion of a Medication’s Changing Risk”  
Christy J.W. Ledford, George Mason University

Communication between health care providers and patients often influences how each party perceive the other. This panel features papers that study how providers respond to patients’ communication avoidance and identify the communication activity of patients and how they perceive the communication competence of their providers.

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<th>TH 2.2.04</th>
<th>Testing Communication Theories in the Instructional Context</th>
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<td>10:30 - 11:45 a.m.</td>
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Sponsor: Instructional Communication and Theory & Methodology  
Chair: **Matthew M. Martin, West Virginia University**
All of the participants were members of a graduate course in Communication Theory in the Fall of 2008 at West Virginia University. The major assignment for the course was to design, conduct, and report a theory-based research project. There were four groups in the class, and all four either investigated the teacher-student relationship, the student-student relationship, or college students and health communication. The theories investigated were Expectancy Violations Theory, Uncertainty Reduction Theory, Resource Exchange Theory, and the Theory of Reasoned Action.

TH 2.2.05  
10:30 - 11:45 a.m.  
Cook  
Defining Content Across Various Media: Heroes, Interpersonal Conflict, Gender, and Race

Sponsor: Media Communication  
Chair: Rebecca M.L. Curnalia, Youngstown State University  
Respondent: Matthew Smith, Wittenberg University
“Children and Indian Television Advertising”
    Archana Krishnan & Jeffrey A. Wickersham, University of Connecticut

“The Prodigal Son Returns: Latina Representation as a Threat to Patriarchy in We Own The Night”
    Emily D. Ryalls, University of South Florida

“A Content Analysis of Black Female Athletes and White Female Athletes in Sports Magazines”
    Amanda N. Wade, Rochester Institute of Technology

“MTV’s Real World: A Look into Real Life Conflicts”
    Kristen Alexis Kucks, University of Hartford

“Who Gets to be a Hero?: The Construction of Heroism in Newspapers”
    Ronald Bishop, Drexel University
    Andrew Damiter, Drexel University
    Ernest Hakanen, Drexel University

This panel offers a broad cross-section of content analyses of various media forms, including newspapers, magazines, films, and television. The analyses define trends in representations of race, gender, age, interpersonal conflict, and heroism.

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<tr>
<th>TH 2.2.06</th>
<th>Discovering New Defining Moments: New Research Ideas in Nonverbal Communication</th>
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<td>10:30 - 11:45 a.m.</td>
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Sponsor: Nonverbal Communication
Chair: Sean M. Horan, West Virginia University
Respondent: Kristen C. Eichhorn, SUNY, Oswego

“Stalking the Ones You Love: The Impact of Nonverbal Surveillance on Relational Factors”
    Shannon Kahoe, West Virginia University
    Clarissa Legg, West Virginia University

“Sugar and Spice and Everything Not Nice: Social Aggression in Adolescent Females”
    Corey Wright, Texas State University

“Nonverbal Grieving Cues in Children: Who’s Watching Whom?”
    Paula Baldwin, Texas State University
As one of the most intriguing aspects of communication, nonverbal messages represent a ripe area of research. Thus, this panel will discuss new studies in nonverbal communication. This panel is unique because it is made up new scholars, representing fresh perspectives on research. These studies, both completed and proposed, are rationale driven and represent a variety of areas. Attendees will have the opportunity to provide feedback, and—ideally—leave with new ideas.

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<td>TH 2.2.07</td>
<td>International Implications in Political Communication</td>
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<td>10:30 - 11:45 a.m.</td>
<td>Reynolds</td>
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**Sponsor:** Political Communication  
**Chair:** Molly Wertheimer, Penn State, Hazleton Campus  
**Respondent:** Mary L. Kahl, SUNY, New Paltz

“Collective Apologies in the United States, Australia, and Canada”  
**Jason A. Edwards,** Bridgewater State College

“Apology for the Appalling: President George W. Bush’s Image Repair Responses to the Abu Ghraib Scandal”  
**Scott T. Makstenieks,** Ithaca College

“Stewardship, Justice, Science: An Ethic of Creation Care”  
**Thomas W. Adams III,** The Pennsylvania State University
“The Intersection Between Deep Moral Frames and Rhetorical Style in the Struggle Over U.S. Immigration Reform”

David G. Levasseur, West Chester University
J. Kanan Sawyer, West Chester University
Maria A. Kopacz, West Chester University

“Domesticating the Atomic Bomb: Strategies of Civil Defense in the House in the Middle”

Garth Pauley, Calvin College
Katie Landan, Calvin College
Stacy Ladenburger, Calvin College

The competitive papers in this panel look at political communication that occurred in international contexts or that had/has direct international impact. Rhetorical strategies involved in transnational scandals, activism, and policy will be discussed.

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<tr>
<th>TH 2.2.08 10:30 - 11:45 a.m. Ballroom D</th>
<th>Not Since Geraldine Ferraro: A Multi-Disciplinary Look at the Rhetoric of Sarah Palin</th>
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<tr>
<td>Sponsor:  Political Communication</td>
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<tr>
<td>Chair:  Darrell Mullins, Salisbury University</td>
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<td>Respondent: Naomi Nash, Salisbury University</td>
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Elizabeth Curtin, Salisbury University

“A Conservative Candidate in Contemporary Clothes: Sarah Palin’s Nomination Acceptance Speech from a Cultural/Deminist Interpretation”

Darrell Mullins, Salisbury University

“It’s Not “Just Politics” Anymore: How Sarah Palin’s Nomination Acceptance Speech Addresses Socio-Political Issues”

Michael O’Loughlin, Salisbury University

The campaign for the 2008 Democratic Presidential nominee became a contest to determine the most defining political moment of political history: a female candidate competing with an African-American candidate. Republican nominee John McCain eclipsed that dynamic by choosing Alaska Governor, Sarah Palin, as his running mate. This panel offers multiple perspectives on what is the most defining symbolic moment of Palin’s candidacy, her speech accepting her party’s nomination. Given the myriad of
academic and social issues that defined that moment, this panel examines it from a variety of academic lenses, encouraging us to choose a best from or endeavor to synthesize them all.

| TH 2.2.09 | Re-Defining Race: Unique Diversity Interventions in a New Era of Race |
| 10:30 - 11:45 a.m. | Shippen |

Sponsor: Voices of Diversity  
Chair: Anita Foeman, West Chester University  
Respondent: Terry Nance, Villanova University

“DNA and Reflections on Narratives in the Social Construction of Race”  
David Stern, Duquesne University

“Rethinking the One Drop Definition of Race”  
Erica Cooper, Roanoke College

“Using Barack Obama’s Remarks to Reverend Wright as a Model for Conflict Resolution”  
Chris Lynch, Kean University

“Challenges and Opportunities of Teaching a Heritage Language to a Diverse Group of Learners”  
Bessie L. Lawton, West Chester University

“The Sojourner Experience: International Study as a Means of Redefining Self and Other”  
Dolores Arevalo-Rafter, Penn State University, Abington

This panel seeks to take a multi-sided view of new challenges in education related to diversity in what has been referred to as the post Obama era. The panel draws on research and perspective from communication scholars at many points in the education process to note unique challenges and solutions.

| TH 2.3.01 | How Can Event Planning Figure in a Communication Studies Curriculum? |
| 12:00 - 1:15 p.m. | Ballroom A2 |

Sponsor: Applied Communication  
Chair: Christina L. McDowell, Duquesne University
This roundtable explores how organizational communication offers a unique framework for understanding event planning. The format of the session will combine information sharing with active audience participation. Students from both West Chester University and California University will discuss their experiences. A professional event planner will share how a degree in Communication Studies contributes to successful event planning. A sample syllabus and reading list will be shared along with an experiential activity.

<table>
<thead>
<tr>
<th>TH 2.3.02</th>
<th>On-Line Gaming Communities: An Exploration of How Their On-Line Creation, Operation and Use Have Altered How We Think About and Communicate with Others</th>
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<td>12:00 - 1:15 p.m.</td>
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<td>Reynolds</td>
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Sponsor: Communication and Technology
Chair: Pamela C. O’Brien, Bowie State University

Rex Martin, Bowie State University
Jeff Kuznekoff, Ohio University
Tim McCracken, ZeniMax Media Inc.
Pamela C. O’Brien, Bowie State University

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<tr>
<th>TH 2.3.03</th>
<th>Defining Moments: Aristotle Meets the Internet: Using Technology to Teach Public Speaking</th>
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<td>Ballroom A1</td>
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Sponsor: Community College
Chair: Nadine Cichy, Sinclair Community College

“Using Technology to Deliver Basic Course Theory”
Mary Mino, Penn State, DuBois

“A Delicate Balance: Blending On-Line and In-Class Instruction”
Tobi Mackler, Montgomery County Community College

Cara L. Schollenberger, Kutztown University and Bucks County Community College

“How Much Technology Is Too Much?”
Rita Rosenthal, Boston College
“Transforming Public Speaking to the Online World: Lessons and Cautions”  
**Steven L. Epstein, Suffolk County Community College**

“Bringing the Digital World to the Public Speaking Classroom: Using Podcasts to Teach Speech Outlining”  
**Tom Donlan, Montgomery County Community College**

More than forty years ago Marshall McLuhan declared that the “medium is the message.” Based on that premise, how does teaching public speaking partially or fully on-line change what and how we teach? The panelists will examine the fundamental issues and the advantages and disadvantages involved in teaching public speaking using technology. Discussion will include ways they have expanded the traditional teaching of public speaking beyond the four walls of the traditional classroom.

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<tr>
<th>TH 2.3.04</th>
<th>Sexual Health Influences</th>
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<td>Ballroom B</td>
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Sponsor: Health Communication  
Chair: **Lynn Dee Gregory, University of Vermont**

“Celebrity and the HIV/AIDS Pandemic”  
**Carey M. Noland, Northeastern University**  
**P. David Marshall, Northeastern University**  
**Gregory Goodale, Northeastern University**  
**Hans Peter Schlecht, Drexel College of Medicine**

**Kesha M. Morant, Eastern University**

“The Utilization of Post-Colonial Feminist Epistemology in HIV/AIDS Awareness and Intervention Research in India”  
**Satarupa Dasgupta, Temple University**

This panel includes papers that focus on how celebrities, popular music, and feminism affect sexual health, particularly HIV/AIDS awareness.
Graduate students enrolled in an instructional communication seminar were asked to write a book chapter for a hypothetical book project. This panel showcases six book chapters and provides researchers with new understanding about the relationships between brain functioning, communication, and learning, as well as how to teach in brain compatible ways. Each chapter begins with a brief review of how the topic or construct is conceptualized, a rationale, and a review of the current research literature. The chapters conclude with a list of knowledge claims, implications for instructors, directions for future research, and a list of references.
Defining Moments in Undergraduate Research: Faculty/Student Engagement and Collaboration

Sponsor:   Instructional Communication
Chair:    Kara Laskowski, Shippensburg University

James Cianciola, Truman State University
Kristel Givogue, Truman State University
Nadia Mozaffar, Truman State University
Eveline Lang, Shippensburg University
Pia Silverlieb, Shippensburg University
Denna Kowalek, Shippensburg University
Erica Collins, Shippensburg University
Andy Vo, Shippensburg University
Kara Laskowski, Shippensburg University

This panel brings together faculty and undergraduate students to discuss teaching and conducting research, with emphasis on ethics and critical cultural approaches. An interactive and engaging format allows for presentation and discussion of process and product in course-based research projects, giving equal time to student and faculty voices. Recommendations on how best to integrate the processes of teaching/learning research methods while conducting undergraduate student/faculty research will be shared, along with syllabi and course material. Five papers will be presented as part of the panel.

Mediated Interpersonal Communication

Sponsor:   Interpersonal Communication
Chair:    Daniel H. Mansson, West Virginia University
Respondent:  Mary E. Braz, West Chester University


Nathan Miczo, Western Illinois University
Theresa Mariani, Western Illinois University
Crystal Donahue, Western Illinois University
“Communication Accommodation in Instant Messaging Conversations: Effects of Message Length Convergence on Predicted Outcome Value”

Daniel H. Mansson, West Virginia University
Tyler M. Louk, West Virginia University
Scot M. Benson, West Virginia University
Megan R. Dillow, West Virginia University

“To Text or Not To Text”: Reticence and the Utilization of Short Message Services”

Michelle O’Connell, University of Hartford

“Mobile Phones in Romantic Relationships and the Dialectic of Autonomy Versus Connection”

Robert L. Duran, University of Hartford
Lynne Kelly, University of Hartford
Teodora Rotaru, University of Hartford

This panel session will feature research focusing on the use of mediated forms of interpersonal communication. Two of the papers focus on computer mediated communication in friendships and two of the papers focus on the use of cell phones to aid in the maintenance of relationships.

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<tr>
<th>TH 2.3.08</th>
<th>12:00 - 1:15 p.m.</th>
<th>Ballroom E1</th>
<th>Defining Moments in Retrospective: Intersections of the Work of Kenneth Burke and Philosophy Of Communication</th>
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Sponsor: Kenneth Burke
Chair: Janie Harden Fritz, Duquesne University

Bryan Crable, Villanova University
Erik Garrett, Duquesne University
Richard Thames, Duquesne University
Celeste Grayson, Duquesne University

This roundtable discussion explores implications of the work of Kenneth Burke for philosophy of communication. Each participant will offer insights from elements of Burke’s corpus in relation to an area of philosophy of communication (e.g., Burke’s organicism in relation to Meleu-Ponty’s work on the body-subject), framing this engagement as a “defining moment” when examined in retrospective fashion. These defining moments provide hermeneutic entrance into future moments, enriching the ongoing history of philosophy of communicating.
### News Constructions: Issues of Social Justice

**TH 2.3.09**  
12:00 - 1:15 p.m.  
Ballroom E2

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<tr>
<th>Sponsor:</th>
<th>Media Communication</th>
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<tr>
<td>Chair:</td>
<td>Cary Horvath, Youngstown State University</td>
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<td>Respondent:</td>
<td>Valerie Goff Whitecap, University of Pittsburgh &amp; Carlow University</td>
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“The Portrayal of Sex and Race in Internet News Photos”  
**Cynthia M. Lont**, George Mason University

“From Obedience to Obligation: An Introduction to the Representations of Three Ethnic Groups in a Southern Newspaper”  
**Bistra Nikiforova**, University of New England

**Sean Luechtefeld**, Wake Forest University

News media do not simply “reflect” reality, but rather play an active role in the construction of reality. This panel examines the various ways in which U.S. news media construct issues related to social justice.

### The Pedagogic Impulses of Reality Television: How the Reality Genre Instructs Its Audience About Racial, Class, and National Identities

**TH 2.3.10**  
12:00 - 1:15 p.m.  
Shippen

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<th>Sponsor:</th>
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<td>Chair:</td>
<td>Emily West, University of Massachusetts, Amherst</td>
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“Designing Class Aspirations in Neoliberal Times: The Case of Project Runway”  
**Louise Woodstock**, Ursinus College  
**Heather Turnbach**, Center for Applied Research

“History Lessons in the Reality Genre: A Comparison of the Pedagogical and Nationist Impulses of Three Public Broadcasters”  
**Emily West**, University of Massachusetts, Amherst

“Black Women and Reality TV”  
**Demetria Rougeaux Shabazz**, University of Massachusetts, Amherst
This panel considers how the reality genre instructs audiences, both implicitly and explicitly. Drawing on textual analyses of programs ranging from 1900 House to The Apprentice to Project Runway, the presenters consider what they “teach” about nationalism, black women’s identity, and cultivation of the self through fashion. Together, the papers critically examine the ostensible claim of reality television to present “reality,” but argue that despite its obvious artifice, the genre has pedagogical power.

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<tr>
<th>TH 2.3.11</th>
<th>What We Learn by Being There: Defining Moments on the Campaign Trail</th>
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Sponsor: Political Communication  
Chair: Janette Kenner Muir, George Mason University  
Kathleen E. Kendall, University of Maryland  
Elizabeth Skewes, University of Colorado, Boulder  
Lisa Gring-Pemble, George Mason University

Participants in the New Hampshire primary process provide analysis of the presidential campaign and explore its impact on the 2008 election cycle. Through the vantage point of attending rallies and town hall events, and talking with media representatives, candidates and citizens, several areas of political interest are discussed. Candidate personalities, media coverage, gender influences, and the role of young people will frame this discussion and attempt to explain New Hampshire’s significance to presidential politics.

| TH 2.3.12 | SHORT COURSE  
Communication in the Community: Service learning within the communication classroom |
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Presenter: Jaietta Jackson, Youngstown State University  
Adam Earnheardt, Youngstown State University  
Dorian Mermer, Youngstown State University  
Jeff Tyus, Youngstown State University

Service learning can be an extremely beneficial aspect of communication courses…if done properly. In this short course, participants will learn how to effectively implement service learning into their courses.
Chair: Janie Harden Fritz, Duquesne University

All 2010 Interest Group planners should plan to attend this meeting.

Sponsor: Communication Law & Ethics
Chair: Dale Herbeck, Boston College

Pat Arneson, Duquesne University
Ronald C. Arnett, Duquesne University
Kathleen Farrell, Saint Louis University
Chrys Gabrich, Carlow University
Charles E. Morris III, Boston College
Jean Ann Streiff, Oakland Catholic High School
Valerie Goff Whitecap, Carlow University

Catholic high schools and colleges face the difficult challenge of balancing free inquiry against pronouncements from church authorities. This roundtable discussion features teachers, professors, and administrators who have taught at a broad range of Catholic institutions of learning. The panelists will share personal stories about how their own institution has dealt with difficult issues that touch on freedom of speech and academic freedom. The issues covered are as diverse as is the representation of the institutions.

Sponsor: Communication Law & Ethics
Chair: Thomas R. Flynn, Slippery Rock University
Respondent: Juliet Dees, University of Delaware

“The Puzzling Puzzle of the Free Press”
Rachel Seeman, Miami University of Ohio
The First Amendment is one of the fundamental rights provided to Americans yet it tends to be one of the most misunderstood and ignored. Each year, the First Amendment Center conducts a survey that finds very few Americans know or understand the five liberties provided in the First Amendment. As communication students at the undergraduate and graduate level, we feel it is our duty as citizens and communication scholars to help educate others who have not been well versed about these basic rights. Our goal is for our projects to help other students understand their free speech rights and how interpretations of these rights have changed over time based on landmark court case rulings.

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<th>Session Title</th>
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<tbody>
<tr>
<td>TH 2.4.04</td>
<td>Ballroom B</td>
<td>Great Ideas for Teaching Speech (G.I.F.T.S.) – Part One</td>
<td>Community College</td>
<td>Tom Jewell, Bergen Community College</td>
</tr>
<tr>
<td>1:30 - 2:45 p.m.</td>
<td></td>
<td>“Make Your Point!: An Individual or Group Project in Persuasion”</td>
<td>Laurie Hodge, Bergen Community College</td>
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<td></td>
<td></td>
<td>“Animation and Attention Exercise: Helping Your Students Become More Dynamic Speakers”</td>
<td>Carole A. Bennett, Oakland Community College</td>
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<td></td>
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<td>“Media Bias: A Media Literacy Assignment”</td>
<td>Brad Mello, National Communication Association</td>
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<td></td>
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<td>“Lifelong Learning Habits and Sharing of Informal Knowledge”</td>
<td>Star A. Muir, George Mason University</td>
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</tr>
</tbody>
</table>
“Performing Feminism”
Rachel Silverman, University of South Florida

“Shark Bait: A Role Playing and Team Building Exercise”
Cole Franklin, East Texas Baptist University

“Using Google Docs for the Group Project”
Michelle Simpson, College of South Maryland

“Exploring Our Freedoms: Supreme Court Cases as Group Projects”
Emily Brandenberger, Montgomery County Community College

“Grading as Guiding, Encouragement and Reinforcement”
Karin Sergel, Kutztown University

<table>
<thead>
<tr>
<th>TH 2.4.05</th>
<th>Issues Affecting Various Health Care Provider Roles and Educational Experiences</th>
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<td>1:30 - 2:45 p.m.</td>
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<td>Ballroom C</td>
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</table>

Sponsor: Health Communication
Chair: Melissa Wanzer, Canisius College

“Perceptions of the Osteopathic Difference: An Examination of Osteopathic Medical Student Beliefs Surrounding the DO Degree Designation Change Debate”
Benjamin R. Bates, Ohio University
Joseph P. Mazer, Ohio University
Andrew M. Ledbetter, Ohio University
Stephanie Norander, Missouri State University

“Emerging Standards in Non-Bioscientific Medical Training: A Content Analysis of Topic Coverage in the Introductory Courses of Northeastern U.S. Medical Schools”
James O. Olufowote, Boston College

“An Examination of the Communication Dynamics Resulting from the Structural Characteristics and Multiple Roles of the Interdisciplinary Team Hospice Chaplain”
Paula Baldwin, Texas State University
Elaine Wittenberg-Lyles, University of North Texas
Debra Parker Oliver, University of Columbia
George Demiris, University of Washington
“Underappreciated, Overworked, and Unheard: A Phenomenonological Approach to Studying Hospital-Based Nurses’ Experience and Management of Conflict”

LaKesha N. Anderson, George Mason University

This panel explores challenges facing various health care providers. Topics range from issues related to training experiences and attitudes to multiple responsibilities and conflict management.

| TH 2.4.06 | Service Learning and the Communication Discipline a Decade Later: Where Are We Now? Where Should We Be Going? |
| 1:30 - 2:45 p.m. | Cook |

**Sponsor:** Instructional Communication & Applied Communication  
**Chair:** MJ Woeste, University of Cincinnati  
**Respondent:** Sara Weintraub, Regis College

Donna Pawlowski, Creighton University  
Michael Smith, LaSalle University  
Toni Whitfield, James Madison University  
Peggy Finucane, John Carroll University  
Julie Gowin, University of Maryland

It has been ten years since the AAHE and Campus Compact grant was begun. This panel will review this initiative, its successes and failures, and ask some hard pedagogical questions concerning service-learning and the communication discipline. After a decade of substantive change, the meta-pedagogical issues of social responsibility and reciprocity need to be addressed. All panelists are locally, regionally, and nationally recognized experts with experiential learning/service learning pedagogy within the communication discipline, and represent diverse institutional settings: 4-year public (urban and suburban), 4 year private (urban and rural), community college (urban), and 4 year religious affiliation (urban).

| TH 2.4.07 | A Roundtable Discussion on Teaching Community and Civic Engagement: Innovative Classes that Fully Engage Students in Political Campaigns |
| 1:30 - 2:45 p.m. | Reynolds |

**Sponsor:** Instructional Communication and Political Communication  
**Chair:** Jane Elmes-Crahall, Wilkes University  

“Public Relations Campaign Class: Encouraging Political Activism”

Carl T. Hyden, Morgan State University  
Janet Bello, Morgan State University

Jane Elmes-Crahall, Wilkes University
Amy Fusco, Wilkes University
Jamie Gwynn, Wilkes University

“Returning to the Roots of Civil Rights: Engaging Sites of the Civil Rights Movement”

Todd Allen, Geneva College

“Civic Engagement Through Political Communication Coursework”

Theodore F. Sheckels, Randolph Macon College


Bradford Kinney, Wilkes University
LeeAnn Searfoss, Wilkes University
Michele Flannery, Wilkes University

Using a roundtable format, panelists will share innovative courses and assignments designed to give students political voices in campaigns ranging from America’s civil rights movement to targeted political campaigns at the Presidential, Congressional, Statewide, and Mayoral levels. Syllabi and class assignments will be shared. Several panelists have agreed to invite their students to participate as co-presenters in the roundtable.

<table>
<thead>
<tr>
<th>TH 2.4.08</th>
<th>Defining Moments: Rethinking Intercultural Communication in Relation to Globalization</th>
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</thead>
<tbody>
<tr>
<td>1:30 - 2:45 p.m.</td>
<td>Ballroom A2</td>
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</table>

Sponsor: Intercultural Communication
Chair: Anjali Ram, Roger Williams University
Respondent: Donyale R. Griffin, Wayne State University

“Reflecting Back from There: What International, Intercultural Field Research/Experience Teaches Us About Our Own Cultures/Communication”

Sarah E. Ryan, Baruch College

“Media, Globalization, and Intercultural Communication Research”

Anjali Ram, Roger Williams University
"Can’t Wait to Post This to Facebook!": Challenging Culture Consumption in a Study Abroad Intercultural Communication Course

**Celeste Lacroix, College of Charleston**

"Culture Across the Curriculum"

**Donnetrice C. Allison, Richard Stockton College**

"The Impact of Global Media on Intercultural Communication Pedagogy and Praxis"

**Ruma Sen, Ramapo College of New Jersey**

"Globalization and the Dialogue of Cultures: Defining the Moment for a Pragmatic Cosmopolis"

**Kathleen Glenister Roberts, Duquesne University**

This panel illustrates the urgency and need to contextualize the study of intercultural communication at the 100-year mark of ECA, in relation to the forces of globalization, particularly global media. In this panel, scholars who both research and teach intercultural communication discuss how they engage the relationship between culture and communication that reflects the larger debates that surround globalization, postcolonialism, hybridity, and cosmopolitanism.

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<thead>
<tr>
<th>TH 2.4.09</th>
<th>Adaptation: Critical Approaches to Literature and Film</th>
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<tr>
<td>1:30 - 2:45 p.m.</td>
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<td>Ballroom E2</td>
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</table>

**Sponsor:** Media Communication

**Chair:** **Thomas W. Benson, Pennsylvania State University**

**Respondent:** **Julie Haynes, Rowan University**

"Adaptation: The Pleasure of the (Meta)Text"

**Brian J. Snee, SUNY, Potsdam**

"Romanticizing and Mythologizing Gender Politics in the New Feminist Fairy Tales"

**Jennifer L. Borda, University of New Hampshire**

"The Uses of Historiography and Intertextuality in the Vietnam War Screen (Auto) Biography: A Hermeneutical Reading of Oliver Stone’s Cinematic Adaptation of Ron Kovic’s Memoir Born on the Fourth of July"

**Susan Mackey-Kallis, Villanova University**

**Stephen Larson, Villanova University**
“Pan Nalin’s Samsara as Revisionist Update of Hermann Hesse’s Novel Siddhartha”

Stephen Larson, Villanova University

The process of adaptation is perhaps the most fascinating and complicated area of modern film studies. This panel examines various aspects of adapting literature to the screen. The participants address film theory and critical method, while attending closely to the textual features of both media (literature and film) in specific cases of film adaptation. Collectively, the participants’ work speaks to the complicated process and cultural stakes involved in translating words into images, literature into film.

<table>
<thead>
<tr>
<th>TH 2.4.10</th>
<th>Leaders, Followers, and Work Alienation?</th>
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<tr>
<td>1:30 - 2:45 p.m.</td>
<td>Bromley</td>
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</table>

Sponsor: Organizational Communication
Chair: James M. Durbin, West Virginia University
Respondent: Carolyn Anderson, The University of Akron

“The Development and Validation of a Communication Based Work Alienation Scale”

Paul E. Madlock, West Virginia University
Matthew M. Martin, West Virginia University
Keith D. Weber, West Virginia University

“Leadership’s Impact on Subordinates in Organizations”

Rachel Hutchinson, West Virginia University

“Best Practices in Leadership and Communication in the Workplace”

Robin Keeney, West Chester University

“Family Business Succession: Mother-to-Son Communication Patterns”

Christine K. Foster, Union Institute & University

This panel features studies that highlight the impact of leadership, the best forms of leadership, difficulties in family-run businesses, and a new way to measure work alienation.
### TH 2.4.11
1:30 - 2:45 p.m.  
Ballroom D  
**Defining and Redefining Through Apologia: A Look Back at Key Instances of Apologia in a Century of Communication**

<table>
<thead>
<tr>
<th>Sponsor:</th>
<th>Rhetoric and Public Address</th>
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<tr>
<td>Chair:</td>
<td><strong>Aaron Noland</strong>, <em>James Madison University</em></td>
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<tr>
<td>Respondent:</td>
<td><strong>Aaron Noland</strong>, <em>James Madison University</em></td>
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</tbody>
</table>

“Apologizing for Others: George W. Bush’s Prisonergate Apologia”  
**Josh Dickhaus**, *University of Alabama*

“When Apologia Fails: Trent Lott, Strom Thurmond and the Rhetorical Vision of the Dixiecrats”  
**Alfred G. Mueller, II**, *Penn State, Mont Alto*

“Apologetic Rhetoric in Rwanda”  
**Emil B. Towner**, *Texas Tech University*

“What is Apologia and Apologia in the Legacy of the Tuskegee Syphilis Study”  
**Autumn Boyer**, *University of Pittsburgh*

Apologia is one of the most widely known, studied, and applied rhetorical frameworks of the past century. It has been applied to everything from racism to scandal, to accidental shootings and war. This panel examines four of the most significant rhetorical situations resulting in apologia in the past century. The panel will look back at these major rhetorical events to understand explanatory gaps and project forward implications for apologia in the next Century of Communication.

### TH 2.4.12
1:30 - 2:45 p.m.  
Flower  
**ECA’s Rhetoric and Public Address Fall Conferences: Tracing More than Twenty-Five Years of Defining Moments**

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<thead>
<tr>
<th>Sponsor:</th>
<th>Rhetoric and Public Address</th>
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<tbody>
<tr>
<td><strong>Nola J. Heidlebaugh</strong>, <em>SUNY, Oswego</em></td>
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<tr>
<td><strong>Christopher L. Johnstone</strong>, <em>Pennsylvania State University</em></td>
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<td><strong>Roberta L. Kosberg</strong>, <em>Curry College</em></td>
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The Rhetoric and Public Address Fall Conferences began as a way of gathering members of ECA’s RPA division informally in order to encourage submissions to the Spring convention. Through the fall conferences, alliances were formed and new lines of
research explored. Now, in the 30th anniversary year of the first conference, a project to record the mainly oral history of the conferences is under way. Former Fall conference participants and RPA chairs are encouraged to come together with the researchers to hear about the project, and to share and archive memories.

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<tr>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>TH 2.4.13 1:30 - 2:45 p.m.</td>
<td>Teaching Fellow Meeting Frampton</td>
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<tr>
<td>TH 2.4.14 3:00 - 5:00 p.m.</td>
<td>SHORT COURSE: Applied Medical Communication as an Approach to the Interpersonal Medical Communication Course</td>
</tr>
</tbody>
</table>
| Presenter: | E. Phillips Polack, MD, MA, FACS, Plastic Surgery Incorporated  
                      Theodore A. Avtgis, Ph.D., West Virginia University |

Just what the doctor ordered. This short course will expose participants to ways in which effective interpersonal communication skills in health care situations can benefit both patients and professionals.

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<tr>
<th>Time</th>
<th>Event Description</th>
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<tr>
<td>TH 2:45 - 3:30 p.m.</td>
<td>ECA COFFEE CAFÉ</td>
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SPONSORED BY: Duquesne University

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<th>Time</th>
<th>Event Description</th>
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<tr>
<td>TH 2.4.15 2:45 - 3:30 p.m.</td>
<td>Undergraduate Poster Session 1 Hamilton Room</td>
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</table>

Chair: Adam Earnheardt, Youngstown State University

“Underrepresentation of African American Women in Television News Media”  
Latoya Ashley, King’s College
“Gimme Shelter: The Narrative Perception of Belonging among the Homeless”
Brett A. Boisjolie, Stonehill College

Whitney Carroll, Penn State University, Berks

“Emotional Impact of Media Coverage of Natural Disasters on Cross-Generational Viewers”
Amanda Cawley, Wilkes University
Alyssa Shilinski, Wilkes University
Shauna Strellish, Wilkes University

“Taking Sustainability Back to School”
Alex Clatterbuck, Bridgewater State College

“A Cluster Feminist Analysis of the Construction of Gender in Versace Print Advertisements Targeted to Women”
Krista A. Costa, University of Pittsburgh at Greensburg

“The Identity Development of Biracial Adolescence: Does Race Matter?”
Terri Dorsey, McDaniel College

“The Effects of Anti Substance Abuse Advertisements on Children and Young Adults”
Caitlin Francis, University of Hartford
Sarah Clark, University of Hartford
Kevin Hochman, University of Hartford
Joanna Fenestor, University of Hartford

“A Mythic Criticism: The Rhetoric of Evangelical Christians and the Ideology It Presents in American Politics”
Lindsey Gingrich, Shippensburg University

“UFOs, Extraterrestrials, and Alien Abductions: The Impact of Perceived Television Realism”
Ivey Haber, SUNY, New Paltz
Jamie Michelman, SUNY, New Paltz
Michael Blumenfeld, SUNY, New Paltz
“2008 Presidential Campaign Mottos”

Ashley Harper, Mercyhurst College
Mariana Ponce, Mercyhurst College
Kristen Ribelli, Mercyhurst College

“The Interrelationships among Personality Traits, Cultivation Effect and Perceptions of Media Violence & the Enjoyment of Horror Films”

Janine Harris, SUNY, New Paltz
Michelle Guido, SUNY, New Paltz
Shannon Cote, SUNY, New Paltz

“Loisaida in Bloom”

Megan Hoffman, Temple University

“Akon and Britney Spears in the Intro Communication Class: Student Perceptions of the Usefulness of Popular Media Technology”

Catherine Ann Hyman, University of Vermont

“Decision-Making Case Study: Hurricane Katrina”

Monica Johnson, George Mason University

“Framing Race in America: Senator Barack Obama’s Speech ‘A More Perfect Union’”

Phillip Kostka, Bridgewater State College

“The Politics of Ethnicity: Content Analysis of Barack Obama’s Election Victory Speech”

Ashley Lewis, Shippensburg University

“Fallen Angel: An Image Restoration Analysis on the Attack and Defense of Miley Cyrus”

Ashley Macik, University of Pittsburgh at Greensburg

“The Structure and Function of Implied Moral Argument in Anita Hill’s Senate Testimony: A Close Textual Analysis”

Denise Martin, SUNY, New Paltz

“Tending to Metaphor: The Lower East Side Community Gardens and Frida Kahlo”

Ezra Match, Temple University

“A Comparative Analysis of News in Print and Online: Is the Web Efficient?”

Larry Melf, King’s College
“Inaugural Addresses and Civil Religion: What is the Role of Civil Religion in the Genre of Inaugurals? An Analysis of President George W. Bush’s First Inaugural Address”

Kathryn E. Messner, Bridgewater State College

“New Technologies and Political Persuasion”

Alexandra Mielnicki, Stonehill College

“Metaphoric Criticism: Eulogy for Princess Diana of Whales”

Christina T. Shirk, Shippensburg University

“Book Row: The Importance of Books and Community”

Amy Stansbury, Temple University

“Hotel Chelsea: No Longer a Pillar of Chelsea Community?”

Kyra Taylor, Temple University

“Gender Differences in Responses to Product Placement in HBO’s Sex and the City and Entourage”

Jessica Vanski, University of Hartford

Tessa Walsh, University of Hartford

Gregory Morgan, University of Hartford

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<th>TH 2.5.01</th>
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<tr>
<td>3:30 - 4:45 p.m.</td>
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<tr>
<td>Ballroom A2</td>
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Communicative Praxis as Defining Moment in Applied Communication Education: Three Case Studies

Sponsor: Applied Communication

Chair: Janie Harden Fritz, Duquesne University

“Praxis as a Defining Moment in Teaching Public Relations”

C.T. Maier, Duquesne University

“Undergraduate Research: Public Scholarship as Defining Praxis Moment for Applied Communication”

Kathleen Taylor Brown, Pennsylvania State University

“Service Learning as “Defining Moment” in Learning Communities: Applied Communication in Action”

N. Bell O’Neil, Duquesne University
“Narrative Praxis in the Communication Curriculum: A Defining Moment”

Leeanne M. Bell, Stevenson University

The best defining moments of the field of communication have occurred when theory has been moved to practice through praxis engagement of communicative action. Indeed, the defining identity of the field of communication is “praxis” – applied communication in the classroom and community. As theory drives application, students engage the richness of the communication field. In the classroom, in learning communities through service learning, with narrative-informed action, in civic participation through public scholarship – each of these contexts offers new defining moments for applied communication pedagogy. These three papers engage that theme as manifested in a particular context of three university settings. The audience is invited to offer their “defining moments” of praxis engagement following the presentations and to discuss ideas for additional applied communication praxis application.

<table>
<thead>
<tr>
<th>TH 2.5.02</th>
<th>Centennial Scholars in Communication Law &amp; Ethics: Gary Gumpert</th>
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<tr>
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<tr>
<td>Ballroom B</td>
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Sponsor: Centennial Scholars
Chair: Lewis Freeman, Fordham University

Susan Barnes, Rochester Institute of Technology
Harvey Jassem, University of Hartford
Thom Gencarelli, Manhattan College
Dale Herbeck, Boston College
Susan J. Drucker, Hofstra University
Don Fishman, Boston College

Dr. Gary Gumpert is Emeritus Professor of Communication at Queens College of the City University of New York and co-founder of the consulting firm, Communication Landscapers, which analyzes the nexus of regulation, communication, and media development. Formerly a radio and television producer/director, he is widely published in a variety of journals and books which examine the intricate interconnection of social interaction, urbanization and media technology. This panel addresses the primary themes of his work over the past thirty years which has addressed the many nuances in our growing dependency upon mediated communication: the nexus of new communication technology and social relationships, the impact of urban and suburban development on human interaction, the alteration of public space and the changing nature of community,
and issues of individual rights and academic freedoms.

<table>
<thead>
<tr>
<th>TH 2.5.03</th>
<th>From Movies to Moodles: 100 Years of Technology in Education</th>
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<tr>
<td>3:30 - 4:45 p.m.</td>
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<td>Ballroom A1</td>
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**Sponsor:** Communication and Technology  
**Chair:** **Catherine K. Wright**, George Mason University

- "Classroom Technology Before the Internet"  
  **Davis Foulger**, Brooklyn College
- "The Computer-Enhanced Classroom"  
  **Catherine K. Wright**, George Mason University
- "CommuniCoach in Teaching Public Speaking"  
  **Kris Murnaidi**, Kent State University
- "Extending the Conventional Classroom Online"  
  **Stephen Epstein**, SUNY, Suffolk
- "The Online Classroom"  
  **Kristin Roeschenthaler Wolfe**, Duquesne University

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<tr>
<th>TH 2.5.04</th>
<th>Top Competitive Papers in Health Communication</th>
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<td>Ballroom E1</td>
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**Sponsor:** Health Communication  
**Chair:** **Maria Brann**, West Virginia University

- "When Rapport-Building Goes Beyond Encouragement: Communicating Over-Accommodation Toward Patients with Disabilities"  
  **Ashley Duggan**, Boston College  
  **Natalie Swergold**, Boston College  
  **Kathleen Chanatry**, Boston College  
  **Colleen Coburn**, Boston College  
  **Shannon Carroll**, Boston College  
  **Matthew Dunn**, Boston College  
  **Aisling Francoeur**, Boston College  
  **John Glass**, Boston College  
  **Sara Weintraub**, Boston College
Hilary Weismann, Boston College
Kathryn Zioto, Boston College
Ylisabyth S. Bradshaw, Tufts University
Wayne Altman, Tufts University

“So Wait, I'm Dying?: A Grounded Theory Study on How Communication is Affected When Doctors Use SPIKES to Break Bad News”
Kristen L. Willett, George Mason University
Megan H.L. Tucker, George Mason University
Melinda M. Villagran, George Mason University
Joy Goldsmith, Young Harris College
Elaine Eittenberg-Lyles, University of North Texas
Sandra E. Sanchez-Reilly, University of Texas

“How Physical Activities are Influenced by Discriminate Message Interventions”
Taejin Jung, SUNY, Oswego

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<tr>
<th>TH 2.5.05</th>
<th>Exploring Guidelines for Student Behavior in the Communication Classroom and Beyond</th>
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<tr>
<td>3:30 - 4:45 p.m.</td>
<td>Bromley</td>
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Sponsor: Instructional Communication

Lisa Cuklanz, Boston College
Bonnie Jefferson, Boston College
Pamela Lannutti, Boston College
Rita Rosenthal, Boston College
Elena Strauman, College of Charleston

This roundtable focuses on approaches to fostering classroom civility through guidelines for student behavior. This panel will focus on how guidelines are communicated to students and explore the relationship between instructional communication research and guidelines. Panel members are diverse in terms of teaching experience, topics, style, and institutions. Panel members’ specific topics include fostering student civility in large-lecture classrooms and when discussing potentially sensitive topics such as sexuality and race, and reacting to students’ incivility.
### The Students and the Teacher: Looking at Culture Through Mixed Method Lenses and Multiple Contexts

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<tr>
<th>Time</th>
<th>Location</th>
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<th>Sponsor</th>
<th>Chair</th>
<th>Respondent</th>
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<tbody>
<tr>
<td>TH 2.5.06</td>
<td>Ballroom E2</td>
<td>The Students and the Teacher: Looking at Culture Through Mixed Method Lenses and Multiple Contexts</td>
<td>Intercultural Communication</td>
<td>Bessie L. Lawton, West Chester University</td>
<td>Lynn Dee Gregory, University of Vermont</td>
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</tbody>
</table>

“Nollywood: Disseminating Nigerian Culture”

Uchenna Onuzulike, Ohio University  
Joan Kanyange, Ohio University

“Self-Perceived Communication Competence in Thai Culture”

James C. McCroskey, University of Alabama, Birmingham

“Blood in the Water: Song as a Rhetorical Strategy for Examining Culture and Expressing Guilt”

LaKesha N. Anderson, George Mason University

This panel reflects the continued work of a seasoned scholar in intercultural communication, James C. McCroskey, and the work of two debuting graduate students in an exploration of two distinct cultural groups: one in music and the other in film. Each paper provides a greater understanding of the choices we make in cross-cultural communication, which has implications for how we perceive ourselves in various contexts and how cultures are portrayed in popular culture. These papers also speak to the impact of history in song, on film, and on our communication across cultures.

### Exploring Tensions in Rhetorical Strategies of Social Protest

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<th>Chair</th>
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<tbody>
<tr>
<td>TH 2.5.07</td>
<td>Claypoole</td>
<td>Exploring Tensions in Rhetorical Strategies of Social Protest</td>
<td>Kenneth Burke &amp; Rhetoric and Public Address</td>
<td>Howard N. Schreier, Bloomsburg University</td>
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</tbody>
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“Hacking Sarah Palin: Towards an Ethics of Hactivism in Electoral Politics”

David S. Heineman, Bloomsburg University

“Boycotted Blood Diamonds!: ‘Perspective By Incongruity’ in a Visual Protest Movement”

Diane S. Hope, Rochester Institute of Technology
This panel explores the strategies and constraints of four differing kinds of public protest: street theatre, internet images, public demonstrations, and activism. Drawing from Burkean constructs, new media criticism, the rhetoric of social movements, and free speech scholarship, the papers provide an analysis of contemporary movement rhetoric examining the requirements, problems, strategies, and limits of protest rhetoric.

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<th>Time</th>
<th>Topic</th>
<th>Sponsor</th>
<th>Chair</th>
<th>Respondent</th>
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<tbody>
<tr>
<td>TH 2.5.08</td>
<td>Defining Communication Moments in the Classroom</td>
<td>Instructional Communication</td>
<td>Sean M. Horan, West Virginia University</td>
<td>Ann Bainbridge Frymier, Miami University of Ohio</td>
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<tr>
<td>3:30 - 4:45 p.m.</td>
<td>“Message Framing in the Classroom: The Relationship Between Message Frames and Student Perceptions of Instructor Power”</td>
<td>Joseph L. Chesebro, SUNY, Brockport</td>
<td>Matthew M. Martin, West Virginia University</td>
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<tr>
<td>Ballroom D</td>
<td>“The Effects of Written Feedback Style and Student Grade Expectations on Student Motivation and Affective Learning”</td>
<td>Jim Katt, University of Central Florida</td>
<td>Steve Collins, University of Central Florida</td>
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<td>“Students' Interdependence, Face Needs, and Motives for Communicating with Their Instructors”</td>
<td>Matthew M. Martin, West Virginia University</td>
<td>Katie Neary Dunleavy, LaSalle University</td>
<td>Keith D. Weber, West Virginia University</td>
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<td>“Application of the Theory of Planned Behavior to the College Classroom”</td>
<td>Katie Neary Dunleavy, LaSalle University</td>
<td>Keith D. Weber, West Virginia University</td>
<td>Matt Martin, West Virginia University</td>
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</tbody>
</table>
This competitive paper panel highlights research designed to help communication scholars examine communication between students and instructors.

**TH 2.5.09**
3:30 - 4:45 p.m.
Flower

**Philosophy of Communication Reader’s Circle: Interpreting and Engaging Texts**

Sponsor: Philosophy of Communication  
Chair: Pat Arneson, Duquesne University

We extend the invitation to share ideas! Please bring 15 photocopies of an outline of one philosophical book you are currently reading that informs your communication scholarship. The book could come from any historical era and represent the work of a philosopher, a philosophical school of thought, or an aspect of communication through a philosophical lens. Participants will briefly (5 minutes) highlight ideas as relevant to philosophy of communication. Come with or without an outline!

**TH 2.5.10**
3:30 - 4:45 p.m.
Ballroom C

**Cracking the Glass Ceiling: Defining Moments for Women in Campaign 2008**

Sponsor: Political Communication  
Chair: Alyssa Samek, University of Maryland

“Situating Madame President: Agency, Audience, and the Gendering of Hillary Rodham Clinton”  
**Justin Killian, University of Minnesota, Twin Cities**

“(Bitter)Sweet Surrender: An Analysis of Hillary Clinton’s 2008 Democratic Convention Address”  
**Mary L. Kahl, SUNY, New Paltz**  
**Michael Leff, SUNY, New Paltz**

“Sarah Palin: Symbolic Womanhood Against the Grain of Feminism”  
**Janis L. Edwards, University of Alabama**

“Then and Now: Television News Frames of Women Vice-Presidential Candidates: Geraldine Ferraro and Sarah Palin”  
**Scott Britten, Salisbury University**  
**Cynthia Cooper, Salisbury University**
This panel offers varied perspectives on the historic 2008 campaigns of Hillary Clinton and Sarah Palin in terms of women’s continued advancement in political parity. Audience interaction will be invited on what these campaigns, their media coverage, and their lessons for political communication researchers mean for the prospects for gender parity in national politics and the evolution of studies in gender and political communication.

<table>
<thead>
<tr>
<th>TH 2.5.11</th>
<th>Defining Moments in Politics: The Search for Identity in the 2008 Presidential Campaign</th>
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<tbody>
<tr>
<td>3:30 - 4:45 p.m.</td>
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Sponsor: Voices of Diversity
Chair: Fran Mindel, Morgan State University
Respondent: Oluwatosin Adegbola, Morgan State University

“The Pedagogy and Politics of Racial Humor”
Leda Cooks, University of Massachusetts

“Politics and Racial Identity: How Barack Obama Perceived His Own Identity in the 2008 Presidential Campaign”
Carl T. Hyden, Morgan State University

“Supermom in the White House: Identification of Michelle Obama and Sarah Palin as Dueling Versions of the ‘Perfect Mother’”
Fran Mindel, Morgan State University

“Constructing the ‘Female Politician’: A Critical Analysis of the Identity Construction of Senator Hillary Clinton and Governor Sarah Palin”
Andrea M. McClanahan, East Stroudsburg University of Pennsylvania

“Issues, Images, and Public Policy Deliberation in the 2008 Presidential Campaign”
Trevor Parry-Giles, University of Maryland

“Illuminating African-American female Identity via Michelle Obama”
Stacey A. Peterson, College of Notre Dame of Maryland

Communication scholars from Mead (1934) to Burke (1950 and beyond) to Benoit (1995) have been fascinated with personal identity and our perceptions of the images we
The 2008 Presidential election offers a plethora of texts to analyze in the form of the candidates, their running mates and wives. The papers on this panel will focus on how the identity of these individuals were constructed in the public arena, through rhetoric about race, gender, roles of motherhood, beauty, humor, and personality in this extremely defining political year.

**TH 2.5.12**  
**3:30 - 4:45 p.m.**  
**Reynolds**  

| Sponsor: | Media Ecology |
| Chair: | **Kelley Crowley, West Virginia University** |

“Learning to be Free: The Print Media of Cotonou, Benin”  
**Steve Urbanski, West Virginia University**

“Us’ Versus ‘Them’ in Olympic Hockey: The Rhetoric of Nationalism in Sports Media”  
**Kelly Shultz-Poniatowski, The Pennsylvania State University**

“Probing the Silence of One Dead Indian”  
**Maggie Jones Patterson, Duquesne University**

**Kelley Crowley, West Virginia University**  
**Olga Ivanova, Duquesne University**

The frames through which media audiences see the world are shaped by the journalism professionals who construct them. Differences in journalism practices, cultural norms and nationalistic attitudes give shape to these frames. This panel will discuss the various ideological frames that both international and American news media imposes on its audiences to explain and explore international and intercultural issues.

**TH 2.5.13**  
**3:30 - 4:45 p.m.**  
**Frampton**  

<p>| Research Fellows Meeting |</p>
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td><strong>TH 5:00 - 6:00 p.m.</strong></td>
<td><strong>Newcomers &quot;Meet and Greet&quot; Reception</strong></td>
<td>Ballroom Lobby/ Patio Area</td>
</tr>
<tr>
<td><strong>6:00 - 8:00 p.m.</strong></td>
<td><strong>ECA Welcome Reception</strong></td>
<td>Positano Coast</td>
</tr>
<tr>
<td><strong>8:00 - 9:00 p.m.</strong></td>
<td><strong>12-Step Group Meeting</strong></td>
<td>Whitpen</td>
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**SPONSORED BY: University of Alabama-Birmingham**

For ECA participants who are new to this convention, this is the place to be! Stop by and meet ECA’s Past Officers and members of the current leadership team.

The reception will be held on the outdoor patio area off the ballroom lobby (weather permitting). If the location needs to change due to the weather, signage will be posted in the Ballroom Lobby area directing you to an alternate location.

**SPONSORED BY: Villanova University**

Please plan to join us as we kick off ECA’s 100th celebration with our traditional opening reception! The reception site (Positano Coast) is located directly across the street from the Sheraton Society Hill.

All members of 12-Step groups are invited to attend this meeting.
### Friday, April 24, 2009

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>FRI 7:30 a.m. - 5:00 p.m.</td>
<td>ECA Convention Registration</td>
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<tr>
<td>FRI 3.1.01 8:00 - 8:45 a.m.</td>
<td>Interest Group Business Meetings</td>
</tr>
<tr>
<td>FRI 3.2.01 9:00 - 10:15 a.m.</td>
<td>Un-Covering Players in the Past: Women in the Early Years</td>
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</table>

**American Society for the History of Rhetoric**  Reynolds  
**Argumentation and Forensics**  Ballroom D  
**Communication Traits**  Cook  
**Health Communication**  Ballroom A1  
**Interpersonal Communication**  Ballroom A2  
**Interpretation and Performance Studies**  Claypoole  
**Media Communication**  Flower  
**Philosophy of Communication**  Ballroom E1  
**Voices of Diversity**  Ballroom E2

**Sponsor:**   American Society for the History of Rhetoric  
**Chair:**   Anne Mattina, Stonehill College  

**James W. Chesebro, Ball State University**  
**Jane Blankenship, University of Massachusetts**  
**Judith Trent, University of Cincinnati**  
**Anita Taylor, George Mason University**

This panel explores the role of women during the early efforts to professionalize the field/discipline of speech, with specific attention to women in the east and in the development of what became the Eastern Communication Association. The exploration deals both with context and milieu and with the work of individual women.
The Argumentation and Debate Course: Should We Still Be Teaching Academic Debate and Formal Logic After 100 Years? A Roundtable Panel

Sponsor: Argumentation and Forensics
Chair: Fran Mindel, Morgan State University

Gary W. Eckles, Thomas Nelson Community College
Carl T. Hyden, Morgan State University
Theodore F. Sheckels, Randolph Macon College
Barbara Sims, Alderson Broaddus College
Kimberly Korcsmaros, Bridgewater College

Most argumentation and debate textbooks forums on academic debate, formal logic, and diagramming arguments. Yet most students enrolled in these classes will not be engaging in academic, formal debate once the class concludes. The panelists will ask the question: Should argumentation and debate classes still be geared toward traditional academic debate and formal logic? Panelists will further share teaching strategies for making this course more relevant to the needs of today’s students.

Family of the Future: Possibilities and Challenges

Sponsor: First Vice-President
Chair: Richard West, Emerson College

Elizabeth Graham, Ohio University
Lynn H. Turner, Marquette University
Richard West, Emerson College
Caryn Medved, Baruch College
Dawn O. Braithwaite, University of Nebraska, Lincoln

The contemporary family has evolved considerably since those early days of Leave it to Beaver and Ozzie and Harriett. Aside from the scholarly advances in family communication, the popular press, too, has contributed toward the perception of family and family life. This roundtable discussion will explore where we’ve been and where we’re going related to the interpretation of “family.” Among the topics to be considered are the political consequences of defining family, family diversity, family configuration, spirituality and the family, among many others. The real success of this program will be measured by an ongoing dialogue with the audience; to this end, participation from those in attendance
Public relations has long been a part of many communication programs. It has also branched out on its own, becoming a major at colleges and universities nationwide. Several questions can be raised regarding the teaching and study of public relations based on the two distinct systems in which they operate: programs with majors, and those with minors only. The strengths, weaknesses, and potential in each will be addressed.

### A Discussion of the Evolution and Current State of the Pedagogy of Public Relations

**FRI 3.2.04**  
9:00 - 10:15 a.m.  
Ballroom A1

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Instructional Communication</th>
</tr>
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</table>
| Chair             | **Mark A. Flynn,**  
|                   | **Kutztown University**    |
| Andrea Mitnick,   | **Kutztown University**    |
| Catherine Catanach| **Kutztown University**    |
| Mark A. Flynn,    | **Kutztown University**    |

Public relations has long been a part of many communication programs. It has also branched out on its own, becoming a major at colleges and universities nationwide. Several questions can be raised regarding the teaching and study of public relations based on the two distinct systems in which they operate: programs with majors, and those with minors only. The strengths, weaknesses, and potential in each will be addressed.

### Top Competitive Papers in Interpersonal Communication

**FRI 3.2.05**  
9:00 - 10:15 a.m.  
Ballroom A2

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Interpersonal Communication</th>
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</table>
| Chair            | **Maria Brann,**  
|                  | **West Virginia University** |
| Respondent       | **Elizabeth Bernat,**  
|                  | **SUNY, Plattsburgh**      |
| Scott A. Myers,  | **West Virginia University**  
| Alan K. Goodboy, | **Bloomsburg University**   |

“Relational Maintenance Behaviors, Relational Characteristics, and Communication Channel Use Among Adult Siblings”  
**Scott A. Myers,**  
**West Virginia University**  
**Alan K. Goodboy,**  
**Bloomsburg University**

“Turning Points, Trajectories, and Closeness in the Mother-Young Adult Daughter Relationship”  
**Aimee E. Miller,**  
**University of Hartford**  
**Meredith Marko Harrigan,**  
**SUNY, Geneseo**

“Perceptions of Swearing: Contextual Factors Associated with Expectancy Violations”  
**Danette I. Johnson,**  
**Ithaca College**  
**Nicole Lewis,**  
**Ithaca College**
### FRI 3.2.06
9:00 - 10:15 a.m.
Claypoole  

<table>
<thead>
<tr>
<th>Top Three Papers in Media Communication</th>
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<tr>
<td>Sponsor: Media Communication</td>
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<tr>
<td>Chair: Gordon Coonfield, Villanova University</td>
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<tr>
<td>Respondent: Maria A. Simone, Rowan University</td>
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“Tortured News: Defining America’s Role in the Abu Ghraib Prison Scandal”

**Amanda Davis, University of Texas at Tyler**

“The Ethics of the Image Repair Discourse Strategy Used by Duke University in its Handling of the Lacrosse Team Sex Scandal”

**Rod Carveth, University of Hartford**  
**Claire Ferraris, Western Oregon University**  
**Nick Backus, Western Oregon University**

“In Opposition: The Campaign Against LPFM by the National Association of Broadcasters and National Public Radio”

**Zack Stiegler, University of Iowa**

### FRI 3.2.07
9:00 - 10:15 a.m.
Flower  

<table>
<thead>
<tr>
<th>(Re)defining Media Space and Practice</th>
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<tr>
<td>Sponsor: Media Ecology</td>
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<tr>
<td>Chair: Thom Gencarelli, Manhattan College</td>
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<tr>
<td>Respondent: Jonathan Slater, SUNY, Plattsburgh</td>
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“Defining Virtual Communication”

**James W. Chesebro, Ball State University**  
**Nicholas W. Geidner, Ohio State University**

“Interpreting the Gaze: Lesbian Imagery in Mass Market Advertising”

**Rebecca Kern, Manhattan College**

“The Free Market Economy, Not the Medium, as the Message”

**Flora Keshishian, St. John’s University**
“Unrepentant Sinners of the Printed Word: Browsing Madness at Borders Bookstore in Singapore”

**Kim Trager-Bohley, Manhattan College**

This panel presents four papers in which the authors seek to extend and move forward the existing body of research within the field of media ecology by (re)defining media space and place, media practice and use, media (re)presentation, and even the very nature of media themselves.

<table>
<thead>
<tr>
<th>FRI 3.2.08</th>
<th>What Should and What Should Not Be Taught in the Basic Undergraduate Organizational Communication Course</th>
</tr>
</thead>
</table>
| 9:00 - 10:15 a.m. Bromley | Sponsor: Organizational Communication  
Chair: James C. McCroskey, *University of Alabama, Birmingham* |

“Disagreement, Conflict, and Groupthink and Perceptions of People in Organizations”

**Virginia P. Richmond, University of Alabama at Birmingham**

“Approaches to Management and Communication in Organizations”

**James Katt, University of Central Florida**

“Organizational Culture and Nonverbal Behavior in Organizations”

**Jerry L. Allen, University of New Haven**

“Effective Supervisory and Subordinate Relationships, and Supervision and Administration Communication”

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

“Personality, Temperament, and Communication Traits, and Barriers to Effective Communication”

**Theodore A. Avtgis, West Virginia University**

The lack of consistency among basic courses in organizational communication results in difficulty in determining what can be expected for a student’s foundation for advanced classes and introductory classes at the graduate level. Currently, some students will enter advanced or graduate classes with a solid base and others will not. By the end of this program it is hoped that some agreement on the nature of the basic course will be achieved and available for the field.
| FRI 3.2.09  
9:00 - 10:15 a.m.  
Ballroom E2 | Philosophy of Communication: Top Three Competitive Papers |
|---|---|
| Sponsor: Philosophy of Communication  
Chair: Pat Arneson, Duquesne University  
Respondent: Ronald C. Arnett, Duquesne University | |
| “An Interpretive Engagement of Philosophical Leisure: A Philosophy of Communication”  
Annette M. Holba, Plymouth State University | |
| “A Question of Education: An Attempt at Levinas and Attending to the Other: An Ethical Call”  
Maryl Roberts, Duquesne University | |
| “A Philosophy of the Public Speaking Classroom: Habermas’s Ideal Speech Situation as a Philosophical Framework”  
Brent C. Sleasman, Gannon University | |
| FRI 3.2.10  
9:00 - 10:15 a.m.  
Shippen | First Forays in the Criticism of Public Discourse: An Eclectic Assortment of Exemplars |
|---|---|
| Sponsor: Rhetoric and Public Address  
Chair: Mary L. Kahl, SUNY, New Paltz  
Respondent: Mary L. Kahl, SUNY, New Paltz | |
| “A Call to Action: A Close Reading of Elie Wiesel’s Holocaust Remembrance Rhetoric in ‘The Perils of Indifference’”  
Emily B. Frey, NYC Office of Senator Hillary Rodham Clinton | |
| “The Universal Declaration of Human Rights and the Cold War: A Close Textual Analysis of Eleanor Roosevelt’s ‘The Struggle for Human Rights’”  
Amanda Gresens, University of Memphis | |
| “The Rhetoric of Unity and Sacrifice: A Situational Analysis of Martin Luther King’s ‘Mountain Top’ Address”  
Alexandra Stewart McCarroll, SUNY, New Paltz | |

The early history of ECA is itself the early history of the discipline of Communication in
American colleges and universities. Moreover, many of ECA's first members focused their research on the practice and criticism of public discourse – so many, in fact, that a plethora of studies in rhetorical criticism has often made its way into our convention programs throughout the past century. This panel seeks to continue this tradition by showcasing research conducted by the newest generation of rhetorical critics who are presenting here their first forays in public address scholarship.

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<tr>
<th>FRI 3.2.11</th>
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<tr>
<td>9:00 - 10:15 a.m.</td>
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<td>Ballroom E1</td>
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<th>Notes from the Playing Fields: Interrogating the Political Intersections of Black Masculinity and Sport</th>
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Sponsor: Voices of Diversity

Chair: Ronald L. Jackson, University of Illinois at Urbana-Champaign

“The Revolution Will Be Televised: Commodifying the Black Athlete”
Timothy J. Brown, West Chester University

“Class, Gender, and Celebrity Status: Kobe Bryant as a Clear Indication of White Male Privilege”
Rachel A. Griffin, Southern Illinois University

“An Exploratory Study of Africana Students and Their Perspectives on the Myth of Black Athletic Superiority”
Kimberly R. Moffitt, University of Maryland Baltimore County

“GPA Versus MVP: Anti-intellectualism and the African American Student Athlete”
Claude E. Taylor, Monmouth University

Black athletes have made a lasting impact on American sports. From Jack Johnson to Michael Jordan, Black athletes have given us some of our most memorable moments. Along with these memorable moments, however, are the social realities surrounding race and racism that Black athletes all too often have to confront. Thus, while sport is often perceived as a cultural terrain on which issues of race and racism are transcended, this panel will implement multiple theoretical and methodological approaches to explore the contradictory and controversial intersections of Black masculinity, Black athletes, and sport.
FRI 3.2.13
9:00 - 11:11 a.m.
Frampton

SHORT COURSE
Creating Defining Moments: Teachable Moments and Strategies to Change Students’ Lives

Presenter:
Star A. Muir, George Mason University
Janette Kenner Muir, George Mason University

Everyone has that one instructor who inspired them to become who they are today. This short course will focus on classroom strategies and techniques that will help participants become that teacher in a student’s life.

FRI 3.2.14
9:00 - 11:00 a.m.
Whitpen

SHORT COURSE
Teaching the Course in Crisis Communication

Presenter:
Melissa Gibson Hancox, Edinboro University of Pennsylvania
Mary Amidon Murray, Edinboro University of Pennsylvania

Crisis communication is a growing field, and those skilled in this area are in high demand. This short course will outline how to develop a course in crisis communication to make students more viable in the workforce.

FRI 3.2.15
10:00 - 11:15 a.m.
Hamilton Room

ECA COFFEE CAFÉ

SPONSORED BY: Ohio University, Lancaster

FRI 3.2.15
10:00 - 11:15 a.m.
Hamilton Room

Undergraduate Poster Session II

Chair:
Adam Earnheardt, Youngstown State University

“Discovering Diversity Training: What Companies Are (or Aren’t!) Doing “
Keiko Adachi, West Virginia Wesleyan College
“What’s for Dinner, Mom?: Exploring How Women Construct Gender from Food Network Programs”  
Shannon Alexander, James Madison University  
Allison Grizzell, James Madison University

“The Variance in Relational Maintenance Behaviors According to Age in Sibling Relationships”  
Sarah Carr, West Virginia Wesleyan College

“Vouchers Within No Child Left Behind: A Flawed Program or a Paralyzed Education System?”  
Heather Catrambone, Ramapo College of New Jersey

“Bollywood: The Global Phenomenon of Indian Cinema as a Representation of an Evolving Indian Identity”  
Annie Davis, Ramapo College of New Jersey

“Suppression of Free Speech: Journalists Under Attack in Mexico’s Drug War”  
Caitlin DePue, Ramapo College of New Jersey

“The Meaning of Facebook “Friends” and the Cultivation of Relationships”  
Katy Foucar-Szocki, James Madison University

“The Professor’s Perspective: A Study of the Communication Methods Used by Professors during Negative Interactions Initiated by Students Outside of the Classroom”  
David Gately Jr., James Madison University

“Children’s Relationships with Their Parents and Stepparents”  
Carlee Gault, West Virginia Wesleyan College

“Taking Advantage of the Vulnerable: The Media and Animal Abusers”  
Kaitlyn Haitz, Ramapo College of New Jersey

“Communication Apprehension and Traumatic Triggers: Can the Death of a Loved One Induce CA?”  
Marissa Hare, West Virginia Wesleyan College

“The Media’s Lens on Geraldine Ferraro and Sarah Palin: The Celebrification of Politicians”  
Andrea Klerides, Hofstra University
“Man of Science, Man of Faith: A Comparison of Jack and Locke from ABC’s LOST: Their Relationship and Ties to Modernity and Post-Modernity”
Joey Lewandowski, Ramapo College of New Jersey

“The Construction of Illegal Immigration in Mainstream and Alternative Media”
Freddy Quinones, Ramapo College of New Jersey

“Colombia’s Bad Habits: Drugs, Violence, and the United States”
Eileen Ramos, Ramapo College of New Jersey

“Short-Term Appointed Leaders: The Process of Assimilating a Group through Diffusion and Two-Step Flow Theories”
Krysta Rexrode, West Virginia Wesleyan College

“Defacing Facebook: Does One’s Facebook Profile Affect the Initial Stages of Attraction and the Progression of Relationships?”
Sarah H. Ridgeway, Lynchburg College

“Mexico and the Rise of Non-Communicable Diseases”
Larissa Rota, Ramapo College of New Jersey

“‘Here’s To The Crazy Ones’: The Brand Transformation of Apple, Inc. through its 1997 ‘Think Different’ Campaign”
Angela Ruffino, Marist College

“What Makes a Woman? According to the Housewives of Wisteria Lane”
Fiorelli Anne Salvo, Ramapo College of New Jersey

“Gang Member’s Symbols and How They Communicate”
Wanda Saunders, Morgan State University

“The New Faces of Homelessness: A Rhetorical and Semiotic Analysis of Constructions of Homelessness in Media”
Jacqueline Sayevich, Ramapo College of New Jersey

“The Broadband News Era: The Shift from Traditional Boundaries of Media to Open Online News Content through User Generated Relationships and Conversations”
Jenna Sleefe, Hofstra University

“The Truth behind the American Dream”
Anabel Tonkovic, Ramapo College of New Jersey
“Silence, Water, Hope: The Influence of Literature as Political Historical Memory”
  Jamie Trapp, Ramapo College of New Jersey

“Using Music as an Interpersonal Message Channel”
  Marybeth Yoder, West Virginia Wesleyan College

“What Are You?: Analyzing the Existence of the ‘One-Drop’ Rule through the Biracial Individual’s Standpoint”
  Temi Williams-Davies, George Washington University

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<tr>
<th>FRI 3.3.01</th>
<th>Aggressive Communication: Multiple Applications of Theory</th>
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<tr>
<td>11:00 a.m.</td>
<td>Applied Communication</td>
</tr>
<tr>
<td>- 12:15 p.m.</td>
<td>Andrew S. Rancer, The University of Akron</td>
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</tbody>
</table>

“Aggressive Communication: Cognitive Processes and Aggressive Expression”
  Theodore A. Avtgis, West Virginia University

“Aggressive Communication: Mapping Nonverbal Verbal Aggression”
  James M. Durbin, West Virginia University

“Aggressive Communication and Medical Lag: Costs and Intervention”
  E. Phillips Polack, West Virginia University

“From the Mouth of Troublemakers: Uncovering Why Adolescent Boys Report Avoiding Verbal and Physical Aggression”
  Rachel L. DiCioccio, The University of Rhode Island
    Jeffrey W. Kassing, Arizona State University

This panel focuses on four projects that explore aggressive communication in the areas of health, personality, adolescence, and nonverbal communication. Through different methodological approaches, these papers demonstrate the applicability of aggressive communication across contexts.
### Centennial Scholars in Rhetoric & Public Address: Carroll Arnold, Thomas Benson, & Raymie McKerrow

| Sponsor: | Centennial Scholars |
| Chair: | Michael W. Barberich, University at Albany, SUNY |
| Respondent: | Raymie McKerrow, Ohio University; Thomas Benson, The Pennsylvania State University |

"Rhetoric and Public Address in ECA's First 100 years"

- Nneka Ifeoma Ofulue, University of Maryland
- Trevor Parry-Giles, University of Maryland

"On the Scholarship of Carroll Arnold"

- Molly Wertheimer, The Pennsylvania State University

"On the Scholarship of Thomas Benson"

- Brian Snee, SUNY, Potsdam

"On the Scholarship of Raymie McKerrow"

- Benjamin R. Bates, Ohio University

In light of a century of rhetoric and public address scholarship in ECA, and with view to direction for the next century, this panel’s invited participants will offer a reflection on the scholarship that essentially shaped rhetoric and public address and the lessons this work imparts to current and future students of rhetoric and public address in ECA. Professors Carroll Arnold, Thomas Benson, and Raymie McKerrow will be recognized as the Rhetoric and Public Address interest group’s Centennial Scholars.

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### Centennial Scholars in Voices of Diversity: Deborah Atwater, Jane Blankenship, & James W. Chesebro

| Sponsor: | Centennial Scholars |
| Chair: | Donna M. Kowal, SUNY, Brockport |
Deborah Atwater, Pennsylvania State University  
Jane Blankenship, University of Massachusetts  
James W. Chesebro, Ball State University

The primary purpose of Voices of Diversity Interest Group is to explore the various theories and practices that pertain to research, teaching, and study of communication within, between, and among diverse communities, especially as these communities are affected and/or marginalized culturally, economically, institutionally, politically, psychologically, and socially because of age, class, disabilities, ethnicity, gender, language, race, religion, or sexual orientation. Our selection of Centennial Scholars – Deborah Atwater, Jane Blankenship, James W. Chesebro – epitomize this purpose through decades and decades of scholarship and service to this Association. We are honored to acknowledge them and their value to our interest group.

FRI 3.3.04  
11:00 a.m. - 12:15 p.m.  
Ballroom E1

A Century of Communication In and Out of the Classroom

Sponsor: Instructional Communication  
Chair: Mary Toale, Baldwin-Wallace College  
Respondent: Valerie Manno Giroux, Miami University

“Students' Aggressive Communication Traits and Their Out-Of-Class Communication with Instructors”  
Daniel H. Mansson, West Virginia University  
Scott A. Myers, West Virginia University  
Matthew M. Martin, West Virginia University

“Perceived Teacher Power Use and Credibility as a Function of Teacher Self-Disclosure”  
Danielle N. Orbash, Miami University

“Curriculum Planning: Trends in Communication Studies, Workplace Competencies, and Current Programs”  
Dale A. Bertelsen, Bloomsburg University  
Alan K. Goodboy, Bloomsburg University

This competitive paper panel highlights research on the communication curriculum discussing instructors’ communication and students' communication in and outside of the classroom.
This panel features papers regarding conflict and the resolution of conflict. Specifically, the papers will report on conflict and negative maintenance behaviors and also focus on communicating forgiveness and moving on after the dissolution of a relationship.

**Interpersonal Communication**

**Chair:** Carrie D. Kennedy-Lightsey, West Virginia University

**Respondent:** Sally Vogl-Bauer, University of Wisconsin, Whitewater

“Understanding Bad Behaviors with Good Intentions: A Qualitative Investigation of Negative Relationship Maintenance Behaviors”

- Sean M. Horan, West Virginia University
- Maria Brann, West Virginia University
- Meghan Jacobi, West Virginia University

“What Is Forgiveness? How is it Defined Among Men and Women?: Defining Forgiveness Based on a Series of Qualitative Interviews”

- Lori Poole, University of Denver

“The Decision to Forgive: Sex, Gender and the Likelihood to Forgive Partner Transgressions”

- Robert J. Sidelinger, Oakland University
- Brandi N. Frisby, West Virginia University
- Audra McMullen, Towson University

“Conflict Styles and Communication Channels in Romantic Relationships”

- Brandi N. Frisby, West Virginia University
- David Westerman, West Virginia University

“Who am I?: Sensemaking and the Reconstruction of Identity in Divorce Narratives”

- Stephanie Melchiore, Villanova University

This panel features papers regarding conflict and the resolution of conflict. Specifically, the papers will report on conflict and negative maintenance behaviors and also focus on communicating forgiveness and moving on after the dissolution of a relationship. 
Chair: Andrew Jared Critchfield, The George Washington University
Respondent: Stacey Wieland, Villanova University

“The Framing of African-American Katrina Victims on CNN and FOX News Net works”  
Courtney C. Herring, Denison University

“That's What She Said: A Study of Gender Roles on NBC's The Office”  
Cooley Horner, Boston College

“Enculturation Through Young Adult Evangelical Romance: The Rhetoric of the Christy Miller Series”  
Stacy Ladenburger, Calvin College

“Casting the First Stone: The Attack and Defense of the Abu Ghraib Prison Scandal”  
Joel Slezak, University of Pittsburgh at Greensburg

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<th>FRI 3.3.07</th>
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<tbody>
<tr>
<td>11:00 a.m. - 12:15 p.m.</td>
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<td>Ballroom A2</td>
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Philosophy of Communication at the Historical Ground of the Other

Sponsor: Philosophy of Communication
Chair: Celeste Grayson, Duquesne University

“The Other: Levinas's Historical Tracing”  
Ronald C. Arnett, Duquesne University

“Toward a Phenomenological-Existential Rhetorical Understanding of the Other”  
Erik Garrett, Duquesne University

“Rhetoric, Democracy, and the Other: Exceptionalism in Communication Ethics and Politics”  
Pat J. Gehrke, University of South Carolina

“Bound to the Other: Bakhtin's Rhythm of Act”  
Celeste Grayson, Duquesne University

With the conference attention to the Centennial brings an awareness of the importance of history in the communication discipline. This panel looks at the historical derivations of “otherness” from various philosophical perspectives. It will include works tracing a Levinasian understanding of the Other within ethics, the “other” after postmodernity.
grounded in the work of Calvin Schrag, the historical understanding of the rhetorical “other”
of democracy, and Bakhtin’s rhythm of action between the self and “other.”

| FRI 3.3.08 | The World Social Forum: An Impetus for the Development of New Social Movements |
| 11:00 a.m. - 12:15 p.m. | Flower |

Sponsor: Rhetoric and Public Address
Chair: Theresa A. Donofrio, University of Maryland
Respondent: Sharon L. Howell, Oakland University
Elizabeth Gardner, University of Maryland

“The World Social Forum and Disciplinary Anxiety”
Theresa A. Donofrio, University of Maryland

“The World Social Forum and Post-Colonialism: The Other and Identity”
Shayna Maskell, University of Maryland

Heather Brook Adams, Pennsylvania State University

“You are, Therefore, I Am’: The World Social Forum and the Rhetorical Aesthetics of Social Change”
Timothy J. Barney, University of Maryland

The World Social Forum defies many of the conventions used to recognize social movements. As a leaderless, web-based forum for coordinating action, its amorphous nature raises questions about the applicability of the discipline’s communication theory. Is the WSF the harbinger of the emergence of a new kind of social movement? If so, how useful is extant social movement theory? This panel uses the WSF as a vehicle to assess the state of social movement scholarship.

| FRI | Centennial Scholars Luncheon |
| 12:30 - 1:45 p.m. | Ballrooms BCD |

SPONSORED BY: Taylor & Francis
Join us as we honor ECA’s Centennial Scholars who were selected by each interest group. The luncheon will also feature the premiere of the 100th anniversary video. Fee for the luncheon is $20 – reservations can be made until 3:00 p.m. on Thursday, April 23rd. Scholars being honored at the luncheon include the following:

Centennial Scholars of Communication

Ronald C. Arnett, Duquesne University
Theodore A. Avtgis, West Virginia University
Michael H. Bauer, Ball State University
Michael J. Beatty, University of Miami
Elizabeth Ellen Bell, University of South Florida
Thomas Benson, The Pennsylvania State University
Jane Blankenship, University of Massachusetts
Deborah Borisoff, New York University
James W. Chesebro, Ball State University
Pamela Cooper, University of South Carolina, Beaufort
Susan J. Drucker, Hofstra University
John Fritch, University of Northern Iowa
Dennis S. Gouran, The Pennsylvania State University
Gary Gumpert, Urban Communication Foundation
Dan F. Hahn, Queens College
Mark Hickson, III, University of Alabama, Birmingham
Michael E. Holmes, Ball State University
Robert V. Friedenberg, Miami University
Ann Bainbridge Frymier, Miami University
Ronald L. Jackson, II, University of Illinois at Urbana-Champaign
Kristin M. Langellier, University of Maine
Linda Costigan Lederman, Arizona State University
James C. McCroskey, University of Alabama, Birmingham
David T. McMahan, Missouri Western State University
Scott D. Moore, California State University, Fresno
Janette Kenner Muir, George Mason University
Dan O’Hair, University of Oklahoma
Lester C. Olson, University of Pittsburgh
Andrew S. Rancer, University of Akron
Virginia Peck Richmond, University of Alabama, Birmingham
Judith S. Trent, University of Cincinnati
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<tr>
<th>Interest Group Centennial Scholars</th>
<th>Nonverbal Communication</th>
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<tr>
<td>Applied Communication</td>
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<tr>
<td>James W. Chesebro</td>
<td>Judee K. Burgoon</td>
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<tr>
<td>Mark Hickson, III</td>
<td>Mark Hickson, III</td>
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<tr>
<td>Kenneth N. Cissna</td>
<td>James C. McCroskey</td>
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<td>Communication Law and Ethics</td>
<td>Organizational Communication</td>
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<tr>
<td>Gary Gumpert</td>
<td>Gerald Goldhaber</td>
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<tr>
<td>Community College</td>
<td>Dominic Infante</td>
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<td>Roy Berko</td>
<td>James C. McCroskey</td>
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<tr>
<td>Isa Engleberg</td>
<td>Philosophy of Communication</td>
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<tr>
<td>Anita Taylor</td>
<td>Ronald C. Arnett</td>
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<tr>
<td>Darlyn Wolvin</td>
<td>Henry W. Johnstone, Jr.</td>
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<td>Health Communication</td>
<td>Political Communication</td>
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<td>Gary Kreps</td>
<td>Jane Blankenship</td>
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<td>Instructional Communication</td>
<td>Kathleen Hall Jamison</td>
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<td>Patricia Kearney</td>
<td>Judith Trent</td>
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<td>James C. McCroskey</td>
<td>Rhetoric and Public Address</td>
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<td>Timothy Plax</td>
<td>Carroll Arnold</td>
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<td>Virginia Peck Richmond</td>
<td>Thomas Benson</td>
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<td>Intercultural Communication</td>
<td>Raymie McKerrow</td>
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<td>Ronald L. Jackson, II</td>
<td>Voices of Diversity</td>
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<td>Interpersonal Communication</td>
<td>Deborah Atwater</td>
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<td>Matthew Martin</td>
<td>Jane Blankenship</td>
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<td>Gerald Phillips</td>
<td>James Chesebro</td>
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<td>Rebecca Rubin</td>
<td>American Society for the History of Rhetoric</td>
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<td>Kenneth Burke</td>
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<td>Kenneth Burke</td>
<td>Herman Cohen</td>
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<td>Media Communication</td>
<td>Herbert Wichelns</td>
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<td>Nancy Signorielli</td>
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Please join us as the authors of the edited Anniversary Volume sign copies of this piece of ECA history. Pre-orders for the volume can be placed through the ECA website at www.ecasite.org.

Chair: **Adam Earnheardt**, *Youngstown State University*

“bell hooks’ Theories of the Other: An Application to Contemporary Cinema”

**Maura Burke**, *Miami University*

“An Application of the Ethnography of Communication: Work Discipline as a Form of a Speech Community”

**Erin Christie**, *Rutgers University*

“Countdown to Salvation: Christian Zionism’s Fantasies and its Affect on American Politics”

**Jeffrey Delbert**, *University of Missouri, Columbia*


**Paula M. DeLisle**, *Fitchburg State College*

“Are You Really Gonna Answer That Now?: The Impact of Cell Phone Usage and Appropriateness on Interpersonal Communication Satisfaction”

**James Fail**, *Texas State University*

**Mark Paz**, *Texas State University*
“What about the Home Front?: Internal Relationship Building among Foundation Staff and University Community”
   **Dina Figurski, Miami University**

“The Role of Cynicism and Involvement in Perceived Credibility of Media Sources among College Students”
   **Hanlong Fu, University of Connecticut**

“The Role of “School Schema”: Children’s Comprehension, Recall, and Generalization of Information from Television”
   **Kara Garrity, University of Pennsylvania**

“A Resilient Resolute: The Message of Paul Martin Pearson”
   **Lucy Wanjiku Gichaga, Regent University**

“Energy Drinks and Masculinity: An Analysis of Adolescent Narratives”
   **Katie Haas, University of Alabama, Birmingham**

“Analysis of Employees’ Perceptions of Ethical Behavior in the Workplace”
   **Nicholas Heidinger, Canisius College**

“The Juxtaposition of the Perceptions of Soon-to-be College Graduates and Hiring Professionals”
   **Justin R. Johnston, University of Alabama, Birmingham**

“How the Message is Framed by the President and Mainstream Newspapers: A Framing Analysis of George W. Bush’s 2007 Address to the Veterans of Foreign Wars”
   **Brian Lepine, University of Maine**

“Dexter: A Critical Analysis of Season 2 Examining Race and Gender”
   **Laura Lewis, University of Hartford**

“The Influence of Culture and Gender on Public Touch between Chinese and Americans”
   **Theresa A. MacNeil, University of Connecticut**

“Source Credibility in Wine Retail”
   **Julia Maher, Canisius College**
“The Characteristics and Benefits of Proactive Patients within the Medical Communication Context”
Christine Mosley, University of Alabama, Birmingham

“Online Lynch Mobs or Justice Fighters?: A Theoretical Analysis of Chinese Human Flesh Search Engine Phenomena”
Yi Mou, University of Connecticut

“Public Memory and Gettysburg: An Analysis of how Place and Time Have Shaped a Nation”
Mary Amidon Murray, Edinboro University of Pennsylvania

“Interpersonal Communication: Making the Pieces Fit”
Mary Nagy, Rutgers University

“Think Fast!: A Comparative Analysis of Educational Quality and Pacing in Children’s Television Programming”
Cynthia Nichols, University of Alabama

“Are Hybrid Messages Subliminal Advertisements?”
Robert Parker, Johns Hopkins University

“Performing Professionally Subversive Identity: A Performance Identity Analysis of the Personal Narratives of Physically Disabled Professionals”
Julie-Ann Scott, University of Maine

“Satire and the Single Girl: 30 Rock and the Role of Satire in the Advancement of a Contemporary Feminist Message”
Eleanor Joyce Seitz, University of Maine

“Teaching Sex in Magazine Images: A Content Analysis of Sexual Images in Women’s Magazines and their Teenage Counterparts”
Cristin M. Sick, Rochester Institute of Technology

“Public Interest, Convenience, and Necessity: Is It Dead?”
Joy J. Thompson, Morgan State University

“Cultivation’s Mechanics and their Effect on Behavior”
William Weaver, Cleveland State University
“On a Sour Note: An Analysis of Temperament and Reaction as Determined Through Field Study”
Emily Whitaker, Edinboro University of Pennsylvania

“Changing the Face of Lobbying Through Online Social Networks”
Kelly L. Williams, Edinboro University of Pennsylvania

“The Impact of Attachment Style on Joint Identity”
Sarah Tardif Zaitchik, University of Rhode Island

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<tr>
<th>FRI 3.5.01</th>
<th>Centennial Scholars in Philosophy of Communication: Ronald C. Arnett &amp; Henry W. Johnstone, Jr.</th>
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<tr>
<td>2:30 - 3:45 p.m.</td>
<td>Reynolds</td>
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Sponsor: Centennial Scholars
Chair: Pat Arneson, Duquesne University

Ronald C. Arnett, Duquesne University
Molly Wertheimer, The Pennsylvania State University, Hazelton

The Philosophy of Communication Interest Group is pleased to honor two philosophers of communication: Henry W. Johnstone, Jr. (1920-2000) of The Pennsylvania State University and Ronald C. Arnett of Duquesne University. Dr. Johnstone, co-founder of Philosophy and Rhetoric, was one of the leading figures responsible for the rebirth of philosophy’s interest in rhetoric during the last half of the 20th century. Dr. Arnett’s scholarship provides insightful interpretations on the communicative implications of philosophical thought for a variety of social contexts. Their philosophical works serve to constructively shape the study of human communication.

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<tr>
<th>FRI 3.5.02</th>
<th>Free Speech in the Discipline: ECA Assesses the Role and Centrality of Communication Law &amp; Ethics from a “Multi-Interest” Perspective</th>
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<tr>
<td>2:30 - 3:45 p.m.</td>
<td>Ballroom E1</td>
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</table>

Sponsor: Communication Law & Ethics
Chair: Gary Gumpert, Communication Landscapers

“Broadcast Management”
Bruce Avery, WRHU, Hofstra University
The communication discipline calls on its members to endorse the centrality of free speech and assembly and to accept this responsibility in our classrooms and through our scholarship. A number of signs indicate free speech research and pedagogy endures a more marginal status than NCA’s CREDO might suggest. This panel explores the current nature and status of free speech scholarship and teaching to assess its centrality to the discipline. All members of ECA are invited to attend and participate in this roundtable discussion.

FRI 3.5.03
2:30 - 3:45 p.m.
Ballroom E2

Great ideas for Teaching Speech (G.I.F.T.S.) – Part Two

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

“Name that Fallacy: A Game for Introductory Public Speaking and Argumentation Classes”
Valerie Lynn Schrader, Ohio University

“The Karaoke Powerpoint Presentation: An Activity for the Basic Course"
Tim Rumbough, Bloomsburg University

“String Exercise”
Valerie Goff Whitecap, University of Pittsburgh

“Perception of Instructor Exercise”
Tom Donlan, Montgomery County Community College

“The Value of Rigidity”
Nadine Cichy, Sinclair Community College
“The Interview”  
**Nancy Willets, Cape Cod Community College**

“Modeling the Models”  
**Christine K. Foster, Bergen Community College**

“Dealing with Technology Failures in Classrooms”  
**Cathy Blackburn, Brookdale Community College**

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<tr>
<th>FRI 3.5.04</th>
<th>Communication Quarterly: A History of Publishing Excellence</th>
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<td>2:30 - 3:45 p.m.</td>
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Sponsor: First Vice-President  
Chair: **Trevor Parry-Giles, University of Maryland**

“CQ Editor, 1976-1978”  
**Thomas W. Benson, The Pennsylvania State University**

“CQ Editor 1985-1987”  
**James W. Chesebro, Ball State University**

“CQ Editor 1988-1990”  
**Linda C. Lederman, Arizona State University**

“CQ Editor 1991-1993”  
**Virginia P. Richmond, University of Alabama, Birmingham**

“CQ Editor 1994-1996”  
**Raymie E. McKerrow, Ohio University**

“CQ Editor 1997”  
**Melanie Booth-Butterfield, West Virginia University**

“CQ Editor 1998-2000”  
**John Courtright, University of Delaware**

“CQ Editor 2001-2003”  
**Dale A. Bertelsen, Bloomsburg University**

“CQ Editor 2004-2006”  
**Jerry L. Allen, University of New Haven**
“CQ Editor 2007-2009”
Janette Kenner Muir, George Mason University

This panel brings together past, current, and future editors of Communication Quarterly, the flagship journal of ECA, to reflect upon and discuss the journal’s history and its contributions to the field of communication. Published since 1953, when it was originally called Today’s Speech, CQ has emerged as one of the leading forums for cutting-edge research in all areas of communication. CQ maintains a proud tradition of an eclectic approach to research publishing, offering its readers a range of methods, approaches, genres, and subjects than span the communication discipline. Following some initial bibliometric information about the scholarship published in CQ from 1953 to the present, the past and current editors will reflect upon the rich history of CQ in the communication discipline and offer prognostications for the journal’s future.

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<tr>
<th>FRI 3.5.05</th>
<th>NCA – Meet the Candidates</th>
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SPONSORED BY: National Communication Association

Mary Lee Hummert, University of Kansas
Richard West, Emerson College

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<tr>
<th>FRI 3.5.06</th>
<th>Top Papers in Voices of Diversity</th>
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Sponsor: Voices of Diversity
Chair: Donnetrice C. Allison, Richard Stockton College
Respondent: Donyale R. Griffin, Wayne State University

“Negotiation of “Asianness” at U.S. Workplace: Voices of Asian American Professionals”
Shinsuke Eguchi, Howard University

““Other-izing”: The Communicative Struggles of First-year African American College Students at a Predominantly White College”
Sheryl Baratz Goodman, Ursinus College
Not just for the Sunday paper anymore, comics and graphic novels are the fastest growing segment of the publishing industry, and communication researchers are taking notice. This short course will provide instructors with the tools to implement instruction in comics as a distinct form of communication.

The Media Studies Centennial Scholar session will highlight the work of Nancy Signorielli and the cultural indicators project. Signorielli will provide an overview of her work, and along with colleague Jim Shanahan, she will discuss the Cultural Indicators Project, with a special tribute to George Gerbner. This session will also provide time for audience interaction and discussion.

Judee Burgoon, University of Arizona
The Nonverbal Communication Interest Group has selected Judee Burgoon, Mark Hickson, and James C. McCroskey as Centennial Scholars. Whether it is through research that develops and examines Expectancy Violations Theory, Interaction Adaptation Theory, eye color, smoking, immediacy, or nonverbal messages in the classroom, each individual has aided scholars in understanding the study of nonverbal messages. Because of their contributions, this panel was developed to honor them and discuss their contributions in detail.

FRI 3.6.03
4:00 - 5:15 p.m.
Ballroom D

**Centennial Scholar of Health Communication: Gary Kreps**

Sponsor: Centennial Scholars
Chair: Maria Brann, West Virginia University

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Jim L. Query, James Madison University
Melanie Booth-Butterfield, West Virginia University
Katherine Rowan, George Mason University
Nancy Hoar, Western New England College
Melinda M. Villagran, George Mason University

Participants will discuss how Dr. Gary Kreps has influenced their work, their life, and the discipline. Topics include how Dr. Kreps is able to successfully mentor budding and seasoned professionals; build collegial relationships among communication departments, national organizations, and community members; develop a prolific line of research; and promote the communication discipline through his leadership and extensive collaborations. Audience members may also pay tribute to Dr. Kreps, who will reflect on his experiences.

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FRI 3.6.04
4:00 - 5:15 p.m.
Ballroom A1

**100 Years of Communication Law: Periodization of the Field**

Sponsor: Communication Law & Ethics
Chair: Donald Fishman, Boston College
Respondent:  
Lisa Cuklanz, Boston College  
Harvey Jassem, University of Hartford  
Juliet Dees, University of Delaware  

“The 1909-1919 Era”  
Martin Wallenstein, John Jay College, CUNY

“The 1920-1945 Era”  
Pat Arneson, Duquesne University

“The 1945-1975 Era”  
Warren Sandmann, Minnesota State University

“The 1976-2009 Era”  
Susan J. Drucker, Hofstra University  
Gary Gumpert, Communication Landscapers

The 100 year history of ECA corresponds to four major eras in the history of communication law. The first era addresses the threshold questions that permeates the era: Why did not the courts want to recognize anything but minimal rights for journalists during this period, and how did the courts handle the litigation that arose during World War I? The second era deals with sedition and political speech. The third era witnesses the threat of Communism, the Vietnam War, Watergate, and the challenges to many of the older assumptions about obscenity, school speaker policies and protest restrictions. The fourth era saw the emergence of deregulation and the introduction of digital technology problems.

FRI 3.6.05
4:00 - 5:15 p.m.
Ballroom A2  

Top Competitive Papers in Intercultural Communication

Sponsor:  Intercultural Communication  
Chair:  Donyale R. Griffin, Wayne State University  
Respondent:  Donnetrice C. Allison, Richard Stockton College

“Power, Politics, and Shameful Convenience: Interest Convergence and the NBA”  
Rachel A. Griffin, Southern Illinois University, Carbondale

“Teaching the Chinese heritage to Heritage Versus Non-heritage Learners: The Case of a Community Weekend School in the United States”  
Bessie L. Lawton, West Chester University  
Kim A. Logio, St. Joseph’s University
The two papers on this panel reflect the Intercultural Interest Group’s goal of exploring what it means to engage in culture research and discuss defining moments that intersect culture and communication. The analyses presented on this panel reflect the ways in which cross-cultural and intercultural communication is negotiated across contexts, including the sport and entertainment arena, and the classroom.

**FRI 3.6.06**
**4:00 - 5:15 p.m.**
**Ballroom E1**

**Contributed Papers in Kenneth Burke**

**Sponsor:** Kenneth Burke  
**Chair:** Elvera Berry, *Roberts Wesleyan College*  
**Respondent:** Mari Boor Tonn, *University of Maryland*

“A Conservative Reactionary: Pentadic Ratios and Ideological Perspective in Pat Robertson’s The Ten Offenses”  
*James Gilmore, University of Maryland*

“Five Fingers or Six?: Is Kenneth Burke’s Pentad Actually a Hexad?”  
*Floyd D. Anderson, The College at Brockport*  
*Matthew T. Althouse, The College at Brockport*

“What is Needed Now: Burke, Bukowski, and a Comic Strategy for Living”  
*Lee M. Pierce, The College at Brockport*

“Raging Against the Hierarchy: Pollution and Purification of the Self in Protest Music”  
*Heather A. Hayes, Texas State University, San Marcos*

This program features the top contributed papers to the Kenneth Burke Interest Group.

**FRI 3.6.07**
**4:00 - 5:15 p.m.**
**Claypoole**

**Communication for Sustainable Development and Social Change**

**Sponsor:** Media Ecology  
**Chair:** Jan Servaes, *University of Massachusetts, Amherst*

“Tour Talk: Sustaining Nature and Culture”  
*Donal Carbaugh, University of Massachusetts, Amherst*
“Community-Based Religious Approaches to HIV/AIDS Prevention and Their Sustainability: A Case Study from Chiang Rai, Thailand”
Patchanee Malikhao, University of Massachusetts, Amherst

“Supporting Local Change with Governance Reform”
Tom Jacobson, Temple University

“Environmentalism in the Media: North and South”
Niall Stephens, University of Massachusetts, Amherst

“Communication for Sustainable Development: East Versus West?”
Jan Servaes, University of Massachusetts, Amherst

This panel addresses the need for, and the issues involved in, a media ecology that is in the interests of our global ecology. The panelists examine and question the possibilities of change in our current global dialogue about sustainable development and practices that both threaten the future of the planet and the quality of life of all its people.

FRI 3.6.08
4:00 - 5:15 p.m.
Ballroom E2

Examining Nonverbal Messages in a Variety of Contexts

Sponsor:   Nonverbal Communication
Chair:      Brandi N. Frisby, West Virginia University
Respondent: Lynn Dee Gregory, University of Vermont

“Nonverbal Qualities of Leadership and a Political Candidate as a Brand: Toward Understanding Their Relationship and Impact on Voting Intention”
Mark Cistulli, University of Hartford
Jason Snyder, Central Connecticut State University

“The Effects of Instructor Nonverbal and Verbal Immediacy on Recall and Multiple Student Learning Indicators”
Alan K. Goodboy, Bloomsburg University
Keith D. Weber, West Virginia University
San Bolkan, Bloomsburg University

“Development and Validity Testing of a Measure of Touch”
Narissra Punyanunt-Carter, Texas Tech University
Jason S. Wrench, SUNY, New Paltz

Each paper presentation represents a different context of study for nonverbal research.
Panelists will discuss their original studies examining politics, the classroom, and the absence of touch.

**FRI 3.6.09**
4:00 - 5:15 p.m.
Reynolds

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<th>Top Three Papers in Organizational Communication</th>
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<tr>
<td><strong>Sponsor:</strong> Organizational Communication</td>
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<tr>
<td><strong>Chair:</strong> Paul E. Madlock, West Virginia University</td>
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<td><strong>Respondent:</strong> Heather Walter, University of Akron</td>
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“The Influence of Newcomer Work Group and Task Socialization on Employee Outcomes”

**James M. Durbin, West Virginia University**  
**Paul E. Madlock, West Virginia University**

“Cultural Bias, Communication Predispositions, and Satisfaction Work Relationships: A Study of Subordinate-Supervisory Communication in the Intercultural Workplace”

**Jerry L. Allen, University of New Haven**  
**Kathleen M. Long, West Virginia Wesleyan College**  
**Eun-A Park, University of New Haven**  
**Ben B. Judd, University of New Haven**  
**Ben Colon, University of New Haven**

“Work-Life Balance in the Academy: Exploring the Professional and Personal Identity Dialectic”

**Janet Reynolds Bodenman, Bloomsburg University**

**FRI 3.6.10**
4:00 - 5:15 p.m.
Cook

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<th>Top Competitive Papers in Political Communication</th>
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<td><strong>Sponsor:</strong> Political Communication</td>
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<tr>
<td><strong>Chair:</strong> Christina M. Knopf, SUNY, Potsdam</td>
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<td><strong>Respondent:</strong> Ann Atkinson, Keene State College</td>
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“Identification Attempts by the 2004 Democratic Presidential Candidates in Special Interest Debates”

**Brian T. Kaylor, James Madison University**
“Remediating Hillary: Hillary Rodham Clinton’s Use of the Internet for Image Change in the 2008 Presidential Primaries and the Blurring of the Public and Private”

Valerie Lynn Schrader, Ohio University

“Explaining the Gap: The Interaction of Gender and News Enjoyment in Predicting Political Knowledge”

Jillian Nash & Lindsay H. Hoffman, University of Delaware

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FRI 3.6.11
4:00 - 5:15 p.m.
Bromley

Defining Moments in Communication Research:
Considerations and Choices of Theory and Methods

Sponsor: Theory and Methodology
Chair: Denise M. Polk, West Chester University
Respondent: Ola Kopacz, West Chester University

“Oh, the Horror Timeline: A Feminist Criticism of Horror Film Remakes”

Paul Lucas, Duquesne University

“Investigating the Relationship Between the Proverbial Freshman Fifteen and Communication Anxiety”

Julie Goldstein, West Chester University

“What’s in a Touch?: An Exploration of the Significance of Touch on First Dates”

Karen Eross, West Chester University
Jessica Zbyszinski, West Chester University

“With Knowledge Comes Responsibility: How Scientists are Communicating Technical Information to Nontechnical Audiences”

Christina Medved, Stroud Water Research Center

“When Transformative Life Experiences Change: The Defining Theory of One’s Life”

Denise M. Polk, West Chester University

The research process is riddled with complicated choices. Choosing a topic, developing hypotheses, deciding on a theoretical framework and appropriate methods are big decisions that researchers must make. Different types of learning occur when actually implementing the research process. During this presentation, student panelists will share their communication research proposals – information about their varied topics and methodological choices as well as their personal challenges and triumphs of conducting
original research.

**FRI 3.6.12**
**4:00 - 5:15 p.m.**
**Flower**

**Centennial Scholars of American Society for the History of Rhetoric: Herman Cohen, Thomas W. Benson & Herbert Wichelns**

Chair: **Maureen C. Minelli, Kingsborough Community College**

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**FRI 3.6.13**
**4:00 - 5:15 p.m.**
**Shippen**

**Digital Communication Technologies in International Contexts**

**Sponsor:** Media Ecology  
**Chair:** James W. Chesebro, *Ball State University*  
**Respondent:** David T. McMahan, *Missouri Western State University*

“Google Takes on China: A Cross-Cultural Analysis of Internet Service Design”  
**Boyun Chiou, Ball State University**

“Dreaming in Digital”  
**Daniel C. Hottle, Ball State University**  
“Haiti: The Impact of Digital Storytelling on an Impoverished Nation’s Youth”  
**Kyle W. Hufford, Ball State University**

These debut papers explore the various roles of digital communication technologies in three diverse international cultures. The communication strategies of Google’s marketing campaign in China, the use of digital technologies as storytelling tools by indigenous Australians, and the effectiveness of digital storytelling techniques by poverty-stricken Haitians are described, characterized, and evaluated.

**FRI**
**4:00 - 5:15 p.m.**
**Whitpen**

**Resolution Committee I**
<table>
<thead>
<tr>
<th>FRI</th>
<th>5:30 - 6:15 p.m.</th>
<th>Interest Group Business Meetings</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>Communication and Law Ballroom A1</td>
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<td></td>
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<td>Intercultural Communication Ballroom A2</td>
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<td></td>
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<td>Kenneth Burke Ballroom E1</td>
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<tr>
<td></td>
<td></td>
<td>Media Ecology Claypoole</td>
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<tr>
<td></td>
<td></td>
<td>Nonverbal Communication Ballroom E2</td>
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<tr>
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<td></td>
<td>Organizational Communication Reynolds</td>
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<td>Political Communication Cook</td>
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<td>Theory and Methodology Bromley</td>
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<thead>
<tr>
<th>FRI</th>
<th>6:30 - 8:30 p.m.</th>
<th>Wine &amp; Spots</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bromley/Claypoole</td>
<td>Join members and guests of the Political Communication Interest Group for a viewing and discussion of recent political information. Cash bar will be available.</td>
<td></td>
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<thead>
<tr>
<th>FRI</th>
<th>8:00 - 9:00 p.m.</th>
<th>12-Step Group Meeting</th>
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<tbody>
<tr>
<td>Whitpen</td>
<td>All members of 12-Step groups are invited to attend this meeting.</td>
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<tr>
<td>Time</td>
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<tr>
<td>SAT 7:15 - 8:00 a.m.</td>
<td>Historic Philadelphia Walking Tour</td>
<td>Meet in the Sheraton Lobby</td>
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<tr>
<td>SAT 7:30 a.m. - 3:30 p.m.</td>
<td>ECA Convention Registration</td>
<td>Hamilton Room</td>
</tr>
<tr>
<td>SAT 7:30 - 9:00 a.m.</td>
<td>Editorial Board Recognition Breakfast</td>
<td>Ballroom C</td>
</tr>
<tr>
<td>SAT 8:00 - 8:45 a.m.</td>
<td>Interest Group Business Meetings</td>
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</tr>
<tr>
<td>Applied Communication</td>
<td>Ballroom A2</td>
<td>Community College</td>
</tr>
<tr>
<td>Communication &amp; Technology</td>
<td>Claypoole</td>
<td>Instructional Communication</td>
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<td>Instructional Communication</td>
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<td>Lambda Pi Eta</td>
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<tr>
<td>New York State Communication Association</td>
<td>Shippen</td>
<td>Rhetoric and Public Address</td>
</tr>
<tr>
<td>SAT 4.2.01 9:00 - 10:15 a.m.</td>
<td>Defining Moments: Collaborations Across Disciplinary Divides</td>
<td>Ballroom A2</td>
</tr>
</tbody>
</table>

Sponsor: Applied Communication  
Chair: Susan A. Jasko, California University of Pennsylvania  
Respondent: Susan A. Jasko, California University of Pennsylvania
Often thought of as a set of interrelated subtopics, the study of communication encompasses a wide range of approaches, subjects, methods, and conceptualizations. Perhaps this is the reason one set of defining moments for our discipline is comprised of our collaborations with other disciplines, frequently in service of addressing real world problems and issues. This panel highlights past and current areas of applied interdisciplinary collaborations, and will engage the audience in a conversation about the joys, pitfalls, and practicalities of these endeavors.
<table>
<thead>
<tr>
<th>SAT 4.2.02</th>
<th>9:00 - 10:15 a.m.</th>
<th>Ballroom B</th>
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</thead>
<tbody>
<tr>
<td><strong>Centennial Scholars of Instructional Communication:</strong></td>
<td>James C. McCroskey, Virginia P. Richmond, Patricia Kearney &amp; Timothy Plax</td>
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</tbody>
</table>

Sponsor: Centennial Scholars  
Chair: Candice Thomas-Maddox, Ohio University, Lancaster

James C. McCroskey, University of Alabama, Birmingham  
Virginia P. Richmond, University of Alabama, Birmingham  
Patricia Kearney, California State University, Long Beach  
Timothy Plax, California State University, Long Beach

Centennial Scholars are individuals whose work has left a significant and lasting impact on the discipline of communication, whose work has influenced other communication scholars, and who have a connection with the Eastern Communication Association. This year’s four Centennial Scholars for the Instructional Communication Interest Group exemplify these characteristics by their scholarship, teaching, and service to our discipline. Please join us as we honor our Centennial Scholars!

<table>
<thead>
<tr>
<th>SAT 4.2.03</th>
<th>9:00 - 10:15 a.m.</th>
<th>Claypoole</th>
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<tbody>
<tr>
<td><strong>Oppression, Opportunity, and Technologically Mediated Behavior</strong></td>
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</table>

Sponsor: Communication and Technology  
Chair: Angela M. Corbo, DeSales University  
Respondent: Catherine K. Wright, George Mason University

“Cyberteasing as a Component of Cyberbullying in Romantic Relationships: Who’s LOL?”  
Paul E. Madlock, West Virginia University  
David Westerman, West Virginia University

“Perceptions of Privacy on Facebook”  
Elizabeth A. Warfel, Rochester Institute of Technology

“Mobile Phones as a Social Medium for the Deaf: A Uses and Gratifications Study”  
Katelyn D. Ecker, Rochester Institute of Technology
“Basically Websites Such as These Attract Undesirables from the Dating Scene’: Negotiating the Stigma of Online Dating on the Website eDatereview.com”

**Shana Kopaczewski, Southern Connecticut State University**

In our interaction online and on the phone we have choices about what media we use, how we behave, and how we perceive others. These competitive papers explore these choices through such themes as cyberteasing, privacy, online dating, and the use of the telephone for texting and voice calls. The top papers in communication and technology are all associated with this panel.

<table>
<thead>
<tr>
<th>SAT 4.2.04</th>
<th>Centennial Scholars: Scholarship and Community Colleges – Isa Engleberg, Anita Taylor &amp; Darlyn Wolvin</th>
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<tbody>
<tr>
<td>9:00 - 10:15 a.m.</td>
<td>Ballroom A1</td>
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</table>

Sponsor: Community College  
Chair: **Shirlee Levin, College of Southern Maryland**

“From the Wilderness to the Margins”

**Anita Taylor, George Mason University**

“Audacity and Hope in Community College Communication Programs”

**Isa Engleberg, Prince George’s Community College**

“The Community College Experience: Balancing Professional Development and Scholarship with Campus Responsibilities”

**Darlyn Wolvin, Prince George’s Community College**

This program of scholars will examine the history and development of the Community College interest group and explore the role of scholarship in relation to teaching and professional development and recognition. Dr. Taylor will discuss the organizational maneuvering required of community college faculty and other “outsider” groups to achieve professional recognition within the field of communication. Dr. Wolvin will discuss the difficulties community college faculty face when trying to balance engagement in professional organizations and scholarship while coping with heavy teaching loads, requirements for college/community service, and excellence in teaching as determined by faculty/course/program assessment. Dr. Engleberg will examine the current status and future of community college communication programs.
<table>
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<tr>
<th>SAT 4.2.05</th>
<th>The Video Consumer Mapping Study: An Embarrassment of (Data) Riches</th>
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<tr>
<td>9:00 - 10:15 a.m. Cook</td>
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Sponsor: First Vice-President  
Chair: Deborah Borisoff, New York University

**Michael Holmes, Ball State University Center for Media Design**

The Media Consumption and Engagement Committee of the Nielsen-funded Council for Research Excellence broadly defines its role as mapping consumer media behavior. For example, how do consumers interact with different media and how does this change over time? How does home media use compare to exposure at the workplace or other places? What are the measurement implications of changes in the media ecosystem? The Committee recently funded a multi-city, $3.5 million “Video Consumer Mapping” study to map media usage using the Ball State University Center for Media Design (CMD) observational method (developed and refined in the Middletown Media Studies). The study objectives are to dimension current consumption of media, focusing on television and video, in order to identify opportunities to improve video media measurement. This panel, the first academic unveiling of the study results, will focus on the study’s design and the overall “media day” of participants, summarizing the evolving media ecosystem in terms of reseach and duration of media in each round of observation.

<table>
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<tr>
<th>SAT 4.2.06</th>
<th>Enhancing Health/Safety Behavioral Change Through Diverse Communication Influence Frameworks</th>
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<tr>
<td>9:00 - 10:15 a.m. Ballroom E1</td>
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Sponsor: Health Communication  
Chair: Melanie Booth-Butterfield, West Virginia University

“Targeting Exercise and Sustainable Transportation Behavior Through the Transtheoretical Model Of Change”  
**Norbert Mundorf, University of Rhode Island**

“Increasing Seatbelt Usage Rates Using Targeted Interventions”  
**Daniel Fishtein, University of Rhode Island**

“Applying a Public Health Approach: Toward Creating a Solution-Oriented Model of Positive Social Change Through Media Messages”  
**Tatyana Dumova, Montclair State University**
This panel presents data-based research in using health communication messages to achieve behavioral change using the Transtheoretical Model of Change, Elaboration Likelihood Model, and Theory of Planned Behavior. Each paper details a different health/safety outcome and a different manner of achieving change—including motivating use of seat belts, improved workplace safety in coal mines, physician-patient interactions, media effects on children, assisting better nutritional choices, and altering forms of transportation to improve environmental and personal health.

| SAT 4.2.07 | Defining by Mapping: A Gathering of Pentadic Cartographers |
| 9:00 - 10:15 a.m. | Ballroom E2 |

**Sponsor:** Kenneth Burke  
**Chair:** Lawrence J. Prelli, University of New Hampshire

“Pentadic Cartography: What, How, and Why”  
**Floyd D. Anderson,** SUNY, Brockport

“Pentadic Cartography or Hexadic Cartography?”  
**Matthew T. Althouse,** SUNY, Brockport

“Trouble with a Capital T: Jerome Bruner’s Modification of Burke’s Pentad”  
**Cheryl Tatano Beck,** University of Connecticut

“Small Scale Mapping and Large Scale Mapping”  
**Lawrence J. Prelli,** University of New Hampshire

“Small Scale Mapping of a Critical Discourse”  
**Jeffrey M. Ringer,** University of New Hampshire
Each panelist will provide a brief presentation illuminating some aspect of pentadic cartography as illustrated through their own research. The panel provides a synoptic overview of pentadic cartography as a critical research method.

<table>
<thead>
<tr>
<th>SAT 4.2.08</th>
<th>The Influence of Communication Within the Healthcare System</th>
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<tr>
<td>9:00 - 10:15 a.m.</td>
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<td>Bromley</td>
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Sponsor: Organizational Communication
Chair: Christine K. Foster, Union Institute & University
Respondent: Kathleen M. Long, West Virginia Wesleyan College

“Longitudinal Assessment of Communication Training in Trauma Care Facilities: Testing the Efficacy of a Problem-Centered Program for Decreasing Ineffective Communication and Increasing Trauma Patient Transfer Time”

Phillips Polack, West Virginia University
Theodore A. Avtgis, West Virginia University
Matthew M. Martin, West Virginia University
Daniel Rossi, West Virginia University

“Communication in Non-Hospital Health Organizations: A Phenomenological Study”

Kelly Schoninger, George Mason University
Melinda M. Villagran, George Mason University
“Legitimacy Tug-of-War: Merck’s Promotion of the ‘Miracle Drug’ Gardasil”
Ashley Muddiman, Wake Forest University

This panel features studies that focus on the influence of communication within the healthcare industry.

| SAT 4.2.09 | Defining Moments in Political Communication – 1909 |
| 9:00 - 10:15 a.m. | Shippen |

- Sponsor: Political Communication
- Chair: Trevor Parry-Giles, University of Maryland
- Respondent: Christina M. Knopf, SUNY, Potsdam

“Harriot Stanton Blatch, Militancy, and Progressive Elitism: The Growing Alliance Between the Woman Suffrage and Labor Movements”
Belinda Stillion Southard, Indiana University, Purdue University, Fort Wayne

““Smashing” 1908 politics: Carry A. Nation and Violence as Rhetorical Strategy”
Mary K. Haman, The Pennsylvania State University

“TR’s Last Triumph/Bryan’s Last Stand: The 1908 Presidential Election”
Trevor Parry-Giles, University of Maryland

This panel, occurring at the 100th anniversary convention of ECA, inquires as to what political communication was like when ECA was founded in 1909. Coming at the end of the Roosevelt Era, with profound questions facing the nation concerning industrialization, immigration, progressivism, and civil rights, 1909 saw the inauguration of a new president, the founding of the National Association for the Advancement of Colored People (NAACP), the opening of the Alaska-Yukon-Pacific Exposition in Seattle, the beginnings of the Ballinger-Pinchot scandal, and the founding of the Pearl Harbor Navy Base in Hawaii. It was a meaningful year, and this panel investigates how Americans were communicating politically at this moment.

| SAT 4.2.10 | Research Agendas: Past, Present and Future |
| 9:00 - 10:15 a.m. | Ballroom D |

- Sponsor: Research Fellows
- Chair: Linda Lederman, Arizona State University
Our 100th anniversary presents a unique time to look back and look forward. ECA Research Fellows consider how the times define our research agendas. From the inception of ECA to the present, scholars have been challenged by the need to confront, revise and redefine their research. Today digital technologies change the meaning of communication, what is examined as the object of study, and how it is examined. This panel explores research past and present, while investigating the process of creating a research agenda.

SAT 4.2.11  
9:00 - 10:15 a.m.  
Flower  

| Sponsor: Rhetoric and Public Address  
| Chair: Nneka Ifeoma Ofulue, University of Maryland  
| Respondent: Michael J. Hostetler, St. John’s University  

“Civic Faith: Amazing Grace and the Reconciliation of Religion and Politics”  
**Kristy Maddux, University of Maryland**

“Layers of Difference: Defining Authenticity in Black Snake Moan”  
**Roger Gatchet, University of Texas at Austin**

“A Tale of Two Vaclavs’: Rhetorical History and the Concept of ‘Return’ in Postcommunist Czech Leadership”  
**Timothy J. Barney, University of Maryland**
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<th>Event</th>
<th>Chair</th>
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<td>SAT 4.2.12</td>
<td>9:00 - 10:15 a.m.</td>
<td>Whitpen</td>
<td>2010 Convention Planning Meeting II</td>
<td>Janie Harden Fritz, Duquesne University</td>
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<tr>
<td>SAT 4.2.13</td>
<td>9:00 - 10:15 a.m.</td>
<td>Reynolds</td>
<td>ECA Nominating Committee Meeting</td>
<td>Richard West, Emerson College</td>
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</table>
| SAT 4.2.14 | 9:00 - 11:00 a.m. | Frampton    | SHORT COURSE
This Is Your Brain on Communication | Donald B. Egolf, University of Pittsburgh
Ricardo Gil Da Costa, Salk Institute for Biological Sciences
Olga Kuchinskaya, University of California, San Diego |
| SAT 4.2.15 | 9:00 - 11:00 a.m. | William Penn Boardroom | SHORT COURSE
Communication Ethics | Ronald C. Arnett, Duquesne University
Janie M. Harden Fritz, Duquesne University
Leanne M. Bell, Stevenson University |

It’s not just brain surgery anymore. New, non-invasive technologies, like MRIs, have opened up possibilities for studies on the brain and how it functions. This short course will outline how such technologies are being used in communication fields.

Communication ethics plays a significant role in every aspect of communication, so the instruction of communication ethics is critical to every degree program. This short course will help participants to think of new, different ways to approach and teach communication ethics.
<table>
<thead>
<tr>
<th>SAT 10:00 - 11:15 a.m. Hamilton Room</th>
<th>ECA COFFEE CAFÉ</th>
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<td><strong>SPONSORED BY:</strong> Lambda Pi Eta</td>
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| SAT 4.3.01  
10:00 - 11:15 a.m. Hamilton Room | Undergraduate Poster Session III |
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<td><strong>Chair:</strong> Adam Earnheardt, Youngstown State University</td>
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- "Online Learning: Suicide 101 - An Analysis of First Amendment Case Law and its Application to Dangerous Internet Websites”  
  **Christina Cerutti, Boston College**

- “Rhetoric and “The Annotated Fuld”: The Lehman Brothers Bankruptcy Performed Through Public Art”  
  **Leona Chan, University of Richmond**

- “The Effect of Different Media on College Students’ Attitudes toward Advertisements & Behavioral Intentions”  
  **Kim Coleman, The College of New Jersey**  
  **Kristen Killi, The College of New Jersey**  
  **Edmer Martinez, The College of New Jersey**  
  **Dan Svizeny, The College of New Jersey**

- “Using Media Priming Theory to evaluate the Men as Partners Program”  
  **Lisa De Gray, Boston College**

- “Analysis of the Alcoholic Consumption on HBO’s Entourage”  
  **Vincent DiMeglio, Ursinus College**

- “Sexual Health Communication: Exploring Beliefs, Memorable Messages and Stigma”  
  **Kaitlin A. Doyle, SUNY, Geneseo**
“Rhetorical Strategy of the Obama Campaign: Fight Negative Stereotypes of Black Families”

Amber Ducksworth, University of Richmond

“Students Learn Film from a Hands-on Experience”

Cassandra Eldred, Canisius College

“Exploring the Face-to-Face Communication vs. Written Communication Methods inside Health Insurance Claim Denials and Defenses”

Sarah Exley, Rochester Institute of Technology

“Presidential Election 2008: Obama, McCain and the Politics of Celebrity”

Carly Gorga, University of Richmond

“Nuremberg Files and the Future of Cyber Regulation: The Contextualization of Speech in an Increasingly Web-Based World”

Kia Guarino, Boston College

“Interpersonal Communication Motives for Self-Disclosure through the Computer Mediated Communication Website Facebook”

Samantha Hagan, Ithaca College

“An Analysis of College-Aged Women’s Personal Relations”

Amanda E. Hamilton, SUNY, Geneseo

“An Unknown Future: Childhood Cancer Survivors and Uncertainty Reduction – A Theory Integration”

Katherine E. Julian, Boston College

“Where there is Smoke, there is Fire: Finding What Factors May Lead to Cigarette Smoking”

Elyse Krezmien, Canisius College

“The Controversy and Dangers of Websites Promoting Eating Disorders and Whether They Should Be Protected by the First Amendment”

Mel Lauer, Boston College

“Luring Language and Virtual Victims: Coding Cyber-Predators’ Online Communicative Behavior”

Amanda Kay Leatherman, Ursinus College
“Finding a Voice: The Transition from Adolescence to Adulthood in Physician-Patient Interactions”
Nicole Long, Boston College

“The Challenge for Cancer Patients to Disclose the Use of Complementary and Alternative Medicine to Physicians”
Ryan Morrison, Boston College

“YouTube for Deaf, H-o-H, and Hearing Students: A Uses and Gratification Study”
Christie M. Ong, Rochester Institute of Technology

“Humor in Healthcare: A Literature Review”
Anna Pawlaczyk, Canisius College
Heather Mitchell, Canisius College

“Discussions of Sexual Health between Adolescent Girls and Health Care Providers: A Communication Privacy Management Integration”
Victoria Pascoe, Boston College

“Intruding Upon the Rights of Other Students: Harper v. Poway and a New Standard for Evaluating Student Speech”
Madeleine K. Rodriguez, Boston College

“The Relationship between Instructor Behaviors and Connected Classroom Climate”
Stacy Shpunt, Ithaca College

Kelly Skrodzki, Boston College

“Live Your Questions: An Exploration of Student Speech Rights”
Molly Tormey, Boston College

“An Examination of the Patients of ABC’s Primetime Drama, Grey’s Anatomy”
Lori Trzcinski, Ursinus College
What If Philosophers Practiced Public Relations?

Sponsor: Applied Communication
Chair: Janie Harden Fritz, Duquesne University
Respondent: Janie Harden Fritz, Duquesne University

“What If Hannah Arendt Practiced Public Relations? An Investigation into the Metaphors of Public and Private?”
Christina L. McDowell, Duquesne University

Jeanne Persuit, University of North Carolina, Wilmington

Amanda G. McKendree, Duquesne University

Inspired by the question, “What if a philosopher practiced public relations?”, this panel examines the philosophy of communication in the applied context of public relations. The interplay of practical application and theoretical grounding is central to the work of the presenters as they situate a public relations perspective in the works of Hannah Arendt and Ayn Rand as informed by Richard Weaver and Hans-Georg Gadamer.

Centennial Scholars of Organizational Communication: James C. McCroskey, Dominic Infante & Gerald Goldhaber

Sponsor: Centennial Scholars
Chair: Paul E. Madlock, West Virginia University

Andrew S. Rancer, University of Akron
Theodore A. Avtgis, West Virginia University
Heather Walter, SUNY, Buffalo

The Organizational Communication Interest Group is proud to announce James C. McCroskey, Dominic Infante, and Gerald Goldhaber as their Centennial Scholars. Each of
the Centennial Scholars’ contributions served to shape organizational communication and enhance its presence at ECA and within the communication discipline.

<table>
<thead>
<tr>
<th>SAT 4.3.04</th>
<th>Centennial Scholars of Political Communication: Kathleen Hall Jamieson, Jane Blankenship &amp; Judith Trent</th>
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<tr>
<td>11:00 a.m. - 12:15 p.m.</td>
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<td>Ballroom C</td>
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</table>

Sponsor: Centennial Scholars
Chair: Mary L. Kahl, SUNY, New Paltz

Kathleen Hall Jamieson, University of Pennsylvania
Jane Blankenship, University of Massachusetts, Amherst
Janette Kenner Muir, George Mason University
Judith Trent, University of Cincinnati

To celebrate the various contributions of the Centennial Scholars of Political Communication and to honor the spirit of the 100th anniversary of ECA, this special program will look at the evolution of political communication over the years. Panelists will discuss representative research from various timeframes, with particular attention to how the works of Professors Blankenship, Jamieson, and Trent have advanced the discipline.

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<thead>
<tr>
<th>SAT 4.3.05</th>
<th>Centennial Scholar: Kenneth Burke</th>
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<tr>
<td>11:00 a.m. - 12:15 p.m.</td>
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<td>Ballroom D</td>
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</table>

Sponsor: Centennial Scholars
Chair: Mari Boor Tonn, University of Maryland

“Counterstatement”
Mari Boor Tonn, University of Maryland

“Permanence and Change”
Donna M. Kowal, SUNY, Brockport

“Attitudes toward History”
James F. Klumpp, University of Maryland
Beginning in the 1930s, Kenneth Burke has presided as a monumental intellectual force in various academic disciplines, especially Communication. His influential original theories equating human action with symbolic action and his unflagging comic spirit continue to resonate in the new millennium. As the only scholar with an Interest Group or Division named for him at both ECA and NCA, he is singularly worthy of honor as the Kenneth Burke Interest Group’s Centennial Scholar. Burke scholars will discuss contributions of several of his most notable books.

SAT 4.3.06
11:00 a.m. - 12:15 p.m.
Ballroom E1

Old and New Media on the Internet: Economics and Adaptations

Sponsor: Communication and Technology
Chair: LaKesha N. Anderson, George Mason University
Respondent: Davis Foulger, Brooklyn College

“Multimedia in Practice: Trends of Newspaper Websites”
Michelle I. Seelig, University of Miami

“You as a Commodity of Google: Examining Audience Commodification of Google”
Hyunjin Kang, Penn State University

“Eco-nfessions: CMC, Secrets, and Environmental Action at TrueGREENconfessions.com”
Christina M. Knopf, SUNY, Potsdam

“The Internet as a Global Marketplace: An Organic View”
Kristin Roeschenthaler Wolfe, Duquesne University
“Web Interaction from 2D to 3D: New Dimensions in Company-Stakeholder Communications in Second Life”

**Arhlene A. Flowers, Ithaca College**

**Kimberly Gregson, Ithaca College**

**Jordan Trigilio, Ithaca College**

The Internet enables a wide range of media, including both entirely new media and adaptations of old media to the Internet’s infrastructure. The competitive papers on this panel explore these adaptations, including both the features and the economic models they adopt as they strive to succeed in the competitive Internet marketplace.

### SAT 4.3.07
11:00 a.m. - 12:15 p.m.
Ballroom A2

**Top Papers in Communication Law and Ethics**

**Sponsor:** Communication Law & Ethics

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

**Respondent:** Warren Sandmann, Minnesota State University, Mankato

“From Tinker’s Armband To Frederick’s Banner: A Narrative Analysis of Student Speech Rights”

**Madeleine K. Rodriguez, Boston College**


**Debra L. Worthington, Auburn University**

**Shelley C. Spiecker, Persuasion Strategies**

“Regulating Diversity: The Effect of Retransmission Consent on the Consolidation of the Television Industry”

**Mara Einstein, Queens College**

“The Big Chill: The First Amendment in the Age of Terror”

**Martin Wallenstein, John Jay College of Criminal Justice**

### SAT 4.3.08
11:00 a.m. - 12:15 p.m.
Shippen

**Missions Possible: The Continuing Evolution of the Community College**

**Sponsor:** Community College

**Chair:** Allan Kennedy, Morgan State University
Communication education has always been an elemental part of adult education programs in the United States. Amidst changing demographics, psychographics, and community needs, the community colleges continue to evolve. This panel focuses on the community college mission and the constant place of the communication curriculum within the past century and into the future.

<table>
<thead>
<tr>
<th>SAT 4.3.09</th>
<th>Centennial Musings: Translating Communication Research into Practical Applications</th>
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<tr>
<td>11:00 a.m. - 12:15 p.m.</td>
<td>Cook</td>
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<tr>
<td>Sponsor:</td>
<td>First Vice-President</td>
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<tr>
<td>Chair:</td>
<td>Richard West, Emerson College</td>
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</table>

“From the Interpersonal Perspective”
Dawn O. Braithwaite, University of Nebraska, Lincoln

“From the Cultural Perspective”
Thomas Nakayama, Northeastern University

“From the Family Perspective”
Lynn H. Turner, Marquette University

“From the Organizational Perspective”
Betsy Bach, University of Montana, Missoula
“From the Instructional Perspective”
Richard West, Emerson College

In this interactive panel, scholars from various areas of the communication field will discuss a number of applications of communication theory and research. Specifically, panelists will explore several significant scholarly trends and provide ways in which the scholarship can be contextualized and related to the everyday lives of individuals. Audience involvement will be solicited through the dialogue.

**SAT 4.3.10**
11:00 a.m. - 12:15 p.m.
Ballroom B

**Top Competitive Papers in Instructional Communication**

| Sponsor: Instructional Communication |
| Chair: Leanne M. Bell, Stevenson University |
| Respondent: Timothy P. Mottet, The University of Texas, Pan American |

“Perceptions of Teacher Credibility, Clarity, and Relevance: An Expectancy Violations Model”
Carrie D. Kennedy-Lightsey, West Virginia University
Matthew Martin, West Virginia University

“Instructional Communication Matters: Refinement of Measures of Perceived Cognitive Learning from a Knowledge Acquisition Theory Perspective”
Robert J. Trader, McDaniel College

“Co-Constructing Student Involvement: An Examination of Teacher Confirmation and Student-to-Student Connectedness in the College Classroom”
Robert J. Sidelinger, West Virginia University
Melanie Booth-Butterfield, West Virginia University

**SAT 4.3.11**
11:00 a.m. - 12:15 p.m.
Ballroom A1

**Religious Dimensions of Rhetoric and Public Address**

| Sponsor: Rhetoric and Public Address |
| Chair: Jason A. Edwards, Bridgewater State College |
| Respondent: Nneka Ifeoma Ofulué, University of Maryland |

“When to Break the Silence?: The Dialogic Discourse of Speaking to Power”
Charles E. Thomas, Jr., Duquesne University
“Imago Dei (disabled)”  
Timothy P. Pollock, Jr., Ohio University

“The Religious Structure and Priestly Quality of Fidel Castro’s Rhetoric”  
Brent Kice, Frostburg State University

This panel of competitive papers focuses on the religious dimensions of rhetorical practice, rhetorical spaces, and structures of discourse.

<table>
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<tr>
<th>SAT 4.3.12</th>
<th>Pentadic Cartography and Women’s Emancipation</th>
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<tr>
<td>11:00 a.m. - 12:15 p.m.</td>
<td>Ballroom E2</td>
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</table>

Sponsor: Rhetoric and Public Address  
Chair: Monica C. Brasted, SUNY, Brockport

“The Working Mother’s Dilemma and the ‘Technological Fix’: Pentadic Mapping of a Television Commercial”  
Floyd D. Anderson, SUNY, Brockport  
Lawrence J. Prelli, University of New Hampshire

“Using Pentadic Cartography to Map Mothers’ Birth Trauma Narratives”  
Cheryl Tatano Beck, University of Connecticut

“Pentadic Mapping of Women’s Maternity Leave Interview Discourses”  
Rebecca J. Meisenbach, University of Missouri

“Pentadic Mapping of Portrayals of Black Women on Reality Television”  
Donnetrice C. Allison, The Richard Stockton College

The panelists have all employed pentadic cartography to conduct significant research on an important communication related issue affecting women’s lives. Each panelist will describe their own research employing pentadic cartography and will explain how the use of pentadic maps enabled them to discover alternate discursive paths for women’s empowerment and transformation. Following the presentations there will be engaged interaction between the presenters and the attendees about the potential of pentadic cartography as a vehicle for women’s emancipation.

<table>
<thead>
<tr>
<th>SAT 4.3.13</th>
<th>Resolution Committee II</th>
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<tr>
<td>11:00 a.m. - 12:15 p.m.</td>
<td>Whitpen</td>
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SAT 4.3.14
12:30 - 1:45 p.m.
Wooden Nickel
Past Officers Club Luncheon

SAT 4.4.01
12:30 - 1:45 p.m.
Flower
Professionals in Training: Learning from the Unique Challenges and Achievements of a Student-Run Public Relations Firm

Sponsor: Applied Communication
Chair: Susan A. Jasko, California University of Pennsylvania
Respondent: Susan A. Jasko, California University of Pennsylvania
Andrew Gehly, California University of Pennsylvania
Sammy Jo Popovich, California University of Pennsylvania
Jackie Schirian, California University of Pennsylvania
Brandon Szalajda, California University of Pennsylvania
Marc Stempka, California University of Pennsylvania
Keith Loughney, California University of Pennsylvania
Savannah Smith, California University of Pennsylvania

We are all familiar with difficulties PR firms face. What happens when these challenges confront a firm run by students, each facing countless other assignments and deadlines of their own? Can a volunteer PR firm of students, each being pulled in so many directions at once, possibly be successful? We believe that those practicing in traditional public relations firms can benefit from learning about strategies employed by a student-led firm.

SAT 4.4.02
12:30 - 1:45 p.m.
Ballroom C
Centennial Scholars of Interpersonal Communication: Rebecca Rubin, Matthew M. Martin & Gerald Phillips

Sponsor: Centennial Scholars
Chair: Carole Barbato, Kent State University, East Liverpool
Elizabeth Graham, Ohio University

The Interpersonal Communication Interest Group selected Rebecca Rubin, Matthew M. Martin, and Gerald Phillips as Centennial Scholars. Dr. Rubin, Professor Emerita of Kent State University, has written seven books, 25 book chapters and more than 50 journal articles. She has served on numerous editorial boards (some appointments specifically to
interpersonal communication), thus influencing the field in numerous ways. Dr. Martin, Professor and Chair of West Virginia University, has written numerous book chapters and over 70 journal articles. Numerous students writing their theses or dissertations have been mentored by him. Dr. Phillips, Professor Emeritus, was described as a pioneer. His work, which includes over 150 articles, focused on interpersonal communication, and he was the founding editor of Human Communication Research. Mentoring and applied research awards have been established in his name. He passed away in 1995.

| SAT 4.4.03  |
| 12:30 - 1:45 p.m. |
| Ballroom A1 | Evolving Technology Enhancing Classrooms and Communities |

| Sponsor: Communication and Technology |
| Chair: Angela M. Corbo, DeSales University |

“CyberPredators and SuperStudents: Mentoring and Protecting Undergraduates Who Study Online Predators”

Lynne Edwards, Ursinus College

“Exploring Converging Media Technologies: Tactics, Media & Art”

Gregory Scranton, Ursinus College

“Facebook S/Citing”

Angela M. Corbo, DeSales University

“Social Net(working): The Labor of Content Creation in Social Media Communities”

Robert Spicer, Millersville University

Through Facebook interviews, disseminated content via wiki posts, shared information via “live” links, and studying online predators – interactive technologies enhance classroom communication and community involvement. “Defining moments” in communication instruction encourage faculty to embrace emerging means of technological innovation while cultivating the learning process. This panel explores strategies for mentoring students on sensitive research projects (sexual predator data analysis) and teaching journalistic ethics for social networking sites, converging media technologies, and social media communities.
### SAT 4.4.04

**12:30 - 1:45 p.m.**  
**Shippen**  

#### Dual Enrollment and Alternative High School: Practices and Problems

<table>
<thead>
<tr>
<th>Sponsor:</th>
<th>Community College</th>
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<tr>
<td>Chair:</td>
<td><strong>Rebecca Townsend, Manchester Community College</strong></td>
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“On-Campus Dual Enrollment: Not Just for Honors Students Anymore”  
**Steven L. Epstein, Suffolk Community College**

“Taking the Great Path at Manchester Community College”  
**Rebecca Townsend, Manchester Community College**

“Dual Enrollment: Parallel Universe Comparisons”  
**Tobi Mackler, Montgomery County Community College**  
**Lisa Pupo, Montgomery County Community College and Springford High School**

“Teaching Communication in the Dual Credit Program: Key Issues”  
**Jessica L. Papajcik, Stark State College**

“Dual Identities: Teaching High School Students College Courses”  
**Cathy Blackburn, Brookdale Community College**

“Dual Enrollment: An Interdisciplinary Opportunity, or Lazy Double Dipping?”  
**Bonnie Jefferson, Boston College**

Increasing connections between public high schools and colleges has resulted in dual enrollment where high school students can earn college credit for certain courses. This roundtable discussion will feature representatives from ECA's community college programs who will examine the history, practices, issues, and problems of dual enrollment programs from each participant’s own college.

### SAT 4.4.05

**12:30 - 1:45 p.m.**  
**Ballroom D**  

#### Defining Learning and Liking Moments in the Classroom

<table>
<thead>
<tr>
<th>Sponsor:</th>
<th>Instructional Communication</th>
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<tr>
<td>Chair:</td>
<td><strong>Sally Vogl-Bauer, University of Wisconsin, Whitewater</strong></td>
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<tr>
<td>Respondent:</td>
<td><strong>Scott A. Myers, West Virginia University</strong></td>
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</table>
“Transformational Leadership in the Classroom: Fostering Student Learning, Student Participation and Teacher Credibility”

San Bolkan, Bloomsburg University
Alan K. Goodboy, Bloomsburg University

“An Explanation of the Relationship Between Teacher Humor and Student Learning: Instructional Humor Processing Theory”

Melissa Bekelja Wanzer, Canisius College
Ann Bainbridge Frymier, Miami University
Jeffrey Irwin, Canisius College

“Teacher Charisma in the Classroom: Identifying the Construct, Its Correlates, and Its Relationship to Student Affect and Motivation”

Cassandra L. Carlson, California State University, Fullerton
Darci M. Kowalski, California State University, Fullerton
Jason J. Teven, California State University, Fullerton

This competitive paper panel highlights research designed to help communication scholars examine various communication variables that enhance learning and affect in the classroom.

Deconstructing Global Themes in Movies: A Critical Analysis

SAT 4.4.06
12:30 - 1:45 p.m.
Cook

Sponsor: Intercultural Communication
Chair: Jack Banks, University of Hartford
Respondent: Sundeep Muppidi, University of Hartford


Premila Manvi, University of Hartford

“Global Elements in Telugu Cinema: Content Analysis of Pokiri”

Mary Karuna Javaji, University of Hartford

“Armed Conflict: An Analysis of Portrayal, Perception and Reality”

Tejeswi Pratima Dodda, University of Hartford

This panel examines the representation of themes of globalization in films from different countries, an important area of research in international communication. These papers further the body of knowledge in this area by conducting new, original research studies.
This panel presents the work of graduate students in communication that initially developed these papers in graduate seminars and independent research projects at the University of Hartford.

**SAT 4.4.07**  
12:30 - 1:45 p.m.  
Ballroom B  
Testing and Further Exploration of Interpersonal Theories

<table>
<thead>
<tr>
<th>Sponsor:</th>
<th>Interpersonal Communication</th>
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<tr>
<td>Chair:</td>
<td><strong>Kelly Rocca</strong>, <em>St. John’s University</em></td>
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<tr>
<td>Respondent:</td>
<td><strong>Katie Neary Dunleavy</strong>, <em>LaSalle University</em></td>
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“Are Birds of a Feather More Satisfied Together?: A Test of the Skill Similarity Model”  
**Lisa A. Miczo**, *Western Illinois University*

“A Selective Overview of Message Design Logic Studies Across Contexts: What Have We Learned?”  
**Melissa Taylor**, *Bloomsburg University*

“Affection Exchange Theory in Close Relationships: A Review”  
**Sean M. Horan**, *West Virginia University*

“Humor and Persuasion: Developing a Humor Expectancy Emotive Response Theory”  
**Shana Kopaczewski**, *Southern Connecticut State University*

This panel session will feature research and essays focusing on theories of interpersonal communication. Two comprehensive overviews of theories will be provided along with the exploration and proposal of a new theory. The panel also includes a study involving the further testing of the skill similarity model.

**SAT 4.4.08**  
12:30 - 1:45 p.m.  
Ballroom E2  
Capstone in the Crossfire: Defining Moments Past, Present, and Future

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<tr>
<th>Sponsor:</th>
<th>Instructional Communication</th>
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<tr>
<td>Chair:</td>
<td><strong>Sheryl Perlmutter Bowen</strong>, <em>Villanova University</em></td>
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**Heidi Rose**, *Villanova University*  
**Leonard Shyles**, *Villanova University*  
**Maurice Hall**, *Villanova University*
Communication departments struggle with what should count as relevant outcomes for their undergraduates. In 1991, Villanova University created a course that served as a model in the College of Arts & Sciences for integrating undergraduate coursework. Senior Project is like a thesis done by a group, in which students work through some sort of original, data-collection research project from conceptualization to presentation of results, conclusions, and critique. Students can use a variety of qualitative or quantitative methods. As university environments and curricula change, how can departments uphold standards for their graduating seniors? How does student research get evaluated? How do students perceive the value of the senior capstone process as well as its product? Are there possibilities for continuing the pilot studies that are begun in the course? What changes should be made to the model as the need to do more integrative work increases? Villanova faculty and students offer their viewpoints, and then open the discussion for attendees from other schools to discuss issues common to all.

<table>
<thead>
<tr>
<th>SAT 4.4.09</th>
<th>Media and End User Interaction: Defining Relationships Between Media Source Content and Audience Uses</th>
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</table>
| 12:30 - 1:45 p.m. | Media Communication  
Ballroom A2 | Valerie Goff Whitecap, University of Pittsburgh & Carlow University  
Respondent: Rebecca M.L. Curnalia, Youngstown State University |

“Effects of Local Market Radio Ownership Concentration on Radio Localism, the Public Interest, a Listener Opinions of Use of Local Radio”

Michael Saffran, Rochester Institute of Technology

“B2B Websites as Advertising: The Incorporation of Jacques Ellul’s Philosophy into Best Practices”

Kristin Roeschenthaler Wolfe, Duquesne University

“Internet Dependency, Motivations for Internet Use, and their Effect on Work”

Megan L. Hilts, Rochester Institute of Technology

“Still Photos with Sound”

Michelle I. Seelig, University of Miami

This panel explores the relationship between content choices made by various media
outlets and the audience’s uses and preferences for that content. Through an examination of both traditional and newer, digital technologies, the papers examine the various influences on both the producer and consumer of media content.

SAT 4.4.10
12:30 - 1:45 p.m.
Ballroom E1

Who Am I?: Exploring How Graduate Teaching Assistants Manage the Dialectical Dilemma of Teacher-Student

Sponsor: Instructional Communication

Rachel L. DiCioccio, The University of Rhode Island
Kathleen M. Torrens, The University of Rhode Island
Elizabeth Graham, Ohio University
Theodore A. Avtgis, West Virginia University
Sarah Tardif, The University of Rhode Island
Daniel Fishtein, The University of Rhode Island
Megan Dowd, Ohio University
Jeff Kuznekoff, Ohio University
Sydney M. Staggers, West Virginia University

Students receiving a teaching assistantship assume the dual position of student and teacher. They face the responsibility of performing these seemingly oppositional roles while balancing the dialectical dilemma posed by contrasting identities. This experience presents a defining moment for graduate students as they learn to navigate the communication discipline and the teaching profession. This roundtable will discuss best practices and ways to understand, address, and converse on the dialectical tensions inherent in this unique position.

SAT 4.4.11
12:30 - 1:45 p.m.
Reynolds

Top Papers in Media Ecology

Sponsor: Media Ecology
Chair: Lance Strate, Fordham University
Respondent: Thom Gencarelli, Manhattan College

“Emerging Mediated Spaces as ‘Heterotopias’: From the Real, to the Other, and Back”

Christine Lemesianou, Montclair State University
“James Carey, the Devil and his Masks, Journalism, and the Shepherd’s Play in Michoacan, Mexico”

Pavel Shlossberg, Columbia University

“Thai Novel Board: A Case Study of Interactivity and Collaboration in a Reader/Writer Online Community”

Jirah Krittayapong, Ohio University

“Gold in the Trash: Junk Mail and New-Media Ecology”

Heather M. Stassen, Ohio University

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<tr>
<th>SAT 4.4.12</th>
<th>SHORT COURSE</th>
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<tr>
<td>12:30 - 2:30 p.m.</td>
<td>Defining the Moments of Creative Collaboration: Teaching Collaboration Communication Teams</td>
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Frampton

Presenter: John S. Dahlberg, Canisius College
Catherine Foster, Canisius College
Ben Dunkle, Canisius College

Collaborate or die. This is the world that communication professionals now live in; however, most colleges have not changed their programs to reflect this industry change. In this short course, participants will learn about the experiences of one college program that has implemented courses that emphasize collaboration.

<table>
<thead>
<tr>
<th>SAT 4.5.01</th>
<th>Centennial Scholars of Applied Communication: James W. Chesebro, Kenneth Cissna &amp; Mark Hickson</th>
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<tr>
<td>2:00 - 3:15 p.m.</td>
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<td>Ballroom C</td>
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Sponsor: Centennial Scholars
Chair: Ronald C. Arnett, Duquesne University
Respondent: Janie Harden Fritz, Duquesne University

James W. Chesebro, Ball State University
Mark Hickson, University of Alabama, Birmingham
Kenneth Cissna, University of South Florida

Applied communication has grown in scope and significance since its formal introduction to the field almost four decades ago. This panel gathers three significant scholars whose work engages multiple areas of integration of the communication discipline with the 21st century.
marketplace, community, and public square. The discussion will focus on the ways in which applied communication scholars can establish a permanent presence in all spheres of human life.

<table>
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<tr>
<th>SAT 4.5.02</th>
<th>Suggestions for Advancing Research on Communication Traits</th>
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<tr>
<td>2:00 - 3:15 p.m.</td>
<td>Ballroom A1</td>
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Sponsor: Communication Traits  
Chair: Candice Thomas-Maddox, Ohio University, Lancaster  

“Communication Apprehension and Related Communication Trait Constructs”  
Virginia P. Richmond, University of Alabama, Birmingham  

“Aggressiveness and Other Communication Traits”  
Theodore A. Avtgis, West Virginia University  

“Argumentativeness and Other Communication Traits”  
Andrew S. Rancer, University of Akron  

“Qualitative and Quantitative Scholarship in Communication Traits”  
James C. McCroskey, University of Alabama, Birmingham  

Panelists will initiate orientations toward the study of Communication Traits. Audience members are asked to expand (or challenge) these suggestions and suggest communication traits not initiated by the panel. A majority of the time allowed will be reserved for comments of audience members. Our goal will be to generate a list of communication traits worthy of scholarly research.

<table>
<thead>
<tr>
<th>SAT 4.5.03</th>
<th>Predicting Health Behaviors: Dental Care, Blood Donation and Substance Use</th>
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<td>2:00 - 3:15 p.m.</td>
<td>Ballroom E1</td>
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Sponsor: Health Communication  
Chair: Benjamin R. Bates, Ohio University  

“Using the Theory of Planned Behavior and Health Literacy to Predict Parents’ Attitudes Toward Children’s Dental Health”  
Brittany Carozza, StudentCity.com  
Rebecca Dover, National Association of Home Builders Research Center  
Melanie Booth-Butterfield, West Virginia University  
Meghan Jacobi, West Virginia University
“Empathic Concern as a Predictor of Blood Donation Intention and Behavior”
Lauren M. Hamel, Michigan State University
Lindsay Neuberger, Michigan State University
Kami J. Silk, Michigan State University
Carmen Lee, San Diego State University

“The Influence of Media Use and Language Preference on Mexican-Heritage Adolescents’ Substance Abuse”
Jeong Kyu Lee, The Pennsylvania State University
Michael L. Hecht, The Pennsylvania State University
Youjeong Kim, The Pennsylvania State University

This panel features papers that explore predictive qualities of intention and norms among other variables in choosing various health behaviors.

<table>
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<tr>
<th>SAT 4.5.04</th>
<th>Engaging Students: How Internet-Based Applications Can Facilitate Communication Between Students and Instructors</th>
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<td>2:00 - 3:15 p.m.</td>
<td>Ballroom D</td>
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Sponsor: Instructional Communication
Chair: Ann Bainbridge Frymier, Miami University

“Learning Through Self-Critique”
Nick Bernard, Miami University of Ohio

“Feedback 2.0”
Lizzy Camille, Miami University

“Electronic Immediacy”
Ked Kantz, Miami University

“Impromptus, Immediately”
Greg Moser, Miami University

Panel participants will describe and demonstrate how technologies designed for Miami University are used to engage students inside and outside of the classroom. These technologies include digital video recording devices paired with Internet applications to create a totally new learning experience for students.
This panel session will feature research focusing on family communication. Two papers focus on the marital relationship, and one more specifically on communicating decisions about expanding the family. The papers will also discuss the difficulties apparent in specific dyads within the family, such as sibling relationships, grandparent-grandchild relationships, and father-daughter relationships.
### New Communication Technologies: The Impact on Interaction, Self-Identity, and Creativity

| Sponsor: | Media Communication |
| Chair: | Jack Banks, University of Hartford |
| Respondent: | Sundeep Muppidi, University of Hartford |

“Dude, Let Me Know by Txt, IM, Email, Mobile or Facebook’: An Examination of Communication Methods of University Students”  
**Mike Fuller, University of Hartford**

“Technology Driven Multiple Personality Disorder: Effects of New Media on Personal Identity”  
**Kathryn Maggiore, University of Hartford**

“DJ’s New Format Ipods and Playing with Digital Music”  
**Ryan Rossignol, University of Hartford**

“Teens, Texting, and Social Communication Theory: A Comparative Analysis”  
**Mike Fuller, University of Hartford**

New communication technologies and media products based on these technologies are shaping and transforming the way we live, interact, and communicate with each other. The papers in this panel examine how these new technologies influence how teens and college students communicate with each other, shape one’s personal identity, and impact the creative role of a DJ in playing music.

### Philosophy of Communication: Competitive Papers Panel

| Sponsor: | Philosophy of Communication |
| Chair: | Cem Zeytinoglu, East Stroudsburg University of Pennsylvania |
| Respondent: | Annette M. Holba, Plymouth State University |

“Philosophical Bridges of IMC: Grounding the Practice”  
**Susan B. Malcolm, Robert Morris University**  
**H. Curtis McDaniel, Duquesne University**  
**Jeremy Langett, Duquesne University**
“Who Art Thou that Judges Another’s Servant?: Faith, Rhetorical Inquiry, and the Vexing Promises of Pluralism”
Jeffrey B. Kurtz, Denison University

“Cosmopolitanism, Provinciality, and the Dialogue of Cultures”
Kathleen Glenister Roberts, Duquesne University

“Symptoms Speak: The Semiotics of Authorship”
Heather A. Howley, Cazenovia College

This panel presents competitively selected papers in the Philosophy of Communication Interest Group.

**SAT 4.5.08**
2:00 - 3:15 p.m.
Shippen

<table>
<thead>
<tr>
<th>The Unprecedented Rhetorical Challenges Commentary on a Nearly Unprecedented Presidential Election Year</th>
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<tr>
<td><strong>Sponsor:</strong> Political Communication</td>
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<tr>
<td><strong>Chair:</strong> Richard E. Vatz, Towson University</td>
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“Gender and Argument in the 2008 Biden-Palin Vice-Presidential Debate: Clash, Controversy, and Contrivance”
Mary L. Kahl, SUNY, New Paltz

“Who Made the Best Arguments?: Four Republican Speakers in the New Hampshire Primary”
Kathleen E. Kendall, University of Maryland

“The Unprecedented Rhetorical Challenges of Surfacing in the 2008 Presidential Election Cycle”
Judith Trent, University of Cincinnati

“‘Gotcha’ Press handling of the First Republican Female Vice-Presidential Nominee”
Richard E. Vatz, Towson University

“Sarah Palin’s Campaign Recovery Rhetoric”
Paula Youra, Lynchburg College

This program analyzes the rhetoric and communication of the 2008 Democratic and Republican primaries and general election campaign. The participants argue that the role of racial and gender politics constituted this campaign year’s “defining moments.” Clearly,
this included the first African-American Presidential nominee by either major party, a phenomenon complicated by Sen. Hillary Clinton’s loss, Democratic nominee Barack Obama’s Vice Presidential choice, and the related surprising nomination of Gov. Sarah Palin as the Republican Vice Presidential nominee.

<table>
<thead>
<tr>
<th>SAT 4.5.09</th>
<th>Political Communication in Philadelphia: A Journey Through The Centuries</th>
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<tr>
<td>2:00 - 3:15 p.m.</td>
<td>Reynolds</td>
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Sponsor: Political Communication  
Chair: Theodore F. Sheckels, Randolph-Macon College  
Respondent: David G. Levasseur, West Chester University

Shannon Shreve Langford, Old Dominion University

“Creating Personae: A Study of Two Flamboyant Philadelphia Mayors”  
Theodore F. Sheckels, Randolph-Macon College

Jessica Sheffield, The Pennsylvania State University

Philadelphia, the site of this year’s ECA convention, has played a role in American politics since 1776. Political communication scholars can illuminate these political events. The papers investigate very different moments: Thomas Jefferson’s use of Philadelphia media in his presidential campaign; Mayor Frank Rizzo and Mayor Ed Rendell’s constitutive rhetoric and its divisive (Rizzo) and uplifting (Rendell) effects; and Senator Barack Obama’s carefully crafted March 2008 address on race at the city’s Constitution Center.

<table>
<thead>
<tr>
<th>SAT 4.5.10</th>
<th>Top Student Papers in Rhetoric and Public Address</th>
</tr>
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<tbody>
<tr>
<td>2:00 - 3:15 p.m.</td>
<td>Flower</td>
</tr>
</tbody>
</table>

Sponsor: Rhetoric and Public Address  
Chair: Michael W. Barberich, University at Albany, SUNY  
Respondent: Kristy Maddux, University of Maryland

“Leading America toward ‘A More Perfect Union’: Barack Obama’s Defining Moment”  
Ashley Muddiman, Wake Forest University
“Anonymous Rhetoric”  
**Jason Chapa, Texas State University**

“Embodying Complexity in Lucy Parsons’ ‘To Tramps’”  
**Mia E. Briceno, The Pennsylvania State University**

“The Man Who Outran Hitler’: Athleticism and Character in the Autobiographies of Jesse Owens”  
**Bonnie Sierlecki, The Pennsylvania State University**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Session Title</th>
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<tbody>
<tr>
<td>SAT 4.5.11</td>
<td>2:00 - 3:15 p.m.</td>
<td>The Rhetoric of Race, Gender, and Diversity on Contemporary American Main Streets: Social Politics for a New World Order</td>
</tr>
</tbody>
</table>

Sponsor: Voices of Diversity  
Chair: **D.L. Stephenson, Western Connecticut State University**  
Respondent: **Cheryl Jenkins, The University of Southern Miss**

“Race and the New World Order: That One Drop Still Rules”  
**D.L. Stephenson, Western Connecticut State University**

“E-racing’ Michelle Obama and ‘Re-Viewing’ Cindy McCain: Contradictions of Gender, Race, and Class in the Convention Speeches of Michelle Obama and Cindy McCain”  
**Katy Wiss, Western Connecticut State University**

“Africans and African-Americans as Friends or Foes: Barack Obama’s Burden”  
**Ekra Miezan, University of Massachusetts**

**Jean-Marie Higiro, Western New England College**

This panel critiques the rhetorical constructions of “white”/“black” and “man”/“woman” in the U.S. How does race and gender rhetoric, particularly in organized national politics, maintain hierarchies despite widespread changes in social relationships? How is hegemony among elites made invisible when the discursive focus is placed on the race and gender diversity of candidates and those in their social circles? Do race and gender obscure issues of wealth, educational privilege, and political affinities which often determine who holds power? And, if so, how? These are some of the primary questions this panel explores.
All members and guests of the Eastern Communication Association are invited to attend the General Business Meeting of the 100th annual convention. Reports about Association governance will be presented. Annual awards for service, scholarship, and teaching will also be given, including citations for the ECA Distinguished Service Award, the ECA Past Officers’ Award, the Everett Lee Hunt Award, and the Donald Ecroyd and Caroline Drummond Ecroyd Award. Student winners from the Undergraduate and Graduate poster sessions will be announced.

All members and guests of the Eastern Communication Association are invited to attend a reception at The National Constitution Center to honor the service, commitment, and leadership of ECA President Sara Weintraub and all of ECA's Past Presidents.

The National Constitution Center is a short 10-15 minute walk from the Sheraton Society Hill (a map with directions is included in your convention registration packet). Limited transportation will be available from the hotel to The National Constitution Center for those needing assistance.

All members of 12-Step groups are invited to attend this meeting.
Sunday, April 26, 2009

SUN
7:30 - 10:00 a.m.
Hamilton Room

<table>
<thead>
<tr>
<th>SUN 5.1.01 8:15 - 9:30 a.m. Bromley</th>
<th>The Significance of Narrative Coherence and Fidelity in Action</th>
</tr>
</thead>
</table>

Sponsor: Applied Communication
Chair: Susan B. Malcolm, Robert Morris University
Respondent: Kathleen Taylor Brown, Pennsylvania State University, Greater Allegheny

“Corporate Citizenship, Transparency, and Narrative: An Examination of CRO’s 100 Best Corporate Citizen List”
   Kasey Clawson, Duquesne University

“Defining Volunteering in Media Campaigns: An Examination of Themes from Volunteer Generated Focus Groups”
   Michael P. Boyle, West Chester University
   J. Kanan Sawyer, West Chester University

“Striding on a Path with Heart: The Inclusiveness Project (Phase One: TIM)”
   Joanna K. Garner, Penn State, Berks
   Arnie J. Updike, Penn State, Berks
   Malorie A. Warrington, Penn State, Berks
   Maggie O’Connor, Bloomsburg University
   Paul A. Frye, Penn State, Berks

These papers explore the significance of narrative coherence and fidelity in profit and non-profit organizations. The significance of coherence and fidelity when trying to integrate diverse groups of people is examined as part of The Inclusiveness Project. This project attempts to develop a framework of organizational knowledge in the area of diversity training.
In recent years, intercollegiate debate has begun a shift away from debating the issues presented by the topic in the person of the First Affirmative. Instead, according to an article in the October 3rd edition of The Chronicle of Higher Education, debates have begun to focus on debating debate itself. Students using this strategy are being awarded wins. This panel will explore three questions: 1) What are the goals of intercollegiate debate?; 2) What practices are defensible and what practices are indefensible?; and 3) What, if anything, can be done to reign in the indefensible?

“Lived Narratives Among Hispanic Caregivers for Loved Ones with Alzheimer’s Disease”

Melinda R. Weathers, George Mason University
Jim L. Query, Jr., James Madison University

“What Should I Do with His Kids?": A Content Analysis of an Online Support Group for Childless Stepmothers"

Elizabeth A. Craig, North Carolina State University

“Working It Out Together: The Role of Family Communication in the Diagnosis and Management of Postpartum Depression”

LaKesha N. Anderson, George Mason University
The panel seeks to build upon the scholarly body of social support by blending heuristically appealing and empirically-based papers. Collectively, the papers seek to provide synthesis, further advance innovative theoretical frameworks such as the Social Support Behavior Code, the narrative paradigm, and Kreps’ Relational Health Communication Competence Model, as well as demonstrate how these perspectives can inform future investigations and interventions. The contexts examined include social support among Hispanic caregivers for loved ones with Alzheimer’s disease, online support groups for childless stepmothers, family support among women suffering from postpartum depression, and social support among academic advisors at local community colleges.

<table>
<thead>
<tr>
<th>SUN 5.1.04</th>
<th>How Far Have We (Not) Come: Promoting Mindfulness and Intercultural Communication Competence Through Revisions of Intercultural Theories</th>
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<tbody>
<tr>
<td>8:15 - 9:30 a.m.</td>
<td>Reynolds</td>
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</table>

Sponsor: Intercultural Communication  
Chair: Eveline Lang, Shippensburg University

“When the Strange(R) Becomes Familiar, then Strange(R) Again: Remedying Omissions in Studies in Intercultural Communication”  
Eveline Lang, Shippensburg University

“The Affective Components of Ethnic Identity in Intercultural Communication”  
Hong Wang, Shippensburg University

“Identity Negotiations Among Third Culture Kids (TCK’s) In Computer Mediated Forums”  
Pia Silverlieb, Shippensburg University

The panel examines areas in intercultural communication research which have not yet been explored in depth, such as the affective component of ethnic identity and identity negotiation of third culture individuals in online forums, and shows how attending to diversity within cultures when drawing cross cultural comparisons yields important insights into power dynamics as gender, race, class, and other co-cultural affiliations are taken into account when examining communication patterns.
**SUN 5.1.05**  
8:15 - 9:30 a.m.  
Flower  

**Social Support in Interpersonal Communication**

| Sponsor: | Interpersonal Communication |
| Chair: | Robert J. Sidelinger, Oakland University |
| Respondent: | Andrea Pampaloni, LaSalle University |

“Interpersonal Motives and Supportive Behaviors: A Comparative Study of Friends and Parents”  
**Brandi N. Frisby, West Virginia University**

“The Effects of Stress and Social Support on the Relationship Experiences of Long Distance Romantic Relationship Partners”  
**Shu Li, University of Connecticut**

“Teammates and Coaches Offer Support: An Analysis of Distance Runners’ Supportive Communication”  
**Kerry Byrnes, West Virginia University**  
**Brittany Carozza, West Virginia University**  
**Shelbie Gaughan, West Virginia University**  
**John Nordlund, West Virginia University**  
**Maria Brann, West Virginia University**

This panel session will feature research focusing on social support between dyads. The support is examined in several different contexts of interpersonal communication, including support between family members, romantic partners, and teammates.

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**SUN 5.1.06**  
8:15 - 9:30 a.m.  
Cook  

**Burke Beyond a Century: The Language of Politics, Relationship and Religion**

| Sponsor: | Kenneth Burke |
| Chair: | Elvera Berry, Roberts Wesleyan College |
| Respondent: | Janie Harden Fritz, Duquesne University |

“The Language of Democracy: Burkean Moments in deToqueville”  
**Evan Williams, Roberts Wesleyan College**

“The Language of Forgiveness: Bonhoeffer Meets Burke”  
**Hannah Terry, Roberts Wesleyan College**
“The Language of Understanding: Islam in Conversation with Christianity”

**Carl Dates, Roberts Wesleyan College**

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<tr>
<th>SUN 5.1.07</th>
<th>Constructing 20th Century New York: Myths of a Media Mecca</th>
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<tr>
<td>8:15 - 9:30 a.m.</td>
<td>Ballroom A1</td>
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**Sponsor:** Media Communication  
**Chair:** Devon Powers, Drexel University  
**Respondent:** Cary Horvath, Youngstown State University

““The Media are American: Postwar Journalism Reorientation Seminars Construct a New York World”  
**Marion Wrenn, New York University**

““Not Just the First, But the Only”: WNYC and Municipal Broadcasting in America”  
**M.J. Robinson, Marymount Manhattan College**

““The New York School of Rock Criticism and the Village Voice”  
**Devon Powers, Drexel University**

How did New York achieve this status in the popular imagination? Drawing from examples such as rock criticism, municipal broadcasting, and international journalist training programs, this panel explores the way in which media and cultural production in New York City helped shape this dominant belief both within and beyond the city’s borders over the course of the 20th century.

<table>
<thead>
<tr>
<th>SUN 5.1.08</th>
<th>Nonverbal Communication in Presidential Campaigns: Technologies, Aggression, and Talking and Turning Points</th>
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<tbody>
<tr>
<td>8:15 - 9:30 a.m.</td>
<td>Ballroom A2</td>
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</table>

**Sponsor:** Nonverbal Communication  
**Chair:** Marcy Milhomme

“An Examination of Nonverbal “Verbal” Aggression in the 2008 Presidential and Vice-Presidential Debates”  
**Andrew Rancer, The University of Akron**  
**Yang Lin, The University of Akron**  
**Nicholas Smith, The University of Akron**  
**Jordan R. Fairfax, The University of Akron**  
**Elyse L. Parks, The University of Akron**
“The Nonverbal Ramifications of New Communication Technologies in Presidential Political Campaigns”

Donald B. Egolf, University of Pittsburgh

“Ferraro, Clinton and Palin: Nonverbal Communication, Female Candidates, and United States Presidential Elections”

Paulette Brinka, Suffolk County Community College

This interactive panel will explore the effects of nonverbal communication on United States Presidential campaigns, both old and new. Areas of discussion include: ramifications of new technologies on nonverbal communication; an applied taxonomy of nonverbal ‘verbal’ aggression as studied during the Fall 2008 Presidential and Vice-Presidential debates; and an examination of the way in which female candidates’ nonverbal behavior has contributed to and impacted campaigns.

SUN 5.1.09
8:15 - 9:30 a.m.
Ballroom E1

<table>
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<tr>
<th>Change, Culture, Conflict Resolution, and Work-Life Balance: Just Part of the Struggle</th>
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<tr>
<td>Sponsor: Organizational Communication</td>
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<tr>
<td>Chair: Christine K. Foster, Union Institute &amp; University</td>
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<td>Respondent: Jerry L. Allen, University of New Haven</td>
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“Meaning’ to be Helpful: Applying Communication Theory to a Dynamical Systems Theory in a Case Study of an Organizational ADR Intervention (Alternative Dispute Resolution)"

Jessica Katz Jameson, North Carolina State University
Tricia S. Jones, Temple University

“Communication in Bagel Street Deli: Exploring Organizational Culture and Emotions in a Small-Town Business”

Joseph P. Mazer, Ohio University

“Pivotal Moments of Development And Change: The Study of Identification as a Defining Moment in Organizational Communication Studies”

Corey J. Liberman, Marymount Manhattan College

This panel highlights the struggles people face on a daily basis such as work-life balance, culture, change and dispute resolution, that are centered on communication interactions.
SUN 5.1.10
8:15 - 9:30 a.m.
Ballroom E2

Defining Moments in Apologia: Campaign 2008

Sponsor: Political Communication
Chair: Jason A. Edwards, Bridgewater State College
Respondent: Aaron Noland, James Madison University


Thaddeus J. Herron, James Madison University

“The Perfect Storm: A Systemic Analysis of the Apologetic Rhetoric of Hurricane Katrina”

Brianna L. Abate, Miami University

“Altar Call: The Democratic Party’s Religious Rhetoric as Apologia”

Brian T. Kaylor, James Madison University

“Defining Moments in the History of Christian Apologia: Reverend Jeremiah Wright’s Ritual of Martyrdom”

Scott Baker, Bowling Green State University

Each election cycle image repair and apologia resurface. Recently, candidates have been forced to apologize for associations such as Rev. Jeremiah Wright, botched disaster responses, and sexual scandals. This panel focuses on a representative sample of apologetic texts germane to the 2008 presidential campaign. The research will focus on the enduring presence of apologia in contemporary American politics and seek to understand the defining nature of this genre on the 2008 campaign.

SUN 5.1.11
8:15 - 9:30 a.m.
Shippen

Campaign Frames: Meaning Making and Constraint In ‘08

Sponsor: Political Communication
Chair: Christopher Eisenhart, University of Massachusetts, Dartmouth
Respondent: Rebecca M.L. Curnalia, Youngstown State University

“Lipschtick: Masculine Political Metaphors Get a Makeover”

Christina M. Knopf, SUNY, Potsdam
“Public Woman, Private President?: The Historical Dilemma of Hillary Clinton’s Presidential Bid”
Kathleen M. Torrens, University of Rhode Island

“Value to Action: Community in Primary Campaign Emails”
Christopher Eisenhart, University of Massachusetts, Dartmouth
Douglas Roscoe, University of Massachusetts, Dartmouth

The papers in this panel report studies of frames invented and invoked during the ‘08 primaries and general election campaigns. Examining campaign emails, advertisements, and addresses, and examining the coverage and commentary they garnered, the authors discuss the ways that the campaigns depended upon, worked against, and endeavored to recreate the frames for meaning in play in this election cycle. In particular, the papers discuss framing of politics, gender, and community as structures candidates worked with and against in the recent elections.

<table>
<thead>
<tr>
<th>SUN 5.2.01</th>
<th>New Worlds, New Possibilities: Examining Virtual Worlds and Mobile Media</th>
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<tr>
<td>9:45 - 11:00 a.m.</td>
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Sponsor: Communication and Technology
Chair: Maria A. Simone, Rowan University
Respondent: Gordon Coonfield, Villanova University

“The Role of Interactivity in Digital Literacy”
Daniel Earle, Villanova University

“Reclaiming “Time” from Technological Determinism”
Brett Lyszak, Villanova University

“Ethics in Virtual Worlds: The Avatar as a New Form of Self Care”
Kathleen F. Oswald, North Carolina State University

“Burke’s Constitution and World of Warcraft: A Critical Perspective of an Online Game”
George Boone, University of Illinois

“On the Use of Personal Music Players in Mass Culture: An Ecological Perspective”
Nathan Taylor, Villanova University

This panel examines current manifestations in online gaming and mobile media to consider issues of subjectivity, interaction, control, and user perception and orientation. This panel
considers a range of possibilities that online gaming and mobile media present to their users and the implications that are raised about engagement with these media.

<table>
<thead>
<tr>
<th>SUN 5.2.02</th>
<th>The Past, the Present, and Future of General Semantics</th>
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<td>9:45 - 11:00 a.m.</td>
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<tr>
<td>Sponsor:</td>
<td>Institute for General Semantics</td>
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<tr>
<td>Chair:</td>
<td><strong>Lance Strate, Fordham University</strong></td>
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<td><strong>Martin Levinson, Institute of General Semantics</strong></td>
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<td><strong>Janet Sternberg, Fordham University</strong></td>
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<tr>
<td><strong>Bill Petkanas, Western Connecticut State University</strong></td>
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<td><strong>Mary Alexander, Marist College</strong></td>
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<tr>
<th>SUN 5.2.03</th>
<th>Harry Potter in the Communication Classroom: A Defining Book Series for a Defining Classroom Experience</th>
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<tr>
<td>9:45 - 11:00 a.m.</td>
<td>Reynolds</td>
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<tr>
<td>Sponsor:</td>
<td>Instructional Communication</td>
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<tr>
<td>Chair:</td>
<td><strong>Jennifer L. Knapp, SUNY, Oswego</strong></td>
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<td><strong>Christine Courtade Hirsh, SUNY, Oswego</strong></td>
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<td><strong>Jessica Reeher, SUNY, Oswego</strong></td>
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<td><strong>Jason S. Wrench, SUNY, New Paltz</strong></td>
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Pop culture courses are becoming increasingly more common on college campuses, and J.K. Rowling’s Harry Potter series continues to creep into college classrooms ranging from physics to theology. The purpose of this panel is to discuss communication courses which could use the Harry Potter books as a tool for explaining and illustrating specific communication concepts. Emphasis will be placed on using the books in intercultural communication and rhetorical communication courses.

<table>
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<tr>
<th>SUN 5.2.04</th>
<th>Defining Effects: Influences of Media Use</th>
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<td>9:45 - 11:00 a.m.</td>
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<tr>
<td>Sponsor:</td>
<td>Media Communication</td>
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<tr>
<td>Chair:</td>
<td><strong>Cindy Lont, George Mason University</strong></td>
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<tr>
<td>Respondent:</td>
<td><strong>Rod Carveth, University of Hartford</strong></td>
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</tbody>
</table>
“An Examination of the Phenomenon of the Repeat Viewing of Movies”
Mark A. Flynn, Kutztown University

“Real Friends?: Conceptualizations of Reality and the Effect of Cultivation on the Televised Sitcom”
Alicia Parmentier, Boston College

“Informative or Oppressive?: The Depiction of Domestic Violence on Television News”
Tula Batanchiev, Boston College

“Exploring Predictors of Elaboration on and Integration of Information from News Stories”
Rebecca M.L. Curnalia, Youngstown State University

“Is Basic Personality Related to Video Game Play Time and Genre Preferences?”
Rebecca Chory, West Virginia University
Alan K. Goodboy, Bloomsburg University

Explorations of influence have been and continue to be a defining factor in the study of media communication. This panel offers various insights in media effects, drawing insights from cultivation theory, uses and gratifications, telepresence, homophily and the elaboration likelihood model. The papers explore both entertainment and information oriented media forms.

<table>
<thead>
<tr>
<th>SUN 5.2.05</th>
<th>Areas of Interest in Organizational Communication for the Undergraduate Communication Scholar</th>
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<td>9:45 - 11:00 a.m. Cook</td>
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Sponsor: Organizational Communication
Chair: Paul E. Madlock, West Virginia University

“Having to Balance Work and Family: Is that What is Keeping a Woman From Being in the Corporate World?”
Laura Babish, West Virginia University

“The Effects of Internet Surveillance on Job Satisfaction”
Julian M. Carvalho, West Virginia University

“Employee Training Technologies: Quality vs. Quantity”
Brian Flynn, West Virginia University
“The Effects of Policies Regarding Computer Use and Workplace Email and the Users’ Satisfaction and Acceptance of that Technology”

**Chris Cooper, West Virginia University**

This panel highlights the areas of interest for young scholars regarding organization communication including: technology and work-life balance.

<table>
<thead>
<tr>
<th>SUN 5.2.06</th>
<th>Postman at the Movies</th>
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<tr>
<td>9:45 - 11:00 a.m.</td>
<td>Ballroom A1</td>
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**Sponsor:** Media Ecology

**Chair:** Susan A. Jasko, California University of Pennsylvania

“Neil Postman: Learning Media Ecology from The Gods Must Be Crazy”

**Read Mercer Schuchardt, Wheaton College**

“Laugh Tracks and Demagogues: Neil Postman and the Film A Face In The Crowd”

**Brian Cogan, Molloy College**

“Ethics in the Information Age: Technopoly and Terry Gilliam’s Brazil”

**Roxanne O’Connell, Roger Williams University**

“The Two Faces of Technology in Love vs. Technopoly: Messages in Wall-E”

**Paul Grosswiler, University of Maine**

Neil Postman has long been an observer and critic of modern culture and technology. In his landmark book, “Technopoly”, he examines the path by which Western, and in particular, American culture has come into the Information Age – the age of Technopoly. These papers examine film as the lens through which we see Postman’s critiques at work.

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<tr>
<th>SUN 5.2.07</th>
<th>Politics as (Un)usual: Framing, Palin, and International Perspectives</th>
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<tr>
<td>9:45 - 11:00 a.m.</td>
<td>Ballroom E1</td>
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**Sponsor:** Voices of Diversity

**Chair:** Pamela C. O’Brien, Bowie State University

**Respondent:** Jean Costanza Miller, The George Washington University
“A Picture Speaks a Thousand Words: Media Frames and Images in Presidential Campaigns”

Prince White, Bowie State University

“A Rhetorical View of Sarah Palin: A Queer’s Perspective”

Adrian Krishnasamy, Bowie State University

“A Cold Eye’ on 2008 U.S. Presidential Campaign: Chinese Sense-Making of Race, Gender and Politics”

Wei Sun, Bowie State University

“Who’s the Folkiest?: Authenticating Americana in the 2008 Vice-Presidential Debate”

Andrew Jared Critchfield, The George Washington University

This panel provides a discussion of the 2008 elections using a variety of methodologies. Two of the papers offer a critique of Palin’s performances, two provide the reaction of specific communities to the campaign, and two discuss images and implications for voters.

<table>
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<tr>
<th>SUN 5.2.08</th>
<th>Adjunct Faculty – Challenges and Possibilities: A Roundtable Discussion</th>
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<tr>
<td>9:45 - 11:00 a.m.</td>
<td>Ballroom E2</td>
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Sponsor: Community College
Chair: Nancy Willets, Cape Cod Community College

Meredith Frank, Montgomery County Community College, La Salle University
Denise Gilmer-Knudson, College of Southern Maryland
Emily Brandenberger, Kutztown University and Montgomery County Community College
Valerie Goff Whitecap, University of Pittsburgh, Carlow College
Jennifer A. Levy, Montgomery County Community College, La Salle University
Rita Rosenthal, Boston College

The Chronicle of Higher Education reported in July 2008 that 48% of all faculty members in the United States teach part-time. The panel, composed of current adjunct faculty and long-time adjuncts who have recently made the transition to full-time positions, will initiate a discussion of the problems and practices unique to teaching part-time.
SUN 5.2.09
9:45 - 11:00 a.m.
Ballroom A2

The Rhetoric of Popular Wisdom: Defining Moments
Across Communication Mediums

Sponsor: Rhetoric and Public Address
Chair: Kate Simcox, Messiah College
Respondent: Lisa M. Burns, Quinnipiac University

“The Rhetoric of Parenting Advice: Childrearing in the Twenty-First Century”
Kate Simcox, Messiah College

“Urban Legends and the Precautionary Principle: Public Benefits when Utility
Trumps Truth”
John Llewellyn, Wake Forest University

“A Rhetoric of (Bad) Medical Advice: ‘Generalists’ and ‘Flimflam’ in the Early 20th
Century South”
William Saas, University of Nevada, Las Vegas

“Oprah’s Secret: Pop Psychology and the Talk Show Genre”
Brianna L. Abate, Miami University

Popular wisdom, or widespread advice that offers audiences equipment of living, is
circulated in a culture through a variety of communication mediums and can be considered
an important genre of public discourse. Papers in this panel examine a variety of rhetorical
artifacts that represent “defining moments” in popular advice, promulgated through books,
interpersonal conversations, radio programs, and television shows. Specifically, urban
legends, parenting instruction, huckster medical advice, and a metaphysical life philosophy
are examined.

SUN 5.3.01
11:00 a.m.
Ballroom A

Richard West’s 3rd Annual “Don’t Leave Just Yet” Raffle

SPONSORED BY: Emerson College

EMERSON COLLEGE
brining innovation to communication and the arts

Richard West introduced the extremely popular “Don’t Leave Just Yet” raffle at the 2007
ECA convention. At this event, Janie Harden Fritz (Duquesne University) will be
introduced as the incoming First Vice President and primary program planner for the 2010 ECA Convention in Baltimore.

Don't miss this concluding event. Tickets for the raffle will be distributed at the Sunday morning panels – simply attend a panel and receive a raffle ticket! The more panels you attend, the more chances you have to win!

| SUN 5.4.01  
11:30 a.m. - 12:30 p.m.  
William Penn Boardroom | ECA Finance Commitee II |
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<tbody>
<tr>
<td>Chair:</td>
<td>Candice Thomas-Maddox, Ohio University, Lancaster</td>
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<td>Sara Weintraub, Regis College</td>
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<td></td>
<td>Janie Harden Fritz, Duquesne University</td>
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<td>Alfred Mueller, Pennsylvania State, Mont Alto</td>
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<td>Timothy Mottet, The University of Texas, Pan American</td>
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<td></td>
<td>Janette Kenner Muir, George Mason University (ex officio)</td>
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<td></td>
<td>Wendy Samter, Bryant University (ex officio)</td>
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<td>Mark Hickson, University of Alabama-Birmingham (ex officio)</td>
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| SUN 5.5.01  
12:30 - 2:30 p.m.  
Bromley/Claypoole | ECA Executive Council II Meeting |
<table>
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<tr>
<td>Presiding:</td>
<td>Candice Thomas-Maddox, Ohio University, Lancaster</td>
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<tr>
<td>Sara Weintraub, Regis College</td>
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<td>Janie Harden Fritz, Duquesne University</td>
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<td>Cindy M. Lont, George Mason University</td>
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<td>Alfred G. Mueller, II, Penn State, Mont Alto</td>
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<td>Catherine M. Blackburn, Brookdale Community College</td>
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<td>James W. Chesebro, Ball State University</td>
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<td>Susan Drucker, Hofstra University</td>
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<td>Mark Hickson, III, University of Alabama at Birmingham</td>
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<td>Janette Kenner Muir, George Mason University</td>
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<td>Wendy Samter, Bryant University</td>
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<td>Jean Ann Streiff, Oakland Catholic High School</td>
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<td>Melissa B. Wanzer, Canisius College</td>
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<td>Kristen C. Eichhorn, SUNY, Oswego</td>
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<td>Cary Horvath, Youngstown State University</td>
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</table>
Trevor Parry-Giles, University of Maryland
Lewis I. Freeman, Fordham University
Ann J. Atkinson, Keene State College
Lorin B. Arnold, Rowan University
Susan B. Malcolm, Robert Morris University
Jeffrey Pierson, Bridgewater College
Dale Herbeck, Boston College
Alberta Arnold, LaGuardia Community College
Mary Boor Tonn, University of Maryland
Elizabeth Bernat, SUNY, Plattsburgh
This year, 2010, is the start of a new century of communication for the Eastern Communication Association. The convention theme prompts reflection about what comes next in our narrative. “Charting a course” implies a sense of direction, a temptation to definitiveness restrained by an inability to grasp what lies beyond our reach, what we cannot predict. The metaphor of “meeting new horizons” captures an emergent moment between what we already know and what is unknown and “Other,” inviting responsiveness to what we cannot control. We set our sights to focus on the future as we seek engagement with what is yet to come. A sense of excitement laced with caution races through us; propelled by wonder at what might be, we set forth boldly and in good company to meet our collective future. Whatever we encounter, we will face it together, rejoicing. What may we yet discover? What may we yet learn?

Baltimore’s history is marked by many who charted new courses to meet new horizons, inviting a hopeful future. Frederick Douglass learned to read and first heard of the abolitionist movement in Baltimore. The birthplace of Thurgood Marshall, first African American Supreme Court Justice, home of Cab Calloway and Billie Holiday, and site of the oldest Catholic Cathedral in the United States, this harbor town of ships and marble steps reminds us that all things are possible with vision, tenacity, and courage. The 2010 convention theme, “Charting a Course: Meeting New Horizons,” invites members to cast a vision forward to what might spring forth with the meeting of new horizons, in the “between” of past and future, defining a new and ever elusive “now.”

As we ready ourselves for the 101st convention of the Eastern Communication Association, let this theme draw us forward to submit papers and panels that chart new courses to meet new horizons, imagining what our future may hold. The 2010 convention will feature Focus on the Future programming, short courses, poster sessions, roundtables, and panels. Proposals addressing the convention theme but not directly related to one of the interest group areas should be sent to Janie M. Harden Fritz, ECA First Vice-President.

We set sail from Baltimore in 2010. All hands on deck!
Contact information for ECA 2010

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jasko@cup.edu

Voices of Diversity
Cerise Glenn
Purdue University
Dept. of Communication
765-494-3429
cglenn@purdue.edu
ECA Presidents

1910
Paul M. Pearson
Swarthmore College
Albert E. Hancock
Haverford College
Frederic A. Child
University of Pennsylvania

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
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<th>Name</th>
<th>Institution</th>
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<td>1955</td>
<td>David C. Phillips</td>
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<td>Sam Boyd, Jr.</td>
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<td>Ray E. Keesey</td>
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<td>Paul L. Brownstone</td>
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<td>Philip P. Amato</td>
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<td>Dan F. Hahn</td>
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<td>Jeanne Lutz</td>
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<td>Linda C. Lederman</td>
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</table>
1985  
Floyd D. Anderson  
SUNY, Brockport

1986  
Raymie E. McKerrow  
University of Maine

1987  
Darlyn R. Wolvin  
Prince George’s Community College

1988  
Virginia P. Richmond  
West Virginia University

1989  
Barbara M. Montgomery  
University of New Hampshire

1990  
Sandra L. (Fish) Herndon  
Ithaca College

1991  
Deborah F. Atwater  
Pennsylvania State University

1992  
Gerald Lee Ratliff  
Montclair State University

1993  
Alison Alexander  
University of Massachusetts

1994  
Thomas L. Veenendall  
Montclair State University

1995  
Harvey R. Kelly, Jr.  
Pennsylvania State University, Beaver

1996  
Dale A. Bertelsen  
Bloomsburg University

1997  
Deborah Borisoff  
New York University

1998  
Melanie Booth-Butterfield  
West Virginia University

1999  
Jerry L. Allen  
University of New Haven

2000  
Janette Kenner Muir  
George Mason University

2001  
Susan J. Drucker  
Hofstra University

2002  
Don M. Boileau  
George Mason University

2003  
Ann Bainbridge Frymier  
Miami University

2004  
Mary L. Kahl  
SUNY, New Paltz

2005  
Donald A. Fishman  
Boston College

2006  
John A. Courtright  
University Of Delaware

2007  
Ronald L. Jackson, II  
Pennsylvania State University

2008  
Richard West  
Emerson College

2009  
Sara C. Weintraub  
Regis College
<table>
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<th>Second Vice President</th>
<th>Institution</th>
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<tr>
<td>1950</td>
<td>Lillian M. O'Conner</td>
<td>Wadleigh H.S., NY</td>
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<td>Samuel B. Gould</td>
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<td>John E. Lent</td>
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<td>Geraldine Chapey</td>
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<td>Gladys I. Ritchie</td>
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<td>Charles E. Parkhurst</td>
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<td>Marilyn Lewis-Scott</td>
<td>Emerson College</td>
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<td>Warren O. Richardson</td>
<td>Villanova University</td>
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1980
Marlene S. Cowan
Towson State University

1981
Peggy Ann Madden
North Hills H.S., PA

1982
Paul Wenger
Central Connecticut State College

1983
Paul Scovell
Salisbury State University

1984
Murray M. Halfond
Temple University

1985
Beatrice Schultz
University of Rhode Island

1986
Edward Streb
Glassboro State College

1987
Jack A. Barwind
Syracuse University

1988
Brenda Logue
Towson State University

1989
Peggy Klein
Salisbury State University

1990
Teresa L. Nance
Villanova University

1991
Harvey R. Kelly, Jr.
Pennsylvania State University, Beaver

1992
Rebecca Lockridge
University of Southern Maine

1993
Joan O’Mara
University of Hartford

1994
Janette Kenner Muir
George Mason University

1995
Ruth Ann Zupan
Westmoreland County Community College

1996
Judythe Isserlis
Iona College

1997
Brenda Logue
Towson State University

1999
Bill Denman
Marshall University

2000
Jean Ann Streiff
Oakland Catholic H.S.

2001
Richard West
University of Southern Maine

2002
Kelly Rocca
St. John’s University

2003
Carole Blair
University of California, Davis, Washington Center

2004
Anne Mattina
Stonehill College

2005
Janie M. Harden Fritz
Duquesne University

2006
Tim Brown
West Chester University
Anita Foeman
West Chester University
Maurice Hall
Villanova University

2007
Kevin Pearce
Bryant College

2008
Janie M. Harden Fritz
Duquesne University

2009
William Cowen
Villanova University
Bryan Crable
Villanova University
Joy M. Cypher
Rowan University
### ECA Secretaries, Treasurers and Directors

#### Secretary

<table>
<thead>
<tr>
<th>Year</th>
<th>Name</th>
<th>Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>1911-1912</td>
<td>Frederic A. Child</td>
<td>University of Pennsylvania</td>
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<td>1925-1927</td>
<td>Mary B. Cochran</td>
<td>Vassar College</td>
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<td>1928-1929</td>
<td>Mary Thornton Harvey</td>
<td>Hunter College</td>
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<td>1930</td>
<td>Sarah M. Stinchfield</td>
<td>Mount Holyoke College</td>
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<td>1931</td>
<td>Charles Kenneth Thomas</td>
<td>Columbia University</td>
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<td>1932</td>
<td>Jane Dorsey Zimmerman</td>
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<td>1933-1934</td>
<td>Margaret Mary McCarthy</td>
<td>Brooklyn College</td>
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<td>1935-1936</td>
<td>Charles A. Fritz</td>
<td>New York University</td>
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<td>1937-1938</td>
<td>Joseph F. O'Brien</td>
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<td>Agnes Allardyce</td>
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<td>George V. Gohman</td>
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<td>1949-1950</td>
<td>Earl H. Ryan</td>
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<td>Ralph N. Schmidt</td>
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<td>1953-1954</td>
<td>Gordon F. Hostettler</td>
<td>Temple University</td>
</tr>
<tr>
<td>1955-1958</td>
<td>Paul D. Holtzman</td>
<td>Pennsylvania State University</td>
</tr>
<tr>
<td>1958-1960</td>
<td>Wiley C. Bowyer</td>
<td>Mineola N.Y. Public Schools</td>
</tr>
<tr>
<td>1961-1963</td>
<td>Thoburn V. Barker</td>
<td>Lehigh University</td>
</tr>
<tr>
<td>1964-1965</td>
<td>Burton H. Byers</td>
<td>Queens College</td>
</tr>
</tbody>
</table>

#### Secretary-Treasurer

<table>
<thead>
<tr>
<th>Year</th>
<th>Name</th>
<th>Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>1913</td>
<td>John W. Wetzel</td>
<td>Yale University</td>
</tr>
<tr>
<td>1914</td>
<td>James M. O'Neil</td>
<td>Dartmouth College &amp; University of Wisconsin</td>
</tr>
<tr>
<td>1915</td>
<td>Wilbur Jones Kay</td>
<td>Washington &amp; Jefferson College</td>
</tr>
<tr>
<td>1916-1919</td>
<td>Warren C. Shaw</td>
<td>Dartmouth College</td>
</tr>
<tr>
<td>1920-1921</td>
<td>John Dolman, Jr.</td>
<td>University of Pennsylvania</td>
</tr>
<tr>
<td>1922</td>
<td>Elizabeth Avery</td>
<td>Smith College</td>
</tr>
<tr>
<td>1923-1924</td>
<td>Brother Bonaventure</td>
<td>Manhattan College</td>
</tr>
<tr>
<td>1928-1929</td>
<td>Marvin G. Bauer</td>
<td>Brooklyn College</td>
</tr>
<tr>
<td>1929-1930</td>
<td>Earl H. Ryan</td>
<td>City College, New York</td>
</tr>
<tr>
<td>1931</td>
<td>Charles Kenneth Thomas</td>
<td>Columbia University</td>
</tr>
<tr>
<td>1932</td>
<td>Jane Dorsey Zimmerman</td>
<td>Columbia University</td>
</tr>
<tr>
<td>1933</td>
<td>Margaret Mary McCarthy</td>
<td>Brooklyn College</td>
</tr>
<tr>
<td>1935-1936</td>
<td>Charles A. Fritz</td>
<td>New York University</td>
</tr>
<tr>
<td>1937-1938</td>
<td>Joseph F. O'Brien</td>
<td>Pennsylvania State University</td>
</tr>
<tr>
<td>1939-1940</td>
<td>Agnes Allardyce</td>
<td>Queens College</td>
</tr>
<tr>
<td>1941-1942</td>
<td>Lester Thonssen</td>
<td>City College, NY</td>
</tr>
<tr>
<td>1947-1948</td>
<td>Marvin G. Bauer</td>
<td>Brooklyn College</td>
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<tr>
<td>1949-1950</td>
<td>Earl H. Ryan</td>
<td>City College, New York</td>
</tr>
<tr>
<td>1951-1952</td>
<td>Ralph N. Schmidt</td>
<td>Syracuse University</td>
</tr>
<tr>
<td>1953-1954</td>
<td>Gordon F. Hostettler</td>
<td>Temple University</td>
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<tr>
<td>1955-1958</td>
<td>Paul D. Holtzman</td>
<td>Pennsylvania State University</td>
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<tr>
<td>1958-1960</td>
<td>Wiley C. Bowyer</td>
<td>Mineola N.Y. Public Schools</td>
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<tr>
<td>1961-1963</td>
<td>Thoburn V. Barker</td>
<td>Lehigh University</td>
</tr>
<tr>
<td>1964-1965</td>
<td>Burton H. Byers</td>
<td>Queens College</td>
</tr>
</tbody>
</table>

### Executive Secretary

<table>
<thead>
<tr>
<th>Year</th>
<th>Name</th>
<th>Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>1951-1952</td>
<td>Ralph N. Schmidt</td>
<td>Syracuse University</td>
</tr>
<tr>
<td>1953-1954</td>
<td>Gordon F. Hostettler</td>
<td>Temple University</td>
</tr>
<tr>
<td>1955-1958</td>
<td>Paul D. Holtzman</td>
<td>Pennsylvania State University</td>
</tr>
<tr>
<td>1958-1960</td>
<td>Wiley C. Bowyer</td>
<td>Mineola N.Y. Public Schools</td>
</tr>
<tr>
<td>1961-1963</td>
<td>Thoburn V. Barker</td>
<td>Lehigh University</td>
</tr>
<tr>
<td>1964-1965</td>
<td>Burton H. Byers</td>
<td>Queens College</td>
</tr>
</tbody>
</table>
1966-1967  
Harold E. Nelson  
Pennsylvania State University  

1968-1969  
Coleman C. Bender  
Emerson College  

1970  
Thomas D. Houchin  
St. John’s University  

1971-1973  
William K. Price  
University of Massachusetts  

1974-1977  
Richard Bailey  
University of Rhode Island  

1978-1980  
Carolyn Del Polito  
West Chester University  

1980-1983  
Caroline Drummond Ecroyd  
Temple University  

1983-1986  
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  
Ithaca College  

2007  
Alfred G. Muller, II  
Pennsylvania State University, Mont Alto  

Journal Editors  

Today’s Speech  

1953-1960  
Robert T. Oliver  
Pennsylvania State University  

1960-1964  
William S. Tacey  
University of Pittsburgh  

1966-1968  
Allan Kerstetter  
Syracuse University  

1964-1966  
David C. Phillips  
University of Connecticut  

1968-1970  
Michael Prosser  
SUNY, Buffalo  

- 175 -
1971-1972
Eugene Vasilew
SUNY, Binghamton

1972-1975
Herman Stelzner
University of Massachusetts

Communication Quarterly

1976-1978
Thomas W. Benson
Pennsylvania State University

1979-1981
Lawrence R. Wheeless
West Virginia University

1982-1984
Gerald M. Phillips
Pennsylvania State University

1985-1987
James W. Chesebro
Queens College

1988-1990
Linda C. Lederman
Rutgers University

1991-1993
Virginia P. Richmond
West Virginia University

1994-1996
Raymie E. McKerrow
University of Maine

1997
Melanie Booth-Butterfield
West Virginia University

1998-2000
John Courtright
University of Delaware

2001-2003
Dale A. Bertelsen
Bloomsburg University

2004-2006
Jerry L. Allen
University of New Haven

2007-2009
Janette Kenner Muir
George Mason University

Qualitative Research Reports in Communication

2000-2002
Deborah Borisoff
New York University
Dan F. Hahn
New York University

2003-2005
Michael J. Hostetler
St. John's University

2006-2008
Susan J. Drucker
Hofstra University

2009-2011
Mark Hickson, III
University of Alabama at Birmingham

2005-2007
Lisa Sparks
George Mason University

2008-2010
Wendy Samter
Bryant University
ECA Award Recipients

Distinguished Service Award

1979
Carroll C. Arnold
*Pennsylvania State University*

1980
Woffard G. Gardner
*University of Maine*

1981
Wilbur E. Gilman
Queens College, CUNY

1982
Robert T. Oliver
*Pennsylvania State University*

1983
Everett Lee Hunt
Swarthmore College

1984
John F. Wilson
*Herbert H. Lehman College, CUNY*

1985
Paul D. Holtzman
*Pennsylvania State University*

1986
Donald H. Ecroyd
*Temple University*

1987
Jane Blankenship
*University of Massachusetts*

1988
Gerald M. Phillips
*Pennsylvania State University*

1989
James W. Chesebro
*SCA National Office*

1990
James C. McCroskey
*West Virginia University*

1991
Raymie E. McKerrow
*University of Maine*

1992
Linda C. Lederman
*Rutgers University*

1993
Gerald Lee Ratliff
*Montclair State University*

1994
Virginia P. Richmond
*West Virginia University*

1995
Jeanne M. Lutz
*Pennsylvania State University*

1996
Dan F. Hahn
*Florida Atlantic University*

1997
Thomas L. Veenendall
*Montclair State University*

1998
Dale A. Bertelsen
*Bloomsburg University*

1999
Sandra L. Herndon
*Ithaca College*

2000
Jerry L. Allen
*University of New Haven*

2001
Deborah Borisoff
*New York University*

2002
Gary Gumpert
*Communication Landscapers*

2003
Kathleen M. Long
*West Virginia Wesleyan College*

2004
Janette Kenner Muir
*George Mason University*
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<th>Year</th>
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<tr>
<td>2005</td>
<td>Susan J. Drucker</td>
<td>Hofstra University</td>
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<tr>
<td>2006</td>
<td>S. Diane McFarland</td>
<td>Buffalo State College</td>
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<td>2008</td>
<td>Nancy Willets</td>
<td>Cape Cod Community College</td>
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<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>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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<td>1989</td>
<td>Lynne Kelly</td>
<td>University of Hartford</td>
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<td>1990</td>
<td>Andrew S. Rancer</td>
<td>Emerson College</td>
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<td>1990</td>
<td>Robert L. Duran</td>
<td>University of Hartford</td>
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<td>Kristin Langellier</td>
<td>University of Maine</td>
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<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>Molly Wertheimer</td>
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<td>Star A. Muir</td>
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<td>1999</td>
<td>Richard L. West</td>
<td>University of Southern Maine</td>
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<td>2000</td>
<td>Mari Boor Tonn</td>
<td>University of New Hampshire</td>
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<td>Danette Ifert Johnson</td>
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<td>Matthew M. Martin</td>
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<td>2003</td>
<td>Lisa Marie Cuklanz</td>
<td>Boston College</td>
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<td>2003</td>
<td>Ronald L. Jackson, II</td>
<td>Pennsylvania State University</td>
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<td>2004</td>
<td>Tom Flynn</td>
<td>Slippery Rock University</td>
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2005
Timothy P. Mottet
Texas State University, San Marcos

2007
Trevor Parry-Giles
University of Maryland

2008
Charles Morris, III
Boston College

**Everett Lee Hunt Award**

1986
W. Barnett Pearce
*University of Massachusetts*

1987
Peter Kane
*SUNY, Brockport*

1988
Takis Poulakos
*University of Iowa*

1989
James W. Chesebro
*SCA National Office*

1990
Lawrence Prelli
*University of New Hampshire*

1991
Theodore O. Windt, Jr.
*University of Pittsburgh*

1992
Theodore O. Windt, Jr.
*University of Pittsburgh*

1993
Lois J. Einhorn
*SUNY, Binghamton*

1994
John C. Adams & Stephen Yarbrough
*Syracuse University*

1995
Herman Cohen
*Pennsylvania State University*

1996
John Poulakos
*University of Pittsburgh*

1996
Aaron Gresson, III
*Pennsylvania State University*

1997
James W. Chesebro
*Indiana State University*

1997
Dale A. Bertelsen
*Bloomsburg University*

1998
Dan F. Hahn
*New York University*

1999
Robert T. Oliver
*Pennsylvania State University*

2000
Ronald L. Jackson, II
*Pennsylvania State University*

2000
Richard A. Katula
*Northeastern University*

2001
Lisa M. Cuklanz
*Boston College*

2002
Nola J. Heidlebaugh
*SUNY, Oswego*

2003
Shawn Parry-Giles
*University of Maryland*

2003
Trevor Parry-Giles
*University of Maryland*

2004
Thomas Benson
*Pennsylvania State University*

2005
Ekaterina V. Haskins
*Rensselaer Polytechnic Institute*
2006
Ronald C. Arnett
Duquesne University

2007
Ronald L. Jackson, II
Pennsylvania State University

2008
Charles Morris, III
Boston College

Donald Ecroyd & Caroline Drummond Ecroyd Award

1989
Diane O. Casagrande
West Chester University

1990
Marlene Cowan
Towson State University

1991
C. Jack Orr
West Chester University

1992
Linda C. Lederman
Rutger's University

1993
Virginia P. Richmond
West Virginia University

1994
Anita K. Foeman
West Chester University

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

Urban Communication Foundation Award

2008
Lewis I. Freeman
Fordham University
ECA Distinguished Research Fellow

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

1999
Kathleen H. Jamieson
University of Pennsylvania
Robert P. Newman
University of Pittsburgh
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
Ronald Arnett
Duquesne University
Don Stacks
University of Miami
Mari Boor Tonn
University of Maryland

2008
Lynne Kelly
University of Hartford
Richard West
Emerson College
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

Jeanne M. Lutz
Professor Emeritus
Pennsylvania State University
Raymie E. McKerrow
Ohio University
Gerald Lee Ratliff
SUNY, Potsdam
Andrew D. Wolvin
University of Maryland

1997
Jerry L. Allen
University of New Haven
Dale Bertelsen
Bloomsburg University
Dan F. Hahn
Florida Atlantic University
James C. McCroskey
West Virginia University
Mary Mino
Pennsylvania State University, DuBois

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, Ill
University of Alabama

2002
Floyd D. Anderson
SUNY, Brockport
Joan O'Mara
University of Hartford

2003
Mari Boor Tonn
University Of Maryland

2004
Susan J. Drucker
Hofstra University
Lea P. Stewart
Rutgers University
Richard E. Vatz
Towson University

2005
Melanie Booth-Butterfield
West Virginia University
Valerie Endress
Rhode Island College
Kathleen Kendall
University of Maryland

2007
James Klump
University of Maryland
Jean Ann Streiff
Oakland Catholic H.S.

2008
Ronald C. Arnett
Duquesne University
Janette Kenner Muir
George Mason University
Don W. Stacks
University of Miami
ECA Committee of Scholars

1980-1981
Dan F. Hahn
Queens College, CUNY
Jane Blankenship
University of Massachusetts
Donald H. Ecroyd
Temple University
James C. McCroskey
West Virginia University

1981-1982
Jeanne Lutz
Pennsylvania State University
Jane Blankenship
University of Massachusetts
Donald H. Ecroyd
Temple University
James C. McCroskey
West Virginia University

1982-1983
W. Barnett Pearce
University of Massachusetts
Thomas W. Benson
Pennsylvania State University
Donald P. Cushman
SUNY, Albany
Mark L. Knapp
University of Texas

1983-1984
James W. Chesebro
Queens College, CUNY
Arthur P. Bochner
Temple University
Herman Stelzner
University of Massachusetts

Andrew D. Wolvin
University of Maryland

1984-1985
Linda C. Lederman
Rutgers University
Raymond L. Falcione
University of Maryland
Ron Johnson
University of Massachusetts
Gerald M. Phillips
Pennsylvania State University

1985-1986
Floyd D. Anderson
SUNY, Brockport
Wilbur Samuel Howell
Princeton University
Christopher L. Johnstone
Pennsylvania State University
Eric W. Skopec
Syracuse University

1986-1987
Raymie E. McKerrow
University of Maine
Sandra L. (Fish) Herndon
Ithaca College
Gerard A. Hauser
Pennsylvania State University
Theodore O. Windt, Jr.
University of Pittsburgh

1987-1988
Darlyn R. Wolvin
Prince George’s Community College
Jerry L. Allen
University of New Haven
Lois J. Einhorn
SUNY Binghamton
John F. Wilson
College CUNY

1988-1989
Virginia P. Richmond
West Virginia University
Lynne Kelly
University of Hartford
James F. Klumpp
University of Maryland
Jack A. Barwind
Syracuse University

1989-1990
Barbara M. Montgomery
University of New Hampshire
Andrew S. Rancer
University of Akron
Robert E. Sanders
SUNY Albany
Lea P. Stewart
Rutgers University

1990-1991
Sandra L. Herndon
Ithaca College
Gary Gumpert
Queens College, CUNY
2003-2004
Ann Bainbridge Frymier
Miami University
James F. Klumpp
University of Maryland
Mari Boor Tonn
University of Maryland
Keith D. Weber
West Virginia University

2004-2005
Mary L. Kahl
SUNY, New Paltz
Michael J. Hostetler
St. John’s University
Rebecca Rubin
Kent State University
Sandra J. Sarkela
SUNY, Postdam

2005-2006
Donald A. Fishman
Boston College
Dale A. Herbeck
Boston College
Elizabeth M. Perse
University of Delaware
Lance Strate
Fordham University

2006-2007
John A. Courtright
University of Delaware
Cary Wecht Horvath
Youngstown State University
Alfred G. Mueller, II
Pennsylvania State, Mont Alto
Wendy Samter
Bryant University

2007-2008
Valerie Swarts
Slippery Rock University

2008-2009
Don Boileau
George Mason University
Janie Harden Fritz
Duquesne University
Jeanne Persuit
UNC, Wilmington
Andrew Rancer
University of Akron

Life Members

Alberta Arnold
Benjamin R. Bates
Jim Benjamin
Thomas Benson
Dale Bertelsen
Jane Blankenship
Deborah Borisoff
Shannon M. Brogan
Kathleen T. Brown
Winifred Brownell
Paul L. Brownstone
Neil S. Butt
Kerry Byrnes
Jacob L. Cayanus
James W. Chesebro
Jeffrey T. Child
Herman Cohen
John A. Courtright
Andrew Jared Critchfield
Frank E. X. Dance
Joseph A. DeVito
Warren Decker
L. Patrick Devlin
Agnes G. Doody.
Katie Neary Dunleavy
Gary W. Eckles
Bruce K. Eckman
Kristen C. Eichhorn
Lois Einhorn
Isa N. Engleberg
Beatrice G. Ferrante
Vicki Freimuth
Brandi N. Frisby
Lynn Dee Gregory
James P. Gross
Beth Haslett
Fran Hassencahl
Dale Herbecek
Sandra L. Herndon
Convention Sites 1959-2009

1959-71 New York, NY 1985 Providence, RI 1999 Charleston, WV
1972 Boston, MA 1986 Atlantic City, NJ 2000 Pittsburgh, PA
1975 New York, NY 1989 Ocean City, MD 2003 Washington, DC
1977 New York, NY 1991 Pittsburgh, PA 2005 Pittsburgh, PA
1979 Philadelphia, PA 1993 New Haven, CT 2007 Providence, RI
1980 Ocean City, MD 1994 Washington, DC 2008 Pittsburgh, PA
1982 Hartford, CT 1996 New York, NY 2010 Baltimore, MD
1983 Ocean City, MD 1997 Baltimore, MD 2011 Washington, DC
1984 Philadelphia, PA 1998 Saratoga Spr., NY
Sara C. Weintraub,
President,
Regis College

Candice E.
Thomas-Maddox,
First Vice-President,
Ohio University, Lancaster

Janie M. Harden Fritz,
First Vice-President-Elect,
Duquesne University

Richard West,
Immediate Past President,
Emerson College

Alfred G. Mueller, II,
Executive Director,
Pennsylvania State,
Mont Alto

Donnetrice C. Allison,
Intercultural
Communication,
The Richard Stockton
College

Lorin B. Arnold,
Voices of Diversity,
Rowan University

Ann J. Atkinson,
Rhetoric & Public
Address,
Keene State College

Benjamin R. Bates,
Health Communication,
Ohio University

Kristen C. Eichhorn,
Nonverbal
Communication,
SUNY, Oswego

Lewis I. Freeman,
Organizational
Communication,
Fordham University

Ann B. Frymier,
Interpersonal
Communication,
Miami University

Annette M. Holba,
Philosophy of
Communication,
Plymouth State University

Cary Horvath,
Media Communication,
Youngstown State
University

Mary Mino,
Interpretation &
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Terms End at Midpoint of 2009 Convention

Health Communication – Benjamin R. Bates, *Ohio University*
Instructional Communication – Timothy P. Mottet, *University of Texas-Pan American*
Intercultural Communication – Donnetrice C. Allison, *The Richard Stockton College*
Interpersonal Communication – Ann B. Frymier, *Miami University*
Interpretation & Performance Studies – Mary Mino, *Pennsylvania State-Du Bois*
Philosophy of Communication – Annette M. Holba, *Plymouth State University*

Terms Begin at Midpoint of 2009 Convention

Applied Communication – Susan B. Malcolm, *Robert Morris University*
Argumentation & Forensics – Jeffrey Pierson, *Bridgewater College*
Communication Law & Ethics – Dale Herbeck, *Boston College*
Community College – Alberta Arnold, *LaGuardia Community College*
Kenneth Burke Society – Mary Boor Tonn, *University of Maryland*
Theory & Methodology – Elizabeth Bernat, *SUNY Plattsburgh*

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Publication Details
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