



Baltimore, MD

[R]evolution

MARCH 31–APRIL 3, 2016





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College of Arts
& Sciences

DEPARTMENT OF COMMUNICATION

[R]evolution

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Eastern Communication Association Officers and Staff



J. Kanan Sawyer
ECA President
West Chester University of Pennsylvania



Ronald C. Arnett
ECA Executive Director
Duquesne University



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ECA First Vice President
2016 Primary Convention Planner
SUNY New Paltz



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ECA Immediate Past President
Slippery Rock University



Kathie Cesa, CAE
Director of Member Services
KOC Member Services



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ECA First Vice President Elect
2017 Primary Convention Planner
Ohio University



Leeanne M. Bell McManus
ECA First Vice President Elect-Select
2018 Primary Convention Planner
Stevenson University

Welcome from the ECA First Vice President

Welcome to the 107th Eastern Communication Association Convention in Baltimore, MD. Over the past two years, I've had the pleasure of working with the convention staff here at the Hyatt Regency Inner Harbor and the Baltimore Tourism Association along with all of my Associate Program Planners and Interest Group Program Planners to bring on the [R]evolution. Over the course of our convention, I invite our collaborative consideration about [R]evolution in the communication discipline. Are the field, our scholarship, and our teaching best served by a series of slow, incremental changes, or is it time to promote radical, pervasive overthrow of the status quo?

As you attend sessions and events here at the convention, know that bringing a convention to its membership is truly collaborative. I cannot begin to thank my planning team enough for the hours of hard work they have put into creating a convention we all can be proud of. My primary planning team consisted of a dedicated group of individuals: Leeanne M. Bell McManus (Second Vice President, Local Arrangements), Katherine Thweatt (Second Vice President, and keeper of my sanity), Nikki Blau (Director of Sponsorship), Dante Morelli (Graduate Student Poster Sessions), Susa Ward (Short Courses), Kristen Wolfe (Technology Coordinator), Kristen Eichhorn (James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference), Chip Rouse (Volunteer Coordinator), and Rod Carveth (Local Outreach Coordinator). Without these amazing people, I cannot begin to imagine how I could have accomplished the task of planning a convention.

In addition to my planning team, I also want to thank President J. Kanan Sawyer and Immediate Past President Tom Flynn for their encouragement and guidance through the process. Second, I want to thank all of the past officers I had discussions with about this convention. Everyone I reached out to was more than willing to offer advice and a helping hand. Third, I want to thank our Executive Director Ron Arnett who was always available to steer me in the right direction. Fourth, I also must thank Kathie Cesa, ECA Director of Member Services, she always knew when to prompt me to get an e-mail out or a task accomplished. Her years and dedication to ECA make her an amazing fount of knowledge. Lastly, I need to thank my home institution, SUNY New Paltz, and the faculty of my department for bearing with me as I've been on this journey.

As the oldest Communication Association in existence, it is an honor to serve as this year's First Vice President and Primary Convention Planner. I urge everyone to enjoy our conference facilities and the surrounding area here in Baltimore. We are very lucky this year to have ECA coinciding with the first Light City Baltimore. There will be a range of performance art, art installations, and musical performances all around the city with many housed right here in the Inner Harbor. Please see our concierge desk staffed by students from Stevenson University for more information on all of the amazing happenings around Baltimore this week. While you are at the concierge desk, make sure you pick up a copy of the "Baltimore's Show Your Badge Program" information sheet to learn how your ECA badge can help you get discounts all around the city. Your badge also gets you discounts on food purchases right here in the hotel.

Jason S. Wrench
ECA First Vice President
April 2015-April 2016



STEPHANIE RAWLINGS-BLAKE
Mayor
250 City Hall, 100 North Holliday Street
Baltimore, Maryland 21202



March 31, 2016

As mayor, it gives me great pleasure to welcome the Eastern Communication Association to Baltimore on the occasion of your 107th Annual Convention.

Baltimore is a great American city. Like other cities, we face some difficult challenges that are not new and not easily solved. But we are committed to coming together as One Baltimore and developing solutions.

We are also coming together to tell the world that Baltimore is a great place to visit, and a great destination for meetings like yours. We are a city of great people and great neighborhoods, with a rich, diverse history and culture and the kinds of amenities that offer visitors a unique and positive experience.

Like me, they are also eager to thank you. Meetings and tourism mean business and jobs. By attending the 2016 ECA Convention, you are supporting One Baltimore—a vibrant city, great venues and inspiring people.

So again, welcome. Enjoy your time with us and enjoy getting to know the Baltimore that I know: a great place to visit, and a wonderful place to call home.

Sincerely,

Handwritten signature of Stephanie Rawlings-Blake

Stephanie Rawlings-Blake
Mayor
City of Baltimore

phone: 410.396.3835 fax: 410.576.9425 e-mail: mayor@baltimorecity.gov

General Convention Information

REGISTRATION | Maryland Suite Foyer

HOURS FOR REGISTRATION

Table with 2 columns: Day and Time. Rows include Wednesday, March 30 (3:00 PM-6:00 PM), Thursday, March 31 (8:00 AM-5:30 PM), Friday, April 1 (7:30 AM-5:00 PM), and Saturday, April 2 (7:30 AM-2:00 PM).

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

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

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

EXHIBIT AREA | Maryland Suite Foyer & Harborview

EXHIBIT HOURS

Table with 2 columns: Day and Time. Rows include Thursday, March 31 (1:00 PM-5:30 PM), Friday, April 1 (9:00 AM-5:00 PM), and Saturday, April 2 (9:00 AM-3:00 PM).

Nichole Blau, Director of Marketing and Exhibits

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

CONVENTION POLICY STATEMENTS

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

ECA makes all reasonable accommodation for people with disabilities. Although the pre-registration form inquired about accommodations and needs, anyone who requires assistance should notify First Vice-President Jason S. Wrench as soon as possible.

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

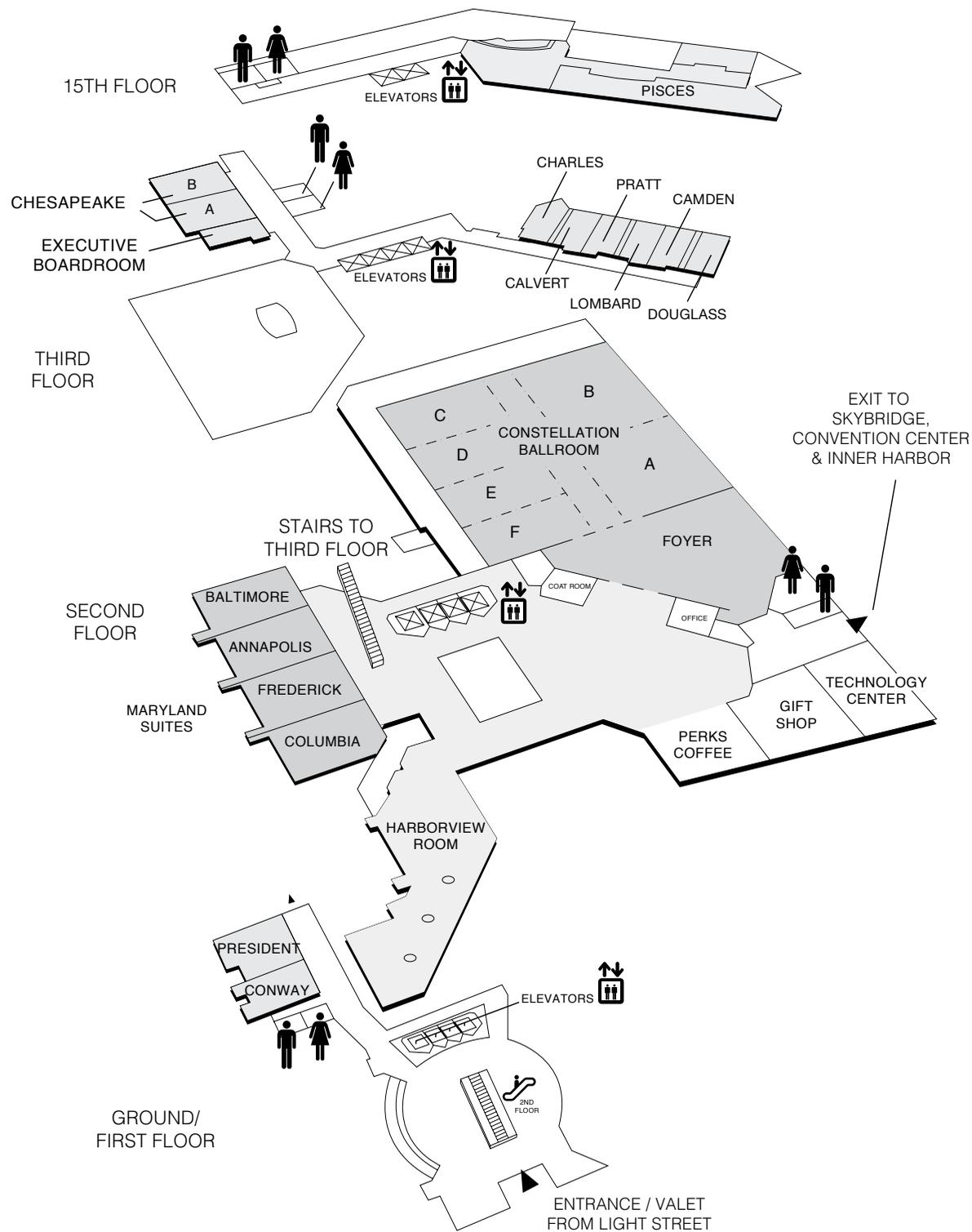
ECA TECHNOLOGY POLICY

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

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

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

**HYATT REGENCY
BALTIMORE**



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Primary Convention Planner

Jason S. Wrench
SUNY New Paltz

ASSOCIATE CONVENTION PLANNERS

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Stevenson University

Second Vice President
Katherine Thweatt
SUNY New Paltz

Director of Sponsorship
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Ohio University

Graduate Student Poster Session Chair
Dante E. Morelli
Suffolk County Community College

Short Course Director

Susan M. Ward
Delaware County Community College

Technology Coordinator
Kristin Roeschenthale Wolfe
Slippery Rock University

Volunteer Coordinator
Chip Rouse
Stevenson University

Local Outreach Coordinator
Rod Carveth
Morgan University

INTEREST GROUP AND AFFILIATE ORGANIZATION PLANNERS

American Society for the History of Rhetoric (ASHR)
Michelle Gibbons
State University of New York at Delhi

Applied Communication
Stacy Smulowitz
University of Scranton

Argumentation and Forensics
Thomas McCloskey
University of Maryland

Communication Administration
Sally Vogl-Bauer
Blackhawk Technical College

Communication Law & Ethics
Jason Zenor
SUNY Oswego

Communication and Technology
Gamze Yilmaz
University of Massachusetts Boston

Communication Traits
Rachel DiCioccio
University of Rhode Island

Community College
Jenny Warren
Collin College

G.I.F.T.S. (Great Ideas for Teaching)
Cheryl Wilson
Harrisburg Area Community College

Health Communication
Sara LaBelle
Chapman University

2016 Interest Group and Affiliate Organization Planners

American Society for the History of Rhetoric (ASHR)

Michelle Gibbons

State University of New York at Delhi

Applied Communication

Stacy Smulowitz

University of Scranton

Argumentation and Forensics

Thomas McCloskey

University of Maryland

Communication Administration

Sally Vogl-Bauer

Blackhawk Technical College

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Harrisburg Area Community College

Health Communication

Sara LaBelle

Chapman University

Institute of General Semantics

Thom Gencarelli

Manhattan College

Instructional Communication

Jennifer Waldeck

Chapman University

Intercultural Communication

Ali E. Erol

American University

Interpersonal Communication

Mary C. Toale

SUNY Oswego

Interpretation and Performance Studies

Lisa Weckerle

Kutztown University

Kenneth Burke

Jean Costanza Miller

George Washington University

Media Communication

Rod Carveth

Morgan State University

Media Ecology

Lance Strate

Fordham University

Nonverbal Communication

Zachary W. Goldman

Illinois College

Organizational Communication

Michael Sollitto

Texas A&M Corpus Christi

Philosophy of Communication

Joel S. Ward

Geneva College

Political Communication

Theodore F. Sheckels

Randolph–Macon College

Rhetoric and Public Address

Michael Warren Tumolo

California State University at Stanislaus

Jill M. Weber

Hollins University

Theory and Methodology

Annette M. Holba

Plymouth State University

Voices of Diversity

Daniel S. Strasser

Rowan University

2016 Paper and Program Selection Committee Members

Applied Communication

Rowena L. Briones, *Virginia Commonwealth University*

Xiaomei Cai, *George Mason University*

Jane Elmes-Crahall, *Wilkes University*

Ralph Gigliotti, *Rutgers University*

Cristina González Alcalá, *Summit Education Initiative*

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Todd Kelshaw, *Montclair State University*

Alexander L. Lancaster, *Weber State University*

Corey J. Liberman, *Marymount Manhattan College*

Jennifer Owlett, *William Paterson University*

Chip Rouse, *Stevenson University*

Stacy Smulowitz, *University of Scranton*

Nancy A. Wienczek, *Rider University*

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Mary Mino, *Penn State - DuBois*

Sally Vogl-Bauer, *Blackhawk Technical College*

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Leah LeFebvre, *University of Wyoming*

Nicholas David Bowman, *West Virginia University*

Jaime Banks, *West Virginia University*

Lynne Kelly, *University of Hartford*

Malwina A. Buldys, *Temple University*

Ryan D. Rasner, *University of Wyoming*

Randall Livingstone, *Endicott College*

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Rachel L. DiCioccio, *University of Rhode Island*

James A. Katt, *University of Central Florida*

Community College

Eric Fife, *James Madison University*

Chris Smejkal, *St. Louis Community College at Meramec*

Denise Gilmer-Knudson, *College of Southern Maryland*

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Shawn Starcher, *Kent State University*

Laurie W. Hodge, *Bergen Community College*

Jessica L. Papajcik, *Stark State College*

Michael Stutz, *Three Rivers Community College*

Harriet Sharlow Benavidez, *Rowan University*

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Cheryl Wilson, *Harrisburg Area Community College*

Laura K. Davis, *Harrisburg Area Community College*

Tim Dolin, *Harrisburg Area Community College*

Jessica Papajcik, *Stark State College*

C. Leigh Nelson, *James Madison University*

Tom Donlan, *Montgomery County Community College*

Shawn Starcher, *Kent State University*

Dante Morelli, *Suny Suffolk Community College*

Susan M. Ward, *Delaware County Community College*

Nancy J. Willets, *Cape Cod Community College*

Jenny Warren, *Collin College*

Christopher Smejkal, *St. Louis Community College*

at Meramec

Liza Burns, *Landmark College*

Michael Stutz, *Three Rivers Community College*

Laura O'Connell, *Nassau Community College*

Graduate Poster Session

Nina Acquavita, *Suffolk County Community College*

Melissa Adeyeye, *Suffolk County Community College*

Thomas Bovino, *Suffolk County Community College*

Rodney Carveth, *Morgan State University*

Megan Dowd, *Hamilton College*

Archana Krishnan, *University at Albany, SUNY*

Alexander Lancaster, *Weber State University*

Wren Levitt, *Suffolk County Community College*

Leeanne M. Bell McManus, *Stevenson University*

Mary Mino, *Pennsylvania State University, DuBois*

Danna Prather Davis, *Suffolk County Community College*

Valerie Schrader, *Penn State Schuylkill*

Heather Stassen-Ferrara, *Cazenovia College*

Rebecca Townsend, *Manchester Community College*

Jeffrey Wickersham, *Yale University*

Health Communication

Rukhsana Ahmed, *University of Ottawa*

Hannah Ball, *West Virginia University*

Benjamin R. Bates, *Ohio University*

Angelina Bigas, *West Chester University*

Mark A. Flynn, *Coastal Carolina University*

Sarah Heiss, *University of Vermont*

Kyle Holody, *Coastal Carolina University*

David Lee, *New York City College of Technology*

Ji Young Lee, *West Virginia University*

James Olufowote, *The University of Oklahoma*

Shawn Starcher, *Kent State University*

Victoria Team, *Monash University*

Dina Tetteh, *Bowling Green State University*

Melinda Villagran, *Texas State University*

Fang Wang, *Bowling Green State University*

Instructional Communication

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

Intercultural Communication

Shinsuke Eguchi, *University of New Mexico*
 Yea-Wen Chen, *Ohio University*
 Alberto Gonzalez, *Bowling Green State University*
 Andrew R. Spieldenner, *Hofstra University*
 Giuliana Sorce, *Penn State University*
 Joris Gjata, *University of Virginia*
 Esin Paca, *Kadir Has University*

Interpersonal Communication

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

Interpretation and Performance Studies

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

Kenneth Burke

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

Media Communication

Nicholas David Bowman, *West Virginia University*
 Kimberley Hannah, *University of Maryland*
 Guy Wade, *Wayne State University*
 Monica Brasted, *SUNY-Brockport*
 Nicholas Scott Smith, *Wayne State University*
 James Durbin, *University of Akron*
 Alana Pressman, *Ohio University*
 Joseph Lybarger, *University of Akron*
 C. Leigh Nelson, *James Madison University*
 Lukas Pelliccio, *Wayne State University*

Media Ecology (Affiliate Organization)

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

Nonverbal Communication

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

Organizational Communication

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

Philosophy of Communication

Joel S. Ward, *Geneva College*
 Calvin Troup, *Duquesne University*
 Ronald C. Arnett, *Duquesne University*
 Annette M. Holba, *Plymouth State University*
 Janie M. Harden Fritz, *Duquesne University*
 Kasey Hudak, *Penn State-Lehigh Valley*
 Brian Gilchrist, *Mount St. Mary's University*
 Matt Fazio, *Robert Morris University*
 Amanda G. McKendree, *Notre Dame University*
 Garnet C. Butchart, *Duquesne University*
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 Leanne M. Bell McManus, *Stevenson University*
 Pat Arneson, *Duquesne University*
 Isaac Catt, *Penn State-York*
 Brent Sleasman, *Winebrenner Theological Seminary*

Political Communication

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

Rhetoric and Public Address

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

Theory and Methodology

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

Undergraduate Scholars Conference

Nancy Bressler, *Wheeling Jesuit University*
 Nicholas David Bowman, *West Virginia University*
 Maria Brann, *Indiana University-Purdue University Indianapolis*
 Rod Carveth, *Morgan State University*
 Angela Cirucci, *Kutztown University*
 Christopher Claus, *California State University, Stanislaus*
 John G. Cole, *West Virginia University*
 Linda Daley, *SUNY Oswego*
 Kelly DelGaizo, *St. John's University*
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 Megan Dillow, *West Virginia University*
 Laura K. Dorsey-Elson, *Morgan State University*
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 Scott W. Dunn, *Radford University*
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 Jennifer L. Knapp, *SUNY Oswego*
 Sara LaBelle, *Chapman University*
 Carolyn Lagoe, *Nazareth College*
 Pamela J. Lannutti, *La Salle University*
 Kerry Byrnes-Loinette, *Collin College*
 Matthew M. Martin, *West Virginia University*
 Lynda L. McCroskey, *California State University, Long Beach*
 Mary Mino, *Penn State DuBois*
 Jade Olson, *University of Maryland*
 Marshall Prisbel, *University of Omaha*
 Andrew S. Rancer, *University of Akron*
 Christine E. Rittenour, *West Virginia University*
 Jenny Rosenberg, *SUNY Oswego*
 Jennifer Seifert, *Ohio University*
 Valerie Schrader, *Penn State, Schuylkill*
 Douglas Strahler, *Slippery Rock University*
 Atsushi Tajima, *SUNY Geneseo*
 Candice Thomas-Maddox, *Ohio University*
 Katherine S. Thweatt, *SUNY New Paltz*
 Keith D. Weber, *West Virginia University*
 Jenny Warren, *Collin College*
 Celeste C. Wells, *Boston College*
 Jason Zenor, *SUNY Oswego*

Voices of Diversity

Shaun Anderson, *West Virginia University*
 Lance K. Bennett, *West Chester University*
 Joy M. Cypher, *Rowan University*
 Sean Fournery, *West Chester University*
 Deric M. Greene, *Stevenson University*
 Kathryn Hobson, *James Madison University*
 Truman R. Keys, *Western Connecticut State University*
 Celeste Lacroix, *College of Charleston*
 Tomeka Robinson, *Hofstra University*
 Katy Ross, *Ohio University*
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 Temple University
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 Villanova University
 Winebrenner Theological Seminary

This list was accurate at the time of printing.

ECA Business Meetings At-a-Glance

Friday, April 1, 2016	8:00–8:45
American Society for the History of Rhetoric	Douglass
Applied Communication	Baltimore
Argumentation and Forensics	Conway
Community College	Constellation F
Health Communication	Chesapeake B
Interpersonal Communication	President
Interpretation and Performance Studies	Calvert
Philosophy of Communication	Annapolis
Media Communication	Chesapeake A
Theory and Methodology	Pratt

Friday, April 1, 2016	4:30–5:20
Communication and Technology	Chesapeake B
Institute of General Semantics	Charles
Instructional Communication	President
Kenneth Burke	Lombard
Maryland Communication Association	Calvert
New York State Communication Association	Douglass
Rhetoric and Public Address	Constellation E
Voices of Diversity	Chesapeake A
Communication Law & Ethics	Pratt

Saturday, April 2, 2016	8:00–8:45
Communication Traits	Lombard
Intercultural Communication	Baltimore
Media Ecology	Charles
Nonverbal Communication	Conway
Organizational Communication	Chesapeake A
Pennsylvania Communication Association	Pratt
Political Communication	Constellation F
Urban Communication Association	President



Thursday 12:00–1:15 **2.3.11** **Calvert**

A [R]Evolution Of Race, Culture, And The Media: Reporters’ And Scholars’ Perspectives On The Coverage Of The Baltimore Protests

Thursday 3:00–4:15 **2.5.08** **Chesapeake B**

Communicating History: The Baltimore Oral History Project

Thursday 3:00–4:15 **2.5.12** **Calvert**

Guilty Or Innocent? Embracing Opportunities For Public Deliberation And Debate Through “Serial”

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

Baltimore: A Veritable Laboratory For Urban Affairs Journalism

Thursday 12:00–2:45 **Camden**

“The Impact Of Sexual And Relationship Violence On [R]Evolutionizing College Campuses: How Academia Can Create Social Change”

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

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

Thursday 3:00–5:45 **Camden**

“A Revolution In The Job Market Area: Changing The Focus From Print To Online Portfolios”

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

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

Friday 9:00–11:45 **Camden**

“A Nice, Slow (R)Evolution: How To Make Big Changes From Little Ones”

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

Important pedagogical concepts have been teased out over the last few years and applied to the teaching of communication courses, from basic course to senior seminars. This short course, will provide rationale, examples, and participant takeaways from three important and intersecting streams of literature and thought, focusing on Ken Bain’s 2004 What the Best College Teachers Do, moving through simple steps to determine when and if “flipping the classroom” is appropriate for the individual participants, and finishing with a very practical way of lessening the time spent grading papers while exponentially increasing the capacity for a discursive/discussion based classroom.

Friday 12:00–2:55

Camden

“A Revolution In The Introductory Mass Media Course: Shifting The Focus To Media Convergence And The Web”Facilitator 1: **Nancy A. Wiencek**, Rider University

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

Friday 3:00–5:20

Camden

“Assessing Oral Communication Across Courses: Lesson Learned, Rubrics Ruined And Outcomes Obliterated”Facilitator 1: **Laura K. Davis**, Harrisburg Area Community College
Facilitator 2: **Cheryl Wilson**, Harrisburg Area Community College

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

Saturday 9:45–11:45

Camden

“Revolutionizing Our Emphasis On “Life After College”: Preparing Communication Undergraduates For Graduation And Beyond”Facilitator 1: **Candice Thomas-Maddox**, Ohio University-Lancaster
Facilitator 2: **Andrea Weber**, West Virginia University

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

Saturday 1:30–4:15

Camden

“Teaching The Introductory Communication Theory Course”Facilitator 1: **Richard West**, Emerson College
Facilitator 2: **Lynn Turner**, Marquette University

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

First Vice–President Sponsored Panels

Thursday, March 31, 2016

3:00–4:15 PM	2.5.05	Evolution (& Revolution?) In Scholars' Research: A Roundtable Spotlight On Scholarly Practice & Process	Frederick
3:00–4:15 PM	2.5.08	Communicating History: The Baltimore Oral History Project	Chesapeake B

Friday, April 1, 2016

12:00–1:15 PM	3.4.04	Event Planning: Communicating Theory And Practice	Baltimore
3:00–4:15 PM	3.6.04	Celebration Of Scholarship: Melanie Booth-Butterfield	Constellation F

Saturday, April 2, 2016

9:00–11:45 AM	4.2.02	The Urban Scene And ECA Scholarship	President
9:00–10:15 AM	4.2.09	Baltimore: A Veritable Laboratory For Urban Affairs Journalism	Calvert
3:00–4:15 PM	4.6.03	“Let Us Get Uncomfortable”: A 21st Century Case Study Of Racial Politics And Dialogue On A College Campus	Baltimore

Wednesday 3:00–7:00**CONVENTION REGISTRATION OPEN****Wednesday 3:00–4:00****1.1.01****President****ECA Publications Committee****J. Kanan Sawyer, Chair** (President)**Jason S. Wrench** (First Vice President)**Benjamin R. Bates** (First Vice President Elect)**Ronald C. Arnett** (Executive Director)**Benjamin R. Bates** (Immediate Past Editor of *Communication Quarterly*)**Theodore A. Avtgis** (Immediate Past Editor of *Communication Research Reports*)**Janie M. Harden Fritz** (Immediate Past Editor of *Qualitative Research Reports in Communication*)**Donald Fishman** (Elected Representative)**Rod Carveth** (Elected Representative)**EX OFFICIO MEMBERS****Pamela J. Lannutti** (*Communication Quarterly* Editor)**Don W. Stacks** (*Communication Research Reports* Editor)**Annette M. Holba** (*Qualitative Research Reports in Communication* Editor)**Wednesday 4:00–5:00****1.1.02****President****ECA Finance Committee Meeting I****J. Kanan Sawyer, Chair** (President)**Jason S. Wrench** (First Vice President)**Benjamin R. Bates** (First Vice President Elect)**Ronald C. Arnett** (Executive Director)**Thomas R. Flynn** (Immediate Past President)**EX OFFICIO MEMBERS****Pamela J. Lannutti** (*Communication Quarterly* Editor)**Don W. Stacks** (*Communication Research Reports* Editor)**Annette M. Holba** (*Qualitative Research Reports in Communication* Editor)**Wednesday 5:00–6:00****1.1.03****President****ECA Site Selection Committee****J. Kanan Sawyer, Chair** (President)**Jason S. Wrench** (First Vice President)**Benjamin R. Bates** (First Vice President Elect)**Thomas R. Flynn** (Immediate Past President)**Danette Ifert Johnson** (Immediate Past President Once Removed)**Ronald C. Arnett** (Executive Director)

Wednesday 6:00–8:00 **1.1.04** TBA

ECA Past And Future Planners Meeting

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

Thursday 8:45–11:45 **2.1.01** Baltimore

ECA Executive Council 1

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

INTEREST GROUP REPRESENTATIVES

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

EX OFFICIO MEMBERS

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

Thursday 8:00–5:30 Maryland Suite Foyer

CONVENTION REGISTRATION OPEN

Thursday 1:00–5:00 Maryland Suite Foyer & Harborview

PUBLISHERS' EXHIBIT AREA OPEN

Thursday 10:30–11:45 **2.2.01** Conway

Navigating the Dark Side: A Roundtable Discussion on Instructional Strategies and Techniques

Sponsor: Interpersonal Communication
 Chair: Rhiannon B. Kallis, Indiana University of Pennsylvania

“On Campus Resources for the Dark Side Classroom”
Jennifer Owlett, William Patterson University

“Integrating the Dark Side into the Interpersonal and Family Communication Courses”
Sara Trask, Randolph Macon College

“Community Engagement in the Dark Side Classroom”
Mary E. King, Bloomsburg University

“Outlining the Dark Side: Sample Lesson Plan and Activity”
Shavonne Shorter, Bloomsburg University

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

Thursday 10:30–11:45 **2.2.02** **President**

(Social) Media Change: A Roundtable On How Web 2.0 Technologies Are Revolutionizing The Communication Classroom

Sponsor: Instructional Communication
 Chair: **Rowena L. Briones**, Virginia Commonwealth University

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

Rowena L. Briones, Virginia Commonwealth University

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

Shana Meganck, Virginia Commonwealth University

“Twitterin Education: What are You Doing?”

Douglas Strahler, Slippery Rock University

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

Kristen Heflin, Kennesaw State University

Web 2.0 technologies are continuously reshaping the landscape of teaching and learning in higher education. With their growing popularity, it is important to develop a deeper understanding of the affordances and constraints of particular Web 2.0 technologies in the classroom. This roundtable will explore how web 2.0 technologies are furthering the [r]evolution of teaching in communication classrooms, while forcing instructors to experiment with different pedagogical approaches within their specialty areas within the discipline.

Thursday 10:30–11:45 **2.2.03** **Annapolis**

Silence and Voice

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

“Nonverbal Communication as Active Resistance: Silence and the Null Persona at the Georgia Prison Strikes”

Nick J. Scullo, Illinois College

“From Aspasia to Emma: Tracing the Rhetorical Silencing of Women to Plan for a Better Future”

Alane Presswood, Ohio University

“Rand Paul’s Polyphonic Rhetoric of the Tea Party”

James Janack, Eckerd College

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

Thursday 10:30–11:45 **2.2.04** **Frederick**

Singers, Catfishers, and Walkers: How Social Media has (R)evolutionized Television Viewing

Sponsor: Media Communication
 Chair: **Nancy Bressler**, Wheeling Jesuit University
 Respondent: **Jack Banks**, University of Hartford
 Panelists: **L. Meghan Mahoney**, West Chester University of Pennsylvania
Lin Zhu, University of Massachusetts Boston
Minghui Fan, University of Massachusetts Boston
Alexandra Foley, James Madison University
Nancy Bressler, Wheeling Jesuit University

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

Thursday 4:30–5:45 **2.2.06** **Columbia**

Resistance And Protest: Activism And Scholarship In Contemporary America

Sponsor: Voices of Diversity
 Chair: **Nicole Files-Thompson**, Lincoln University

“Walk in Like You Own the Place: The Value of Reforming Education for African American Youth”

Kimberly Moffitt, University of Maryland

“Protesting Censorship: Silencing LGBT Voices on a College Campus”

Celeste Lacroix, College of Charleston

“Women Take the Lead in a City Simmering with Disillusionment and Discontent”

Heather Harris, Stevenson University

“HIV Is Not A Crime: How to Stay Engaged with Community when Entering the Ivory Tower”

Andrew R. Spieldenner, Hofstra University

“The Whole Voice: Intersectionality, Authenticity and Communicating Community”

Takirra Winfield, Teach for America

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

Thursday 10:30–11:45 2.2.07 Charles

Coffee with the First Ladies: A Roundtable Discussion

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

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

“Eleanor Roosevelt: Breaking All the Rules”
Lisa R. Barry, LaGuardia Community College, CUNY

“Betty Ford: Candor and Consequence”
Nichola D. Gutgold, Pennsylvania State University

“Catherine Louisa Adams: First Lady Autobiographer”
Molly Wertheimer, Pennsylvania State University

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

Thursday 10:30–11:45 2.2.08 Douglass

Influencing College Student (Un)healthy Behaviors: The Effectiveness of Health Information Campaigns Targeted at College Student Populations

Sponsor: Health Communication
 Chair: **Liliana Herakova**, University of Maine
 Respondent: **Shawn Starcher**, Kent State University

“The Law, Marijuana, Users and Information Seeking: A Counter Argument”
Eric W. Hoffman, Flagler College

“Sleep, Stress, and Attitudes”*
Kayleigh Bondor, Bowling Green State University
Jeanette M. Dillon, Bowling Green State University
Krys Ingman, Bowling Green State University
Melissa Dickey, Bowling Green State University
Eric J. Honisko, Bowling Green State University
Nadia Oehler, Bowling Green State University

“Episodic Drinking Behavior of College Students: Evaluating the Effectiveness of a Social Norms Campaign”**
Victoria Reid, University of Connecticut
Carolyn A. Lin, University of Connecticut

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

*Student Paper

**Debut Student Paper

Thursday 10:30–11:45 2.2.09 Calvert

The Unique Challenges and Opportunities of Religious, Academic, and Multi-Cultural Organizations

Sponsor: Organizational Communication
 Chair: **Dana Borzea**, West Virginia University
 Respondent: **Zachary W. Goldman**, Illinois College

“Academic Gamesmanship: The Structure of Academe”
Steven Zwier, Duquesne University

“Workplace Bullying in Academe: The Experiences of Female Administrative Assistants”
Rita Daniels, West Virginia University
Matthew M. Martin, West Virginia University
Alan K. Goodboy, West Virginia University

“Socialization, Monastic Formation, and Satisfaction”
J. E. Sigler, Purdue University

“Cultural Diversity in Project Teams: Unpacking How and When Cultural Diversity Affects Collective Performance”
Mengqi Zhan, University of Maryland

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

Thursday 10:30–11:45 2.2.10 Lombard

[R]evolutions in Patient Advocacy: Effects of Online Engagement in Patient Health Initiatives

Sponsor: Applied Communication
 Chair: **Susan M. Wieczorek**, University of Pittsburgh, Johnstown

“[R]ise of the Patient Advocate: Improving Safety, Satisfaction, & Quality of Healthcare” (DEBUT)
Michael J. Warner, Patient Advocacy Initiatives

“Patient Communication Skills Training for High School Health and Wellness Classes–Year 2: Implementation of the PACE-talk Education Module” (DEBUT)
Janet E. Panoch, Indiana University-Purdue University, Indianapolis

“Beware Dr. Google!” (DEBUT)
Betty Tonsing, Author on Patient Advocacy

“Vaccinations and Immunizations? Let Me Check to See What Google Says”
Patty Wharton-Michael, University of Pittsburgh, Johnstown
Alyssa Wharton, University of Pittsburgh, Johnstown (DEBUT)

“Patient-Centered Policies of [R]eform in a ‘Medicological Environment”
Susan M. Wieczorek, University of Pittsburgh, Johnstown

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

Thursday 12:00–1:15 **2.3.04** **Frederick**

Competitive Papers in Media Communication 1

Sponsor: Media Communication
 Chair: **Kimberly J. Hannah**, University of Maryland
 Respondent: **Alane Presswood**, Ohio University

“The importance of studying Black female actors Shifting in Oscar-Winning Films”
Katreena Alder, North Carolina State University

“Mothering in a Post-Apocalyptic World: Revolutionizing Lone Parenting in Dystopian Televisual Texts”
Nancy Bressler, Wheeling Jesuit University
Lara Martin Lengel, Bowling Green State University

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

“Television Talk Shows in Bangladesh: Public sphere challenges”
Zahedur Rahman Arman, Edinboro University

This panel explores a variety of themes in contemporary film and television.

* Student Paper

Thursday 12:00–1:15 **2.3.05** **Columbia**

Revolution or Evolution: Communication Traits in Need of Some Research

Sponsor: Communication Traits
 Chair: **Sara LaBelle**, Chapman University

“Revolution or Evolution: Foundational Advancements in Approaches to Trait Assessment and Issues of Causality”
Theodore A. Avtgis, Ashland University

“Trait Willingness to Communicate: Time For Some Academic [R]Evolution”
Peter D. MacIntyre, Cape Breton University

“[R]Evolution or Devolution: Research on Homophily and Interpersonal Attraction”
Lynda L. McCroskey, California State University, Long Beach

“Trait Argumentativeness’ Little Cousin, Resultant Motivation to Argue, as a Ripe Area for Innovative [R]Evolutionary Research”
Andrew S. Rancer, University Of Akron

“Laudativeness: The Forgotten Communication Trait”
Charles J. Wigley III, Canisius College

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

Thursday 12:00–1:15 **2.3.06** **Chesapeake A**

Discourses of the 2016 Presidential Election: A Public Debate

Sponsor: Argumentation and Forensics
 Chair: **Allison Hahn**, Baruch College, CUNY
 Debate Panelists: **Jade Olson**, University of Maryland
 Taylor Hahn, University of Maryland
 Sean Luechtefeld, The Johns Hopkins University
 Michael J. Steudeman, University of Maryland

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

Thursday 12:00–1:15 **2.3.07** **Chesapeake B**

Conversation with the National Communication Association

Sponsor: National Communication Association
 Chair: **Trevor Parry-Giles**, National Communication Association
 Panelists: **Christie S. Beck**, President of the National Communication Association
 Ronald Jackson II, Second Vice President of the National Communication Association

Thursday 12:00–1:15 **2.3.08** **Charles**

Adoption, Staying in Touch, and Forgiveness Motivations

Sponsor: Interpersonal Communication
 Chair: **Mary E. Donato**, West Virginia University
 Respondent: **Christine E. Rittenour**, West Virginia University

“Perceptions, Stigma, and Relational Satisfaction in Dating Couples’ Conversations about Adoption”
Christine Anzur, West Virginia University
Melanie Booth-Butterfield, West Virginia University

“Let’s Stay in Touch: Exploring Parent-Child Technology Use and Relational Satisfaction”
Jessica A. Robinson, Purdue University
Ryan Cummings, Purdue University

“Computer-Mediated Relational Cheating: Examining Online Infidelity, Sex Differences, and Forgiveness Motivations”
Lindsey Beall, George Mason University
Melanie Booth-Butterfield, West Virginia University

“Helicopter Parenting and Cell Phone Contact Between Parents and Children in College”
Lynne Kelly, University of Hartford
Robert L. Duran, University of Hartford
Aimee E. Miller-Ott, Illinois State University

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

Thursday 12:00–2:45 2.3.13 Camden

The Impact of Sexual and Relationship Violence on [R]evolutionizing College Campuses: How Academia Can Create Social Change

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

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

Thursday 1:30–2:45 2.4.01 Conway

Voices Of [R]Evolution: Diverse Spaces And Diverse Faces

Sponsor: Voices of Diversity
 Chair: **John G. M. Frederick**, Miami Dade College
 Respondent: **Truman R. Keys**, Western Connecticut State University

“Crossing the Blue and Pink Lines: Unmuting the Voice of the Transgendered Community”
Deric M. Greene, Stevenson University

“Voices of Peace: The Rhetoric of Champions for Change”
Felicia Stewart, Morehouse College

“Fast Forward Ferguson: Contemporary Activism and New Methods of Pedagogical and Analysis Opportunities”
Sharnine Herbert, Shippensburg University

“Cultural Silences: Post-abuse Empowerment”
Heather Harris, Stevenson University

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

Thursday 1:30–2:45 2.4.02 Baltimore

Pedagogical [R]evolutions In The Communication Curriculum

Sponsor: Instructional Communication
 Chair: **Angie M. Corbo**, Widener University
 Respondent: **Kristen Campbell Eichhorn**, SUNY Oswego

“Teaching Media & Gender: A Case for an Interdisciplinary Approach”
Elizaveta Friesem, University of Hartford

“Disaster Relief Service Learning in Communication: Furthering Translational Goals of Civic Engagement”
Vinita Agarwal, Salisbury University

“Making a Persuasive Case: Justifying a Reduction in Class Size in the Introductory Oral Communication Course”
Elizabeth Gardner, University of Maryland
Lindsey B. Anderson, University of Maryland
Andrew D. Wolvin, University of Maryland
Rowie Kirby-Straker, University of Maryland
Devin Scott, University of Maryland

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

Thursday 1:30–2:45 2.4.03 Annapolis

Working To Make Dialogue More Accessible & Practical: Using Intergroup Dialogue To Critically Engage Intercultural Conflicts

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

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

Thursday 1:30–2:45 2.4.04 Columbia

[R]evolutionizing Our Approach to Visual Communication

Sponsor: Media Ecology Association
 Chair: **Valerie Swarts**, Slippery Rock University
 Panelists: **Renee Hobbs**, University of Rhode Island
 Roxanne O’Connell, Roger Williams University
 Michelle I. Seelig, University of Miami
 Douglas Strahler, Slippery Rock University

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

Thursday 1:30–2:45 2.4.05 Chesapeake A

[R]evolution of Undergraduate Interpersonal Communication Research: A Roundtable Discussion

Sponsor: Interpersonal Communication
 Chair: **Mary C. Toale**, SUNY Oswego
 Respondent: **Katherine S. Thweatt**, SUNY New Paltz
 Panelists: **Reid Adler**, SUNY Oswego
 Susan Amsinger, SUNY Oswego
 Marisa Farmer, SUNY Oswego
 Abbie Fox, University of Mount Union
 Emily McDonald, SUNY Oswego
 Andrew Nicholson, SUNY Oswego

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

Thursday 1:30–2:45 2.4.06 Chesapeake B

ECA Distinguished Teaching Fellows Meeting

Thursday 1:30–2:45 2.4.07 Douglass

[R]evolutionary Approaches to Health Messages: Novel Contexts and Applications

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

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

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

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

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

Thursday 1:30–2:45 2.4.08 Pratt

Mediated Responses to Sports Scandals by U.S. Universities

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

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

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

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

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

Thursday 2:30–3:30 2.4.09 Harborview

ECA Café

Thursday 2:30–3:30 2.4.10 Harborview

Competitive Graduate poster session I

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

“Tweeting and Policing: Communicating Crime and Community on Twitter”
Anjelica Smith, Virginia Tech

*Graduate Student Debut

Thursday 3:00–4:15 2.5.01 Conway

Self-Reflexivity, Community-Based Research, And Service Learning In The Classroom: [R]Evolutionizing Pedagogical Approaches To Student Engagement

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

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

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

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

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

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

Thursday 3:00–4:15 **2.5.02** **President**

The 2016 Presidential Primary Race: [R]evolution in the Political Arena

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

“Candidate Branding in the 2016 Presidential Primaries”

Scott W. Dunn, Radford University
Dan Waidelich, Radford University
James Collier, Radford University

“Politifacting’ the 2016 Primaries: Fact-check Reporting of Candidate Claims”

Joan L. Conners, Randolph-Macon College

“Run Like a Girl, Debate Like a Girl? The Influence of Feminine Style in the 2016 Primary Campaign Debates”

Mary L. Kahl, Indiana State University

“Examining Political Information Efficacy and Social Capital in the 2016 Presidential Primary Race”

Kristina Contreras, Radford University

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

Thursday 3:00–4:15 **2.5.03** **Baltimore**

Darkening the Path Toward Organizational Life: The Effect of Bullying and Negative Workplace Relationships on Employees

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

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

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

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

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

“Devious and Destructive or Honest and Helpful? Dark Side of Organizational Communication”

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

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

* Top Paper

Thursday 3:00–4:15 **2.5.04** **Annapolis**

Separated by Instruments of Our Own Making: Burkean [r]Evolution in Culture, Media and Theory

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

“The Evolution of Burkean Studies: Addressing Revolutionary Complexities”

Matthew Mancino, Duquesne University

“The [R]evolution of *Cosmopolitan Magazine*: Language of Pornography and New Feminism”

Micki Burdick, Roberts Wesleyan College

“Creating Hate: Essential Motive in *Ex Machina*”

Annie Laurie Nichols, University of Maryland

“Identification’ at E-Sports Events”

Steven Zwier, Duquesne University

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

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

Evolution (& Revolution?) in Scholars’ Research: A Roundtable Spotlight on Scholarly Practice & Process

Sponsor: First Vice President
 Chair: **Lewis Freeman**, Fordham University
Ronald C. Arnett, Duquesne University
Annette M. Holba, Plymouth State University
Lance Strate, Fordham University

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

Thursday 2.5.06 3:00–4:15 Columbia

Top Student Papers in Media Communication

Sponsor: Media Communication
 Chair: **Nicholas David Bowman**, West Virginia University
 Respondent: **Nicholas David Bowman**, West Virginia University

“The Fifth Persona: Lady Gaga and Misrepresentation”
Myles Mason, Syracuse University

“Avowal is Not Enough: Foucault and Public Shaming in a Socially Mediated World”
Alane Presswood, Ohio University

“Puffing the Magic of Disney: A Content Analysis of Tobacco Depictions in Non-Animated Films”
Holly Ott, Pennsylvania State University
Giuliana Sorce, Pennsylvania State University

This panel features three of the top four ranked student papers in the Media Communication Interest Group.

Thursday 3:00–4:15 2.5.07 Chesapeake A

Global Sustainability and Resilience—A Communication [R]evolution

Sponsor: Applied Communication
 Chair: **Elizaveta Friesem**, Temple University

“Empowerment and the Role of Policy in the Resilience and Communication [R]evolution”
Ann Salzarulo, University of Rhode Island

“Digital Communications and the Nepal Earthquake”
Patrick Maguire, University of Rhode Island

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

“Creating Resilience through Identity/Identification Networks”
Patrice Buzzanell, Purdue University
Ziyu Long, Colorado State U.
Min Wu, Louisiana State University at Alexandria
Rahul Mitra, Wayne State University
Kai Kuang, Bloomsburg University of Pennsylvania,
Huijun Suo, Apple Inc.

“Communicative Negotiation of Resilience Labor to Manage Uncertainty in Chronic Health Conditions”
Vinita Agarwal, Salisbury University

“A Framework for the Resilience and Communication [R]evolution”
Norbert Mundorf, University of Rhode Island

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



Thursday 3:00–4:15 2.5.08 Chesapeake B

Communicating History: The Baltimore Oral History Project

Sponsor: First Vice President
 Chair: **Baruti Kopano**, Morgan State University
 Panelists: **Laura K. Dorsey-Elson**, Morgan State University
Baruti Kopano, Morgan State University
Adam Mekler, Morgan State University
A.J. Verdelle, Morgan State University
Rod Carveth, Morgan State University

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

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

Thursday 3:00–4:15 2.5.09 Charles

ECA 2017 Program Planner Meeting with Benjamin R. Bates

Thursday 3:00–4:15 2.5.10 Douglass

The Role of Communication in Higher Education Innovation

Sponsor: Communication Administration
 Chair: **Ann Bainbridge Frymier**, Miami University
 Panelists: **Danette Ifert Johnson**, Ithaca College
Ann Bainbridge Frymier, Miami University
Sally Vogl-Bauer, Blackhawk Technical College

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

Thursday 3:00–4:15 2.5.11 Pratt

President Obama’s Community College Initiatives: Dead on Arrival?

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

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

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

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

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

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



Thursday 3:00–4:15 2.5.12 Calvert

Guilty or Innocent? Embracing Opportunities for Public Deliberation and Debate through “Serial”

Sponsor: Media Communication
 Chair: **Todd A. Allen**, Grove City College
 Respondent: **R. Pierre Rodgers**, George Mason University
 Panelists: **Andi McClanahan**, East Stroudsburg University
Carl T. Hyden, Morgan State University
Sean Luechtefeld, University of Maryland
Rod Carveth, Morgan State University
Jade Olson, University of Maryland
Thomas McCloskey, University of Maryland

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

Thursday 3:00–4:15 2.5.13 Lombard

Innovative Uses Of Social Media In Pedagogy And Research

Sponsor: Communication and Technology
 Chair: **Archana Krishnan**, University at Albany, State University of New York
 Respondent: **Dante E. Morelli**, Suffolk County Community College

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

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

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

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

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

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

Thursday 3:00–5:45 2.5.14 Camden

A Revolution in the Job Market Area: Changing the Focus from Print to Online Portfolios

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

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

Thursday 4:30–5:45 2.6.09 Douglass

Qualitative Interpersonal Communication Research

Sponsor: Interpersonal Communication
 Chair: **Emily McDonald**, SUNY Oswego
 Respondent: **Robin Smith Mathis**, Kennesaw State University

“Negotiating the Norm of Surveillance in the Parent-Child Relationship”
Shuktara Sen Das, Rutgers University

“Bark in the Park: A Qualitative Analysis of Dog Park Social Groups”
Caroline Campbell Rabinovits,* Abilene Christian University

“I Need To Make You Hate Me, However I Can.” An Ethnography of Heel Identity in Professional Wrestling”
Steven Granelli, Ohio University

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

*Debut

Thursday 4:30–5:45 2.6.10 Pratt

Competitive Papers in Political Communication II

Sponsor: Political Communication
 Chair: **Maxine E. Gesualdi**, West Chester University
 Respondent: **Mary L. Kahl**, Indiana State University

“Crowdsourced Constitutions and Retweeted Revolutions: Enacting Deliberative Democracy via Social Media”
Alane Presswood, Ohio University

“The Effect of Conflicting Ideological Content on Attitude Flexibility: A Dual Moderation Model”
Hannah Duchesne, Loyola University of Maryland
Gregory J. Hoplamagian, Loyola University of Maryland

“Direct E-Democracy and Political Party Websites: In the United States and Sweden”
Kirk M. Winans, Rochester Institute of Technology

Thursday 4:30–5:45 2.6.11 Calvert

Using Culture to Understand

Sponsor: Applied Communication
 Chair: **Alexander L. Lancaster**, Weber State University
 Respondent: **Stacy Smulowitz**, University of Scranton

“Campus Cultures and Intercultural Tensions: The Leader as Organizational Ethnographer and Cross-Cultural Communicator”
Brent D. Ruben, Rutgers University
Ralph A. Gigliotti, Rutgers University

“Attitudes of Indians Towards Lesbians and Gay Men: Results from a Pilot Survey”
Archana Krishnan, University at Albany, SUNY
Chris Clemens, San Francisco State University
Jeffrey A. Wickersham, Yale University AIDS Program

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

Thursday 4:30–5:45 2.6.12 Lombard

Reunited And It Feels So Good: Creating A Groundbreaking Communicating, Reading, Writing, And Thinking Undergraduate Course At A Historically Black University

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

“Foundations in Communication, Composition, and Learning: Genesis, Pedagogy, and Theoretical Underpinnings”
Baruti Kopano, Morgan State University

“Foundations in Communication, Composition, and Learning: Learning Objectives, Outcomes, and Assessment Strategies”
Laura K. Dorsey-Elson, Morgan State University
Adam Mekler, Morgan State University

“Foundations in Communication, Composition, and Learning: Implementation, Success, and Lessons Learned So Far”
Rod Carveth, Morgan State University
A.J. Verdelle, Morgan State University

This panel provides an up-to-date overview of the creation and implementation of a unique year-long undergraduate course that simultaneously develops communication, reading, writing and thinking skills at a historically African American urban university. Six faculty members, from the fields of Communication and English/composition, will tell the collaborative story of being charged with designing the courses, creating their unique pedagogy and high-impact learning strategies and the subsequent successes and lessons learned during the pilot phase.

Thursday 5:30–6:30 2.7.01 Harborview

Newcomers Reception

Thursday 7:00-9:00 2.7.02 Pisces

Welcome Reception

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

Thursday 8:00–9:00 2.7.03 Conway

12-Step

Friday 7:30–5:00

Maryland Suite Foyer

CONVENTION REGISTRATION OPEN**Friday 9:00–5:00**

Maryland Suite Foyer & Harborview

PUBLISHERS' EXHIBIT AREA OPEN**Friday 8:00–8:45****3.1.01**

Conway

Argumentation and Forensics Business Meeting**Friday 8:00–8:45****3.1.02**

President

Interpersonal Communication Business Meeting**Friday 8:00–8:45****3.1.03**

Constellation F

Community College Business Meeting**Friday 8:00–8:45****3.1.04**

Baltimore

Applied Communication Business Meeting**Friday 8:00–8:45****3.1.05**

Annapolis

Philosophy of Communication Business Meeting**Friday 8:00–8:45****3.1.07**

Chesapeake A

Media Communication Business Meeting**Friday 8:00–8:45****3.1.07**

Chesapeake B

Health Communication Business Meeting**Friday 8:00–8:45****3.1.08**

Douglass

American Society for the History of Rhetoric

Friday 8:00–8:45 **3.1.09** **Pratt**

Theory and Methodology Business Meeting

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

Interpretation and Performance Studies Business Meeting

Friday 8:45–10:00 **3.1.11** **Harborview**

Competitive Undergraduate Poster Session I

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference
Chair: **Kristen Campbell Eichhorn**, SUNY Oswego

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

“Effect of Pet Therapy on Receptive and Expressive Language in Children”
Leigh Musselman, Iona College*
KerryAnn Scirocco, Iona College*

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

“Aligning Audiologists (and all Healthcare Professionals) with Communication”
Lauren Keller, Iona College*
Diane Ferrero-Paluzzi, Iona College
Jenna DeRosa, Iona College*
Yoseily Guillermo, Iona College*

“Rhetoric of Religion”
Jacqueline Moragne, University of Central Arkansas*

“Post-Crisis Speech Genre”
Ashley Grego, University of Pittsburgh at Johnstown*

“How Queer is Queer Enough? Exploring Fan Perception of Batwoman”
Rebecca Jonas, The Pennsylvania State University, Berks*

“123, ABC, Getting Parents to Sesame Street”
Maura Snyder, Saint Vincent College*
Julianne Bartko, Saint Vincent College*

“A Critical Analysis Gender and Class Representation in Everybody Loves Raymond”
Sierra St. Pierre, Stonehill College*

“Make KONY 2012 Famous: A Persuasive Analysis”
Sara Shameem, State University of New York at New Paltz*
Kathryn Lula, State University of New York at New Paltz*
Stephanie Ryba, State University of New York at New Paltz*



Patricia Carbary, State University of New York at New Paltz*
Lindsey DeTrano, State University of New York at New Paltz*

“Internal Communications: The Importance and Benefit of this Seemingly Abstract Concept”
Julia Schwartz, Manhattan College*

“Millennials Love Fitness”
Madeleine Schwartz, Manhattan College*

“Who Was Rosie? The Evolution of Rosie the Riveter and Her Impact on the Revolution of Women’s Rights”
Brenna Baker-Debut, Penn State Schuylkill*

“A Step Back in Time: A Cluster Analysis of the Communication of an Early 1900’s Farm Girl Diary”
Courtney Willison, University of Pittsburgh at Johnstown*

“The Creation of a Player’s Identity through Walk-up Music”
Logan Hoggarth, Boston College*

“Blocking the View: The Effect of Digital Medical Records in a Medical Exam Room”
Alyssa Wharton, University of Pittsburgh at Johnstown*
Courtney Willison, University of Pittsburgh at Johnstown*
Missy Shaffer, University of Pittsburgh at Johnstown*

“Analysis of Play60 and Healthy, Hunger-Free Kids Act”
Allison Vredenburgh, Ashland University*
Kylie Shober, Ashland University*

“Family Communication Analysis”
Joshua Yetter, Bloomsburg University of Pennsylvania*

“A Killing Joke of Narrative Devices”
Corina Piller, The Pennsylvania State University, Berks*

“Do We Value Commitment? A Rhetorical Analysis of New Girl”
Bailey Cate, Abilene Christian University*

“Empathy, Action, and Peace: A Look at Social Media Message Frames College of New Jersey”
Daniel Gallagher, College of New Jersey*
Karen Becker, College of New Jersey*

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

* Debut Papers

Friday 9:00–10:15

3.2.01

Conway

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

Sponsor: Argumentation and Forensics
Chair: **Ruth J. Beerman**, Bloomsburg University

“Using Debate to Speak Up!”

Amanda L. Weaver, Bloomsburg University

“The Underrepresented People Drive Revolution”

Jordan Kennedy, Bloomsburg University

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

Stefon Brown, Bloomsburg University

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

Tanisha D. Webster, Bloomsburg University

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

Shavonne Shorter, Bloomsburg University

Ruth J. Beerman, Bloomsburg University

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

Friday 9:00–10:15

3.2.02

President

Top Papers in Interpersonal Communication

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

“Equity, Equality, and Self-Interest in Marital Maintenance” (TOP PAPER)

Marianne Dainton, La Salle University

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

Alan K. Goodboy, West Virginia University

Marianne Dainton, La Salle University

Dana Borzea, West Virginia University

Zachary W. Goldman, Illinois College

“Competition through Facebook as a Function of Facework, Envy, Rumination, and Solidarity” (TOP THREE PAPER)

Katie Neary Dunleavy, La Salle University

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

Friday 9:00–10:15

3.2.03

Constellation F

G.I.F.T.S. Great Ideas For Teaching Students–[R]evolution

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

“Let the Good Times Roll: Activity for the Basic Quantitative Methods Courses”

Nicholas T. Tatum, University of Kentucky

“The Ethics and Impact of Reporting on Past Crimes”

Robert N. Spicer, Millersville University

“The Devil is in the Question: Audience Analysis Activity”

Mumba Mumba, Lewis and Clark Community College

“MarsOne07: Launching a Video Interview Assignment in the Basic Course”

Stephanie Madden and Claire Tills, University of Maryland

“Google Yourself”

Rory P. McGloin and Stephen C. Stifano, University of Connecticut

“Personifying Metatheoretical Perspectives: In-Class Activity”

J. E. Sigler, Purdue University

“Communication Fallacies in Everyday Life”

Katy Ross, Ohio University

“Technology in the Classroom: Unleash the Beast”

Mary E. King, Bloomsburg University

“How Can I Do Better: Improving Students’ Speaking Performances”

Mary Mino, Penn State DuBois

“Who, What, & How—Developing Audience Centered Messages”

Patti Vorndran, Delaware County Community College

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

Nancy Bressler, Wheeling Jesuit University

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

Friday 9:00–10:15

3.2.04

Baltimore

The Assessment Process in the Classroom: Aligning, Mapping, and Assessing

Sponsor: First Vice President
 Chair: **Jenny Warren**, Colin College
 Panelists: **Kerry Byrnes-Loinette**, Collin College
Laura K. Davis, Harrisburg Area Community College
Meg Tucker, National Communication Association
Susan M. Ward, Delaware County Community College

In this panel, presenters highlight best practices in the assessment process. Specifically, individuals will learn about aligning curriculum outcomes, mapping outcomes to courses and assignments, and finally assessing those learning outcomes.

Friday 9:00–10:15

3.2.05

Annapolis

Philosophy of Communication Top Paper Panel: Caves and Ceremony; Catholics and Quakers

Sponsor: Philosophy of Communication
 Chair: **Joel S. Ward**, Geneva College

“Catholic Institutional Rhetoric and the Culture of Encounter”
Craig T. Maier, Duquesne University

“Levinasian Philosophy and Quaker Methodology: A Study of Mediation and Otherness”
Mark Gardner, Duquesne University

“United Uniqueness: Bakhtin and Epideictic Rhetoric”
Steven Zwier, Duquesne University

“Edward Bernays and The Philosopher King: Caves and Propaganda in Public Relations”
Kasey Hudak, Penn State Lehigh Valley
Brian Gilchrist, Mount St. Mary’s University

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

Friday 9:00–10:15

3.2.06

Frederick

Examining Interpersonal Relationships: Initiation, Self-Disclosures, And Trust

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference
 Chair: **Doug Strahler**, Slippery Rock University
 Respondent: **Audra McMullen**, Townson University

“How communication affects the initiation and maintenance of a hook-up in college students”
Susan Amsinger, State University of New York at Oswego*
Kathryn Cook, State University of New York at Oswego*
Kate Labozzetta, State University of New York at Oswego*
Colin Graham, State University of New York at Oswego*
Yazel Roque-Correa, State University of New York at Oswego*

“Middle Children: Differences in Forming Romantic Relationship”
Lauren Breerton, Ramapo College of New Jersey*

“The Effects of Group Chats on Interpersonal Relationships”
Shannon Doherty, State University of New York at Oswego*
Madison Tinney, State University of New York at Oswego*
Taryn Jones, State University of New York at Oswego*
Abisha Munroe, State University of New York at Oswego*
Aric Johnson, State University of New York at Oswego*

“Influences of Culture and Race on Self-Disclosure in Relationships”
Emily McDonald, State University of New York at Oswego*

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

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

* Debut



Friday 9:00–10:15 **3.2.07** **Columbia**

Communication and College Students

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference
 Chair: **Jennifer L. Knapp**, SUNY Oswego
 Respondent: **Jennifer Waldeck**, Chapman University

“Freshman year vs. senior year: Relationship and communication changes”
Kristin Mayer, State University of New York at Oswego*
Zoe Calabrese, State University of New York at Oswego*

Shealene Guerrero, State University of New York at Oswego*
Delsey Attardi, State University of New York at Oswego*

“The Effect of Mentorship on International Students’ Acclimation to the Campus Community”
Lauren Beth Faure, University of Pittsburgh at Johnstown*
Gabrielle Maylock, University of Pittsburgh at Johnstown*
Kaylee Rush, University of Pittsburgh at Johnstown*

“How to Manage the Stigma of Mental Illness on College Campuses”
Ashley Reynolds, James Madison University*

“Disclosure of College Students”
Megan Meadows, State University of New York at Geneseo*

“Causes of uncertainty and uncertainty management in college seniors”
Alyssa Besio, State University of New York at Oswego
Bryan Smith, State University of New York at Oswego*
Alyssa Jensen, State University of New York at Oswego*
Samantha Furtzaig, State University of New York at Oswego*
Vanessa Miranda, State University of New York at Oswego*

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

* Debut



Friday 9:00–10:15 **3.2.08** **Chesapeake A**

Top Papers in Media Communication

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

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

“Community Building by Boston’s Sports Teams”*
Lindsey Baumann, Virginia Tech
Betsy Haugh, Virginia Tech
Cecilia Lopez, Virginia Tech
Kelly McEvoy, Virginia Tech

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

* Student Paper

This panel features the top-ranked papers in the Media Communication Interest Group.

Friday 9:00–10:15 **3.1.09** **Chesapeake B**

Tribute to Robert E. Denton

Sponsor: Political Communication
 Chair: **Kristin English**, Georgia College and State University
 Respondent: **Robert E. Denton**, Virginia Tech
 Panelists: **Scott W. Dunn**, Radford University
Lisa Gring-Pemble, George Mason University
Nichola D. Gutgold, Pennsylvania State University
Edward Hinck, Central Michigan University
Mary L. Kahl, Indiana State University
Janette Kenner Muir, George Mason University
Trevor Parry-Giles, National Communication Association
Theodore F. Sheckels, Randolph-Macon College
Judith Trent, University of Cincinnati
Molly Wertheimer, Pennsylvania State University
Gary Woodward, College of New Jersey

Friday 9:00–10:15 **3.2.10** **Charles**

Changing the World One Laugh at a Time

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

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

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

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

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

Friday 9:00–10:15

3.2.11

Pratt

The Revolution Will be Crowdsourced: Costs, Benefits, and Recommendations for Using Amazon Mechanical Turk for Online Survey and Experimental research

Sponsor: Theory and Methodology
Chair: **Elizabeth Cohen**, West Virginia University

“MTurk 101: Best Practices for Using Amazon Mechanical Turk for Social Science Research”
Elizabeth L. Cohen, West Virginia University

“The Surprising Convenience of Crowdsourcing: Understanding the Mechanics of Recruiting Representative Online Samples”
Nicholas David Bowman, West Virginia University

“But Are We Getting Good Data? Discussing the Growing Body of Empirical Research Regarding MTurk Data Quality”
Anita Atwell Seate, University of Maryland

“Labor Relations: The Darkside of MTurk”
Rod Carveth, Morgan State University

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

Friday 9:00–10:15

3.2.12

Lombard

The (R)Evolution Of Teaching In Communication Studies For The 21st Century

Sponsor: Teaching Fellows
Chair: **Jason S. Wrench**, SUNY New Paltz
Panelists: **Janie M. Harden Fritz**, Duquesne University
Timothy P. Mottet, Northwest Missouri State University
Bonnie S. Jefferson, Boston College

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

Friday 9:00–11:45

3.2.13

Camden

A Nice, Slow (R)evolution: How to Make Big Changes from Little Ones

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

Important pedagogical concepts have been teased out over the last few years and applied to the teaching of communication courses, from basic course to senior seminars. This short course will provide rationale, examples, and participant takeaways from three important and intersecting streams of literature and thought, focusing on Ken Bain's 2004 *What the Best College Teachers Do*, moving through simple steps to determine when and if “flipping the classroom” is appropriate for the individual participants, and finishing with a very practical way of lessening the time spent grading papers while exponentially increasing the capacity for a discursive/discussion based classroom.

Friday 10:30–11:45

3.3.01

Chesapeake A & B

Key Note Address: James W. Chesebro “Method—The Quest for Unity”

Friday 12:00–1:15

3.4.01

Conway

Competitive Papers in Media Communication 2

Sponsor: Media Communication
Chair: **C. Leigh Nelson**, James Madison University
Respondent: **C. Leigh Nelson**, James Madison University

“Little Shop of: Intersections of the 9/11 Memorial Gift Shop, Capitalism and Journalism”
Alison N. Novak, Rowan University

“A Statistically Representative Climate Change Debate’: Satirical Television News, Scientific Consensus and Public Perceptions of Global Warming”
Paul R. Brewer, University of Delaware
Jessica McKnight, The Ohio State University

“White power! ... He should be proud of his Whiteness’: Examining Competing Discourses of Race and Ethnicity in Julie Delpy’s 2 Days in New York”
Erin Brummett, Bloomsburg University

This competitive paper session presents papers in the depictions of race, the environment and 9/11.

Friday 12:00–1:15

3.4.02

President

Laudativeness, Humor, Gender Salience, and Death

Sponsor: Interpersonal Communication
Chair: **Molly Eickholt**, West Virginia University
Respondent: **Sean M. Horan**, Texas State University

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

Charles J. Wigley III, Canisius College

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

Mary E. Donato, West Virginia University

Melanie Booth-Butterfield, West Virginia University

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

Rong Ma, University of Maryland

Nicholas Joyce, University of Maryland

Anita Atwell Seate, University of Maryland

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

Lindsey A. Harvell, James Madison University

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

Friday 12:00–1:15

3.4.03

Constellation F

Competitive Papers in Political Communication I

Sponsor: Political Communication

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

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

“The Thatcher Factor’: Sex Bias in Margaret Thatcher’s Political Life”

Janet L. Fallon, Marymount University

“Religion and Politics II: A Study of Disgust in Relation to Rick Perry’s ‘Strong’”

Michael F. Rold, West Virginia University

James M. Honeycutt, Louisiana State University

“Considering the Communicative Implications of Ranciere’s Revolutionary Politics”

Sean Gleason, Ohio University

Friday 12:00–1:15

3.4.04

Baltimore

Event Planning: Communicating Theory and Practice

Sponsor

First Vice President

Chair:

Leeanne M. Bell McManus, Stevenson University

Panelists:

Chip Rouse, Stevenson University

Janie M. Harden Fritz, Duquesne University

Stephanie Verni, Stevenson University

Candice Thomas-Maddox, Ohio University-Lancaster

Leeanne M. Bell McManus, Stevenson University

Lynn Turner, Marquette University

This panel highlights the connection between the field of event planning and communication. Moreover, it will offer advice on how to get involved in planning the Eastern Communication Association conference. Events are a part of our everyday life, and knowing how to plan them successfully is a necessary skill. The best event planners realize how important communication skills are in their professional field, and they understand that a thorough and knowledgeable grasp of the characteristics of competent communication is not just a relevant skill but an absolute necessity.

Friday 12:00–1:15

3.4.05

Annapolis

Improving Health Information Delivery: Factors that Predict the Comprehension and Effectiveness of Health Messages

Sponsor:

Health Communication

Chair:

Dinah Tetteh, Bowling Green State University

Respondent:

Benjamin R. Bates, Ohio University

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

Fatima A. Barakji, Wayne State University

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

Erina L. MacGeorge, Pennsylvania State University

Rachel A. Smith, Pennsylvania State University

Emily Caldes, Pennsylvania State University

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

Meaghan L. McRee, High Point University

Virginia M. McDermott, High Point University

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

*Debut Student Paper

Friday 12:00–1:15

3.4.06

Frederick

Media Representations and Mass Media Effects

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference
 Chair: **Linda Daley**, SUNY Oswego
 Respondent: **Nancy Bressler**, Wheeling Jesuit University

“Media’s Representation of Hair Color Attributing to Personality Traits Affects Female’s Views of Themselves and Each Other”

Kala Wilkins, State University of New York at Geneseo*

“The Illusion of Inclusion: Thin Ideal Advertisements in Seventeen Magazine, 1950-2010”

Faith Logan, University of Richmond*

“Transgender Identity and the Online TV Revolution: Transparent and Beyond”

Matthew Searfoss, Ramapo College of New Jersey*

“Studying the evolution of media framing and agenda setting through analyzing a variety of media outlets during the Eric Frein manhunt”

Taylor Schmidt, University of Maryland*

“A Rhetoric of Intimacy: Convergence, Participation, and the Film/Viewer Relationship”

Zachary Sheldon, Geneva College*

“Media Portrayals of Male Abuse Victims”

Jennifer Sanchez, Messiah College*

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

* Debut



Friday 12:00–1:15

3.4.07

Columbia

Women, Feminism, and Rhetoric

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference
 Chair: **Rod Carveth**, Morgan State University
 Respondent: **Jenny Warren**, Collin College

“Empowerment is Beautiful: Feminism and Post-feminism in Beautiful: The Carole King Musical”

Julia Schuller, Penn State Schuylkill*

“Abolition and the Cult of Domesticity: The Rhetorical Strategy of a Free Black Woman”

Nicole Coletti, University of Maryland, College Park*

“Shifting ideographs in the feminist movement:

A look at Emma Watson’s <gender equality> speech”

Anna Waresk, Northeastern University*

“Katniss Everdeen: A Rebel against Feminine Social Constructions in Society”

Kaylee Rush, University of Pittsburgh at Johnstown*



“Towards a fourth wave: connections between the millennial generation and conceptions of feminism”

Brooke O’Donnell, Montclair State University*

Shannon Boyle, Montclair State University*

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

* Debut

Friday 12:00–1:15

3.4.08

Chesapeake A & B

Key Note Address Response Panel

Sponsor: First Vice President
 Chair: **David T. McMahan**, Missouri Western State University
 Panelists: **Dale A. Bertelsen**, Bloomsburg University
Thom Gencarelli, Manhattan College
Susan Drucker, Hofstra University

Friday 12:00–1:15

3.4.09

Charles

[re]presenting theory: reimagined graduate study instruction of communication theory

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

“Reimagined Graduate Study Instruction of Communication Theory”

Carlos G. Aleman, James Madison University

“Minding Meta-Theory: Using XMind to Re-Present Communication Theory”

Erin E. Casey, James Madison University

“Reimagining Structuration Theory Toward Sustainability”

Claire Habel, James Madison University

“Reimagining Attachment Theory Toward Interpersonal Relations and Mental Illness”

Ashley Reynolds, James Madison University

“Reimagining Coordinated Management of Meaning Toward Storytelling”

Austin Woodruff, James Madison University

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

Friday 12:00–1:15

3.4.10

Calvert

To Speak or to Speak Not

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

“To Speak or to Speak Not: International Perspectives on the Freedom to Offend”

Susan Drucker, Hofstra University
Gary Gumpert, Urban Communication Foundation

“To Speak or To Speak Not: The Hate Speech Laws Debate”

Thomas R. Flynn, Slippery Rock University

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

D.L. Stephenson, Western Connecticut University

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

Martin Wallenstein, John Jay College

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

Amanda Dion, John Jay College of Criminal Justice

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

Friday 12:00–2:55

3.4.11

Camden

A Revolution in the Introductory Mass Media Course: Shifting the Focus to Media Convergence and the Web

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

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

Friday 1:30–2:45

3.5.01

Conway

Contextualizing Communication Trait Research

Sponsor: Communication Traits
 Chair: **Rachel L. DiCioccio**, University of Rhode Island
 Respondent: **Charles J. Wigley III**, Canisius College

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

Yang Lin, University of Akron
James M. Durbin, University of Akron
Andrew S. Rancer, University of Akron

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

Michael Sollitto, Texas A & M University-Corpus Christi

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

Caroline Campbell Rabinovitsj, Abilene Christian University

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

James A. Katt, University of Central Florida
Ann Neville Miller, University of Central Florida
Stephen Sivo, University of Central Florida

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

Friday 1:30–2:45

3.5.02

President

Top Papers In Instructional Communication

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

“Explaining Doctoral Students’ Relational Maintenance with their Advisors: A Psychosocial Development Perspective”

Zachary W. Goldman, Illinois College
Alan K. Goodboy, West Virginia University

“Effective Teaching Behaviors and Students’ Expressed Academic Performance Concerns to their Instructors: A Moderation Analysis”

Daniel H. Mansson, Penn State Hazleton

“Do Humanities and STEM Students Perceive Humanities and STEM Instructors’ Teaching Differently? A Cross-Disciplinary Analysis of Ratings on Koofers.com”

J.E. Sigler, Purdue University
Nathan Zachary Sowder, Virginia Tech
Erica Bailey, Penn State University

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

Friday 1:30–2:45

3.5.03

Constellation F

Revolutionizing Discourses Of Activism, Advocacy, Dominance, And Criticism

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

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

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

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

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

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

Friday 1:30–2:45

3.5.04

Baltimore

Top Competitive Papers in Applied Communication

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

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

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

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

Friday 1:30–2:45

3.5.05

Annapolis

The Media Ecology of Sacred Space

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

“The Touching Interface of the Cosmos”
Lance Strate, Fordham University

“Building A House of Worship One (Agnostic) Platform at a Time”
Jeff Bogaczyk, Duquesne University

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

*Top Paper Award

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

Friday 1:30–2:45

3.5.06

Frederick

Pop Culture and Communication

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

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

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

“Rebranding of sports teams in films: *Moneyball* and *Eight Men Out*”
Dejah Gilliam, Johnson C. Smith University*

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

“The Big Bad Wolf: A Trailer Analysis of *The Wolf of Wall Street*”
Kaitlin Crocilla, Ramapo College of New Jersey*

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

* Debut



Friday 1:30–2:45 **3.5.07** **Columbia**

Conflict, Teams, and Crisis Communication

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference
 Chair: **Mary Mino**, Pennsylvania State University, DuBois
 Respondent: **Michael Egnoto**, University of Maryland

“The Role of Mutual Respect in Conflict Resolution”
Marlie Austin, Northeastern University*

“Leaders’ Emotional Contagion on a Team: A Qualitative Study”
Alexandria Corral, McDaniel College*

“College Students’ Perception of Target’s Data Breach Crisis”
Amberly Millis, James Madison University*
Aaron Betts, James Madison University*
Amy D’Amato, James Madison University*
Sean Johnson, James Madison University*
Gina Jelliff, James Madison University*

“Assimilating into a Workgroup: A Qualitative Study”
Max Vinson, McDaniel College*

“A Crisis on Campus: How University of Virginia Responded”
Lauren Serzanin, Northeastern University*

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

* Debut



Friday 1:30–2:45 **3.5.08** **Chesapeake A**

Top Papers in Theory and Methodology

Sponsor: Theory and Methodology
 Chair: **Annette M. Holba**, Plymouth State University
 Respondent: **Janie M. Harden Fritz**, Duquesne University

“Uses and Gratifications During Pregnancy and their Impact on Breastfeeding”
Elizabeth A. Johnson-Young, University of Mary Washington

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

“Goals and Some Controversies”
Amanda L. Irions, University of Maryland

“Elucidating Coculturation within the Context of African Diaspora”
Uchenna Onuzulike, Howard University

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

Friday 1:30–2:45 **3.5.09** **Chesapeake B**

“ECA Tuesday”: The April 26th Primary Elections

Sponsor: Political Communication
 Chair: **Ric Winston**, West Chester University
 Respondent: **Theodore F. Sheckels**, Randolph-Macon College

“The Rhode Island Primary: Life after Lincoln Chafee”
Valerie A. Endress, Rhode Island College
Kay Israel, Rhode Island College

“The ECA Primary: Connecticut”
Rod Carveth, Morgan State University

“Is Pennsylvania Politics on the Verge of a Revolution? Pennsylvania Politics and the 2016 Presidential Primary”
Andi McClanahan, East Stroudsburg University

“The ECA Primary: Delaware”
Tracey Quigley Holden, University of Delaware

“[Re]volution: The Maryland Primary in the Aftermath of Freddie Gray”
Carl T. Hyden, Morgan State University

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

Friday 1:30–2:45 **3.5.10** **Charles**

Revolving around the Senses: Explorations in Phenomenological Philosophy

Sponsor: Philosophy of Communication
 Chair: **Matt Fazio**, Robert Morris University

“On “being the breast, the belly, the guts of thought”: Jean-Luc Nancy and the “Weight” of Meaning”
Inci Ozum Uçok-Sayrak, Duquesne University

“The sounds of reading and listening to a text”
Joel S. Ward, Geneva College

“A Sense of the Digital”
Cathy Adams, University of Alberta

“Towards a Phenomenology of Urban Edges”
Erik Garrett, Duquesne University

“Merleau-Ponty, the Painter, and Embodied Phenomenological Inquiry”
Johan Bodaski, Duquesne University

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

Friday 1:30–2:45

3.5.11

Pratt

Communication With and Among Students and Marginalized Groups

Sponsor: Community College Interest Group
 Chair: **Elizabeth Whittington Cooper**, Xavier University
 Respondent: **Rebecca M. Townsend**, Manchester Community College

“[R]evolution of how Community College Students Define Immediacy in the Modern Classroom”
Kerry Byrnes-Loinette, Collin College

“Developing a Measure of Students’ Attitudes towards Communication”
Timothy C. Ball, James Madison University

“Enhanced Perceptions of Group Marginalization and Anticipatory Social Disengagement in Efforts to Achieve Social Justice”
Jason Okera Keene, Anne Arundel Community College

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

Friday 2:30–3:30

3.5.12

Harborview

ECA Café

Friday 2:30–3:45

3.5.13

Harborview

Competitive Undergraduate Poster Session II

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference
 Chair: **Kristen Campbell Eichhorn**, SUNY Oswego

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

“<Progress> Makes Perfect: John F. Kennedy’s Rice University Address”
Casey Matsumoto, Northeastern University*

“Gender and Double Standards in Easy A”
Kimberly Martinez, Abilene Christian University*

“Goddess of Thunder: Perception of Thor’s Change in Gender Representation”
Karissa Smith, The Pennsylvania State University, Berks*
Jordan Smith, The Pennsylvania State University, Berks*

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



“How Uninhibited are you? How online Social Networking Usage Correlates with One’s Willingness to be Open in Face-to-Face Conversation”
Janine Kickler, Slippery Rock University*
Anna Buffalini, Slippery Rock University*
Tateana Turner, Slippery Rock University*

“Gender Inequality: Media Portrayal of Female Candidates for National Office”
Rebekah Pettine, George Mason University*

“The Writings of Shakespeare: Revolutionary Catholic Media”
Mairead Bogley, Mount St. Mary’s University*

“Linking Health Literacy to Health Communication Behavior: A Pilot Study”
Hannah Wiles, Ashland University*
Jonathan Albaugh, Ashland University*

“Memorializing 9/11: A Rhetorical Analysis of Remember Me”
Haley Remenar, Abilene Christian University*

“Adopting Change: Social Construction & Boundary Management in a Family Coping with (Failed) Adoption”
Carrie Hytha, Eastern University*

“That’s a Good Girl Now, Smile for the Camera”
Chloe Neal, West Chester University of Pennsylvania*

“Fashion Trends through Media”
Amanda Pennypacker, James Madison University*
Katie Haskins, James Madison University*
Yoon Ko, James Madison University*
Lauren Antilety, Madison University*

“Genderlect in Disney Films”
Lurah Stanhope, Messiah College*

“YouTube is the Key to Opening the Millennial Market and Beyond”
Lauren Carr, Manhattan College*

“Asking for More Than More: Maria Stewart’s Revolutionary Take on the Black Jeremiad”
Emily Schaefer, University of Maryland, College Park*

“Vulture Watching Starving Child: Through the Analytical Lenses of Reality and Ethics”
Amelia Deering, Roger Williams University*

“Self-Initiated Repair and Gesture by People with Disabilities”
Kristina Norris, Northeastern University*

“Woman versus the Patriarchal Machine: A Rhetorical Analysis of Ex Machina”
Mackenzie Harrington, Abilene Christian University*

“Integrating Place-Based Environmental Communication and Strong Community Networks to Facilitate Adaptation to Climate Change in Massachusetts”
Emily Tokarowski, Stonehill College*

“Can Given Names Give Empowerment? The Effects of Non-Conventional Names on Women”
Leandra Griffith, State University of New York at Geneseo*

* Debut Paper

Friday 3:00–4:15

3.6.01

Conway

Research On Course-Related Verbal And Nonverbal Communication Dynamics Among Instructors And Students

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

“Student Emotional Exhaustion as a Contributor to Student Anger and Dissent”
Carrie D. Kennedy-Lightsey, Stephen F. Austin State University

“Examining the Relationship of Student Academic Beliefs and Academic Dishonesty to Classroom Connectedness”
Zac D. Johnson, California State University, Fullerton
Students of COM 390, Murray State University

“Revisiting Fashion in the Classroom: Does Instructor Attire, Gender, and Race or Ethnicity Impact Student Evaluation of Instructor and Learning?”
Melissa A. Broeckelman-Post, George Mason University
Patrick McCleary, George Mason University
Ian Hopkins, George Mason University

“Should I Dissent? Students’ Moral Reasoning as a Predictor of Instructional Dissent”
Melissa F. Tindage, West Virginia University
Scott A. Myers, West Virginia University

These competitively-selected papers examine a range of verbal and nonverbal communication variables enacted by, and among, instructors and students. In their research and subsequent discussion, these scholars explore how instructional interaction behaviors impact the nature and outcomes of instructional communication.

Friday 3.6.02

3:00–4: 15

President

Moral Panics, Media Ethics and Moral Implications

Sponsor: Communication Law and Ethics
 Chair: **Martin Wallenstein**, John Jay
 Respondent: **Thomas R. Flynn**, Slippery Rock

“Moral Panics and Media reporting on Terrorism: We will always have Paris”
Susan Drucker, Hofstra University
Gary Gumpert, Communication Landscapes

“Moral Panic and American Media Response to the Syrian Refugee Crisis: Celebration on the rooftops in Jersey City”
Donald Fishman, Boston College

“The Hacking of Ashley Madison: Privacy, Morality and the Moral Panic about Marriage”
D.L. Stephenson, Western Connecticut University

“Do You Know Where Your Children Are? Moral Panic and Memorial Legislation Influences from Media and Relevant Others on Student Choices to Pursue Higher Education: A Critical-Qualitative Approach”
Martin Wallenstein, John Jay Criminal College

Moral panics are perceived threats to the well-being of society. This panel explores the media’s role in the creation of moral panics, the impact and the ethical implications of media in creating the moral panic in Paris in the wake of the terrorist attacks, the U.S. policy toward Syrian Refugees, about Marriage and Adultery, and the Moral Panics about Children.

Friday 3:00–4: 15

3.6.03

Constellation E

Rhetorics of Remembrance

Sponsor: Rhetoric and Public Address
 Chair: **Heather M. Stassen-Ferrara**, Cazenovia College
 Respondent: **Michael Warren Tumolo**, California State University, Stanislaus

“Heritage and Authority in Historical Markers: An Analysis of Official Heritage Narratives”
Ashley Wheeler, Arizona State University

“Another National Anthem:’ Public Memory, Burkean Identification, and the Musical *Assassins*”
Valerie Lynn Schrader, Penn State Schuylkill

“Time to Remember: An Exploration of Temporal Ethics in Public Memory”
Jonathan Henson, University of Texas, Austin

The competitively selected papers approach historical markers, theatrical performances, and art installations as sites for analyzing public remembrance through the lenses of rhetorical criticism and rhetorical theory.

Friday 3:00–4: 15

3.6.04

Constellation F

Celebration of Scholarship: Melanie Booth-Butterfield

Sponsor: First Vice President
 Chair: **Matthew M. Martin**, West Virginia University
 Panelists: **Melissa B. Wanzer**, Canisius College
Sean M. Horan, Texas State University
Keith D. Weber, West Virginia University
Jason S. Wrench, SUNY New Paltz
Timothy P. Mottet, Northwest Missouri State University
Steven Booth-Butterfield, Healthy Influence

Friday 3:00–4: 15

3.6.05

Baltimore

Assessment of General Education Core Competencies in Communication Studies: A Roundtable Discussion

Sponsor: Community College Interest Group
 Chair: **Patricia Sokolski**, CUNY / LaGuardia Community College
 Panelists: **Patricia Sokolski**, CUNY / LaGuardia Community College
Lisa R. Barry, CUNY / LaGuardia Community College
Nancy Bandiera, CUNY / LaGuardia Community College
Andy Kai-Chun Chuang, CUNY / LaGuardia Community College

This Roundtable explores the process of designing and implementing assignments for the new college-wide Core Competencies in the Communication Studies Program at LaGuardia Community College—both the struggles and successes—paying attention to both the baseline measure and the advanced measure. By discussing the process and the assignments we developed, we hope to provide strategies for measuring students’ communication competency in order to better facilitate transfer possibilities to and/or articulation agreements with senior college programs.

Friday 3:00–4:15

3.6.06

Annapolis

Privacy And Identity In Online Communication

Sponsor: Communication and Technology
 Chair: **Lynne Kelly**, University of Hartford
 Respondent: **Joel S. Ward**, Geneva College

“Facebook Myths as a Predictor of Privacy Concerns and Behavior”
Anuraj Dhillon, University of Connecticut
John L. Christensen, University of Connecticut

“An Exploration into the Brand Personality Traits of Social Media Sites”
Eric Langstedt, Mount Saint Mary College
Daniel S. Hunt, Worcester State University

“Transgender Resource Center: A Virtual Space for Transitioning a Transgender Identity”
Sara Green-Hamann, University of Maine
John C. Sherblom, University of Maine

“The “Smart” Communication Revolution”
Kathleen F. Oswald, Villanova University

This paper panel focuses on privacy and identity issues in social networking sites, social media and virtual environments. Each paper evaluates these processes in a different context of technology.

Friday 3:00–4:15

3.6.07

Frederick

College Relationships, Activities, and Anxiety

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference
 Chair: **Laura Broomell**, University of Delaware
 Respondent: **Mary Mino**, Pennsylvania State University, DuBois

“Bridging the chasm: Communication and channel in college LDDRs”
Daniel L. Lee, State University of New York at Oswego*
Zaire Scott, State University of New York at Oswego*
Ryan Ivers, State University of New York at Oswego*

“Do the Clothes Make the Greek? The Impact of Clothing Choice and its Perceptions of Fraternity and Sorority Life on a College Campus”
Andrew Haveles, James Madison University*
Nicole Banville, James Madison University*
Kaitlyn Lema, James Madison University*
Haley Winter, James Madison University*



“The Relationship between Romantic Relationships and Involvement in On-Campus Activities”
Tyler Bowman, State University of New York at Oswego*
Catherine Newman, State University of New York at Oswego*
Alejandro Lara, State University of New York at Oswego*
Raquel Urena, State University of New York at Oswego*
Lindsey Fink, State University of New York at Oswego*

“Value Alignment in Collegiate Celebratory Inaugural Activities”
Gina Suriano, State University of New York College at Geneseo*

“Unsure and Afraid: Uncertainty Reduction Theory and Public Speaking Anxiety”
Philip Wetzel, Kutztown University*
Sean Bell, Kutztown University*

The competitively selected papers on this panel will focus on college relationships, activities on college campuses and public speaking anxiety.

* Debut

Friday 3:00–4:15

3.6.08

Columbia

Health Communication

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference
 Chair: **Marshall Prisbell**, University of Nebraska at Omaha
 Respondent: **Diana Ebersole**, Kutztown University

“The Diary of a Fat Girl: Communication, Perception, and Weight Loss in Women”
Kaitlin Hamer, Christopher Newport University*

“Examining the Environmental Protection Agency’s Efforts to Reduce Consumption of PCB-contaminated Fish: A Case Study”
Megan Duero, Northeastern University*

“Texting and Driving PSA Campaigns, Changing Attitudes, not Behaviors: Explaining the Disconnect via Theory of Planned Behavior”
Caroline Parent, The College of New Jersey*
Megan Krause, The College of New Jersey*
Aleksandra Waciuta, The College of New Jersey*

“A Label Good Enough to Eat: Marketing Messages and Consumer Conceptions of Organic and Genetically Modified Brands”
Joseph Potischman, State University of New York at Geneseo*

“Food Fantasies: The Role of Food Narratives in Cultivating Speciesism”
Douglas Parks, State University of New York at Geneseo*

“Professional Patient Satisfaction in the Doctor-Patient Relationship”
Sage Stuart, William Paterson University*

The competitively selected papers on this panel will focus on health issues including texting and driving, eating and mental health.

* Debut



Friday 3:00–4:15

3.6.09

Chesapeake B

The Rhetoric and Politics of the 2016 Presidential Election: An Online and Audience Interactive Session

Sponsor: Political Communication
Chair: **J. Kanan Sawyer**, West Chester University

“How We Got Here, Rhetorically: Reflections on the Eve of the Maryland Primary”
Theodore F. Sheckels, Randolph-Macon College

“Governor John Kasich’s Insider Image: Fighting Against the Odds in the 2016 Republican Primaries”
Kathleen Kendall, University of Maryland

“Retail Politics in a Chain-Store World: The Rhetoric of the New Hampshire Primary”
Kay Israel, Rhode Island College
Valerie A. Endress, Rhode Island College

“Apologia and Accountability in Hillary Clinton’s Campaign Rhetoric: Deleting the E-mail Controversy”
Paula Youra, Lynchburg College

“Trump as a Political Candidate Caricature in the GOP Fox and CNN Debates”
Mary L. Kahl, Indiana State University

“Surfacing and Its Influence on the Emergence of the Final Nominees for 2016”
Judith Trent, University of Cincinnati

“The Unique Rhetoric of the 2016 Presidential Campaign”
Richard Vatz, Towson University

2016 Presidential election campaigning has been prohibitively fractious. Democrats’ presumptive nominee Hillary Clinton is mired in political/personal controversy; the many Republican candidates are shifting in the polls, jockeying for position in debates, trying to win over voters in early primary states, and are challenged by Donald Trump’s early ascendancy and early voter preferences for anti-establishment candidates.

Friday 3:00–4:15

3.6.10

Charles

ECA 2017 Program Planner Meeting II with Benjamin R. Bates

Friday 3:00–4:15

3.6.11

Douglass

Competitive Papers in Media Communication - 3

Sponsor: Media Communication
Chair: **Joseph E. Lybarger**, University of Akron
Respondent: **Joseph E. Lybarger**, University of Akron

“Corporate Reputation in Mass Media, Public Opinion, and YouTube: Examining the Factors Influencing Reputation of Fortune 500 Companies”

Cui Zhang Meadows, East Carolina University
Charles W. Meadows III, Pittsburgh Community College

“Time for a Change? Reinforcement of Hegemonic Masculinity in a Kleenex Ad”
Ronald Bishop, Drexel University

“Getting U 2 Safety: An Integration of Social Media and Emergency Service Research”
Alexander L. Lancaster, Weber State University

This panel features papers on strategic and risk communication.

Friday 3:00–4:15

3.6.12

Pratt

Nonprofit Organizations, Philanthropy and Social Media

Sponsor: Applied Communication
Chair: **Jennifer Owlett**, William Paterson University
Respondent: **Janie M. Harden Fritz**, Duquesne University

“[R]evolution in Nonprofit Online Fundraising: Mimetic Theory, Celebrity Influence and the ALS Ice Bucket Challenge”
Kristin Brockett, Edinboro University
Melissa K. Gibson, Edinboro University

“The Use of Social Media in Non-Profit Organizations: Online Community Building and its Impact on Philanthropic Giving”
Ashley Lipka, Canisius College
Roseanne Hartman, Canisius College

“The New Face of Philanthropy: The Role of Intrinsic Motivation in Millennials’ Attitudes and Intent to Donate to Charitable Organizations”

Matthew Gorczyca, Canisius College
Roseanne Hartman, Canisius College

Many of the competitively selected papers on this panel focus on the role of philanthropy in today’s nonprofit organization. Approached from different angles including mimetic theory, celebrity influence, online community building, and intrinsic motivation.

Friday 4:30–5:45

3.7.11

Frederick

Communication Across the Discipline - I

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference
 Chair: **Meredith Marko Harrigan**, SUNY Geneseo

“Marijuana ‘Desister,’ Marijuana User, or Musician?”: An Autoethnographic Chronicle of My Crazy Times in Party Stop and My Band’s Relationship to Desistance Research”
Charles Brewer, Christopher Newport University*
Evan Center, Christopher Newport University *

“The Evolution of the Pragma-Dialectical Rules: I”
Liss Mendez, Northeastern University
Alexander Avila, Northeastern University
Christopher Todd, Northeastern University

“The Challenge of Education for Non-Academics: An Autoethnography of a Family Ethos Regarding Education”
Alyssa Rowe, Eastern University*

“Heteronormative Social Media Culture”
Monica Coniglio, Ramapo College of New Jersey*

“Social Environments and Sexual Harassment”
Alexandra Kezek, Ramapo College of New Jersey*

“Overthinking Mandarin”
Manveer Singh, Roger Williams University*

“Community and Mental Health”
Charity Rupert, Christopher Newport University*

The competitively selected papers on this panel will highlight a broad view on how communication is studied across a variety of topics and perspectives.

* Debut



Friday 4:30–5:45

3.7.12

Columbia

Communication Across the Discipline - II

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference
 Chair: **Melissa B. Wanzer**, Canisius College

“Stepping Outside the Box: An Ideographic Analysis of ‘Honey, I’m Good’”
Alexa Kouvaris, Northeastern University*

“SEXY Vodka? SKYY Vodka”
Kathy Chiao, The George Washington University*

“(Class)ification of Reggaeton”
Emily V. Sadeghian, Boston College*

“How to Get Away with Stereotyping Homosexuality: A Sociocultural Analysis of *How to Get Away With Murder*”
Haley Clarke, College of Charleston*

“Identity-Related Interaction Through the Everyday Pronoun”
Tyler LaCarrubba, St. Joseph’s College*

“Andy Warhol: Iconographer, Filmmaker and Free Agent”
Tatiana Swedek, Temple University*

“Perceived Utility of the Writing Proficiency Screening Test (WPST)”
Natalie Hutchison, California State University, Stanislaus

The competitively selected papers on this panel will highlight a broad view on how communication is studied across a variety of topics and perspectives.

* Debut



Friday 5:45–7:15 **3.8.1** **Constellation E**

USC Reception

Join us for a reception to celebrate the participants of the James C. McCroskey and the Virginia P. Richmond Undergraduate Scholars Conference. This special event is for USC Participants and their Faculty Advisors.

Sponsored by: University of Delaware



Friday 6:00–8:00 **3.8.3** **Frederick & Columbia**

Wine and Spots

Friday 8:00–9:00 **3.8.4** **Camden**

12-Step

8:30 AM–1:00 PM
Constellation Room E

**[R]evolutions in Communication Courses:
Theory, Research, Pedagogy, and Assessment**

Sponsor: Community College Section
Committee: Rebecca M. Townsend (Coordinator), Carole Bennett, Rod Carveth, Kerry Byrnes-Loinette, Laura Davis, Isa Engleberg, Jessica Papajcik, Nyia Lacey, Susan Ward, Jenny Warren, Nancy Willets, Cheryl Wilson

This program advocates the inclusion of contemporary advancements in first- and second-year communication course content: Listening, Deliberation and Dialogue, Communication Ethics, and Media and Mediated Communication. Two of these topics—Listening and Communication Ethics—have moved beyond what is often a routine, but outmoded approach in both content and instruction. The other two topics—Deliberation and Dialogue and Media and Mediated Communication—have emerged as contemporary, research-based practices worthy of inclusions in introductory courses. This special event invites first- and second-year course instructors, directors, and researchers to learn more about the ways in which a more contemporary approach to these topics better serves the interests and needs of college students. The program will feature advancements in theories and research, instructional methodologies for teaching those concepts, and philosophies and strategies for assessing that learning.

SPECIAL PRESENTATION FEE

Unregistered Attendees \$35
Registered ECA Attendees \$20

8:30–8:45 REGISTRATION

Coffee
Welcome Bag

8:45–9:00 WELCOME

Thomas Flynn, Immediate Past President

9:00–9:50 MEDIA AND MEDIATED COMMUNICATION

20-30 min. “Advancements in Media and Mediated Communication”
Nicholas Bowman, West Virginia University

15 min. G.I.F.T.S.
Media: A Lasting Impression
Jenny Warren, Collin College-Spring Creek Campus

New Horizons on an Old Exercise: A Day Without, CMC, Texting, and Media
C. Leigh Nelson and Eric M. Fife, James Madison University

Remaining Time: Questions and Answers

10:00–10:50 DELIBERATION AND DIALOGUE

20-30 min. "Advancements in Deliberation and Dialogue"
 Rebecca Townsend, Manchester Community College
 Lori Britt, James Madison University

15 min. G.I.F.T.S.

Conversations in Courage: How to Have a Difficult Conversation
 Todd Allen, Grove City College

Deliberation in the Classroom: Using Self-Reflection and Class Discussion to Understand Group/Organizational Communication
 Angela G. La Valley, Bloomsburg University

Remaining Time: Questions and Answers

11:00:11:50 COMMUNICATION ETHICS

20-30 min. "Advancements in Communication Ethics"
 Janie M. Harden Fritz, Duquesne University

15 min. G.I.F.T.S.

Ethical Reasoning in Action: Using 8 Key Questions to Facilitate Group Decision-Making
 Rita Rosenthal, Boston College

Ethical Reasoning in Action: Using 8 Key Questions to Facilitate Group Decision-Making
 Timothy C. Ball, James Madison University

Remaining Time: Questions and Answers

12:00PM–12:50 LISTENING

20-30 min. "Advancements in Listening"
 Andrew Wolvin, University of Maryland

15 min. G.I.F.T.S.

RASA: Transitioning Listening Theory to Practice
 Dante Morelli, Suffolk County Community College–SUNY

Evaluating Listening Using The Daily Show: Analyzing How Critical Listening Influences Communication Skills
 Nancy Bressler, Wheeling Jesuit University

Measuring Critical Listening Skills Across the Curriculum
 Franca Ferrari-Bridges, Rosanne Vogel, Barbara Lynch, Queensborough Community College

Remaining Time: Questions and Answers

12:50–1:00 CLOSING COMMENTS

Invitation to go to lunch with organizers.

Other details of the day

Mentoring opportunities
 Enticements for membership in ECA

Saturday 7:30–2:00

Maryland Suite Foyer

CONVENTION REGISTRATION OPEN

Saturday 9:00–3:00

Maryland Suite Foyer & Harborview

PUBLISHERS' EXHIBIT AREA OPEN

Saturday 8:00–8:45

4.1.01

Conway

Nonverbal Communication Business Meeting

Saturday 8:00–8:45

4.1.02

President

Urban Communication Association Business Meeting

Saturday 8:00–8:45

4.1.03

Constellation F

Political Communication Business Meeting

Saturday 8:00–8:45

4.1.04

Baltimore

Intercultural Communication Business Meeting

Saturday 8:00–8:45

4.1.05

Chesapeake A

Organizational Communication Business Meeting

Saturday 8:00–8:45

4.1.06

Charles

Media Ecology Association Business Meeting

Saturday 8:00–8:45

4.1.07

Pratt

Pennsylvania Communication Association Business Meeting

Saturday 8:00–8:45

4.1.08

Lombard

Communication Traits Business Meeting

Saturday 9:00–10:15

4.2.01

Conway

Revolutionizing Nonverbal Communication Scholarship: A Roundtable Discussion about Redefining and Reinvigorating Research in the Field

Sponsor: Nonverbal Communication
 Chair: **Zachary W. Goldman**, Illinois College
Mary C. Toale, SUNY Oswego
Andrew Nicholson, SUNY Oswego
Katherine S. Thweatt, SUNY New Paltz
Christopher J. Claus, California State University Stanislaus
Zach Carr, SUNY Buffalo

Scholars have often noted that most human communication occurs through nonverbal messages. Yet, recently, the significance of nonverbal communication has been overlooked in the academic literature. This roundtable discussion considers multiple perspectives to advance the ways in which nonverbal communication is studied in the discipline. The goal of this discussion is to reinvigorate the scholarly interest in nonverbal communication and propose new ways in which it can be studied for the next several decades.

Saturday 9:00–11:45

4.2.02

President

The Urban Scene and ECA Scholarship | Double Session

Sponsor: First Vice President & Urban Communication Foundation
 Chair: **Susan Drucker**, Hofstra University
 Respondent: **Gary Gumpert**, The Urban Communication Foundation

“Communicating ‘Urban’ in an Environmental Magnet Elementary School”
Lewis Freeman, Fordham University

“Eisenhower’s Rhetoric of the Road”
Alfred G. Mueller, Neumann University

“Above the Fray, The Design and Discourses of Elevated Urban Parks”
Mary L. Kahl, Indiana State University

“The Communicative Importance of Public Ritual: The New Orleans Jazz Funeral”
Douglas J. Marshall, Southern University at New Orleans

“The ‘Digital City’ and Mediated Urban Ecologies”
Kristin Scott, New Century College at George Mason University

“Memorials as Ironic Sites: Ethics in Local, National, and International Communities”
Susan Carr Mancino, Duquesne University **Hannah Cherico Karolak**, Duquesne University

“The Rhetorical Importance of Public Space in Low-Income Urban Communities”
Erik Garrett, Duquesne University

Since 2010 ECA, in conjunction with funding from the Urban Communication Foundation, has bestowed the annual Applied Urban Communication Research Grant given to foster and promote significant inter-disciplinary communication research contributions that extend the boundaries of “applied research” by investigating real-life communication phenomena affecting urban communities. The grant funds original research that meaningfully centralizes the concerns of everyday citizens and their struggle to define, identify with, and/or construct “spaces” for discourse and/or engagement within cities.

The Urban Scene and ECA Scholarship Panel brings back all former recipients of the grant. It is a roundtable in which the former recipients discuss their progress, hurdles, concerns and new urban research directions.

Saturday 9:00–10:15

4.2.03

Constellation F

From Friends to Partners Near and Far: Relational Maintenance

Sponsor: Interpersonal Communication
 Chair: **Marisa Farmer**, SUNY Oswego
 Respondent: **Marianne Dainton**, La Salle University

“Jealousy and Negative Relational Maintenance Behaviors in Romantic Relationships”
Dana Borzea, West Virginia University
Melanie Booth-Butterfield, West Virginia University

“Relational Maintenance Among Adults’ Long-Distance Close Friendships and Dating Relationships”
Jordan T. Atkinson, West Virginia University
Melanie Booth-Butterfield, West Virginia University

“The Use of Relational Maintenance Behaviors among Sustained Friendship Types”
Sara Labelle, Chapman University
Scott A. Myers, West Virginia University

The competitively selected papers on this panel focus on relational maintenance in various types of relationships. The topic will be approached from three different angles, which highlight the impact that relational maintenance can have on the influencing of relational partners.

Saturday 9:00–10:15 **4.2.04** **Baltimore**

Revolutionizing Discourses Of Difference, Otherness, Inclusion, And Diversity

Sponsor: Voices of Diversity
 Chair: **Katy Ross**, Ohio University
 Respondent: **Kathryn Hobson**, James Madison University

“Where is the Love?": Expanding and Theorizing with LGBTQ Memorable Messages of Sex and Sexuality”
Valerie Rubinsky, Ohio University
Angela Cooke-Jackson, Emerson College

“[R]evolutionizing Monogamy: Polyamory Online -- A Textual Analysis of Sexual Normativity on Twitter”
Giuliana Sorce, The Pennsylvania State University

“Social Stigma and Self-advocacy of Persons with Physical Disabilities among Peers in Post-Secondary Education”
Matthew Bresnahan, Edinboro University of Pennsylvania

“A Narrative Criticism: “Gills and Tails” & “Video” Comparison”
Jamilah Spears, Abilene Christian University

The competitively selected papers on this panel focus on the discourses surrounding memorable messages, sexual normativity, social stigma, advocacy, and disability, through analysis and criticism of multiple texts. The topics presented will be approached from four different perspectives, which highlight the impact and importance these varying communicative phenomena can have on our views of difference, otherness, inclusivity, and diversity.

Saturday 9:00–10:15 **4.2.05** **Annapolis**

Whiteness: Understanding Privilege From Those Who Have It And Those Who Do Not

Sponsor: Intercultural Communication
 Chair: **Ronald Jackson II**, National Communication Association

“Race, Class, and Gender Identity: The Intersectionality of Caitlyn Jenner”
Kelsey Niehauser, University of Cincinnati

“My Whiteness: How I Negotiate and Understand my Privilege”
Steven Ingham, University of Cincinnati,

“Creating “#WhiteUC”: A Campaign to Shed Light on Whiteness and Privilege”
Branden Elmore, University of Cincinnati

“Whiteness in Education: From Start to Finish”
Brendan McDonough, University of Cincinnati

The voices of those who do not fit the Whiteness identity must negotiate their identity and their lives to either fit within the Whiteness framework or attempt to rebel against it. The papers presented in this roundtable discussion will discuss how we can improve the negotiation ability of those who do not identify with Whiteness and how those who do identify with Whiteness can continue the effort toward equality.

Saturday 9:00–10:15 **4.2.06** **Frederick**

Examining the Dark Side of Communication

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference
 Chair: **Kerry Byrnes-Loinette**, Collin College
 Respondent: **Annette M. Holba**, Plymouth State University

“Sex Differences in the Identification of Liars”
Laura Hancock, Slippery Rock University*

“The Evolution of Courtship Theory: Serial Killers Using Conventional Strategies”
Hope Oje, Northeastern University*
Rebecca Stoolman, Northeastern University***Elif Mamak**, Northeastern University*

“The Fear of the Unknown”
Madeline Liedberg, University of Pittsburgh at Johnstown *

“The Representative Anecdote of Government Corruption in the Netflix Television Series House of Cards”
Erin Groff, Messiah College*

The competitively selected papers on this panel will focus on fear, liars and serial killers.

* Debut



Saturday 4.2.07 **9:00–10:15** **Columbia**

Political Campaigns, Rhetoric And Propaganda

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference
 Chair: **Diana Ebersole**, Kutztown University
 Respondent: **Scott W. Dunn**, Radford University

“The Year of the Virginia Donkey: Negative Advertising in the 2013 Virginia Gubernatorial Election”
Kyra Keene, Radford University*

“Kill or Be Killed: Seeing the Middle East as a Threat to the Western World”
Katherine Zaslavsky, State University of New York at Geneseo*

“The Rhetoric of Rodham: A Neo-Aristotelian Criticism of Hillary Clinton’s 2016 Presidential Campaign Announcement Speech”
Haley Hoff, James Madison University*

“Courting Soldiers: The Revolutionary Rhetoric of U.S. Army and Islamic State Propaganda”
Amanda Schwartz, Northeastern University*
Danielle Kleinman, Northeastern University*
Daniel Smith, Northeastern University*

“A Call to Common Sense Action: An Analysis of President Barack Obama’s Statement Regarding the Roseburg, Oregon Shooting”
Joelle Tomkins, Eastern University

These competitively selected papers will focus on analyzing a variety of political advertisements, campaign speeches, political rhetoric, and propaganda.

* Debut



Saturday 9:00–10:15

4.2.08

Chesapeake A

Government, Politics, Reform

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference
 Chair: **Brian Gilchrist**, Mount St. Mary's University
 Respondent: **Kristin English**, Georgia College and State University

“Are We Really ‘Making America Great Again?’ Donald Trump’s 2016 Presidential Campaign Announcement Speech and Kenneth Burke’s ‘Unificating Devices’”
Catherine Mahon, The Pennsylvania State University*

“Limitations of Orientalism: Explaining ISIS’ Female Recruits”
Anna Bertoldini, State University of New York at Geneseo*

“Re-Envisioning Epideictic Rhetoric: An Exploration of Martin Luther King Jr.’s Rhetoric of Community and Possibility”
Laura Mack, James Madison University*

“Privacy Laws and Cultural Significance: A Comparison between France and The US.”
Nicole Moore, Manhattan College*

These competitively selected papers will focus on analyzing a variety of political, governmental, and international rhetoric.

* Debut



Saturday 9:00–10:15

4.1.09

Chesapeake B

Revolution and Evolution: Developing, Mapping, Implementing, Sustaining, and Reimagining Outcomes Assessment to Promote Learning in Communication

Sponsor: Communication Administration
 Chair: **Elizabeth Gardner**, University of Maryland
 Respondent: **Trevor Parry-Giles**, National Communication Association

“Implementing Assessment”
Kristen Berkos, Temple University

“Sustaining Assessment: Building an Assessment and Research Program into the Design of the Basic Course”
Melissa Broeckelman-Post, George Mason University

“Can the Revolution be Stated as a Student Outcome? Conceptualizing Program Assessment for the Discipline of Communication Studies”
Timothy J. Brown, West Chester University

“Beyond Middle States: Imagining a Productive End for Outcomes Assessment Data”
Elizabeth E. Gardner, University of Maryland
Andrew D. Wolvin, University of Maryland
Lindsey B. Anderson, University of Maryland

“Curricular Mapping as a Tool to Increase Positive Perceptions and Understanding of the Communication Discipline”
Kesha Morant Williams, Penn State Berks

In this panel, presenters will speak to best practices in learning outcomes assessment drawn from their research and institutional experiences working with program- and course-specific assessment. Panelists will address assessment as a process, which has quickly moved from a revolution in the field to a normative practice. The conversation will examine this process as an evolving trajectory that includes conceptualizing the discipline, mapping curriculum, implementing outcomes assessment, sustaining such initiatives, and reimagining our data usage.

Saturday 9:00–10:15

4.2.10

Charles

[R]evolutions in Provider-Patient Relationships: Considerations of Cultural Competence, Online Health Portals, and Patient-Centered Communication

Sponsor: Health Communication
 Chair: **Victoria Team**, Monash University
 Respondent: **Melinda Villagran**, Texas State University

“Student Perceptions of Providers’ Cultural Competence, Attitudes Toward Providers, and Patient Satisfaction at a University Health Center”

Ethan D. Smith, West Virginia University

Nicole Hudak, Ohio University

Heather J. Carmack, James Madison University

“Designing User-Centric Patient Portals: Clinician and Patients’ Uses and Gratifications”
Jordan M. Alpert, Virginia Commonwealth University

“Patients’ Perceptions of Patient-Centered Communication (PCC): The Relationship between PCC and Physician-Patient Concordance”

Melissa B. Wanzer, Canisius College

Christina DeBaudo, Canisius College

Gretchen Hershberger, Canisius College

Emmalene G. Carberry, Canisius College

Cody Gould, Canisius College

The papers on this panel explore factors that predict and explain satisfactory communicative exchanges between physicians and patients. Specifically, panelists will discuss the role of provider’s cultural competence on patient satisfaction, effective implementation of patient online health portals, and the measurement and effect of patient-centered communication.

Saturday 9:00–10:15 4.2.11 Douglass

Triadic Philosophies of Communication

Sponsor: Philosophy of Communication
 Chair: **Joel S. Ward**, Geneva College
 Respondent: **Janie M. Harden Fritz**, Duquesne University

“A Note on Triadic Considerations in the Work of Emmanuel Levinas for Philosophy of Communication”
Ronald C. Arnett, Duquesne University

“The ‘Triadic P’ in Proust’s Philosophy of Communication”
David M. Deuliis, Duquesne University

“A Derivative of Three: Utterance, Mediation, and Incarnation in Augustine’s *On the Trinity*”
Calvin Troup, Duquesne University

This panel inquires into the prominence of thirdness in Levinas, Proust, and Augustine, inviting further explorations and consideration of triadic perspectives within philosophy of communication.

Saturday 9:00–10:15 4.2.12 Pratt

Simulacra of The American Dream, Traditional Gender Roles in Reality Television, and Citizen Science

Sponsor: Rhetoric and Public Address
 Chair: **Richard Vatz**, Towson University

“A Map without a Territory is a Dream without Goal Setting: Baudrillardian Hyperreality and the Myth of the American Dream”
Logan Gomez, Syracuse University

“Gender Oppression in *The Bachelorette*”
Caroline Campbell Rabinovitsj, Abilene Christian University

“Individual Responsibility: Amateur Mycology’s New Citizen Scientists”
Robb Conrad Lauzon, Rensselaer Polytechnic University

The competitively selected papers on this panel address connections between discourse and the production of reality. Though the papers maintain this thread in common, they diverge sharply in their theoretical and critical approaches.



Saturday 9:00–10:15 4.2.09 Calvert

Baltimore: A Veritable Laboratory for Urban Affairs Journalism

Sponsor: First Vice President
 Chair: E.R. Shipp, Morgan State University
 Panelists: **Denise Cabrera**, Morgan State University
Pia Jordan, Morgan State University
E. R. Shipp, Morgan State University
Milton Kent, Morgan State University

This panel will examine how Morgan State University’s School of Global Journalism and Communication had to adapt its basic curriculum to address breaking news (civic unrest and unprecedented crime) that posed a multimedia challenge both for educators and for students. The session will review the challenges to us as educators of getting to know the city of Baltimore and its complex social dynamics in such a way that we can quickly and effectively rip up our syllabi and lesson plans during a period of unrest and shepherd students through real-time multimedia reporting. We also talk about coordinating assignments among faculty teaching various types of journalism skills to effectively create a news bureau capable of covering the Freddy Gray trials, the municipal elections, the surging crime, the impact on schools, etc.

Saturday 9:00–10:15 4.2.13 Lombard

Theoretical Perspectives on Communicological Engagement

Sponsor: Theory and Methodology
 Chair: **Jen Eden**, Marist College

“Developing an Understanding of Knowledge Management (KM) Mediums”
Philip W. Sisson, George Washington University
Julie J.C.H. Ryan, George Washington University

“Bringing Back Manufacturing, But Not Jobs: Reconsidering Issue Management with Constitutive Rhetoric”
Adam G. Hughes, University of Memphis

“Health Related Exhibits as Enthymemes and Indirect Speech Acts”
David H. Lee, NYC College of Technology

“Cardboard Moms: Salience, Norms, and Attitudes in the Newsroom”
Theodora Ruhs, University of Maine

These competitively selected papers on this panel offer theoretical and methodological perspectives on knowledge, rhetoric, and attitudes as they examine communicological engagement in diverse contexts.

Saturday 9:00–11:45 4.2.14 Camden

Revolutionizing Our Emphasis On “Life After College”: Preparing Communication Undergraduates For Graduation And Beyond

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

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

Saturday 10:00–11:15

4.2.15

Harborview

ECA Café

Saturday 10:00–11:15

4.2.16

Harborview

Competitive Undergraduate Poster Session III

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

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

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

“The Celebrity President: Barak Obama’s interactions on late-night TV shows”
Danielle Cremen, University of Massachusetts Amherst*

“Encoding and Decoding of Physiognometric Traits in Popular Media”
David Link, Pennsylvania State University, Berks *

“Using Mobile Coupon Apps: An Exploratory Study on RetailMeNot”
Julianna Hessel, The College of New Jersey*

“To Con or Not to Con: An Outsider’s Autoethnographic Perspective on the Comic Con Experience”
William Kyle Whitlock III, Pennsylvania State University, Berks*

“Critical nonprofit fundraising storytelling: Creating and perpetuating narratives with social capital, feminist, and Foucauldian perspectives”
Megan LoBue, Montclair State University*

“Defaming the American Government & Imparting Urgency to the Black Panther Movement: A Rhetorical Analysis of the Writings of Huey P. Newton”
Jacob Hoffman, The George Washington University*

“Translating Cancer: Using interactive media platforms to construct and revolutionize a young adolescent female’s cancer narrative”
Taylor McMahon, Emerson College*

“Analog and Digital”
William Sutton, Landmark College*

“Male Seeks Exotic Wife: What Might Media Reveal about Racism and Sexism?”
Anna Fong, State University of New York at Geneseo*

“Guiding You to the Right OPTIONS”
Simone Duscha, State University of New York at Oswego*
Julie Dale, State University of New York at Oswego*
Lauren Lasky, State University of New York at Oswego*
Jaclyn Shyptycki, State University of New York at Oswego*
Yesenia Torres, State University of New York at Oswego*



“The Impact of Xenophobia, Sympathy, Empathy, and Communication Apprehension on Peer Perceptions of International Students”

Erica Yu, McDaniel College*

Troy Becker, McDaniel College*

Colin Diehl, McDaniel College*

Jennifer Grillo, McDaniel College*

Mariah Krumrine, McDaniel College*

Nicki Moore, McDaniel College*

Isabelle Perricone, McDaniel College*

Andrea Richardson, McDaniel College*

Max Vinson, McDaniel College*

“Why did the Brooklyn Dodgers and New York Giants Leave New York and how did they become the Mets?”

Michael Eccleston, East Stroudsburg University*

“Booty is in the Eye of the Beholder: A Persuasive Case Study Analysis”

Brooke Banfi, SUNY New Paltz*

Amanda Martirano, SUNY New Paltz*

Sara Rozycki, SUNY New Paltz*

“Delving deeper into the fourth wave: defining parameters for a new generation”

Shannon Boyle, Montclair State University*

“Hipster, Inc.”

Alexandra Hadley, Boston College*

“Reactionary Theory”

Neiko Hicks, Iona College*

“Speaker vs. Audience: Determining the Driving Force of Political Rhetoric”

Natalie Heinitz, Manhattan College*

“Into the Great Unknown: Transforming Traditional Media in a Digital World”

Halee Heironimus, Ashland University*

“Crowdsourcing a Global App-Mediated Solution to a Local Mass-Mediated Problem on Incarceration and Recidivism: The Case of #SecondChanceBmore”

Devonte King, Morgan State University*

Sierra Battle, Morgan State University*

Meaca Downing, Morgan State University*

Christopher Moller, Morgan State University*

Jaime Ramirez, Morgan State University*

* Debut Paper

Saturday 10:30–11:45

4.3.01

Conway

Top Papers in the Kenneth Burke Interest Group

Sponsor: Kenneth Burke
 Chair: **Jean Costanza Miller**, The George Washington University
 Respondent: **Paul Stewart**, Roberts Wesleyan College

“Kenneth Burke’s Agonistic Theory of Knowledge”
Floyd D. Anderson, SUNY Brockport
Lawrence J. Prelli, University of New Hampshire

“Mort Sahl, Stand-Up Comedy, and the Terministic Screen of Satirical Opposition”
Matthew R. Meier, West Chester University

“‘Common Sense’ Transcendence: Thomas Paine and Comic Victimage through the Rhetoric of Resignation”
Jonathan Henson, University of Texas-Austin

This panel features the top competitive papers submitted to the Kenneth Burke Interest Group. Following the presentations and the response, audience members are encouraged to participate in lively discussion.

Saturday 10:30–11:45

4.3.02

Constellation F

Messages: The Power to Influence and to be Influenced

Sponsor: Applied Communication
 Chair: **Nancy A. Wiencek**, Rider University
 Respondent: **Stacy Smulowitz**, University of Scranton

“Revolt Against Commercialization: Testing Social Intrusion Theory through Eye Tracking on Facebook”
Tyler G. Page, University of Maryland

“Memorable Messages of Social Support that Former High School Athletes Received from their Head Coaches”
Gregory A. Cranmer, Columbus State University
Christine Anzur, West Virginia University
Michael Sollitto, Texas A&M, Corpus Christi

“The Revolution of Tailoring Promotional Materials: The Effectiveness of Adapting Health and Advertising Messages to Specific Audiences”
Virginia M. McDermott, High Point University
Sojung C. Kim, High Point University
Emily Corlett, High Point University
Brent Starling, High Point University

“It’s Your Vagina: A CBPR Student Lead Sexual Health Initiative”
Kayleigh Bondor, Bowling Green State University
Jeanette M. Dillon, Bowling Green State University
Shrinkhala Upadhyaya, Bowling Green State University
Yen-I Lee, Bowling Green State University
Madison Deloney, Bowling Green State University
Cassie Kiska, Bowling Green State University
Deidra Benson, Bowling Green State University
Kate Magsamen-Conrad, Bowling Green State University

The competitively selected papers on this panel focus on the role of messages. The topic will be approached from several different angles, which highlight the impact that messages can have on influencing both the target audience and types of media.

Saturday 10:30–11:45

4.3.03

Baltimore

Top Papers in Rhetoric and Public Address

Sponsor: Rhetoric and Public Address
 Chair: **Jennifer Biedendorf**, California State University, Stanislaus
 Respondent: **Benjamin R. Bates**, Ohio University

“Revolutionary Topoi in the 1935 Anti-Lynching Campaign”
Michele Mason, University of Maryland

“Organized Womanhood as Citizenship at the World’s Columbian Exposition”
Kristy Maddux, University of Maryland

“Employing Compassion, Companionship, and Community: Reciprocal Empowerment in the Rhetoric of Let Her Speak”
Taylor Moran, Virginia Polytechnic and State University

The competitively selected papers on this top papers panel highlight case studies in which advocates crafted rhetorical discourses to provoke legislative, attitudinal, and behavioral changes. The papers yield insight into a host of topics including violence, citizenship, justice, and power.

Saturday 10:30–11:45

4.3.04

Annapolis

Trigger Warnings In The College Classroom: A Panel Discussion On The Campus Debate

Sponsor: Instructional Communication
 Chair: **M. Elizabeth Thorpe**, The College at Brockport, SUNY

“Trigger Warning: Trigger Warnings May Compromise University Academic Freedom”
Richard Vatz, Towson University

“Expanding the Conversation: Trigger Warnings as Courtesy and Accommodation”
Eleanor Amaranth Lockhart, Rowan University

“Exempting the University: Trigger Warning, Education, and Intellectual Space”
Jeremiah Hickey, St. John’s University

“Trigger Warnings and the Organic Classroom: Managing Discussion and Difficult Topics”
M. Elizabeth Thorpe, The College at Brockport, SUNY

This panel explores the current debate surrounding “trigger warnings” that is taking place on many campuses and in popular publications. We present a variety of perspectives on their utility, purposes, and effects, and offer arguments both in favor of, and against trigger warnings. This panel addresses the notions such as academic freedom, voices of marginalization, psychological trauma, the allocation of campus resources, and the pedagogy of class discussion.

Saturday 10:30–11:45 4.3.05 Frederick

Examining Social Media

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference
 Chair: **Atsushi Tajima**, SUNY Geneseo
 Respondent: **Jenny Rosenberg**, SUNY Oswego



“Social Media and the Proliferation of Peace: The Good, the Bad and the Ugly”
Kristine Olsen, George Mason*

“Do what I want and say what I want with no apologies”:
 Empire Season One comments on Twitter”
Craig Cannon, Johnson C. Smith University*

“Green Tweet: Examining Celebrities versus Activists in Single Tweet Effectiveness”
Josh Cohen, Empire State College*

“Reclaiming Social Media: A Weird Stance Against the Social Marketplace”
Andrew Houldcroft, Bridgewater State University*

“What’s Happening?: An Analysis of Twitter”
Kaitlin Crocilla, Ramapo College of New Jersey*

These competitively selected papers will focus on analyzing social media through a variety of contexts.

* Debut

Saturday 10:30–11:45 4.3.06 Columbia

Values, Morality, Afterlife, and Destiny

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference
 Chair: **Celeste C. Wells**, Boston College
 Respondent: **Annette M. Holba**, Plymouth State University



“Morality: Universal vs. Situational”
Dylan Wimmer, University of Central Arkansas*

“Metaphors and the Afterlife”
Madeline Beall, University of Central Arkansas*

“Chick Like Me: A Feminist Critique”
Lauren Beth Faure, University of Pittsburgh at Johnstown*

“Poldark”
Kimberly Hauser, Abilene Christian University*

“Once Upon a Time: Happily Ever After Is a Choice”
Abby Altom, Abilene Christian University*

These competitively selected papers will focus on the “big questions” surrounding value creation, morality, afterlife and our destiny as it relates to media portrayal and communication.

* Debut

Saturday 10:30–11:45 4.3.07 Chesapeake A

Rhetoric, Narratives, and Pop Culture

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference
 Chair: **Bonnie S. Jefferson**, Boston College
 Respondent: **Abbe Depretis**, Temple University



“Star Trek (2009) and the Narrative Paradigm of Science Fiction”
Katie Barrett, Messiah College*

“Aristotelian Approach to Philipians: The Implications of Paul’s Use of the Five Canons of Rhetoric”
Logan Howard, University of Central Arkansas*

“Horcruxes and Symbolism: An Analysis of Voldemort According to Burke”
Rebecca Urena, East Stroudsburg University*

“How Khaleesi’s Narrative Empowers Audiences”
Gabrielle Maylock, University of Pittsburgh at Johnstown*

“We’re All Wizards, Harry: Pop Culture and Fan-Hood in the Age of Identity”
Christian Polemeni, Ramapo College of New Jersey*

These competitively selected papers will focus on analyzing a variety of pop culture references through a rhetorical lens.

* Debut

Saturday 10:30–11:45 4.3.08 Chesapeake B

[R]Evolutionizing Dialogue In The Communication Classroom: [De]Constructing Diversity From A Variety Of Perspectives

Sponsor: Voices of Diversity
 Chair: **Celeste Lacroix**, College of Charleston
 Respondent: **Christina E. Saindon**, James Madison University



“Fighting Social Injustice Through Social Media: Cultivating a New Era of Activists Through the Public Relations Classroom”
Rowena L. Briones, Virginia Commonwealth University

“Addressing Diversity in the Classroom Through Client Work”
Katie R. Place, Quinnipiac University

“Creating Critical Media Consumers: Discussing Representation of Race, Gender, Sexual Orientation, Class, and Age in the Undergraduate Media Literacy Course”
Danielle Catona, Ramapo College

“Merging Academics and Activism: A Discussion on How Communication Graduate Students Can Weave their Roles as Student, Researcher and Teacher with their Passion for Social Change and Add Diverse Voices and Skills to the Classroom and Community Experience”
Osita Iroegbu, Virginia Commonwealth University

This panel presents a variety of teaching practices that promote an inclusive classroom environment in which students feel safe, supported, and encouraged to express their diverse viewpoints. We encourage and welcome audience participation in our discussion of multiple approaches to integrating diversity in the communication classroom. Panelists will review their teaching experiences and share insights gleaned from digital activism, media literacy, service learning, and community-based course projects.

Saturday 10:30–11:45 4.3.10 Douglass

[R]evolution or Revolutionary? The Department Chair’s Guide to 21st Century Leadership

Sponsor: Communication Administration
 Chair: **Ronald Jackson II**, University of Cincinnati
Timothy J. Brown, West Chester University
Amy Franzini, Widener University
Thomas R. Flynn, Slippery Rock University
Maurice L. Hall, Villanova University
Ronald Jackson II, University of Cincinnati

The social, political, and financial changes that are transforming higher education might be best understood through the position of department chair. This panel will address these challenges by having a select group of department chairs reflect upon their experience and how they have promoted [R]evolution and/or Revolutionary practices in their leadership. From managing difficult colleagues, to allocating limited resources, to developing mentoring relationships, this panel will offer insights into the daily lives of department chairs.

Saturday 10:30–11:45 4.3.11 Pratt

Evolution Of Social Media: How Our Communication Has Evolved Because Of Technology

Sponsor: Communication and Technology
 Chair: **Kristin Roeschenthaler Wolfe**, Slippery Rock University

“MySpace as My First Digital Space”
Nicholas David Bowman, West Virginia University

“YouTube”
Douglas Strahler, Slippery Rock University

“Blogging as the First Social Media”
Kristin Roeschenthaler Wolfe, Slippery Rock University

“Digital Games as Social Media”
Jaime Banks, West Virginia University

“Good Things Come in Short Messages: A Short History of Twitter”
Rod Carveth, Morgan State University

Individually, and collectively, communication technology has revolutionized how we communicate with each other. Social media, in particular, has allowed us to communicate around the globe about many topics and in many different ways.

Saturday 10:30–11:45 4.3.12 Calvert

Expressing Employee Voice: Humor, Dissent, and Aggression

Sponsor: Organizational Communication
 Chair: **Maxine E. Gesualdi**, West Chester University
 Respondent: **Jennifer Waldeck**, Chapman University

“Humor Enactment to Cope and Reduce Stress in Corporate Settings: Maybe Not for Everyone”
Melanie Booth-Butterfield, West Virginia University
Melissa B. Wanzer, Canisius College

“Sarcasm, Inappropriate Humor, and Verbal Aggression in the Workplace: The Employee-Supervisor Relationship and Organizational Dissent”
Sarah Cormier, Oakland University
Roosevelt Belton, Oakland University
Catherine Gladki, Oakland University
Meika Cole, Oakland University
Robert J. Sidelinger, Oakland University
Patrick Marion, Oakland University

“Superior-Subordinate Communication in the Workplace: Verbal Aggression, Nonverbal Immediacy, and Their Joint Effects on Perceived Supervisor Credibility”
Joseph E. Lybarger, University of Akron
Andrew S. Rancer, University of Akron
Yang Lin, University of Akron

The competitively selected papers on this panel focus on ways that employees express themselves during their organizational experiences and the individual and relational effects of such expression.

Saturday 10:30–11:45 4.3.13 Lombard

The Role of Identity in Health Information Processing: Factors that Affect the Decoding and Encoding of Health Messages

Sponsor: Health Communication
 Chair: **Ethan D. Smith**, West Virginia University
 Respondent: **Carey Noland**, Northeastern University

“Bridging Breast Cancer Disparities in African American Women: Media Processing Factors and Self-Protective Motivations”
Vinita Agarwal, Salisbury University

“Interacting in Silence: Observing Silence in Pulse Reading Phase in Traditional Chinese Medicine Diagnostics”**
Kaicheng Zhan, Syracuse University

“Waiting for the Doctor to Ask: Sexuality and Patient-Provider Disclosure”*
Nicole Hudak, Ohio University

The papers on this panel explore the role of various aspects of identity and interaction on individual health outcomes. Panelists will discuss the impact of myriad factors including the media, ethnicity, culture, silence, and familial experiences on outcomes ranging from self-protective motivations in breast cancer information searches to the disclosure of disclosure of sexual identity.

*Student Paper
 **Debut Student Paper

Saturday 12:00–1:15

4.4.01

Conway

Public Discourse and Women’s Reproductive Rights

Sponsor: Rhetoric and Public Address
 Chair: **Trevor Parry-Giles**, University of Maryland

“Advocacy at the UN PrepCon on Transnational Women’s Rights”
Jennifer Biedendorf, California State University, Stanislaus

“Promoting Equality (and Motherhood): The Rhetoric of Family in the 1978 *Pregnancy Discrimination Act* Debates”
Jill M. Weber, Hollins University

“Raising the Specter of the Back-Alley Abortionist: Deceptive Doctors, Honest Machines”
Brandi Rodgers, University of Wisconsin, Madison

“Reframing the Debate: The U.S. Conference of Catholic Bishops’ Campaign against the HHS Contraception Mandate”
Phillip M. Kostka, Georgia State University

The competitively selected papers on this panel analyze an array of public discourses, national laws, and international treaties that bear consequences on women’s reproductive rights. These papers are notable for explaining how discourses of women’s reproductive rights are employed as part of strategic campaigns to advocate both for the expansion and the proscription of women’s rights.

Saturday 12:00–1:15

4.4.02

President

[R]Evolutionizing Technological Agency: [Dis]Abling And Transitioning In The Digital World

Sponsor: Communication and Technology
 Chair: **Jessica Benham**, University of Pittsburgh

“(Dis)Locating Rhetorical Agency: Rhetoric in Digital Space”
Andrew Allsup, University of Pittsburgh

“You Probably Don’t Recognize That Guy”: Online Transition Documentation as a Form of (Dis)identification”
Daniel Beresheim, University of Pittsburgh

“Trapped in Amber: Transitional Technologies as Temporal Markers in Film”
Ambrose Curtis, University of Pittsburgh

“Stereotyped Agency: Crippling Up Perceptions of Communicative Technology Use by (Dis)abled Rhetors”
Jessica Benham, University of Pittsburgh

Rather than critically evaluating technology for its inherent positive or negative components, this panel advocates a suspension of judgment, looking rather at how technology creates spaces for negotiation of identity and agency. These papers represent a contribution to our understanding of how technology functions to shape the ways in which dialogue between and within marginalized populations is both constrained and empowered to challenge hegemonic structures.

Saturday 12:00–1:15

4.4.03

Constellation F

Managing and Communicating Crisis

Sponsor: Applied Communication
 Chair: **Stacy Smulowitz**, University of Scranton
 Respondent: **Jennifer Owlett**, William Paterson University

“Taking Back our University: Students’ Responses to a University President’s Crisis Message”
Alexander L. Lancaster, Weber State University
Nicholas David Bowman, West Virginia University
Matthew M. Martin, West Virginia University

“Communicating Crisis Uncertainty: A Review of the Knowledge Gaps”
Brooke Fisher Liu, University of Maryland
Logen Bartz, Carthage College (DEBUT)
Noreen Duke, University of Maryland (DEBUT)

“Deflate-Gate: The Crisis” (DEBUT)
Caroline Campbell Rabinovitsj, Abilene Christian University

“Managing Uncertainty Strategically: Toward an Intergroup Crisis Theory”
Liang (Lindsay) Ma, University of Maryland
Mengqi (Monica) Zhan, University of Maryland

The competitively selected papers on this panel focus on the role of communication in a crisis. The topic will be approached from different angles which highlight the impact and importance of communication, especially with regard to uncertainty.

Saturday 12:00–1:15

4.4.04

Baltimore

Deciding Legal Issues: Applied Theory and Applied Ethics

Sponsor: Communication Law & Ethics
 Chair: **Jason Zenor**, SUNY-Oswego
 Respondent: **Martin Wallenstein**, John Jay College

“Using the Potter Box to explain *Rolling Stone’s* response to the University of Virginia rape allegation article controversy”
Rod Carveth, Morgan State University

“Conversing in the Courtroom: Adapting a Classic Communication Model to Study Juror Perceptions”
Clint Townson, University of Delaware

“Judicial Rhetoric and Social Change: The Chaoulli Decision of the Canadian Supreme Court”
Chris Cudahy, Crandall University

The research papers on this panel focus on the application of ethics and communication theory to decision making on legal issues, both in and out of the courtroom.

Saturday 12:00–1:15

4.4.05

Annapolis

Student Talk, Teacher Bodies: A Performance of Student Course Evaluations

Sponsors: Interpretation and Performance Studies
Voices of Diversity

Chair: **Christina E. Saindon**, James Madison University

Presenters: **Ruth J. Beerman**, Bloomsburg University
Elizabeth Whittington Cooper, Xavier University of Louisiana
Kathryn Hobson, James Madison University
Shauna M. MacDonald, Villanova University
Daniel S. Strasser, Rowan University
Jenny Warren, Colin College
Erin Witte, Towson University

Most scholars agree that what is taught, how it is taught, and who teaches has some effect on classroom dynamics, which may in turn influence student course evaluations. Thus, in this panel we will approach the topic of student course evaluations, especially those calling attention to our bodies, as a generative opportunity. We will embrace this performance and discussion as generative in two ways: performatively and through a discussion of and planning for future research.

Saturday 12:00–1:15

4.4.06

Chesapeake B

Teaching Philosophy of Communication Through Curriculum: Pedagogy of Epistemology, Hermeneutics and Phenomenology to Engage the Politics and Ethics of Knowledge

Sponsor: Philosophy of Communication

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

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

“Teaching Philosophy of Communication in the Communication Curriculum: Weaving Understanding, Compassion, and Resilience”

Annette M. Holba, Plymouth State University

“Teaching Philosophy of Communication in a Communication Studies Senior Seminar”

Cem Zeytinoglu, East Stroudsburg University

“Teaching Gebser's Cosmology as Method for Adding Depth to Communication Capstone Projects”

Kristen Lynn Majocho, University of Pittsburgh at Johnstown

“Who Killed the Samurai?—A Truth Seeking Approach to Building Communication Competence”

Wenjie Yan, East Stroudsburg University

This panel is designed to provide a discussion and dialogue on facilitating the philosophy of communication approach in pedagogy of undergraduate classrooms. Participants will provide their individual experiences and practices of teaching the ideas of significant communication theorists and philosophers to encourage and inspire students to examine and engage the current social, cultural and political ideas.

Saturday 12:00–1:15

4.4.07

Charles

Alcohol & Sex

Sponsor: Interpersonal Communication

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

Respondent: **Katie Neary Dunleavy**, La Salle University

“The Impact of Parental, Peer, and University Communication, Social Expectations and Communication Adaptability on College Students' Alcohol Consumption”

C. Leigh Nelson, James Madison University

Heather J. Carmack, James Madison University

Tatjana Hocke-Mirashvili, James Madison University

Eric Fife, James Madison University

“Sex, Alcohol, and Risk: Parental Messages and Associated Behavior of Adult Children”

Sean M. Horan, Texas State University

Toni M. Morgan, Texas State University

Tricia J. Burke, Texas State University

“Communication and the Social Creation of Sexual Attitudes”

Sean Gilmore, Baldwin Wallace University

Samuel Bradley, Baldwin Wallace University

Ashley Stotesbery, Baldwin Wallace University

Laura Vidmar, Baldwin Wallace University

“Characterizations of Clients Who Buy Sex: Unveiling Discursive Structures of Sex Buyers through Market Discourse”

Julie L. Taylor, SUNY New Paltz

The competitively selected papers on this panel focus on the role that alcohol and sex plays in interpersonal communication. The topics will be approached from four different angles using qualitative and/or quantitative research methods.

Saturday 12:00–1:15

4.4.08

Douglass

[R]evolutions in Teaching Health Communication: Innovative Ideas in Health Communication Pedagogy

Sponsor: Health Communication

Chair: **Sara LaBelle**, Chapman University

Panelists: **Rukhsana Ahmed**, University of Ottawa
Hannah Ball, West Virginia University
Melissa B. Wanzer, Canisius College
Keith D. Weber, West Virginia University
Kevin B. Wright, George Mason University

The purposes of this panel are (1) for presenters to share innovative strategies for teaching health communication to undergraduate and graduate students, and (2) to facilitate an interactive discussion with audience members regarding opportunities for advancing health communication pedagogy. Attendees will leave this panel with concrete activities and pedagogical best practices for teaching their health communication courses.

Saturday 12:00–1:15

4.4.09

Pratt

Rhetorics of Mortification

Sponsor: Kenneth Burke
 Chair: **Kevin R. McClure**, University of Rhode Island
 Respondent: **Matthew Althouse**, SUNY Brockport

“Anita Hill in Burke’s Cycle of Redemption: Can the Mortification of a Black Woman Disrupt the Master Narrative”
Eileen James, University of Rhode Island

“*A Rape on Campus*: The Dramatic Fallout”
Patrick Maguire, University of Rhode Island

“Rations and Scapegoating in the Desert: The Rhetoric of the California Drought”
Gregg Luben, University of Rhode Island

“She’s Come Undone”
Robin James, University of Rhode Island

“Feminist Uses of Burkean Dramatistic Analysis”
Charlotte Kugler, University of Rhode Island

“Serial Killers: A Dramatistic Perspective”
Rachel A. Smith, University of Rhode Island

These brief papers explore the rhetoric of redemption via the processes of mortification using both representative anecdotes and theoretical engagements. Together they advance a critical discussion on mortification, Burke’s other form of victimage, and explore the potential implications of mortification in theory and in practice.

Saturday 12:00–1:15

4.4.10

Calvert

Affect Creates Effect: The Multiverse of Mediation from Digital Intensity to Direct Impact

Sponsor: Media Ecology Association
 Chair: **Zachary Stiegler**, Indiana University of Pennsylvania

“Hashtag Humor: The Linguistic Affect of Digitally Mediated Comedy”
Andrew Longcore, Indiana University of Pennsylvania

“FOMO: An Affect of the Mobile Village”
Nicholas Artman, Gannon University

“Interplay and Intensity: The Real-World Consequences of Fantasy Sports”
Erik Kormos, Indiana University of Pennsylvania

This panel introduces the concept of affect theory to a broader exploration of digital media technologies. The complexity of communications media, and the ecological implications produced therein, have essentially created a multiverse of “perpendicular ecologies.” This interplay between digital displays of perceptual intensity (affect) and direct displays of physical involvement (effect)—*affect as medium*—provides the overarching thematic framework for the individual panel presentations.

Saturday 12:00–1:15

4.4.11

Lombard

Pedagogical Strategies in the Organizational Communication Classroom

Sponsor: Organizational Communication
 Chair: **Michael Sollitto**, Texas A&M University-Corpus Christi

Stephen A. Cox, Murray State University
Zachary W. Goldman, Illinois College
Gregory A. Cranmer, Columbus State University

The value of the organizational communication course continues to increase as organizations become more complex and evolve. These courses provide tremendous opportunities for students to develop and refine skills necessary for their organizational lives, but these courses also provide students the opportunity to develop an appreciation for the research conducted about organizational communication. This roundtable discussion brings together scholars from a variety of backgrounds, levels of experiences, and types of universities to discuss their techniques and philosophies for teaching the organizational communication course at both the undergraduate and graduate levels.

Saturday 12:00–1:15

4.4.12

Camden

Contemporary Intercultural Issues In Global Times And Places

Sponsor: Intercultural Communication
 Chair: **Ann Jabro**, Robert Morris University

“Exploring Transformation in Nicaragua: A Phenomenological Study”
Ann Jabro, Robert Morris University

“‘I knew I’m very healthy prior to and upon arrival here. However ...’: Investigating the Health Concerns of African Students”
Godwin Haruna, Ohio University
Lamine Sylla, Ohio University
Benjamin R. Bates, Ohio University

“Juxtaposing Two Nollywood Audiences”
Uchenna Onuzulike, Howard University

“Spiritual Intelligence, Moral Intensity, and the Intention to Act to Help a Stranger Who Communicates in a Culturally Different Way”
Yang Lin, University of Akron
Kathleen Clark, University of Akron
Virginia Maher, University of Akron

“What the Media Don’t Tell: A Mixed-Method Study on of Germany’s PEGIDA”
Giuliana Sorce, Penn State University

This panel explores various issues in intercultural communication scholarship across dynamic contexts. The panel address issues from film to healthcare, from national transformation to altruism to understand the underlying commonalities of intercultural communication dynamics.

Saturday 12:00–1:15 **4.4.13** **Pisces**

Past Officer’s Club Luncheon

Saturday 12:00–2:00 **4.4.14** **Constellation CD**

Undergraduate Scholars Conference Luncheon

Join us to celebrate the growing James C. McCroskey and Virginia P. Richmond, Undergraduate Scholars Conference. All Undergraduate Scholars are invited to attend this luncheon. Faculty Sponsors may also attend if they’ve purchased a luncheon ticket.



Saturday 1:30–2:45 **4.5.01** **Conway**

Crazy Talk, Stupid Talk: Neil Postman’s Contributions to and Extensions of General Semantics

Sponsor: Institute of General Semantics
 Chair: **Thom Gencarelli**, Manhattan College
 Participants: **Stephanie Gibson**, University of Baltimore
Martin Levinson, Institute of General Semantics
Lance Strate, Fordham University

This panel, sponsored by the Institute of General Semantics, an affiliate organization of the ECA, celebrates the 40th anniversary of Neil Postman’s groundbreaking book, *Crazy Talk, Stupid Talk: How We Defeat Ourselves by the Way We Talk—and What to Do About It*. The panelists, all former students of Postman, will analyze and discuss the book’s impact and influence, and in particular its impact and influence of the field of general semantics.

Saturday 1:30–2:45 **4.5.02** **President**

Ten Years After Katrina: What Has Risk Communication Taught Us About Diverse Audiences?

Sponsor: Voices of Diversity
 Chair: **Tomeka Robinson**, Hofstra University
 Respondent: **Shaun Anderson**, West Virginia University

“Risk Communication and Diverse Populations”
Terri Adams-Fuller, Howard University
Carolyn A. Stroman, Howard University
Vankita Brown, Howard University

“Applying the RISP Model to Determine How Age Influences Severe Weather Risk Information Seeking and Processing Behaviors”
Denna Geppi, Howard University

“Protective Action and Evacuation Responses During Hurricane Katrina: The Role of Gender”
Michelle Dovi, Howard University

“Human Response to Threats and the Implications for Effectively Communicating Risk”

Terri Adams-Fuller, Howard University
Michelle Dovi, Howard University
Carolyn A. Stroman, Howard University
Denna Geppi, Howard University
Angela Cole Dixon, Howard University

This panel will examine how socio-cultural factors (e.g. race, age, and gender) influence the receptivity of communications regarding weather and other related messages. Attention will also focus on the optimal modes of communication to reach various social groups. The panel will provide a framework for both researchers and practitioners for developing weather-related risk communications that are targeted and tailored to diverse audiences and communities, and that have the potential to improve access to relevant information and resources.

Saturday 1:30–2:45 **4.5.03** **Constellation F**

Social Media And Its [R]Evolution In Developing Countries

Sponsor: Communication and Technology
 Chair: **Mary Catherine Kennedy**, Mount St. Mary’s University
 Respondent: **Elizabeth Cohen**, West Virginia University

“Women and Social Media Activism in the Middle East”
Amal Ibrahim, University of Wisconsin-Whitewater
Nahed Eltantawy, High Point University

“Evolution and Diffusion of Social Media in India”
Pratibha Kumar, Mount St. Mary’s University

“Can Social Media Lead to a Dialogical Revolution: A Case Study of Mexican Political Campaigns”
Juan S. Larrosa Fuentes, Temple University

“Cultural Relativism and Social Media”
Pawena Sirimangkala, Barry University

This roundtable panel discussion focuses on the evolution, access, and impact of social media in developing countries. Papers in this panel examine issues of activism, agency, empowerment, democratization, and cultural identity in the Middle East, India, Mexico, and Thailand.

Saturday 1:30–2:45 **4.5.04** **Baltimore**

Top Papers in Political Communication

Sponsor: Political Communication
 Chair: **Angela Bigas**, West Chester University
 Respondent: **Trevor Parry-Giles**, National Communication Association

“Four-Color Politics: Ideology and the Presidency in DC’s Prez 1973-2015”
Christina M. Knopf, SUNY Potsdam

“Is More Really Better? Framing Political Issues and Citizen Efficacy”
Leanna Smithberger, James Madison University
Lindsey A. Harvell, James Madison University

“Debunking the Virginia Way: Framing Ethics in Editorials and Opinion Pieces”
Anjelica Smith, Virginia Tech

Saturday 1:30–2:45

4.5.05

Annapolis

Top Four Competitive Papers in health communication

Sponsor: Health Communication
 Chair: **Benjamin R. Bates**, Ohio University
 Respondent: **Rukhsana Ahmed**, University of Ottawa

“Mobilizing a Narrative of Generosity: Patient Experiences on an Urban Mobile Health Clinic”*

Heather J. Carmack, James Madison University

Yasmin Rawlins, Columbia University of Physicians and Surgeons

Zoey Bouchelle, Harvard Medical School

Caterina Hill, Harvard Medical School

Jennifer Bennet, Harvard Medical School

Nancy E. Oriol, Harvard Medical School and Beth Israel Deaconess Medical Center

“Older Adult Cognitive and Interpersonal Communicative Responses to Active Involvement Interventions about Fall Prevention”

Danielle Catona, Ramapo College

“Care-full Narratives: Agency and Belonging in/as Prenatal Care”

Liliana Herakova, University of Maine

“Using Psychological Reactance Theory to Identify Key Constructs for Audience Segmentation in the Context of Illicit Use of Prescription Stimulants among College Students”**

Hannah Ball, West Virginia University

This panel features the Top Four Competitive Papers from the Health Communication Interest Group. Each paper offers a unique approach to studying and understanding health communication in varied contexts, and truly represents the best scholarship in our area. These papers are worthy of both praise and further discussion.

*Top Paper

**Top Student Paper

Saturday 1:30–2:45

4.5.06

Chesapeake B

Competitive Papers in Media Communication 4

Sponsor: Media Communication
 Chair: **Nicholas Scott Smith**, Wayne State University
 Respondent: **Lukas J. Pelliccio**, Wayne State University

“Sidelined: Analyzing the Limited Media Coverage of Women’s Sports”

Hans C. Schmidt, Pennsylvania State University - Brandywine

“Fan Celebrity Social Relationships: How Personal Connections with Celebrities are Formed -- A Case Study of Josh Groban and His Fans”

Gayle S. Stever, Empire State College/SUNY

“Framing drug resistance, smoker’s rights, vaccines and genetic engineering: The ‘Biocontroversy’ exhibit at The Amazing You”

David H. Lee, New York City College of Technology

This panel explores how the media deal with women’s sports, celebrities and bio-controversies.

Saturday 1:30–2:45

4.5.07

Charles

Nominating Committee

Saturday 1:30–2:45

4.5.08

Douglass

Revolutionary Communication Instruction: Inspiring And Embracing [R]Evolution With Non-Traditional And At-Risk Students

Sponsor: Instructional Communication
 Cosponsor: Urban Communication Foundation
 Chair: **Douglas J. Marshall**, Southern University at New Orleans

“College Within a College: Embracing Opportunities for Students in New Orleans”

Douglas J. Marshall, Southern University at New Orleans

Sarah Jackson, Southern University at New Orleans

“Teaching in the Gussin Spiritan Division of Duquesne University: Embracing Opportunities”

Janie M. Harden Fritz, Duquesne University

“Facilitating Success and Leadership: Introductory Speech for First Generation College Students”

Anthony Wachs, Northern State University

This panel presentation/roundtable discussion will focus on [R]evolutions—or meta-revolutions - that occur within the space of the diverse, urban classroom setting. This panel will focus on how the instructional elements inherent to the basic communication course can foster revolution in students who are often underserved and ignored. This panel will specially look at communication classrooms serving “non-traditional” or “at-risk” students and how those spaces can be used to encourage academic, intellectual, and spiritual revolution.

Saturday 1:30–2:45

4.5.09

Pratt

[R]evolution of Graduate Student Interpersonal Communication Research: A Research Paper Workshop

Sponsor: Interpersonal Communication
 Chair: **Andrew Nicholson**, SUNY Oswego
 Respondent: **Jenny Rosenberg**, SUNY Oswego

“A Re-examination of Communication Accommodation Theory: Integrating CAT with Lewin’s Field Theory”

Hsin-Yi Chien, University of Maryland

“Person-Situation Interactions: Mapping Interpersonal Communication Research”

Rong Ma, University of Maryland

“Interpersonal Communication in Graduate School Group Work”

Elizabeth Davis, SUNY Oswego

Tristan Gleich, Osnabruck University

Kristan Marino, SUNY Oswego

This [r]evolutionary workshop discussion will focus on the role that graduate research plays in the [r]evolution of interpersonal communication research. The panelists will work with the respondent to discuss the next steps in their interpersonal communication research. The workshop is also an opportunity for graduate students to discuss their current research projects for feedback and critique.

Saturday 1:30–2:45 **4.5.10** **Calvert**

Shifting Perspectives

Sponsor: Rhetoric and Public Address
 Chair: **Giuliana Sorce**, Penn State University

“Transforming Public Perceptions of the CF: The Rhetorical Innovation of former Chief of Staff, General Rick Hillier”
Chris Cudahy, Crandall University

“The Eclectic Approach Reconsidered: An Orientation to Societal Transformations”
James W. Chesebro, Ball State University
David T. McMahan, Missouri Western State University
Dale A. Bertelsen, Bloomsburg University

“Public Relations, Sociology, Globalization, and the British Abolition Movement”
Timothy S. Penn, University of Maryland

“A Comparative: The Rhetorical Situations of Nazi Germany and The Islamic State”
Mikayla Torres, St. John’s University

The competitively selected papers on this panel address shifting perspectives in the study of rhetoric and public address.

Saturday 1:30–2:45 **4.5.11** **Lombard**

Baltimore: Life from the Street - A Roundtable Discussion of Approaches to Understanding a City

Sponsor: Media Communication
 Chair: **Gregory Adamo**, Morgan State University

“Student media projects and the city: Profiling Baltimore”
Gregory Adamo, Morgan State University

“Don’t Wait Til Midnight’: Student Journalists Covering a City’s Curfew Law”
Karen Houppert, Editor of the *Baltimore City Paper*

“Listening to Baltimore: Oral Histories of Those Impacted by Violence in a City”
Katie Kavanagh O’Neill, University of Pittsburgh

“One City Block, One Hour of Radio, Everybody’s Story”
Aaron Henkin, Producer Out of the Blocks, WYPR-FM
Wendel Patrick, Music Producer, WYPR-FM

From television programs such as Homicide: Life on the Street and The Wire through the 24/7 media coverage of the uprising surrounding the death of Freddie Grey, Baltimore has often been the focus of national media. This roundtable discussion with scholars, educators, video and audio producers, and journalists, will focus on their work, some created with Baltimore students, that attempts to portray Baltimore from a local perspective that focuses on Baltimoreans telling their own stories.

Saturday 1:30–4:15 **4.5.12** **Camden**

Teaching the Introductory Communication Theory Course

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

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

Saturday 2:15–3:45 **4.5.13** **Frederick**

Rhetorical Analysis of Women

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference
 Chair: **Andrew Herman**, SUNY Geneseo
 Respondent: **Valerie Lynn Schrader**, Penn State Schuylkill

“Butch, Femme, or Bust: The Queer Female Binary in American Film and TV”
Jade Chenaimwoyo Brown, State University of New York at Geneseo*

“The Evolution of Women’s Representation in Horror Movies”
Taylor Hollister, Manhattan College*

“Changing the Way the World Views Women”
Kathryn McAnally, James Madison University *

“The Tangled Truth: The Oppression of Black Female Beauty through the Misrepresentation of Black Hair in American Media”
Allyson Pereyra, State University of New York at Geneseo*

“Applying Muted Group Theory and Co-Cultural Communication Theory to Award Acceptance Speeches: An Analysis of Viola Davis’ Emmy Acceptance Speech”
Susannah Goodman, Messiah College*

These competitively selected papers will focus on the rhetorical analysis of women across television and film.

* Debut



Saturday 2:15–3:45

4.5.14

Columbia

Instagram, Memes, Media Portrayals and the Future of Mass Media

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference
 Chair: **Laura K. Dorsey-Elson**, Morgan State University
 Respondent: **Nicholas David Bowman**, West Virginia University

“Gender on Instagram: An Updated Look at Goffman’s Gender Advertisements”
Trevor Arnold, Kutztown University of Pennsylvania*

“Uses and gratifications theory applied to college students’ use of Instagram”

Christina Tartaro, State University of New York at Oswego*
Joey Karlik, State University of New York at Oswego*
Melissa Bulman, State University of New York at Oswego*
Emmeline Ortiz, State University of New York at Oswego*
Dylan Galusha, State University of New York at Oswego*

“What’s Your Sign? The Semiotic Applications of Internet Memes in Digital Culture”
Ashlyn Miller, Messiah College*

“Traditional Radio’s Unclear Future”
Erin Cook, Stonehill College*

These competitively selected papers will focus on analyzing mass media, including Instagram, digital memes, and the future of radio.

* Debut



Saturday 2:15–3:45

4.5.15

Chesapeake A

Top Competitive Papers Within the USC

Sponsor: James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference
 Chair: **Katie Dunleavy**, LaSalle University
 Respondent: **Lynda McCroskey**, California State University, Long Beach

“Relational Maintenance Strategies in Long Distance Dating Relationships and Long Distance Friendships”
Marisa Farmer, State University of New York at Oswego

“Rhetorical Magic: J.K. Rowling’s Ability to Move an Oppositional Audience with a Speech Paradoxical to the Occasion”
Lindsay Aidan Farrell, Stonehill College*

“Making Meaning of Distance: Contradictions in Long-Distance Romantic Relationships”
Nicole Heney, State University of New York at Geneseo

“Queering Marital Typologies: A Modern Recreation of Fitzpatrick’s Typological Approach Using Queer Couples”
Karli Jayne Miller, Bloomsburg University*



“Out of Sight, Out of Communication? Private Disclosure in Proximal and Long-Distance Relationships”
Chi Phuc Khanh Huynh, State University of New York at Geneseo*

This panel features the Top Five Competitive Papers from the Undergraduate Scholars Conference. These papers represent the highest quality submissions and were ranked highest among our reviewers. Let’s celebrate their hard work and provide support for their lines of research.

* Debut

Saturday 2:30–3:30

4.5.16

Harborview

Competitive Graduate poster session II

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

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

“Face and Race: The Value of Images in Cancer Prevention Print Materials”
Gaitry Aruwani, High Point University*

“Exploratory Investigation of the Content and Form of Mental Models of Game Systems”
Joe A. Wasserman, West Virginia University

“Toward a Combined Theory of Situation Awareness and Sensemaking”
Wendy Hall, Ashland University*

“Play Ball! Without Tobacco: Does Targeted Advertising and Perceived Barrier Messages Promote Recall for College Baseball Players?”
Zachary Molan, High Point University

“How Streamers Stream: Gendered Self-Presentation of Twitch Streamers”
Dave McLean, Virginia Tech
Madison Lanier, Virginia Tech

“Tweeting and Policing: Communicating Crime and Community on Twitter”
Anjelica Smith, Virginia Tech

“Revolution of Leftover Women: A Research on Chinese Women’s Relational Condition”
Zehui Dai, Bowling Green State University

“Freaks and Geeks: The Use of Metaphors to Denote Race Among Athletes”
Clint Townson, University of Delaware

“Redefining the Special Olympian: A Rhetorical Analysis of Special Olympics Advertisements”
William H. Y. Canter, Virginia Tech*

“Remember When We...’ Relational Communication and #ThrowbackThursday”
Lauren Ciampoli, Old Dominion University*

“A Quaker Minister, Lucretia Coffin Mott: Public Voice and Advocate for Peace”
Nora Murphy, University of Maryland*

“Technological Revolution and the Not-so-Stable Body: ‘Being There’ in the Cyborg’s Dilemma”

Sean Gleason, Ohio University

“The Who and How of Enhancing College Students’ Health Awareness and Behaviors: Comparing Peer/Professional Spokesperson and Narrative/Expository Messages”

Allison Green, High Point University*

“Wellness Warriors: An Ethnographic Approach to an Incentivized Workplace Wellness Program”

Ashleigh M. Day, Wayne State University

“Use of Humor in Instructor First Impressions and Students Perceptions of Instructor Credibility in an Online Classroom”

Kristy M. Najarian, Bryant University

*Graduate Student Debut

Saturday 3:00–4: 15 **4.6.01** **President**

Saving Face And/Or Lying

Sponsor: Interpersonal Communication
 Chair: **Dana Borzea**, West Virginia University
 Respondent: **Mary E. King**, Bloomsburg University

“You’re Both in It, Why Can’t You Both Talk About It’: An Exploration of the Communication-Related Face Threats Associated With Hookups”

Meredith Marko Harrigan, SUNY Geneseo

Bethany Martone, SUNY Geneseo

Taylor Quaranta, SUNY Geneseo

Joseph Rabideau*, SUNY Geneseo

“The (Dys)Functionality of Deceptive Affection: Using a Goals-Based Approach to Understand the Process of Deceptive Affection in Friends with Benefits”

Sara L. Trask, Randolph Macon College

“Revolutionizing Lying Typologies: An Investigation of Familial Relationships & Motivations for Lying ”

Nancy Bressler, Wheeling Jesuit University

The competitively selected papers on this panel focus on risky interpersonal communication. The authors examined precarious situations in which one might need to save face and/or lie.

*Debut



Saturday 3:00–4: 15 **4.6.02** **Constellation F**

Baltimore Mayors, Maryland Governors: Successful Communicators?

Sponsor: Political Communication
 Chair: **Richard Vatz**, Towson University
 Respondent: **Scott W. Dunn**, Radford University

“Theodore Roosevelt McKeldin: The Grandiloquence of Moderation and Getting Things Done”

Theodore F. Sheckels, Randolph-Macon College

“William Donald Schaefer: Direct Speech and ‘Do It Now’”

Carl T. Hyden, Morgan State University

“Martin O’Malley: How a Zero Tolerance Past Undermined a Progressive Future”

Todd Eberly, St. Mary’s College of Maryland

ECA is meeting in 2016 in the city of Baltimore and the state of Maryland. Three of the city’s mayors became three of the state’s governors. As they pursued this course, they exhibited very different communication styles. Theodore McKeldin strove for eloquence; William Donald Schaefer tried to get things done; Martin O’Malley strove for themes that might resonate, then and later.

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

“Let Us Get Uncomfortable”: A 21st Century Case Study of Racial Politics and Dialogue on a College Campus

Sponsor: First Vice President
 Chair: **Adam St. Pierre**, SUNY Plattsburgh
 Presenters: **J.W. Wiley**, SUNY Plattsburgh
Kirsten Isgro, SUNY Plattsburgh
Adam St. Pierre, SUNY Plattsburgh
Shane Spruill, SUNY Plattsburgh
Flora Veitch, SUNY Plattsburgh
Lateef Wearrien, SUNY Plattsburgh

Given the current highly polarized rhetoric across the U.S., those of us invested in social justice are in a prime position to model the benefits of embracing uncomfortable conversations around diversity. This student/faculty panel will share differing perspectives of a specific racialized campus event that unfolded during fall 2015 semester as a case study as to how individuals, groups and institutions can move towards meaningful dialogue about race and diversity resulting in personal and institutional change.

Saturday 3:00–4: 15 **4.6.04** **Annapolis**

The Intersection and Mutual Influence of Health and the Media: Health Literacy, Online Dialogues, and Information Seeking Behaviors

Sponsor: Health Communication
 Chair: **Virginia M. McDermott**, High Point University
 Respondent: **Ji Young Lee**, West Virginia University

“#Viral: How Twitter Affects Perceptions of Ebola”

Emma Talkington, James Madison University

Lindsay Wright, James Madison University

“The evolving nature of health literacy in an increasingly mediated world: Challenging traditional applications of the Theory of Motivated Information Management”

Kate Magsamen-Conrad, Bowling Green State University

Jeannette M. Dillon, Bowling Green State University

China Billotte-Verhoff, Purdue University

Sandra L. Faulkner, Bowling Green State University

“Doing Content Analysis During the H1N1 Outbreak: The codes that replicated along with the virus”

David H. Lee, NYC College of Technology

The papers on this panel share a mutual theme in investigating how individuals seek, process, and use health information to satisfy cognitive and physical health needs. Specifically, the papers on this panel explore the role of social media and call centers during two public health crises, as well as the encompassing role of health literacy in affecting individuals’ capability to find and implement appropriate health information using new technologies.

Saturday 3:00–4: 15 **4.6.05** **Chesapeake B**

Entertainment as News: A Roundtable on the Use of Exaggeration and Humor in the Evolving Television Landscape

Sponsor: Media Communication
Chair: **Kimberley J. Hannah**, University of Maryland

“Foibles and Follies: Katie’s, Anderson’s and Brian’s Talk Show Experiments”

Kimberly D. Meltzer, Georgetown University

“Life in a Post-Jon Stewart World: How John Oliver and Trevor Noah are Reshaping Political Satire”

Kimberley J. Hannah, University of Maryland

“Comic Journalism and the Republicans’ War on Women: Sometimes Irony is the Best Weapon”

Kelly Opdycke, California State University, Northridge

In the modern media landscape, it has become increasingly difficult to label news sources as “hard news.” The increasing demand for television news to include entertainment elements has led some journalists to exaggerate their work. Some television viewers turn to the political satire in programs like “The Daily Show” and “Last Week Tonight” to learn more about current events. In this roundtable, we analyze contemporary televised media that illustrate the evolution of entertainment as news.

Saturday 3:00–4: 15 **4.6.06** **Charles**

Deliberative Devolution or [R]evolution? Examining New Forms of Online Stakeholder Participation

Sponsor: Applied Communication
Chair: **Elesha Ruminski**, Frostburg State University
Respondent: **Janie M. Harden Fritz**, Duquesne University

“Cumberland Positive, or Cumberland Complains? How One Secret Facebook Group is Co-constructing an Understanding of ‘Positive’ Community-focused Interaction”

Elesha Ruminski, Frostburg State University

“Slacktivism or Activism? How Planned Parenthood Uses Visual Enthymemes to Mobilize Stakeholders during a Crisis”

Christine M. Willingham, Frostburg State University

“Race, Culture, and Facebook Groups: Online Stakeholder Participation Within and Across Racialized Categories”

Jenny Korn, University of Illinois, Chicago

This panel explores how the uncertain interpersonal dynamics of social media interact with stakeholder participation in the form of online deliberation. Has the way we interact online devolved or evolved our roles as stakeholders or community members? These presentations will explore if online deliberation revolutionizes democratic deliberation and organizing, or, in the absence of trusting relationships, devolves democratic deliberation into entrenched polarizing positions repressed by negative outcomes, such as increased stigmatization and fragmentation.

Saturday 3:00–4: 15 **4.6.07** **Pratt**

Mechanics of Democratic Speeches

Sponsor: Rhetoric and Public Address
Chair: **Christine Courtade Hirsch**, SUNY Oswego

“Critical Reflections on James Baldwin: Race, Anger, and Arguments for Democratic Hope”

Jeffrey Kurtz, Denison University

“Crafting Tautological Virtue: Hillary Clinton, Gay Rights as Human Rights, and the Rhetorical Enactment of Progress”

Kenneth Lythgoe, University of Wisconsin, Madison

“Slaying the Vile Beasts Within: Theorizing a Mortification Mechanism”

Floyd D. Anderson, SUNY Brockport **Kevin R. McClure**, University of Rhode Island

The competitively selected papers on this panel address intersections of race, sexual orientation, and human rights through the analysis of public address.

Saturday 3:00–4: 15 **4.6.08** **Calvert**

Students’ Media And Technology Usage And Literacy

Sponsor: Instructional Communication
Chair: **Angelina Bigas**, West Chester University
Respondent: **Candice Thomas-Maddox**, Ohio University Lancaster

“Are We Violating Student Expectations? Availability, Workload, Class Time Use, and Technology Policies in Undergraduate Courses”

Melissa A. Broeckelman-Post, George Mason University

Brenda L. MacArthur, George Mason University

Di Pei, George Mason University

“The Impact of Goal Achievement on Student Technology Usage in the Classroom”

Kara T. McGillicuddy, University of Connecticut

Rory P. McGloin, University of Connecticut

John L. Christensen, University of Connecticut

“Understanding News in a Digital Environment: An Analysis of Student News Literacy Competencies”

Hans C. Schmidt, Penn State Brandywine

These competitively-selected papers examine students’ use of various media and technologies relevant to their courses. Panelists will discuss research on the instructor’s role in shaping effective student technology use for course-related purposes, and how students build competencies for literate, critical consumption and use of media and technology.

Saturday 3:00–4: 15 4.6.09 Lombard

Heidegger and Philosophy of Communication: Dasein and Thinking in Literature, Phenomenology, and Politics

Sponsor: Philosophy of Communication
 Chair: **Craig T. Maier**, Duquesne University
 Respondent: **Deborah Eicher-Catt**, Pennsylvania State University-York

“Heideggerian Concepts in Contemporary Corporate Communications: Internal Communications, External Communications and Corporate Social Responsibility”

Kristie Byrum, Bloomsburg University

“Building a Dwelling for Being: Marcel Proust’s Philosophy of Communication”

David M. Deiliis, Duquesne University

“Martin Heidegger: Philosophizer of Communication”

Brian Gilchrist, Mount St. Mary’s University

“Heidegger and Communicating Environmental Sustainability”

Cem Zeytinoglu, East Stroudsburg University

This panel interprets Heidegger’s philosophy in four distinct but related areas of human communication. Panelists analyze Heidegger’s ideas through corporate communication, the work of Marcel Proust, neglected Heidegger texts in the communication discipline, and environmental advocacy.

Saturday 3:00–4: 15 4.7.01 Chesapeake A & B

General Business Meeting

Saturday 6:00–8:00 4.7.02 Pisces

President’s Reception

Saturday 8:00–9:00 4.7.03 Conway

12–Step

Sunday 8:45–9:45 5.1.01 President

Finance 2

Jason S. Wrench, Chair (President)
Benjamin R. Bates (First Vice President)
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Pamela J. Lannutti (*Communication Quarterly* Editor)
Don W. Stacks (*Communication Research Reports* Editor)
Annette M. Holba (*Qualitative Research Reports in Communication* Editor)

Sunday 10:00–12:00 5.1.02 President

ECA Executive Council 2

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108th Annual ECA Convention

2017 CALL FOR PAPERSFreedom To ... and Freedom From ...
Boston, Massachusetts

March 29–April 2, 2017

SUBMISSION DEADLINE: OCTOBER 15, 2016

No city in the United States is associated more with the tensions inherent in the concept of <freedom> than Boston, the site of our 2017 convention. Although the “Freedom Trail” that passes only twenty feet from the door of our convention hotel tells a story that Boston—and the United States—seeks simple <freedom>, its two endpoints show that <freedom> is no simple thing. The Massachusetts State House on the southern end negotiates daily the tension between governmental regulation and individual liberties. The USS Constitution on the northern end embodies the nation’s history desire for freedom from foreign aggression through its freedom to use military force. The Boston Common was used as a grazing ground, where there was freedom from livestock fees, but also freedom to enact the tragedy of the commons. Boston was home to the first Liberty Tree, an elm near Boston Common that was a site where everyday people sought freedom from the Stamp Act in 1765 and where British soldiers enacted their freedom to make this tree an object of ridicule and a site of punishment. Samuel Adams preached revolutionary freedom from British taxes, even while his cousin John Adams argued that even British soldiers have the freedom to demand a fair trial. Boston’s Justice William Cushing ruled in 1781, that “all men are born free and equal” to demand that Bostonians of African descent be released from slavery, even as slaveholders and legislators sustained laws that that allowed the freedom to hold slaves until the end of the Civil War. Throughout the Civil War, the first Red Scare of the 1920s, the busing and desegregation struggles of the 1970s and 80s, and to today in dozens of other examples, Boston has been a place where <freedom> has been a contested ground.

Our presence in Boston invites us to consider how the tensions in <freedom> are also present in our discipline. What does communication give us the <freedom> to do? What does it give us <freedom> from? What are the uses and abuses of free communication? When have others used their freedom to communicate to prevent freedom from other forces? And, when have we used the freedom to communicate to gain freedom from these forces? These are the kinds of questions I want our papers, panels, short courses, and other activities to explore.

See the below list of Interest Group and Affiliate Organization Planners, Special Session Directors, and Associate Organization contacts for the 2017 Convention. Please include the update **Statement of Professional Responsibility** on all submissions:

In submitting the attached paper or proposal, I/We recognize that this submission is considered a professional responsibility. If this submission is accepted and programmed, I/We agree to register for the 2017 ECA Convention, pay fees, and present in Philadelphia. I/We understand that presenters with last minute emergencies must make arrangements as possible for an alternate presenter as well as communicate their absences to both the Interest Group Planner and ECA VP; no shows will be removed from the official program.

To have time to confirm programming into the 2017 convention, notification of acceptance will not be given until the review process and initial session programming is drafted. (We do not wish to rank acceptances by sending out select notifications and having others wait.) Please expect to hear back about proposal acceptances no sooner than the traditional time of:

NOTE: A single paper or panel should only be submitted to a single interest group or affiliate organization for consideration.

Convention Acceptance Notifications: Friday, January 15, 2017

ECA 2017 Convention Planning Team**FIRST VICE PRESIDENT & PRIMARY CONVENTION PLANNER**

Benjamin R. Bates
Ohio University
 ecaboston@gmail.com
 (740) 593-9163

ASSOCIATE CONVENTION PLANNERS

Thank you to the individuals listed here for their service to ECA and to our discipline.

SECOND VICE PRESIDENT

Local Arrangements

Jason Edwards
Bridgewater State University
 jasonedwards57@hotmail.com

SECOND VICE PRESIDENT

Volunteer Coordinator

Angela Cooke-Jackson
Emerson College
 angela_cooke_jackson@emerson.edu

**JAMES C. MCCROSKEY & VIRGINIA P. RICHMOND
UNDERGRADUATE SCHOLARS CONFERENCE PLANNERS**

Mary Mino
Penn State-DuBois
 obc@psu.edu

Tom Donlan
Montgomery County Communication College
 tdonlan@mc3.edu

BASIC COURSE CONFERENCE PLANNER

Angela Hosek
Ohio University
 hosek@ohio.edu

MARKETING/SPONSORSHIP DIRECTOR

Nicole Blau
Ohio University-Lancaster
 dobransk@ohio.edu

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ECA Interest Group Planners 2016

American Society for the History of Rhetoric (ASHR)

Michelle Gibbons
University of New Hampshire

Applied Communication

TBA

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

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Rukhsana Ahmed
University of Ottawa

Institute of General Semantics

Thom Gencarelli
Manhattan College

Instructional Communication

Katherine S. Thweatt
SUNY New Paltz

Intercultural Communication

TBA

Interpersonal Communication

Marianne Dainton
La Salle University

Interpretation and Performance Studies

Lisa Weckerle
Kutztown University

Kenneth Burke

Brian Gilchrist
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Media Communication

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Wayne State University

Media Ecology (Affiliate Organization)

TBA

Nonverbal Communication

Jordan T. Atkinson
West Virginia University

Organizational Communication

Gregory A. Cranmer
Columbus State University

Philosophy of Communication

Craig Myer
Affiliation

Political Communication

Scott W. Dunn
Radford University

Rhetoric and Public Address

Michael Stutz
Three Rivers College

Theory and Methodology

TBA

Voices of Diversity

Elizabeth Whittington Cooper
Xavier University of Louisiana

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Linda C. Lederman
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Raymie E. McKerrow
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Melanie Booth-Butterfield
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Communication Research Reports

1995
James C. McCroskey
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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*

1988
Gerald M. Phillips
Pennsylvania State University

1989
James W. Chesebro
SCA National Office

1990
James C. McCroskey
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Raymie E. McKerrow
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Linda C. Lederman
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Gerald Lee Ratliff
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Virginia P. Richmond
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Jeanne M. Lutz
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Dan F. Hahn
Florida Atlantic University

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Thomas L. Veenendall
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Annette M. Holba
Plymouth State University

1998
Dale A. Bertelsen
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Sandra L. Herndon
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Jerry L. Allen
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Deborah Borisoff
New York University

2002
Gary Gumpert
Communication Landscapers

2003
Kathleen M. Long
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2004
Janette Kenner Muir
George Mason University

2005
Susan J. Drucker
Hofstra University

2006
S. Diane McFarland
Buffalo State College

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Nancy J. Willets
Cape Cod Community College

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Mary L. Kahl
SUNY - New Paltz

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Jean Ann Streiff
Oakland Catholic High School

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Donald A. Fishman
Boston College

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Don M. Boileau
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Ohio University

2014
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2015
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University of New Hampshire

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Lea P. Stewart
Rutgers University

1988
Christopher L. Johnstone
Pennsylvania State University

1989
Lynne Kelly
University of Hartford

1990
Andrew S. Rancer
Emerson College

1990
Robert L. Duran
University of Hartford

1991
Kristin Langellier
University of Maine

1991
Eric Peterson
University of Maine

1992
Melanie Booth-Butterfield
West Virginia University

1993
Deborah Borisoff
New York University

1994
Teresa A. Nance
Villanova University

1995
Dale Herbeck
Boston College

1996
Molly Wertheimer
Pennsylvania State University, Hazleton

1997
Susan J. Drucker
Hofstra University

1998
Star A. Muir
George Mason University

1999
Richard L. West
University of Southern Maine

2000
Mari Boor Tonn
University of New Hampshire

2001
Danette Ifert Johnson
West Virginia Wesleyan College

2002
Matthew M. Martin
West Virginia University

2003
Lisa Marie Cuklanz
Boston College

2003
Ronald L. Jackson, II
Pennsylvania State University

2004
Tom Flynn
Slippery Rock University

2005
Timothy P. Mottet
Texas State University - San Marcos

2007
Trevor Parry-Giles
University of Maryland

2008
Charles E. Morris, III
Boston College

2009
Timothy J. Brown
West Chester University

2010
Marian L. Houser
Texas State University - San Marcos

2011
Theodore Avtgis
West Virginia University

2012
Benjamin R. Bates
Ohio University

2013
Annette M. Holba
Plymouth State University

2014
Keith Weber
West Virginia University

2015
No award given.

Everett Lee Hunt Award

1986
W. Barnett Pearce
University of Massachusetts

1987
Peter Kane
SUNY, Brockport

1989
James W. Chesebro
SCA National Office

1990
Lawrence Prelli
University of New Hampshire

1991
Theodore Otto Windt, Jr.
University of Pittsburgh

1992
Theodore Otto Windt, Jr.
University of Pittsburgh

1993
Lois J. Einhorn
SUNY, Binghamton

1994
John C. Adams
Syracuse University

Stephen Yarbrough
Syracuse University

1995
Herman Cohen
Pennsylvania State University

1996
John Poulakos
University of Pittsburgh

1996
Aaron Gresson, III
Pennsylvania State University

1997
James W. Chesebro
Indiana State University

1997
Dale A. Bertelsen
Bloomsburg University

1988
Takis Poulakos
University of Iowa

1998
Dan F. Hahn
New York University

1999
Robert T. Oliver
Pennsylvania State University

2000
Ronald L. Jackson, II
Pennsylvania State University

2000
Richard A. Katula
Northeastern University

2001
Lisa M. Cuklanz
Boston College

2002
Nola J. Heidlebaugh
SUNY-Oswego

2003
Shawn Parry-Giles
University of Maryland

2003
Trevor Parry-Giles
University of Maryland

2004
Thomas Benson
Pennsylvania State University

2005
Ekaterina V. Haskins
Rensselaer Polytechnic Institute

2006
Ronald C. Arnett
Duquesne University

2007
Ronald L. Jackson, II
Pennsylvania State University

2008
Charles E. Morris, III
Boston College

2009
No award given.

2010
Christopher L. Johnstone
Pennsylvania State University

2011
Ronald J. Zboray
University of Pittsburgh

Mary Saracino Zboray
University of Pittsburgh

2012
Samuel McCormick
Purdue University

2013
Ronald C. Arnett
Duquesne University

Annette M. Holba
Plymouth State University

2014
Janie Harden Fritz
Duquesne University

2015
Jim A. Kuypers
Virginia Tech

Donald Ecroyd and Caroline Drummond Ecroyd Award

1989
Diane O. Casagrande
West Chester University

1990
Marlene Cowan
Towson State University

1991
C. Jack Orr
West Chester University

1992
Linda C. Lederman
Rutger's University

1993
Virginia P. Richmond
West Virginia University

1994
Anita K. Foeman
West Chester University

1994
Thomas L. Veenendall
Montclair State University

1995
Teresa A. Nance
Villanova University

1996
Mary Mino
Pennsylvania State University, DuBois

1997
Melanie Booth-Butterfield
West Virginia University

1998
Deborah Borisoff
New York University

1999
Sandra L. Herndon
Ithaca College

2000
Theodore Otto Windt, Jr.
University of Pittsburgh

2001
Floyd D. Anderson,
SUNY-Brockport

2002
Mari Boor Tonn
University of Maryland

2003
Candice Thomas-Maddox
Ohio University - Lancaster

2004
Lawrence J. Prelli
University of New Hampshire

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Donna Kowal
SUNY - Brockport

2006
Bonnie Jefferson
Boston College

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Ann Bainbridge Frymier
Miami University

2008
James W. Chesebro
Ball State University

2009
Melissa Bekelja Wanzer
Canisius College

2010
Janette Kenner Muir
George Mason University

2011
Susan Drucker
Hofstra University

2012
No award given.

2013
Alfred G. Mueller, II
Mount St. Mary's University

2014
Sara Chudnovsky Weintraub
Regis College

2015
No award given.

Applied Urban Communication Research Grant

2010
Alfred G. Mueller II
Mount St. Mary's College

2011
Erik Garrett
Duquesne University

2012
Mary L. Kahl
SUNY - New Paltz
Douglas J. Marshall
Duquesne University

2013
Allison Burr-Miller
University of Massachusetts

2014
Kristin Scott
George Mason University

2015
Susan Carr Mancino
Duquesne University

Hannah Cherico Karolak
Duquesne University Awards Distinguished Service Award

1979
Carroll C. Arnold
Pennsylvania State University

1980
Woffard G. Gardner
University of Maine

1981
Wilbur E. Gilman
Queens College, CUNY

1982
Robert T. Oliver
Pennsylvania State University

1983
Everett Lee Hunt
Swarthmore College

1984
John F. Wilson
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1985
Paul D. Holtzman
Pennsylvania State University

1986
Donald H. Ecroyd
Temple University

1987
Jane Blankenship
University of Massachusetts

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Raymie E. McKerrow
University of Maine

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Linda C. Lederman
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1993
Gerald Lee Ratliff
Montclair State University

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Virginia P. Richmond
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Jeanne M. Lutz
Pennsylvania State University

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Dan F. Hahn
Florida Atlantic University

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Thomas L. Veenendall
Montclair State University

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1999
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Ithaca College

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Jerry L. Allen
University of New Haven

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Deborah Borisoff
New York University

2002
Gary Gumpert
Communication Landscapers

2003
Kathleen M. Long
West Virginia Wesleyan College

2004
Janette Kenner Muir
George Mason University

2005
Susan J. Drucker
Hofstra University

2006
S. Diane McFarland
Buffalo State College

2008
Nancy J. Willets
Cape Cod Community College

2009
Mary L. Kahl
SUNY - New Paltz

2010
Jean Ann Streiff
Oakland Catholic High School

2011
Donald A. Fishman
Boston College

2012
Don M. Boileau
George Mason University

2013
Candice Thomas-Maddox
Ohio University

2014
Tobi Mackler
Montgomery County Community College

2015
Richard West
Emerson College

Centennial Scholarship

2009
Ph.D. level: **Sean Horan**, *West Virginia University*
MA level: **Amanda Gresens**, *University of Memphis*

2010
Ph.D. level: **Timothy Barney**, *University of Maryland*
MA level: **Jennifer Tyranski**, *University of Delaware*

2011
Ph.D. level: **Theresa A. Donofrio**, *University of Maryland*
MA level: **Kaylea Livingston**, *Ohio University*

2012
Ph.D. level: **Sean Luechtefeld**, *University of Maryland*

2013
Ph.D. level: **Alison Novak**, *Drexel University*

2014
Ph.D. level: **Michael Stuedeman**, *University of Maryland*

2015
Ph.D. level: **Stephanie Madden**, *University of Maryland*

ECA Distinguished Research Fellows

1996

Carroll C. Arnold (Deceased)
Pennsylvania State University

Jane Blankenship

University of Massachusetts

James W. Chesebro

Indiana State University

Dan F. Hahn

New York University

James C. McCroskey (Deceased)

West Virginia University

Virginia P. Richmond

Kent State University

1997

Deborah Borisoff

New York University

Raymie E. McKerrow

Ohio University

Andrew S. Rancer

University of Akron

1998

Thomas W. Benson

Pennsylvania State University

Herman Cohen

Pennsylvania State University

Richard B. Gregg (Deceased)

Pennsylvania State University

Gary Gumpert

Queens College

Kathleen H. Jamieson

University of Pennsylvania

Robert P. Newman (Deceased)

University of Pittsburgh

Herman Stelzner

University of Massachusetts

Theodore O. Windt, Jr.

(Deceased)

University of Pittsburgh

1999

Robert T. Oliver (Deceased)

Pennsylvania State University

Ronald F. Reid

University of Massachusetts

Eugene White

Pennsylvania State University

2000

James F. Klumpp

University of Maryland

2001

Lois Einhorn

SUNY- Binghamton

Linda C. Lederman

Rutgers University

2002

Jerry L. Allen

University of New Haven

Susan J. Drucker

Hofstra University

Mark L. Hickson, III

University of Alabama

2004

William J. Starosta

Howard University

2005

Melanie Booth-Butterfield

West Virginia University

Kathleen Kendall

University of Maryland

Lea P. Stewart

Rutgers University

2006

Ronald L. Jackson, II

Pennsylvania State University

2007

Ronald Arnett

Duquesne University

Don Stacks

University of Miami

Mari Boor Tonn

University of Maryland

2008

Lynne Kelly

University of Hartford

Richard West

Emerson College

2009

Judith Trent

University of Cincinnati

Lester Olson

University of Pittsburgh

2010

Matthew Martin

West Virginia University

2011

Theodore A. Avtgis

Ashland University

Ann Bainbridge Frymier

Miami University

Danette Ifert Johnson

Ithaca College

Timothy Mottet

University of Texas - San Marcos

Trevor Parry-Giles

University of Maryland

2013

Benjamin R. Bates

Ohio University

Judy C. Pearson

North Dakota State University

Melissa Bekelja Wanzer

Canisius College

Keith Weber

West Virginia University

2014

Janie Harden Fritz

Duquesne University

Rebecca Chory

West Virginia University

2015

John Courtright

University of Delaware

Pamela Lannutti

La Salle University

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New York University

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Rutgers University

Teresa A. Nance

Villanova University

Robert T. Oliver (Deceased)

Pennsylvania State University

Virginia P. Richmond

West Virginia University

Theodore O. Windt, Jr.

(Deceased)

University of Pittsburgh

Darlyn R. Wolvin

Prince George's Community College

1997

Jerry L. Allen

University of New Haven

Dale Bertelsen

Bloomsburg University

Dan F. Hahn

Florida Atlantic University

James C. McCroskey (Deceased)

West Virginia University

Mary Mino

Pennsylvania State University,

DuBois

1998

Jane Blankenship

University of Massachusetts

James W. Chesebro

Indiana State University

Joseph DeVito

Hunter College

Jeanne M. Lutz (Deceased)

Pennsylvania State University

Raymie E. McKerrow

Ohio University

Gerald Lee Ratliff

State University of New York,

Potsdam

Andrew D. Wolvin

University of Maryland

1999

Sandra L. Herndon

Ithaca College

Agnes Doody

University of Rhode Island

Lois J. Einhorn

SUNY, Binghamton

Don M. Boileau

George Mason University

2000

Kathleen M. Long

West Virginia Wesleyan College

Mary L. Kahl

SUNY - New Paltz

2001

Mark L. Hickson, III

University of Alabama

2002

Floyd D. Anderson

SUNY- Brockport

Joan O'Mara

University of Hartford

2003

Mari Boor Tonn

University of Maryland

2004

Susan J. Drucker

Hofstra University

Lea P. Stewart

Rutgers University

Richard E. Vatz

Towson University

2005

Melanie Booth-Butterfield

West Virginia University

Valerie Endress

Rhode Island College

Kathleen Kendall

University of Maryland

2007

James Klumpp

University of Maryland

Jean Ann Streiff

Oakland Catholic High School

2008

Ronald C. Arnett

Duquesne University

Janette Kenner Muir

George Mason University

Don W. Stacks

University of Miami

2009

Michael Hostetler

St. John's University

Danette Ifert Johnson

Ithaca College

Candice Thomas-Maddox

Ohio University-Lancaster

Melissa Wanzer

Canisius College

2010

Thomas R. Flynn

Slippery Rock University

Ronald L. Jackson II

University of Illinois at Urbana

2011

Timothy Mottet

University of Texas - San Marcos

Bonnie Jefferson

Boston College

2012

Jason S. Wrench

SUNY New Paltz

Janie Harden Fritz

Duquesne University

2013

Theodore A. Avtgis

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Cindy M. Lont

George Mason University

Judy C. Pearson

North Dakota State University

2014

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Miami University
Matthew J. Smith
Wittenberg University

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1980-1981

Dan F. Hahn
Queens College CUNY
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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

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James W. Chesebro
Queens College CUNY
Arthur P. Bochner
Temple University
Herman Stelzner
University of Massachusetts
Andrew D. Wolvin
University of Maryland

2015

Lynne Kelly
University of Hartford

1984-1985

Linda C. Lederman
Rutgers University
Raymond L. Falcione
University of Maryland
Ron Johnson
University of Massachusetts
Gerald M. Phillips
Pennsylvania State University

1985-1986

Floyd D. Anderson
SUNY Brockport
Wilbur Samuel Howell
Princeton University
Christopher L. Johnstone
Pennsylvania State University
Eric W. Skopec
Syracuse University

1986-1987

Raymie E. McKerrow
University of Maine
Sandra L. (Fish) Herndon
Ithaca College
Gerard A. Hauser
Pennsylvania State University
Theodore Otto Windt, Jr.
University of Pittsburgh

1987-1988

Darlyn R. Wolvin
Prince George's Community College
Jerry L. Allen
University of New Haven
Lois J. Einhorn
SUNY Binghamton
John F. Wilson
Herbert H. Lehman College CUNY

1988-1989

Virginia P. Richmond
West Virginia University
Lynne Kelly
University of Hartford
James F. Klumpp
University of Maryland
Jack A. Barwind
Syracuse University

1989-1990

Barbara M. Montgomery
University of New Hampshire
Andrew S. Rancer
University of Akron
Robert E. Sanders
SUNY Albany
Lea P. Stewart
Rutgers University

1990-1991

Sandra L. Herndon
Ithaca College
Gary Gumpert
Queens College CUNY
Kathleen E. Kendall
SUNY Albany
Lyndrey A. Niles
Howard University

1991-1992

Deborah F. Atwater
Pennsylvania State University
John Poulakis
University of Pittsburgh
Lawrence Prelli
University of New Hampshire
Orlando Taylor
Howard University

1992-1993

Gerald Lee Ratliff
Montclair State University
Joseph DeVito
Hunter College
Robert L. Duran
University of Hartford
Joan Gorham
West Virginia University

1993-1994

Alison Alexander
University of Georgia
Carolyn Anderson
University of Massachusetts
Susan Drucker
Hofstra University
Stuart Sigman
SUNY Albany

1994-1995

Thomas L. Veenendall
Montclair State University
Marjorie C. Feinstein
College of St. Elizabeth
Richard West
University of Southern Maine
Rod Carveth
Worcester State College

1995-1996

Harvey R. Kelly Jr.
Pennsylvania State University
Beaver
Diane O. Casagrande
West Chester University
Myrna Foster-Kuehn
Clarion University
Janette Kenner Muir
George Mason University

1996-1997

Dale A. Bertelsen
Bloomsburg University
Jodi Cohen
Ithaca College
Anita K. Foeman
West Chester University
Joe Gow
Alfred University

1997-1998

Deborah Borisoff
New York University
Steve Booth-Butterfield
West Virginia University
Raymie E. McKerrow
Ohio University
Theodore O. Windt Jr.
University of Pittsburgh

1998-1999

Melanie Booth-Butterfield
West Virginia University
James Chesebro
Indiana State University
Ann Bainbridge Frymier
Miami University
John C. Sherblom
University of Maine

1999-2000

Jerry L. Allen
University of New Haven
Robert A. Barraclough
West Virginia University
Danette E. Ifert
West Virginia Wesleyan College
Mary Mino
Pennsylvania State University
DuBois

2000-2001

Janette Kenner Muir
George Mason University
Mary L. Kahl
SUNY-New Paltz
James F. Klumpp
University of Maryland
Mari Boor Tonn
University of New Hampshire

2001-2002

Susan J. Drucker
Hofstra University
Donald Fishman
Boston College
Michael L. Hecht
Pennsylvania State University
Alan M. Rubin
Kent State University

2002-2003

Don M. Boileau
George Mason University
Ronald C. Arnett
Duquesne University
Alan M. Rubin
Kent State University
Sara Weintraub
Regis College

2003-2004

Ann Bainbridge Frymier
Miami University
James F. Klumpp
University of Maryland
Mari Boor Tonn
University of Maryland
Keith D. Weber
West Virginia University

2004-2005

Mary L. Kahl
SUNY-New Paltz
Michael J. Hostetler
St. John's University
Rebecca Rubin
Kent State University
Sandra J. Sarkela
SUNY-Postdam

2005-2006

Donald A. Fishman
Boston College
Dale A. Herbeck
Boston College
Elizabeth M. Perse
University of Delaware
Lance 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

Ronald L. Jackson, II*University of Illinois***Kathleen Glenister Roberts***Duquesne University*

2008-2009

Richard West*Emerson College***Valerie Swarts***Slippery Rock University***Kristin Roeschenthaler Wolfe***Duquesne University***Catherine Wright***George Mason University*

2009-2010

Sara Chudnovsky Weintraub*Regis College***Don Boileau***George Mason University***Janie Harden Fritz***Duquesne University***Jeanne Persuit***UNC, Wilmington***Andrew S. Rancer***University of Akron*

2010-2011

Candice Thomas-Maddox*Ohio University-Lancaster***Theodore A. Avtgis***West Virginia University***Marian L. Houser***Texas State University-San Marcos***Matthew J. Smith***Wittenberg University*

2011-2012

Janie Harden Fritz*Duquesne University***Benjamin R. Bates***Ohio University***Leeanne M. Bell McManus***Stevenson University***Timothy J. Brown***West Chester University***Annette M. Holba***Plymouth State University*

2012-2013:

Cindy Lont*George Mason University***Dale Herbeck***Northeastern University***Lea P. Stewart***Rutgers University***Jason S. Wrench***SUNY New Paltz*

2013-2014

Nancy Willets*Cape Cod Community College***Tobi Mackler***Montgomery County Community College***Anne Mattina***Stonehill College***Mary C. Toale***West Virginia Wesleyan*

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ECA Archivists

1951-1978

Magdalene Emma Kramer*Columbia University*

1978-1986

Clark S. Marlor*Adelphi University*

1987-1991

John F. Wilson*Herbert H. Lehman College, SUNY*

1992-2011

James W. Chesebro*Ball State University*

2012-

Trevor S. Parry-Giles*NCA National Office*

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Benjamin R. Bates

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Jim Benjamin

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James W. Chesebro

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Molly Wertheimer

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Nancy J. Willets

David L. Woods

Jason S. Wrench

Catherine Wright

Convention Sites

1959-71	New York, NY	1991	Pittsburgh, PA	2011	Arlington, VA
1972	Boston, MA	1992	Portland, ME	2012	Cambridge, MA
1973	New York, NY	1993	New Haven, CT	2013	Pittsburgh, PA
1974	Washington, DC	1994	Washington, DC	2014	Providence, RI
1975	New York, NY	1995	Pittsburgh, PA	2015	Philadelphia, PA
1976	Philadelphia, PA	1996	New York, NY	2016	Baltimore, MD
1977	New York, NY	1997	Baltimore, MD	2017	Boston, MA
1978	Boston, MA	1998	Saratoga Springs, NY	2018	Pittsburgh, PA
1979	Philadelphia, PA	1999	Charleston, WV	2019	Providence, RI
1980	Ocean City, MD	2000	Pittsburgh, PA	2020	TBD
1981	Pittsburgh, PA	2001	Portland, ME		
1982	Hartford, CT	2002	New York, NY		
1983	Ocean City, MD	2003	Washington, DC		
1984	Philadelphia, PA	2004	Boston, MA		
1985	Providence, RI	2005	Pittsburgh, PA		
1986	Atlantic City, NJ	2006	Philadelphia, PA		
1987	Syracuse, NY	2007	Providence, RI		
1988	Baltimore, MD	2008	Pittsburgh, PA		
1989	Ocean City, MD	2009	Philadelphia, PA		
1990	Philadelphia, PA	2010	Baltimore, MD		

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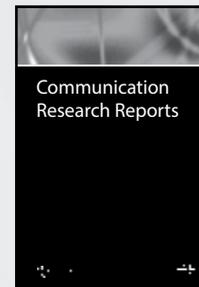
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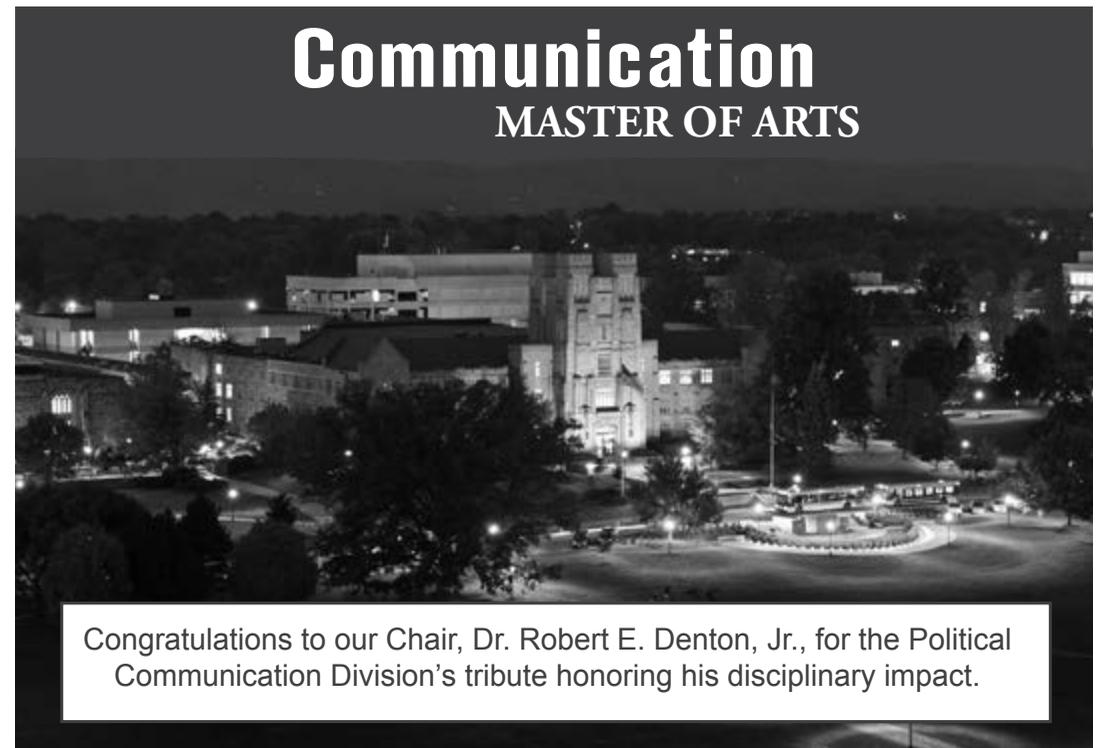


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