NYSCA 2009
The New York State Communication Association

Ritual, Community, and Technology in this New Century: A Global Discussion in New York State

67th Annual Conference of The New York State Communication Association
1942-2009

Honor’s Haven Resort & Spa
Ellenville, New York
October 23-25, 2009
Ritual, Community, and Technology in this New Century: A Global Discussion in New York State

October 23-25, 2009 Conference Program
Honor's Haven Resort & Spa, Ellenville, New York

All meals will take place in the Fall's View Dining Area
All Plenary Sessions will take place in The Fantasy Room
All Breakout Sessions will take place in the West Wing

Free wi-fi throughout hotel and grounds

Friday, October 23rd
Conference Registration Opens
1:30pm
Lower Lobby

NYSCA Executive Board Meeting
3:00pm-4:00pm
Room 3

Welcome to the New York State Communication Association Conference 2009. It was an honor and a challenge to organize this 67th Conference. There are many, many wonderful and thought provoking speakers, events, forums, and panels for you to attend and to commune. Enjoy! - Donna Flayhan, Vice President and Conference Organizer, NYSCA 2009.
**Examining Community and Technology within Scholarship**  
4:00pm-5:30pm  
Room 1

Chair: Brad Crownover, The College of Mount Saint Vincent

Presentations:
Erin Christie, Rutgers University** Competative Paper  
"Understanding Space and Time Through the Exploration of a Café as a Workplace"

Andy Kirkyla, Rutgers University**Competative Paper  
"Credibility and Websites"

Richard Lee, Rutgers University  
"Politics and Internet Use"

Sandra Mardenfeld, Rutgers University  
"Conversations about Confidentiality—a Look at how Technological Changes in the Media Industry May Alter the Discourse on Reporter’s Privilege"

**General Semantics in This New Century**  
4:00pm-5:30pm  
Room 2

Chair: Lance Strate, Fordham University

Participants:  
Thom Gencarelli, Manhattan College  
Martin Levinson, Institute of General Semantics  
Katherine Liepe-Levinson, Hunter College  
Bill Petkanas, Western Connecticut State University
Persuasion and Politics in this New Era
4:00pm-5:30pm
Room 3

Chair: Mary L. Kahl, State University of New York at New Paltz

Participants:
Erin O’Connor, State University of New York at New Paltz
"Increasing Collegiate Enrollment Rates Among Hispanic Males: A State-Wide Campaign"

Nicole Famulare, State University of New York at New Paltz
“Garnering Support for the Child Victims Act: A Persuasive Campaign to Eliminate the Statute of Limitations on Child Sexual Abuse”

Colomba Fronda, State University of New York at New Paltz
“Abolishing Abstinence-Only Sex Education in New York State: Answering a Rhetorical and Reproductive Crisis”

Brianna Lee, State University of New York at New Paltz
"Knowing Your Rights Regarding Search and Seizure: A Campaign for College Students."

A Homage to Twilight Zone Rituals
4:00pm-5:30pm
Room 5

Ari Kissiloff, Ithaca College
"Paying Homage: The Twilight Zone in Popular Media"

Children and Media, Media Rituals Roundtable
4:00pm-5:30pm
Room 6

Chair: Lewis Freeman, Fordham University
Student Panel, Fordham University
The Rutgers Department of Communication is proud to welcome our newest faculty members

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and
Jennifer Warren

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Join Rutgers Faculty and Students at NCA...

Beyond the Digital Divide
A Panel with SSCI Dean Jorge Reina Schement
Friday, November 13
Palmer House Hilton / Wabash Room
5:00 to 6:15 P.M.
Reception to follow immediately
6:15 to 7:30 P.M.
Dear NYSCAn,

I would like to take this opportunity to invite you to join the Institute of General Semantics, a 501(c)(3) not-for-profit organization established in 1938, and merged with the International Society for General Semantics in 2003. As an IGS member, you will receive the quarterly journal *ETC: A Review of General Semantics* (published since 1943) now being edited by Bill Petkanas (who welcomes your submissions), the IGS annual *General Semantics Bulletin* edited this year by Brian Cogan, the quarterly newsletter *Time-Bindings*, and special discounts on IGS programs, conferences, seminars, etc. Regular membership is $50.00, student membership $25. See our website (URL above) to join online, purchase books on general semantics and related topics, download a membership application, download guidelines for submissions to *ETC*, and to access additional resources.

Lance Strate  
Executive Director
Dinner
6:30pm-8:00pm
Fall’s View Dining Rm

Plated Dinner Served

Opening Remarks, Keynote Address, Awards
8:00pm-9:30pm
The Fantasy Room

Opening Remarks: Donna Flayhan, Vice President of NYSCA 2009, State University of New York at New Paltz

Keynote: Lance Strate, Executive Director, Institute of General Semantics, Fordham University

**On the Binding Biases of Time**

Lance Strate is Professor of Communication and Media Studies at Fordham University. He is also the Executive Director of the Institute of General Semantics. A past President of the New York State Communication Association, and one of NYSCA's Wilson Scholars, he has served as Editor of NYSCA's former journal, *The Speech Communication Annual*, and helped to organize NYSCA's Neil Postman Award. He is a founder of the Media Ecology Association, which he served as President for over a decade, and continues to serve on the MEA's Board of Directors, and he is a founder and past Editor of the MEA's journal, *Explorations in Media Ecology*. He is the Supervisory Editor of the Media Ecology Book Series published by Hampton Press, and is himself the author of *Echoes and Reflections: On Media Ecology as a Field of Study*, co-editor of several anthologies including *The Legacy of McLuhan* (with Edward Wachtel) and *Communication and Cyberspace* (with Ron Jacobson and Stephanie Gibson), and the author of over one
hundred articles and book chapters. He also blogs and writes poetry.

Student Awards Presentation: Brad Crownover, Vice President-Elect NYSCA 2009, College of Mount Saint Vincent

NYSCA Ritual Jam Session
The Fantasy Room
9:30pm on....
THE COMMUNICATION DEPARTMENT OF Slippery Rock University
SALUTES

Valerie Swarts
for her leadership and service to the New York State Communication Association
Saturday, October 24th

Breakfast
8:00am-9:30am
Fall’s View Dining Rm
Breakfast Buffet

GIFTS and GAINS: A Plethora of Great Ideas for Teaching & a Student Town Hall Meeting
10:00am-11:15am

Room 1
Facilitator:
Lewis Freeman, Fordham University
"GIFTS Great Ideas for Teachers, Students" "GAINS Great Activities Instill Noticeable Success"

The Rhetoric of Myth and Fantasy: Ritual Communication and Community
10:00am-11:15am
Room 2
Chair: Martin Wallenstein, John Jay College of Criminal Justice

Presentations:
Martin Wallenstein, John Jay College
“Harry Potter and the War on Terror”

Greg Donaldson, John Jay College
“Gangster Myths”

Lorraine Moller, John Jay College
“Myths and Realities about Working with Women Behind Bars”

Dana Tarantino, John Jay College
“Myths and Realities in Mary Zimmerman’s The Arabian Nights”
COMMUNICATION ARTS
The Communication Arts Department at
Marymount Manhattan College Congratulates
NYSCA on its 67th Annual Convention

Peter Naccarato
Chair, Humanities Division

Kathleen LeBesco
Chair, Communication Arts

Alister Sanderson
Director, Theresa Lang Center for Producing

Giovanna Cheater
Anastasia Kurylo
Corey Liberman
David Lipton
Rebecca Mushtrace

Anthony Naacke
MJ Robinson
Peter Schaefer
Morgan Schwartz
Laura Tropp

Marymount Manhattan
a college of the liberal arts
221 East 71st St
New York, NY 10021
(212) 517-0450
www.mmm.edu
New Urban Communication Technologies and Rituals: A NYSCA Round Table  
10:00am-11:15am  
Room 3

Chair: Mary Ann Allison, Hofstra University

Discussants:

Bruce Avery, General Manager, WRHU, Hofstra University  
Suzanne Berman, Hofstra University  
Susan J. Drucker, Hofstra University  
Gary Gumpert, Communication Landscapers  
Victoria Geyer, Hofstra University  
Matthew Mattagansis, State University of New York at Albany

Advisers on Advising: Guiding Student Organizations  
10:00am-11:15am  
Room 4

Organizer: Susan Jasko, California University of PA

Note: For Advisers, open invitation to all faculty who advise student organization.
how far will you go?

As far as you want to.

You’re focused. Willing to invent the time and energy to reach your goal. To help you get there, Hofstra’s School of Communication offers three graduate programs:

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Probing the Media Environment in This New Century
10:00am-11:15am
Room 5
Chair: Lance Strate, Fordham University

Presentations:
Mary Purcell, Fordham University
"You Can Be Whomever you Like: Facebook as Medium Allowing Permutation of the Self"

Ekaterina Alexandrova, Fordham University
"User Generated Content: Damaging Visual"

Matt Quayle, CNBC / Fairleigh Dickinson University
"The Method of the Medium is in Motion: A Response from a TV Producer Challenging and Embracing Amusing Ourselves to Death 25 Years Later"

Al Auster, Fordham University
"How the Greatest Game Ever Played Became the Greatest Game Ever Played"
"Law and the Public Sphere," Jordhan Besek, Fordham University

The Community of the Audience Centered Professional
10:00am-11:15am
Room 6
Presenters:
Valerie Swarts, Slippery Rock University
Christine Pease-Hernandez, Slippery Rock University
"Preparing Students for a "Real World" Community Using an Aristotelian Approach: The Community of the Audience Centered Professional"

Note: For Students Only
Coffee Chats
11:15am-11:45am
Lower Lobby

Coffee, Tea, Snacks Provided in Lower Lobby Area
Visit our Vendors, Books, CDs (even of this conference),
History, and Information.

Administrator's Round-table
11:45am-1:00pm
Room 1

By Invitation Only

Resistance as Ritual: Technology, Ritual, and Alternative Education
11:45am-1:00pm
Room 2

Yingfan Zhang, Suffolk Community College
"A Review of Plantation Slaves' Communication for Survival and Humanity"

Christine Pease-Hernandez, Slippery Rock University
"Welcome to My World: When Resistance is Ritual..."

Culture, Cultural Values, and Rhetoric
11:45am-1:00pm
Room 3

Jessica Eckstein, Western Connecticut State University

Katie Lever-Mazzuto, Western Connecticut State University

Karen Wolf, Suffolk Community College
"The Rhetoric of Cultural Values"
Critical Media Studies: Questioning Technology and Culture
11:45am-1:00pm
Room 4
Chair: Azeem Mallick, Marist College

Presentations:
José Luís Garcia, Universidade de Lisboa (University of Lisbon)
Filipa de Brito Subtil, Universidade de Lisboa (University of Lisbon)
"Questioning Culture in 1960-70’s. Reflections on James Carey and the Critical Media Studies in Europe"

Phil Rose, University of Toronto
"Technopoly, the Warfare State, and the Revolution in Military Affairs"

Roxanne O’Connell, Roger Williams University
"Granny's Gramophone: McLuhan, media and music in the Irish diaspora"

Catherine Phelan, Hamilton College
"Emerging Challenges"
Manhattan College's Communication Department congratulates NYSCA on the occasion of its 67th Annual Conference in Ellenville, New York.

Manhattan College's Communication Department offers undergraduate concentrations leading to a B.A. degree in

- Broadcasting/Telecommunications
- Corporate Communication
- Journalism
**Crises, Calamities, and Communication**  
**11:45am-1:00pm**  
**Room 5**  
Chair: Brad Crownover, College of Mount Saint Vincent

Presentations:  
Patricia Swann, Utica College  
"Corporate Blogging as Public Relations Strategy During a Crisis: An Exploratory Examination of General Motor's Fast lane Blog"

Gordon Alley-Young, Kingsborough Community College - City University of New York  
"Culture, Calamity, Faith, and Flexibility: Complicating Locus of Control as Predictor of Communication Effectiveness"

Arhlene Flowers, Ithaca College  
Kimberly Gregson, Ithaca College  
"From Videoconferences to Virtual Worlds: An Analysis of Presence and Control in Digital Meetings for Business, Training and Learning"

**Top Graduate Competitive Papers--A New Generation of Outstanding Scholars**  
**11:45am-1:00pm**  
**Room 6**  
Chair: Corey Liberman, Marymount Manhattan College

Presentations:  
Jason Turcotte, New York University  
"Army Strong: How the Military's New Recruitment Tactics Target the Instant Gratification Generation"

Jessica D. Festa, State University of New York at Albany
"Framing of the Dr. Hootan Roozrokh Case in News Articles: A Qualitative Analysis"

Yulia Golobokova, Fordham University, Graduate Student in Public Communication
"Communication and Democratization: Russia's Long Path to Enlightenment"

*Note: Two additional top graduate competitive papers were presented as part of a Rutgers graduate student panel.

**Lunch & Wilson Fellow Award Words**
1:00pm-2:30pm

**Fall’s View Dining**
Buffet Lunch
NYSCA Business Meeting Working Lunch 1:00pm-2:00pm

2:00pm-2:30pm, Wilson Awards Address
Brian Cogan, New York University, Wilson Fellow 2008-09
Sue Barnes, Rochester Institute of Technology, Wilson Fellow 2009-10

**Student Public Relations Business Meeting-PRSSA**
3:00pm-4:15pm

**Room 1**

Student PRSSA Members Meet
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TAKE ONE

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New Media Issues:  
Rethinking Curriculum from Pre-K to B.A.  
3:00pm-4:15pm  
Room 2

Presenters:  
Peggy Cassidy, Adelphi University  
"Transmission or Ritual? Rethinking Priorities of K-12 Public Education and the Use of New Media in Schools"  

Daniel Schackman, State University of New York at New Paltz  
"We’re All in Our Places with Sunshiny Faces: The Classroom Ritual Transformed in Virtual Space"

Community Life, Community Life Wired  
3:00pm-4:15pm  
Room 3

Presenters:  
Valery Terin, Moscow State Institute of International Relations  
"Community Life Patterns Under Electronic Conditions"  

Robert K. Blechman, St. George's University  
"Things Come in Fours: A Comparison of Marshall McLuhan's Tetrad and Claude levi-Strauss's Canonical Formula"  

Richard Wilkins, Baruch College, City University of New York  
"The Rhetorical Invocation of Societal Life through Social Dramas"  

Phil Rose, University of Toronto  
"Regarding Electronic Literacy and Aliteracy"
New Directions in News Literacy  
3:00pm-4:15pm  
Room 4

Presenters:  
Katherine Fry, Brooklyn College  
"Evaluating Mothers Evaluating News: A News Literacy Approach"

Paul Mihailidis, Hofstra University  
"Remixing News in the Classroom: Effective Practices for News Literacy Education"

Michael RobbGrieco, Temple University  
"Student-centered Pedagogy for News Literacy Development"

Poetry in Media: New Contexts for an Enduring Activity  
3:00pm-4:15pm

Room 5
Chair: Lance Strate, Fordham University

Participants:  
Robert Albrecht, New Jersey City University  
Karen Lerman, Fordham University  
Lance Strate, Fordham University

Public Health & Public Education: Some Rituals Need to be Abolished: "Owl Syndrome" and Education, Chemicals in Everyday Products, and Discrimination in Public Health  
3:00pm-4:15pm
Room 6
Chair: Azeem Malik, Marist College

Presenters:
Russell Richardson, Executive Director, Film Program
"At Risk Teens: The Medium as Vehicle to the Mission"

"Truman R. Keys, Western Connecticut State University
"Behaviors That Eliminate Health Disparities for Racial and Ethnic Minorities: A Narrative Systematic Review"

Donna Flayhan, State University of New York at New Paltz
"Public Health and Personal Care Products: Daily Rituals of Paying to be Poisoned, Globally, in this New Century"

Poster Session: Student Public Relations Campaigns for Small Businesses
3:00pm-4:15pm
Lower Lobby
Malorie Ginsberg, State University of New York at New Paltz
Samantha Thomson, State University of New York at New Paltz
Jelena Ilijevska, State University of New York at New Paltz
Lilien Sokolva, State University of New York at New Paltz
Brianna Lee, State University of New York at New Paltz
Francis Magaldi, State University of New York at New Paltz
Sean Haberhorn, State University of New York at New Paltz
Tribute to Woodstock: The Place, the Spirit, and the Creative Offspring
4:30pm-6:30pm
The Fantasy Room
Chair: Joanna Reisner, State University of New York at New Paltz

Young poets, singers, and jazz musicians from Woodstock to open the Tribute to Woodstock Celebration*

Michael Lang
The man who pulled it all together in 1969 and made Woodstock the most famous small town in the world. Lang co-founded Woodstock Ventures and is the promoter who made it all happen for the concert that doesn't-need-an-introduction-anywhere-in-the-world Woodstock Music Festival of 1969. 2009 marks the 40th Anniversary of the Woodstock Music and Arts Festival that brought together amazing musicians and a generation ready for change. Lang continues to reside in Woodstock, New York and continues to promote peace, love, and music throughout the world. Mr. Lang will be joined with his co-author, Rock-n-Roll historian Holly George-Warren.

Betty Ballentine
The woman who put paperback books in the hands of millions around the world, from the nest of her handmade home in Woodstock, New York. Betty Ballentine, along with her husband Ian Ballentine, founded Bantam Books in 1945 and Ballentine Books in 1952, revolutionizing access to reading by introducing the lower cost paperback book. At one point in the late 1950s, nearly all paperback books sold around the world originated out of one of the two paperback book publishers in Woodstock.
Betty Ballentine is 90 years old this year and going strong. Ballentine continues to reside in Woodstock, New York in her Handmade House.

Richard Heppner
Mr. Heppner is the official Historian for the Woodstock Historical Society, Woodstock, NY. Mr. Heppner is Author of *Remembering Woodstock* in which he pulls together a collection of essays from the Historical Society of Woodstock archives that tell the history and capture the unique spirit of Woodstock, "where the individual is always welcome and new and creative beginnings are always possible." Mr. Heppner resides in Woodstock, New York.

Barry Samuels
Manager of The Golden Notebook bookstore on Tinker Street in Woodstock. Samuels is a reservoir of historical knowledge and a staple in the Village of Woodstock for residents and tourists alike who walk into the "little" bookstore across from the Village Green. Samuels attends hundreds of house-party book releases around the area for the hundreds of writers nestled in the shadows of Overlook Mountain. If you attend a small house party book release in or around Woodstock, you'll see Barry enjoying the readings of the local writers and promoting the sale of their books, seemingly moments later Samuels is behind the counter of the bookstore known round the world. Samuels continues to reside in Woodstock, New York.

*Woodstock Poets organized by JoAnn Margolis, Woodstock Elementary School Librarian and member of Woodstock Historical Society*
Woodstock Choral and Jazz Band presentation produced by Harvey Boyer, Woodstock Elementary School Orchestra, Jazz, and Choral Director

Happy Hour
6:30pm-7:30pm
Fall’s View Dining Rm
Open Bar and Open Conversation

Dinner
7:30pm-8:30pm
Fall’s View Dining Rm
Plated Dinner Served

Keynote Address
8:30pm-9:30pm
The Fantasy Room

John Durham Peters, F. Wendell Miller Distinguished Professor
Chair for Media History and Social Theory

God and Google: On Seeking in the Digital Era

John Durham Peters is Professor of Communication Studies at the University of Iowa. He completed his Ph.D. at Stanford University in 1986 and he is author of the internationally acclaimed book, Speaking into the Air: A History of the Idea of Communication. Peters holds the F. Wendell Miller
Distinguished Professor Chair for Media History and Social Theory. Peters has been the recipient of fellowships from the Fulbright Foundation, the Leverhulme Trust, and the National Endowment for the Humanities.

Live Music from the Hudson Valley Today
10:00pm-12:30am
The Fantasy Room

Cash Bar, Live Music, Good Company

Sunday, October 25th

Breakfast
8:30am-10:00am
Fall’s View Dining Rm

Breakfast Buffet (NYSCA Executive Board pre-breakfast meeting to begin at 8:00am in dining room)

Examining Ritual and Community Within Scholarship
10:00am-11:15am
Room 1
Presenters:
Kirkyla
Lee
Mardenfeld

Teaching Speech Across the Disciplines: Are We Talking the Same Language?
10:00am-11:15am  
**Room 2**  
Chair: Judith Mitchel, Mercy College  

Presenters:  
Sean Dugan, Mercy College  
Judith Mitchel, Mercy College  
Michael Perotta, Mercy College  
Paul Trent, Mercy College  

**National Science Foundation Grants: How to Get Funding for Media Studies Research**  
10:00am-11:15am  
**Room 3**  

Susan Barnes, Rochester Institute of Technology is an accomplished grant writer, researcher, professor and scholar of communication technologies and social interaction. Dr. Barnes is this year’s recipient of the Wilson Fellow Award of the New York State Communication Association. Dr. Barnes has generously agreed to share with conference goers her advice and knowledge in securing funding for communication studies scholars.  

**Undergraduate Top Papers**  
10:00am-11:15am  
**Room 4**  
Chair: Brad Crownover, The College of Mount Saint Vincent  

Presentations:  
Amanda Hamilton, State University of New York at Geneseo  
"An Analysis of College-Aged Women's Personal Relations"
Mary Connolly, Manhattan College
"The Effects of Broadcast News Media on Political Perspective in Spain"

**Carey's Legacy: James W. Carey's New York Years**

**10:00am-11:15am**

**Room 5**
Chair: Donna Flayhan, State University of New York at New Paltz

Participants:
Susan Drucker, Hofstra University
Gary Gumpert, Communication Landscapers
Paul Grosswiler, University of Maine
Lewis Freeman, Fordham University

**Changing the World One Behavior at a Time**

**10:00am-11:15am**

**Room 6**
Chair: Anastasia Kurylo, Marymount Manhattan College

Presenters:
Sarah Jospitre, Marymount Manhattan College, Communication Arts Student
"Stern Looks Is Money"

Camela Weekes, Marymount Manhattan College, Student, Communication Arts Department
"Sticks and Stones May Break My Bones..."
Siobhan Santini, Marymount Manhattan College, Communication Arts Student
"Communicating Non-Physical Compliments to Children to Lower High School Drop-Out Rates"

**Parting Words of Wisdom**
**11:30pm-12:00pm**
**The Fantasy Room**

Conference 2009 Closes at 12:00pm

*Official Photographer for NYSCA 2009, Bina Fronda Photography*
*Emma Smith, Student Volunteer, State University of New York at New Paltz*
NYSCA 2008-09 Executive Council
New York State Communication Association

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Mary Nagy
Rutgers University

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Thom Gencarelli
Manhattan College
Thom.Gencarelli@manhattan.edu

Editor of NYSCA Reports 2007-2010
Jim Morrison
Call for Proposals 2010

Communication Matters (?

68th Annual Conference
New York State Communication Association
October 2010

Location: New York State, Specifics TBD

Planners for the 68th annual conference invite conference participants to consider the question of how, if at all, communication matters in interpersonal, digital/networked, organizational, intercultural and international communication contexts.

The word “matters” should be understood as having a dual meaning. One meaning (the more traditional one) of the proposed theme invites paper submissions, panels, demonstrations, roundtables and/or media screenings that deal with the topic of communication in its myriad conceptualizations and contextualizations.

The second meaning invites the same kinds of participation in the conference as mentioned but with an eye to exploring how, when and why communication matters in a variety of communication contexts.

For instance, Twitter. When people have the ability to tweet about the moment to moment activities of their lives...how, if at all, does this communication matter? When people are dealing with a health crisis/issue and talking with others about their
situation (e.g., doctors, neighbors, friends and/or other people dealing with the same health issue/crisis)...how, if at all, does this communication matter? When “packaged” messages become the message...how, if at all, does this communication matter?

It is the hope that the theme of Communication Matters (?) will open theoretical and ideological lines of communication among conference participants to engage in discussions about how communication can effect change and is effected by it.

Please submit 300 word abstracts or completed papers in word attachments only to Brad Crownover: brad.crownover@mountsaintvincent.edu by June 1, 2010.
NYSCA 2009 is a Tribute to the late James W. Carey

Professor - Columbia University

Founder - American Cultural Studies

"Communication is a process in and through which society is created, maintained, and transformed."

"Communication, to commune, to come together."