

This is the 2006 NYSCA Conference Program. We are including this so you may have an idea of what kinds of programs are offered at our conference. The 2007 conference program will be available sometime in the Fall.

More up to date info: <http://www.nyscanet.org/>

Friday 12:30→	2006 NYSCA Program	Dutchess Foyer
Friday 2:30-3:45	TEACHING DISSENT: STUDENT ASSIGNMENTS THAT CHALLENGE AND DECONSTRUCT MEDIA	Ulster
<p>Laura Tropp, Marymount Manhattan College Michael Grabowski, The College of New Rochelle Josh Bednarsky, Marymount Manhattan College Parisa Esmaili, Marymount Manhattan College Ben Peryer, Marymount Manhattan College Bianca Toledo, The College of New Rochelle Milena Tercheva, The College of New Rochelle</p> <p>This panel focuses on having students present work in a round-table format based on assignments designed to have them deconstruct and critique media. Faculty will also share these assignments with the attendees at the panel. Students will present on such topics as media deprivation as a technique for teaching the questioning of our media diet, student responses and critiques to the radio program <i>On the Media</i>, and student papers on debates in the news. The purpose of this panel is to demonstrate through student participation various ways of encouraging students to challenge media inside and outside the classroom.</p>		

Friday 2:30-3:45	TELEVISION ADVERTISING AND THE BATTLE FOR THE PRESIDENCY IN THE 21ST CENTURY	Orange
<p>Chair: Sal Fallica, New York University Mark Gregor, New York University Gwenn Morreale, New York University Rachelle Sussman, New York University</p> <p>According to Neil Postman and other media scholars, media literacy is vital to gain an understanding and survive in the media and information glut of the 21st century. Examining the role of televisual media and their tools employed will give us a greater comprehension of the meaning behind the messenger.</p> <p>With the proliferation of television advertisements for political campaigns, as well as the increased spending on such, media literacy is especially important to enable voters to make conscious and informed choices. In this panel, we will analyze and critique key television advertisements from the 2000 presidential election and compare/contrast them with the ads of the 2004 election using content, rhetorical and statistical analysis. O'Shaughnessy's model of propaganda will be used to analyze the key tools and techniques, such as rhetoric, myth and symbolism, as employed by the candidates during these two elections.</p>		

Friday 2:30-3:45	COMMUNICATION IN A GLOBAL CONTEXT: NATIONS AND/OR WORLD CITIZENS	Hudson I
<p>Chair: Robert J. Petrausch, Iona College</p> <p>"The Bono Prophecy: Religious Discourse and its Effect on Bono's 'Drop the Debt' Campaign" Felicia Zammit, Marist College</p> <p>"The Organization of Dissent" Rasmus Kleis Nielsen, Columbia University</p> <p>"Moving from Monologue to Dialog: Reshaping U.S. Public Diplomacy Communication by Learning from Past Mistakes" Robert J. Petrausch, Iona College</p>		

Friday 4:00-5:15	OUT OF THE FIRE, INTO THE FREEZER: DEFINING CHILLING EFFECT	Dutchess
<p>Don Fishman, Boston College Thomas Flynn, Slippery Rock University Carol Fletcher, Hofstra University Gary Gumpert, Communication Landscapers Susan Drucker, Hofstra University Valerie Swarts, Slippery Rock University Brett Barnett, Slippery Rock University</p> <p>A chilling effect is associated with the idea that vague and overly broad rules regulating communication are likely to result in people censoring themselves, even censoring acceptable speech, since they cannot be sure whether their speech is illegal or not. This program will explore the meanings and manifestations of the chilling effect and its implications on media coverage, free speech and association.</p>		

Friday 4:00-5:15	CONSTRUCTING GENDER AND SEXUALITY IN INTERNATIONAL TELEVISION AND FILM	Orange
<p>Chair: Katherine Fry, Brooklyn College</p> <p>"Textual Analysis of Gender Representation in Reality Programming from Survivor II: The Australian Outback" John Filizzola, Brooklyn College</p> <p>"Big Brother Nigeria: The Polemics of Sexuality, Gender and Authenticity" Ozioma Egwuonwu, Brooklyn College</p> <p>"A New Trend of Feminine Masculinity in Korea" Jung Euon Kim, Brooklyn College</p> <p>Respondent: Katherine Fry, Brooklyn College</p>		

Friday 4:00-5:15	ENTERTAINING DISSENT: ARE THE COUNTER-CURRENTS HEARD?	Hudson I
<p>Chair: W. David Gibson, Rutgers University</p> <p>"An alternative voice: the music of Holly Near as political and cultural expression" Brad Crownover, College of Mount Saint Vincent</p> <p>"Communicating Dissent: Eco-Cinema as Activist Cinema" Paula Willoquet, Marist College</p> <p>"Read all around it: parody news as entertainment, education, and enigma" Benjamin Peters, Columbia University</p> <p>"Does Image Inclusion Equal Inclusive Imagery? An Examination of Advertising and Diversity" W. David Gibson, Rutgers University</p>		

Friday 4:00-5:15	CAN DISSENT SURVIVE IN A CLIMATE OF FEAR?	Hudson III
<p>Chair: Barbara Kelly, Hofstra University</p> <p>"Smothering the flames of opposition: The role of media institutions in suppressing dissent after 9/11" Amber Ferris, Kent State University</p> <p>"Terrorism Victims and the Media" Zohar Kadmon Sella, Columbia University</p> <p>"Charlie and the Fear Factor" Barbara Kelly, Hofstra University</p> <p>"From Depression to Dissent: The Political Possibilities of Despair" D. L. Stephenson, Clark University</p> <p>"Communicating the Precautionary Principle" Phil Rose, York University</p>		

Friday 4:00-5:15	NYSCA Executive Board Meeting	Ulster
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Friday 5:30-6:30	COCKTAIL PARTY AND OPEN HOUSE	Dutchess Foyer
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In addition to meeting up with old friends and discussing the afternoon panels, this session is meant to encourage information exchange among NYSCA members. Graduate school representatives will be available to talk with undergraduates in attendance. NYSCA members looking for new faculty will have information on their positions. An adjunct exchange will be set up in an effort to connect part-time faculty with potential employers.

Friday 6:30	DINNER	Ballroom C
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Friday 7:30	WHAT'S WRONG WITH CORPORATE MEDIA? AN INSIDE VIEW	Ballroom C
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Jeff Cohen, guest speaker

Jeff Cohen founded FAIR in 1986 and served as its director and as a board member until 2002. He has been a producer and commentator at MSNBC and the author and coauthor of five books on news and public affairs.

Saturday 7:30-9:00	BREAKFAST	Ballroom C
Saturday 8:00→	REGISTRATION	Dutchess Foyer
Saturday 8:45-10:00	WORKSHOP: THE TOXIC AFTERMATH OF 9/11: BEHIND THE SCENES OF A PUBLIC HEALTH CAMPAIGN	Dutchess
<p>Moderator: Lance Strate, Fordham University Workshop conducted by Donna Flayhan, SUNY New Paltz</p> <p>In this workshop the science on 9/11 related illnesses along with a chronology of the mainstream media coverage on the Toxic Aftermath of 9/11 will be presented. Topics include "behind the scenes" information on medical institutions and journalists (U.S. and International) who have been covering this issue, along with those who have not, and those who have a vested interest in covering it up). Workshop participants can expect lots of science and analysis of the problems related to getting accurate information out to the public.</p>		
Saturday 8:45-10:00	PRODUCTIVE DISSENT: HOW TO DISAGREE WELL	Ulster
<p>Chair: Mary Ann Allison, Hofstra University</p> <p>"Let Cooler Heads Prevail: Teaching Advocacy and Debate to Encourage Civic Participation and Effective Dissent" Maureen M. Louis, Cazenovia College</p> <p>"A Case Study of Two Groups of Purpose With a Focus on Control and Dissent" Mary Ann Allison, Hofstra University</p> <p>"Goliath, meet David: Ethical Communication as an Organizational Response to Activism" Mark A. Van Dyke, Marist College</p> <p>"Audience Recognition of Media Frames: Do Readers Disregard Biased Protest Frames?" Jeffrey Bolt, Kent State University</p>		

Saturday 8:45-10:00	WHAT TO MEASURE, WHEN TO MEASURE, HOW TO MEASURE: THE CHALLENGE OF OUTCOMES ASSESSMENT	Orange
<p style="text-align: center;">Bruce Russell, Slippery Rock University Valerie Swarts, Slippery Rock University Thomas Flynn, Slippery Rock University</p> <p>This roundtable panel will examine one model of student learning outcomes assessment used in evaluating communication majors. Panelists will discuss the philosophy and overview of the origins, purposes, and types of assessment; explain the assessment methods used; and review observations derived from the use of those assessment methods. Handouts will be provided. Interaction of audience members is highly recommended.</p>		

Saturday 8:45-10:00	SPOTLIGHT ON UNDERGRADUATE RESEARCH	Hudson I
<p>Chair: Brian Cogan, Molloy College</p> <p>"Reality TV: The Merger of Corporate Publicity and Popular Entertainment" Kimberlyn David, Ithaca College</p> <p>"The Voice of Vonnegut: Communicating Dissent Through Narrative" Antony Berzak, Adelphi University</p> <p>"Gender Communication in Film" Jaime Holtzer, Hofstra University</p> <p>"Why Journalists Censor Themselves" Matthew Carrique, Adelphi University</p> <p>"MySpace and the Decline of Academia" Alana DaSilva, Adelphi University</p>		

Saturday 8:45-10:00	EDIBLE IDEOLOGIES: ANALYZING MEDIA REPRESENTATIONS OF FOOD AND FOODWAYS	Hudson III
<p>Chair: Kathleen LeBesco, Marymount Manhattan College</p> <p>"Morality, Class and Sex in Sideways" Sara M. DiBona, Marymount Manhattan College</p> <p>"A Chubby Girl's World: Diets and Dating in Bridget Jones's Diary" Jill Marino, Marymount Manhattan College</p> <p>"Ideologies of Gender, Religion, Race and Class in Fried Green Tomatoes" Erin K. Mulderig, Marymount Manhattan College</p> <p>"The Garden of Chocolates and Ding-Dongs: The Seven Deadly Sins in Charlie and the Chocolate Factory" Meghan Doran, Marymount Manhattan College</p> <p>Respondent: Peter Naccarato, Marymount Manhattan College</p>		
Saturday 10:15-11:30	USING THE MEDIA TO COMMUNICATE DISSENT	Dutchess
<p>Chair: Monica Brasted, SUNY College at Brockport</p> <p>"To Be Free We Have But to See Our Chains' (Frances Wright, 1828): One Dissenter's Journey" Kate Madden, SUNY College at Brockport</p> <p>"Same-sex marriage: An analysis of the San Francisco Chronicle's and The Boston Globe's coverage of the same-sex marriage issue that dominated the media in Feb. 2004" Mary E. McCrank, SUNY College at Brockport</p> <p>"Public Relations as an Ally in Communicating Alternative Views" Karen Olson, SUNY College at Brockport</p> <p>"Use of the Protest Paradigm in The New York Times during the 2004 Republican Convention" Monica Brasted, SUNY College at Brockport</p> <p>"Dissent in the Media and the Need for Greater Media Literacy" Lyndsay Barbato, SUNY College at Brockport</p>		

Saturday 10:15-11:30	TO TELL THE TRUTH: DIGITAL DISSENT AND THE SALVATION OF SATIRE	Ulster
<p data-bbox="488 243 980 275" style="text-align: center;">Megan Boler, OISE/University of Toronto</p> <p data-bbox="393 302 1162 737">This presentation will report on the first year of findings from a three year funded study, "Rethinking Media, Democracy and Citizenship: New Media Practices and Online Digital Dissent After September 11." At stake in what I term "digital dissent" is a renewed examination of the role of press within any so-called democracy, and how public expressions of dissent are challenging the mediascape through circulated memes. How can we productively analyze the ways in which digital media now challenge the monarchy of mainstream and broadcast media, and simultaneously mark a demand for "fact checking" and accountability? This talk explores the post 9/11, coincidental convergence of digital media with publicly expressed longings for "unmediated truth," a convergence that marks a radical shift to the use of digital media to express political dissent, both sincere and satirical.</p> <p data-bbox="393 766 902 825">Point/Counterpoint: Cynicism or Criticism Mark Lipton, University of Guelph</p>		

Saturday 10:15-11:30	MEDIA USAGE AND MEDIA EFFECTS AMONG WOMEN AND MINORITIES: CONSCIENTIOUS OBJECTIONS OR UNCONSCIOUS COMPLIANCE?	Hudson I
<p>Chair: James L. Laux, Slippery Rock University</p> <p>"Double Vision? A Comparison of the Effects of Exposure to Ideal Body Images in Magazine Advertisements on the Self-Image of Males and Females" Amber Johnson, Slippery Rock University Rachel Seeman, Slippery Rock University</p> <p>"Real World? An Investigation of the Relationship Between Viewing MTV and Body Satisfaction Among College Women" Chris Martin, Slippery Rock University</p> <p>"The Criminal Mind? A Study of the Effects of Ethnicity and Social Behaviors on the Attribution of Criminal Stereotypes" Jonathon Dobish, Slippery Rock University</p> <p>"Are We On the Same Channel? An Examination of the 'Channel' Preferences of Men and Women for Communication with the Opposite Sex" Wesley Tagliaferre, Slippery Rock University</p>		

Saturday 10:15-11:30	MEDIA MAKING AND MEDIA ECOLOGY IN K-12 EDUCATION	Orange
<p>Chair: Mary Alexander, Marist College</p> <p>"Empowering the Disempowered: Giving Children a Voice and a Face" Anna Akerman, Adelphi University Terrence Ross, Adelphi University</p> <p>"Girls Make Movies: The Emergence of Woman-Led Filmmaking Initiatives for Teenage Girls" Kathleen Sweeney</p>		

Saturday 10:15-11:30	TEACHING AS A DISSENTING ACTIVITY	Hudson III
<p>Chair: Paul Thaler, Adelphi University</p> <p>"How to Get Technology Out of the Classroom" Bill Petkanas, Western Connecticut State University</p> <p>"Dissent in Education: Educating for Dissent" Leigh Benin, Adelphi University Laura Benin, NYC Department of Education</p> <p>"Teaching as a Dissenting Activity: Communication Theory as Cognitive Rabbit Hole" Susan A. Jasko, California University of Pennsylvania</p>		

Saturday 11:45-1:00	CONSCIENTIOUS MUSICIANS AND MUSIC CRITICS	Dutchess
<p>Chair: Thom Gencarelli, Montclair State University</p> <p>"Media of Dissent: Media Ecology as Punk Rock" Brian Cogan, Molloy College</p> <p>"Music in the Age of Digital Reproduction: What is the Dissenting Response?" Thom Gencarelli, Montclair State University</p> <p>"New Media, New Music: Digital Technology and the Field of Music Production" Bill Phillips, New York University</p> <p>"Counter-Environment: Media Ecology as Art Criticism" Phil Rose, York University</p>		

Saturday 11:45-1:00	MEDIA AND SOCIAL AWARENESS	Ulster
<p>Chair: Lance Strate, Fordham University</p> <p>"The South Park Strategy: A Semiotic Analysis" Ashley Teitelbaum, Fordham University</p> <p>"The Image of Television News" Kristin Scialabba, Fordham University</p> <p>"Manipulation of the Media: The Presidents' Tales" James O'Rourke, Fordham University</p> <p>"Where We Were, Where We Are, Where We Are Going: America's Progression into an Era of the Ultra Hot and Cool" Terence Morley, Fordham University</p>		
Saturday 11:45-1:00	ADMINISTRATORS' WORKSHOP	Orange
<p>Facilitator: Gary Gumpert, Professor Emeritus, Queens College</p> <p>An annual gathering of deans and chairs, designed to give communication administrators a chance to discuss issues related to their work.</p>		
Saturday 11:45-1:00	THE PERILS OF NAMELESS, FACELESS DISCOURSE ENVIRONMENTS: A RESPONSE TO INNOVATIVE ONLINE PEDAGOGY	Hudson I
<p>Chair: Deborah Borisoff, New York University</p> <p>"Preferences for Learning – The Dictates of Students' Comfort and Their Success in Cyber Academia" Allyson Aleman, New York University</p> <p>"The Consequences of Invisible Identity When We Learn in Cyberspace: My Name is a Number – Implications for Disclosure" Shinsuke Eguchi, New York University Vida Samuel, New York University</p> <p>"How Well Do I Know My Professor? Let Me Count the Ways: The Impact of Common Technological Tools on Interpersonal Relationships Between Students and Teachers" Caitlin Capozzi, New York University</p>		

Saturday 11:45-1:00	DOES PRIVACY STILL EXIST? BLOGS, FACEBOOK, CELL PHONES, OH MY	Hudson III
<p>Chair: Ari Kissiloff, Ithaca College</p> <p>"Privacy: Constraint and Contradiction" Katherine W. Phelan, Hamilton College</p> <p>"Social Media Environments: Students and Privacy" Susan B. Barnes, Rochester Institute of Technology</p> <p>"Blogging in the Classroom" Roxanne O'Connell, Roger Williams University</p> <p>"Control of the Internet: An Analysis of the Net Neutrality Debates" Margot Hardenbergh, Fordham University</p>		

Saturday 1:00-2:30	LUNCH AND GENERAL BUSINESS MEETING	Ballroom C
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Saturday 2:30-3:45	HOW TO NURTURE DISSENT AND CONTROVERSY IN THE CLASSROOM	Dutchess
<p>Sean Dugan , Mercy College Judith Mitchell, Mercy College Michael Perrota, Mercy College Paul Trent, Mercy College</p> <p>Perhaps no time in recent memory calls for the nurturing of dissent more than today. This roundtable will focus on theoretical and pedagogical issues and concerns with encouraging dissent. English, film, speech, media studies, and corporate communication faculty will present examples of effective strategies and inherent obstacles in guiding dissent in a positive, nurturing classroom experience.</p>		

Saturday 2:30-3:45	SELLING WAR: PROPAGANDA EFFORTS OF WORLD WAR I	Hudson I
<p>Chair: Sue Collins, New York University</p> <p>"I Own a Liberty Bond!; How the Stars Helped Sell WWI" Sue Collins, New York University</p> <p>"Origin of the Specious: How Propaganda Usurped Public Relations in WWI" Gary Kenton</p> <p>"Creel, Censorship, and the Film Industry" Donald Fishman, Boston College</p>		

Saturday 2:30-3:45	ΛΙΙΗ COMMUNITY BUILDING	Orange
<p>Susan B. Barnes, Rochester Institute of Technology John-Michael D. Stern, Rochester Institute of Technology Susan Drucker, Hofstra University</p> <p>All members and advisors of Lambda Pi Eta, as well as anyone wanting to know more about the honor society, are invited to attend this informal roundtable symposium with the purpose of discussing ways of building connections among chapters in New York State. In addition, we will share ideas for event planning and membership recruitment.</p>		

Saturday 2:30-3:45	HOW TO BE A GIRL AND OTHER ABSURD IDEAS	Ulster
<p>Chair: Anna Akerman, Adelphi University</p> <p>"Just like Lizzie: Gender stereotyping and the Domestication of Rebellion in Disney's Lizzie Maguire" Laraine Wallowitz, Adelphi University</p> <p>"Gender in a box: Representations of Femininity and Masculinity in Family Comic Strips" Shannon Roper, Marist College</p> <p>"The Comparison of Prime-Time Situation Comedy Fathers and Real Fathers on Communication, Affection and Involvement with their Children" Janice Kelly, Marymount Manhattan College</p> <p>"Menstrual Dissent: Rejecting the Curse" David Linton, Marymount Manhattan College</p>		

Saturday 2:30-3:45	LEARNING FROM UNDERGRADUATES: COMMUNICATION AND THE STUDENT EXPERIENCE	Hudson III
<p>Chair: Marie Garland, Ithaca College</p> <p>"Research in Progress: Black Students and Sexual Harassment" Shirley M. Crawley, SUNY Geneseo</p> <p>"Ethnicity, Identity, and Communication: An analysis of First-Year African American Students' Experiences" Sheryl Baratz Goodman, Ursinus College Jennifer McCann, Ursinus College</p> <p>"Evaluation of Persuasive Messages" Ellen Kong, Ithaca College Jia Hui Sia, Ithaca College</p>		

Saturday 4:00-5:15	THE PROFESSOR AS DISSENTER	Dutchess
<p>Chair: Gary Gumpert, Urban Communication Foundation</p> <p>Thomas Flynn, Slippery Rock University Don Fishman, Boston College Bruce Russell, Slippery Rock University Susan Drucker, Hofstra University Theresa Harrison, SUNY Albany Jamie Frevele, Hofstra University Stephanie Woodrow, Hofstra University student</p> <p>When is it proper for professors to express their personal views in the classroom? On campus? In their own professional writings? This roundtable will explore the ethical, legal and professional considerations and limitations placed upon the professor's expression. It will provide perspectives of professors, administrators and students.</p>		

Saturday 4:00-5:15	FRAMES, BIAS, MESSAGES AND ME	Ulster
<p>Chair: Barbara Kelly, Hofstra University</p> <p>"Agenda Setting and Samuel Alito: An analysis of Five Networks' Coverage of U.S. Supreme Court Hearings" Lindsey A. Harvell, Wichita State University</p> <p>"Moral Exclusion and the Rhetoric of Time Magazine: Imagery of the Contemporary 'War on Terror'" Hiromi Holly Takahashi, Mount Union College</p> <p>"A 'thuggish' and 'selfish' strike: A Framing Analysis of the MTA Strike in New York City" Jeffrey Bolt, Kent State University</p> <p>"A Demographic of One: Consumption Habits in an Age of Hypercapitalism and Postmodern culture" Katrina Flener, Brooklyn College</p>		

Saturday 4:00-5:15	HOW TO TELL A STORY: THE SHAPE OF CONTROVERSIAL TALES	Orange
<p>Chair: Robert J. Petrausch, Iona College</p> <p>"Ethical Guidelines for the Media's Coverage of Crime Victims" Jack Breslin, Iona College</p> <p>"Boilerplate Histories: How the Press Covered Controversial History in the War with Iraq" D. Lucas Graves, Columbia University</p> <p>"Stepping Out Into the Procession of Progress': Cascade Locks and The Dam Chronicle (1934-1939)" Jon Arakaki, SUNY College at Oneonta</p> <p>"The Educational Mission of Catholic Publishing in the 21st Century: A Phenomenological Study" Karen Scialabba</p>		

Saturday 4:00-5:15	TECHNOLOGY AND SOCIETY: CHANGING MEDIA AND SOCIAL CHALLENGES	Hudson I
<p>Chair: Catherine W. Phelan, Hamilton College</p> <p>"Radio's Edge Over TV as an Effective Communication Medium" Samantha Pitter, Hamilton College</p> <p>"Reading Printed Paper Versus Computer Screen Text: Perceptions of Reader Centeredness" John-Michael D. Stern, Rochester Inst. of Technology</p> <p>"E-mail: Society's New Communication Medium" Casey Cook, Hamilton College</p> <p>"The Phenomenon of Cyberstalking on a College Campus" Julia Dickenson, Rochester Institute of Technology</p> <p>Respondent: Susan B. Barnes, Rochester Inst. of Technology</p>		

Saturday 4:00-5:15	NEW MEDIA, OLD ISSUES: FREE SPEECH, PROTEST, CIVILITY, AND ANARCHY	Hudson III
<p>Chair: Thom Gencarelli, Montclair State University</p> <p>"Anarchism and Civil society: Fragmentation and the Public Sphere in an Age of Online Media" Christopher Anderson, Columbia University</p> <p>"Ethics of Google: An Examination of Google's Entrance Into the Chinese Market" Jeffrey Bolt, Kent State University</p> <p>"There's Discontent in the Global Village: An Examination of the Internet and Protest" Amber Ferris, Kent State University</p> <p>"Venezuelan President Hugo Chavez: A Revolutionary Fantasy" Ruth Villalonga, SUNY Brockport</p>		

Saturday 5:30-6:30	COMM LAW CHALLENGE	Dutchess
<p><u>Slippery Rock University Team</u> <u>Hofstra University Team</u></p> <p>Nathan Collins Jamie Frevele Amber Johnson Stephanie Woodrow Rachel Seeman TBA</p> <p>Join us for the 1st Annual Communication Law Challenge, a fast-paced quiz show featuring upcoming undergrads battling it out for the Comm Law Crown! Employing a hybrid game-show format, this year's match-up features the fighting Hofstra Prode against the always tough Slippery Rock University Rockets. Our host for the evening is Dr. Don Fishman. Who will emerge victorious?</p>		
Saturday 6:30	DINNER	Ballroom C
Saturday 7:30	KEYNOTE ADDRESS	Ballroom C
<p>"Marginalizing Dissent: News Media and the Narrowing of Political Debate" William I. Hoynes, Vassar College</p> <p>William Hoynes is Professor of Sociology and Director of Media Studies at Vassar College in Poughkeepsie, New York, where he teaches courses on media, culture, and social theory. He is author or co-author of several books about the contemporary U.S. media industry, including <i>Public Television for Sale</i> (Westview Press) and (with David Croteau), <i>The Business of Media: Corporate Media and the Public Interest</i> (Pine Forge Press).</p>		
Saturday 8:30	THE OFFICIAL NYSJA JAM SESSION	TBA
<p>Hosts: Bill Petkanas and Missy Alexander Bring your acoustic instruments and some favorite songs and we'll spend a few hours playing music. Protest songs welcome but not required.</p>		

SUNDAY

Sunday 7:30-9:00	BREAKFAST	Ballroom C
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Sunday 8:00	NYSCA Executive Board Meeting	Ballroom C
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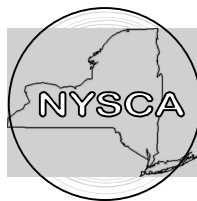
Sunday 9:30-10:45	SCHOLARSHIP AND INFLUENCE: A TRIBUTE TO JAMES W. CAREY	Ballroom C
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Sponsored by the NYSCA's John F. Wilson Fellows

Chair: Gary Gumpert
 Panelists: Christopher Anderson
 Susan Drucker
 Paul Grosswiler
 Catherine Waite Phelan
 Lance Strate

John F. Wilson was one of the founders of this association. The John Fletcher Wilson award was established in 1991 and recognizes exemplary scholarship and service by members of the New York State Communication Association. In that time, a number of outstanding recipients have been honored, but few of them have had the impact upon the discipline of communication as has the recipient of the honor in 2004, James W. Carey.

Previous winners include Neil Postman, Dan Hahn, Deborah Borisoff, Gary Gumpert, Laurie Arliss, Susan Drucker, Joyce Hauser, and Lance Strate. Professor Carey had planned on delivering the Wilson address at the conference last year. Unfortunately, that was not to be. We hope this session captures the spirit of this extraordinary John Wilson Fellow.



65th Annual Conference
 October 19-21, 2007
 Hudson Valley Resort & Spa—Kerhonkson, NY

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 (*Chronicle of Higher Education*, July 28, 2006). Certainly Romano's observation should give us pause: Do we favor analyzing great communication, admiring rather than dissecting? Do we take the time to study communication gone wrong at all levels? Do we turn away from disaster instead of trying to understand it?

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. Papers addressing strategic miscommunication and its subsequent revelation are also welcome.

Potential topics abound: the Middle East, the Mid-West, the United Nations, Universal Healthcare, Divorce, Disastrous First Dates, Baghdad, Beta, 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.

ACADEMIC ARITHMETIC

Missy Alexander and Bill Petkanas

Story	-	Metaphor	=	Journalism
Journalism	+	Bias	=	Propaganda
Propaganda	+	Hubris	=	Sermon
Sermon	-	Poetry	=	Lecture
Lecture	+	Campus	=	University
University	÷	Faculty	=	Education
Education	-	Culture	=	Job Training
Job Training	-	Jobs	=	Rhetoric
Rhetoric	+	Tenure	=	Symposium
Symposium	-	Philosophy	=	Conference
Conference	+	Technology	=	Science
Science	-	Theory	=	Data
Data	+	Paradigm	=	Story

NEW YORK STATE COMMUNICATION ASSOCIATION
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