

# NYSCA Reports

SPRING EDITION

MAY 1, 2007

## CONFERENCE UPDATES 2007



65<sup>th</sup> Annual Conference

October 19-21, 2007

*Failing to Communicate: Learning from Mistakes*

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## Keynote Speakers for 2007 Conference

NYSCA's 65<sup>th</sup> Conference will feature two great keynote speakers – **Dr. Mary Kahl** and **Dr. Shawn J. Parry-Giles**. Both speakers have research and leadership experience that makes them uniquely qualified to address this year's conference theme.

*Failing to Communicate: Learning from Mistakes* is a broad theme asking us to consider 1) Whether or not our scholarship is sufficiently linked to context; 2) Whether or not our research progresses from analysis of disasters to solutions; and 3) Whether or not we've learned how to communicate our scholarship to audiences beyond the academy.

Our Friday night speaker will be **Dr. Mary Kahl**, associate professor of Communication & Media at SUNY New Paltz. Kahl's research addresses political rhetoric and gender studies and often pays special attention to context. Dr. Kahl's recent publications include "Doing the People's Business in the Wake of Impeachment: The Rhetorical Impact of President Clinton's 1999 State of the Union Address," and "The Rhetoric of War and Remembrance: An analysis of President Bill Clinton's 1994 D-Day Discourses" (with Michael Leff). Kahl has served as a political focus group moderator, worked on the Commission for Presidential Debates, consulted for C-Span, and was named a Distinguished Teaching Fellow by the Eastern Communication Association.

On Saturday, **Dr. Shawn J. Parry-Giles** will address the members of NYSCA. As a member of the National Communication Association research board, Parry-Giles has insight into mistakes we make in the promotion of our research, strategies for writing grant applications, publication of research, and the promotion of scholarship in general.

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## Spotlight on Student Research

In 2006, 17 outstanding graduate and undergraduate papers were presented at NYSCA. The quality and breadth of the research were impressive. Among the topics were the rhetoric of Hugo Chavez, factors contributing to decoding anti-drug/anti-smoking messages, anarchy, civil society and the public sphere, and many more. This year we hope to see continued growth in participation for beginning scholars.

This year we will once again have awards for the top undergraduate and top graduate papers. (See call for student research inside). In addition, we plan to schedule a session for student researchers to get to know one another. This will be an opportunity to compare notes on their educational experiences so far, as well as insight into graduate programs. Faculty representing graduate programs are also invited. Encourage your best students to participate before the semester ends.

Can we do this more effectively?

*The purposes of this organization shall be: to encourage communication education in New York State, to serve the interests of the members of the Association, to speak for the profession in matters of policy, to set goals and standards for the profession in the state, and to promote close relations with other educational organizations in the field of communication.*  
Article 1, Section 2

### *The 2006 Student Research Awards...*

*Top Graduate Paper*  
*"Terrorism, Victims, and the Media"*  
Zohar Kadmon Sella  
Columbia University

*Top Undergraduate Paper*  
*"Reality TV: The Merger of Corporate Publicity and Popular Entertainment"*  
Kimberlyn David  
Ithaca College

## Keynote Speakers Announced

Dr. Parry-Giles is an assistant professor of Communication at the University of Maryland where she also serves as the Director of the Center for Political Communication & Civic Leadership. Parry-Giles has published widely on political communication. Recent publications include *The Rhetorical Presidency, Propaganda, and the Cold War, 1945-1955*; "Mediating Hillary Rodham Clinton: Television News Practices and Image-Making in the Postmodern Age," (2000); and *Constructing Clinton: Hyper-reality and Presidential Image-Making in Postmodern Politics* (with Trevor Parry-Giles, in press).

As for the question of the progression from analysis of disasters to solutions--well that's up to the conference presentations. If we put our projects together, we may find we've solved everything.

## Call For Student Research

### *Failing to Communicate: Learning from Mistakes*

*October 19-21, 2007*

NYSCA has long been an outstanding venue for the presentation of student research at both the graduate and undergraduate levels. The scale of the conference allows for valuable feedback from seasoned scholars in a supportive yet rigorous environment. Often these exchanges go beyond the presentation and into the dining room, where beginning scholars have the opportunity to refine and develop their ideas in an informal setting.

Graduate and undergraduate students are strongly encouraged to **submit a draft** of their papers by **July 1, 2007**, followed by submission of a completed version for review by **August 1, 2007**. Submitters should **note their student status on the submission**. Student submissions will be considered for **top undergraduate and top graduate paper awards**.

Submission Guidelines for Completed Papers due by **8/1/2007**

1. Cover page with the title of the paper, author's name, affiliation, mailing address, telephone number, and e-mail address.\*
2. A running head with an abbreviated title and "**undergraduate research**," "**graduate research**." Be sure to exclude your name from the running head.
3. A one-page abstract on the second page.
4. Please include the statement of professional responsibility on the second page below the abstract: "*In submitting the attached paper, I/We agree to present the paper at the 2007 NYSCA Conference if it is accepted.*"
5. Abstracts and papers should be emailed to Dr. Missy Alexander, [Missy.Alexander@marist.edu](mailto:Missy.Alexander@marist.edu) (Microsoft Word or Wordperfect formats only)

\* *All requests for audio-visual support must be included with your paper submission. Indicate your technology needs on the bottom of your cover page.*

## Dr. Tom Flynn, Winner of the 2007 Postman Award

NYSCA's **Postman Mentor Award** winner is selected by past-presidents who "may bestow the award on that person whom they deem has demonstrated the degree of intellectual and personal leadership, enthusiasm for learning, and generous spirit required to cultivate future generations of scholars." Given this description it was no surprise when **Dr. Tom Flynn** of Slippery Rock University was selected.

At the 2006 conference alone, Dr. Flynn chaired the nominating committee, found excellent candidates for crucial positions, (thank you), initiated the Communication Law Challenge, and was surrounded by students that he brought along from PA. His position as mentor extraordinaire, is obvious with one look at his interactions with his students.

Dr. Flynn teaches Communication Law, PR, & Public Speak-

ing. He is regularly consulted for legal and political commentary by media outlets including the *New York Times*, *The Guardian* and National Public Radio.

In 2004, Dr. Flynn received ECA's Past President's Award for "Outstanding Contributions in Scholarship & Service" service. The Postman Award demonstrates that Dr. Flynn's dedication to his students and colleagues is unflagging.

Congratulations Tom.

### Postman Mentor Awards

2007  
Thomas Flynn  
2006  
Deborah Borisoff  
2005  
Gary Gumpert  
2004  
Joseph Coppolino

## NYSCA Returns to the Hudson Valley Resort & Spa

NYSCA will once again hold its conference at the Hudson Valley Resort and Spa, located in Kerhonkson, NY. Although we'd love to see a less expensive alternative, HVRs supports the kinds of contact prized by NYSCA regulars.

The shared meals remain central to our ability to make new friends and catch up with those

we haven't seen since last year. Students have an opportunity to eat with faculty and gain support and insight for their projects. Access to our presentation rooms at all hours, allows for other, informal gatherings, like the scheduled and unscheduled music sessions that seem to follow this group from place to place. (Don't forget to bring your acoustic instruments.)

In addition, Kerhonkson is close to many lovely paths through the mountains, eclectic shops, and farm stands, making it perfect for that fall urge for apples and hiking. Let's just hope the weather is good.

Reservation details will be listed on [www.nyscanet.org](http://www.nyscanet.org) by May 30, 2007.



## Nominations Sought for the John F. Wilson Fellowship

Nominations are invited for the John F. Wilson Fellowship of NYSCA. The Wilson Scholar Committee may, each year award the Wilson Fellowship to a member of NYSCA who has established an exemplary record of scholarship and service to the Association. The fellowship carries the prize of life membership in the Association.

To be considered for the award, nominees must:

1. Be members of NYSCA
2. Have contributed a significant body of research
3. Have a record of service to NYSCA

Each nomination should include a letter of nomination and current

CV. Deadline for nominations is **September 24, 2007**. Nominations should be sent to:

Susan Drucker  
Hofstra University  
School of Communication  
Department of Journalism/Mass Media Studies  
Dempster Hall  
Hempstead, NY 11549



## 65th Annual Conference - Call For Papers

### Failing to Communicate: Learning From Mistakes

After attending the International Communication Association Conference in Dresden, Carlin Romano noted that the research presented seemed to completely overlook the importance of Dresden, WWII, and the potential for great failures in communication to inform Communication scholarship. Certainly this observation should give us pause: Do we ignore context? Do we neglect history? Do we dissect disastrous communication without ever moving to suggestions for avoiding such mistakes?

Inspired by Romano's observation, this year's conference will pay particular attention to failed communication. Papers addressing missteps in social, political, and relational communication are all of interest. Strategic miscommunication and its subsequent revelation are also relevant. Research addressing failed communication in New York is particularly pertinent.

Potential topics abound: the Middle East, the Mid-West, the Catskills, the United Nations, Universal Healthcare, Divorce, Disastrous First Dates, Terrible Classes, Baghdad, Betamax, and so on.

Proposals unrelated to the conference theme, from a variety of theoretical traditions, are also welcome. We seek papers in all formats-formal & informal speeches, roundtables, demonstrations, participatory panels, media screenings, or other innovative ideas. Undergraduate and graduate student submissions are also welcome and will be considered for student paper awards.

#### Submission Guidelines for Completed Papers

1. Detachable cover page with the title of the paper, author's name, affiliation, mailing address, telephone number, and e-mail address.
2. A running head with an abbreviated title. Student research should include "undergraduate research," "graduate research" in the running head. Do not include your name in the running head.
3. A one page abstract on the second page.
4. A statement of professional responsibility should be submitted with the proposal. "In submitting the attached paper, I/We agree to present the paper at the 2007 NYSCA Conference if it is accepted."

Papers should be emailed to Dr. Missy Alexander, [Missy.Alexander@Marist.edu](mailto:Missy.Alexander@Marist.edu) by **June 15, 2007**.

#### Submission guidelines for Panel Proposals

1. Cover page with the title of the panel, chair of the panel, authors' names, affiliations, mailing addresses, telephone numbers, and e-mail addresses.
2. A description of the topic of the panel not to exceed 150 words.
3. Title, author(s) and abstracts of 50-75 words for individual papers. For roundtables the panel description is sufficient.
4. A statement of professional responsibility should be submitted with the proposal. "In submitting the attached proposal, I/We agree to present the panel at the 2007 NYSCA Conference if it is accepted."

Panel proposals should be emailed to Dr. Missy Alexander, [Missy.Alexander@Marist.edu](mailto:Missy.Alexander@Marist.edu) by **June 15, 2007**.

All requests for video, PowerPoint, overhead projectors, etc. must be included with your paper/panel submission. Attach a list of your requirements to your email. Be sure to include your name and the paper or panel title on your list.

**The Conference will be held October 19-21, 2007 at the Hudson Valley Resort & Spa—Kerhonkson, NY**

FOR CONFERENCE DETAILS VISIT [www.nyscanet.org](http://www.nyscanet.org)

Romano, C. (2006, July 28). What we have here is...the International Communication Association. *Chronicle of Higher Education*, p. B10.