

Building Bridges

**Eastern Communication Association
109th Annual Convention**

April 25-29, 2018

Pittsburgh, Pennsylvania





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Department of
Communication

COLLEGE OF ARTS & SCIENCES

EASTERN COMMUNICATION ASSOCIATION

109th Annual Convention
Pittsburgh, Pennsylvania

April 25-29, 2018

Omni William Penn

Building Bridges





BUILDING BRIDGES

Pittsburgh, also known as the city of bridges, will be home to the 2018 Eastern Communication Association Convention. Pittsburgh has a unique topography, being situated at the confluence of the Allegheny and Monongahela, which forms the Ohio River. When a city is located on water, bridges span the horizon.

The bridges of Pittsburgh play an important role in the city's infrastructure. Without the 446 bridges interlacing the city, Pittsburgh would be a region of isolated communities.

Just as the bridges in the city connect communities, communication has the opportunity to build bridges within and outside of our discipline, creating countless opportunities for research, teaching, and service.

The 2018 theme, Building Bridges, invites the exploration of cross-disciplinary research and encourages finding possibilities for connecting our research to theory and practice, creating new approaches to teaching, and collaborating with communities for service and civic engagement opportunities. How can we build bridges within our discipline? How do we communicate and engage others when the bridges are broken? What are ways in which communication creates opportunities for new connections and for building new bridges? What can we gain by fostering communication among our many communities in order to promote further connection?

We are looking forward to hearing your thoughts, seeing you present your research, and engaging with you in the city of Pittsburgh. Together, we can build a wonderful bridge that connects us to our constituents and communities.



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Cover photograph by Dave DiCello



COMMONWEALTH OF PENNSYLVANIA
OFFICE OF THE GOVERNOR
HARRISBURG

THE GOVERNOR

GREETINGS:

It is my pleasure to join with the Eastern Communication Association (ECA) to welcome everyone gathered to the 2018 Eastern Communication Association Conference.

As the oldest professional communication association in the United States, ECA has been dedicated to its mission of supporting research, providing service to the community, and promoting excellence in teaching. This year's conference theme, *Building Bridges*, focuses on converting research and theory to practice, exploring new avenues teaching, and collaborating with communities to expand service and civic engagement opportunities for countless individuals. The events offered will continue to foster teamwork, empower its members, and sharpen their communication skills. I commend the Eastern Communication Association for its work to improve the lives of its fellow citizens and for their dedication to excellence. I am certain that the ECA will continue to serve the commonwealth with distinction for years to come.

As Governor, and on behalf of all the citizens of the Commonwealth of Pennsylvania, I am delighted to welcome you all to the 109th Annual Eastern Communication Association Conference. Please accept my best wishes for a productive and memorable event.



Tom Wolf
TOM WOLF
Governor
April 25-29, 2018



CITY OF PITTSBURGH

"America's Most Livable City"

Office of Mayor William Peduto

August 7, 2017

Dear Conference Attendees:

On behalf of the residents of the City of Pittsburgh, I am honored to welcome you to the 2018 Eastern Communication Association's 109th Annual Convention from April 25-29, 2018.

This year's conference features a wonderful program of outstanding speakers, educational sessions, academic and community round-table discussions, social events, and more. The 2018 convention theme, "Building Bridges," focuses on cross-disciplinary research and connections between communication theory and practice. In addition to the conference, I hope you take the opportunity to enjoy all the City of Pittsburgh has to offer.

We hope you enjoy your time in Pittsburgh, and I hope you will come back and visit us often. And of course, enjoy the convention!

Sincerely,

William Peduto
Mayor, City of Pittsburgh



WELCOME FROM THE ECA FIRST VICE PRESIDENT

Welcome to the 109th Eastern Communication Association Convention in Pittsburgh, Pennsylvania. This year's convention theme, *Building Bridges*, is inspired by the 446 bridges that interlace the city of Pittsburgh. Just as the bridges in the city connect communities, communication has the opportunity to build bridges within and outside of our discipline, creating countless opportunities for research, teaching, and service.

This convention is made possible by my team of outstanding primary conventions planners and interest group leaders. Janie Harden Fritz, Second Vice President, always found the answers to all my ECA questions. Susan Mancino, Local Arrangements Coordinator, has done an excellent job working with all things Pittsburgh. Kasey Hudak, Community Relations Coordinator, arranged two fabulous panels with our Pittsburgh community. Mary C. Toale and Katherine Thweatt, Directors of Sponsorship, worked tirelessly to secure external funding for our convention. Our exhibit halls, graduate fair, and receptions are successful because of their hard work. Andrew Spieldenner, Graduate Poster Sessions, and Tim Brown, Short Course Director, were able to bring in interesting presentations to our convention. Rob Sidelinger and Brandi Frisby produced an Undergraduate Scholars Conference of which Dr. McCroskey would be proud! I am very thankful for their hard work and dedication to our undergrads. Doug Strahler, Technology Coordinator, helped promote our convention on social media and organize all the technology for the conference. Matt Mancino worked to upload all the information into our online program. This year's Connect Conference was spearheaded by Jessica Papajcik, Michelle Simpson, Michael J. Stutz, and Nancy Willets. The Connect team paved the way for creating countless opportunities for future ECA conventions.

My Stevenson University colleagues—Chip Rouse and Stephanie Verni—were there for all of my CRAZY ECA adventures. Stephanie Verni, Student Coordinator, developed a class in the fall that worked with students to create social media posts throughout the year, and the class developed the centerpieces at this convention. Chip Rouse, Program Designer, sat by my side through the ENTIRE program process. You will never know how much I APPRECIATE you as a colleague, friend and honorary grandparent. You have been my “Go-to person” since 2007, and for that I will be forever grateful.

I would like to thank all of the past presidents and the Executive Board who offered their insight throughout this process. Moreover, I am grateful to my mentors, Ronald C. Arnett, Janie Harden Fritz, and Virginia Peck Richmond, for inspiring me and pushing me to become a better teacher, an active researcher, and a constant supporter of our discipline. You have encouraged me to work hard and do my best at whatever task is given. Thank you for having a SPECIAL part in my convention.

In closing, I would like to thank my family for their support. ECA has always been my academic home, and I am fortunate to have a family that has supported me in this adventure. My husband has been there for me during the long hours of planning a convention and both of my children (Bella & Elouise) have experienced ECA in their first month of being born. I am thankful to have a family who gives me constant love and support and keeps me grounded in the tough times. My favorite part of day will always be coming home to my family.

With gratitude,

Leeanne M. Bell McManus
ECA First Vice President
April 2017-2018



EASTERN COMMUNICATION ASSOCIATION OFFICERS AND STAFF



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Ohio University



Immediate Past President
Jason Wrench
SUNY New Paltz



First Vice President
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Jennifer Waldeck
Chapman University



Executive Director
Cheryl Casey
Champlain College



Director, Member Services
Kathie Cesa, CAE
KOC Member Services



CONVENTION POLICY STATEMENTS

The Omni William Penn is a non-smoking hotel, and hotel staff will enforce this policy diligently.

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

By registering for the 2018 ECA Convention, Participants agree that they are responsible for providing their own insurance. They assume responsibility for their own risks in participation and thereby hold harmless ECA, its Executive Council, and other sponsors of this event.

ECA TECHNOLOGY POLICY

(Approved 4/29/07)

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

ECA will not approve requests for the following technology: wifi, personal computers, laser printers, satellite links, teleconference equipment, LCD panels, video data projects, and digital versatile/video disc equipment. Although ECA members may wish to rent this equipment from the hotel at their own expense, those individuals are responsible for the equipment, including protecting it from damage and theft. Further, ECA is not responsible for this equipment. Finally, the hotel should not be expected to provide service for, or assistance with, personal technology that is brought into the hotel.



GENERAL CONVENTION INFORMATION
REGISTRATION - Conference Center Foyer

Wednesday, April 25	3-6 p.m.
Thursday, April 26	7:30 a.m.-5:30 p.m.
Friday, April 27	7:30 a.m.-5 p.m.
Saturday, April 28	7:30 a.m.-2 p.m.
Sunday, April 29	8-10:30 a.m.

Cheryl Casey, Champlain College, Executive Director
 Kathie Cesa, ECA, Director of Member Services

All current and new members of ECA are encouraged to register (or complete the preregistration process by picking up name badge and schedule) as soon as possible after arriving at the Omni William Penn. Admission to program sessions, short courses, meetings, receptions, and the Exhibit Hall are by badge only.

EXHIBIT AREA - Frick

Thursday, April 26	1- 5:30 p.m.
Friday, April 27	9 a.m.- 5 p.m.
Saturday, April 28	9 a.m- 3 p.m.

Mary C. Toale and Katherine Thweatt, SUNY Oswego, Directors of Sponsorship

Please schedule time to visit the exhibitors who are joining us this year:

Ashland University	Liberty University
FlatWorld	National Communication Association
GoReact	Taylor & Francis
Kendall Hunt	Tympo LLC, Student Sheet

GRADUATE AND UNDERGRADUATE POSTERS - Frick
Friday, April 27

Graduate Posters	9-10:15 a.m.
Undergraduate Posters	1:30-2:45 p.m.

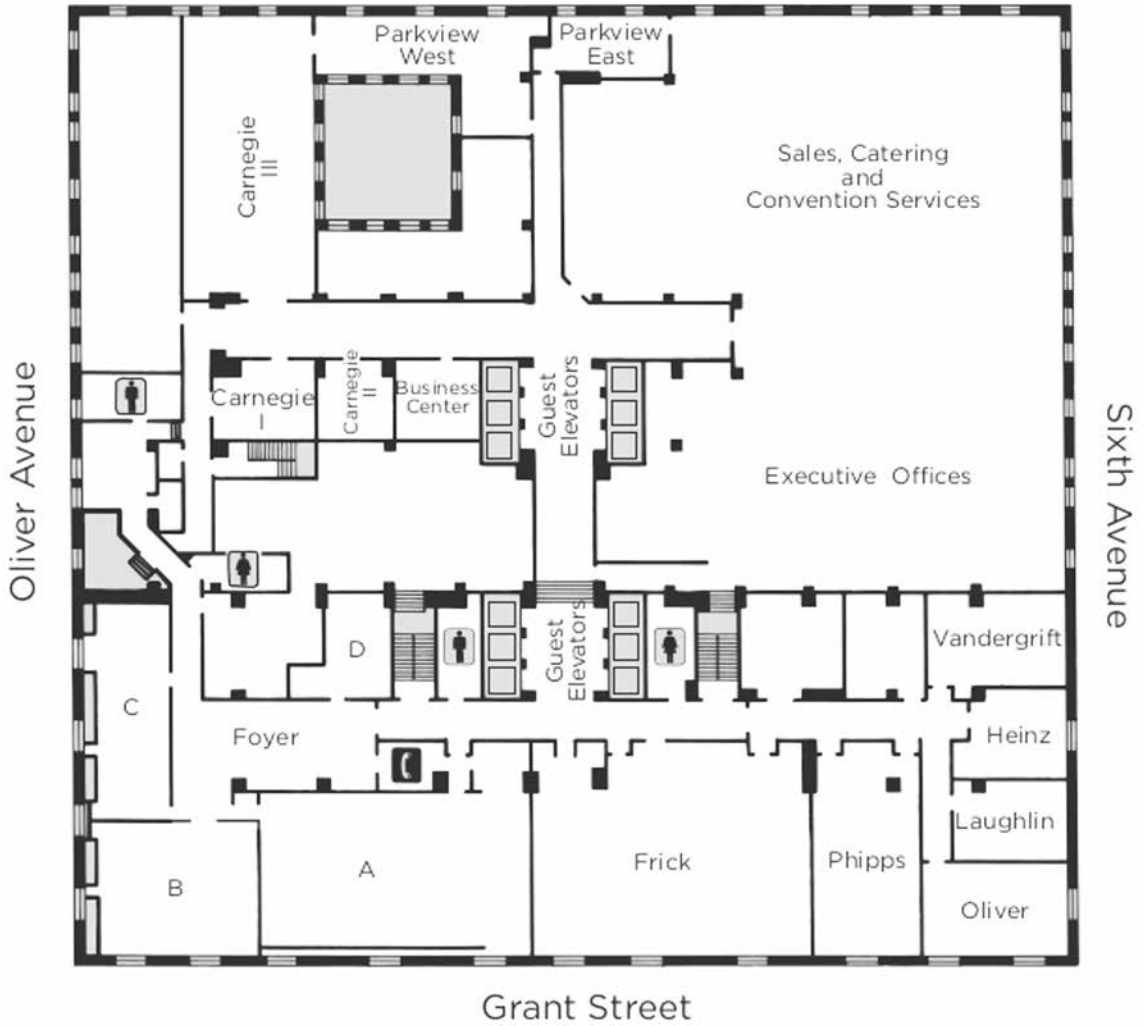
Saturday, April 28

Undergraduate Posters	9-10:15 a.m.
Graduate Posters	1:30-2:45 p.m.

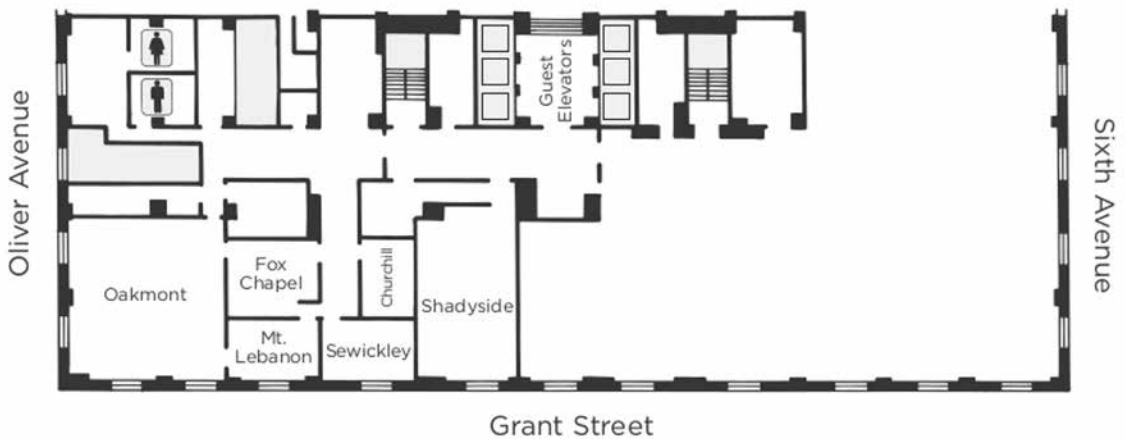
An undergraduate practice room (Churchill) will be available both days from 8 a.m.-5 p.m.

OMNI WILLIAM PENN HOTEL

William Penn Place Conference level



William Penn Place First level



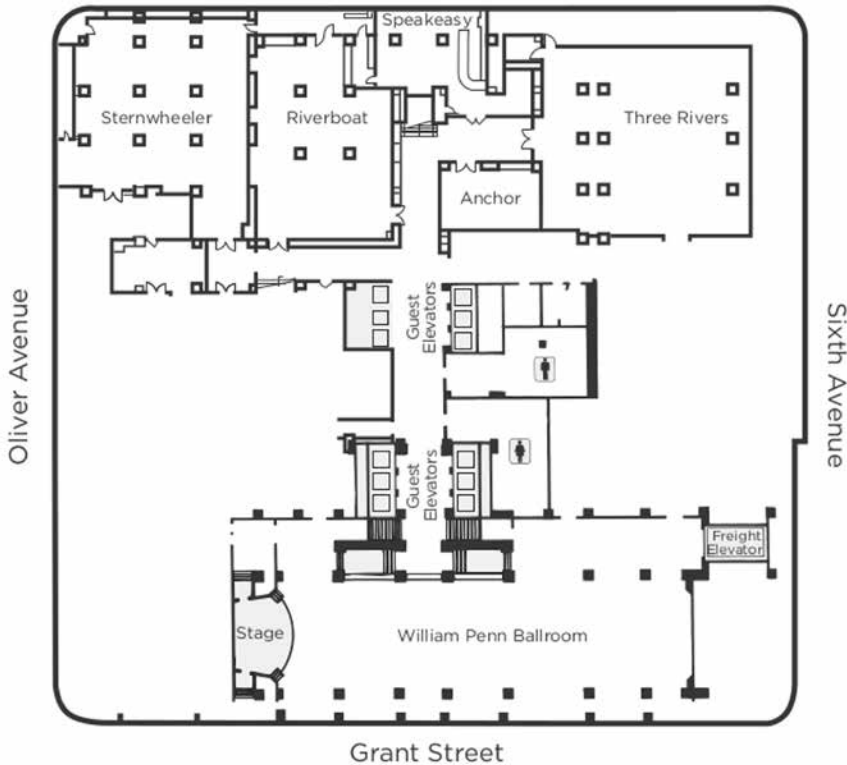


OMNI WILLIAM PENN HOTEL

William Penn Place 17th level



William Penn Place Penn level 5





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Stevenson University

Second Vice President

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Duquesne University

Community Relations Coordinator

Kasey Hudak
Penn State University Lehigh Valley

Graduate Poster Session

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Hofstra University

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Student Coordinator

Stephanie Verni
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Local Arrangements Coordinator

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Stevenson University

Mobile Coordinator

Matthew Mancino
Duquesne University

Short Course Coordinator

Timothy Brown
West Chester University

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

Robert Sidelinger
Oakland University

Brandi N. Frisby
University of Kentucky

Graduate Fair Participants

Bloomsburg University
Duquesne University
Florida State University
George Mason University
Radford University
Stevenson University
Stonehill College

SUNY Oswego
Temple University
Texas State University
University of Delaware
Villanova University
West Virginia University



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Term: January 2017 to December 2019
West Virginia University

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*Qualitative Research Reports in
Communication*, Editor
Term: January 2017 to December 2019
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Pamela Lannutti
Communication Quarterly, Editor
Term: January 2016 to December 2018
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Term runs to December 31, 2017
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Nyia Lacey
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Term continues until December 31, 2018
Delaware County Community College

Tracy Quigley Holden
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Term: January 1, 2017 - December 31, 2019
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Nancy Willets
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Trevor Parry Giles
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University of Maryland/NCA

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Term: Sunday 2017 to Saturday 2020
Slippery Rock University

Mary C. Toale
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Term Ends at Close of 2018 Convention
SUNY-Oswego



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 Term Begins Sunday 2016/ends Thursday 2018

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 Term Begins Sunday 2016/ends Thursday 2018

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 Term Begins Sunday 2016/ends Thursday 2018

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 Communication Traits Interest Group
 Term begins Sunday 2016/ends Thursday 2018

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 Term Begins Sunday 2016/ends Thursday 2018

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 Community College Interest Group
 Term Begins Sunday 2016/ends Thursday 2018

Shawn Starcher *Kent State University*
 Health Communication Interest Group
 Term Begins Sunday 2016/ends Thursday 2018

Daniel Mansson *Penn State Hazelton*
 Instructional Communication Interest Group
 Term Begins Sunday 2016/ends Thursday 2018

April Copes *Anne Arundel Community College*
 Intercultural Communication Interest Group
 Term begins Sunday 2016/ends Thursday 2018

Mary King *Bloomsburg University*
 Interpersonal Communication Interest Group
 Term Begins Sunday 2017/ends Thursday 2019

Shauna MacDonald *Villanova University*
 Interpretation & Performance Studies Interest Group
 Term Begins Sunday 2017/ends Thursday 2019

Elvera Berry *Roberts Wesleyan College*
 Kenneth Burke Interest Group
 Term begins Sunday 2017/ends Thursday 2019



INTEREST GROUP REPRESENTATIVES TO EXECUTIVE COUNCIL

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Media Communication Interest Group
Term Begins Sunday 2017/ends Thursday 2019

Jordan Atkinson *West Virginia University*
Nonverbal Communication Interest Group
Term Begins Sunday 2017/ends Thursday 2019

Joseph Lybarger *University of Tennessee*
Organizational Communication Interest Group
Term Begins Sunday 2017/ends Thursday 2019

Craig Maier *Duquesne University*
Philosophy of Communication Interest Group
Term Begins Sunday 2017/ends Thursday 2019

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Political Communication Interest Group
Term begins Sunday 2017/ends Thursday 2019

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Term Begins Sunday 2017/ends Thursday 2019

Janie Harden Fritz *Duquesne University*
Theory & Methodology Interest Group
Term Begins Sunday 2017/ends Thursday 2019

Dan Strasser *Rowan University*
Voices of Diversity Interest Group
Term Begins Sunday 2017/ends Thursday 2019



2018 INTEREST GROUP AND AFFILIATE ORGANIZATION PLANNERS

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Weber State University

Argumentation and Forensics

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University of Maryland

Communication Administration

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Intercultural Communication

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Zach Carr
SUY Buffalo

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Philosophy of Communication

Inci Ozum Sayrak
Duquesne University

Political Communication

Kristin English
Georgia College & State University

Rhetoric & Public Address

Valerie Schrader
Penn State Schuylkill

Theory & Methodology

Craig Maier
Duquesne University

Voices of Diversity

Shaun Anderson
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Nicholas Bowman, Communication Research Reports Editor (ex officio)
Kristen L. Majocha, Qualitative Research Reports in Communication Editor (ex officio)

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Don Stacks, *University of Miami*
Ron Arnett, *Duquesne University*
Andrew Herman, *SUNY Geneseo*

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Jason Zenor, *SUNY Oswego*
Lewis Freeman, *Fordham University*
Susan Drucker, *Hofstra University*
Martin Wallenstein, *John Jay College, CUNY*

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James Katt, *University of Central Florida*
Yang Lin, *University of Akron*
Joe Lybarger, *University of Tennessee*
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Rebecca Townsend, *University of Hartford*
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Jenny Warren, *Collin College*
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Sara Pitt, *West Virginia University*
Robert J. Sidelinger, *Oakland University*
Nicholas T. Tatum, *University of Kentucky*

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Rong Ma, *University of Maryland*
Gang Luo, *Ohio University*



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 Bruce F. Wickelgre, *Suffolk University*
 Eric Miller, *Bloomsburg University*
 Sreashi Das, *University of Maryland*
 Doreen M. S. Jowi, *Bloomsburg University*

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 Marianne Dainton, *La Salle University*
 Mary E. Donato, *Buena Vista University*
 Katie Neary Dunleavy, *La Salle University*
 Mary E. King, *Bloomsburg University*
 Pamela J. Lannutti, *La Salle University*
 Shawn C. Starcher, *Kent State University*
 Melissa Rizzo Weller, *Ohio University*

Interpretation & Performance Studies

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 Desireé D. Rowe, *Towson University*
 Andrée E. C. Betancourt, *Montgomery College*
 Elizabeth Wittington Cooper, *Morehouse College*

Kenneth Burke

Elvera Berry, *Roberts Wesleyan College*
 Erik Garrett, *Duquesne University*
 Brian Gilchrist, *Mount St. Mary's University*
 Jean Costanza Miller, *George Washington University*
 Cem Zeytinoglu, *East Stroudsburg University of Pennsylvania*

Media Communication

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 Elizabeth L. Cohen, *West Virginia University*
 James M. Durbin, *Cleveland State University*
 Noura Hajjaj, *SUNY New Paltz*
 Joseph Harry, *Slippery Rock University*
 Jessica Harvey, *Saint Vincent College*
 Zach Humphries, *Kent State University*
 Joseph Lybarger, *University of Tennessee, Knoxville*
 Scott Mitchell, *Wayne State University*
 C. Leigh Nelson, *James Madison University*
 Jakob Nickell, *Wayne State University*
 Jessica Papajcik, *Stark State College*
 Lukas Pelliccio, *Wayne State University*
 Alane Presswood, *Hollins University*
 Holly Purcell, *Wayne State University*
 Tiffany Sarkisian, *Clovis Community College*
 Nicholas Scott Smith, *Saint Louis University*
 Shawn Starcher, *Kent State University*

Tracy Stuntz, *Clovis Community College*
 Eric Tsetsi, *Arizona State University*
 Guy Wade, *Wayne State University*
 Julia Weiss, *West Virginia University*
 Kai Xu, *Wayne State University*

Media Ecology

Cheryl Casey, *Champlain College*
 Brian Cogan, *Molloy College*
 Thom Gencarelli, *Manhattan College*
 Brian Gilchrist, *Mount St. Mary's University*
 Donna Halper, *Lesley University*
 Bruce Lunceford, *Independent Scholar*
 Mike Plugh, *Manhattan College*
 Lance Strate, *Fordham University*

Nonverbal Communication

Mary Donato, *Buena Vista University*
 Jordan Atkinson, *Missouri Western State University*

Organizational Communication

Marjorie Buckner, *Texas Tech University*
 Cristina Gonzalez Alcala, *Summit Education Initiative*
 Miwa Ito, *Wayne State University*
 Joseph Lybarger, *University of Tennessee, Knoxville*
 Brian Richardson, *University of North Texas*
 Robin Smith Mathis, *Mercer University*
 Stacy Smulowitz, *University of Scranton*
 Michael Sollitto, *Texas A&M University-Corpus Christi*
 Guy Wade, *Wayne State University*
 Caroline Waldbuesser, *Ohio University*
 Jenilee Williams, *University of Tennessee, Knoxville*

Philosophy of Communication

Andrew Smith, *Edinboro University*
 Annette Holba, *Plymouth State University*
 Janie Harden Fritz, *Duquesne University*
 Amanda McKendree, *University of Notre Dame*
 Sarah M. Deluliis, *Duquesne University*
 David M. Deluliis, *University of Pittsburgh*
 Kristen Lynn Majocha, *University of Pittsburgh Johnstown*
 Craig Maier, *Duquesne University*
 Jen Jones, *Sefon Hill University*
 Garnet Butchard, *Duquesne University*
 John H. Prellwitz II, *University of Pittsburgh Greensburg*

**2018 PAPER AND PROGRAM SELECTION COMMITTEES****Philosophy of Communication (cont.)**

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John J. Rief, *Duquesne University*

Political Communication

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Tracey Quigley Holden, *University of Delaware*
Christina Knopf, *SUNY Cortland*
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Paulette Brinka, *Hofstra University*
Christine Courtade Hirsch, *SUNY Oswego*
Matthew R. Meier, *West Chester University*
Alfred Mueller, *Neumann University*
Jade Olson, *University of Maryland*
Sabrina Page, *Walters State Community College*
Trevor Parry-Giles, *University of Maryland/
National Communication Association*
Alane Presswood, *Hollins University*
Farhan Abdul Rauf, *Our Own Public Health
Institution (OOPHI)*
Heather M. Stassen, *Cazenovia College*
Michael Stutz, *Three Rivers Community College*
Richard Vatz, *Towson University*

Short Course

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Sean Fourney, *University of Southern Mississippi*
Mary Mino, *Penn State DuBois*
Angelina Bigas, *West Chester University*
Maxine Gesualdi, *West Chester University*
Uchenna Onuzulike, *Bowie State University*
Laura Brown, *West Chester University*
Paul Lucas, *University of Pittsburgh Johnstown*
Eryn Travis, *West Chester University*
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Susannah K. McMonagle, *Eastern University*

Patti Vorndran, *Delaware County Community
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Jayne Cubbage, *Bowie State University*

Theory and Methodology

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Sarah M. Deluliis, *Duquesne University*
Janie Harden Fritz, *Duquesne University*
John Rief, *Duquesne University*
Inci Ozum Sayrak, *Duquesne University*

Voices of Diversity

Shaun M. Anderson, *Loyola Marymount University*
Melissa Tindage, *California State University,
Los Angeles*
Daniel Strasser, *Rowan University*
Truman Keys, *Western Connecticut State Uni-
versity*
Valerie Rubinsky, *Ohio University*
Elizabeth Whittington Cooper, *Morehouse
College*
Jaime Guzman, *University of Denver*
Christine Hirsch, *SUNY Oswego*
Christian Copeland, *Ball State University*
Jessica M. F. Hughes, *Reading Area Commu-
nity College*

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Conference Reviewers**

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Jordan Atkinson, *West Virginia University*
Ann Bainbridge Frymier, *Miami University*
James Baker, *West Virginia University*
Nikki Blau, *Ohio University*
Nancy Bressler, *Wheeling Jesuit University*
Laura Brown, *University of Kentucky*
Nicholas Bowman, *West Virginia University*
Marjorie Buckner, *Texas Tech University*
Malwina Buldys, *Temple University*
Rod Carveth, *Morgan State University*
Cheryl Casey, *Champlain College*
Catie Clark-Gordon, *West Virginia University*
Jason Crane, *Ohio University*
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Scott Dunn, *Radford University*
Diana Ebersole, *Kutztown University*
Kristin English, *Georgia College*
Heather Ferrara, *Cazenovia College*
Sarah Flinko, *Duquesne University*
Thomas Flynn, *Slippery Rock University*
Roger Gatchet, *West Chester University*
Brian Gilchrist, *Mount St. Mary's University*
Kimberly Hannah-Prater, *University of Maryland*



Undergraduate Scholars Conference Reviewers (continued)

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 Andrew Herman, *SUNY Geneseo*
 Tracey Holden, *University of Delaware*
 Angela Hosek, *Ohio University*
 Danette Johnson, *Ithaca College*
 Doreen Jowi, *Bloomsburg University*
 Rhiannon Kallis, *Indiana University of Pennsylvania*
 Renee Kaufmann, *University of Kentucky*
 Stephanie Kelly, *North Carolina A&T State University*
 Kathy Kendall, *University of Maryland*
 Carrie Kennedy-Lightsey, *Stephen F. Austin State University*
 Mary King, *Bloomsburg University*
 Amanda Lawrence, *University of Kentucky*
 Kerry Loinette, *Collins College*
 Annette Madlock, *University of Minnesota- Twin Cities*
 Paul Madlock, *Southeast Missouri State University*
 Craig Maier, *Duquesne University*
 Kristen Majocha, *University of Pittsburgh*
 Daniel Mansson, *Penn State University Hazleton*
 Matt Martin, *West Virginia University*
 Ryan McCullough, *West Liberty University*
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Audra McMullen, *Towson University*
 Beth Michalec, *Penn State University Lehigh Valley*
 Mary Mino, *Penn State University DuBois*
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 Robin Smith Mathis, *Mercer University*
 Stacy Smulowitz, *University of Scranton*
 Michael Strawser, *Bellarmine University*
 Candace Thomas-Maddox, *Ohio University Lancaster*
 Jessalyn Vallade, *University of Kentucky*
 Chris Volker, *University of Delaware*
 Jordan Wagner, *Ohio University*
 Jennifer Waldeck, *Chapman University*
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ECA MEETINGS AT-A-GLANCE

Wednesday, April 25, 2018		
3-4 p.m.	Finance Committee 1	Parkview West
4-5 p.m.	Publications Committee	Parkview West
5-6 p.m.	Site Selection Committee	Parkview West
Thursday, April 26, 2018		
9 a.m.-noon	Executive Council	Conference Center A
12:30-1:45 p.m.	Teaching Fellows	Conference Center A
2-3:15 p.m.	Research Fellows	Oliver
2-3:15 p.m.	Planning Meeting 1	Ohio
3:30-4:45 p.m.	Maryland Communication Association	Phipps
3:30-4:45 p.m.	Pennsylvania Communication Association	Parkview West
8-9 p.m.	12 Step Group Meeting	Parkview West
Friday, April 27, 2018		
8-8:45	Interest Group Business Meetings	Various
9-10:15 a.m.	New Jersey Communication Association	Parkview West
9-10:15 a.m.	Nominating Committee	Heinz
12-1:15 p.m.	New York Communication Association	Parkview West
1:30-2:45 p.m.	Resolutions Committee	Parkview West
4:30-5:15 p.m.	Interest Group Business Meetings	Various
8-9 p.m.	12 Step Group Meeting	Parkview West
Saturday, April 28, 2018		
8-8:45 a.m.	Interest Group Business Meetings	Various
12-1:15 p.m.	Planning Meeting 2	Phipps
4:30-5:45 p.m.	ECA General Business Meeting	Three Rivers
8-9 p.m.	12 Step Group Meeting	Parkview West
Sunday, April 29, 2018		
8-9:15 a.m.	Finance Committee 2	Conference Center A
10 a.m.-noon	Executive Council	Conference Center A

COFFEE CAFÉS



Thursday 1:30 p.m.	ECA Coffee Café – An Afternoon at the Amusement Park	Frick
Friday 7:30 a.m.	Coffee and Cookies	Omni Conference Center foyer
Friday 10:30 a.m.	Coffee Café with ECA Awards	Bob & Dolores Hope
Saturday 7:30 a.m.	Coffee and Cookies	Omni Conference Center foyer
Saturday 10:30 a.m.	Coffee Café	Frick



ECA INTEREST GROUP BUSINESS MEETINGS

Friday, April 27, 2018		
8-8:45 a.m.	Communication & Technology	Conference Center A
8-8:45 a.m.	Philosophy of Communication	Carnegie 3
8-8:45 a.m.	Political Communication	Conference Center B
8-8:45 a.m.	CONNECT Conference	Conference Center C
8-8:45 a.m.	Communication Law & Ethics	Oliver
8-8:45 a.m.	Instructional Communication	Heinz
8-8:45 a.m.	Theory and Methodology	Vandergrift
8-8:45 a.m.	Health Communication	Phipps
4:30-5:15 p.m.	Organizational Communication	Conference Center A
4:30-5:15 p.m.	Community College	Carnegie 3
4:30-5:15 p.m.	Intercultural Communication	Conference Center B
4:30-5:15 p.m.	Media Communication	Conference Center C
4:30-5:15 p.m.	Institute of General Semantics	Oliver
4:30-5:15 p.m.	Voices of Diversity	Heinz
4:30-5:15 p.m.	Nonverbal Communication	Vandergrift
4:30-5:15 p.m.	Argumentation and Forensics	Phipps
Saturday, April 27, 2018		
8-8:45 a.m.	Interpersonal Communication	Conference Center A
8-8:45 a.m.	Rhetoric and Public Address	Carnegie 3
8-8:45 a.m.	Applied Communication	Conference Center B
8-8:45 a.m.	Media Ecology	Conference Center C
8-8:45 a.m.	Interpretation and Performance	Oliver
8-8:45 a.m.	Communication Administration	Heinz
8-8:45 a.m.	Kenneth Burke	Vandergrift
8-8:45 a.m.	American Society of History of Rhetoric	Phipps
8-8:45 a.m.	Communication Traits	Bob & Dolores Hope

CONNECT CONFERENCE • Saturday, April 28, 2018

Location: Double Tree Hotel (just steps away from the Omni William Penn)

8:15 – 8:45 a.m.	Registration and breakfast
8:45 – 9:00 a.m.	Welcome
9:00 – 10:30 a.m.	Dr. Pat Gehrke, presentation and workshop
10:30 – 10:45 a.m.	Break and snacks
11:00 – 12:30 p.m.	Nicholas D. Bowman, presentation and workshop
12:30 – 1:00 p.m.	Reflection and Evaluation

SHORT COURSES



Thursday, 4/26 9:30-10:45 a.m. DT Alleghany	#1: "Integrating an Encyclopedia of Communication Ethics: Goods in Contention into the Communication Curriculum"	Ronald C. Arnett, <i>Duquesne University</i> Annette Holba, <i>Plymouth State University</i> Susan Mancino, <i>Duquesne University</i>
Thursday, 4/26 3:30-4:45 p.m. Vandergrift	#2: "Teaching Public Speaking with Podcasts, Videos, and Webinars: Bringing the Basic Course to the 21st Century"	Pat J. Gehrke, <i>University of South Carolina</i>
Friday, 4/27 9-10:15 a.m. Vandergrift	#3: "Building Bridges Between Media-Based Pedagogies and Social Awareness in Communication Classrooms"	Jack Banks, <i>University of Hartford</i> Nancy Bressler, <i>Wheeling Jesuit University</i>
Friday, 4/27 10:30-11:45 a.m. Vandergrift	#4: "Bridging the Gaps in Teacher-Student Relationships from a Distance: Strategies for Building Effective Hybrid and Online Learning Environments"	Kelly Rocca DelGaizo, <i>St. John's University</i> Candice Thomas-Maddox, <i>Ohio University Lancaster</i> Katherine Thweatt, <i>SUNY Oswego</i>
Friday, 4/27 1:30-2:45 p.m. Vandergrift	#5: "Considering Corporate Communication and Communication Ethics with Corporate Communication Crisis Leadership: Advocacy and Ethics"	Ronald C. Arnett, <i>Duquesne University</i> Sarah M. Deluliis, <i>Duquesne University</i> Matthew Corr, <i>Shenandoah University</i>
Saturday, 4/28 9-10:15 a.m. Oliver	#6: "Building Bridges during Difficult Dialogues: Strategies for Teaching and Managing Crucial Conversations"	Nicole Blau, <i>Ohio University Lancaster</i> Candice Thomas-Maddox, <i>Ohio University Lancaster</i>
Saturday, 4/28 12-1:15 p.m. Oliver	#7: "Communicative Ascent: Listening more, fearing less, fighting better"	Jill Leontiadis, <i>Duquesne University</i> Alexandra Reznik, <i>Duquesne University/Chatham University</i>
Saturday, 4/28 3-4:15 p.m. Oliver	#8: "Learning Organizational Communication with the Marketplace Simulation"	Tim Thompson, <i>Edinboro University</i> Dave Neumann, <i>Rochester Institute of Technology</i> Melissa Gibson, <i>Edinboro University</i>

PLEASE NOTE: Participants must register for Short Courses at Convention Registration



FIRST VICE PRESIDENT PROGRAMS

Thursday, 4/26 12:30-1:45 p.m.	Bridging Themes in Philosophy of Communication	Doubletree Ohio
Thursday, 4/26 12:30-1:45 p.m.	Sacred Rhetoric: Building Bridges Between Communication Studies & Theological Higher Education	Carnegie 3
Thursday, 4/26 2-3:15 p.m.	Building a Bridge Between Event Planning and the Communication Curriculum	Conference Center B
Thursday, 4/26 3:30-4:45 p.m.	Celebration of Work: Ronald C. Arnett	Conference Center B
Friday, 4/27 12-1:15 p.m.	Shades of Pittsburghese: Activist Rhetoric and Narratives of Engagement in the City of Bridges	Conference Center A
Friday, 4/27 1:30-2:45 p.m.	The State of State Associations: A Discussion of Opportunities and Challenges	Phipps
Saturday, 4/28 10:30-11:45 a.m.	Conversations in Our Community	Conference Center A
Saturday, 4/28 10:30-11:45 a.m.	Celebration of Work: Virginia P. Richmond	Three Rivers
Saturday, 4/28 10:30-11:45 a.m.	The Legacy of Trevor Melia: Bridges to the Past	Conference Center B
Saturday, 4/28 10:30-11:45 a.m.	Building Professional Bridges Through the ECA Client Experience	Vandergrift
Saturday, 4/28 12-1:15 p.m.	Student Organizations: Building Bridges Across Campus	Bob & Dolores Hope

OTHER GATHERINGS OF NOTE

Thursday, April 26, 2018		
5-5:30 p.m.	Undergraduate Scholars Welcome	Oakmont
5:30-6:30 p.m.	Newcomers Reception	Lawrence Welk
6:30-8 p.m.	Welcome Reception	Bob & Dolores Hope
Friday, April 27, 2018		
10:30-11:45 a.m.	ECA Awards Reception and Keynote	Bob & Dolores Hope
5:15-6:30 p.m.	Urban Scholars panel	Conference Center A
6:30-8 p.m.	Undergraduate Scholars Reception	Riverboat
Saturday, April 28, 2018		
Noon-2 p.m.	Past Officers' Luncheon	Lawrence Welk
1:30-2:45 p.m.	Undergraduate Scholars Luncheon	Sternwheeler
6-8 p.m.	President's Reception	Riverboat



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WEDNESDAY, APRIL 25, 2018

Convention Registration

Omni Conference Center foyer, 3-6 p.m. Wednesday

Finance Committee Meeting

Parkview West, 3-4 p.m. Wednesday

- Benjamin R. Bates, Chair (President)
- Leeanne M. Bell McManus (First Vice President)
- Katherine S. Thweatt (First Vice President Elect)
- Jason S. Wrench (Immediate Past President)
- Cheryl Casey (Executive Director)
- Pamela Lannutti Communication Quarterly Editor (ex officio)
- Nicholas D. Bowman, Communication Research Reports Editor (ex officio)
- Kristen L. Majocha, Qualitative Research Reports in Communication Editor (ex officio)

Publications Committee Meeting

Parkview West, 4-5 p.m. Wednesday

- Benjamin R. Bates, Chair (President/Immediate Past Editor of *Communication Quarterly*)
- Leeanne M. Bell McManus (First Vice President)
- Katherine S. Thweatt (First Vice President Elect)
- Cheryl Casey (Executive Director)
- Annette M. Holba, (Immediate Past Editor of *Qualitative Research Reports in Communication*)
- Rod Carveth (Elected Representative)
- Chris Morse, *Communication Quarterly* Editor (ex officio)
- Pamela Lannutti, *Communication Quarterly* Editor (ex officio)
- Nicholas D. Bowman, *Communication Research Reports* Editor (ex officio)
- Kristen L. Majocha, *Qualitative Research Reports in Communication* Editor (ex officio)
- Stacy M. Smulowitz (Elected Representative)

Site Selection Committee

Parkview West, 5-6 p.m. Wednesday

- Benjamin R. Bates, Chair (President)
- Leeanne M. Bell McManus (First Vice President)
- Katherine S. Thweatt (First Vice President Elect)
- Jason S. Wrench (Immediate Past President)
- J. Kanan Sawyer (Immediate Past President - Once Removed)
- Cheryl Casey (Executive Director)



9:30-10:45

SHORT COURSE

Allegheny, 9:30-10:45 a.m. Thursday

**INTEGRATING AN ENCYCLOPEDIA
OF COMMUNICATION ETHICS:
GOODS IN CONTENTION INTO THE
COMMUNICATION CURRICULUM**



Presenters: **Ronald C. Arnett**, Duquesne University
Annette M. Holba, Plymouth State University
Susan Mancino, Duquesne University

Communication ethics is taught in varying curricular environments from stand-alone communication ethics courses to applied profession courses, or as units in numerous communication courses (Swenson-Lepper et al., 2015). Because of the diverse ways in which communication ethics content is delivered, there was a need for a book that could be used in any of these contexts. This short course provides resources for teaching communication ethics in multiple settings. Our text, *An Encyclopedia of Communication Ethics: Goods in Contention*, and a variety of supplemental companion tools will be provided to participants to assist in teaching communication ethics.

**INNOVATING THE PUBLIC SPEAKING COURSE:
DELIVERING HIGH QUALITY COURSES THAT ARE FLEXIBLE,
AFFORDABLE, AND EFFICIENT**

Phipps, 9:30-10:45 a.m. Thursday

Sponsor: Instructional Communication
Chair: **Nicholas T. Tatum**, University of Kentucky
Respondent: **Lauren Lemley**, Abilene Christian University

Brian Kline, University of North Georgia
David Strukel, Hiram College
Madeline Forther, Abilene Christian University
Douglas Sierra, Abilene Christian University
Patty Wharton-Michael, University of Pittsburgh at Johnstown
Susan M. Wiezorek, University of Pittsburgh at Johnstown

Presenters in this panel session will share both experience and research with a variety of ways communication programs are exploring alternative/creative delivery methods for public speaking courses. Presenters will discuss the successes and challenges of adopting innovative formats, including accelerated and hybrid formats, and data about the ways communication programs across the country are rethinking traditional models to respond to the ever-growing pressures to deliver high quality instruction in flexible, affordable, and efficient ways.



"ARE YOU STILL WATCHING...": Conference Center B, 9:30-10:45 a.m. Thursday
MEDIA BINGING & PARASOCIAL IMPLICATIONS

Sponsor: Media Communication
 Chair: **Guy Wade**, Wayne State University
 Respondent: **Joseph C. Harry**, Slippery Rock University

"Exploring the Relationship between Parasocial Variables and Subjective Well-being"
Pratiti Diddi, Pennsylvania State University
Kelly Seeber, Pennsylvania State University
Sushma Kumble, Pennsylvania State University

"Is All Media Binging Created Equal? Exploring Differences in the Stigmatization of Television, Film, and Novel Binge Consumption Experiences"
Elizabeth L. Cohen, West Virginia University
Julia K. Weiss, West Virginia University
Alexandra Vaughn, West Virginia University

"Binge Watching is the New Black: Binge Watching, Parasocial Interactions, Loneliness, and Depression"
Erin B. Waggoner, University of Connecticut
John Christensen, University of Connecticut
Seth McCulloch, University of Connecticut

The competitively selected papers on this panel explore the interaction between media-binging consumers and the parasocial relationships they develop with the characters and also take a look at the social and psychological ramifications associated with such behaviors.

APPLIED CRISIS COMMUNICATION

Vandergrift, 9:30-10:45, Thursday

Sponsor: Applied Communication
 Chair: **Todd Kelshaw**, Montclair State University
 Respondent: **Corey J. Liberman**, Marymount Manhattan College

"Fantasy Theme Analysis as a Resource for Political Crisis Communicators: The Cliven and Ammon Bundy Standoffs as Case Study"
Andrew Tinker, Duquesne University

"Too Little, Too Late: Analysis of Susan G. Komen's Crisis Response"
Taylor Powers, Abilene Christian University

The competitively selected papers on this panel features papers which explore political and organizational crisis communication through an applied lens.



BRIDGING THE RHETORICS OF THE NATIONAL INTEREST AND THE PUBLIC "GOOD": TRUMP, CLIMATE CHANGE, MILITARY SERVICE, ENVIRONMENTAL DISASTERS, & BIRTHEISM

Ohio, 9:30-10:45 a.m. Thursday



Sponsor: Rhetoric & Public Address
Chair: **Jessica L. Ghilani**, University of Pittsburgh at Greensburg

"Broken Bridges and Shattered Connections: Why Donald Trump's Position on Climate Change is No Hoax"
Anne Czerwinski, University of Pittsburgh at Greensburg

"Bridging Economic Opportunities in the Rhetoric of Early Volunteer Army Recruiting Advertisements"
Jessica L. Ghilani, University of Pittsburgh at Greensburg

"Building Bridges Across Polluted Streams of Thought: Toward an Ecological Communication Ethic"
John Prellwitz, University of Pittsburgh at Greensburg

"Birtherism, Building Walls, and '#MAGA:': Bridging the Putative Rhetorical and Ideological Gaps between Trumpism and White Nationalism"
Clifford T. Manlove, Penn State Greater Allegheny

This panel seeks to understand the bridges and dichotomous tensions being built across various public discourses. The notion of public "good" can raise ethical questions regarding who within a broad public can benefit. When, whether, how, and for whom something is "good" is highly subjective. And racial, economic, and geographic disparities can present significant barriers to accessing these "goods." Sometimes what is "good" for some is to the detriment of others, but regardless of the circumstances, rhetoric and public address are essential to bridging ideas with good public outcomes.

BRIDGING CONNECTIONS BETWEEN NEW AND OLD IMMIGRANTS: DISCOURSES ON IDENTITY, UNITY, INTEGRATION AND DISCRIMINATION

Monongahela, 9:30-10:45 a.m. Thursday



Sponsor: Voices of Diversity
Participants: **Sanae Elmoudden**, St. John's University
Flora Keshishian, St. John's University
Pratibha Kumar, Mount St. Mary's University
Sidi Becar Meyara, Utah State University
Jingsi Christina Wu, Hofstra University

This roundtable panel discussion focuses on immigrant identities and experiences in the U.S. Papers in this panel examine issues pertaining to nationality, identity, unity, discrimination, and integration among disparate immigrant groups—from the Middle East and China to Morocco and Mauritania.



TOP THREE COMPETITIVE PAPERS IN HEALTH COMMUNICATION

Carnegie 3, 9:30-10:45 a.m. Thursday

Sponsor: Health Communication
 Chair: **Hannah Ball**, Chapman University
 Respondent: **Sara LaBelle**, Chapman University

"Patients' Perceptions of Provider Cultural Competence, Patient Communication Willingness, and Patient Communication Apprehension: Predictors of University Health Center Patient Satisfaction" *
Heather J. Carmack, University of Alabama
Rukhsana Ahmed, University of Ottawa
Katherine L. Harville, James Madison University

"Analyzing the Effects of a Culturally Focused Sexual Assault Bystander Intervention Campaign: The Mediating Roles of Injunctive and Descriptive Norms"
Kelly Madden Daily, La Salle University

"Comparing Three Message Formats' Effectiveness for Influencing HIV Testing Intentions" **
Kristin G. Maki, SUNY Buffalo

This panel showcases the top three competitive papers from the Health Communication Interest Group. Taken together, these papers – which exhibit a variety of health communication contexts, theoretical lenses, and research methodologies – represent the best scholarship in our area. These papers are worthy of recognition and further discussion.

* Top Paper

** Top Student Paper

MEDIA INFLUENCE IN CROSS-CULTURAL AND INTERCULTURAL COMMUNICATION

Shadyside, 9:30-10:45 a.m. Thursday

Sponsor: Intercultural Communication
 Chair: **Rong Ma**, University of Maryland

"Like any Traditional Italian Family Would Do: Representations of Italian-ness on MTV's Jersey Shore"
Lukas J. Pelliccio, Wayne State University

"Social Media Dependency on Social Capital: An Opportunity to Foster Intercultural Communications"
Kimberly Flanders, Pennsylvania State University, Worthington Scranton
Laurie Sadler Lawrence, Indiana University of Pennsylvania

"Public and Private Self Differences between American and Omani Cultures"
Chas D. Koermer, West Virginia University

"A Look at Relational Cultural Theory: Exploring Connections of Cuban Unaccompanied Children through Group Dynamics and Media Privilege"
Mariely Valentin-Llopis, Barry University

This panel explores how media plays a role in intercultural communication through oral and mediated communication, and cross-cultural communication differences.

Slippery Rock University Communication Department

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- Minor in Communication
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- Minor in Environmental Communication (to begin fall 2018)

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 Dorothy Ige The Late Dominic A. Infante **Guowei Jian** Danette Johnson
 Linda Kalfayan **Alusine Kanu** Neil Katz **Marjorie Keeshan**
Nadler Elliot King Kenneth Lachlan Mary Lahman David Lapakko
 Dennis A.V. Leoutsakas **Corey Liberman** Erina MacGeorge Linda Manning
Keith Massie Amanda G. McKendree **Leeanne McManus**
 Mickey Miller **Judith Millesen** Lori Montalbano Thomas Morra Lori Moses
Tim Mottet Ellen Mroz Al Mueller Debra Nickles Shawn Orr **Patty Parish**
Michael Pasternack Andrea Patterson-Masuka Holly Payne
Camisha Pierce Duffy E. Phillips **Polack Andrew S. Rancer** George Ray
Raul Reis Martin "Marty" Remland **Caffie Risher** Regina Rochford
Amaro Rodriguez Dariela Rodriguez Mary Elizabeth Rouse **Brent Ruben**
Kurt Schimmel Stuart Schmidt **Joan Schuman** Roy Schwartzman
Laurie Sherman Kara Shultz Frances Smith Lea P. Stewart **Wei Sun**
Marcia Sweedler Candice Thomas-Maddox Lou Tillson Mitchell Tropin
 Diana Tucker Karen Turner Ward Tia Tyree **Jill Underhill** Tom Valasek
Stephanie Verni Sally Vogl-Bauer Beth M. Waggenspack Lisa Wallace
Sam Wallace Michael Walsh Cary Wecht Sara Weintraub **Dan West**
Regina Williams Davis Metasebia Woldemariam Jason Wrench



HILLARY RODHAM CLINTON’S WHAT HAPPENED: Explorations of Her Political Purposes and Public Reactions Oakmont, 9:30-10:45 a.m. Thursday

Sponsor: Political Communication
 Chair: **Molly Wertheimer**, Penn State, Hazelton

“The Memoir as Political Strategy: Hillary Rodham Clinton in Three Acts”
Anne F. Mattina, Stonehill College

“Hillary through the Looking Glass”
Nichola Gutgold, Penn State Lehigh Valley

“Promoting What Happened: Hillary Clinton’s Talk Show Appearances”
Lisa Burns, Quinnipiac University

“What Happened: Kindling for the Right-Wing Media”
Beth Waggenpack, Virginia Tech

“In Good Company: Women Political Leaders, Public Resistance and Backlash”
Verónica Montecinos, Penn State Greater Allegheny

“What Happened – Its Unique Place in the Tradition of First Lady Autobiography”
Molly Wertheimer, Penn State Hazelton

This panel explores the political and rhetorical implications of Hillary Rodham Clinton’s *What Happened* (2017). We compare her memoir to others by first ladies, including her previous memoirs *Living History* (2003) and *Hard Choices* (2014). We examine her goals, candid thoughts, and promotional strategies. We show how her political opponents use *What Happened* for their own ends. Finally, we demonstrate that Clinton is not unique among other women world leaders, who also struggle with entrenched sexism.

CELEBRATING THE 75TH ANNIVERSARY OF ETC. A REVIEW OF GENERAL SEMANTICS Oliver, 9:30 -10:45 a.m. Thursday

Sponsor: Institute of General Semantics
 Chair: **Thom Gencarelli**, Manhattan College
 Panelists: **Martin Levinson**, Institute of General Semantics
Michael Plugh, Manhattan College
Lance Strate, Fordham University

ETC. A Review of General Semantics is an interdisciplinary quarterly journal that was published from 1943 to 2003 by the International Society for General Semantics and is now published by the Institute of General Semantics. Past Editors of *ETC.* include S.I. Hayakawa, the former President of San Francisco State University and U.S. Senator from California from 1977 to 1983, and Neil Postman, founder of the Media Ecology Ph.D. program at New York University and author, co-author, and editor of some 26 books.

This year, *ETC.* celebrates its 75th anniversary and, in honor of this occasion, will publish a double issue, 74:1/2, comprised of previously published articles by some of the more significant writers, thinkers, and public intellectuals whose work has graced the journal’s pages over the last three-quarters of a century. This panel celebrates this momentous occasion, and the panelists will present and offer their commentary on a number of these important selections.



**DIGITAL MEDIA & PEDAGOGY:
HOW TO EFFECTIVELY INCORPORATE AND TEACH
USING SMARTPHONES AND SOCIAL MEDIA
IN THE UNIVERSITY CLASSROOM SETTING**

Conference Center C, 9:30-10:45 a.m. Thursday

Sponsor: Communication and Technology
Panelists: **Talisha Dunn-Square**, Bowie State University
Chelsea G. Mays-Williams, Bowie State University

College professors are often in competition with smartphones and social media in the classroom. They are also tasked with teaching students how to use emerging media so they can be well-prepared for a communications career after graduation. This two-part panel discusses incorporating and teaching social media (1) to help students learn communication theories and (2) to help teachers learn how to teach social media planning, an important tool for the all types of communication professionals.

11 a.m.-12:15 p.m.

**THE RIGHTEOUS, THE REJECTED,
AND THE (RE)MOVED: PHILOSOPHICAL PERSPECTIVES
ON RE-CONSTRUCTIONS OF PERSONAL, SOCIAL AND MEDIATED REALITIES**

Conference Center C, 11-12:15 p.m. Thursday

Sponsor: Philosophy of Communication
Chair: **Andrew R. Smith**, Edinboro University
Respondent: **Fadoua Loudiy**, Slippery Rock University

"The Righteous: Confederate Flags, Crosses, and Statues—Signs of Hate Speech?"
Riley Wentzler, Edinboro University*

"The Rejected: Former Felons and the Ramifications of American Justice"
Tara Heubel, Edinboro University*

"The Removed: A Narrative Ethics of the "Good" as a Morality of Fate and Acceptance in Lost"
Elyse Ferraro, Edinboro University

*Debut paper. All presenters are graduate students.



THE INTERSECTIONS OF NONVERBAL, COMPUTER-MEDIATED, AND FAMILY COMMUNICATION Conference Center B, 11-12:15 p.m. Thursday

Sponsor: Nonverbal Communication
 Chair: **Jordan Atkinson**, Missouri Western State University
 Respondent: **Daniel S. Strasser**, Rowan University

“Online Nonverbal Communication with Family Members of Differing Values”
Caroline Waldbuesser, Ohio University

“You’ve Got to be KIDding Me?!; Modeling Strong Nonverbal Behavior with Young Children”
Nicole Blau, Ohio University Lancaster

“Extensions and Implications of Family Communication Patterns into Mediated Family Communication Environments”
Diana S. Ebersole, Kutztown University

“Tweens and Teens: Media Richness Theory and Disclosure with Parents Using CMC”
Melissa Weller, Ohio University

This panel will discuss and explore the intersections of nonverbal communication, computer-mediated communication, and family communication. Specifically, it seeks to apply theories surrounding these areas to real life applications. Panelists will talk on a variety of experiences from personal experiences with communicating with family members over social media, teaching children appropriate online communication, and parent-adolescent use of computer mediated communication.

COMPETITIVE PAPERS IN RELIGIOUS AND POLITICAL RHETORIC Vandergrift, 11-12:15 p.m. Thursday

Sponsor: Rhetoric & Public Address
 Chair: **Michael Stutz**, Three Rivers Community College
 Respondent: **Paulette Brinka**, Hofstra University

“The Trump Effect: The 2016 Presidential Campaign and the Racist Right’s Internet Rhetoric”
Brett A. Barnett, Slippery Rock University

“Revisiting The Rhetoric of Reaction: Hirschman’s Perversity, Futility, and Jeopardy Theses in Ron Paul’s The Revolution: A Manifesto”
Eric English, University of Pittsburgh

“Holy Ground: Ethics, Place, and Commemoration in Witch City”
Lauren Lemley, Abilene Christian University

“Naming the News: An Analysis of the Trump Administration’s ‘News’”
Michael Clay, James Madison University*

This panel features competitive papers in Rhetoric and Public Address that address current and historical issues in political rhetoric and religious rhetoric.

* Student paper



**THE PUBLIC COMMUNICATION DEPARTMENT
IN AN ERA OF FISCAL AUSTERITY**

Shadyside, 11-12:15 p.m. Thursday

Sponsor: Communication Administration
Chair: **James Lyle**, Clarion University

“Right Sizing’ the Academic Department: Embracing the Pinch”
Myrna F. Kuehn, Clarion University

“Get it Right: ‘Assess, Close the Loop, Assess Again’”
Naomi Bell O’Neil, Clarion University

“Sustaining the Satellite: Implications of Financial Constraint for the Satellite Campus Faculty”
Jessica Crespo, Clarion University

“Extra-Curriculars: Tangential Support but Vitally Important”
Lacey Fulton, Clarion University

“Identity and the Outside World: Effectively Selling the Program”
James Lyle, Clarion University

This panel looks at the impact of financial constraints on the ability of a communication department to thrive in the public university setting. The panelists discuss the impact of a worsening economy on enrollment and institutional expenditures for the department. The panel will discuss: the ability of the department to attract high quality students; sustain faculty and compensate for reductions in faculty; implications on extra-curricular opportunities; the increasing role of assessment in such an environment.

**ENCYCLOPEDIA KENNETH BURKE:
KB IN 2000 WORDS OR LESS**

Allegheny, 11-12:15 p.m. Thursday

Sponsor: Kenneth Burke
Chair: **Anthony M. Wachs**, Duquesne University



“Dialectical Method”
David Payne, University of South Florida

“The Body in Purposeful Motion”
Richard Thames, Duquesne University

“Kenneth Burke’s Grotesquely Gorgeous Gargoyles”
Anthony M. Wachs, Duquesne University

“Kenneth Burke and Martin Heidegger: A Poetic Confrontation”
Brian Gilchrist, Mount St. Mary’s University

Given recent editions of encyclopedias in the discipline (Ron Jackson’s Encyclopedia of Identity; Ronald C. Arnett, Annette M. Holba, & Susan Mancino’s An Encyclopedia of Communication Ethics) panel participants imagined themselves writing entries on Kenneth Burke in 2000 words or less for a specific encyclopedia, challenging themselves to be both comprehensive and succinct, to develop an overview based upon some essential element(s) in Burke’s thought.



**BUILDING BRIDGES THROUGH THE
FREDERICK DOUGLASS DEBATE SOCIETY:
AN OPEN FORUM WITH TEAM MEMBERS AND COACHES (PAST AND PRESENT)**

Carnegie 3, 11-12:15 p.m. Thursday

Sponsor: Argumentation and Forensics
Chair: **Robert J. Green**, Bloomsburg University

Student Team Members:
Stefon Brown, Bloomsburg University
Tanisha Webster, Bloomsburg University
Amanda Weaver, Bloomsburg University
William “Billy” Turner, Bloomsburg University
Jessica Pupillo, Bloomsburg University
Stage-An Thomas-Love, Bloomsburg University
Kareem Granville, Bloomsburg University

Coaches:
Ruth J. Beerman, Randolph-Macon College
Shavonne Shorter, Bloomsburg University
Eric C. Miller, Bloomsburg University

The Frederick Douglass Debate Society (FDDS) is a relatively new policy debate model, providing opportunities to build important bridges. The FDDS primarily serves students who identify as first-generation, low income, and/or as a student of color in the Pennsylvania State System of Higher Education. Historically, debate lacked the perspective of important minority voices. The FDDS is a response to this problem. FDDS builds bridges allowing for skill building, engaged citizenship, and merging theory with practice.

**THE POLITICS OF SPORT: BRIDGING RACE,
NATIONALISM, ATHLETICS, AND PUBLIC DISCOURSE**

Oakmont, 11-12:15 p.m. Thursday

Sponsor: Voices of Diversity
Chair: **M. Elizabeth Thorpe**, College of Brockport

“Using Heider’s Balance Theory to Examine the <Dilemma> of being Colin Kaepernick”
Ashley A. Hanna Edwards, College of Brockport
M. Elizabeth Thorpe, College of Brockport

“Power, Privilege, and the Activist Athlete: An Analysis of the Role Allies Play in Athletic Protests”
Rachel Garnett, Hofstra University

“Memory, Nation, and Anthem: Nationalistic Framing of Athlete Protests”
John W. Howard, III, East Carolina University
Laura C. Privera, East Carolina University

This panel will address intersectionalism in the public discourse of sport, nationalism, the anthem and memory, and the complex role that Allies play in athletic protest.



BUILDING BRIDGES BETWEEN ORGANIZATIONS AND EXTERNAL AUDIENCES

Monongahela, 11-12:15 p.m. Thursday



Sponsor: Organizational Communication
 Chair: **Guy Wade**, Wayne State University
 Respondent: **Brian K. Richardson**, University of North Texas

“The Chick-fil-A Same-Sex Marriage Crisis and Image Repair Theory”
Kim Martinez, Abilene Christian University

“Tweeting the Face of the Other: Social Media as a Dialogic Force for Corporate Social Responsibility”
Kati Sudnick, Duquesne University

“Communicative Work to Enact Environmental Sustainability at an Urban University”
Erika Thrubis, Wayne State University
Ariel Achatz, Wayne State University
Kevin Hardges, Wayne State University
Jason Revoir, Wayne State University
Rahul Mitra, Wayne State University

“The relationship between dispositional optimism, proactivity, and on-air climate change reporting by TV weathercasters”
Kristin Timm, George Mason University

The papers on this panel focus on communication with individuals external to the organization. These papers explore how organizations manage communication with external audiences across contexts including image repair, corporate social responsibility, environmental sustainability, and climate change.

BUILDING TRANSDISCIPLINARY BRIDGES TO GARNER UNDERSTANDING OF CIVILITY IN A DIVIDED NATION

Oliver, 11-12:15 p.m. Thursday

Sponsor: Rhetoric & Public Address
 Chair: **Valerie Lynn Schrader**, Penn State Schuylkill
 Respondent: **Heather M. Stassen**, Cazenovia College
 Panelists: **Jason Zenor**, SUNY Oswego
Christine Courtade Hirsch, SUNY Oswego
John Kares Smith, SUNY Oswego
Corey J. Liberman, Marymount Manhattan College
Heather J. Carmack, University of Alabama
Jenny Rosenberg, SUNY Oswego

In a time of immense political debate and uncertainty, the importance, function, and even existence of civility has come into question. This roundtable seeks to discuss, problematize, and contextualize civility and the current challenges to civil discussion. Bringing together scholars from rhetoric, interpersonal, health communication, and strategic communication, we hope to prompt and promote dialogue regarding the role civility plays (or perhaps does not), in a profoundly bifurcated nation.



EXPANDING OUR APPROACHES TO COMMUNICATION SCHOLARSHIP

Ohio, 11-12:15 p.m. Thursday



Sponsor: Interpersonal Communication
Chair: **Meredith Marko Harrigan**, SUNY Geneseo
Respondent: **Christine K. Anzur**, West Virginia University

“Interpersonal Emotion Regulation: Examining Motivations for Sharing Emotion and Responses of Communication Partners”

Emily A. Dolan, SUNY Oswego
Allison Z. Shaw, University of Buffalo, the State University of New York

“Expanding Communication Privacy Management Theory: The Importance of the Perception of Time”

Shawn C. Starcher, Kent State University

“Old Standards, New Expectations: Irving Berlin and Online Dating”

Julian Costa, Pace University

The competitively selected papers on this panel explore the value of broadening our approaches to communication scholarship, both through critical approaches and theory development.

12:30-1:45

Teaching Fellows Meeting

Oliver, 12:30-1:45 p.m. Thursday

**PERSPECTIVES ON POLITICS:
EXAMINING POLITICAL CHARACTERIZATIONS**

Phipps, 12:30-1:45 p.m. Thursday

Sponsor: Political Communication
Chair: **John Kares Smith**, SUNY Oswego
Respondent: **Scott W. Dunn**, Radford University

“‘May the Force be with You’: Narendra Modi and The Celebritization of Indian Politics”
Swapnil Rai, Brown University

“Political Sex Scandal Reputation Restoration: Personal vs. Professional Recovery Efforts”
Marian Taylor Strange, High Point University
Brandon W. Lenoir, High Point University

“The ‘Friendly Discourses’ used instead of Women’s Rights Discourse in Egypt and Beyond”
Aliaa Dawoud, American University in Cairo

“I’m about to be president; we’re all going to die”: Baldwin, Trump, and the Rhetorical Power of Comedic Presidential Impersonation”
Will Howell, University of Maryland
Trevor Parry-Giles, NCA/University of Maryland

The competitively selected papers on this panel focus on various ways politics and politicians are viewed from celebrity to discourse to reputation to impersonation. Scholars provide four different studies examining how we view politics, nationally and internationally through specific figures, issues, and entertainment.



TOP THREE PAPERS IN INSTRUCTIONAL COMMUNICATION

Conference Center B, 12:30-1:45 p.m. Thursday

Sponsor: Instructional Communication
 Chair: **Daniel H. Mansson**, Penn State Hazleton
 Respondent: **Katie Neary Dunleavy**, LaSalle University

"Development of an Instrument to Measure Learner-Centered Teaching" (Top-Ranked Paper)

Jennifer H. Waldeck, Chapman University
Sara LaBelle, Chapman University
Zac D. Johnson, California State University, Fullerton

"The Dramatic Instructor and Student Participation: Exploring the Role of Emotional Responses"

James P. Baker, West Virginia University
Cathlin V. Clark-Gordon, West Virginia University
Scott A. Myers, West Virginia University

"Using the Investment Model to Explore College Student Out-of-Class Communication with Instructors"

Sara Pitts, West Virginia University
Scott A. Myers, West Virginia University

This panel features the top three competitively selected papers submitted to the Instructional Communication Interest Group. The three papers are excellent examples of conceptual, operational, and theoretical advancements in instructional communication.

BRIDGING THE SAGE ON THE STAGE & THE GUIDE ON THE SIDE: ENHANCING TRADITIONAL INSTRUCTION WITH NETWORKED MEDIA

Shadyside, 12:30-1:45 p.m. Thursday

Sponsor: Media Communication
 Chair: **Jessica Papajcik**, Stark State College
 Respondent: **Guy Wade**, Wayne State University

"You say you want a revolution: Positive and negative implications of 'slacktivism'"

Alane Presswood, Hollins University

"Alternatives to Aristotle: Media modalities and the unhinging of Western publics and protests"

Rachel Presley, Ohio University

"Where popular meets academic: Facilitating large-scale ethical understanding"

Steve Granelli, Northeastern University

"A practically-oriented solution to teaching public speaking online via an introduction to the app 'Cicero's Ghost'"

Sean Gleason, Hampden-Sydney College

In conjunction with the theme "Building Bridges," this panel problematizes the connections and disjunctions between communication instruction and the growing milieu of participatory digital culture that surrounds our students in and out of the classroom. Students' abilities to connect course content to their own lives and their observed surroundings increasingly drive academic success, retention, and graduation. We will discuss how networked/digital media can provide unique opportunities that re-imagine (rather than echo) traditional classroom instruction.



**BRIDGING THEMES IN
PHILOSOPHY OF COMMUNICATION**

Ohio, 12:30-1:45 p.m. Thursday

Sponsor: Philosophy of Communication/ECA Vice President
Chair: **Justin Bonanno**, Duquesne University



"Umberto Eco's Understanding of Lists: Forms, Functions, and Features"
Susan Mancino, Duquesne University



"A Phenomenological Approach to Clayton House as a Place of Memories"
Aurora Pinto, Duquesne University

"Ellul's Dialogic Philosophy of Communication: An Interhuman Response to Technique"
Jeffrey Bogaczyk, Duquesne University

"Renovating Public Space: Identity and Memory, Success and Failure, and the BRIC"
Zachary Sheldon, Baylor University

"Intentionality as 'Make Up Your Mind and Change Your Mind': A Critique of Watzlawick, Beavin, and Jackson"
Richard L. Lanigan, International Communicology Institute

This panel explores a variety of themes in philosophy of communication including intentionality, memory, technique, lists, and public space based on the works of scholars such as Umberto Eco, Gregory Bateson, and Jacques Ellul.

COMMUNICATION AND TECHNOLOGY: EXAMINING THE PUBLIC SPHERE Conference Center C, 12:30-1:45 p.m. Thursday

Sponsor: Communication and Technology
Chair/Respondent: **Kristin Roeschenthaler Wolfe**, Slippery Rock University

"Fit to be Tied: Social Network Structures and Evaluation Apprehension"
Andrew L. Nicholson, West Virginia University *
Jaime Banks, West Virginia University
Nicholas D. Bowman, West Virginia University
Matthew M. Martin, West Virginia University

"Examining College Students' Online Jealousy Behaviors in Relation to Ego Identity, Romantic Attachment, and Romantic Beliefs"
J.J. De La Cruz, Texas Tech University
Narissra M. Punyanunt-Carter, Texas Tech University
Jason S. Wrench, SUNY New Paltz

"Challenges and pitfalls of police transparency: Usage and perceived value of a public archive of police body camera videos"
Fanny A. Ramirez, Rutgers University

"Real or Fake News: Who Knows?"
Danny Paskin, California State University, Long Beach

* Debut Paper



MECHANISMS FOR COMMUNICATING ABOUT CHRONIC ILLNESS AND MENTAL HEALTH DISORDERS

Allegheny, 12:30-1:45 p.m. Thursday



Sponsor: Health Communication
 Chair: **Nicole Hudak**, Ohio University
 Respondent: **Annette Madlock Gatison**, Southern Connecticut State University

“Spirituality as a Mechanism in Complementary and Alternative Medicine for Reframing Illness: Understandings of Chronic Pain Management”
Vinita Agarwal, Salisbury University

“‘WHEN THE WHOLE SQUAD HITS YOU UP’: Rhetorics of Anxiety, Depression, Memes, and ‘Tumblr Girls’ Online”
Sarah Beach, Ohio University *

“Social Influence and Group Cohesion in Communication about Diabetes Risks and Prevention on Facebook”
Kristina Birnbrauer, University of Florida
Dennis Owen Frohlich, Bloomsburg University of Pennsylvania
Yulia A. Strekalova, University of Florida

The competitively selected papers on this panel focus on the role of communication in the management of chronic illness and mental health disorders. Specifically, panelists will discuss online sources, including Tumblr memes and Facebook communities, as well as offline mechanisms, including spirituality in holistic care.

* Debut Student Paper

INTERSECTING HEALTH AND COMMUNICATION IN THE DIVERSITY CONTEXT

Oliver, 12:30-1:45 p.m. Thursday

Sponsor: Voices of Diversity
 Chair: **Truman Keys**, Western Connecticut State University
 Respondent: **Christine Courtade Hirsch**, SUNY Oswego

“The Ovarian Psycho-Cycle Brigade: Intersectional Feminism in Practice”
Morgan Hess, University of Maryland *

“Bridging Discussions of Human History: Ancestry DNA and New Roles for Africana Studies”
Anita Foeman, West Chester University
Bessie Lawton, West Chester University
Nicholas Surdel, University of Florida

“Going Beyond Accommodations: Student Self-Disclosure with University Faculty about Invisible Disabilities”
Katie Lese, James Madison University

This paper session examines the ubiquitous nature of the health sciences as it pertains to diversity and communication contexts.

*Top Paper



**BUILDING A BRIDGE TO YOUR FUTURE:
A SYMPOSIUM ON PREPARING FOR LIFE
AS A TENURE TRACK PROFESSOR**

Oakmont, 12:30-1:45 p.m. Thursday

Sponsor: Organizational Communication
 Chair: **Eric C. Miller**, Bloomsburg University
 Panelists: **Rhiannon B. Kallis**, California University of Pennsylvania
Mary E. King, Bloomsburg University
Jennifer Owlett, William Paterson University
Shavonne Shorter, Bloomsburg University
Sara Trask, Randolph-Macon College

Discussions about navigating the tenure track, particularly preparing for the job search and then readying one's self for the professional responsibilities that come along with the career, are very important to sustain the lifeblood of our profession. Panelists will share strategies on how to prepare for life on the tenure track. Specific topics to be discussed include preparing for the job search, interview process, promotion, and tenure, and how to maintain work-life balance.

**BRIDGING TROUBLED TIMES:
ULRICH BECK, RISK SOCIETY,
AND CORPORATE COMMUNICATION THEORY AND PRACTICE**

Monongahela, 12:30-1:45 p.m. Thursday



Sponsor: Applied Communication
 Chair: **Craig T. Maier**, Duquesne University
 Respondent: **Janie Harden Fritz**, Duquesne University

"Toward Strategic Communication as a Reflexive Practice: Engaging Ulrich Beck's Risk Society"
Craig T. Maier, Duquesne University

"An Irony of Risk: Failures of Industrialization and Corporate Social Responsibility Driving Volkswagen's Emissions Crisis"
Beth E. Michalec, Penn State Lehigh Valley

"Self-branding as Integrated Marketing Communication in a Reflexively Modern Age"
Mary Jeanette Eberhardinger, Duquesne University

"Risking the City: City Branding Amongst Crisis in Flint, Michigan"
Kasey Clawson Hudak, Penn State Lehigh Valley

"Individualization, Globalization, and Marketing Higher Education"
David Impellizzeri, Duquesne University

Ulrich Beck's Risk Society offers a compelling—if harrowing—account of the implications of an increasingly complex and globalizing world that remains relevant to the theory and applied practice of corporate communication. How can institutions and complex organizations respond to communities and bridge tensions amidst increasing social, political, environmental, and economic anxieties? What might leadership communication look like in such situations? The papers in this panel seek to explore these challenging issues.



**CREATING EQUITABLE WORKLOADS
AND REDUCING UNCERTAINTY IN ONLINE COURSES**

Vandergrift, 12:30-1:45 p.m. Thursday

Sponsor: Communication and Technology
 Chair: **Catherine Wright**, George Mason University
 Presenters: **Megan Tucker**, George Mason University
Kristen Willett, University of Maryland
LaKesha Anderson, National Communication Association

In this session, educators are invited to share best-practices for teaching online. Topics of discussion will include teacher and student workload, grading techniques, discussion board prompts, technological tips for success, and group assignments. Focus will be on sharing techniques to improve class content in a mediated environment. This panel hopes to bring together Communication faculty, both novices and seasoned teachers, in an effort to engage with people who teach the same topics/classes at different institutions.

**SACRED RHETORIC: BUILDING BRIDGES
BETWEEN COMMUNICATION STUDIES AND
THEOLOGICAL HIGHER EDUCATION**

Carnegie 3, 12:30-1:45 p.m. Thursday

Sponsor: First Vice President
 Panelists: **Joel Cocklin**, Winebrenner Theological Seminary
Kathryn Helleman, Winebrenner Theological Seminary
Brent C. Sleasman, Winebrenner Theological Seminary
Evelyn Mahas, Winebrenner Theological Seminary
Rob Wolpert, Winebrenner Theological Seminary



The phrase “sacred rhetoric” is rarely found within scholarly conversations despite the obvious historical and philosophical connections between the study of religion and rhetoric. This panel explores the theory and practice of communication studies within the context of a theological seminary.

1:00 p.m.

Exhibit Area open

Frick, 1-5:30 p.m. Thursday

1:30- 2:15 p.m.

ECA Coffee Cafe – An Afternoon at the Amusement Park

Frick, 1:30-2:15 p.m. Thursday



2-3:15 p.m.

Research Fellows Meeting

Oliver, 2-3:15 p.m. Thursday



Planning Meeting 1

Ohio, 2-3:15 p.m. Thursday

Chair: **Katherine S. Thweatt**, SUNY Oswego
Participants: Rhode Island Planning Team
2019 Interest Group Chairs



**BUILDING A BRIDGE BETWEEN
EVENT PLANNING AND THE
COMMUNICATION CURRICULUM**

Conference Center B, 2-3:15 p.m. Thursday

Sponsor: First Vice President
Panelists: **Stephanie Verni**, Stevenson University
Leeanne M. Bell McManus, Stevenson University
Chip Rouse, Stevenson University
Candice Thomas-Maddox, Ohio University Lancaster
Nancy J. Willets, Cape Cod Community College
Paul Scovell, Salisbury University



This panel will discuss how an event planning course fits into the communication curriculum. Panelists will also offer examples of various events planned during the course at their universities.

**FUTURE DIRECTIONS IN MEDIA STUDIES:
A MULTI-DISCIPLINARY APPROACH**

Shadyside, 2-3:15 p.m. Thursday

Sponsor: Media Communication
Chair: **Nicholas Scott Smith**, Saint Louis University
Respondent: **Guy Wade**, Wayne State University

“Media Studies and Family Communication”
Shawn C. Starcher, Kent State University

“Effective Uses of Media Studies in Education”
James M. Durbin, Cleveland State University

“Utilizing Media in Sports”
Zachary Humphries, Kent State University

“Mediated Communication in Organizations”
Joseph Lybarger, University of Tennessee

This panel will address the future directions of media studies in the areas of family communication, education, sports, and the organizational setting. The panelists will discuss the literature that has been published previously in these areas along with future directions for research in these areas. This will be a group discussion with the hope the audience will be engaged in helping to advance these areas of research.


COMMUNICATION TECHNOLOGY AND HEALTH

Carnegie 3, 2-3:15 p.m. Thursday

Sponsor: Communication and Technology

 Chair: **Kristin Roeschenthaler Wolfe**, Slippery Rock University

"Digital Anonymity and Eating Disorder Support: A Comparative Analysis of Reddit and Facebook"

Brooke Dunbar, Messiah College

"Investigating the Visually Impaired Blogs in the U.S."

Ibrahim Helmy Emara, University of North Carolina at Chapel Hill

"Mediating Diabetes: A Brief History of Diabetic Monitoring Technologies"

Chelsea K. Hampton, University of Mary Washington

"The Role of Social Media in the Effect of Edutainment in Health Campaigns: A Meta-Analysis"

Christin Smith, Morgan State University *

Heidi Gerber-Salins, Morgan State University

Rod Carveth, Morgan State University

*Debut Paper

G.I.F.T.S.: GREAT IDEAS FOR TEACHING SPEECH I

Phipps, 2-3:15 p.m. Thursday

Sponsor: Community College

 Chair: **Jenny Warren**, Collin College

"'But Wait—There's More!...'Dodging the Dangers of Theatrical Language and Uninspired Nonverbal Delivery While Presenting Persuasive Speeches"

Michelle Altieri, County College of Morris

"The Truth in Ten: Analyzing Evidence and Supporting Materials"

Karen E. Lamb, University of Maryland

"Diversity-Enhanced Narrative Speeches: Topics and Assignments for Inclusive Instruction"

Susan M. Wiczorek, University of Pittsburgh at Johnstown

"Building Bridges to the Past: Conversations with Older Adult Relatives G.I.F.T.S."

Mary E. Donato, Buena Vista University

Jordan Atkinson, Missouri Western State University

Christine E. Rittenour, West Virginia University

"Sliding Scale of Civic Engagement: 'Likes', Petitions and Everything in Between"

Marcy Bloom Milhomme, Penn State University

"'I will begin by apologizing on behalf of you to me': Analyzing Audience Adaptation Using the SNL Parody of Sean Spicer"

Nancy Bressler, Wheeling Jesuit University

"Speak in the Box" Delivery Activity

Kim Martinez, Abilene Christian University

"Show Not Tell"

Sarah Aghazadeh, University of Maryland



**BUILDING BRIDGES TO THE PAST:
CO-CREATING AND RECREATING
PUBLIC MEMORY THROUGH POPULAR CULTURE TEXTS**

Allegheny, 2-3:15 p.m. Thursday

Sponsor: Rhetoric & Public Address
Chair: **Christine Courtade Hirsch**, SUNY Oswego
Respondent: **Heather M. Stassen**, Cazenovia College

“Recalling with or without Accuracy: The Co-Creation of Public Memory through the Mandela Effect”

Brenna Baker, Penn State Schuylkill *

“Public Memory, Magic, and Writing: A Rhetorical Analysis of the TV Mini-Series Houdini & Doyle”

Kyanna Marie Gonzalez, Penn State Schuylkill *

“Creating Awareness and Co-Creating Public Memory: A Rhetorical Analysis of the Film Hotel Rwanda”

Christina S. DeMoss, Penn State Schuylkill *

“Recreating and Co-Creating Public Memory of the Battle of Culloden and 18th Century Scottish Clans in Starz’s Outlander Series”

Valerie Lynn Schrader, Penn State Schuylkill

This panel explores how public memory is created, co-created and recreated through various popular culture texts, including Houdini & Doyle, Outlander, Hotel Rwanda, Snow White, Curious George, Pokemon, and Star Wars. The presenters on this panel examine how various films and television shows teach us about historical events and historical figures and/or change the way we view these events and figures.

* Student paper

**CHALLENGING MYTHS:
TOP PAPERS IN MEDIA ECOLOGY**

Conference Center C, 2-3:15 p.m. Thursday

Sponsor: Media Ecology Association
Chair: **Susan Jasko**, California University of Pennsylvania
Respondent: **Cheryl Casey**, Champlain College

“Re-Visiting Pruitt-Igoe: Media Ecology and Public Housing”

Sarah Jayne Constant, University of Pittsburgh

“Examining the Religion of Technology: Mythos and Progress”

Jeffrey Bogaczyk, Duquesne University



TOP PAPERS IN INTERCULTURAL COMMUNICATION

Conference Center A, 2-3:15 p.m. Thursday

Sponsor: Intercultural Communication
 Chair: **Doreen M. S. Jowi**, Bloomsburg University
 Respondent: **Bruce F. Wickelgren**, Suffolk University

"Acculturated Emotion" **

Rong Ma, University of Maryland

"Understanding College Students' Perception Regarding Mindfulness and Religion: The Impact on Faith Development, Intellectual Humility, Religious Communication Apprehension, and Religious Communication" *

Jason S. Wrench, SUNY New Paltz

Adolfo J. Garcia, SUNY New Paltz

Narissra M. Punyanunt-Carter, Texas Tech University

"Culture in the Digital Age: Constructing a Definition"

David P. Keppel, Slippery Rock University

"Examining Long-Term Romantic Relationship Schemas in India and the U. S."

Sreashi Das, University of Maryland

The competitively selected papers on this panel focus on the human emotion, faith and communication, culture and digital communication, and romantic relationships.

* Top paper

** Top student paper

TRAVERSING POST-APOCALYPTIC MEDIASCAPES: OAKMONT, 2-3:15 p.m. Thursday ZOMBIES, SURVIVORS AND OTHER SUBVERSIONS OF THE STATUS QUO

Sponsor: Voices of Diversity
 Chair: **Celeste Lacroix**, College of Charleston
 Respondent: **Robert Westerfelhaus**, College of Charleston

"Artificial Femme, Fatal Intelligence: Rhetorics of Gynophobia in the Age of Techno-Apocalypse"

Jennifer Buchan, Pennsylvania State University

"Horizon: Zero Dawn—Examining Technology, Neo-Luddism, and Neo-Paganism in Guerilla Games' Post, Post-Apocalyptic Future"

Mark D. Cruea, Ohio Northern University

"Ironic Faith: Shades of Religious Renewal in The Walking Dead"

Erika Engstrom, University of Nevada, Las Vegas

"Environmentalism and the American Jeremiad in I Am Legend"

James Fingeroot, Middle Tennessee State University

This panel will examine the manner in which contemporary post-apocalyptic film narratives challenge the socio-cultural status quo regarding artificial intelligence, environmentalism, gender, technology, political rhetoric, and orthodox religious belief.



**SEEKING INTERSECTIONAL BRIDGES
DURING TROUBLED TIMES**

Monongahela, 2-3:15 p.m. Thursday

Sponsor: Philosophy of Communication, Intercultural Communication
Chair: **Loubna El-Abbadi**, Duquesne University
Respondent: **Elesha Ruminski**, Frostburg University

“Burning Bridges: The (im)possibility of dialogic civility in turbulent times”
Stephen Kriss, Eastern Mennonite Seminary

“Keep the demagogue away: The importance of interdisciplinarity in the formation of the multiple perspective democratic communicator”
Loubna El-Abbadi, Duquesne University

“The Brother, The Neighbor, The Other, and The Stranger: A Conversation on “Foreign” Policy”
Cem Zeytinoglu, East Stroudsburg University of Pennsylvania

“Sales as Civic Praxis: Bridge-Building through Leadership, Ethics, and Responsibility to the Other”
Dorene Ciletti, Duquesne University

“Using Generative Tools to Enhance Creative and Ethical Research With Young People”
Alane Sanders, Marietta College

This panel seeks to engage discussion and dialogue that considers communication studies as the bridge where disciplines that deal with human interaction and human affairs intersect, enriching perspectives on multiple sides. The conversation centers around concepts of the self and the other, democratic citizenship, building intercultural competencies, and intersectionality as a bridge to advance just and communicative praxis that fosters relationships and inclusion among and between those who dwell together in communities.



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CAN WE BRIDGE THE GAP BETWEEN THE PAST AND THE PRESENT?

Vandergrift, 2-3:15 p.m. Thursday

Sponsor: Political Communication
Chair: **Carl T. Hyden**, Morgan State University

"Remembering the Confederate Dead Flamboyantly: The Past and The Future of Point Lookout, Maryland"

Theodore F. Sheckels, Randolph-Macon College

"The Rhetoric of Place and Time in the Debate over Confederate Monuments in Gettysburg, PA"

Andi McClanahan, East Stroudsburg University of Pennsylvania

"How to Bridge the Past, Present, and Future: Analyzing Public Discourse of the Richmond Movement Avenue Controversy"

Ruth J. Beerman, Randolph-Macon College

"Monuments to the Confederacy in Baltimore: Bridging History and Politics"

Carl T. Hyden, Morgan State University

"Those Who Forget the Past are Free to Move On With Their Lives: A Case for Books Over Monuments"

Eric C. Miller, Bloomsburg University of Pennsylvania

Monuments to the Confederacy have become serious flashpoints. Both sides believe they have valid arguments, but with the increasingly vitriolic and polarizing rhetoric, neither side is listening to the other. This panel looks at four very different places and how the gap is – or is not – being bridged between people's sharply contrasting opinions on how the past should be treated. A fifth presenter argues in favor of public forgetting.

3:30-4:45 p.m.

Maryland Communication Association Mtg.

Phipps, 3:30-4:45 p.m. Thursday

Pennsylvania Communication Association Mtg.

Parkview West, 3:30-4:45 p.m. Thursday

SHORT COURSE

TEACHING PUBLIC SPEAKING WITH PODCASTS, VIDEOS, AND WEBINARS: BRINGING THE BASIC COURSE TO THE 21ST CENTURY

Vandergrift, 3:30-4:45 p.m. Thursday

Presenter: **Pat J. Gehrke**, University of South Carolina



This workshop provides hands-on training in using digital communication assignments to teach core public speaking competencies. These assignments are easy to implement, fun to teach, and improve student engagement and learning outcomes. You can incorporate them into your existing syllabus or use them to redesign your basic course in online, face-to-face, or hybrid formats. Participants will receive a sample syllabus, assignments, rubrics, supporting materials, and a BlackBoard or Common Cartridge course package. Don't forget to bring your laptop or tablet to join in on activities and demonstrations. Become a leader in basic course pedagogy and digital innovation on your campus.



**BUILDING BRIDGES INTERNATIONALLY:
TEACHING COMMUNICATION ABROAD**

Shadyside, 3:30-4:45 p.m. Thursday

Sponsor: Intercultural Communication and Instructional Communication
 Chair: **Abbe Depretis**, Temple University
 Panelists: **Benjamin R. Bates**, Ohio University
Abbe Depretis, Temple University
Susan Fredericks, Penn State Brandywine
Lauren Lemley, Abilene Christian University
Allie Miller, Temple University
David E. Weber, The University of North Carolina Wilmington

This panel discussion offers perspectives and experiences from instructors who have taught all over the world. Countries represented in the panel include the Netherlands, the United Kingdom, France, Botswana, Ecuador, the Czech Republic, and the city of Arcosanti in Arizona, USA. The panelists will discuss issues like emergency response, student life, course construction, cultural immersion, and global citizenship, in addition to taking questions from the audience about any of these topics and others.

APPLIED SKEPTICISM ACROSS CONTEXTS Conference Center C, 3:30-4:45 p.m. Thursday

Sponsor: Applied Communication
 Chair: **Chip Rouse**, Stevenson University

“Why Do the Volunteers Stay: A Volunteer Satisfaction, Motivation and Retention Study in a Literacy Organization”
Zhuozhi Shao, SUNY Albany *

“Is it How You Look or What You Say? Conventinality of Spokesperson Appearance, Explicitness or Messages, and Perceptions of Fundraising Appeals”
Paula Hernandez, High Point University
Virginia M. McDermott, High Point University

“Trust Nothing You See, Nor What You Hear: Procedural Rhetoric and Mental Illness in Hellblade: Senua’s Sacrifice”
Robin L. Haislett, Weber State University

The competitively selected papers on this panel features papers which examine elements of skepticism in applied contexts, including questions regarding why volunteers remain in a particular organization, how speaker characteristics influence perceptions of fundraising efforts, and how video game players might vicariously experience a character’s mental state through gameplay.

* Debut Paper



EXAMINATIONS OF NOSTALGIA, CULTURAL MEMORY & THE SPACE IN-BETWEEN: EVALUATING ENTERTAINMENT THROUGH RHETORICAL ANALYSIS Oliver, 3:30-4:45 p.m. Thursday

Sponsor: Media Communication
 Chair: **Shawn C. Starcher**, Kent State University
 Respondent: **Jessica Papajcik**, Stark State College

"To Yesterday, Tomorrow, Fantasy, and Beyond: Disney as a Heterotopia Bridging the Media-Park Boundary"

Emily C. Wagner, SUNY Geneseo
Atsushi Tajima, SUNY Geneseo

"Affective Corrective? Cultural Memory, Cruelty, and Catharsis in Quentin Tarantino's Inglorious Bastards"

Anna Link, Boston College

"Transgressing and Troubling: Moonlight's Complex Approach to Nostalgia"

Christy Zempter, Ohio University

The competitively selected papers on this panel approach the analysis of entertainment from a rhetorical standpoint. Whether dealing specifically with a film or the abstract space that our enjoyment occupies these papers take a look at the way consumers interact with media in a whole new way.

INSTRUCTOR CREDIBILITY IN THE COLLEGE CLASSROOM

Conference Center A, 3:30-4:45 p.m. Thursday

Sponsor: Instructional Communication
 Chair: **Robert J. Sidelinger**, Oakland University
 Respondent: **Jennifer H. Waldeck**, Chapman University

"The Influence of Teacher Expression of Sadness on Student Outcomes"

Caroline Waldbusser, Ohio University

"Direct and Indirect Effects of Perceived Instructor Credibility on Students' Willingness to Express Academic Performance Concern to Their Instructors"

Daniel H. Mansson, Penn State Hazleton

Brandi N. Frisby, University of Kentucky

Members of CAS 204, Penn State Hazleton and Penn State Worthington-Scranton

"Students' Academic Orientation and Perceived Instructor Credibility in the College Classroom"

Stephen M. Kromka, West Virginia University

Scott A. Myers, West Virginia University

This panel features three competitively selected papers submitted to the Instructional Communication Interest Group. The three papers emphasize the central role of instructor credibility in higher education. Collectively, the three papers examine instructor credibility as an independent, dependent, and mediating variable.



**SOCIAL MEDIA LAW AND ETHICS:
THE PERSONAL CONTEXT**

Oakmont, 3:30-4:45 p.m. Thursday

Sponsor: Communication Law and Ethics
Chair: **Lewis Freeman**, Fordham University

“Social Media Privacy”
Star A. Muir, George Mason University

“Forget Me Not: Why Europe’s Right to Be Forgotten Stumbles in the U.S.”
Kristie Byrum, Bloomsburg University of Pennsylvania

“From Cyberbullying to Revenge Porn: When Laws Fail to Keep Pace with Social Media”
Juliet Dee, University of Delaware

“Section 230 of the Communications Decency Act: ‘The Most Important Law Protecting Internet Speech’ or ‘The Greatest Threat to a Person’s Reputation or Online Privacy’”
Dale Herbeck, Northeastern University

“Hate Speech and the Right to Offend in Personal and Professional Contexts”
Susan Drucker, Hofstra University
Gary Gumpert, Urban Communication Foundation

Part One of a two-part examination of Social Media Law & Ethics addresses the scope and nature of this newly developing media environment and examines recent cases and controversies. This first panel examines a series of legal and ethical issues raised by the flow of personal information through social media, raising questions regarding a greater role for law enforcement and government surveillance in regulating social media.

**HONORS IN THE COMMUNITY COLLEGE:
CHALLENGES, BREAKTHROUGHS, AND CLASS PROJECTS**

Carnegie 3, 3:30-4:45 p.m. Thursday

Sponsor: Community College
Chair: **Jenny Warren**, Collin College
Panelists: **Rebecca M. Townsend**, University of Hartford
Nancy J. Willets, Cape Cod Community College
Jenny Warren, Collin College

Utilizing information from the National Collegiate Honors Council, as well as personal experience of three Honors faculty (Interpersonal, Rhetoric, and Media/Basic Course), this presentation examines the relationships between the Community College, the Honors student, faculty, administration, and the public, to assess the validity of offering Honors courses at the Community College level. Current, past, and future Honors faculty are encouraged to attend, as the session will offer ample time for audience questions, comments, and participation.



**CELEBRATION OF WORK:
RONALD C. ARNETT**

Conference Center B, 3:30-4:45 p.m. Thursday

- Sponsor: First Vice President
 Chair: **Leeanne M. Bell McManus**, Stevenson University
 Respondents: **Janie Harden Fritz**, Duquesne University
Carl Cates, Arkansas State University
Jon A. Hess, University of Dayton
Mark Hickson III, University of Alabama at Birmingham
Mary Kahl, Penn State Behrend
Deanna D. Sellnow, University of Central Florida
Timothy L. Sellnow, University of Central Florida



Ronald C. Arnett is a standard bearer of academic excellence, of work worthy of being done in the field of communication. His work spans scholarship, teaching, service, and administration, bridging these too-often-isolated areas. Two-term ECA executive director, ECA Distinguished Scholar and ECA Distinguished Teacher, Arnett was recently named a Distinguished Scholar of the National Communication Association. His theoretical work in philosophy of communication, communication ethics, and religious communication opens up applied areas of corporate communication and crisis communication, bridging intellectual and practical spheres. This panel celebrates his ongoing legacy.

5-5:15 p.m.

Undergraduate Scholars Welcome

Oakmont, 5-5:15 p.m. Thursday

5:15-6:00 p.m.

Newcomers' Reception

Lawrence Welk, 5:15-6:00 p.m. Thursday

6-8 p.m.

Welcome Reception
Sponsored by Duquesne University

Bob & Dolores Hope, 6-8 p.m. Thursday

8-9 p.m.

12 Step meeting

Parkview West, 8-9 p.m. Thursday

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FRIDAY, APRIL 27, 2018

Convention Registration Omni Conference Center foyer, 7:30 a.m.-5:30 p.m. Friday

7:30- 8 a.m.

Coffee and Cookies Omni Conference Center foyer, 7:30-8 a.m. Friday



8-8:45 a.m.

Business Meetings

- Communication & Technology
- Philosophy of Communication
- Political Communication
- Connect Conference
- Communication Law & Ethics
- Instructional Communication
- Theory & Methodology
- Health Communication

Various rooms, 8-8:45 a.m. Friday

- Conference Center A
- Carnegie 3
- Conference Center B
- Conference Center C
- Oliver
- Heinz
- Vandergrift
- Phipps

9 a.m.

Exhibit Area open

Frick, 9 a.m.-5 p.m. Friday

9-10:15 a.m.

Nominating Committee

Heinz, 9-10:15 a.m. Friday

New Jersey Communication Association Mtg.

Parkview West, 9-10:15 a.m. Friday

SHORT COURSE

Vandergrift, 9-10:15 a.m. Friday

BUILDING BRIDGES BETWEEN MEDIA-BASED PEDAGOGIES AND SOCIAL AWARENESS IN COMMUNICATION CLASSROOMS

Presenters:

- Jack Banks, University of Hartford
- Nancy Bressler, Wheeling Jesuit University



This 75-minute short course explores the changing landscape of media immersion through the use of media in classroom contexts. As a pedagogical technique in a technology-saturated learning environment, this course considers the opportunities of implementing and creating media to address larger pedagogical goals, such as media literacy, critical thinking skills, and active learning techniques. In support of ECA's theme of "Building Bridges," this course specifically addresses how teachers can engage their students in political and cultural awareness by connecting social justice concerns to media. We observe how these media based pedagogies promote student engagement and outreach in civic action.



TOP PAPERS IN POLITICAL COMMUNICATION

Conference Center A, 9-10:15 a.m. Friday

Sponsor: Political Communication
 Chair: **Kristin English**, Georgia College & State University
 Respondent: **Theodore F. Sheckels**, Randolph-Macon College

"What the Wrong Songs Suggest About Candidates and Their Campaigns: Political Music, Media Spectacle, and Organizational Communication Competence"

Nancy A. Wiencek, Rider University
Jonathan Millen, Rider University
David R. Dewberry, Rider University

"Recognition of Feminists in the Public Sphere and Political Action Intentions in the Post 2016 Election Era"

Erin Drouin, University of Delaware

"Bridging politics and entertainment: the structure of the Entertainment-Political interview"

Gonen Dori-Hacohen, University of Massachusetts, Amherst
Anton Dinerstein, University of Massachusetts, Amherst
Eean Grimshaw, University of Massachusetts, Amherst
Menno Reijnen, University of Massachusetts, Amherst

The competitively selected papers on this panel focus explore various influences on politics. Those influences including, music, entertainment, and feminism, often play a role in the dynamics of politics and politicians. Each paper provides a unique perspective on how politics is influenced by existing structures.

BUILDING A BURKEAN BRIDGE BETWEEN DISCOURSES OF MATERIALISM, STRIFE, AND RECONCILIATION

Parkview East, 9-10:15 a.m. Friday

Sponsor: Kenneth Burke
 Chair: **Elvera Berry**, Roberts Wesleyan College
 Respondent: **Robin Zwier**, University of Pittsburgh

"Vocabularies of Violence: Using Terministic Screens as Praxis for Reconciliation"

Victoria Houser, Clemson University

"A Symbolic Materialism: Ontological Integration in Burke and Marx"

Micki Burdick, Villanova University

"Politics and Sounds of American Identity: Rethinking the Capacity of Music as a Resource for Identification"

Jaclyn Olson, Villanova University

"Rhetorics of Atonement: Transcending the Violent Language of Christianity"

Nathan Court, Roberts Wesleyan College

Our panelists speak to possible methods of creating intersections among discourses in Rhetoric, Communication, Political Philosophy, and Theology. We argue that Kenneth Burke's theories, in conversation with other disciplines, provide new ways to understand and transcend violent divisions within disparate communities. This creates a cross-disciplinary, collaborative approach to conversations of materialism, violence, and reconciliation in which there is a space to teach and listen to those on opposite sides of our bridges.



THE SOCIAL MEDIA LAW AND ETHICS ROUNDTABLE: THE PERSONAL CONTEXT

Conference Center C, 9-10:15 a.m. Friday

Sponsor: Communication Law and Ethics
 Chair: **Nicholas D. Bowman**, University of West Virginia
 Panelists: **Suzanne Berman**, Hofstra University
Kristie Byrum, Bloomsburg University of Pennsylvania
Susan Drucker, Hofstra University
Thomas R. Flynn, Slippery Rock University
Dale Herbeck, Northeastern University
Douglas Strahler, Slippery Rock University
Martin Wallenstein, John Jay College, City University of New York

This roundtable will examine a series of legal and ethical issues raised by the flow of personal information through social media. Panelists representing a range of interest groups will engage questions through a series of hypothetical situations/cases they have been asked to analyze.

BRIDGING UNCONSCIOUS BIAS IN THE ACADEMY: APPLYING SKILLS FROM INSTRUCTIONAL, INTERCULTURAL, INTERPERSONAL, AND ORGANIZATIONAL COMMUNICATION TO MITIGATE THE CHALLENGE AND MOVE TOWARDS A MORE LEVEL PLAYING FIELD

Conference Center B, 9-10:15 a.m. Friday

Sponsor: Applied Communication
 Chair: **Andi McClanahan**, East Stroudsburg University of Pennsylvania

"Taking Cues from Corporate Coaching: Planned Mentorship Programs Diminishing Unconscious Bias"

Janet Reynolds Bodenman, Bloomsburg University

"Unpacking Unconscious Bias (UB) in the Academy from International Viewpoint"

Doreen M. S. Jowi, Bloomsburg University

"Using Intercultural Communication Competence Skills as a Resource for Mitigating the Challenge of Unconscious Bias"

Lauren Mackenzie, Marine Corps University

"Be Proactive: Tips for Working to Eradicate Unconscious Bias from an Organizational Communication Perspective"

Shavonne Shorter, Bloomsburg University

The 2017 ECA annual meeting in Boston brought together dozens of Communication scholars to participate in a Round Table devoted to "Unconscious Bias in the Academy: How can Intercultural Communication "Level the Playing Field?" This year, we aim to extend this conversation to move from recognizing the problem and raising awareness of the existing literature towards proposing strategies for mitigating the challenge of unconscious bias in the Academy.



TOP STUDENT PAPERS IN COMMUNICATION AND TECHNOLOGY

Carnegie 3, 9-10:15 a.m. Friday

Sponsor: Communication and Technology

"Hailing Rides, Burning Bridges: A rhetorical analysis of Uber's image repair strategies based on four scandals of a startup in crisis"

Laura Purcell, Virginia Polytechnic Institute and State University *

Kyra Keene, Virginia Polytechnic Institute and State University

Catherine Einstein, Virginia Polytechnic Institute and State University *

"Capturing the Progression of Iranian Students' Reactions to the Travel Ban on Facebook: From Uncertainty to Activism"

Shermineh Davari Zanjani, Ohio University

"The Encoding/Decoding of Search Algorithms"

Kirk M. Winans, Rensselaer Polytechnic Institute

* Debut paper

WHAT'S NONVERBALS GOT TO DO WITH IT? A ROUNDTABLE DISCUSSION ON THE EFFECTS OF CUES-FILTERED OUT CHANNELS ON INTERPERSONAL COMMUNICATION

Lawrence Welk, 9-10:15 a.m. Friday

Sponsor: Nonverbal Communication

Chair: **Joseph Francemone**, University at Buffalo, SUNY

Respondent: **Jess Walton**, University at Buffalo, SUNY

"How the Context of Limited Nonverbal Cues Affects Emotional Processes"

Emily A. Dolan, SUNY Oswego

"The Effects of Mediated Communication on the Navigation of the Social World"

Michael A. Stefanone, University at Buffalo, SUNY

"The 'Face Value' of Mediated Communication: The Effects of Computer-Mediated Communication on Emotion Recognition Processes"

Jessica M. Covert, University at Buffalo, SUNY

Zachary M. Carr, University at Buffalo, SUNY

Although nonverbal communication is a vital component of effective communication, individuals have increasingly been using new communication technologies that filter nonverbal cues to converse with others across time and distance. With the proliferation of computer-mediated communication (CMC), questions arise regarding the impact mediated channel use has on our abilities to communicate with others. Therefore, this panel will explore the challenges associated with CMC use, specifically in regards to the lack of nonverbal cues, specifically in the context of social navigation and emotional processing.



**TOO MANY WALLS & NOT ENOUGH BRIDGES:
EXPLORING HOW MEDIA EXPERIENCES CAN
EXACERBATE RACIAL & ETHNIC TENSIONS**

Sponsor: Media Communication
Chair: **James M. Durbin**, Cleveland State University
Respondent: **Elizabeth L. Cohen**, West Virginia University

"T-word: Analyzing media use of the label 'terrorism' in covering mass violence"

Nahed Eltantawy, High Point University
Amal Ibrahim, University of Wisconsin-Whitewater

"How are we measuring media exposure to police brutality incidents? Discussing the police brutality literature in light of media exposure measurement"

Anita Atwell Seate, University of Maryland
Michelle Murray Yang, University of Maryland

"Refugee "identity tourism:" Virtual voyeurism or subversive representations?"

Tiffany Dykstra-DeVette, West Virginia University

"Responding to mass-communicated criticism about the group: Effects of communicative context, message content, and social identity threat"

Rong Ma, University of Maryland

Racial and ethnic tensions in the U.S. have seemingly escalated as issues related to these conflicts have become more visible in the media. This panel analyzes media frames that exacerbate the racial and ethnic tensions that underlie issues such as domestic terrorism, police brutality, and displaced refugees, and discusses the methods best suited to examine these media frames.



COMMUNICATION AND PATIENT EMPOWERMENT IN THE CONTEXT OF WOMEN'S HEALTH

Phipps, 9-10:15 a.m. Friday

Sponsor: Health Communication
 Chair: **Vinita Agarwal**, Salisbury University
 Respondent: **Heather J. Carmack**, University of Alabama

“You Don't Want a Rape Child': Birth Control and the Postfeminist Woman”

Nicole Hudak, Ohio University

Caroline Waldbuesser, Ohio University

“Expertise Versus Experience: Applying the Health Belief Model to Persuasive Messages to Encourage Pregnant Women to Get the Flu Shot”

Kelly Madden Daily, La Salle University

“Struggling to Recover or Recovering the Struggle: An Examination of Recovery Narratives as Discourses-in-Practice for Women Suffering from Postpartum Depression”

Alanna R. Miller, Fayetteville State University

Alexandru Stana, Fayetteville State University

The competitively selected papers on this panel highlight communication across a variety of women's health issues. Specifically, panelists will provide a critical analysis of women's birth control choices, insight into facilitating pregnant women's intentions to get the flu shot, and a discussion of the value of narratives about women's experiences with postpartum depression.

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**GRADUATE POSTER SESSION I**

Chairs: **Daniel S. Strasser**, Rowan University
Kathryn Hobson, James Madison University
Elizabeth W. Cooper, Xavier University

"Marketing tactics and effects on an individual's esteem and identity"

Sasha Waloven, SUNY Oswego
Lillian Meaney, SUNY Oswego
Chantel Richardson, SUNY Oswego
Melissa Wilson, SUNY Oswego

"Examining situational communication apprehension in organizations regarding leader and subordinate relationships"

Sevgi Evren Familo, SUNY Oswego
Lauren Sageer, SUNY Oswego
Chris Lewand, SUNY Oswego
Rebecca Szabo, SUNY Oswego

"Personality traits and motivations behind workplace bullying: The bully's perspective"

Jacob Byron, SUNY Oswego
Sevgi Evren Familo, SUNY Oswego
Donald LaPointe, SUNY Oswego
Kristan Johnson-Thomas, SUNY Oswego
Chih Yao Tsai, SUNY Oswego

"Ellen DeGeneres' remarks on the murder of Matthew Shepard: An ideological clash between <hate> and <love>"

Madison Pollino, West Chester University

"The touch of love: Exploring the role of haptics on The Bachelorette"

Casey Tobias, West Chester University

"Bridging theory & practice: A communication audit"

Tiffani Pike, Youngstown State University
Frank Nolasco, Youngstown State University
Mallory Kohut, Youngstown State University
Enzo Recchia, Youngstown State University
Drae Smith, Youngstown State University

"Nonverbal communication in business negotiation in Shark Tank"

Natalia Sakhartova, West Chester University

"Quiet champions of energy-wasting nags? Interpersonal advocacy of pro-environmental behavior in the workplace"

William Kelvin, Kent State University

"Employee acquisition solutions through organizational orientations"

Andrew Hiestand, California State University Long Beach

"Digital communication technologies and re-platformization: A case of Alibaba"

Jing Wang, Rutgers University

"Trump's travel ban: A case study application of situational crisis communication theory to executive order 13,769"

Michael A. MacFee, Stevenson University

**(Graduate Posters, continued)**

"A communication trait measure for international and host students"

Barbara Parsons, SUNY Oswego

Chih Yao Tsai, SUNY Oswego

Fabio Machado, SUNY Oswego

Joshua Faulks, SUNY Oswego

Sarah Pasquarelli, SUNY Oswego

"The Will to Win: Aggression and Nonverbal Behaviors in Major League Baseball"

Michael Moriarty, West Chester University

"Where do we go with flow? A discussion of current issues in the conceptualization and operationalization of emotional flow in narrative persuasion research"

Julia K. Weiss, West Virginia University

THE (AUTO)ETHNOGRAPHY OF COMMUNICATION

Shadyside, 9-10:15 a.m. Friday

Chair: **Robert J. Sidelinger**, Oakland University

Respondent: **Noura Ahmad Hajjaj**, SUNY New Paltz

"'I Am Your Parent, Not Your Friend': An Autoethnography on the Asian-American Ference"

Jasmine Chan, Northeastern University

"Building Food Bridges Together: An Ethnographic Study of Identities Within the Slow Food Movement (SFM)"

Sarah Caro, College of Charleston

"Rank Up: An Autoethnography on Masculinity in a Gaming Space"

Thomas Morel, Ramapo College of New Jersey

"Bucket Listed: An Autoethnographic Account of Exoticism and Sexualization"

Carolina Ramos, Northeastern University

**FROM FOOD TO FLIGHT:
EXAMPLES OF CRISIS COMMUNICATION**

Oakmont, 9-10:15 a.m. Friday

Chair: **Timothy Brown**, West Chester University

Respondent: **Stephanie Verni**, Stevenson University

"Crisis of Our Time: The Communication Ethics of the Catholic Church's Response to the European Refugee Crisis"

Jordan Rodriguez, Mount St. Mary's University

"Promoting Peace in Dire Situations"

Katrina Gluch, University of Pittsburgh at Greensburg

"Environmental Crisis: Häagen-Dazs and Honeybees"

Breanna L. Forgione, University of Scranton

"Navigating Turbulence: An Analysis of the JetBlue Ice Storm Crisis Response"

Rachel Runnels, Abilene Christian University

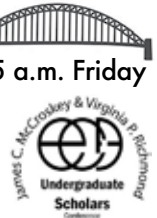


FRIDAY

RELIGION AS COMMUNICATION

Fox Chapel, 9-10:15 a.m. Friday

Chair: **Brandi N. Frisby**, University of Kentucky
Respondent: **Brian Gilchrist**, Mount St. Mary's University



"Analyzing the Catholic Church's 2002 Crisis Response Strategies"
Jacqueline DeMuynck, Abilene Christian University

"Still It Goes On: The Catholic Worker as a Leadership Medium for the Catholic Worker Movement"
Katherine Reynolds, Stonehill College

"Effect of Media Representation of Religion on the Social and Cognitive Development of Children and Adolescents"
Julia Mintz, SUNY Geneseo

"Religion and Constitutive Rhetoric in the Construction of the Polish National Identity"
Brandon Johnson, University of Richmond

10:30-11:45 a.m.

ECA Awards Ceremony and Keynote: Bob & Dolores Hope, 10:30-11:45 a.m. Friday
Janie Harden Fritz

"Civility: Building Bridges through Communicative Practices"
Including an ECA Coffee Café



12-1:15 p.m.

New York Communication Association Mtg.

Parkview West, 12-1:15 p.m. Friday

SHORT COURSE

Vandergrift, 12-1:15 p.m. Friday

**BRIDGING THE GAPS IN TEACHER-STUDENT RELATIONSHIPS
FROM A DISTANCE: STRATEGIES FOR BUILDING EFFECTIVE HYBRID
AND ONLINE LEARNING ENVIRONMENTS**



Presenter/Coordinator: **Kelly Rocca DelGaizo**, St. John's University
Presenters: **Candice Thomas-Maddox**, Ohio University Lancaster
Katherine S. Thweatt, SUNY Oswego

In 2014, higher education distance learning courses enrolled nearly 6 million students (www.nces.ed.gov). As this number continues to increase, instructors are faced with the challenge of transitioning from the traditional face-to-face classroom to hybrid and online formats. This Short Course will share strategies to enhance the online experience for both students AND faculty. Tips for enhancing immediacy at a distance, strategies for more efficient grading, and tools for creating an engaging classroom environment will be exchanged in this 90-minute workshop. Additional topics will address logistical, pedagogical, and relational issues. Bring your laptops!



CLIENTS, MEMBERS, ALUMNI, AND THE PROFESSION: BUILDING BRIDGES WITH PRSSA

Oliver, 12-1:15 p.m. Friday

Sponsor: Organizational Communication
 Chair: **Katrina J. Quinn**, Slippery Rock University
 Panelists: **Mallory Manz**, Slippery Rock University
Noah Blanc, Slippery Rock University
Heather Donat, Slippery Rock University
Ben Renaudin, Slippery Rock University

This panel/workshop explores the ways a student-run public relations firm can build bridges with its most important constituencies—clients, members, alumni, and the profession. It uses a case study of Slippery Rock University's firm, PRSSA Rock PRoductions, to propose a roadmap for other programs wishing to expand their efforts. Panelists will also discuss their new Alumni Relations Initiative, connecting members to alumni for professional opportunities and to buttress organizational fundraising.

NATIONAL COMMUNICATION ASSOCIATION: UNDERSTANDING AND IMPLEMENTING LEARNING OUTCOMES IN COMMUNICATION

Conference Cntr. B, 12-1:15 p.m. Friday

Panelists: **Trevor Parry-Giles**, NCA Interim Executive Director
Star A. Muir, NCA First Vice President

During this panel, NCA office staff, LOC project members, and elected leadership explain the importance of learning outcomes and assessment, and discuss resources available through NCA to help integrate NCA's LOCs into courses, programs, and departments.

AFFECTION, CHANGE, AND CONFLICT IN FAMILIES

Carnegie 3, 12-1:15 p.m. Friday

Sponsor: Interpersonal Communication
 Chair: **Sara Pitts**, West Virginia University
 Respondent: **Angela G. La Valley**, Bloomsburg University of Pennsylvania

"Affectionate Communication and the Emerging Adult-Parent Relationship"
Scott A. Myers, West Virginia University
Christine K. Anzur, West Virginia University

"Parent-Child Communication During Transition to University Life"
Margaret A. Thorwart, West Virginia University *

"Communication Conflict: Communication Between Siblings About Conflict"
Kylie J. Wilson, West Virginia University

The competitively selected papers on this panel center on family relationships and the role of affection, change, and conflict for members during and after emerging adulthood.

* Debut paper



TOP PAPERS IN COMMUNICATION & TECHNOLOGY

Conference Center C, 12-1:15 p.m. Friday

Sponsor: Communication and Technology

"Understanding College Students' Perceptions Regarding Mindfulness and Social Media"

Adolfo J. Garcia, State University of New York at New Paltz

Narissra M. Punyanunt-Carter, Texas Tech University

Jason S. Wrench, State University of New York at New Paltz

"Anonymity and Speaking Up Online: A Meta-Analysis"

Cathlin V. Clark-Gordon, West Virginia University

Nicholas D. Bowman, West Virginia University

Alan K. Goodboy, West Virginia University

Alyssa Wright, West Virginia University

"Bridging Game Boundaries During MMO Expansions: Intrinsic Needs and Entertainment in Endgame and Exogame Talk"

Jaime Banks, West Virginia University

Evan R. Watts, West Virginia University

"An Exploratory Investigation of Young Adults' Text Messaging Practices: Topics, Motives and Changes Over Time"

Janelle Covert, Canisius College

Melissa Bekelja Wanzer, Canisius College

BRIDGING CONTROVERSIAL TOPICS AND CIVIL LEARNING SPACES: APPROACHES TO DIFFICULT CONVERSATIONS

Parkview East, 12-1:15 p.m. Friday

Sponsor: Community College

Chair: **Nancy J. Willets**, Cape Cod Community College

Respondent: **Kerry Byrnes-Loinette**, Collin College

Panelists: **Lisa Heller Boragine**, Cape Cod Community College

Jessica Papajcik, Stark State College

Rita Rosenthal, Boston College

Stacy M. Smulowitz, University of Scranton

Susan Ward, Delaware County Community College

These faculty members will discuss their philosophical, ethical and practical approaches to building bridges in the classroom, allowing for controversial discussion, while keeping the classroom as a safe and civil place for learning. An open forum will encourage participation from faculty members in the audience.



**SHADES OF PITTSBURGHESE:
ACTIVIST RHETORIC AND NARRATIVES
OF ENGAGEMENT IN THE CITY OF BRIDGES**

Conference Center A, 12-1:15 p.m. Friday

Sponsor: First Vice President
Chair: **Fadoua Loudiy**, Slippery Rock University



"The Homestead Strike of 1892: Union Members & Non-Union Workers Strike for Workers' Rights"
Kristin Roeschenthaler Wolfe, Slippery Rock University

"Nate Smith: Constructing a Bridge in Pittsburgh Toward Racial Equality"
Linda Schifino, Carlow University

"First Pittsburgh City Councilwoman Irma D'Ascenzo and the Embodiment of Invitational Rhetoric, Social Justice, and the Role of Women in Pittsburgh"
Jeanne M. Pursuit, UNC Wilmington

"Sophie Masloff's epideictic rhetoric"
Melissa A. Cook, Washington & Jefferson College

"Bridges of Hope: Immigration and Political Activism in Pittsburgh"
Cem Zeytinoglu, East Stroudsburg University of Pennsylvania

"Serving Activist Rhetoric at the Conflict Kitchen"
Fadoua Loudiy, Slippery Rock University

The panel will feature several narratives that exemplify and illustrate activist rhetoric in relation to workers' rights and unionization, racial injustice, and women's rights through the powerful stories of local women who challenged and shattered the glass ceiling in political life as well as other individuals who have worked hard to secure social justice and human rights for all in the city of bridges. By the same token, the panelists seek to reframe understanding of activist rhetoric from a genre of rhetoric that focuses primarily on tactics such as protest to a larger interpretation that includes narratives and their impact on a particular cause or social justice issue.

**REBUILDING BROKEN BRIDGES
WITH CHALLENGING PERFORMANCES**

Phipps, 12-1:15 p.m. Friday

Sponsor: Interpretation and Performance Studies and Voices of Diversity
Chair: **Shauna M. MacDonald**, Villanova University
Respondent: **Elizabeth Whittington Cooper**, Morehouse College

"I Don't Want to Be the Well-Intentioned Enemy of Youth"
Carmen Hernández-Ojeda, University of Massachusetts Amherst

"Afrofuturist Chronopolitics: Ideas on the Circulation of Discourse in Alternative Publics"
Oreoluwa Olaniyan, Syracuse University

"Chosen Childlessness: She's Her Own Mother Now. A Performance"
Kathryn Hobson, James Madison University

In these competitively selected performances and paper, the authors, using a variety of methods, examine how breaking hegemonic bridges leads to greater understanding for oppressed groups.



SOCIAL MEDIA LAW AND ETHICS: THE PROFESSIONAL CONTEXT

Sponsor: Communication Law and Ethics
Chair: **Dale Herbeck**, Northeastern University, Fordham University

“Real Law @ Fake News”

Susan Drucker, Hofstra University
Gary Gumpert, Urban Communication Foundation

“Fake Everything: The scope & impact of fraudulent social media on marketing communication & consumer brands”

Thomas R. Flynn, Slippery Rock University
James R. Smith, The Jim Smith Group
Douglas Strahler, Slippery Rock University

“New Norms in Journalism”

Kelly Fincham, Hofstra University

“Social Media Ethics in Public Relations”

Suzanne Berman, Hofstra University

“Social Media and Academia: Engaging the Meaningful”

Ronald C. Arnett, Duquesne University

Part Two in a two-part examination of Social Media Law & Ethics addressing the scope and nature of this newly developing media environment and examines recent cases and controversies. This second panel examines a series of legal and ethical issues raised by the impact of social media on professional practice and the emergence of business models premised on the flow of personal information through social media.

THE 2ND ANNUAL SCHOLARLY OFFICE HOUR IN MEDIA COMMUNICATION

Lawrence Welk, 12-1:15 Friday

Sponsor: Media Communication
Chair: **Nicholas Scott Smith**, Saint Louis University
Co-Chair: **Holly Reiss**, Wayne State University
Panelists: **Elizabeth L. Cohen**, West Virginia University
Rod Carveth, Morgan State University
Cheryl Campanella Bracken, Cleveland State University
Jack Banks, University of Hartford
Nancy Bressler, Wheeling Jesuit University
Nicholas D. Bowman, West Virginia University
Anita Atwell Seate, University of Maryland
Joseph C. Harry, Slippery Rock University
Jaime Banks, West Virginia University

This session serves as an opportunity for students to converse with and question a group of successful professors in the field of media communication. The roundtable takes the form of an informal conversation between students and professors and really is a useful experience for both undergraduate and graduate students alike. Have you ever had a question that you wanted to ask a professor and never had a chance? Well, here it is. The 2nd Annual Scholarly Office Hour also serves as a great opportunity to network and discuss with academic experts within the field of media. Each specialist will discuss, share, and advise on their specific focus and expertise with interested attendees as well as address any other academic topic that attendees may want to discuss.


CONSTRUCTING GENDER NORMS AND ROLES

Oakmont, 12-1:15 p.m. Friday

Chair: **Marshall Prisbell**, University of Nebraska Omaha
 Respondent: **Sean Horan**, Texas State University



“Redefining Masculinity in One Night Stands”
Megan Schultz, Mount St. Mary’s University

“Only Good When She Is Gorgeous”
Gabrielle Owen, SUNY Geneseo

“Reifying Female Gender Norms”
Megan Gallagher, Kutztown University
Victoria Stanfield, Kutztown University

“Building a Bridge Between Gender Roles in Mad Men and the Current Workplace – Then vs. Now”
Zoe Unverferth, Northeastern University

PRESIDENTIAL COMMUNICATION: PAST AND PRESENT Shadyside, 12-1:15 p.m. Friday

Chair & Respondent: **Susan Mancino**, Duquesne University



“Bridging courtship and presidential rhetoric: Strategies in campaign, in-office, and post-presidency speeches by Bush, Obama, and Trump”
Katherine Chapman, Northeastern University
Meredith Dietz, Northeastern University
Lara Pietranera, Northeastern University

“Framing America as the Defender of Global Freedom- Shaping Policy Issues in Presidential September 11th Speeches”
Cassandra Moreno, Northeastern University

“Rhetoric and Politeness: Examining the Connection Between the Trump Administration and its Constituents”
Logan Applewhite, Northeastern University
Kerry Treusdell, Northeastern University

“Inviting Herself to the Cookout, and into the Barbershop: Hillary Clinton’s Race Pandering in 2016”
Jessica Imbro, Northeastern University

FRIDAY

UNDERSTANDING COMMUNICATION CONCEPTS

Chair: **Jenny Rosenberg**, SUNY Oswego

Fox Chapel, 12-1:15 p.m. Friday

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

"Bridging divides between attribution theories and actuality: Personality attributions in Reba"
Joshua Eng, Northeastern University

"Listening: The Key to Language and Communication"
Hayley C. Shaw, Geneva College

"Acknowledgement of Difference in the Use of Codes: A Communication Ethics Approach"
Katherine Rogers, Duquesne University



1:30-2:45 p.m.

Resolutions Meeting

Parkview West, 1:30-2:45 p.m. Friday

Undergraduate Poster session

Frick, 1:30-2:45 p.m. Friday



SHORT COURSE

CONSIDERING CORPORATE COMMUNICATION AND COMMUNICATION ETHICS WITH CORPORATE COMMUNICATION CRISIS LEADERSHIP: ADVOCACY AND ETHICS

Vandergrift, 1:30-2:45 p.m. Friday

Presenters: **Ronald C. Arnett**, Duquesne University
Sarah M. Deluliis, Duquesne University
Matthew Corr, Shenandoah University



Corporate communication depends upon thoughtful leadership and public relations practices to learn from and engage crisis. The current curriculum offered in various learning environments related to public relations and crisis communication traces an evolution of issue to conflict and then to crisis. Our text, *Corporate Communication Crisis Leadership: Advocacy and Ethics*, attends to communication ethics in crisis communication through tracing the movement from issue to argument, conflict, and to crisis in an increasingly volatile public sphere. This short course will offer various pedagogical resources for teaching corporate communication and leadership through attentiveness to communication ethics.

**BRIDGING ASSOCIATIONS:**

Conference Center B, 1:30-2:45 p.m. Friday

HOW CAN NCA SUPPORT COMMUNITY COLLEGES?

Sponsor: Community College
 Chair: **Nancy J. Willets**, Cape Cod Community College
 Panelists: **Kerry Byrnes-Loinette**, Collin College
David T. McMahan, Missouri Western State University
Rebecca M. Townsend, University of Hartford
Nancy J. Willets, Cape Cod Community College

NCA recognizes that the long-term health of the organization and the discipline rests in large part on the health of our community colleges. A task force is working to identify ways to support community college professors and their programs. After a briefing from members of the task force about the work done so far, the floor will be open to discussion and input from the audience to identify how NCA can assist community colleges.

LISTENING ACROSS LIVES

Carnegie 3, 1:30-2:45 p.m. Friday

Chair: **Molly M. Stoltz**, Frostburg University
 Respondent: **Janie Harden Fritz**, Duquesne University

"Active Listening as a Tool for Mindfulness"
Jayne Cubbage, Bowie State University

"Listening to Technology: Reflective Caution"
Matthew P. Mancino, Duquesne University

"If silence is golden, listening is platinum: A best practice in higher education administration"
Carl Cates, Arkansas State University

"Listening: Building Bridges of Hope"
Linda Coleman, Slippery Rock University

What are we as communication scholars and educators to make of the fact that listening is the most often used but least taught communication skill set? In this session, participants will be given tools for reflecting on and improving their own listening skills and habits as well as how to teach listening to their students; it includes a close look at the newly published textbook *Listening Across Lives*.

**Make a practice out of the theory behind
the ways we communicate.**



*“Congratulations
Dr. Benjamin Bates!”*

2018 ECA President

The School of Communication Studies at Ohio University is part of the Scripps College of Communication. It offers competitive graduate assistantships with multiple teaching opportunities and offers a Ph.D. in Communication Studies with three areas of concentration: Health Communication, Relating and Organizing, and Rhetoric and Public Culture.

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EXPLORING AND ASSESSING UNIVERSITY COMMUNICATION

Sponsor: Applied Communication
Chair: **Nancy A. Wiencek**, Rider University

"Lifestyle Marketing in Higher Education: A Shifting Paradigm: Bourdieu's Analysis of Habitus, Field, and Cultural Capital"

Carrie Flickinger, Duquesne University

"Mapping a Communication Studies Curriculum: Creation of the Comprehensive Communication Studies Assessment (CSCA)"

Janet Reynolds Bodenman, Bloomsburg University

Angela G. La Valley, Bloomsburg University

"It's Going Up Again: Image Restoration Theory and Announcing Tuition Increases"

Rich Polikoff, Virginia Tech *

The competitively selected papers on this panel features papers which explore communication relevant to the mission of higher education, as well as the creation of assessment tools for the curriculum of college-level Communication Studies programs, and the strategic use of communication to restore a university's image after increasing student tuition.

* Debut Paper

INTIMACY AND COMMUNICATION IN VARIOUS CONTEXTS

Oliver, 1:30-2:45 p.m. Friday

Sponsor: Voices of Diversity
Chair: **Elizabeth Whittington Cooper**, Morehouse College
Respondent: **Joy Cypher**, Rowan University

"I Don't Even Know Where I am From!": African-American Perceptions of African Immigrant Communication"

Ayodeji Dapherede Otusanya, George Mason University *

"Revealing or Concealing Polyamory in the Family: Communicating Polyamory to Family Members and Polyamorous Identity Salience"

Valerie Rubinsky, Ohio University

"The Panopticon: Black Bodies and White Surveillance"

Christian L. Copeland, Ball State University

"Palestine2Ferguson: A Bridge Built with Words. Enthymematic Reasoning and the Building of Self-Selected Community"

Darrian Carroll, University of Nevada, Las Vegas


This paper session examines the intricate nature of communication and its intersections with intimacy, identity, and interpersonal relationships.

* Debut Paper



THE STATE OF STATE ASSOCIATIONS: A DISCUSSION OF OPPORTUNITIES AND CHALLENGES

Phipps, 1:30-2:45 p.m. Friday

Sponsor:	First Vice President	
Moderator:	Cheryl Casey , Champlain College and ECA Executive Director	
Roundtable	Jill K. Burk , Penn State University - Berks and PCA Second Vice President	
Participants:	Isa Engleberg , Prince George's Community College emerita/NCA Past President Denise Gilmer-Knudson , College of Southern Maryland and MCA President Todd Kelshaw , Montclair State University and NJCA Second Vice President Heather M. Stassen , Cazenovia College and NYSCA Vice President Gina Marcello , Georgian Court University and NJCA President Michael Plugh , Manhattan College and NYSCA Immediate Past President Douglas Strahler , Slippery Rock University and NYSCA President	

In recent years, higher education has faced significant new challenges and rethought a lot of priorities, philosophies, and pedagogies. One significant area of upheaval is participation in professional associations and the value of that participation for tenure. The long-standing national, regional, and state associations are competing more and more with boutique conferences and specialty associations.

This roundtable discussion focuses on state communication associations and the challenges and opportunities they face in trying to remain vibrant and relevant on the professional development stage. Representatives from the leadership of the state associations in the ECA region will share their experiences and address key questions about state associations' purpose and value. The relationship between state associations and the regional and national associations will also be considered. In bringing together stakeholders from across the region, this session seeks to share insight, generate ideas, and brainstorm solutions to key challenges that state associations confront. All who are invested in the vitality of state associations are welcome to attend.

State Associations:

Maryland Communication Association (MCA)
New Jersey Communication Association (NJCA)
New York State Communication Association (NYSCA)
Pennsylvania Communication Association (PCA)



CONTRIBUTED PAPERS IN INTERCULTURAL COMMUNICATION

Parkview East, 1:30-2:45 p.m. Friday

Sponsor: Intercultural Communication
Chair: **Sreashi Das**, University of Maryland

“The Development of an Intercultural Facework Model”
Rebecca S. Merkin, Baruch College, City University of New York

“ ‘You can’t do that because you are a girl and girls are weak’: Exploring the Type and Impact of Memorable Hate Messages and Identity Salience on Intergroup Biases, Egalitarian Attitudes, and Self-Esteem”

Angela M. Hosek, Ohio University
Valerie Rubinsky, Ohio University
Nicole Hudak, Ohio University
Shermineh Davari Zanjani, Ohio University
Savannah Sanburg, Ohio University

“Single Women: Blessed and Cursed”
Beverly Romero Natividad, Mt. San Jacinto College

“Bridgework: How South Asian Gendered Bodies Negotiate Race and Ethnicity in Mainstream American Television”

Anjali Ram, Roger Williams University
Ruma Sen, Ramapo College of New Jersey

This panel explores issues in cross-cultural/intercultural communication that include but not limited to race and ethnicity, relationships, gendered bodies, facework, hateful memorable messages, and single women ideologies.

DEBATE: DIGITAL NATIVES OR DIGITAL NAVAL-GAZERS? AN INFORMAL DEBATE ON TECHNOLOGY, YOUTH, CRITICAL THINKING, HABITS OF MIND AND NARCISSISM

Conference Center A, 1:30-2:45 p.m. Friday

Sponsor: Communication and Technology
Chair: **Rod Carveth**, Morgan State University
Presenters: **Star A. Muir**, George Mason University
Thom Gencarelli, Manhattan College

Are media-rich environments, video games, and social networking technologies producing collaborative and experienced problem-solvers, or are we creating the “Dumbest Generation”? Are we raising a generation of narcissists, as Jean Twenge claims in *Generation Me*, or are our students more critical and oriented towards social justice causes and the Other? This debate features a discussion torn between two worldviews, and offers a distributed annotated bibliography and extended audience discussion.


UNDERGRADUATE POSTER SESSION I

Frick, 1:30- 2:45 p.m. Friday

Judges: **Christine E. Rittenour**, West Virginia University
Mary Mino, Pennsylvania State University, DuBois
Nick Tatum, Abilene Christian University
Colin P. Kearney, University of Florida



“Selection of Social Media Platform During Romantic Conflict”
Erin Mairghead Whyte, University of Pittsburgh at Johnstown

“What Does it Mean to “Dream Big, Princess”: A Rhetorical Analysis of Disney’s Princess Identity and Ideology”
Brianne Habit, Randolph-Macon College

“Selfishly “Selfless”: A Pentadic Analysis of Act-Purpose Ratio in Kevin Rosario’s Storyline in In the Heights”
Rebecca C. Masser, Penn State Schuylkill

“Communication Ethics of the Council of Trent: Applying Dennis Mumby’s Power and Ethics”
Rebecca Lee, Mount Saint Mary’s University

“The Bridge between Rhetoric, Politeness, and Donald Trump”
Alejandro Smal, Northeastern University
Khloe Lewis, Northeastern University
Alessandra Maahs, Northeastern University

“Pants, Power, and the Patriarchy”
Amanda Kopen, Northeastern University
Shaikha Al Wahaibi, Northeastern University
Dana Sultan, Northeastern University

“The Effectiveness of Social Influencers on Instagram”
Effie Anayiotos, George Mason University

“Like A Boss: Gender Differences in Communication and their Effect on Acquisition of Leadership Roles in the Workplace”
Katie Simon, Canisius College

“The Dangers of Benevolent Sexism, the “Nice” Kind A Review of the Literature”
Ashley Callen, Canisius College

“That’s a Man’s Job”
Tessa Jermy, Canisius College

“Stories that Change the World, An Examination of Storytelling, Empowerment and Empathy”
Kristine Olsen, George Mason University

“Happy Heroine Housewife for Life: Trends of women’s domesticity displayed by television advertisements”
Brittany Boglioli, Manhattan College

“Gender Differences in Coping Strategies”
Rebecca Anthone, Canisius College

“How is Social Media use related to Academic Procrastination?”
Gillian Clarke, George Mason University

“College Students’ Privacy Protection Behaviors on Snapchat”
Ashley Chapman, George Mason University



**TOP UNDERGRADUATE PANEL:
CONTEMPORARY RHETORS' USE OF MEDIA**

Oakmont, 1:30- 2:45 p.m. Friday



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

"Gotta catch 'em all: Donald Trump and Pokemon Synthesize to Capture the Cultural Climate of 2016"

Lauren Gutman, SUNY Fredonia

"Mermaids and the Rhetorical Situation: Plastic Pollution is Part of Your World"

Shaunna Rospierski, SUNY Fredonia

"Comedians and Credibility: Using Dramatism to Analyze the Misinterpreted Controversy of Kathy Griffin"

Anna Booth, SUNY Fredonia

"President Trump, White Supremacy and the NFL"

Andishey Simmons, SUNY Brockport

"Law, Order, and Racism"

John Schumacher, SUNY Brockport

**NEWS FROM ACROSS THE WORLD:
JOURNALISTS' REPRESENTATIONS**

Fox Chapel, 1:30- 2:45 p.m. Friday-



Chair: **Emily A. Dolan**, SUNY Oswego
Respondent: **Chip Rouse**, Stevenson University

"'A symbol of the horrors in Aleppo': U.S. News Coverage of Omran Daqneesh and the Abject Framing of the Suffering Other"

Jeanna Sybert, University of Pittsburgh

"Gendered News in 2018: A Content Analysis Study of Northeastern Pennsylvania News"

Jacqueline Kurovsky, Wilkes University

"Strangers in a Strange Land: Photographs of Syrian Refugees in U.S. and Canadian Newspapers"

Mary Dellas, SUNY New Paltz

"Contradicting Narratives of College Newspapers: The Issues of Ethics and Censorship in Student Journalism"

Natalya Muhametzyanova, West Liberty University



THE PREVENTION, OCCURRENCE, AND AFTERMATH OF SEXUAL ASSAULT

Shadyside, 1:30-2:45 p.m. Friday



Chair: **Rita Rosenthal**, Boston College

"A Literature Review: The Communication of Sexual Assault Prevention Programs on College Campuses"

Aimee DeArias, Boston College

"The Creation of a Feminist Meme Event Through #MeToo and #AmplifyWomen"

Julia Scheffler, Kutztown University

"A New Paradigm: Benevolent Sexism and Workplace Sexual Harassment"

Isabella Fuentes, Northeastern University

"Did I deserve this?": An Autoethnographic Account Addressing Sexual Trauma, Mental Illness, and Resilience"

Arielle Nelson, Northeastern University

3-4:15 p.m.

MENDING BROKEN BRIDGES:

Conference Center A, 3-4:15 p.m. Friday

A LOOK AT THE APPLICATION OF IMAGE REPAIR

Sponsor: Applied Communication

Chair: **Matthew P. Brigham**, James Madison University

"What Happens to a Dream Deferred?: An Image Repair Analysis of Donald Trump and the Rhetoric Surrounding DACA"

Breonna Riddick, James Madison University

"Image Repair on Pepsi's Controversial Kendall Jenner Ad"

Vine Adowei, James Madison University

"Rough Road Ahead: A Look at Uber's Image Repair Efforts After Sexual Harassment Claims"

R. Chase Dunn, James Madison University

"Image Repair for Betsy DeVos"

Karan Deengar, James Madison University

"Uber and the Muslim Ban: An Image Repair Analysis"

Art Pekun, James Madison University

The participants featured on this panel examine apologia and image repair strategies at use in recent controversial issues. They contribute to the ongoing conversation created by these controversies, by using modern examples to determine how image repair methods are used by organizations and individuals to mend the bridges that have been broken through offensive actions and words.



SUNY Oswego's School of Communication, Media and the Arts congratulates Dr. Katherine S. Thweatt



ECA First Vice President

SUNY Oswego offers a graduate program in Strategic Communication with tracks in:

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Organizational Communication

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Master Something, Achieve Something



ECA OPEN FORUM ON DIVERSITY AND INCLUSION

Conference Center B, 3-4:15 p.m. Friday

Panelists: **Benjamin R. Bates**, Ohio University
Timothy Brown, West Chester University
Shawn C. Starcher, Kent State University
Andrew Spieldenner, California State University, San Marcos
Dante Morelli, Suffolk County Community College
Kristen C. Eichhorn, SUNY Oswego

Please join the Eastern Communication Association's Diversity and Inclusion Task Force for an open discussion. The Task Force views diversity and inclusion as encompassing factors including race, ethnicity, gender, sex, sexuality, national origin, (dis)ability, as well as institution type, full-time/part-time faculty status, and contingent academic labor. The committee will share some of their current ideas for promoting diversity and inclusion of underrepresented categories, followed by a facilitated discussion. Tackling diversity and inclusion issues requires the broadest possible engagement as we move forward to make positive impactful change in our Association. All are welcome for an open and authentic dialogue.

COMPETITIVE PAPERS IN ORGANIZATIONAL COMMUNICATION

Carnegie 3, 3-4:15 p.m., Friday

Sponsor: Organizational Communication
 Chair: **Molly S. Eickholt**, West Virginia University
 Respondent: **Robin Smith Mathis**, Mercer University

"I just want to take the kid home with me': Making sense of hopelessness in the school guidance counselor profession"

Brian K. Richardson, University of North Texas

"Spillover Effects: Communication Involved With Failed Workplace Romances"

Sean M. Horan, Texas State University
Renee L. Cowan, Queens University of Charlotte
Emma Carberry, Texas State University

"Dinosaurs, Space Pirates, and Friendships Oh My!...or Not?: An Ethical Case Study of No Man's Sky's Marketing Strategy"

Mckay Steven West, West Virginia University

"Will I Still Have a Job?': The Effect that Job Insecurity has on Negative Emotions, Workplace Deviance, and Work Performance"

Michael Sollitto, Texas A&M University-Corpus Christi
Heather Selim, Texas A&M University-Corpus Christi
Catherine Cole, Texas A&M University-Corpus Christi
Debora De Cillo Ottoni Teixeira, Texas A&M University-Corpus Christi

The competitively selected papers on this panel are the top four papers in the Organizational Communication interest group.



**MINORITY DEANS BRIDGE THEIR EXPERIENCES
ACROSS INSTITUTIONS: A CONVERSATION ON LESSONS LEARNED
ON THE ROLE OF IDENTITY IN ACADEMIC LEADERSHIP ACROSS INSTITUTIONS**

Heinz, 3-4:15 p.m. Friday

Sponsor: Intercultural Communication
Chair: **Jennifer Keane-Dawes**, University of Maryland Eastern Shore
Panelists: **Jennifer Keane-Dawes**, University of Maryland Eastern Shore
Lorna Shaw-Berbick, Kentucky State University
Maurice L. Hall, The College of New Jersey

In this panel, three Communication scholars and former minority deans share lessons composed of multiple perspectives, including some drawn from a Caribbean heritage, and discuss how they attempted to use these to build bridges of understanding of common practices as they discuss the opportunities and challenges of working in the deanship across diverse institutions.

**BRIDGING THE PAST TO THE FUTURE
IN COMMUNICATION TRAITS RESEARCH**

Parkview East, 3-4:15 p.m. Friday

Sponsor: Communication Traits
Chair: **Joseph Lybarger**, University of Tennessee
Respondent: **Charles J. Wigley III**, University of Nevada, Las Vegas

“Ethnicity, Gender, and Use of Affirming and Non-Affirming Messages: Their Impact on Perceptions of an Interpersonal Dispute”

Andrew S. Rancer, University of Akron
Felecia F. Jordan-Jackson, Florida State University
Yang Lin, University of Akron
Kwaku A. Yeboah, University of Akron

“Testing the PRCA-24 Ability to Predict Social Interaction: A Behavioral Test of the Predictive Power of the Communication Apprehension Measure”

Madison Murphy, Chapman University
Keith Weber, Chapman University

“Analyzing College Students’ Social Media Communication Apprehension”

J.J. De La Cruz, Texas Tech University
Narissra Maria Punyanunt-Carter, Texas Tech University
Jason S. Wrench, SUNY New Paltz

“Argumentativeness and Its Relation to Individualistic and Collectivistic Cultural Orientations Among Millennial US American College Students”

Yang Lin, University of Akron
Andrew S. Rancer, University of Akron
Kwaku A. Yeboah, University of Akron

These top competitive papers present the well-established communication traits research while introducing modern perspectives and issues relevant to current times. The findings of these papers will help pave the way to a communication traits field that can remain relevant in a more culturally aware and technologically advanced world.



BRIDGING THE LEARNING GAP: DEVELOPING, ASSESSING, AND PROMOTING LEARNING OUTCOMES IN COMMUNICATION COURSES

Conference Center C, 3-4:15 p.m. Friday

Sponsor: Community College
 Chair: **Candice Thomas-Maddox**, Ohio University Lancaster
 Panelists: **Kerry Byrnes-Loinette**, Collin College
Sara Chudnovsky Weintraub, Regis College
Candice Thomas-Maddox, Ohio University Lancaster
Jennifer H. Waldeck, Chapman University
Jenny Warren, Collin College
Amber Peplow, University of Cincinnati Blue Ash College

Given the fierce competition institutions face, administrators are turning to departments and programs to produce evidence of teaching effectiveness when making curriculum decisions. Communication faculty need to demonstrate the inherent value of our major and our course content to majors as well as students from other disciplines. The goal of this panel is to: 1) Identify learning outcomes and methods of assessment to provide data that supports the instructional mission; 2) Discuss innovative strategies (service-learning, ePortfolios, etc.) that can be incorporated to help students make connections between course content and the “real-world;” and 3) Examine how to best market the relevance of course content to promote the value of the communication discipline.

THE MEDIA ECOLOGY OF THE PITTSBURGH PIRATES’ PNC PARK

Lawrence Welk, 3-4:15 p.m. Friday

Sponsor: Media Ecology Association & Applied Communication
 Chair: **Thomas R. Flynn**, Slippery Rock University
 Respondent: **Gary Gumpert**, Urban Communication Foundation
 Panelists: **Susan Drucker**, Hofstra University
Thomas R. Flynn, Slippery Rock University
Lewis Freeman, Fordham University
Erik Garrett, Duquesne University
Dale Herbeck, Northeastern University
Michael Plugh, Manhattan College
Terry Rogers, Manager of business communication/social media, Pittsburgh Pirates
Douglas Strahler, Slippery Rock University
Jean Ann Streiff, Oakland Catholic High School



The ballpark is a place of communication—a place with its own communication ecology: between structure and game, between fans and ballplayers, among spectators. PNC Park is an urban place, an urban space, and a “green cathedral” in the middle of Pittsburgh. The ballpark is a structure and symbol shared by city, fans, and owners. It is both a statement and site of community life—a place of interaction between fan and team, fans and fans, community and sport, and a place of memory, identity, and athletic and architectural accomplishment. Media also hold a special position in ballparks: sounds, visual displays, and social media all affect the experiences of fans at a game. Panelists will build on their work, published in *Communication and the Baseball Stadium: Community, Fandom, Memory, and Commodification* (Peter Lang, 2017), to discuss the ecology of PNC Park. This panel is proposed in the spirit of the CFP requesting innovative presentations and encouraging performance venues or other unique formats, especially those that provide opportunities for engaged interaction among participants and attendees.

Special feature: This panel precedes a trip to a Pittsburgh Pirates baseball game. (The Pirates play at home Friday 4/27 vs. Cardinals @7:05 p.m.; and Saturday 4/28 vs. Cardinals @7:05 p.m.)



THE SOCIAL IMPACT OF SOCIAL MEDIA: TOP PAPERS IN MEDIA COMMUNICATION

Sponsor: Media Communication
 Chair: **Nicholas Scott Smith**, Saint Louis University
 Respondent: **Holly Reiss**, Wayne State University

“Social and Institutional Interaction: Gendered Labor Within Social Network Sites”
Angela M. Cirucci, Kutztown University

“The First 100 Days: A Qualitative Content Analysis of Trump’s Tweets through the Lens of Neil Postman”
Susannah K. McMonagle, Eastern University

“Image Repair: The Impact of #BrusselsLockdown and the #CallBrussels Campaign”
Heather Riddell, George Mason University
Joshua D. Murphy, George Mason University

The competitively selected papers on this panel focus on the role and impact that social media holds in today’s society. From the Tweets of the most powerful man in the world to the power of a hashtag, these papers take an in-depth look at the social media phenomenon in a whole new way. The three papers on this panel are also the highest scoring papers among this year’s submissions to the Media Communication Interest Group.

BUILDING BRIDGES ON UNSTABLE GROUND: RHETORIC AND ARGUMENTATION IN AN AGE OF DYSFUNCTION

Phipps, 3-4:15 p.m. Friday

Sponsor: Argumentation and Forensics
 Chair/Respondent: **John J. Rief**, Duquesne University

“Gaming the System: Teaching Argumentation and Debate in a Borked World”
Catherine E. Morrison, University of Rhode Island

“The Strategic Gesture: Deliberative Rhetoric in an Affected Time”
Peter K. Bsumek, James Madison University

“I’m Resetting, or How Everything I Needed to Know about the Future of Rhetorical Education I Learned from Watching Speedruns”
Stephen M. Llano, St. John’s University

“‘[There Were] Very Fine People on Both Sides:’ Apologia and Image Repair in the Post-Truth Era”
Lars J. Kristiansen, James Madison University

How can we engage in rhetorical and argumentative action in a dysfunctional public sphere? This panel investigates the failings of institutions that create, maintain and regulate argumentation and debate in the contemporary public sphere, and offers alternative theories and practices that build bridges between fractured communities, that are capable of handling shifting grounds and unstable foundations of inequality, failure, miscommunication, in order to articulate new and innovative ways of working within or gaming flawed systems.



G.I.F.T.S.:
GREAT IDEAS FOR TEACHING SPEECH II

Bob & Dolores Hope, 3-4:15 p.m. Friday

Sponsor: Community College

Chair: **Jessica Papajcik**, Stark State College

“Classmate Conversation Log: Practicing Interaction Activity”

Janet Reynolds Bodenman, Bloomsburg University

“Drawing students into public speaking success: Bridging the gap between student misconceptions of public speaking and career opportunity using ARCS model”

Eryn Travis, West Chester University

“Playing with a Full Deck: Using an Interactive Game to Teach Hofstede’s Cultural Dimensions Framework”

Trevor Setvin, Community College of Baltimore County

Haley Draper, Anne Arundel Community College

“TED Talk Insights: Co-Constructing Learning in the Public Speaking Classroom”

Patty Wharton-Michael, University of Pittsburgh at Johnstown

“‘The Weakest Link’: Building bridges from TV game shows to classrooms, in improving outlines, credibility, critical thinking and source literacy through perfecting oral citations”

Richard Italo Falvo, El Paso Community College

“The Model Conversation: Understanding Communication Models through Information Sharing”

Jessica A. Robinson, Kutztown University of Pennsylvania

“Organizational Culture in ‘Parks and Recreation’: Pawnee vs. Eagleton”

Maxine Gesualdi, West Chester University of Pennsylvania

“My Candy Bar is Better than Your Candy Bar”

Cecil Kramer, Liberty University

“There once was a man from the palisades ... who decided to play some charades”

Ashlie Klepper, Queensborough Community College



**THINK BIG PICTURE:
WORLD VIEWS AND THE ENVIRONMENT**

Shadyside, 3-4:15 p.m. Friday

Chair: **Diana S. Ebersole**, Kutztown University
Respondent: **Doreen M. S. Jowi**, Bloomsburg University



"Communication in the Diffusion and Adoption of Ultraviolet Light and Waste Water Treatment: The Case of the City of Athens, Ohio"

Emma Reed Marie Caldwell, Ohio University Lancaster

"The "We" Problem, A Worldwide Environmental Rescue Mission Narrative Semiotic Analysis Assignment on the film Before the Flood"

Olivia Vallen, Ramapo College of New Jersey

"Natural Disaster Relief: Regaining Emotional Confidence"

Megan Garcia, Samford University

"Self-Individualistic and Self-Collectivistic: Japan and the United States"

Kagawa Nanami, SUNY Geneseo

REVOLUTION AND BURKE

Fox, 3-4:15 p.m. Friday

Chair: **Emily A. Dolan**, SUNY Oswego
Respondent: **Richard Thames**, Duquesne University



"Reading Civil Rights Memorials, Monuments and Museums: The Rhetorical Effects of Public Memory"

Pierre Holmes, Stonehill College

"Conjuring Cognizance in Public Memory: Burke's Pentad and Puritan Panic"

Hannah Grable, SUNY Fredonia

"Opposing the scene: A pentadic analysis of Malala Yousafzai's speech to the United Nations December 15, 2017"

Abigail Messinger, Grove City College

"But I Believe Females Can Save The World: A Rhetorical Analysis of Female Empowerment in Avatar: The Last Airbender"

Rachel Runnels, Abilene Christian University


COMMUNICATION IN A CHANGING LANDSCAPE

Oakmont, 3-4:15 p.m. Friday

Chair: **Rita Rosenthal**, Boston College
 Respondent: **Valerie Lynn Schrader**, Penn State Schuylkill

"Carl Schramm's Unusual Discourse: Subtle Encouragement in a Time of Need"
Rebecca Shaffer, Grove City College

"Xenophobia in post 9/11 American Film"
Yafeu Rougier, Wheeling Jesuit University

"Words Will Never Hurt Me: The Rise in Hate Speech on Social Media"
Meghan Murphy, SUNY Geneseo

"Imagine a Change"
Heather Mueller, University of Pittsburgh at Greensburg

4:30-5:15 p.m.

Business Meetings

Organizational Communication
 Community College
 Intercultural Communication
 Media Communication
 Institute of General Semantics
 Voices of Diversity
 Nonverbal Communication
 Argumentation & Forensics

Various rooms, 4:30-5:15 p.m. Friday

Conference Center A
 Carnegie 3
 Conference Center B
 Conference Center C
 Oliver
 Heinz
 Vandergrift
 Phipps

4:30-5:45 p.m.

IT'S ALL FUN AND GAMES UNTIL...

Oakmont, 4:30-5:45 p.m. Friday

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

"Trolling Differences in Twitter and World of Warcraft"
Kacie Dumas, Kutztown University
Arya Grantham, Kutztown University

"Remembering and (Re)presenting the Aztec Empire through Magic: The Gathering Ixalan Expansion's Sun Empire"
Katelyn Brooks, Middle Tennessee State University

"Princess Peach: Gender Representation in Mario"
Joshua Lalik, Kutztown University

"A Plastic Reality: What Can a Society of Toys Teach Us About the Real World?"
Gerardo Rodriguez, Boston College



FRIDAY



HOLLYWOOD'S INFLUENCE ON COMMUNICATION Shadyside, 4:30-5:45 p.m. Friday

Chair: **Laura Wilson**, Slippery Rock University

Respondent: **Anne F. Mattina**, Stonehill College

"The Art of Deceit: Identifying Behaviors That Elicit Credibility in Impractical Jokers"
Jen Whitley, Northeastern University

"A Rhetorical Analysis of Relational Dialectics in the TV Series Hannibal"
Kyanna Marie Gonzalez, Penn State Schuylkill

"Fed Up But Still Feeding: A Cultural Analysis of Fed Up the Documentary"
Kim Chook, Boston College

"Divergent Facial Expression and Upper Body Language in Winning and Losing Hollywood Actors at the Academy Awards"
Lucile Da Silva, Northeastern University and University of Geneva



UNDERSTANDING IDENTITY, DISCOURSE, AND HUMAN RIGHTS Fox Chapel, 4:30-5:45 p.m. Friday

Chair: **Angie Planisek**, Baldwin Wallace University

"Western Discourse on Muslim Women"
Lauren Wry, Boston College

"Where Did My Curls Go? Reclaiming Afro-Latina Identity"
Paola Cespedes, Ramapo College of New Jersey

"Gender Representation of Female Slaves in Uncle Tom's Cabin and Incidents in the Life of a Slave Girl"
Wendy M. D'Angelo, Pennsylvania State University

"Ideological Criticism of Axe Soap Advertisements"
Jared Hoffman, University of Pittsburgh at Greensburg



5:15- 6:30 p.m.

Undergraduate Roundtable: Conference Center A, 5:15-6:30 p.m. Friday

"Where Do We Go from Here?"

Stories and Strategies from Graduates in the Marketplace"

Sponsor: Urban Communication Foundation

Chair: **Kasey Clawson Hudak**, Penn State Lehigh Valley

Panelists: **Casey Myburgh**, Account Director, WCG-W20 Group

Jillian Plummer, Supplier Program Coordinator, SAP Ariba

Matt Fazio, Marketing Supervisor, Donnelly-Boland and Associates

Angela Gaitaniella, Development Manager, Senator John Heinz History Center



The city of Pittsburgh has over 70 for-profit and non-profit colleges and universities within its metropolitan region and surrounding counties. This roundtable features communication graduates from Pittsburgh-based higher education institutions, whose careers span the healthcare marketing, city government, consulting, and software technology fields. Panelists will share their experiences of attending school and working in the city of Pittsburgh, and discuss how their communication degrees led to many exciting professional opportunities.

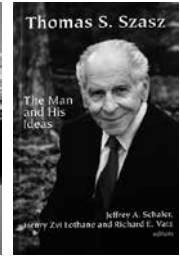
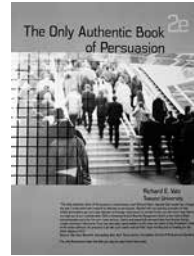


6-8 p.m.

Wine and Spots

Sponsored by **Richard E. Vatz**, author of *The only authentic book of persuasion: The agenda/spin model* (McGraw-Hill, 2017) and co-editor of *Thomas S. Szasz: The man and his ideas* (Transaction Publishers, 2017).

Lawrence Welk, 6-8 p.m. Friday



6:30-8 p.m.

Undergraduate Scholars Reception

Sponsored by Oakland University

Riverboat, 6:30- 8 p.m. Friday



8-9 p.m.

12 Step Meeting

Parkview West, 8-9 p.m. Friday

TEXAS STATE UNIVERSITY
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Undergraduate Scholars Conference Luncheon on Saturday

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<p>Erik Timmerman, Ph.D. Department Chair Organizational & Instructional Comm</p>	<p>Ann E. Burnette, Ph.D. Rhetorical Criticism Political Communication American Public Address</p>	<p>Rebekah L. Fox, Ph.D. Rhetorical Methods Rhetorical Theory Organizational Rhetoric</p>	<p>Maureen P. Keeley, Ph.D. Interpersonal, Nonverbal, Gender & Family Communication</p>	<p>Lindsay Timmerman, Ph.D. Relational Communication</p>
<p>Steven A. Beebe, Ph.D. Small Group Comm Training & Instruction</p>	<p>Stephanie Dailey, Ph.D. Organizational Comm Comm Technologies Training & Development</p>	<p>Sean Horan, Ph.D. Health, Organizational & Interpersonal Comm</p>	<p>Roseann M. Mandziuk, Ph.D. Rhetorical & Media Criticism Rhetorical Theory Feminist Studies</p>	<p>Melinda Villagran, Ph.D. Health Communication Organizational Communication</p>
<p>Tricia Burke, Ph.D. Graduate Director Interpersonal Comm Health Comm</p>	<p>Elizabeth Eger, Ph.D. Organizational Comm Difference & Comm Work & Identity</p>	<p>Marian L. Houser, Ph.D. Instructional, Interpersonal & Comm Research Methods</p>	<p>Miriam Sobre, Ph.D. Intercultural Comm Gender Studies</p>	

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CONGRATULATIONS

to Chapman University's
JENNIFER WALDECK, PH.D.

on her election to
First Vice President Elect-Select of the
Eastern Communication Association!

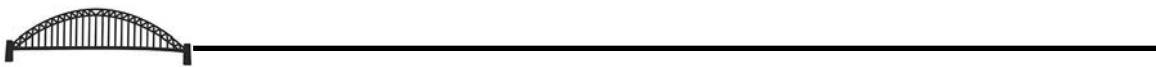
THINK LIMITLESSLY

Jennifer Waldeck, Ph.D. inspires Chapman University's School of Communication students and alumni to explore boldly, communicate thoughtfully, learn tirelessly and achieve **anything imaginable**.



CHAPMAN
UNIVERSITY

School of Communication



**SATURDAY, APRIL 28, 2018****Convention registration** Omni Conference Center foyer, 7:30 a.m.–2 p.m. Saturday**7:30-8 a.m.****Coffee and Cookies** Omni Conference Center foyer, 7:30-8 a.m. Saturday**8:00 a.m.****CONNECT Conference** Doubletree, 8:15 a.m.-1 p.m. Saturday

Please join the Community College Interest Group on Saturday, April 28, for a morning of connecting with colleagues, learning from experts, and collaborating with others at the biennial Connect Conference. The 2018 featured presenters are Dr. Pat Gehrke from the University of South Carolina, who will focus and elaborate on ideas from his recent article “A Manifesto for Teaching Public Speaking,” published in Review of Communication in 2016, and Dr. Nicholas D. Bowman from West Virginia University, who will discuss the challenges we face in the theory and teaching of mass media in a new era.

Cost: \$30 (First-time ECA attendees who attend the Connect Conference will receive a free one-year ECA membership!)

Location: Double Tree Hotel (just steps away from the Omni William Penn)

**Schedule of Events**

8:15 – 8:45 a.m.	Registration and breakfast
8:45 – 9:00 a.m.	Welcome
9:00 – 10:30 a.m.	Pat J. Gehrke, presentation and workshop
10:30 – 10:45 a.m.	Break and snacks
11:00 – 12:30 p.m.	Nicholas D. Bowman, presentation and workshop
12:30 – 1:00 p.m.	Reflection and Evaluation

CONNECT Conference Registration Three Rivers Foyer, 8:15- 8:45 a.m. Saturday**Business Meetings**

Interpersonal Communication
 Rhetoric & Public Address
 Applied Communication
 Media Ecology
 Interpretation & Performance Studies
 Communication Administration
 Kenneth Burke
 American Society/History of Rhetoric
 Communication Traits

Various rooms, 8-8:45 a.m. Saturday
 Conference Center A
 Carnegie 3
 Conference Center B
 Conference Center C
 Oliver
 Heinz
 Vandergrift
 Phipps
 Bob & Dolores Hope



9-10:15 a.m.

Undergraduate Poster Session 2 Frick, 9-10:15 a.m. Saturday
Followed by an ECA Coffee Café



SHORT COURSE
BUILDING BRIDGES DURING DIFFICULT DIALOGUES:
STRATEGIES FOR TEACHING AND MANAGING
CRUCIAL CONVERSATIONS

Oliver, 9-10:15 a.m. Saturday



Presenters: **Nicole Blau**, Ohio University Lancaster
Candice Thomas-Maddox, Ohio University Lancaster

Difficult conversations emerge in a variety of relationship contexts – between romantic partners or friends, colleagues at work, parents/children, teachers/students, physicians/patients, and more. This short course is designed to help participants recognize cues signaling the need for crucial conversation and to identify strategies for effectively managing these difficult dialogues. Additionally, participants will receive curricula tips for teaching about crucial conversations in a variety of communication classes. All participants will receive relevant research on crucial conversations, examples of case studies to work through said interactions, and sample worksheets and class activities that can be used when training others on crucial conversations.

BUILDING A BRIDGE TO HISTORY THROUGH Carnegie 3, 9-10:15 a.m. Saturday
A MUSEUM OF MEMORY: TO CATCH AND TO KEEP (PERFORMANCE PANEL)

Sponsor: Interpretation and Performance Studies
Chair: **Chip Rouse**, Stevenson University
Respondent: **Kathryn Hobson**, James Madison University

“To Catch and To Keep”
Shauna M. MacDonald, Villanova University

This top performance submission is a one-woman show of a performed collection of linguistic and material fragments assembled from several sets of stories. It is about keeping: about lighthouse keeping, about keeping lighthouses protected in the modern world, about what and who is (and isn't) kept in our collective and public memories, and the (academic and everyday life) process of keeping memories and histories for future generations to encounter.



**BUILDING A BRIDGE FOR OUR
FUTURE GENERATION OF LEADERS**

Sponsor: Communication Administration
Chair: **Mary Mino**, Pennsylvania State University, DuBois
Respondent: **Mary L. Kahl**, Penn State, Behrend

“Learning to Think as a Leader”
Mark Hickson III, University of Alabama at Birmingham

“Priming the Pipeline: Attracting the Next Generation of Corporate Communicators”
Tamara L. Gillis, Elizabethtown College
Yvette Sterbenk, Ithaca College

“The Bridge to Know(ing) Where: Leading Through Lens of Your Discipline”
Rick Olsen, University of North Carolina Wilmington

“Building bridges from Communication Departments to Senior Leadership Teams: How we can face the greatest challenges in higher education”
Kristen C. Eichhorn, State University of New York, Oswego

“Developing Women Leaders in the Academy Through Enhanced Communication Strategies”
Jayne Cabbage, Bowie State University

These papers will discuss the importance of strong leaders in communication administration.

**TECHNOLOGY IN THE CLASSROOM:
BUILDING BRIDGES OR CREATING SILOS?**

Three Rivers, 9-10:15 a.m. Saturday

Sponsor: Communication and Technology
Panelists: **Amanda Damiano**, Hofstra University
Noura Ahmad Hajjaj, SUNY New Paltz
Douglas Strahler, Slippery Rock University

Can technology become distracting and create a silo effect? In accordance with the 109th annual Eastern Communication Association Convention theme “Building Bridges,” we propose a faculty panel to share strategies for effectively utilizing technology in the classroom. Panelists will discuss the pedagogical challenges and opportunities that arise from incorporating technology into the classroom, sharing strategies for successful best practices and research involving technology integration.



TOP PAPERS IN INTERPERSONAL COMMUNICATION

Conference Center A, 9-10:15 a.m. Saturday

Sponsor: Interpersonal Communication
 Chair: **Meredith Marko Harrigan**, SUNY Geneseo
 Respondent: **Jenny Rosenberg**, SUNY Oswego

“Sex Matters: Exploring Affection Exchange Theory and Relational Qualities”

Sean M. Horan, Texas State University
Toni Morgan, University of Nebraska-Lincoln
Christy Bennett, Communication Professional
Tianna Cobb, University of Oklahoma
Melanie Booth-Butterfield, West Virginia University

“Equity and Relationship Maintenance in First Marriages and Remarriages”

Marianne Dainton, La Salle University

“Work-Family Conflict, Relational Turbulence, Conflict Tactics and Marital Satisfaction

Timothy R. Worley, Penn State University
Marina White, Murray State University

The panel features the top three competitive papers in interpersonal communication.

REVIEWS AND COMMENTS ON MEDIA ECOLOGY: AN APPROACH TO UNDERSTANDING THE HUMAN CONDITION

Conference Center B, 9-10:15 a.m. Saturday

Sponsor: Media Ecology Association
 Chair: **Thom Gencarelli**, Manhattan College
 Respondent: **Lance Strate**, Fordham University
 Participants: **Jeffrey Bogaczyk**, Duquesne University
Cheryl Casey, Champlain College
Susan Jasko, California University of Pennsylvania
Brenton Malin, University of Pittsburgh

The book recently published by Lance Strate, *Media Ecology: An Approach to Understanding the Human Condition*, represents a new synthesis and summary of the field, one that is intended to establish its philosophical underpinnings and address major concerns and criticisms directed at media ecology scholars such as Marshall McLuhan, Walter Ong, and Neil Postman. As an attempt to provide a clear understanding of media ecology that is also intended to move the field forward, the work represents a significant contribution to a communication-centered field, and therefore is of interest to communication scholars in general. The panelists will provide their reviews and comments on the book, followed by a response from the author.



EFFECTS OF SELECTED ONLINE MEDIA PLATFORMS

Phipps, 9-10:15 a.m. Saturday

Sponsor: Communication and Technology

“YikYak—Who Talks Back?: Testing the Bystander Effect in Anonymous Online Settings”

Stephanie Tikkanen, Ohio University

Melissa Weller, Ohio University

“Your Shirt Looks Great!’ Young Adults’ Preferred Modalities and Motivations for Telling White Lies to their Peers”

Elizabeth M. Jenkins, Ohio University

jw Smith, Ohio University

“Understanding the Functions of Tinder: The Bridge Between Tinder Stereotypes and Participants’ Use of the App”

Rhiannon B. Kallis, California University of Pennsylvania

“An Analysis of Commodity Messages from Women on YouTube”

Heather Riddell, George Mason University

TOP COMPETITIVE PAPERS IN RHETORIC & PUBLIC ADDRESS

Vandergrift, 9-10:15 a.m. Saturday

Sponsor: Rhetoric & Public Address

Chair: **Alfred Mueller**, Neumann University

Respondent: **Trevor Parry-Giles**, NCA/University of Maryland

“Citizen Cartography, North Korea, and the Visual Economy of Satellite Imagery”

Timothy Barney, University of Richmond *

“Laughing at Demokratia”

Matthew R. Meier, West Chester University

“Nannie Burroughs on African-American Political Power in the 1928 Presidential Election”

Michele Mason, University of Maryland

“Finding the Right Voice: Promoting and Sustaining Individual Branding on Food Blogs”

Alane Presswood, Hollins University

This panel features the top four competitive papers in the Rhetoric & Public Address Interest Group.

* Top Paper



TOP PAPERS IN THE KENNETH BURKE INTEREST GROUP

Conference Center C, 9-10:15 a.m. Saturday

Sponsor: Kenneth Burke
Chair: **Brian Gilchrist**, Mount St. Mary's University
Respondent: **Erik Garrett**, Duquesne University

"Legitimization of Online Misogyny in the Manosphere"
Kelly M. O'Donnell, University of North Carolina at Greensboro *

"The Morality Martyr Archetype"
Lisa Glebatis Perks, Merrimack College
Jacob S. Turner, Merrimack College
Heather Sciacca, Merrimack College
Meghan Sweeney, Merrimack College

"Attitude and The Imagined Agent: An Analysis of the Vilification of Sports Heroes"
Anna K. Turnage, Bloomsburg University

"Kill the Scapegoat, then Kill Them Again: A Burkean Discussion on Toxicity in Online Video Games"
Steven Zwier, Duquesne University

The Top Papers in the Kenneth Burke Interest Group recognize outstanding scholarship by building bridges across various areas of the communication discipline through the systematic thought of Kenneth Burke. Our authors replicate bridge building, what Burke called "pontification," by engaging topics such as online misogyny, martyr archetypes, the vilification of sports heroes, and online video games.

* Top paper

THE NEED FOR ROOTS: BUILDING GROUND IN A TECHNOLOGICAL SOCIETY

Ohio, 9-10:15 a.m. Saturday

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



"Cultivating Connections: Agrarian Metaphors for Technological Spaces"
Maryl McGinley, University of Pittsburgh at Johnstown

"Restlessness and the Discontents of the Digital Age"
Calvin L. Troup, Geneva College

"Weighting for Community: The Modern Gym as a Medium of Communication"
Justin Bonanno, Duquesne University

"Design and Development: Finding Ground in a Digital Ecology"
Joel S. Ward, Geneva College

Good habitats encourage growth. This is true of animal habitats as well as human ones. Good habitats provide the means of growth, the nutrient rich environment whereby animals and people can put down roots, build homes, and raise young. This collection of papers discusses the notion of roots to open conversation on new digital technologies and how they may not contain the fundamental elements humans need to become rooted in roles, relationships and communities.



**CONVERSATIONS BRIDGING
PEDAGOGIES, PRIVILEGE, AND PRAXIS:
NARRATIVES OF CHALLENGE AND RESILIENCY SURROUNDING ISSUES
OF DIVERSITY, EMBODIMENT, AND VOICE IN THE CLASSROOM**

Bob & Dolores Hope, 9-10:15 a.m. Saturday

Sponsor: Voices of Diversity
Chair: **Daniel S. Strasser**, Rowan University

“With The Body of White Supremacy”
Daniel S. Strasser, Rowan University

“Light Skinned Privilege in the HBCU Classroom”
Nicole Files-Thompson, Lincoln University

“Bad Hombre in the Classroom”
Andrew Spieldenner, California State University, San Marcos

“What Difference Does It Make?: Navigating the Privileged Halls of Academia as a Black, Queer, Female Professor”
Elizabeth Whittington Cooper, Morehouse College

“Teaching in the Trump Era: Challenging Disembodied Conversations in the Classroom within Higher Education”
Andy Kai-chun Chuang, LaGuardia Community College, City University of New York

“Narrating Connection”
Kathryn Hobson, James Madison University

This panel will look to mend the broken bridges of communication through positive pedagogical practices.



TOP COMPETITIVE PAPERS IN APPLIED COMMUNICATION

Allegheny, 9-10:15 a.m. Saturday

Sponsor: Applied Communication
Chair: **Alexander L. Lancaster**, Weber State University
Respondent: **Jennifer Owlett**, William Paterson University



“The Rethink Campaign to Reduce the Normalization of Prescription Stimulant Misuse on College Campuses: an Application of the Theory of Planned Behavior” *

Sara LaBelle, Chapman University
Hannah Ball, Chapman University
Keith Weber, Chapman University
Allison White, Chapman University
Alysia Hendry, Chapman University
Shaun Anderson, Loyola Marymount University
Students of SCC400, Chapman University

“Protégés Mentorship Satisfaction: The Effects of Assertiveness and Mentorship Type”

Emily Gumkowski, Canisius College
Rosanne L. Hartman, Canisius College

“Climate Change is Affecting Me?: The Power of Communicating Perceived Health Impacts of Climate Change”

Lindsey Beall, George Mason University

“Stuck in the Middle with You: Communication Networks Predict Employee Turnover”

Thomas Hugh Feeley, SUNY Buffalo

This panel features the top rated papers in the Applied Communication Interest Group. Topics include responses to the misuse of prescription drugs by college students, the protégé-mentor relationship, the health effects of climate change on individuals, and a meta-analysis of research on network centrality and employee turnover.

* Top paper

UNDERGRADUATE POSTER SESSION 2

Frick, 9-10:15 a.m. Saturday

Judges: **Tom Donlan**, Montgomery County Community College
Jason S. Wrench, SUNY New Paltz
Rachel Presley, Ohio University
Tracey Quigley Holden, University of Delaware



“Put the “Me” in Meme”

Katelyn Vega, Kutztown University
Sarah Clark, Kutztown University

“Male and Female #Bodygoals On Instagram”

Danielle Ford, Kutztown University
Danielle Laudeman, Kutztown University

“Life Role Reversals: A Narrative Criticism of Room”

Abbey McCann, University of Pittsburgh at Johnstown

**UNDERGRADUATE POSTER SESSION 2** (continued)

"Where No Woman Has Gone Before: Intersectionality in Star Trek: The Original Series"
Mercedes Thomas, West Chester University

"The Danger of Normalizing Race: What Donald Trump Tells Us About Racial Segregation in the United States"
Isabella Viola, Boston College

"Rhetoric of Guernica"
Thomas J. Monahan, SUNY Fredonia

"Hot off the presses: The portrayal of female advertising characters in popular women's magazines"
Allison Harnsberger, Robert Morris University

"Leadership Within Higher Education Administrators"
Kristen Shimko, Wheeling Jesuit University

"Bridging the Distance of a Global Issue: Recognizing the Humanity in the Refugee Through Levinas' Face-to-Face Communication Ethics"
Lindsey Laverty, Eastern University

"'Is the Mother Always the Best Fit?' Gender Bias in Child Custody Cases"
Amanda Weber, Canisius College

"The Silent Majority: A Study of Voter Perceptions in the 2016 elections as They Pertain to the Spiral of Silence"
James Saporito, University of Pittsburgh at Johnstown
Arron Werner, University of Pittsburgh at Johnstown

"Socio-economic Status in Relation to College Student's Selection of Major"
Emily Stewart, University of Pittsburgh at Johnstown

"The Social Media Skinny: A Content Analysis of Body Images on Four Social Networking Sites"
Amy Vaughan, Cleveland State University
Brooke Nedrich, Cleveland State University
Anna Kateri Zawilinski, Cleveland State University
Zachary Tokar, Cleveland State University

"Building Bridges Between Heteronormative Society and Gay Fathers"
Stephen Gordon, Eastern University

"Pentadic Visions of the Future in Star Trek and Star Wars: Mapping Discourse Where No One Has Gone Before"
Hannah Andrews, Eastern University


THE COMMUNICATIVE POWER OF MUSIC & DANCE Oakmont, 9-10:15 a.m. Saturday

Chair: **Georgia Bedford**, Slippery Rock University
 Respondent: **Matthew Petrunia**, Fashion Institute of Technology, SUNY



"The Grrl Power of KPop: A Study on Sexuality and Empowerment"
Antigone Thanasias, Manhattan College

"The Importance Of Sustainable Countercultures For A Creative City: The Case Of Dance Music And The Borough Of Brooklyn"
Célia Carballar, Manhattan College

"Critique of Elastic Heart"
Michaelyn Benson, SUNY Geneseo

"How Kendrick Lamar's "Alright" Became a Black Lives Matter Anthem"
Emily Counts, Abilene Christian University

EXPLORING FEMALE CHARACTERS (AND DRAGONS) IN LITERATURE Fox Chapel, 9-10:15 a.m. Saturday

Chair: **Robert Foschia**, St. Vincent University



"Women in Power: How Game of Thrones' Queens Build Bridges Across the Gender Divide"
Carolyn Noyes, Northeastern University

"Choose Daenerys! A Rhetorical Analysis of Daenerys Targaryen in Game of Thrones as an Intermediate Social Movement Leader"
Christina S. DeMoss, Penn State Schuylkill

"Hofstede's Cultural Dimensions In Martin's Game Of Thrones"
Kaya Roberts, Stevenson University

"An Evaluation of the Creation and Development of Female Characters in Literature"
Sophie Yeomans, SUNY Geneseo

COMMUNICATION IN, AND OF, SOCIAL MOVEMENTS Shadyside, 9-10:15 a.m. Saturday

Chair: **Nicholas Artman**, Slippery Rock University
 Respondent: **Jade Olson**, University of Maryland



"The Alt-Right Movement: A Microanalysis"
Sierra St. Pierre, Stonehill College

"Ashton Kutcher, Human Trafficking and Sociological Criticism"
Justine Olivia Simon, Grove City College

"The Dangers of Excessive Political Correctness in Online Social Movements"
Warren Rubio Jr., Kutztown University of Pennsylvania

"The Movement is Brotherhood: A Communication Ethics Analysis of Saint Francis of Assisi"
Ellen Salvatore, Mount Saint Mary's University



10:30-11:45 a.m.

ECA COFFEE CAFÉ

following the Undergraduate Poster Session

Frick, 10:30-11:45 a.m. Saturday

**CONVERSATIONS IN OUR COMMUNITY** Conference Cntr. A, 10:30-11:45 a.m. Saturday

Sponsor: First Vice President

Chair: **Kasey Clawson Hudak**, Penn State Lehigh ValleyRespondent: **Gary Gumpert**, Urban Communication FoundationPanelists: **Brian Burley**, Author + Curator of YNGBLKPGH**Melissa Wade**, VisitPITTSBURGH Senior Director of Communications**Steve Radick**, Brunner, Vice-President, Director of Public Relations**Reverend John Creasy**, Director, Garfield Community Farm

In a city with over 90 neighborhoods, Pittsburgh has many local residents who have become leaders within their own communities, and whose voices bridge their community's needs with that of city planners' progressive images of the city. This roundtable features some of Pittsburgh's civic leaders discussing their visions for the city's continued growth, and how their current projects in the public relations, marketing, tourism, and civic leadership arenas engage a vibrant Pittsburgh. A Q & A session with refreshments provided by the Urban Communication Foundation concludes the panel.

TEACHING IN PRISONS: STRUGGLES, SUCCESS, AND SUGGESTIONS Conference Center B, 10:30-11:45 a.m. Saturday

Sponsor: Instructional Communication

Chair: **David S. Heineman**, Bloomsburg University of PennsylvaniaRespondent: **Jennifer K. Wood**, Penn State New Kensington**Eric C. Miller**, Bloomsburg University of Pennsylvania**Deleasa Randall-Griffiths**, Ashland University**David S. Heineman**, Bloomsburg University of Pennsylvania**Razvan Sibii**, University of Massachusetts Amherst**Doreen M. S. Jowi**, Bloomsburg University of Pennsylvania**Luke Winslow**, San Diego State University**Denisha R. Biggers**, San Diego State University**Allison V. Doherty**, University of Georgia**Emily Beach**, San Diego State University**Bonnie Elene Deal**, San Diego State University

Yasaman Sadeghi, San Diego State University

The presenters on this panel present a wide range of faculty experiences and scholarly engagements regarding teaching in the prison system. Presentations will focus on strategies for creating meaningful pedagogical experiences in and against some particularly unique constraints and will highlight a number of relevant curricular strategies, institutional cultures, and classroom interactions that are meant to address the prison context.



ARGUMENTATIVENESS RESEARCH IN CONTEXT: BRIDGING THE GAP BETWEEN RESEARCH AND APPLICATION Carnegie 3, 10:30-11:45 a.m. Saturday

Sponsor: Communication Traits
Chair: **Rachel DiCioccio**, University of Rhode Island

“Building a Workplace Relational Bridge: Argumentativeness in the Applied Organizational Communication Context”
Corey J. Lieberman, Marymount Manhattan College

“Building a Personal Relational Bridge: Argumentativeness as Experienced in the Interpersonal Communication Context”
Lynda L. McCroskey, California State University, Long Beach

“A Tale from the Bridge: Practical Recommendations from 35 Years of Research on Argumentativeness”
Andrew S. Rancer, University of Akron

“Bridging Communication Gaps by Laying a Solid Theoretical Foundation: Early Evidence of Argumentativeness Scale Predictive Validity in the Doctoral Dissertation of Andrew S. Rancer”
Charles J. Wigley III, University of Nevada, Las Vegas

Each presenter will provide attendees with a meaningful handout that supports each author’s contention that argumentativeness research has played a key role in understanding communication in specific relational contexts. The focus is on the connection between argumentativeness theory, as reflected operationally in the Argumentativeness Scale, and salient relational outcomes that have been predicted by that measure.

CELEBRATION OF WORK: VIRGINIA P. RICHMOND Three Rivers, 10:30-11:45 a.m. Saturday

Chair: **Leeanne M. Bell McManus**, Stevenson University
Panelists: **Jason Teven**, California State University, Fullerton
Timothy Mottet, Colorado State University- Pueblo
Candice Thomas-Maddox, Ohio University Lancaster
Melissa Bekelja Wanzer, Canisius College
Kristen C. Eichhorn, SUNY Oswego
Ann Bainbridge Frymier, Miami University
Jason S. Wrench, SUNY New Paltz
Katherine S. Thweatt, SUNY Oswego



Virginia P. Richmond has been a communication educator, researcher, consultant, book author, and mentor for over four decades. Join us at this panel to celebrate her contributions to the Eastern Communication Association and to the communication discipline. You will hear stories from panelists who would like to pay tribute to her legacy and leadership.



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BUILDING PROFESSIONAL BRIDGES THROUGH THE ECA CLIENT EXPERIENCE

Vandergrift, 10:30-11:45 a.m. Saturday



Sponsor: First Vice President
 Chair: **Stephanie Verni**
 Panelists: Student members of The Mill, Stevenson University:
Adrienne Civetti, Stevenson University
Grace Clark, Stevenson University
Courtney Hottle, Stevenson University
Meghan Loveless, Stevenson University
Matt Patti, Stevenson University
Kamica Price, Stevenson University
Kaya Roberts, Stevenson University
Ben Wanaselja, Stevenson University

Students from The Mill, a student-run, multi-service integrated marketing firm at Stevenson University, discuss their experiences working with ECA as a client as they contributed to planning the 2018 ECA conference.

THE LEGACY OF TREVOR MELIA: BRIDGES TO THE PAST

Conference Center B, 10:30-11:45 a.m. Saturday



Sponsor: Kenneth Burke/First Vice President
 Chair: **Jean Costanza Miller**, George Washington University
 Panelists: **Star A. Muir**, George Mason University
Richard Thames, Duquesne University
Richard E. Vatz, Towson University

During Trevor Melia's long career at the University of Pittsburgh, he profoundly influenced studies of the rhetoric of science and introduced the work of Kenneth Burke to thousands of students. As a master teacher, his influence continues through the scholarship and teaching of his students who have further advanced rhetorical and Kenneth Burke studies. Three of his students share their insights into what made Melia a superb scholar, teacher, and mentor whose legacy continues.

ECA RESEARCH FELLOWS DISCUSS VIEWS ON RESEARCH AND HOW TO EVALUATE IT

Bob & Dolores Hope, 10:30-11:45 a.m. Saturday

Sponsor: ECA Research Fellows
 Panelists: **Ronald C. Arnett**, Duquesne University
Ann Bainbridge Frymier, Miami University
Trevor Parry-Giles, NCA/University of Maryland

This panel explores two of the basic questions in all research: (1) What is research and (2) How do we evaluate it. The panelists will provide answers from their particular areas of research interest, some of which overlap and others which focus on a particular research methodology. The outcome will be a discussion of both the academic and professional value of communication research.

**MEDIA ECOLOGY AND COMMUNICATION ETHICS: A DIALOGUE**

Allegheny, 10:30-11:45 a.m. Saturday



Sponsor: Media Ecology Association
 Chair and respondent: **Erik Garrett**, Duquesne University

"The History and Ethics of Media Ecology and Rhetoric of Technology"
Matthew P. Mancino, Duquesne University

"Don't @ Me: Communication Ethics in the Twitterverse"
Kati Sudnick, Duquesne University

"Neil Postman as Media Ecology's Bridge to Communication Ethics"
Ryan McCullough, West Liberty University

"The Materiality and Performativity of Communication Ethics: Reclaiming the Life-Binding Media of Institutions"
Austin Hestdalen, Duquesne University

"The Rhetoric of Modernism: Re-examining 20th Century Public Housing"
Sarah Jayne Constant, University of Pittsburgh

To what extent might the fields of communication ethics and media ecology inform and elaborate upon each other? While questions of ethics in the field of media ecology are not necessarily new, contributions to media ecology from the distinct perspective of communication ethics has yet to be fully parsed out. Likewise, while communication ethics is concerned with ethical practice of communication in human social relations, the mediating forms which bind these relations find further elaboration in the scholarship of media ecologists. The necessity for this dialogue is exemplified in the papers included in this panel.

BRIDGING INTERPERSONAL COMMUNICATION AND INSTITUTIONAL GOALS

Phipps, 10:30-11:45 a.m. Saturday

Sponsor: Interpersonal Communication
 Chair: **Alexander Stevens**, West Virginia University
 Panelists: **Jenny Rosenberg**, SUNY Oswego
Angela G. La Valley, Bloomsburg University of Pennsylvania
Angela M. Hosek, Ohio University
Meredith Marko Harrigan, SUNY Geneseo

This panel will feature a variety of scholars who have used their knowledge of interpersonal communication to enhance institution-level initiatives. Each participant will overview the institutional initiative and discuss the role interpersonal communication has played in progressing the campus toward its goal. Together, participants will highlight the practical value of interpersonal communication for colleges and universities.

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READING PITTSBURGH PLACES: FROM THE SACRED TO THE SECULAR

Oliver, 10:30-11:45 a.m. Saturday

Sponsor: Rhetoric & Public Address
Chair: **Theodore F. Sheckels**, Randolph-Macon College

"A Confluence of Cultures: An Ideological Analysis of Two Indian Hindu Temples in the Pittsburgh Area"
Rekha Sharma, Kent State University

"Secular Cathedrals"
Carl T. Hyden, Morgan State University

"From Pittsburgh's 'Joy of Life' to Pittsburgh's 'Man': Italian Rhetorical Visions of Building Bridges to Promote Unity and Human Potential"
Richard Italo Falvo, El Paso Community College -Valle Verde Campus

"Rural Roots Go Urban Chic: Pittsburgh's (Cat) Colony Café and the Ethos of Feline Fervor"
Mary L. Kahl, Penn State, Behrend

Rhetorical scholarship has paid increasing attention to not just memory sites but places in general. As texts, they can be read through various perspectives and found to have effects that are comparably various, ranging from the sacred to the secular. The presentations focus on Pittsburgh's riches: Hindu temples, the towering Cathedral of Learning, the shining PPG corporate complex, a renaissance-inspired façade at Pitt's Graduate School of Public Health, a modernistic East Liberty landmark on Penn Circle, sculptures adorning two bridges, and a curious Strip District café.

BUILDING BRIDGES BETWEEN STUDENT ENGAGEMENT IN CRITICAL RESEARCH AND COMMUNITY-ORIENTED SOCIAL JUSTICE

Heinz, 10:30-11:45 a.m. Saturday

Sponsor: Voices of Diversity
Chair: **Nancy Bressler**, Wheeling Jesuit University
Respondent: **Jack Banks**, University of Hartford

"An Exploration in Success and Failure: Using Autoethnography as Critical Method in the Classroom"
Kathryn Hobson, James Madison University

"'We Should All Be...': Introducing Social Justice in the Classroom"
Rachel Guldin, University of Oregon

"Utilizing the Benefits of Critical Ethnography to Explore Social Justice"
Nancy Bressler, Wheeling Jesuit University

"Building Bridges through Critical Autoethnography"
David C. Oh, Ramapo College of New Jersey

This panel explores critical theories and pedagogical advances that engage students in critical research.



**USING NEW MEDIA
TO TEACH COMMUNICATION THEORY**

Ohio, 10:30-11:45 p.m. Saturday

Sponsor: Instructional Communication
Chair: **Guy Wade**, Wayne State University
Presenters: **Shawn C. Starcher**, Kent State University
Jane Petrillo, University of Vermont
Heather M. Stassen, Cazenovia College
Virginia Horan, Suffolk County Community College



The presenters on this discussion panel will describe several ways in which communication educators can successfully integrate new media into their classroom to teach “old” communication theories. Specifically, panelists will provide examples of assignments that use new media contexts, including podcasts, LinkedIn, Pinterest, Facebook, and Instagram to teach students about communication theories, including those related to mass communication, interpersonal communication, visual design, and persuasion.

COMMUNICATION AND RELATIONSHIPS

Oakmont, 10:30-11:45 a.m. Saturday

Chair: **Daniel H. Mansson**, Pennsylvania State University, Hazleton

“Initiating Romantic Relationships in College Is the Worst’:
Secrets of Decision-Making in Intimate Relationships of Emerging Adults”
Anni-Ming Larson, SUNY Geneseo
Mary Monsees, SUNY Geneseo



“Challenges, Opportunities and Relational Maintenance of Intercultural Romantic Relationships”
Kayla Murphy, SUNY Oswego

“Study Abroad: A Bridge for the Transformation of U.S. American college students’ National and Linguistic Identities”
Laura Pauls-Thomas, Eastern University

“Student Perception on Instructor Self-Disclosure Appropriateness”
Jordan Oatman, SUNY Oswego

**POLITICS IN A NEW WORLD:
SOCIAL MEDIA, MEMES, AND REGULATION**

Fox Chapel, 10:30-11:45 a.m. Saturday

Chair: **Mary E. King**, Bloomsburg University

“Amazing Grace: A Generic Criticism of Barack Obama’s Eulogy to Clementa Pinckney”
Colleen Zewe, Saint Mary’s College



“Building Bridges, Building Connections: The Social Construction of “Joe Biden Memes” After A Chaotic 2016 Election Cycle”
Brenna Baker, Penn State Schuylkill

“Decoding Internet Memes Through Semiotic Analysis”
Victoria Ross, Manhattan College

“Campaign Finance Regulation: Killing or Saving Our Republic?”
Kelsey Ingold, Geneva College

SATURDAY



THE DEVELOPMENT OF FRIENDSHIP IN FICTION AND REALITY

Shadyside, 10:30-11:45 a.m. Saturday

Chair: **Mary Mino**, Pennsylvania State University, DuBois
Respondent: **Kelly Rocca DelGaizo**, St. John's University



"Choosing to Reveal/Conceal Private Information: An Exploration of the Initiation and Maintenance of Friendships"

Erin Shaginaw, SUNY Geneseo
Michelle Soria, SUNY Geneseo

"College Students' Perceptions of Interracial Relationships and Comfort of Disclosure to Friends and Family"

Jennifer M. Galer, Bloomsburg University
Cally Lenig, Bloomsburg University
Katie Haslund, Bloomsburg University

"Bridging Cross-Sex Friendships in the Workplace: A Study of Derek Morgan and Penelope Garcia's Friendship on Criminal Minds"

Alessandra Zucchi, Northeastern University

"Face-to-Face Versus Computer-Mediated Communication: Bridging Closeness Between Friends?"

Alissa Allman, Ohio University Lancaster
Joshua Oliveiri, Ohio University Lancaster
Julie Welsh, Ohio University Lancaster
Cloesse McClandlish, Ohio University Lancaster

12- 2 p.m.

Past Officers Luncheon

Lawrence Welk, 12-2 p.m. Saturday

12-1:15 p.m.

Planning Meeting 2

Phipps, 12-1:15 p.m. Saturday

Chair: **Katherine S. Thweatt**, SUNY Oswego
Participants: Rhode Island Planning Team
2019 Interest Group Chairs

Early Look: Graduate School Fair

Sternwheeler, 12-1:15 p.m. Saturday

Undergraduates can get a head start investigating the Graduate School Fair, which will be held during the luncheon.

**SHORT COURSE**

Oliver, 12-1:15 p.m. Saturday

**COMMUNICATIVE ASCENT:
LISTENING MORE, FEARING LESS, FIGHTING BETTER**


Presenters: **Jill Leontiadis**, Duquesne University
Alexandra Reznik, Duquesne University/Chatham University

In this short course, the presenters approach the question, "How can we uphold civility while disagreeing?" with an interdisciplinary approach. One of this conference's centralizing questions, "How do we communicate and engage others when the bridges are broken?" implies the reality of the polemic and dichotomous nature of our society. This short course explores what we can do as scholars across disciplines to fix these broken bridges of severed dialogues by disarming hatred and boldly addressing what we believe to be true in the face of retribution. This short course creates opportunities for new connections and for building new bridges by exploring paradigms for fighting better through thoughtful communication.

**BUILDING & BURNING ONLINE BRIDGES:
A SURVEY OF THE FUNCTION & MEANING
OF MEMES IN SOCIAL MEDIA DISCOURSE**

Vandergrift, 12-1:15 p.m. Saturday

Sponsor: Media Communication
Chair: **Jessica Harvey**, Saint Vincent College
Respondent: **Alvin Primack**, University of Pittsburgh

"Virtual Cosmopolitanism in Twitter Memes of London Terrorist Attack"
Regina Ogechi Alabere, Texas State University

"#GunControl: An analysis of hashtags used by political advocacy groups on Twitter"
Tiernan J. Cahill, Boston University

"Surviving #Shirtstorm: A Contextual Analysis of Memes and Reactions in a Gendered Online Controversy"
Deborah J. Danuser, University of Pittsburgh

"#StandForOurAnthem: A Rhetorical Analysis of the NFL Protest and Denial of Subjectivity"
Kelly M. O'Donnell, University of North Carolina at Greensboro

"Demystifying Meme Magic: Understanding the Rhetoric of the 'Alt-Right'"
Joshua Scalzetti, UNC Chapel Hill

On social media platforms such as Twitter and Facebook, memes are created and circulated to express an opinion or stance in politics, controversies and disasters (such as a terrorist attack or hurricane). This paper session brings together scholars from throughout the region to survey the roles that Internet memes can play in social media discourse and explore their rhetorical impact.



**STUDENT ORGANIZATIONS:
BUILDING BRIDGES ACROSS CAMPUS**

Bob & Dolores Hope, 12-1:15 p.m. Saturday

- Sponsor: First Vice President
- Chair: **Caitlyn Reinauer**, NCA Lambda Pi Eta representative
- Presenter: **Breanna L. Forgione**, University of Scranton
- Courtney Hottle**, Stevenson University
- Olivia Nilsson**, University of North Carolina Wilmington
- Stephanie Spencer**, University of North Carolina Wilmington
- Taylor Carson**, Slippery Rock University
- Ciara Melissa Montalla**, Fordham University
- Brianna Miller**, Fordham University
- Cate Carrejo**, Fordham University
- Katherine Rogers**, Duquesne University
- Elizabeth Inglisa**, Duquesne University



This panel brings together various students, clubs, organizations, and communication honor societies including Lambda Pi Eta in order to share their university experiences.

**BRIDGING THE CREDIBILITY GAP:
FOSTERING CRITICAL THINKING, MEDIA LITERACY,
AND HEALTHY SKEPTICISM OF "FAKE NEWS"**

Allegheny, 12-1:15 p.m. Saturday

- Sponsor: Political Communication
- Chair: **Rekha Sharma**, Kent State University



"Reasonable doubt: Assessing the potential veracity and value of conspiracy theories, fake news, and other often-discredited discourse"
Rekha Sharma, Kent State University

"Crooked Hillary and Lying Ted: Feeling the Bern of 'fake' political polls"
Audrey E. Wagstaff, Wilmington College

"Does fake news signal the death of democracy? Campaigns, consequences, and culpability"
Jason Turcotte, California State Polytechnic University, Pomona

"From accurate to inflammatory: Partisan media coverage of the president"
Paul Haridakis, Kent State University
Zachary Humphries, Kent State University

"Fake news: Origins, effects, and solutions"
James D. Ponder, Kent State University

"Is it real or fake or somewhere in between? Reconceptualizing the real vs. fake news dichotomy as a continuum"
Chance York, Kent State University

To exemplify this year's theme of "Building Bridges," this panel will explore the notion of "fake news" as a means for connecting several types of mediated content and political viewpoints. Presenters will address a range of media content often classified as "fake news," including conspiracy theories, news coverage, partisan commentary, fictitious posts, and poll numbers, highlighting the essential value of media literacy for fostering civil discourse, accurate decision-making, and ethical communication.



**BRIDGING THE GAP FOR
THE WORKING POOR: PROJECTS
AND PRESENTATION PARTICIPANTS**

Conference Center B, 12-1:15 p.m. Saturday

*** Spotlight Panel**

Sponsor: Interpretation and Performance Studies and Voices of Diversity
Chair: **Jenny Warren**, Collin College
Respondent: **Shauna M. MacDonald**, Villanova University

"The Working Poor: On Not Getting by in America" A Performance
Celeste Lacroix, College of Charleston
Michelle Wilcox, Chief Operating Officer, Crossroads Rhode Island
Carole Bennett, Oakland Community College

"Designing and developing partnerships that help individuals better serve the homeless"
Amy Johnson, Eastern Michigan University.

"Creating scholarship assistance for students in need"
Carole Bennett, Oakland Community College

"The 5 Ws of Fitting in the Frame: Connecting needs and resources through awareness, empathy, courage and communication"
Jenny Rogers, Eastern Michigan University

This panel examines the challenges faced by the often-overlooked populations of working poor and homeless individuals. Through discussion about student and faculty projects, and a 20-minute performance, this panel explores how the voices of poverty are portrayed, and how participants at various institutions are attempting to address the need of students 'on the margins.'

**NEW APPROACHES TO
INSTRUCTIONAL COMMUNICATION RESEARCH**

Conference Center A, 12-1:15 p.m. Saturday

Sponsor: Instructional Communication
Chair: **James P. Baker**, West Virginia University
Respondent: **Sean M. Horan**, Texas State University

"Nonverbal Immediacy Usage and Subsequent Omani Student Ratings of Instructional Effectiveness"
Chas D. Koermer, West Virginia University
Lynda L. McCroskey, California State University, Long Beach

"Integrating Game-Based Learning into the Classroom: Clarity, Framing, and Cognitive Orientation"
Joe A. Wasserman, West Virginia University
Scott A. Myers, West Virginia University

"How Much Does Age Really Matter: Online Communication and the Digital Divide"
Monica A. Riordan, Chatham University
Roger J. Kreuz, University of Memphis
Alyssa N. Blair, University of Illinois at Chicago

This panel features three competitively selected papers submitted to the Instructional Communication Interest Group. These three papers focus on new areas of research, including the role of culture, technology, and game-based learning.



IMPLICATIONS OF MINDFULNESS BASED RESEARCH FOR PHILOSOPHY OF COMMUNICATION: COMMUNITY, CONNECTION, ALTERITY, AND INTERCULTURAL SENSITIVITY

Heinz, 12-1:15 p.m. Saturday

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

"Mindfulness and Alterity: Practicing Invitational Rhetoric"
Annette M. Holba, Plymouth State University

"Enchantment, Continuity, and Empathetic Reading Practices"
Karolyn Kinane, Plymouth State University

"Mindfulness in High Impact Learning Practices"
Jessica Dutille, Plymouth State University

"Mindfulness Beyond Self-Help: Implications for a Culturally Grounded Philosophy of Communication"
Inci Ozum Ucok-Sayrak, Duquesne University

Grounding discussions of mindfulness in Philosophy of Communication reveals its significance to the human communicative condition. Panelists explore mindfulness through diverse perspectives; an invitational rhetoric in meeting alterity, rooted in the original cultural texts enriching our understanding beyond self-help, and in connection with contemplative pedagogical approaches, that open awareness and bring attention to being-in-the-world-with-others. Seeing the possibilities of becoming, knowing, and relating with others, our responsibilities and cultural sensitivities are illuminated in our everyday practices.

PUBLIC MEMORY IN FILM

Ohio, 12-1:15 p.m. Saturday

Sponsor: Rhetoric & Public Address
Chair: **Taylor Katz**, Abilene Christian University



"Star Wars Merchandising and Collective Consciousness"
Jonathon Lundy, Drexel University

"Historical Revision and Recognition of African Americans in Media"
Kathleen German, Miami University

"The Role of Egyptian Movies in Framing the October Victory in the Egyptian Public Memory"
Aliaa Dawoud, American University in Cairo

"Public Memory of Alcatraz in Film"
Cassandra L. Secrease, University of Dayton

This panel examines public memory as it relates to a variety of film artifacts in diverse contexts. War films contain socially significant representations of public memories regarding race. Other times war films are used to declare victory, even after an indecisive conflict. Popular culture films like X-Men III and The Book of Eli can shape the memory of iconic locations such as Alcatraz, while films in the Star Wars franchise are uniquely memorialized through merchandising.



EMERGING TRENDS AND INNOVATIVE EXPERIMENTATION IN NONVERBAL COMMUNICATION

Conference Center C, 12-1:15 p.m. Saturday

Sponsor: Nonverbal Communication
Chair/Respondent: **Zachary M. Carr**, University at Buffalo, SUNY

“Silence the Woman: An autoethnonarrative of Baptist building or burning bridges”
Robin Smith Mathis, Mercer University

“Strike a Pose: A Meta-Analysis on the Effects of Power Posing on Feelings of Power”
Kelsey Gage, University at Buffalo, SUNY

“A Qualitative of the Impact of Nonverbal Communication in the Business-Professional Interview Environment”
Sarah Dollendorf, Canisius College
Melissa Bekelja Wanzer, Canisius College
Robin Brouer, Canisius College

“Do You Have a “Bitch Face?” Facial Features and Perceived Intimidation”
Zena Toh, University at Buffalo, SUNY

“Touch Revisited: Observations and Methodological Recommendations”
Julie Dutton, University of Alabama at Birmingham
Ashleigh Johnson, University of Alabama at Birmingham
Mark Hickson III, University of Alabama at Birmingham

The competitively selected papers on this panel highlight the vast diversity and eclectic nature of the field of nonverbal communication. The selected papers will discuss exciting and innovat- ing experimentations taking place currently in the vast field of nonverbal communication.

CORPORATE IDENTITY, IMAGE, REPUTATION, AND ADVERTISING

Oakmont, 12-1:15 p.m. Saturday

Chair: **Abbe Depretis**, Temple University
Respondent: **Doreen M. S. Jowi**, Bloomsburg University



“The Whiter, the Better—or Is It? An Analysis of Teeth Whitening Advertisements and their Effect on Society”
Callista Fiegl, State University of New York at Geneseo

“The Effectiveness of Coca-Cola’s Advertising”
Leah Baughman, Wheeling Jesuit University

“Corporate Hypocrisy: An Assessment of Inconsistent Corporate Communications Across Loyalty and Domain”
Kaelyn DiGiamarino, The College of New Jersey

SATURDAY



AT THE MOVIES: UNDERSTANDING COMMUNICATION IN FILMS

Shadyside, 12-1:15 p.m. Saturday

Chair/Respondent: Georgia Bedford, Slippery Rock University



"Harry Potter and the Weapon of Mass Deception: The Media"
Alexandra Young, Boston College

"You Can't Get Out of Your Whiteness: Exploring the Invisibility of Whiteness through the 2017 Jordan Peele Film"
Meghan Forsyth, Ramapo College of New Jersey

" 'All For One': Privilege and the 'mythical norm' in Disney's High School Musical 2"
Megan Hess, Messiah College

"True Love is 'As You Wish': An Ironic Fantasy Theme Analysis of The Princess Bride"
Jared Maier, Eastern University

LOVE ME, LOVE MY INSTAGRAM POSTS

Fox Chapel, 12-1:15 p.m. Saturday

Chair: **Robert J. Sidelinger**, Oakland University

Respondent: **Christopher Bondi**, Duquesne University



"Instagram Happiness: PDA and Relationships"
Brianna Burkert, Ramapo College of New Jersey

"DOUBLE TAP: Evidence of Genderlect in Instagram Post Performance"
Miriam Thurber, Messiah College

"Decoding Instagram aesthetics: What message does your food post communicate to society?"
Devyn Voorheis, McDaniel College

"Female Sexual Subjectivity on Instagram: An Examination of Two Sex Educators' Posts"
Charlie (Elizabeth) Tumbleson, Kutztown University

1:30-2:45 p.m.

Undergraduate Scholars Conference Luncheon

Sternwheeler, 1:30-2:45 p.m. Saturday

All USC members are invited to attend and meet with representatives from various graduate programs.





**COMPETITIVE PAPERS: BUILDING
BRIDGES IN THEORY AND METHODOLOGY**

Conference Center A, 1:30-2:45 p.m. Saturday

Sponsor: Theory and Methodology
Chair: **Craig T. Maier**, Duquesne University

"A Verbal Self-Monitoring and Repair Model of Vocal Dysfluency During Speech Performance"
Chris R. Sawyer, Texas Christian University
Karley A. Goen, Tarleton State University
Delwin E. Richey, Tarleton State University

"Conceptualization of Ethnic Communication Theory"
Uchenna Onuzulike, Bowie State University

"Breaking from Tradition: Reframing the Constitutive Metamodel with Emphasis on Communication Conceptions to Build Stronger Interdisciplinary Bridges"
John Christian Feaster, Rowan University

"Building a Bridge from Media Theory to Instructional Research: Applying Uses and Gratifications to Interactive Course Materials"
Rebecca Curnalia, Youngstown State University *
Amber Ferris, University of Akron Wayne College *

"Multifaith Narrative and Virtue Ethics"
Joshua Friedberg, Duquesne University

With papers spanning communication performance, communication pedagogy, culture, and ethics, this panel demonstrates the diversity of scholarship in theory and methodology. This panel also includes the Top Paper in Theory and Methodology.

*Top paper

KENNETH BURKE'S PITTSBURGH: THEN AND NOW

Heinz, 1:30-2:45 p.m. Saturday

Sponsor: Kenneth Burke
Chair: **Matthew P. Mancino**, Duquesne University
Panelists: **Erik Garrett**, Duquesne University
James Klumpp, University of Maryland
Elvera Berry, Roberts Wesleyan College
Jean Costanza Miller, The George Washington University

Kenneth Burke was born in Pittsburgh in 1897. This panel examines Burke's earliest defining context and imagines implications of a Burkean "attitude toward [our] history." By exploring Burke and Pittsburgh then (and now), we can understand how Burke's intellectual and interpersonal circles shaped his work and how his work continues to shape our understandings of social and geographical place. Panelists will present their research and perspectives as a catalyst for conversation with the audience.



QUALITATIVE RESEARCH IN INSTRUCTIONAL COMMUNICATION

Carnegie 3, 1:30-2:45 p.m. Saturday

Sponsor: Instructional Communication
 Chair: **Jordan Atkinson**, Missouri Western State University
 Respondent: **Kerry Byrnes-Loinette**, Collin College

“Efficacy of Cell Phones within Instructional Design: A Professor’s Perspective”

Sharon L. Storch, Indiana University of Pennsylvania

Anna V. Ortiz Juarez-Paz, Indiana University of Pennsylvania

“One of the Best Decisions I’ve Made: A Pilot Study of the Value of Undergraduate Honors Thesis Research in the Communication Discipline”

Celeste C. Wells, Boston College

Emmeline Albright, Boston College

“The Skills Gap Discourse in Academic: A Meta-Analysis of the Convention through Research Database Articles”

Kirk M. Winans, Rensselaer Polytechnic Institute

Kelly Norris Martin, Rochester Institute of Technology

Anne E. Leak, Rochester Institute of Technology

Anita Raghuraman, Rochester Institute of Technology

Benjamin M. Zwickl, Rochester Institute of Technology

This panel features three competitively selected papers submitted to the Instructional Communication Interest Group. The three papers are excellent examples of qualitative research approaches in instructional communication—a field that traditionally has been dominated by quantitative scholarship.

MARKETING RESPONSIBLY: CORPORATE MEDIA USAGE IN THE DIGITAL AGE

Conference Center B, 1:30-2:45 p.m. Saturday

Sponsor: Media Communication
 Chair: **Stephanie Verni**, Stevenson University
 Respondent: **Zachary Humphries**, Kent State University

“Greening the Consumer: A Visual Analysis of Skin Care Products”

Michelle I. Seelig, University of Miami

“Sampling the Media Ecology of Environmental Coalitions @ Standing Rock”

Lucy Burghardt, UNC Chapel Hill

Jessica Rich, Merrimack College

“Branding Budweiser: An Analysis of the Branding Strategies of Beer Companies to Promote Responsibility”

Lauren Bayer, Duquesne University

Zeynep Tanes, Duquesne University

The competitively selected papers on this panel deal with the way products and ideals are marketed in the current digital and physical landscape. Whether it is responsible marketing practices for alcoholic beverages or environmentally friendly approaches to selling beauty products and pro-environmental ideals the topics discussed on this panel hold important implications on consumers who interact with them.



NEGOTIATING THE COMPLEXITY OF POLITICAL INFORMATION

Conference Center C, 1:30-2:45 p.m. Saturday

Sponsor: Political Communication
 Chair: **Kim Hannah-Prater**, University of Maryland
 Respondent: **Tracey Quigley Holden**, University of Delaware

“‘The Donald’ Trumps the Twitter-sphere: Masterful Management of His Pre- and Post-Inauguration Content”

Darrell L. Roe, Eastern New Mexico University

“Setting the ‘Fake News’ Agenda: Trump’s Use of Twitter”

Rod Carveth, Morgan State University

“‘Facebooking’ Our Political Legacy: The Relationship Between Political Disclosure on Social Media and Conflict Management Style”

Nicole Blau, Ohio University Lancaster

Melissa Weller, Ohio University

“Examining Political Information Efficacy and its Correlates in the 2016 Presidential Race”

Kristina M. Contreras, Radford University

Scott W. Dunn, Radford University

This panel features competitively selected papers focusing on information flow in politics. Looking at the use of tools, such as Facebook and Twitter, as well as the processing of political information, scholars explore topics such as the social media management, agenda setting, and efficacy.

CROSS-CULTURAL EXPERIENCES IN COMMUNICATION AND TECHNOLOGY

Vandergrift, 1:30-2:45 p.m. Saturday

Sponsor: Communication and Technology
 Chair: **Christopher Bondi**, Duquesne University

“Actor-Networking the Twitter Censorship in Turkey”

Alptug Okten, Rutgers, The State University of New Jersey

“The Online Cultural Communication of International Students in the U.S.”

Xinyi Yan, Ohio University

Stephanie Tikkanen, Ohio University

“Tracing Gendered Practices in Social Media Use among Syrian Refugee Youth in Ottawa, Canada”

Rukhsana Ahmed, University of Ottawa

Luisa Veronis, University of Ottawa

“ ‘Geschlossen’, but not protected: Locks and shields as culturally variable indicators of smartphone data privacy”

Nicholas D. Bowman, West Virginia University

Leyla Dogruel, Universität Mainz

Johannes Gutenberg, Universität Mainz

Sven Joeckel, University of Erfurt, Germany



G.I.F.T.S.:
GREAT IDEAS FOR TEACHING SPEECH III

Bob & Dolores Hope, 1:30-2:45 p.m. Saturday

Sponsor: Community College
Chair: **Michelle Simpson**, College of Southern Maryland

"Teaching Presentation Structure by Describing Art"
Liza Burns, Landmark College

"Relationship Maintenance: You Give the Advice!"
Kristin Timm, George Mason University

"The Value of Communication Revealed through Interviews"
Dana Borzea, West Virginia University
James P. Baker, West Virginia University

"Reflecting on Engagement and Consumption of Sport"
Zac D. Johnson, California State University, Fullerton

"How Might I Socialize Them?: Teaching Students to Practically Apply Organizational Socialization Concepts in the Hiring Process"
Julia K. Weiss, West Virginia University

"'The One with Phoebe's Husband': Relational Dialectics among Friends"
Angela G. La Valley, Bloomsburg University of Pennsylvania

"Framing News Stories in the Digital World: The Online Newspaper Comparison"
Andrea M. Smith, California State University, Los Angeles

"The Daily Quiz"
Delia B. Conti, Penn State Fayette

"Mirror, Mirror"
Rebecca M. Townsend, University of Hartford

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**STEREOTYPES, PREJUDICE, AND IDENTITY GAPS
IN INTERPERSONAL RELATIONSHIPS**

Phipps, 1:30-2:45 p.m. Saturday

Sponsor: Interpersonal Communication
Chair: **James P. Baker**, West Virginia University
Respondent: **Mary E. King**, Bloomsburg University of Pennsylvania

“Introducing Identity Gaps to Explain Relational and Communication Satisfaction as They Relate to Jealously in Polyamorous Relationships”
Valerie Rubinsky, Ohio University

“Identity Gaps and Perceived Racial Prejudice in the Grandparent-Grandchild Relationship”
Matthew J. Thomas, West Virginia University
Christine E. Rittenour, West Virginia University
Matthew M. Martin, West Virginia University
Scott A. Myers, West Virginia University

“Stereotypes of Estranged Adult Children”
Christine E. Rittenour, West Virginia University
Stephen M. Kromka, West Virginia University
Sara Pitts, West Virginia University
Margaret A. Thorwart, West Virginia University
Janelle Vickers, West Virginia University
Kaitlyn V. Whyte, West Virginia University

“Poor, Backwards, and Inbred: Stereotypes of Appalachians”
Christine E. Rittenour, West Virginia University
James P. Baker, West Virginia University
Katherine B. Burgess, West Virginia University
Kathryn E. Shields, West Virginia University
Lawrencia B. Okai, West Virginia University

Framed by an intergroup perspective, social identity theory, and/or communication theory of identity, the competitively selected papers on this panel focus on the impact stereotypes, prejudice, and social discourse have on perception and interpersonal relationships.

**GRADUATE POSTER SESSION 2**

Frick, 1:30-2:45 p.m. Saturday

Chairs: **David C. Oh**, Ramapo College of New Jersey
Nicole Files-Thompson, Lincoln University

"Pedantic visions of the future in Star Trek and Star Wars: Mapping discourse where no one has gone before"

Hannah Andrews, Eastern University

"Hitler is our coping mechanism: The danger of understanding Donald Trump through the Hitler metaphor in visual political rhetoric"

Morgan Everman, West Chester University

"The authoritarian announcement: How ideographic <competition> supports elites at the expense of the 'other'"

Andrew Hiles, West Chester University

"An autoethnography: Expectancy violations theory's influence on people's response to grief and how to improve grief communication"

Kelley Anne Stuetz, West Chester University

"Growing up coy: Objectification, Burke's Dramatic Pentad, and a lawsuit on behalf of a transgendered child"

Karli Jayne Miller, West Chester University

"Crappily ever after: Deception, self-disclosure, and satisfaction in online dating"

J.J. De La Cruz, Texas Tech University

"An exploration of (un)civil discourse in nonreligious Facebook groups"

Alex Huebner, Florida State University

"#Thebodyisnotanapology: An intergroup communication analysis of the shift from body policing to body positivity"

Katrina Webber, University of Connecticut

"Circumventing regulations with viral marketing: Analysis of the use of social media to spread advertising messages containing taboo content internationally"

Matthew Struss, Indiana University of Pennsylvania

"More than skin deep: Women's emotional labor in the cosmetology industry"

Cody Clemens, Bowling Green State University

Shanna Gilkeson, Bowling Green State University

Alane Sanders, Marietta College

"The Impostor Phenomenon: A Message Reception Theory"

DJ (Darryn) McCauley, University of Delaware

**COMPETITIVE PAPERS IN HEALTH RHETORIC,
PUBLIC MEMORY, AND RHETORICAL THEORY**

Oliver, 1:30-2:45 p.m. Saturday

Sponsor: Rhetoric & Public Address
 Chair: **Alane Presswood**, Hollins University
 Respondent: **Matthew R. Meier**, West Chester University

"The Jefferson Memorial as Visual Public Memory: Using Jefferson's Idyllic Rhetoric to Build Bridges between Polemical Debates"

Joshua D. Phillips, Pennsylvania State University, Brandywine
Monét C. Bradford, Pennsylvania State University, Brandywine *

"Yesterday's News: Public Memory and Today's Front Page"

Christy Zempfer, Ohio University *

"Exploring How the American Girl Brand Rhetorically Constructs the Perception of Periods"

Samantha Shepherd, James Madison University *

"Articulating the Art of Rhetoric Beyond/Outside the Research versus Teaching Dialectic"

Matthew P. Brigham, James Madison University

John J. Rief, Duquesne University

This panel features papers that examine various issues in rhetorical theory, public memory, the intersection of health communication and rhetoric. From the Jefferson Memorial and the Newseum in Washington, DC to the American Girl brand, the scholars on this panel explore how rhetorical messages are conveyed through a variety of texts.

* Student paper

3-4:15 p.m.**SHORT COURSE
LEARNING ORGANIZATIONAL COMMUNICATION
WITH THE MARKETPLACE SIMULATION**

Oliver, 3-4:15 p.m. Saturday

Presenters: **Tim Thompson**, Edinboro University
Dave Neumann, Rochester Institute of Technology
Melissa Gibson, Edinboro University



This short course will introduce participants to the Organizational Communication Marketplace Simulation run as a semester-long group and class project at Edinboro University. The simulation is a high-impact practice that offers experiential learning for students as they perform one of five jobs, create a company and products, and work through various challenges on the way to an end-of-semester trade show. The simulation is a wonderful bridge to real-world experience. Participants in the short course will be prepared to incorporate the simulation and materials into their Organizational Communication and other related courses.



BUILDING BRIDGES TO DISCIPLINARY RELEVANCE IN THE 21ST CENTURY UNIVERSITY

Heinz, 3-4:15 p.m. Saturday

Sponsor: Instructional Communication
 Chair: **Kelli J. Smith**, William Paterson University
 Respondent: **Rod Carveth**, Morgan State University
 Panelists: **Sharmila Pixy Ferris**, William Paterson University
Jennifer Owlett, William Paterson University
Diana Peck, William Paterson University
Warren Sandmann, William Paterson University

The realities of education in the 21st century demand a change in the way we conceptualize education and its purpose. In this panel, we posit that Communication is uniquely positioned for relevance in the 21st century, with a solid disciplinary foundation in the skills and knowledge seen as desirable by students and employers.

RHETORICALLY ACCOMODATING PRESIDENT DONALD TRUMP: A BRIDGE TOO FAR?

Conference Center A, 3-4:15 p.m. Saturday

Sponsor: Political Communication
 Chair: **Richard E. Vatz**, Towson University

"Military Figures in the Trump White House: The Evolving Image"
Kathleen E. Kendall, University of Maryland

"The Inconsistent Rhetoric of President Trump: Afghanistan, a Prime Example"
Judith S. Trent, University of Cincinnati

"President Trump's Unique Inaugural"
Mary L. Kahl, Penn State, Behrend

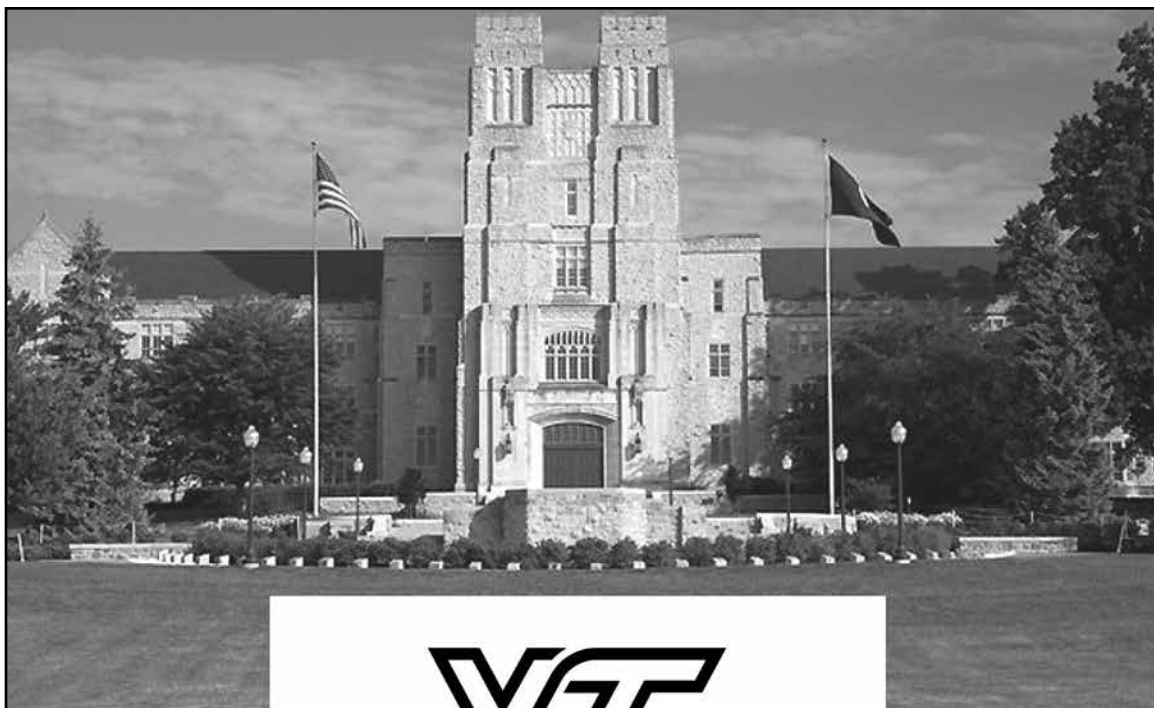
"The President's Rally: Trump's Direct Communication with the Public"
Paula Youra, Lynchburg College

"The Tricky Rhetoric of a Trump 'Business' Presidency for U.S. Businesses"
J. Kanan Sawyer, West Chester University of PA

"A Late Night Take on President Donald Trump"
Theodore F. Sheckels, Randolph-Macon College

"The ad hoc Rhetorical Presidency of Donald Trump"
Richard E. Vatz, Towson University

The Rhetorical Presidency is a time-honored concept, but in Donald Trump's presidency, with rhetoric conceived of as the struggle for agenda and spin, we have perhaps the first example wherein every day the focus is on presidential persuasion. This focus affects the country's agenda/spin in a unique way and, more tellingly, in a constant way. Our panel analyzes President Trump and the efforts of international, national and local audiences to deal effectively with him.



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**THE DARK SIDE OF RESPONSIVENESS
IN CONTEMPORARY ENVIRONMENTS: FINDING LIGHT
IN A PHILOSOPHY OF COMMUNICATION**

Vandergrift, 3-4:15 p.m. Saturday

Sponsor: Philosophy of Communication
Chair: **Rachel Savorelli**, Duquesne University

“For Another Last Word, Once Again His:’ Re-Reading Derrida’s Funeral Responses through the Eulogy of Louis Althusser”

Robert Foschia, St. Vincent’s College

“Branding & Consumer Involvement: Exploring Illusory Calls and Responses of Identity via Ideological Interpellation”

Jenna Lo Castro, Penn State Fayette

“Social Media Responsiveness: Chiaroscuro at the Boundaries”

Margaret M. Mullan, East Stroudsburg University of Pennsylvania

“Bridges Burned: From the Stigma Communication Model to the Response of Isolation”

Tim Michaels, Slippery Rock University

Problematic intentions are woven throughout responsive communication. First, this panel explores political mourning incorporated into a Jacques Derrida’s eulogy for Louis Althusser. Secondly, Louis Althusser’s work uncovers the promotions of illusory openings for consumer-brand engagement. Thirdly, Gabriel Marcel’s philosophy of work draws attention to ways work acts upon bodies. Finally, Hannah Arendt’s reflections on isolation are brought alongside stigma communication. What limits appear for the responsive acts that may be considered altruistic or benevolently responsive?

**BUILDING THE BRIDGE TO
TRANSFORMATIVE LEARNING:
CREATING BREAKTHROUGH EXPERIENCES
TO PRODUCE PERSONAL TRANSFORMATION IN THE CLASSROOM**

Conference Center B, 3-4:15 p.m. Saturday

Sponsor: Community College
Chair: **Jessica Papajcik**, Stark State College
Panelists: **Nancy J. Willets**, Cape Cod Community College
Nicholas D. Bowman, West Virginia University
Denise Gilmer-Knudson, College of Southern Maryland
Carole Bennett, Oakland Community College
Karen Padrutt, Stark State College
Shawn C. Starcher, Kent State University

This roundtable consists of six participants from six different institutions, with a combined teaching experience of over 118 years. They have taught in community colleges, R1 institutions, multiple countries, to adult learners, to at-risk learners, to homeless learners, and even to the clergy. With their vast range of experiences, these participants will engage in dialogue on how they create breakthrough experiences to inspire personal transformation in their classrooms.



PHILOSOPHY OF COMMUNICATION ETHICS: MEANING AND GOODS

Conference Center C, 3-4:15 p.m. Saturday

Sponsor: Theory and Methodology/Philosophy of Communication
Chair & Respondent: **Janie Harden Fritz**, Duquesne University

“David Hume: Power of Sensations”
Ronald C. Arnett, Duquesne University

“Jürgen Habermas: Discourse Ethics”
Pat J. Gehrke, University of South Carolina

“Kwame Anthony Appiah: Cosmopolitanism”
Annette M. Holba, Plymouth State University

“Umberto Eco: Ethical Responsibility and Signification”
Susan Mancino, Duquesne University

Jointly sponsored by the Theory and Methodology and the Philosophy of Communication Interest Groups, this panel explores the intersections between philosophy of communication and communication ethics, particularly attending to the work of David Hume, Jürgen Habermas, Kwame Anthony Appiah, and Umberto Eco. The panel emphasizes the goods protected and promoted by each thinker in uncovering human meaning, the historical moments in which their work is situated, and their implications for their work for the public domain.

BRIDGING THE NONVERBAL GAPS IN A MEDIATED SOCIETY: A RE-EXAMINATION OF RESEARCH METHODS, THEORETICAL APPROACHES, AND COURSE CONTENT

Phipps, 3-4:15 p.m. Saturday

Sponsor: Nonverbal Communication
Chair: **Emma Reed Marie Caldwell**, Ohio University Lancaster
Respondent: **Danette Ifert Johnson**, Ithaca College

“The New Age of Nonverbal Cues in CMC: An Affordance Approach”
Nicholas D. Bowman, West Virginia University
Cathlin V. Clark-Gordon, West Virginia University

“Revisiting the Classics: Expanding Theories for 21st Century Communication”
Ann Bainbridge Frymier, Miami University, Ohio
Melissa Bekelja Wanzer, Canisius College

“21st Century Nonverbal Curriculum: Activities and Assignments to Explore Nonverbal Communication in Mediated Contexts”
Candice Thomas-Maddox, Ohio University Lancaster

As mediated channels become an increasingly preferred choice for communicating with others, understanding the role of nonverbal cues is essential. Panelists will engage the audience in a roundtable discussion of the emerging dominance of online contexts as we explore innovative approaches to the ways in which we research, theorize, and teach nonverbal communication. The discussion will focus on how nonverbal cues can build bridges of understanding and reduce the potential for misunderstandings. Audience members are encouraged to participate.

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~Goethe*



**BUILDING AND BURNING SYMBOLIC
BRIDGES: DIVERSE PERSPECTIVES
ON THE WOMEN'S MARCH AS COMMUNICATIVE ACT**

Bob & Dolores Hope, 3-4:15 p.m. Saturday

Sponsor: Voices of Diversity
Chair: **Matthew Petrunia**, Fashion Institute of Technology, SUNY
Respondent: **Elizabeth Whittington Cooper**, Morehouse College

"We're Supposed to be Allies": The Women's March and Intersectional Rhetorics of Feminism
Mia E. Briceño, Wilkes University

"Huddles or Hurdles? Racial and Economic Barriers to Collective Gathering for Women's March Aftermath"
Alyson Farzad-Phillips, University of Maryland

"2017 Women's March: A Case Study of Feminist Resistance of the 2016 Presidential Election"
Meredith Foulke, North Carolina State University
Kayla Pack Watson, North Carolina State University

"Exploring Connection and Recognition Through the Women's March: An Organizational Communication Perspective on Personal Political Engagement"
Elizabeth Jeter, High Point University

"The Pussyhat Resistance: The Persuasive Operations of Feminist Knitwear"
Matthew Petrunia, Fashion Institute of Technology, SUNY

In this top panel, we address several of these diverse aspects of communication in/and the Women's March. Mia Briceño explores the role of intersectionality in the March, considering the rhetorical successes and challenges of the concept and practice in March discourses, and feminist social movements more generally.



SEXUAL COMMUNICATION, SEXUAL IDEOLOGIES AND INTIMATE RELATIONSHIPS

Carnegie 3, 3-4:15 p.m. Saturday

Sponsor: Interpersonal Communication
 Chair: **Meredith Marko Harrigan**, SUNY Geneseo
 Respondent: **Katie Neary Dunleavy**, La Salle University

“‘We Have to Get Over It’: Navigating Potentially Face-Threatening Sex Talk Through the Lens of Sexual Communication Comfort and Sexual Self-Disclosure in LGBTQ Intimate Partnerships”
Valerie Rubinsky, Ohio University
Angela M. Hosek, Ohio University

“Determining Romantic Love and Perceived Stress as Outcomes of Romantic Conflict: A Test of the Relational Turbulence Theory”
Mary E. King, Bloomsburg University of Pennsylvania
Angela G. La Valley, Bloomsburg University of Pennsylvania

“‘What Even Is Dating?’ Exploring How Black Heterosexual College Students are Discussing and Experiencing Dating Relationships”
Breonna Riddick, James Madison University

“Communication and the Construction of Multiple Sexual Ideologies”
Sean Gilmore, Baldwin Wallace University
Crystal Hamilton, Baldwin Wallace University

The competitively selected papers on this panel focus on both micro-level and macro-level discourse regarding dating, emotion, love, and sex.

TOP PAPERS IN THE UNDERGRADUATE SCHOLARS CONFERENCE

Oakmont, 3-4:15 p.m. Saturday

Chair: **Andrew S. Rancer**, University of Akron
 Respondent: **Lynda L. McCroskey**, California State University, Long Beach



“How Kennedy Carried His Cross”
Connor A. Myhre, Gustavus Adolphus College

“Performing Love Through Facebook Relationship Presentation”
Hana Mokonuma, SUNY Geneseo

“The Feed that Feeds: A Rhetorical Analysis of @NourishAndEat’s Body Positive Instagram Campaign and Its Effect of Self-Image”
Jacqueline DeMuynck, Abilene Christian University

“The Bridging Of Insults And Gender: An Analysis Of Face Threats And Gender Schema On America’s Next Top Model”
Olivia Giorlandino, Northeastern University

SATURDAY

THE MEANING IS IN THE MUSIC

Shadyside, 3-4:15 p.m. Saturday

Chair: **Nick Tatum**, Abilene Christian University
Respondent: **Angela M. Corbo**, Widener University



“Viewing Music as a Reflection of Society”
Frank Weber, SUNY Geneseo

“Who Tells Your Story: A Textual Analysis of Race and Class Subversion in Hamilton: An American Musical”
Jamie Paton, Manhattan College

“‘I Love Rock ‘n’ Roll’: An Analysis of Joan Jett’s Embodiment of Masculinity in Rock and Roll Culture”
Nicole Hoffman, Rowan University

“Behind the Faces of In the Heights: A Rhetorical Analysis of Nina Rosario’s Use of Facework in the Musical In the Heights”
Baylee Colburn, Penn State Schuylkill

FEMINISM AND EQUALITY

Fox Chapel, 3-4:15 p.m. Saturday

Chair: **Kristin Roesenthaler Wolfe**, Slippery Rock University
Respondent: **Nancy Bressler**, Wheeling Jesuit University



“Women’s Health and Advocacy in the United States: Toward a Regressive State?”
Katelyn Sorbera, Ramapo College of New Jersey

“It’s a Man’s, Man’s, Man’s World: Descriptive Representation and Effects of Gender Inequality on U.S. Women’s Health Policy”
Katherine Reynolds, Stonehill College

“This Just In: A Comparison Study of the Representation of Female Hosts on Fox News and MSNBC”
Emily Schario, Stonehill College

“Glasses Gotta Go: Movies Makeovers in a Postfeminist Society”
Kiera Hoenig, SUNY Geneseo



4:30-5:45 p.m.

ECA General Business Meeting
All are welcome to attend.

Three Rivers, 4:30-5:45 p.m. Saturday

6-8 p.m.

President's Reception
Sponsored by Kendall Hunt

Riverboat, 6-8 p.m. Saturday

7 p.m.

Gather in the lobby of the Omni William Penn to attend Hamlet



Chair: **Valerie Lynn Schrader**, Penn State Schuylkill

8-9 p.m.

12 Step Meeting

Parkview West, 8-9 p.m. Saturday







SUNDAY, APRIL 29, 2018

Convention registration

Omni Conference Center foyer, 7:30–10:30 a.m. Sunday

8-9:15 a.m.

Finance Committee Meeting 2

Conference Center A, 8-9:15 a.m. Sunday

Leeanne M. Bell McManus, Chair (President)

Katherine S. Thweatt (First Vice President)

Jennifer H. Waldeck (First Vice President Elect)

Benjamin R. Bates (Immediate Past President)

Cheryl Casey (Executive Director)

Pamela Lannutti Communication Quarterly Editor (ex officio)

Nicholas D. Bowman, Communication Research Reports Editor (ex officio)

Kristen L. Majocha, Qualitative Research Reports in Communication Editor (ex officio)

BUILDING BRIDGES ON LOCAL SOIL:

Phipps, 8-9:15 a.m. Sunday

LOCALITY AND COMMUNITY-ENGAGED RESEARCH AND PEDAGOGY

Sponsor: Theory and Methodology

Chair: **Craig T. Maier**, Duquesne University

“Building Bridges Between Communication Studies and Community: A Praxis-Approach”

Jill K. Burk, Penn State University, Berks

“A Typology of Risks Inherent to Community-Engaged Teaching and Learning”

Todd Kelshaw, Montclair State University

“Appreciative Inquiry in an Urban Context: Responding to the Opioid Crisis”

Craig T. Maier, Duquesne University

G. Blake Plavchak, Duquesne University

“Connecting, Learning, and Organizing: Youth Voice and Youth Advocacy in Schools and Communities”

Jennifer Snyder-Duch, Carlow University

“Understanding Community-Engaged Learning through Students’ Reflective Writing: A Case Study in Teaching ‘Small Group Communication’”

Sarah Worley, Juniata College

“Bridges that Support the Path to Professional Identity”

Naomi Bell O’Neil, Clarion University of Pennsylvania

Community-engaged research and pedagogy is an increasingly important part of communication education and scholarship that builds numerous bridges both inside and outside the classroom. In this high-density panel, we will explore the rewards and challenges of community-engaged research and scholarship in the light of communication theory.



“THE PLACE IS HERE, THE TIME IS NOW”: Conference Center B, 8-9:15 a.m. Sunday
BUILDING BRIDGES BETWEEN PAST MEDIA NARRATIVES & CURRENT SOCIAL ISSUES

Sponsor: Media Communication
 Chair: **Cassandra Holstein**, Wheeling Jesuit University
 Respondent: **Jack Banks**, University of Hartford

“Recreating the Frontier: Tonto and the North Dakota Pipeline Controversy”
Kathleen German, Miami University of Ohio

“The Place That Lies Between the Pit of Man’s Fears and the Summit of His Knowledge: Analyzing Modern Day Relevance of The Twilight Zone”
Nancy Bressler, Wheeling Jesuit University

“One little fight and his mom got scared, now he’s undermining and perpetuating ideologies with his auntie and uncle in Bel-Air’: A textual analysis of race and class”
Yafeu Rougier, Wheeling Jesuit University

“It’s a Different World, than where you come from’: Examining Intersectionality Themes and their Connections to Social Issues”
Amber Byrd, University of Hartford

As current social and cultural issues dominate the headlines, this panel considers to what extent fictional television shows with settings in the past demonstrate current social and cultural concerns. In celebration of ECA’s theme of “Building Bridges”, this panel connects current events surrounding police brutality, racial profiling, Standing Rock, and sexual assault on college campuses to sitcom and science fiction narratives. Panelists question how narratives set in the past communicate current day commentaries.

AVOIDING THE BRIDGE TO NOWHERE: Conference Center C, 8-9:15 a.m. Sunday
CHARTING NEW TERRITORIES IN THE MOBILE VILLAGE

Sponsor: Media Ecology Association & Media Communication
 Chair: **Noura Ahmad Hajjaj**, SUNY New Paltz
 Respondent: **Jessica Harvey**, Saint Vincent College

“Advertising in the Mobile Village: Constructing an Anti-Environment”
Nicholas Artman, Slippery Rock University

“Television in the Mobile Village”
Zack Stiegler, Indiana University of Pennsylvania

“News in the Mobile Village: Choosing Process over Finished Product”
Brandon Szuminsky, Baldwin Wallace University

“Radio in the Mobile Village: A Shift from Traditional Airwaves”
Matthew Albright, Indiana University of Pennsylvania

As a constantly connected environment via the Internet and mobile technology, the Mobile Village reconstructed the means in which content reaches a mass audience (Stiegler & Artman, 2017). To successfully navigate this environment, consumers must learn to adjust to new dynamics imposed by mobile technologies. In this panel, we examine mass media technologies and practices in an attempt to understand the practical impact of the mobile village within communication outlets.

**STATE POLITICS ALONG THE POTOMAC:
VIRGINIA IN 2017; MARYLAND IN 2018**

Vandergrift, 8-9:15 a.m. Sunday

Sponsor: Political Communication
 Chair: **Kim Hannah-Prater**, University of Maryland

“Expanding the Electorate: Virginia House of Delegates Challengers’ Strategic Outreach to Historic Non-Voters”

Scott W. Dunn, Radford University
Kristina M. Contreras, Radford University

“Shifting Virginia Demographics”
Colin P. Kearney, University of Florida

“Who Can Build the Right Bridges to Beat Larry Hogan?”
Carl T. Hyden, Morgan State University

“Will Political Success Undermine the Quest for an African-American Governor in Maryland?”
Theodore F. Sheckels, Randolph-Macon College

State politics not only mirror the national but offer stories worth exploring on their own. This session considers the political dynamics in Virginia in 2017 and Maryland in 2018. In Virginia, the dynamics are as big as demographic shifts and as small as House of Delegates campaign strategies. In Maryland, the dynamics are beating a popular incumbent and determining who, among two or more African-American candidates, should carry the banner of both race and party.

PANEL ON INTERDISCIPLINARY TEACHING

Oliver, 8-9:15 a.m. Sunday

Sponsor: Instructional Communication
 Chair/Respondent: **Kris Paal**, Longwood University
 Panelists: **Brian McKernan**, The Sage Colleges
Nathaniel Green, The Sage Colleges
Serenity Sutherland, State University of New York at Oswego
Jennifer K. Wood, Penn State New Kensington
Allen Larson, Penn State New Kensington
Isabel FaKuangy, Longwood University
Chris Labosier, Longwood University

The presenters on this discussion panel present different faculty’s experiences in putting together interdisciplinary courses and freshmen programs. Panelists describe their creative course designs with a focus on how communication studies enriches student understanding of and engagement with a wide array of fields. Of special interest to the audience will be the panelists’ assessment of the benefits and challenges of interdisciplinary teaching, as well as their strategies to optimize this increasingly significant form of learning in the 21st century.



DECONSTRUCTING TO (RE)BUILD: INTERACTIVE GAMES AS FUNDAMENTALLY COGNITIVELY, EMOTIONALLY, SOCIALLY, AND PHYSICALLY DEMANDING TECHNOLOGIES

Shadyside, 8-9:15 a.m. Sunday

Sponsor: Communication and Technology
 Chair: **Carlina DiRusso**, Pennsylvania State University
 Respondent: **Kristine Nowak**, University of Connecticut
 Panelists: **Nicholas D. Bowman**, West Virginia University
Jaime Banks, West Virginia University
Cheryl Campanella Bracken, Cleveland State University
Olivia Cohen, Cleveland State University
Kelly Boudreau, Harrisburg University of Science & Technology

BUILDING BRIDGES BETWEEN KNOWLEDGE AND PERCEPTIONS OF RISK TO ADDRESS PUBLIC HEALTH EPIDEMICS

Heinz, 8-9:15 a.m. Sunday

Sponsor: Health Communication
 Chair: **Shawn C. Starcher**, Kent State University
 Respondent: **Rukhsana Ahmed**, University of Ottawa

“Sport-Related Concussion Education and the Elaboration Likelihood Model: Need for Cognition as a Mediator between Health Literacy and Concussion Education Efficacy”

Jacob S. Turner, Merrimack College
Andrew C. Tollison, Merrimack College
Birgid Hopkins, Merrimack College
Leah Poloskey, Merrimack College
Dennis Fontaine, Merrimack College
Richard Piatt, Merrimack College

“Assessment of HPV Vaccine Knowledge and Desired HPV Vaccine Information Source among College Students”

Keith Richards, East Carolina University
Hannah Priest Catalano, University of North Carolina Wilmington
Katherine Hyatt Hawkins, George Mason University

“Risk Communication During a Pandemic: Building Networks Towards a Reflexive Cosmopolitan Vision”

Carrie Flickinger, Duquesne University

The competitively selected papers on this panel explore potential approaches for addressing epidemics that pose widespread public health threats. Approaches to be discussed include education efficacy, health literacy, perceptions of risk, and source credibility, among others. These papers provide important implications for future public health initiatives.



BUILDING BRIDGES ACROSS THEORETICAL AND PEDAGOGICAL TRADITIONS ON TEACHING AND DIVERSITY: STRATEGIES TO EFFECTIVELY DEVELOP CULTURALLY INCLUSIVE EDUCATIONAL ENVIRONMENTS

Sponsor: Voices of Diversity
Chair: **Kai Kuang**, Bloomsburg University
Respondent: **Erin Brummett**, Bloomsburg University

“Building Bridges of Knowledge, Even When Tearing down Old Ways of Thinking: Reflections on Teaching Critical Perspectives on the Confederacy in the (Almost) Heart of the Former Confederacy”
Ruth J. Beerman, Randolph-Macon College

“What Counts as ‘Knowledge’ in the Classrooms?: Integrating Culturally Responsive Teaching and Critical Multicultural Education Approaches”
Kai Kuang, Bloomsburg University

“Beyond ‘Snowflake’ Discourses: Cultivating Meaningful Discussions around Identity & Power”
Laurena Bernabo, University of Iowa

“‘Check the Rhyme’: Using Hip Hop as a Bridge to Teach Communication Studies”
Shavonne Shorter, Bloomsburg University

“What Does it Mean to Be Me?: Exploring Difference and Cultural Identity Development in the Classroom”
Erin Brummett, Bloomsburg University

“Cultural Civility in Global Education”
Doreen M. S. Jowi, Bloomsburg University

This panel seeks to connect research and practice on teaching and diversity and proposes strategies to develop culturally inclusive environments effectively.

DISCUSSION OF PITTSBURGH PUBLIC THEATRE’S HAMLET

Oakmont, 8-9:15 a.m. Sunday

Sponsor: Rhetoric and Public Address
Chair: **Valerie Lynn Schrader**, Penn State Schuylkill
Participants: Those who attended Hamlet on Saturday night

9:30-10:45 a.m.

Executive Council Meeting

Conference Center A, 9:30 a.m.-noon Sunday

Benjamin R. Bates, Ohio University
Leeanne M. Bell McManus, Stevenson University
Katherine S. Thweatt, SUNY Oswego
Jason S. Wrench, SUNY New Paltz
Cheryl Casey, Champlain College
Nicholas D. Bowman, West Virginia University
Pamela Lannutti, La Salle University
Kristen L. Majocha, University of Pittsburgh at Johnstown
April Copes, Anne Arundel Community College
Tracey Quigley Holden, University of Delaware
Nyia Lacey, Delaware County Community College
Nancy J. Willets, Cape Cod Community College
Susan Drucker, Hofstra University
Trevor Parry-Giles, NCA/University of Maryland
Douglas Strahler, Slippery Rock University
Mary Toale, SUNY Oswego
Carl T. Hyden, Morgan State University
Mary E. King, Bloomsburg University
Shauna M. MacDonald, Villanova University
Jean Costanza Miller, The George Washington University
Colin P. Kearney, University of Florida
Jordan Atkinson, Missouri Western State University
Joseph Lybarger, University of Tennessee
Craig T. Maier, Duquesne University
Rod Carveth, Morgan State University
Abbe Depretis, Temple University
Janie Harden Fritz, Duquesne University
Daniel S. Strasser, Rowan University
 Applied Communication
 Communication Administration
 Communication and Technology
 Communication Traits
 Communication Law and Ethics
 Community College
 Health Communication
 Instructional Communication
 Intercultural Communication



**HOW STUDENTS LEARN:
THEORETICAL PERSPECTIVES FROM
EDUCATIONAL PSYCHOLOGY TO INCORPORATE
INTO INSTRUCTIONAL COMMUNICATION RESEARCH**

Conference Center B, 9:30-10:45 a.m. Sunday

Sponsor: Instructional Communication
 Chair: **Alan K. Goodboy**, West Virginia University
 Respondent: **Sean M. Horan**, Texas State University
 Presenters: **James P. Baker**, West Virginia University
Cathlin V. Clark-Gordon, West Virginia University
Stephen M. Kromka, West Virginia University
Andrew L. Nicholson, West Virginia University
Sara Pitts, West Virginia University
Joe A. Wasserman, West Virginia University
Mckay Steven West, West Virginia University

Presenters on this discussion panel will discuss theoretical perspectives from educational psychology that can be integrated into instructional communication research on student learning. Panelists will identify and discuss how student variables including student emotions, motivation, self-regulation, personality, persistence, attention, and metacognition can be integrated into instructional communication research. The fields of instructional communication and educational psychology can complement each other by merging effective teaching variables (instructional communication) with student variables that capture responsibilities of their own learning (educational psychology).

**ORGANIZATIONAL LEGACY, LABOR,
ROLES, AND TURNING POINTS**

Oakmont, 9:30-10:45 a.m. Sunday

Sponsor: Organizational Communication
 Chair: **Joseph Lybarger**, University of Tennessee

"A bridge to the future? The impact of a parent's organizational legacy on their use of comforting behaviors with children considering military enlistment"
 Mark Cistulli, Central Connecticut State University
Jason L. Snyder, Central Connecticut State University

"(Train)ing for the revolution: Transit union rhetorics"
Brandon Daniels, Syracuse University

"Organizational role theory, shared resources and role encroachment: A theoretical framework"
Maxine Gesualdi, West Chester University

"Getting to wear scrubs: Examining messages and symbolic turning points during nursing school"
Paula Hopeck, Bloomsburg University of Pennsylvania

The papers on this panel focus on the role communication plays within organizations across a variety of contexts. Topics include perceptions of an organization prior to organizational entry, social movements and organizational communication, negotiation of competing roles within an organization, and navigation through the organizational socialization process.



**CHALLENGES AND CREATIVE SOLUTIONS
FOR SECURING HEALTHY
SAMPLE SIZES IN INTERPERSONAL COMMUNICATION**

Heinz, 9:30-10:45 a.m. Sunday

Sponsor: Interpersonal Communication
 Chair: **Emily A. Dolan**, SUNY Oswego
 Presenters: **Mary E. King**, Bloomsburg University of Pennsylvania
Jennifer S. Owlett, William Paterson University
Meredith Marko Harrigan, SUNY Geneseo

Due to the sensitive nature of many of the topics interpersonal researchers investigate, securing a healthy sample size is often challenging. In this roundtable, participants will discuss the specific challenges they face when trying to secure a sample, consider why those challenges exist, and explore steps they or others might take to overcome those challenges and secure healthy sample sizes.

**BUILDING BRIDGES BETWEEN
THE MEDIATED & REAL WORLDS: HOW MEDIA
INFLUENCES REAL WORLD PERCEPTIONS, EMOTIONS, & RELATIONSHIPS**

Oliver, 9:30-10:45 a.m. Sunday

Sponsor: Media Communication
 Chair: **Cheryl Campanella Bracken**, Cleveland State University
 Respondent: **Jennifer Snyder-Duch**, Carlow University

"Expanding Our Present Understanding of our Relationship with the Non-Fictional World"
Shantale Roberts, Cleveland State University

"Trait Empathy's Impact on Message Processing and Attitude Change: Individual Differences in Affect and Ability and the Elaboration Likelihood Model"
Olivia Cohen, Cleveland State University

"Motivations for using online dating apps: Have online dating apps created a new hook-up culture?"
Lauren Franklin, Cleveland State University

"Social media affordances and public safety: Navigating from warnings to safety"
Ambrosia Luzius, Cleveland State University

"The Depiction of Non-native Accents in Television Broadcasting"
Doris Acheme, Cleveland State University

"Is digital advertising informed by persuasive technology? How millennials respond to digital advertising"
Sonoyta Hopewell, Cleveland State University

Media effects are still investigated primarily using Mass Communication theories. As we are living in an era of the intelligent web, this panel presents research bridging the use of traditional mass communication theories and linking them to new media experiences. The panel is comprised of young scholars who were tasked with examining media theories by bridging research areas or extending the research in new contexts.



**SCORCHED EARTH POLITICS:
INCIVILITY, INCENDIARY SPEECH
AND THE END OF DELIBERATION**

Carnegie, 9:30-10:45 a.m. Sunday

Sponsor: Communication Law and Ethics
Chair: **Thomas R. Flynn**, Slippery Rock University
Panelists: **D.L. Stephenson**, Western Connecticut State University
Richard E. Vatz, Towson University
Jason Zenor, SUNY Oswego
Thomas R. Flynn, Slippery Rock University

Has the 'free marketplace of ideas' metaphor has been adulterated to the point where political speech can never be regulated? Is the rhetoric of hate speech used to avoid difficult deliberation? Is academic freedom used to both suppress and protect incendiary speech? Has the lack of civility in public discourse destroyed any bridge between opposing sides?

**BUILDING BRIDGES WITH TECHNOLOGY:
OPPORTUNITIES FOR CULTURAL AWARENESS,
CIVIC ENGAGEMENT, POLITICAL PARTICIPATION, AND LEADERSHIP**

Vandergrift, 9:30-10:45 a.m. Sunday

Sponsor: Communication and Technology
Organizer: **Amal Ibrahim**, University of Wisconsin-Whitewater
Chair: **Nahed Eltantawy**, High Point University
Panelists: **Susan McFarlane-Alvarez**, Clayton State University
Kristina Bell, High Point University
Lori Mackowski, University of North Carolina Greensboro



CALL FOR PAPERS
110th Annual ECA Convention
Providence, Rhode Island
Wednesday, April 10 – Sunday, April 14, 2019
Creating our Future

Providence, RI was founded in 1636 by renegade preacher Roger Williams to escape religious persecution in Massachusetts. Providence was so named to express William's appreciation of God's protection. A more secular translation of Providence is "the foresight or care exercised by a person in the management of affairs or resources." Providence is now proud to call itself "The Creative Capital." To honor the founding principles of Providence and the creative identity of Providence, it is appropriate our conference theme be "Creating Our Future." The 110th Annual ECA Conference will be built around the idea of "Creating Our Future" through the management of resources emanating from our research and scholarly activities to transform lives, communities, and organizations.

In the 1970s, Providence began a creative process in which it removed bridges covering the Moshassuck and Woonasquatucket Rivers, which converge to become the Providence River and the head of Narragansett Bay. Uncovering these rivers led to the creation of a new Providence where the rivers were lined with cobblestone walkways, park benches, trees and flowering plants and a series of Venetian bridges connecting downtown Providence to the city's East Side. The City's revitalization process resulted in its centerpiece, the Water Place Park that includes an amphitheater and WaterFire experience. Providence is also proud of the influence of the many academic institutions on the city's intellectual life, the city's "cool" vibe and its much-lauded restaurant scene.

My vision for our conference is to follow our host city's lead by striving to be "The Creative Capital of the Communication Discipline." We will build a future in which we use our resources to influence our immediate environments to create better education, to create an understanding of relationships and how to make relationships successful, to create organizational communication that is efficient and profit or service driven, and to create health care communication to increase patient quality of life and provider job satisfaction. My vision is to take our rightful place among fields that have earned the type of credibility we are striving to develop in external audiences, while maintaining our traditions of excellent scholarship, teaching and service.

With "Creating Our Future" in mind, I invite members to engage in work that applies the results of our research and scholarly activities to solve problems or address challenges in communities, organizations, relationships and local environments. I invite our members to ask "what resources do I create and how can those resources create new possibilities for others?"

~ *Katherine Thweatt*

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 1 WEST EXCHANGE STREET
 PROVIDENCE, RHODE ISLAND 02903
 PHONE: (401) 598-8000
<https://www.omnihotels.com/hotels/providence>



LEADERSHIP TEAM 2019

First Vice President

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JAMES C. MCCROSKEY & VIRGINIA P. RICHMOND UNDERGRADUATE SCHOLARS CONFERENCE

Planners

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ECA PRESIDENTS

<p>1910 Paul M. Pearson Swarthmore College Albert E. Hancock Haverford College Frederic A. Child University of Pennsylvania (Organizers; No President)</p>	<p>1931 Herbert A. Wichelns Cornell University</p>	<p>1951 Robert B. Huber University of Vermont</p>
<p>1911 Paul M. Pearson Swarthmore College</p>	<p>1932-1933 Arleigh B. Williamson New York University</p>	<p>1952 Earl H. Ryan City College, New York</p>
<p>1912-1913 Erasthus Palmer City College, New York</p>	<p>1934-1935 Wayland Maxfield Parish University of Pittsburgh</p>	<p>1953 James H. Henning West Virginia University</p>
<p>1914-1915 James A. Winans Cornell University</p>	<p>1936-1937 Jane Dorsey Zimmerman Columbia University</p>	<p>1954 Marvin G. Bauer Brooklyn College</p>
<p>1916-1919 Wilbur Jones Kay Washington & Jefferson College & Swarthmore College</p>	<p>1938-1939 J. Walter Reeves The Peddle School</p>	<p>1955 David C. Phillips University of Connecticut</p>
<p>1920 Horace G. McKean Union College</p>	<p>1940-1941 W. Hayes Yaeger George Washington University</p>	<p>1956 H. Barrett Davis Lehigh University</p>
<p>1921 Daniel W. Redmond City College, New York</p>	<p>1942 Arthur L. Woehl Hunter College</p>	<p>1957 Evelyn Kongisberg Washington Irving HS, NY</p>
<p>1922 John Dolman, Jr. University of Pennsylvania</p>	<p>1943-1946 John H. Frizzell Pennsylvania State University</p>	<p>1958 J. Calvin Callahan Syracuse University</p>
<p>1923 Everett L. Hunt Cornell University</p>	<p>1947 Joseph F. O'Brien Pennsylvania State University</p>	<p>1959 Magdalene Kramer Teachers College, Columbia University</p>
<p>1924-1927 G. Rowland Collins New York University</p>	<p>1948 Russell H. Wagner University of Virginia</p>	<p>1960 Paul D. Holtzman Pennsylvania State University</p>
<p>1928 Elizabeth Avery Smith College</p>	<p>1949 Wilbur E. Gilman Queens College</p>	<p>1961 Eleanor M. Luse University of Vermont</p>
<p>1929-1930 Hoyt H. Hudson Princeton College</p>	<p>1950 Agnes I. Allardyce Syracuse University</p>	<p>1962 Sam Boyd, Jr. West Virginia University</p>


ECA PRESIDENTS, *continued*

1963 Ray E. Keeseey University of Delaware	1977 Andrew D. Wolvin University of Maryland	1991 Deborah F. Atwater Pennsylvania State University
1964 Carroll C. Arnold Pennsylvania State University	1978 John F. Wilson Herbert H. Lehman College, SUNY	1992 Gerald Lee Ratliff Montclair State University
1965 Wofford C. Gardner University of Maine	1979 James C. McCroskey West Virginia University	1993 Alison Alexander University of Massachusetts
1966 Harold M. Scholl Montclair State College	1980 Dan F. Hahn Queens College, CUNY	1994 Thomas L. Veenendall Montclair State University
1967 Robert T. Oliver Pennsylvania State University	1981 Jeanne Lutz Pennsylvania State University	1995 Harvey R. Kelly, Jr. Penn State University, Beaver
1968 Joseph D. Batcheller University of New Hampshire	1982 W. Barnett Pearce University of Massachusetts	1996 Dale A. Bertelsen Bloomsburg University
1969 Thomas Hopkins Carlow College	1983 James W. Chesebro Queens College, CUNY	1997 Deborah Borisoff New York University
1970 Ronald F. Reid University of Massachusetts	1984 Linda C. Lederman Rutgers University	1998 Melanie Booth-Butterfield West Virginia University
1971 Paul L. Brownstone Long Island University	1985 Floyd D. Anderson SUNY Brockport	1999 Jerry L. Allen University of New Haven
1972 Donald H. Ecroyd Temple University	1986 Raymie E. McKerrow University of Maine	2000 Janette Kenner Muir George Mason University
1973 Howard Schwartz Rider College	1987 Darlyn R. Wolvin Prince George's CC	2001 Susan J. Drucker Hofstra University
1974 Jane Blankenship University of Massachusetts	1988 Virginia P. Richmond West Virginia University	2002 Don M. Boileau George Mason University
1975 Philip P. Amato Emerson College	1989 Barbara M. Montgomery University of New Hampshire	2003 Ann Bainbridge Frymier Miami University
1976 Agnes G. Doody University of Rhode Island	1990 Sandra L. (Fish) Herndon Ithaca College	2004 Mary L. Kahl SUNY New Paltz



ECA PRESIDENTS, *continued*

<p>2005 Donald A. Fishman Boston College</p>	<p>2011 Janie M. Harden Fritz Duquesne University</p>	<p>2015 Thomas R. Flynn Slippery Rock University</p>
<p>2006 John Courtright University of Delaware</p>	<p>2012 Cindy M. Lont George Mason University</p>	<p>2016 J. Kanan Sawyer West Chester University</p>
<p>2008 Richard West Emerson College</p>	<p>2013 Nancy J. Willets Cape Cod Community College</p>	<p>2017 Jason S. Wrench SUNY New Paltz</p>
<p>2009 Sara Chudnovsky Weintraub Regis College</p>	<p>2014 Danette Ifert Johnson Ithaca College</p>	<p>2018 Benjamin R. Bates Ohio University</p>

ECA SECOND VICE PRESIDENTS

<p>1950 Lillian M. O’Conner Wadleigh High School, NY</p>	<p>1958 Wiley C. Bowyer Mineola Public Schools</p>	<p>1966 Bernard McCabe St. John’s University</p>
<p>1951 Samuel B. Gould Boston University</p>	<p>1959 Harold M. Scholl Montclair State College</p>	<p>1967 Thomas D. Houchin St. John’s University</p>
<p>1952 Lindsey S. Perkins Brooklyn College</p>	<p>1960 Helen M. Donovan Fuelner Board of Education, NYC</p>	<p>1968 Beatrice G. Ferrante St. John’s University</p>
<p>1953 Evelyn Kongisberg Board of Education, NYC</p>	<p>1961 Domis Plugge Hunter College</p>	<p>1969 James R. Johnson Brooklyn College, CUNY</p>
<p>1954 H. Barrett Davis Lehigh University</p>	<p>1962 William A. Behl Brooklyn College, CUNY</p>	<p>1970 Fergus G. Currie Knoxville, Tennessee</p>
<p>1955 Richard F. Clemo Adelphi University</p>	<p>1963 Paul L. Brownstone Brooklyn College, CUNY</p>	<p>1971 Mary Pettas New York University</p>
<p>1956 Ruth Damon Russell Sage College</p>	<p>1964 Audrey O’Brien St. John’s University</p>	<p>1972 Philip P. Amato Emerson College</p>
<p>1957 Muriel G. Leahy Grover Cleveland HS, NY</p>	<p>1965 John E. Lent Bureau of Sp. Improvement, New York City</p>	<p>1973 Geraldine Chapey Bureau of Sp. Improvement, New York City</p>


ECA SECOND VICE PRESIDENTS, *continued*

1974 Andrew D. Wolvin University of Maryland	1988 Brenda Logue Towson State University	2002 Kelly Rocca St. John's University
1975 Peggy Rypsam Iona College	1989 Peggy Klein Salisbury State University	2003 Carole Blair University of California-Davis, Washington Center
1976 Gladys I. Ritchie Pennsylvania State University	1990 Teresa L. Nance Villanova University	2004 Anne Mattina Stonehill College
1977 Charles E. Parkhurst Brooklyn College, CUNY	1991 Harvey R. Kelly, Jr. Penn State University, Beaver	2005 Janie Harden Fritz Duquesne University
1978 Marilyn Lewis-Scott Emerson College	1992 Rebecca Lockridge University of Southern Maine	2006 Timothy Brown West Chester University Anita Foeman West Chester University Maurice Hall Villanova University
1979 Warren O. Richardson Villanova University	1993 Joan O'Mara University of Hartford	
1980 Marlene S. Cowan Towson State University	1994 Janette Kenner Muir George Mason University	2007 Kevin Pearce Bryant College
1981 Peggy Ann Madden North Hills High School, PA	1995 Ruth Ann Zupan Westmoreland County CC	2008 Janie Harden Fritz Duquesne University
1982 Paul Wenger Central Connecticut State College	1996 Judythe Isserlis Iona College	2009 William Cowen Villanova University Bryan Cable Villanova University Joy Cypher Rowan University
1983 Paul Scovell Salisbury State University	1997 Brenda Logue Towson State University	
1984 Murray M. Halfond Temple University	1998 Joan O'Mara University of Hartford	2010 Leeanne M. Bell Stevenson University
1985 Beatrice Schultz University of Rhode Island	1999 Bill Denman Marshall University	2011 Monica Brasted College at Brockport, SUNY Catherine Karl Wright George Mason University Kristen Willett George Mason University
1986 Edward Streb Glassboro State College	2000 Jean Ann Streiff Oakland Catholic HS	
1987 Jack A. Barwind Syracuse University	2001 Richard West University of Southern Maine	



ECA SECOND VICE PRESIDENTS, *continued*

<p>2012 Tobi Mackler Montgomery County Community College Rita Rosenthal Boston College</p>	<p>2014 Christopher Morse Bryant University</p> <hr/> <p>2015 Hans C. Schmidt Brandywine University</p>	<p>2017 Jason Edwards Bridgewater State University Angela Cooke-Jackson Emerson College</p>
<p>2013 Monica Waugh-Benton Duquesne University</p>	<p>2016 Leeanne Bell McManus Stevenson University Katherine Thweatt SUNY-Oswego</p>	<p>2018 Janie Harden Fritz Duquesne University</p>

SECRETARIES & TREASURERS

<p>Secretary 1911-1912 Frederic A. Child University of Pennsylvania</p>	<p>1923-1924 Brother Bonaventure Thomas Manhattan College</p>	<p>1935-1936 Charles A. Fritz New York University</p>
<p>Secretary-Treasurer 1913 John W. Wetzel Yale University</p>	<p>1925-1927 Mary B. Cochran Vassar College</p>	<p>1937-1938 Joseph F. O'Brien Pennsylvania State College</p>
<p>1914 James M. O'Neil Dartmouth College & University of Wisconsin</p>	<p>1928-1929 Mary Thornton Harvey Hunter College</p>	<p>1939-1940 Agnes Allardyce Queens College</p>
<p>1915 Wilbur Jones Kay Washington & Jefferson College</p>	<p>1930 Sarah M. Stinchfield Mount Holyoke College</p>	<p>1941-1942 Lester Thonsen City College, New York</p>
<p>1916-1919 Warren C. Shaw Dartmouth College</p>	<p>1931 Charles Kenneth Thomas Columbia University</p>	<p>1943-1946 George V. Gohman Dartmouth College</p>
<p>1920-1921 John Dolman Jr. University of Pennsylvania</p>	<p>1932 Jane Dorsey Zimmerman Columbia University</p>	<p>1947-1948 Marvin G. Bauer Brooklyn College</p>
<p>1922 Elizabeth Avery Smith College</p>	<p>1933-1934 Margaret Mary McCarthy Brooklyn College</p>	<p>1949-1950 Earl H. Ryan City College, New York</p>



EXECUTIVE SECRETARY

1951-1952 Ralph N. Schmidt Syracuse University	1968-1969 Coleman C. Bender Emerson College	1986-1989 Gerald Lee Ratliff Montclair State University
1953-1954 Gordon F. Hostettler Temple University	1970 Thomas D. Houchin St. John's University	1989-1991 John J. Makay SUNY Geneseo
1955-1958 Paul D. Holtzman Pennsylvania State University	1971-1973 William K. Price University of Massachusetts	1991-1992 Joseph A. Bulsys SUNY Geneseo
1958-1960 Wiley C. Bowyer Mineola N.Y. Public Schools	1974-1977 Richard Bailey University of Rhode Island	1992-1995 Jerry L. Allen University of New Haven
1961-1963 Thoburn V. Barker Lehigh University	1978-1980 Carolyn Del Polito West Chester University	1995-1998 Kathleen M. Long West Virginia Wesleyan College
1964-1965 Burton H. Byers Queens College, CUNY	1980-1983 Caroline Drummond Ecroyd Temple University	1998-1999 Paul E. Scovell Salisbury State University
1966-1967 Harold E. Nelson Pennsylvania State University	1983-1986 Warren O. Richardson Villanova University	2000-2001 Candice Thomas-Maddox Ohio University-Lancaster

EXECUTIVE DIRECTOR

2001-2004 Candice Thomas-Maddox Ohio University-Lancaster	2008-2010 Alfred G. Mueller Pennsylvania State University, Mont Alto	2016- Cheryl Casey Champlain College
2004-2007 Danette Ifert Johnson West Virginia Wesleyan College /Ithaca College	2010-2016 Ronald C. Arnett Duquesne University	



JOURNAL EDITORS

Today's Speech

1953-1960 Robert T. Oliver Pennsylvania State University	1966-1968 Allan Kerstetter Syracuse University	1971-1972 Eugene Vasilew SUNY Binghamton
1960-1964 William S. Tacey University of Pittsburgh	1968-1970 Michael Prosser SUNY Buffalo	1972-1975 Herman Stelzner University of Massachusetts
1964-1966 David C. Phillips University of Connecticut		

Communication Quarterly

1976-1978 Thomas W. Benson Pennsylvania State University	1991-1993 Virginia P. Richmond West Virginia University	2004-2006 Jerry L. Allen University of New Haven
1979-1981 Lawrence R. Wheelless West Virginia University	1994-1996 Raymie E. McKerrow University of Maine	2007-2009 Janette Kenner Muir George Mason University
1982-1984 Gerald M. Phillips Pennsylvania State University	1997 Melanie Booth-Butterfield West Virginia University	2010-2013 Trevor Parry-Giles University of Maryland
1985-1987 James W. Chesebro Queens College, CUNY	1998-2000 John A. Courtright University of Delaware	2013-2015 Benjamin Bates Ohio University
1988-1990 Linda C. Lederman Rutgers University	2001-2003 Dale A. Bertelsen Bloomsburg University	2016-2018 Pamela Lannutti LaSalle University

Communication Research Reports

1995 James C. McCroskey West Virginia University	2002-2004 John C. Sherblom University of Maine	2011-2013 Theodore Avtgis Ashland University
1996-1998 Jerry L. Allen University of New Haven	2005-2007 Lisa Sparks George Mason University	2014-2016 Don Stacks University of Miami
1999-2001 Andrew S. Rancer University of Akron	2008-2010 Wendy Samter Bryant University	2017-2019 Nicholas D. Bowman West Virginia University



Qualitative Research Reports in Communication

2000-2002 Deborah Borisoff New York University Dan F. Hahn New York University	2009-2011 Mark Hickson, III University of Alabama at Birmingham	2015-2017 Annette Holba Plymouth State University
2002-2005 Michael J. Hostetler St. John's University	2012-2014 Janie Harden Fritz Duquesne University	2018-2020 Kristen L. Majocha University of Pittsburgh Johnstown
2006-2009 Susan J. Drucker Hofstra University		

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Distinguished Service Award

1979 Carroll C. Arnold Pennsylvania State University	1988 Gerald M. Phillips Pennsylvania State University	1997 Thomas L. Veenendall Montclair State University
1980 Woffard G. Gardner University of Maine	1989 James W. Chesebro SCA National Office	1998 Dale A. Bertelsen Bloomsburg University
1981 Wilbur E. Gilman Queens College, CUNY	1990 James C. McCroskey West Virginia University	1999 Sandra L. Herndon Ithaca College
1982 Robert T. Oliver Pennsylvania State University	1991 Raymie E. McKerrow University of Maine	2000 Jerry L. Allen University of New Haven
1983 Everett Lee Hunt Swarthmore College	1992 Linda C. Lederman Rutgers University	2001 Deborah Borisoff New York University
1984 John F. Wilson Herbert H. Lehman College, CUNY	1993 Gerald Lee Ratliff Montclair State University	2002 Gary Gumpert Communication Landscapers
1985 Paul D. Holtzman Pennsylvania State University	1994 Virginia P. Richmond West Virginia University	2003 Kathleen M. Long West Virginia Wesleyan College
1986 Donald H. Ecroyd Temple University	1995 Jeanne M. Lutz Pennsylvania State University	2004 Jannette Kenner Muir George Mason University
1987 Jane Blankenship University of Massachusetts	1996 Dan F. Hahn Florida Atlantic University	2005 Susan J. Drucker Hofstra University



ASSOCIATION AWARDS

Distinguished Service Award, continued

2006 S. Diane McFarland Buffalo State College	2011 Donald A. Fishman Boston College	2014 Tobi Mackler Montgomery County CC
2008 Nancy J. Willets Cape Cod Community College	2012 Don M. Boileau George Mason University	2015 Richard West Emerson College
2009 Mary L. Kahl SUNY New Paltz	2013 Candice Thomas-Maddox Ohio University	2017 Mary Toale SUNY-Oswego
2010 Jean Ann Strieff Oakland Catholic HS		

Past Presidents / Officers Award

1984 Kathleen Hall Jamieson University of Pennsylvania	1991 Kristin Langellier University of Maine	1999 Richard L. West University of Southern Maine
1984 Virginia P. Richmond West Virginia University	1991 Eric Peterson University of Maine	2000 Mari Boor Tonn University of New Hampshire
1985 Lois J. Einhorn SUNY Binghamton	1992 Melanie Booth-Butterfield West Virginia University	2001 Danette Ifert Johnson West Virginia Wesleyan College
1986 Joshua Meyrowitz University of New Hampshire	1993 Deborah Borisoff New York University	2002 Matthew M. Martin West Virginia University
1987 Lea P. Stewart Rutgers University	1994 Teresa A. Nance Villanova University	2003 Lisa Marie Cuklanz Boston College
1988 Christopher L. Johnstone Pennsylvania State University	1995 Dale Herbeck Boston College	2003 Ronald L. Jackson Pennsylvania State University
1989 Lynne Kelly University of Hartford	1996 Molly Wertheimer Penn State University, Hazleton	2004 Thomas Flynn Slippery Rock University
1990 Andrew S. Rancer Emerson College	1997 Susan J. Drucker Hofstra University	2005 Timothy Mottet Southwest Texas State University
1990 Robert L. Duran University of Hartford	1998 Star A. Muir George Mason University	2007 Trevor Parry-Giles University of Maryland



ASSOCIATION AWARDS

Past Presidents / Officers Award, continued

2008 Charles Morris, III Boston College	2011 Theodore Avtgis West Virginia University	2014 Keith Weber West Virginia University
2009 Timothy J. Brown West Chester University	2012 Benjamin R. Bates Ohio University	2017 Kristen C. Eichhorn SUNY Oswego
2010 Mariam L. Houser, Texas State University San Marcos	2013 Annette M. Holba Plymouth State University	

Everett Lee Hunt Award

1986 W. Barnett Pearce University of Massachusetts	1996 John Poulakos University of Pittsburgh	2002 Nola J. Heidlebaugh SUNY Oswego
1987 Peter Kane SUNY Brockport	1996 Aaron Gresson, III Pennsylvania State University	2003 Shawn Parry-Giles University of Maryland
1988 Takis Poulakos University of Iowa	1997 James W. Chesebro Indiana State University	2003 Trevor Parry-Giles University of Maryland
1989 James W. Chesebro SCA National Office	1997 Dale A. Bertelsen Bloomsburg University	2004 Thomas Benson Pennsylvania State University
1990 Lawrence Prelli University of New Hampshire	1998 Dan F. Hahn New York University	2005 Ekaterina Haskins Rensselaer Polytechnic Institute
1991 and 1992 Theodore Otto Windt, Jr. University of Pittsburgh	1999 Robert T. Oliver Pennsylvania State University	2006 Ronald C. Arnett Duquesne University
1993 Lois J. Einhorn SUNY Binghamton	2000 Ronald L. Jackson, II Pennsylvania State University	2007 Ronald L. Jackson Pennsylvania State University
1994 John C. Adams and Stephen Yarbrough Syracuse University	2000 Richard A. Katula Northeastern University	2008 Charles Morris, III Boston College
1995 Herman Cohen Pennsylvania State University	2001 Lisa M. Cuklanz Boston College	2010 Christopher L. Johnstone Pennsylvania State University



ASSOCIATION AWARDS

Everett Lee Hunt Award, continued

2011 Ronald J. Zboray University of Pittsburgh	2013 Ronald C. Arnett Duquesne University	2015 Jim A. Kuypers Virginia Tech
2011 Mary Saracino Zboray University of Pittsburgh	2013 Annette M. Holba Plymouth State University	2016 Thomas Benson Pennsylvania State University
2012 Samuel McCormick Purdue University	2014 Janie Harden Fritz Duquesne University	2017 Donna M. Kowal SUNY-Brockport

Urban Communication Foundation Award

2008 Lewis I. Freeman Fordham University	2012 Mary L. Kahl SUNY - New Paltz	2015 Susan Carr Mancino Duquesne University
2010 Alfred G. Mueller II Mount Saint Mary College	2012 Douglas J. Marshall Duquesne University	2015 Hannah Cherico Karolak Duquesne University
2011 Erik Garrett Duquesne University	2013 Allison Burr-Miller University of Massachusetts	2016 Rebecca Townsend Manchester Community College

Donald Ecroyd and Caroline Drummond Ecroyd Award

1989 Diane O. Casagrande West Chester University	1994 Anita K. Foeman West Chester University	1998 Deborah Borisoff New York University
1990 Marlene Cowan Towson State University	1994 Thomas L. Veenendall Montclair State University	1999 Sandra L. Herndon Ithaca College
1991 C. Jack Orr West Chester University	1995 Teresa A. Nance Villanova University	2000 Theodore Otto Windt, Jr. University of Pittsburgh
1992 Linda C. Lederman Rutgers University	1996 Mary Mino Pennsylvania State University, DuBois	2001 Floyd D. Anderson SUNY Brockport
1993 Virginia P. Richmond West Virginia University	1997 Melanie Booth-Butterfield West Virginia University	2002 Mari Boor Tonn University of Maryland



ASSOCIATION AWARDS

Donald Ecroyd and Caroline Drummond Ecroyd Award, continued

2003 Candice Thomas-Maddox Ohio University-Lancaster	2008 James Chesebro Ball State University	2013 Alfred G. Mueller, II Mount St. Mary's University
2004 Lawrence J. Prelli University of New Hampshire	2009 Melissa BekeljaWanzer Canisius College	2014 Sara Chudnovsky Weintraub Regis College
2005 Donna Kowal SUNY Brockport	2010 Janette Kenner Muir George Mason University	2016 Andrew Wolvin University of Maryland
2006 Bonnie Jefferson Boston College	2011 Susan Drucker Hofstra University	2017 Kristen Lynn Majocha University of Pittsburgh at John- stown
2007 Ann Bainbridge Frymier Miami University		

Centennial Scholarship

2009 Amanda Gresens University of Memphis	2011 Kaylea Livingston Ohio University	2014 Michael Steudeman University of Maryland
2009 Sean Horan West Virginia University	2011 Theresa Donofrio University of Maryland	2015 Stephanie Madden University of Maryland
2010 Timothy Barney University of Maryland	2012 Sean Luechtefeld University of Maryland	2016 Candace Parrish Virginia Common-wealth University
2010 Jennifer Tyrawski University of Delaware	2013 Alison Novak Drexel University	2016 T. Jake Dionne Syracuse University
		2017 Donica O'Malley University of Pittsburgh



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ECA Distinguished Research Fellows

<p>1996 Carroll C. Arnold Pennsylvania State University</p>	<p>1998 Gary Gumpert Queens College, CUNY</p>	<p>2002 Mark L. Hickson, III University of Alabama</p>
<p>1996 Jane Blankenship University of Massachusetts</p>	<p>1998 Kathleen H. Jamieson University of Pennsylvania</p>	<p>2004 William J. Starosta Howard University</p>
<p>1996 James W. Chesebro Indiana State University</p>	<p>1998 Robert P. Newman University of Pittsburgh</p>	<p>2005 Melanie Booth-Butterfield West Virginia University</p>
<p>1996 Dan F. Hahn New York University</p>	<p>1998 Herman Stelzner University of Massachusetts</p>	<p>2005 Kathleen Kendall University of Maryland</p>
<p>1996 James C. McCroskey West Virginia University</p>	<p>1998 Theodore O. Windt, Jr University of Pittsburgh</p>	<p>2005 Lea P. Stewart Rutgers University</p>
<p>1996 Virginia P. Richmond Kent State University</p>	<p>1999 Robert T. Oliver Pennsylvania State University</p>	<p>2006 Ronald L. Jackson II Pennsylvania State University</p>
<p>1997 Deborah Borisoff New York University</p>	<p>1999 Ronald F. Reid University of Massachusetts</p>	<p>2007 Mari Borr Tonn University of Maryland</p>
<p>1997 Raymie E. McKerrow Ohio University</p>	<p>1999 Eugene White Pennsylvania State University</p>	<p>2007 Don Stacks University of Miami</p>
<p>1997 Andrew S. Rancer University of Akron</p>	<p>2000 James F. Klumpp University of Maryland</p>	<p>2007 Ronald C. Arnett Duquesne University</p>
<p>1998 Thomas W. Benson Pennsylvania State University</p>	<p>2001 Lois Einhorn SUNY Binghamton</p>	<p>2008 Lynne Kelly University of Hartford</p>
<p>1998 Herman Cohen Pennsylvania State University</p>	<p>2001 Linda C. Lederman Rutgers University</p>	<p>2008 Richard West Emerson College</p>
<p>1998 Richard B. Gregg Pennsylvania State University</p>	<p>2002 Jerry L. Allen University of New Haven</p>	<p>2009 Judith Trent University of Cincinnati</p>
	<p>2002 Susan J. Drucker Hofstra University</p>	<p>2009 Lester Olson University of Pittsburgh</p>



ASSOCIATION AWARDS

ECA Distinguished Research Fellows, continued

2010 Matt Marlin West Virginia University	2013 Melissa Bekelja Wanzer Canisius College	2015 John Courtright University of Delaware
2012 Theodore A. Avtgis Ashland University	2013 Keith Weber West Virginia University	2015 Pamela Lannutti La Salle University
2013 Benjamin R. Bates Ohio University	2014 Janie Harden Fritz Duquesne University	2016 Marian L. Houser Texas State University - San Marcos
2013 Judy C. Pearson North Dakota State University	2014 Rebecca Chory West Virginia University	2016 Alan K. Goodboy West Virginia University

ECA Distinguished Teaching Fellows

1996 Deborah Borisoff New York University	1997 Dale Bertelsen Bloomsburg University	1998 Raymie E. McKerrow Ohio University
1996 Linda C. Lederman Rutgers University	1997 Dan F. Hahn New York University	1998 Gerald Lee Ratliff SUNY Potsdam
1996 Teresa A. Nance Villanova University	1997 James C. McCroskey West Virginia University	1998 Andrew D. Wolvin University of Maryland
1996 Robert T. Oliver Pennsylvania State University	1997 Mary Mino Penn State University, DuBois	1999 Sandra L. Herndon Ithaca College
1996 Virginia P. Richmond West Virginia University	1998 Jane Blankenship University of Massachusetts	1999 Agnes Doody University of Rhode Island
1996 Theodore O. Windt, Jr University of Pittsburgh	1998 James W. Chesebro Indiana State University	1999 Lois J. Einhorn SUNY Binghamton
1996 Darlyn R. Wolvin Prince George's CC	1998 Joseph DeVito Hunter College	1999 Don M. Boileau George Mason University
1997 Jerry L. Allen University of New Haven	1998 Jeanne M. Lutz Pennsylvania State University	2000 Kathleen M. Long West Virginia Wesleyan College



ASSOCIATION AWARDS

ECA Distinguished Teaching Fellows, continued

<p>2000 Mary L. Kahl SUNY New Paltz</p>	<p>2008 Ronald C. Arnett Duquesne University</p>	<p>2013 Theodore A. Avtgis Ashland University</p>
<p>2001 Mark L. Hickson, III University of Alabama</p>	<p>2008 Janette Kenner Muir George Mason University</p>	<p>2013 Cindy M. Lont George Mason University</p>
<p>2002 Floyd D. Anderson SUNY Brockport</p>	<p>2008 Don W. Stacks University of Miami</p>	<p>2013 Judy C. Pearson North Dakota State University</p>
<p>2002 Joan O'Mara University of Hartford</p>	<p>2009 Michael Hostetler St. John's University</p>	<p>2014 Ann Bainbridge Frymier Miami University</p>
<p>2003 Mary Boor Tonn University of Maryland</p>	<p>2009 Danette Ifert Johnson Ithaca College</p>	<p>2014 Matthew J. Smith Wittenberg University</p>
<p>2004 Susan Drucker Hofstra University</p>	<p>2009 Candice Thomas-Maddox Ohio University-Lancaster</p>	<p>2015 Lynne Kelly University of Hartford</p>
<p>2004 Lea Stewart Rutgers University</p>	<p>2009 Melissa Wanzer Canisius College</p>	<p>2016 Joy M. Cypher Rowan University</p>
<p>2004 Richard Vatz Towson University</p>	<p>2010 Thomas R. Flynn Slippery Rock University</p>	<p>2016 Trevor S. Parry-Giles University of Maryland</p>
<p>2005 Melanie Booth-Butterfield West Virginia University</p>	<p>2010 Ronald L. Jackson University of Illinois at Urbana-Champaign</p>	<p>2016 Mary C. Toale SUNY Oswego</p>
<p>2005 Kathleen Kendall University of Maryland</p>	<p>2011 Timothy Mottet University of Texas–Pan American</p>	<p>2017 Benjamin R. Bates Ohio University</p>
<p>2005 Valerie Endress Rhode Island College</p>	<p>2011 Bonnie Jefferson Boston College</p>	<p>2017 Gary Gumpert Urban Communication Founda- tion</p>
<p>2007 Jean Ann Streiff Oakland Catholic HS</p>	<p>2012 Jason S. Wrench SUNY New Paltz</p>	<p>2017 Dale Herbeck Northeastern University</p>
<p>2007 James Klumpp University of Maryland</p>	<p>2012 Janie Harden Fritz Duquesne University</p>	<p>2017 Andrew Rancer University of Akron</p>



ASSOCIATION AWARDS

ECA Distinguished Teaching Fellows, continued

2017 Ted Sheckels Randolph-Macon College	2017 Sara Weintraub Regis University	2017 Nancy Willets Cape Cod Community College
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ECA Committee of Scholars

1980-1981 Dan F. Hahn Queens College CUNY Jane Blankenship University of Massachusetts Donald H. Ecroyd Temple University James C. McCroskey West Virginia University	1984-1985 Linda C. Lederman Rutgers University Raymond L. Falcione University of Maryland Ron Johnson University of Massachusetts Gerald M. Phillips Pennsylvania State University	1988-1989 Virginia P. Richmond West Virginia University Lynne Kelly University of Hartford James F. Klumpp University of Maryland Jack A. Barwind Syracuse University
1981-1982 Jeanne Lutz Pennsylvania State University Jane Blankenship University of Massachusetts Donald H. Ecroyd Temple University James C. McCroskey West Virginia University	1985-1986 Floyd D. Anderson SUNY Brockport Wilbur Samuel Howell Princeton University Christopher L. Johnstone Pennsylvania State University Eric W. Skopec Syracuse University	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
1982-1983 W. Barnett Pearce University Of Massachusetts Thomas W. Benson Pennsylvania State University John F. Wilson Herbert H. Lehman College Donald P. Cushman SUNY Albany Mark L. Knapp University of Texas	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	1990-1991 Sandra L. Herndon Ithaca College Gary Gumpert Queens College CUNY Kathleen E. Kendall SUNY Albany Lyndrey A. Niles Howard University
1983-1984 James W. Chesebro Queens College CUNY Arthur P. Bochner Temple University Herman Stelzner University of Massachusetts Andrew D. Wolvin University of Maryland	1987-1988 Darlyn R. Wolvin Prince George's CC Jerry L. Allen University of New Haven Lois J. Einhorn SUNY Binghamton	1991-1992 Deborah F. Atwater Pennsylvania State University John Poulakis University of Pittsburgh Lawrence Prelli University of New Hampshire Orlando Taylor Howard University



ASSOCIATION AWARDS

ECA Committee of Scholars

<p>1992-1993 Gerald Lee Ratliff Montclair State University Joseph DeVito Hunter College Robert L. Duran University of Hartford Joan Gorham West Virginia University</p>	<p>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</p>	<p>2002-2003 Don M. Boileau George Mason University Ronald C. Arnett Duquesne University Alan M. Rubin Kent State University Sara Weintraub Chudnovsky Regis College</p>
<p>1993-1994 Alison Alexander University of Georgia Carolyn Anderson University of Massachusetts Susan Drucker Hofstra University Stuart Sigman SUNY Albany</p>	<p>1998-1999 Melanie Booth-Butterfield West Virginia University James Chesebro Indiana State University Ann Bainbridge Frymier Miami University John C. Sherblom University of Maine</p>	<p>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</p>
<p>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</p>	<p>1999-2000 Jerry L. Allen University of New Haven Robert A. Barraclough West Virginia University Danette E. Ifert West Virginia Wesleyan College Mary Mino Penn State University DuBois</p>	<p>2004-2005 Mary L. Kahl SUNY New Paltz Michael J. Hostetler St. John's University Rebecca B. Rubin Kent State University Sandra J. Sarkela SUNY Postdam</p>
<p>1995-1996 Harvey R. Kelly Jr. Penn State University, Beaver Diane O. Casagrande West Chester University Myrna Foster-Kuehn Clarion University Janette Kenner Muir George Mason University</p>	<p>2000-2001 Janette Kenner Muir George Mason University Mary L. Kahl SUNY NewPaltz James F. Klumpp University of Maryland Mari Boor Tonn University of New Hampshire</p>	<p>2005-2006 Donald A. Fishman Boston College Dale A. Herbeck Boston College Elizabeth M. Perse University of Delaware Lance Strate Fordham University</p>
<p>1996-1997 Dale A. Bertelsen Bloomsburg University Jodi Cohen Ithaca College Anita K. Foeman West Chester University Joe Gow Alfred University</p>	<p>2001-2002 Susan J. Drucker Hofstra University Donald Fishman Boston College Michael L. Hecht Pennsylvania State University Alan M. Rubin Kent State University</p>	<p>2006-2007 John A. Courtright University of Delaware Cary Wecht Horvath Youngstown State University Alfred G. Mueller II Penn State-Mont Alto Wendy Samter Bryant University</p>



ASSOCIATION AWARDS

ECA Committee of Scholars, continued

<p>2007-2008 Ronald L. Jackson, II University of Illinois Kathleen Glenister Roberts Duquesne University</p>	<p>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</p>	<p>2013-2014 Nancy Willets Cape Cod Community College Tobi Mackler Montgomery County CC Anne Mattina Stonehill College Mary C. Toale West Virginia Wesleyan</p>
<p>2008-2009 Richard West Emerson College Valerie Swarts Slippery Rock University Kristin Wolfe Duquesne University Catherine Wright George Mason University</p>	<p>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</p>	<p>2014-2015 Danette Ifert Johnson Ithaca College Shinsuke Eguchi University of New Mexico Christopher House Ithaca College Colleen Malachowski Regis College</p>
<p>2009-2010 Sara Chudnovsky Weintraub Regis College Don Boileau George Mason University Janie Harden Fritz Duquesne University Jeanne Persuit UNC, Wilmington Andrew Rancer University of Akron</p>	<p>2012-2013 Cindy Lont George Mason University Dale Herbeck Northeastern University Lea P. Stewart Rutgers University Jason S. Wrench SUNY New Paltz</p>	

ECA Archivists

<p>1951-1978 Magdalene Emma Kramer Columbia University</p>	<p>1987-1991 John F. Wilson Herbert H. Lehman College, SUNY</p>	<p>2012-2018 Trevor S. Parry-Giles NCA National Office</p>
<p>1978-1986 Clark S. Marlor Adelphi University</p>	<p>1992-2011 James W. Chesebro Ball State University</p>	



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 James Benjamin
 Thomas Benson
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 Jane Blankenship
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 Warren Decker
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 Alan Goodboy
 Lynn Dee Gregory
 James P. Gross
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 Beth Haslett
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 Dale Herbeck
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 Sean Horan
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 Danette Ifert Johnson
 Kathleen Jamieson
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 Ileen Kaufman
 Kathleen E. Kendall
 Allan James Kennedy
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 William Levering
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 Daniel Mansson
 Matthew Martin
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 Robin R. Means Coleman
 Maryann Messano-Ciesla
 Mary Mino
 Isabel Mirsky

Timothy P. Mottet
 Alfred G. Mueller, II
 Janette Kenner Muir
 Scott A. Myers
 Lester Olson
 Trevor Parry-Giles
 Judy C. Pearson
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 John Prellwitz
 Gerald Lee Ratliff
 Virginia P. Richmond
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 Charles V. Roberts
 Katherine E. Rowan
 Sarah Ryan
 Howard Schwartz
 Robert J. Sidelinger
 Brent Sleasman
 Lisa Sparks
 John Splaine
 Sydney Stagers
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