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**LETTER FROM THE
PRESIDENT**

by Missy Alexander
NYSCA President



Dear NYSCA Members,

It's time, once again, to renew your membership and make your reservations for our October conference. Valerie Swarts has done a wonderful job of organizing everything this year and has arranged for exciting speakers both Friday and Saturday. In addition, there has been an increase in the number of submissions from undergraduate and graduate students, and we hope to make their first conference experience rewarding. Please make every effort to attend their presentations this year.

As a small organization, NYSCA prides itself in the ability to provide a space for mentoring beginning scholars. Not only are students encouraged to present papers but they are invited to dine with faculty from around the state, providing them with feedback on their research and encouragement in their continued growth as scholars.

In addition to original research, many of the panels at NYSCA feature conversations on teaching, issues in administration, and the state of our discipline. Here we see opportunities for those with a wealth of experience to support each other in the pursuit of excellence and creativity in our programs. These conversations often turn into collaboration beyond the conference, invigorating relationships between our colleges and universities.

Thanks to the hard work of Ari Kissiloff, last year's upgrade of our website, www.nyscanet.org, has given us a convenient space to continue our conversations and expand the benefits of our organization. Let me urge you to use this space to post your searches for full- and part-time faculty, form

panels or research partnerships, and otherwise initiate discussions. This has the potential to be a productive resource for all of our members. However, we don't want to send you a lot of e-mail, so try to get in the habit of logging in for the latest postings.

Finally, our organization depends on the willingness of members to serve as officers. If you are interested in serving or would like to nominate someone for a position, please contact Catherine Phelan (cwphelan@hamilton.edu), chair of the nominating committee. If you want to know what each position entails, you can take a look at the bylaws on our website.

Thank you for your continued support of NYSCA. I look forward to seeing everyone in October. I'll be the one with the gavel.

Missy Alexander, President



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66TH ANNUAL CONFERENCE FEATURES DISTINGUISHED SPEAKERS

by Valerie Swarts

As our 66th annual conference approaches, we have many exciting opportunities that await us in October. The upcoming conference presents us with the wonderful opportunity to hear two nationally known scholars present keynote addresses.

On Friday evening, **Professor Diana Bartelli Carlin (University of Kansas)** will speak on *Using Research Groups to Unify Unique Perspectives: A Case Study of Political Debates and Beyond*.

Professor Carlin has a distinguished record of teaching and scholarship. She currently is a Professor in the Communication Studies Department at the University of Kansas, and the past year she served as Dean-in-Residence for the Council of Graduate Schools in Washington, D.C. While at KU, Professor Carlin also served as Dean of the Graduate School and International Programs, Interim Assistant Provost, and Acting Chair of the Communication Studies Department. Additionally, she has a distinguished record of service at other universities as well as secondary teaching experience.

Professor Carlin is most well known for her guiding work on *DebateWatch* (national voter education project). Her timely keynote address will discuss how *DebateWatch* has helped to unify the numerous perspectives that stemmed from analyzing political campaigns. Also important to recognize is her work as a member of the Advisory Board of NCA Liaison to the Commission on Presidential Debates since 1990. Much of her research and scholarship has been devoted to the analysis of presidential and political communication. One of Professor Carlin's grants was used to develop a training program and prepare a manual to help establish a political debate

tradition for debates at all governmental levels in South Africa.

Professor Carlin has been the recipient of numerous honors and grants, and she has served in numerous positions of leadership in state, regional, and national organizations. Her scholarship is evident in the significant number of publications, conference papers, presentations, and consulting opportunities that she has completed.

On Saturday evening **Professor Terence Moran (New York University)** will speak on *Understanding Communication History: A Media Ecology Approach*.

Professor Moran has an equally distinguished record of teaching and scholarship. He currently is a professor of media ecology in the Department of Media, Culture, and Communication. Professor Moran co-founded, along with Neil Postman, the M.A. and Ph.D. programs in Media Ecology at NYU. He also served as a past Program Director of the Media Ecology programs for both the M.A. and Ph.D. degrees, as well as being the Founding Director of the Undergraduate Communication Studies Program at NYU.

Professor Moran may be best known nationally for his 2007 book (co-authored with Eugene Secunda), *Selling War to America: From the Spanish American War to the Global War on Terror*.

At both undergraduate and graduate levels, Professor Moran's recent courses have examined mass persuasion, propaganda, languages of communication, language and behavior, and the history of communication.

Professor Moran has served as a communication consultant for numerous

American and international organizations. He has contributed numerous articles, reviews, monographs, editorships, guest lectures, and media experiences for local and other television stations.

Professor Moran has been awarded the Louis Forsdale Award for Outstanding Educator in the Field of Media Ecology, the New York University Steinhardt School of Education Teaching Excellence Award, and the Special Teacher, Scholar, Mentor, and Founder Award from NYSCA.

Other conference highlights that we plan to include or create are a GIFTS panel for great teaching ideas, a panel for students about demystifying the publication process, a past presidents panel (as well as specific recognition for past presidents during one of our group times), a workshop for administrators, and a couple of assessment sessions. And there are a few surprises we have planned along the way as well!

We encourage each of you (especially those close by) to bring students with you, even if they are not presenting. NYSCA is such a great conference for faculty and students to interact, enhance their professional development, and just have a great time!



TOURING THE SHAWANGUNK WINE TRAIL

By Jim Morrison

When the conference is over, if you're interested in wine you can easily do a tour of wineries of the Hudson River Valley, see some delightful scenery, and have time to stop off for a twilight dinner before taking off for home.

That's what I did last year, and I can highly recommend it as the perfect capstone to the conference.

The best place to start is Rivendell Winery, 714 Albany Post Road, between Routes 45/55 and the center of New Paltz. It's easy to find, because all the wineries on the Shawangunk Wine Trail are amply marked by signs on the main roads. You will doubtless see some of these signs on the way to the Hudson Valley Inn and Resort.

Rivendell is a gateway to both the Shawangunk wineries and to wineries throughout the state, as it is a Vintage New York™ Tasting Room, like two others in NYC, at 482 Broome Street and 2492 Broadway at 93rd Street. Here you can taste and compare wines from across the state and pick up brochures and maps for the Shawangunk Wine Trail and other wine regions.

There is a tasting fee of \$10 for five samples (the other wineries I visited on the trail charged \$5), and if you buy \$50 or more in wine from their ample store your tasting fee is refunded. The more than 75 wines available for tasting range in price from \$8 to \$45 per bottle. The pourers here are knowledgeable and as talkative as you wish.

My next stop was Whitecliff Vineyards, on McKinstry Road off Brunswick Road/Route 7 in Gardiner, with a panoramic view of the white cliffs of the Shawangunk Ridge. They produce a variety of wines from both varietal and hybrid grapes, many of which are featured in the region's best restaurants.

Back across Routes 45/55 I stopped off at Adair Vineyards, in Modena, whose tasting room is in the second story of a 200-year-old National Historic dairy barn, among picnic grounds bordered by a stream. I didn't find the wines here as interesting as the others,

but my palate may have begun to dull at this point.

Perhaps the winding drive up to Glorie Farm Winery, on Mountain Road in Marlboro, perked up my senses, or maybe it was the spectacular view of the Hudson River Valley at the top that did it. Regardless, the Glorie Farm varietals and hybrids I tasted were all fresh and engaging, and the hostess in the small, rustic tasting room, a co-owner, was interesting to talk with.

Back down the mountain toward the center of Marlboro, Stoutridge Vineyard was impressive in quite a different way. The new owners have recently restored the old historic homestead farm and vineyard, which had been seized by the government during Prohibition for operating an illegal distillery in the farm house basement. The tasting room is modern, with views of the vats and cellars, and the wines were among the more impressive ones I tasted that day.

My final winery stop was Benmarl Winery at Slate Hill Vineyards, on Highland Avenue in Marlboro, whose tasting facilities are housed in European-style buildings on a ridge overlooking the Hudson Valley and Berkshire Mountains. Benmarl claims to be America's Oldest Vineyard and is probably

the best-known of the Shawangunk wineries, having won several awards and medals, and they produce a wide variety of wines from grapes sourced from throughout the country, as well as New York.

My last stop before heading home was the Raccoon Saloon and Restaurant, 1330 Route 9W in downtown Marlboro, overlooking waterfalls and, once again, delightful views of the Hudson River. The entrees looked and smelled delicious, but I was most focused on one of their spectacular burgers, which they claim as the best in the world. This is one extravagant claim that you can take seriously—I'm happy to testify that it was the best burger I've had in my life.

I was sorry to have missed going farther afield to the other wineries on the Trail—Brotherhood Winery in Washingtonville (America's Oldest Winery), Baldwin Vineyards in Pine Bush, and Warwick Valley Winery and Applewood Winery in Warwick—but one can drink only so many wines and stay legal in one afternoon. I'm looking forward to getting there next time.

Complete information about all the wineries on the Shawangunk Wine Trail can be found at <http://www.shawangunkwinetrail.com>



Susan Mallon Ross

Those of us who knew and worked with Dr. Susan Mallon Ross are saddened to read of her passing on July 15th at her home in Bay St. Louis, Mississippi. As noted in the obituary posted by Dr. Charles Tardy, chairman of the Southern Miss Department of Speech Communication, Susan was an assistant professor of speech communication and director of the Gulf Coast Speaking Center at The University of Southern Mississippi Gulf Coast.

I first met Susan when I joined that Technical Communication Department at Clarkson University in 1990. I was finishing a dissertation, and Susan had finished hers the year before. We were starting out the tenure process and our careers together, more or less. Feeling insecure in an unwelcoming environment, we could have easily fallen into competition with each other. Instead, we became good friends and remained so over the next two decades.

Over her career, Susan Ross demonstrated a strong commitment to her students and their education. At Clarkson, Susan was the outstanding teacher in a good teaching department and I came to look to her as a mentor. Her courses were exceptionally well-designed. She placed high expectations on her students, but was able to develop strategies that helped them to rise to the challenge. In a student-culture that expected straight lecture, Susan was able to achieve a great deal of interactivity in her classes and involved her students in the learning experience effectively. Susan was always available to her students, well beyond what was mandated. She has an uncommon sense of responsibility toward them.

I believe her commitment is best demonstrated by the students she involved in research and conference presentations. I had the pleasure to witness and respond to some of these panels, and talk with her students. They were unanimous in their enthusiasm and appreciation for her efforts. In all aspects, Susan Ross fulfilled her responsibility to her students with dedication, thoroughness, and competence.

Susan Ross was an active, engaged scholar. We shared a common research interest in freedom of expression, communication law and policy. The primary theme of her work centered, however, on feminist rhetoric and the voices of American women in social movements. She recently co-edited *From Megaphones to Microphones: Speeches by American Women 1920-1960*. She also published chapters in books and scholarly journals. In addition to her published work, she presented her research on competitive programs, participated in panel discussions on a broad range of topics,

served as an advocate in debates and forums, and played the role of chair and respondent. Her work on rhetoric and free speech issues was among the finest in the field. She did not see her research as disembodied collection of arcane scholarship, but as feeding her understanding and ability to teach rhetoric, media, and persuasion in social movements. I'm proud to have co-authored a number of papers with her. Susan was a natural leader among our colleagues in ECA and the Freedom of Expression Commission of NCA. She served on the Editorial Board of the Free Speech Yearbook, and as President, New York State Speech Communication Association, and as Chair and Program Planner of ECA's Communication and Law Interest Group. In short, she was one of us.

I wish I could help you understand and know the warm, funny, crazy person I knew. I could tell you that she loved the Yankees, Thai food and fishing. That she carried a special place in her heart for my daughter Caleigh. That she spoke like E.B. White wrote, plainly, concisely, and interestingly. Any words, however, fail to capture the extraordinary person she was.

These things I can tell you: She loved her husband Terry and her sons, Kelly and Casey, and spoke of her family often. She loved what she did and she did it to the very best of her ability. She realized that as a teacher, everyday presented an opportunity to help someone. I also know that she was a wonderful friend and I will miss her very much.

Tom Flynn

Chair, Communication Department
Slippery Rock University



NYSCA
66th Annual Conference
October 17-19, 2008
Hudson Valley Resort & Spa
Kerhonkson, NY
www.hudsonvalleyresort.com



Rooms and Rates, Friday-Sunday, per person, per stay

Single Occupancy \$374 Triple Occupancy \$244
Double Occupancy \$264 Quad Occupancy \$224

Rates include: Overnight accommodations for two (2) nights, a total of five (5) meals - starting with dinner on the day of arrival and ending with breakfast on the day of departure, one (1) cocktail party, and one (1) coffee break, access to resort entertainment & activities as well as spa access.

Rooms and Rates, Friday, per person, per stay

Single Occupancy \$243 Triple Occupancy \$183
Double Occupancy \$193 Quad Occupancy \$176

Rates include: Overnight accommodations, a total of three (3) meals starting with dinner on Friday to lunch on Saturday, and one (1) coffee break, access to resort entertainment & activities as well as spa access.

Rooms and Rates, Saturday, per person, per stay

Single Occupancy \$263 Triple Occupancy \$203
Double Occupancy \$213 Quad Occupancy \$193

Rates include: Overnight accommodations, a total of three (3) meals starting with lunch on the day of arrival and ending with breakfast on the day of departure, one (1) cocktail hour, one (1) coffee break, access to resort entertainment & activities as well as spa access.

Meals Only (for those who do not plan to stay in HVRS)

Lunch: \$20 per person, inclusive of service charges.
Cocktail & Dinner: \$50 per person, inclusive of service charges.

All rates are subject to prevailing New York State Tax.

Reservations should be made by calling Hudson Valley Resort & Spa
The deadline (September 20, 2008) has passed, but there still may be rooms available

Any cancellation made less than seven (7) days prior to arrival will be subject to the forfeiture of the individual's deposit.

Phone: (845) 626-8888

Website: www.hudsonvalleyresort.com

**NYSCA
66th Annual Conference
October 17-19, 2008**

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Kerhonkson, NY
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- ➔ **Conference pre-registration discounts** have ended
- ➔ **Mail in registrations** have ended
- ➔ **Online registration** (with credit card) will remain open until 9am - October 14, 2008

http://www.nyscanet.org/cart/nysca_membership1.html

- ➔ **To pay at the conference**

Fill out a registration form

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fill it out, and bring with a check to the conference

Please note that we cannot accept credit cards on site

Jasko Awarded 2008 Postman Award

By Thom Gencarelli

Susan Jasko of the Department of Communication Studies at California University of Pennsylvania is the 2008 winner of NYSCA's Neil Postman Mentor's Award.

Dr. Jasko is a lifetime member of NYSCA and has been a member-in-good-standing of the Association since the mid-1980s. Her Neil Postman Mentor's Award recognizes her more than two decades of commitment to her students through her exceptionally high standards and expectations, her nurturing, positive demeanor, and her great and infectious humor.

In addition, the award recognizes the great many NYSCA Conferences to which she has brought her students—sometimes packing them into the CUP van and driving the 375 miles with them. She has not only urged them to attend panels and introduced them to her colleagues, but has also organized panels on which they have presented their research and writing, their internship and professional experience, and the insight and wisdom of their perspective on all we do as professors, scholars, and members of an academic organization.

We salute Sue for her many years of dedication to NYSCA and to communication teaching and scholarship.

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If you have any ideas for articles or topics you'd like to see represented, please send them to jcm46@comcast.net

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