

**72<sup>nd</sup> Annual Conference**  
New York State Communication Association

**ALONE**  
**TOGETHER**  
Communication and Community  
**-or not-**

October 17 - 19, 2014

Honor's Haven Resort and Spa, Ellenville, New York



Dear Members of the New York State Communication Association,

I imagine we have all had that moment of sitting in the midst of a group while staring into a mobile device, connecting with distant others while distancing ourselves from those nearby. Are we alone or are we together? The niche marketing of information, the engagement in shared experience, the myopia of self-selected news, the advocacy fueled through viral social media, it's all here. Welcome to the 72<sup>nd</sup> Annual Conference of the New York State Communication Association, as we reflect on Communication and Community (or not).

Our program features outstanding keynote speakers who bring a range of perspectives on our theme. Jason Llorenz, J.D., travels the country leading discussions about the opportunities and challenges presented by digital technology, particularly as a means to solve large problems and advance equity. Dr. Roger Aden is a prolific scholar and researcher in the area of communication and shared experience, examining the rhetorical construction and interpretation of meanings of both physical and mediated spaces. NYSCA's own Dr. Katherine Fry, respected researcher in the area of media literacy and education, will deliver this year's John Fletcher Wilson Lecture. We also welcome Dr. John Robert Greene, a widely published author and political commentator who examines modern political discourse through a rich foundation of research on the American Presidency.

Our conference also offers panels and papers of all kinds, including a large group of submissions from graduate and undergraduate students. We also feature the Administrator's Workshop, a Poetry Reading, our annual Pecha Kucha, our Undergraduate Town Hall Meeting, a special "Look Ahead" at the future of NYSCA, and the annual NYSCA Jam Session. It has been a pleasure to bring together such a diverse set of offerings from all corners of our field.

Of course, this conference is a collaboration. I would like to thank the NYSCA Executive Board for their ongoing work on behalf of our organization and its mission. I am particularly grateful to Corey Liberman and Cheryl Casey, our President and immediate past President respectively, for all their advice and counsel throughout this year. I thank Ari Kissiloff, who is extremely helpful in all matters relating to our website and our social media presence. I thank Noura Ahmad Hajjaj for her work as Executive Secretary and Anastacia Kurylo who will be the Chair of next year's conference. I want to acknowledge the Cazenovia College Office of Communications, particularly Michelle Gorry (Cazenovia College Class of 2016) for her beautiful cover design for this program. Finally, I want to thank my friend and the Treasurer of this organization, Heather Stassen-Ferrara. A more organized, thoughtful, and capable colleague you will not find, and I am most fortunate to work with her every day.

It has been my honor to serve as Chair of this year's conference. I hope you have a wonderful weekend as we celebrate our work in the field of Communication Studies. Have fun!

Maureen M. Louis, J.D.  
Vice President, NYSCA

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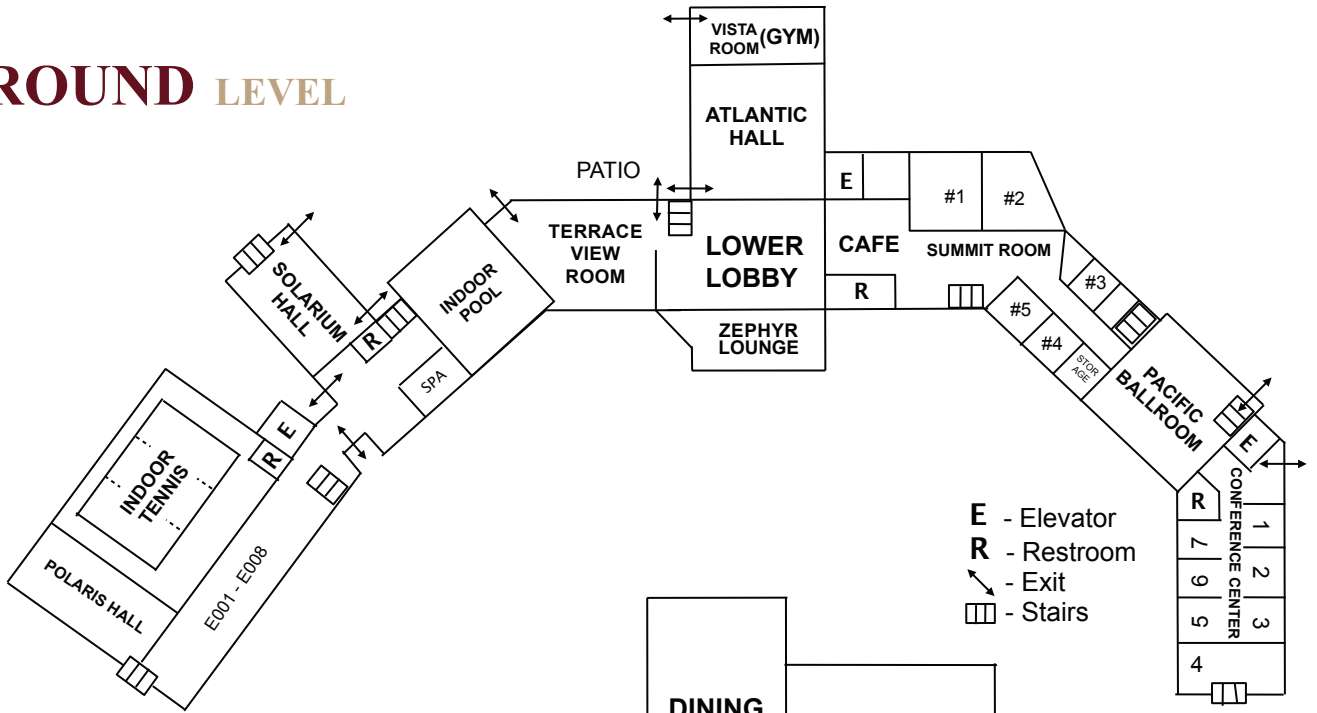


*Thank you, Corey Liberman!*

The New York State Communication Association is  
grateful for your dedication and service.

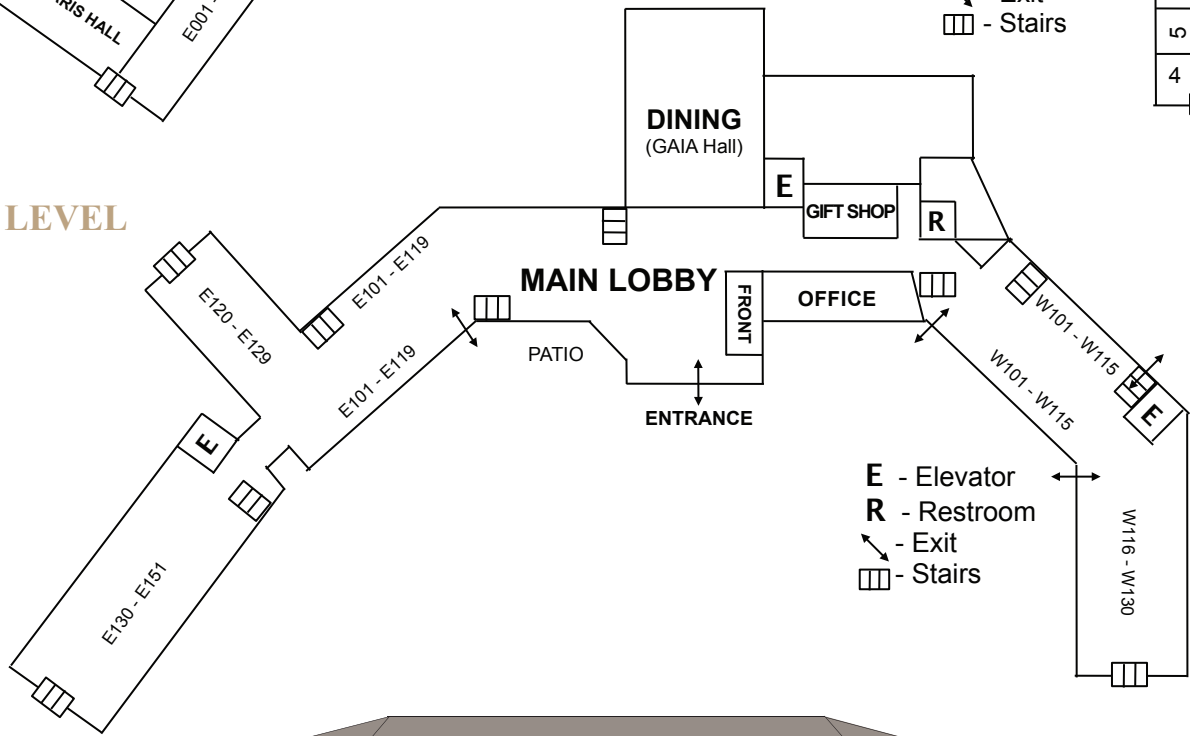
Well done!

# GROUND LEVEL

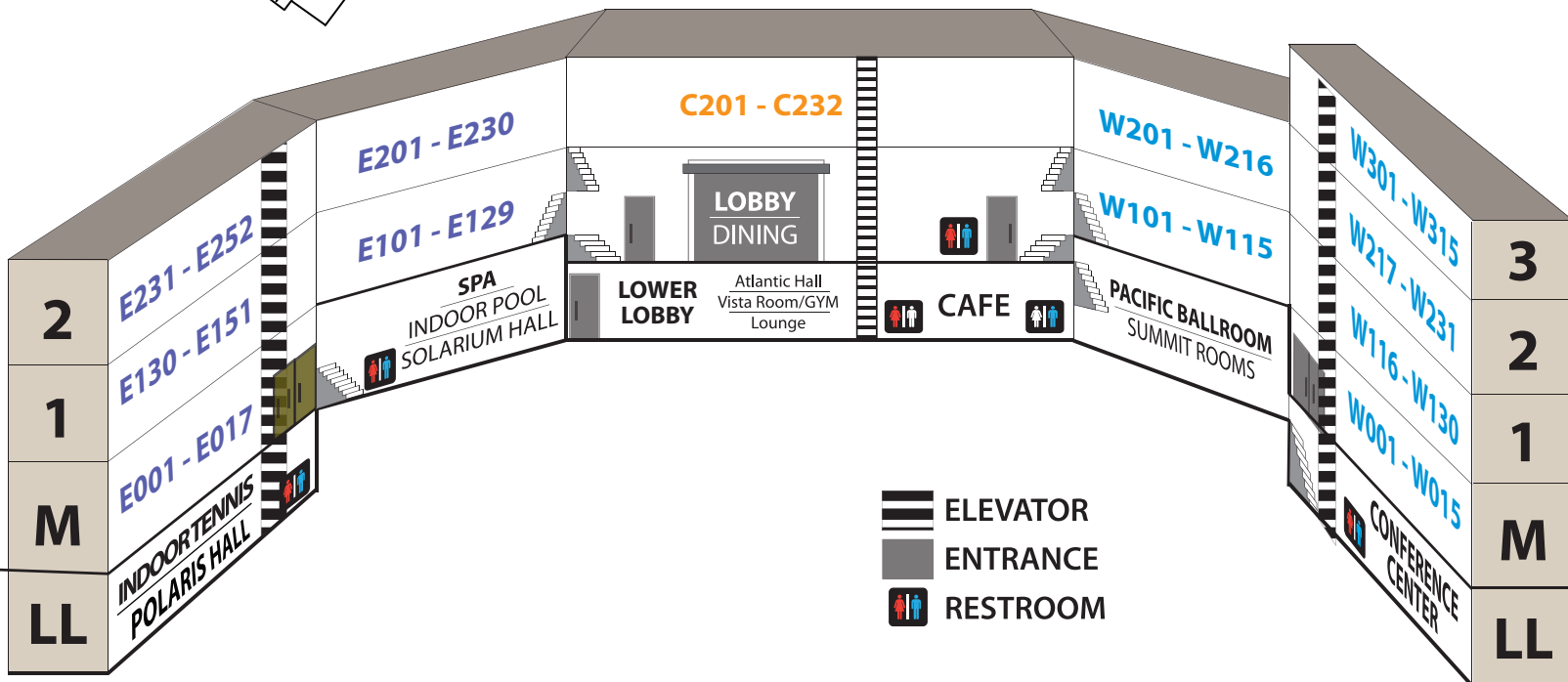


E - Elevator  
R - Restroom  
Exit - Exit  
Stairs - Stairs

# 1ST LEVEL



E - Elevator  
R - Restroom  
Exit - Exit  
Stairs - Stairs





# HONOR'S HAVEN RESORT **MAP**

- |                         |                          |
|-------------------------|--------------------------|
| 1 ENTRANCE              | 11 OUTDOOR SWIMMING POOL |
| 2 MAIN LOBBY            | 12 TENNIS PRACTICE WALL  |
| 3 EAST WING             | 13 VOLLEYBALL COURT      |
| 4 WEST WING             | 14 GOLF PRO SHOP         |
| 5 WATER FOUNTAIN        | 15 BOAT DOCK             |
| 6 WISH GARDEN           | 16 CAMP FIRE             |
| 7 SYNTHETIC ICE SKATING | 17 BACK PATIO            |
| 8 OUTDOOR TENNIS COURTS | 18 NATURE WALK / HIKING  |
| 9 BASKETBALL COURT      | 19 GUEST PARKING LOT     |
| 10 PLAYGROUND           | 20 FRONT PATIO           |





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**72<sup>nd</sup> Annual Conference**  
**New York State Communication Association**  
**October 17-19, 2014**  
**Honor's Haven Resort and Spa - Ellenville, New York**

***Alone Together: Communication and Community (or Not)***

**FRIDAY SCHEDULE AT A GLANCE**

1:00 pm – 5:00 pm	Registration Open
1:30 pm – 2:45 pm	Session Block #1
3:00 pm – 4:15 pm	Session Block #2
4:30 pm – 5:15 pm	Wilson Fellow Lecture
5:15 pm – 6:00 pm	Welcome Reception (Cash Bar)
6:00 pm – 7:00 pm	Keynote Address: Jason Llorenz
7:00 pm – 8:00 pm	Dinner
8:00 pm – Close	Cash Bar
8:15 pm – 9:30 pm	NYSCA Community Pecha Kucha

FRIDAY

Registration Open (1:00 pm – 5:00 pm) – Summit Lobby

SESSION BLOCK #1 (1:30 pm - 2:45 pm)

**Alone Together: Women in Academe**

***Summit 1***

The phrase “Alone Together” almost scarily symbolizes the academic endeavor. That phrase epitomizes the process of writing and research, but academics are also alone in front of our classrooms, our computers, our cellphones. Women in academe have the support of sisters-of-the-soul IF we are lucky enough to find them. This panel includes a variety of women in different stages of their lives and careers. Panelists will briefly discuss their individual experiences of “Alone Together” and then open the discussion to how we can help each other make connections and negotiate the patriarchal system of academe that often does not have time for women as women, but wants our emotional labor and presence.

**Chair:**

Christine Courtade Hirsch, State University of New York, Oswego

**Participants:**

Cheryl Casey, Champlain College

Megan Dowd, Hamilton College

Eileen Gilligan, State University of New York, Oswego

Heather Stassen-Ferrara, Cazenovia College

Y. Jane Winslow, State University of New York, Oswego

**Alone Together: Interpersonal and Group Communication**

***Summit 2***

Human relationships and communities form in a range of settings and contexts. This session examines communication in verbal and nonverbal forms among individuals, families, and groups, in both physical and mediated spaces.

**Chair:**

Ari Kissiloff, Ithaca College

**Participants:**

Bereavement Communication Among Families and Groups – Mary Iannone, New York University

The Body Language of Electronic Communication: The New Normal of Interpersonal Communication – Fairlie Firari, Onondaga Community College

Public Health Association's E-engagement on Social Network Sites: An Exploratory Study on How APHA Uses Facebook to Engage Audiences – Xin Zhou, State University of New York, Albany

Teaching Future Professionals to be in the Communications Mix: Human to Human – Natalie Redcross, Iona College

**Teaching Approaches: Techniques and Strategies for the Speech Communication Course**

***Summit 3***

This panel presentation led by faculty and co-presented with students will introduce particular pedagogical techniques to help students gain confidence and succeed in academia and beyond with their oral presentation skills. Specific activities allowing students to practice their public presentation skills will be introduced.

**Chair:**

Andrew Burns, Dominican College

**Participants:**

AnnMarie DiSiena, Dominican College

Stacia Johnson, Dominican College

Kevin Salcece, Dominican College

SESSION BLOCK #1 (1:30 pm - 2:45 pm) - *Continued*

**Adjunct Faculty: Part of the Academic Community (or not)**

***Summit 4***

Adjunct faculty address three key areas for the adjunct community: connectivity, accessibility, and applicability. In many cases, adjuncts feel isolated and work in a virtual vacuum without support or connection to the overall educational goals of the institution. This panel explores the ever-emerging role of adjuncts in universities and colleges country.

**Chair:**

Joanne Rotondo, Roger Williams University

**Participants:**

Cheryl Cavalcante, Roger Williams University

Danielle Parsons, University of Rhode Island

SESSION BLOCK #2 (3:00 pm - 4:15 pm)

**Confronting the Comfort Zone**

***Summit 1***

Many factors contribute to a student's "comfort zone," that bubble of security and self-consciousness that often limits the ability to challenge themselves to become critical thinkers. Has student dependence upon social media and preoccupation with the idea of celebrity coupled with an underexposure to diverse cultural experiences created a barrier to meaningful exploration and participation in their own landscape? This panel will examine opportunities for communication faculty to help students break away from their comfort zones through public speaking, online instruction, television production, and performance.

**Chair:**

Sean Dugan, Mercy College

**Participants:**

Lou Grasso, Mercy College

Richard Medoff, Mercy College

Judith Mitchell, Mercy College

Paul Trent, Mercy College

**Alone Together Through Political Communication**

***Summit 2***

Political rhetoric, public policy communication, and news can both foster and hinder the sense of community at the local, state, national and international level. This session examines political communication and related media coverage.

**Chair:**

Brad Crownover, College of Mount Saint Vincent

**Participants:**

A Critique of Progressive Political Rhetoric and a Framework for Improving Its Effectiveness – David M. Habbel, Utica College

What Does News Coverage of New York's 2014 Gubernatorial Election Tell Us About the Health of Our Democracy? – Richard A. Lee with Kevin Veeley, St. Bonaventure University

How Chinese Media Report Terrorism Attacks: A Comparison Study Between 2013 Shanshan Attack and 2014 Kunming Attack – Xin Zhou, State University of New York, Albany

**Alone Together: Engaging the Audience and the Individual**

***Summit 3***

This session examines graduate student research of audience engagement relating to food, home purchases, political humor, and the fan experience.

**Chair:**

Noura Ahmad Hajjaj, Marist College

**Participants:**

Free Labor or Free Flow: How Fans Benefit From Their Labor – Patrick Stella, College of Saint Rose

#foodporn: Considering Dietary Performativity, Identification, and Trauma Rhetorics – Jake Dionne, Syracuse University

The Decision-Making Process of Home Sellers Using Nontraditional Means – Valentino DeMarco, State University of New York, Albany

Can't Take a Joke: The Asymmetrical Nature of the Politicized Sense of Humor – Roger Gans, State University of New York, Albany

SESSION BLOCK #2 (3:00 pm - 4:15 pm) - *Continued*

***NYSCA Executive Board Meeting***

***Terrace View Room***

PLENARY ADDRESS (4:30 pm -5:15 pm)

***The John Fletcher Wilson Fellow Lecture***

***Atlantic Room***



***So, What Next?***

Katherine Fry, Brooklyn College

*Recipient of the 2014 John Fletcher Wilson Fellowship Award*

**Katherine G. Fry** is Professor of Media Studies in the Department of Television and Radio at Brooklyn College, CUNY, and co-founder and former Education Director of *The LAMP*, a grass-roots media literacy organization based in New York City. Fry's research interests are in news and advertising criticism, media ecology, and media literacy. In addition to scholarly articles and book chapters, she is author of *Constructing the Heartland: Television News and Natural Disaster* (2003) and *Identities in Context: Media, Myth, Religion In Space and Time* (2008).

FRIDAY EVENING ACTIVITIES

***5:15 - 6:00 pm***

***Opening Reception – Cash Bar***

***Zephyr Lounge***

***6:00 - 7:00 pm***

***Keynote Address: Jason Llorenz***

***Atlantic Room***

## Jason Llorenz



### ***Communication in a Mobile, Social World: New Opportunities to Meet Persistent Social Challenges***

Digital and mobile technology have put the world at our fingertips — forever changing the nature of work, expectations of privacy, and conceptions of community while offering a new medium for learning, entrepreneurship and advocacy. New opportunities to address social problems and advance equity across the economy in a digital world pose significant policy and organizational challenges. This talk will first explore those challenges, and highlight opportunities for schools, government, community institutions and stakeholders to harness 21st century communications to advance equity across society.

**Jason Llorenz** is the Director of Innovation Policy for the Latino Information Network at Rutgers University (LIN@R). A Senior Fellow at the Rutgers University School of Communication and Information, he teaches courses in modern digital communication and policy. He is a writer and consultant with over ten years of federal and state-level policy development, strategic communication, and legal experience. His research focuses on the policies underlying digital inclusion and digital literacy in the United States.

Jason's writing appears in *The Huffington Post*, and he is often sought for comment on the issues facing the digital divide and universal digital inclusion. Jason has been interviewed on this subject by a number of media outlets, including *The Washington Post* and *National Public Radio*. He leads discussions on Capitol Hill and around the country. He has addressed numerous associations and organizations, including SXSWedu, the National Council of La Raza, the Congressional Hispanic Caucus Institute, LATISM, and others. His consulting and training work focuses on training thought leaders and organizations in strategic integration of digital and social media for advocacy.

Jason holds a BA from Cazenovia College, and Juris Doctor from the State University of New York at Buffalo School of Law. He is a Member of the New York State Bar. Jason serves as a small business advisor to the Columbia/Harlem Small Business Development Center (SBDC) at Columbia University, and is a Member of the Board of Directors of the Washington Internship Institute. He is an Advisory Board Member of the Minority Media & Telecommunications Council (MMTC) and elected legal liaison to the Congressional Hispanic Caucus Institute Alumni Association.

**FRIDAY EVENING ACTIVITIES - *Continued***

**7:00 - 8:00 pm      *Dinner*      *Gaia Dining Room***

**8:00 pm – *Close*      *Cash Bar*      *Zephyr Lounge***

**8:15 – 9:30 pm      *NYSCA Community Pecha Kucha*      *Atlantic Room***

**Host: Mary Ann Allison**

**Participants:**

Cheryl Casey, Champlain College

James Cohen, Molloy College

Adeena Karasick, Pratt Institute

Elizabeth Kaylor, John Jay College

Anastacia Kurylo, Fortified Communication Consulting

James Morrison, Boston College

Lance Strate, Fordham University



## SATURDAY SCHEDULE AT A GLANCE

8:00 am – 4:00 pm	Registration Open
8:00 am – 9:15 am	Session Block #1
9:30 am – 10:45 am	Session Block #2
10:45 am – 11:15 am	Coffee Break
11:00 am – 11:50 am	Session Block #3
Noon – 12:50 pm	Lunch
1:00 pm – 1:50 pm	NYSCA Business Meeting
2:00 pm – 3:15 pm	Session Block #4
3:30 pm – 4:15 pm	NYSCA “Look Ahead”
4:30 pm – 5:15 pm	Plenary Address
5:30 pm – 6:30 pm	Complimentary Cocktail Reception
6:30 pm – 7:30 pm	Keynote Address
7:30 pm – 8:30 pm	Dinner
8:30 pm - Close	Cash Bar
8:30 pm - ?	NYSCA Jam Session

SATURDAY

Registration Open (8:00 am – 4:00 pm) – Summit Lobby

Breakfast (7:30 am – 9:00 am) – Gaia Dining Room

SESSION BLOCK #1 (8:00 am - 9:15 am)

***Educating Media Literacy Educators: Building a Model and a Program for Critical Media Literacy Education*** *Summit 1*

The focus of this panel is a model of critical literacy education developed to begin preparing graduate students in media studies to become activist critical media literacy educators. The model, a combined framework of critical cultural studies, media ecology, and critical pedagogy, continues to develop as a unique theoretical approach to media literacy education. A selection of graduate students will present a varied mix of theoretically-informed workshop curricula designed for middle school and/or high school aged groups.

**Chair and Presenter:**

Katherine Fry, Brooklyn College

**Participants:**

The Campaign for Media Literacy: Gender Neutral Advertising – Christin Gest and Carolann Falotico, Brooklyn College

Beauty and Body Image – Wiebke Reile and Rebecca Schneider, Brooklyn College

Digital Citizenship – Dominique Carson and Raisa Kelly, Brooklyn College

Developing a Flexible Model of Activist Media Literacy Education: Balancing Theory and Context – Katherine Fry, Brooklyn College

**Undergraduate Poster Session**

***Summit 2***

**Chair:**

Cheryl Casey, Champlain College

**Participants:**

Women Leadership Communication in the Context of Event Planning – Samantha Clarke, Pace University

The President's Amendment: Leadership to Stop Political Corruption – Thomas DeBernardis, Cazenovia College

Critique of Video Game Reviews – Dean Engle, Cazenovia College

Binge Drinking and Cognitive Dissonance Theory: A Persuasive Appeal – Kacy Gardiner, Cazenovia College

The Deprivation of Sleep Amongst Cazenovia College Students – Kyle Lockhart, Cazenovia College

Self and Society: Is There a Difference? – Yasmin Merchant, Fordham University

Feminist Theory: What Undergraduate Textbooks Aren't Telling Us – Molly Shilo, Fordham University

Everything *Else* You Need to Know About Social Exchange Theory – Marnie Vaughan, Fordham University

**Multiple Standpoints on Negotiating the Organizational Climate: The Lenses of Gender, Sexual Orientation, and Culture** *Summit 3*

This session examines graduate student research relating to organizational climate.

**Chair and Respondent:**

Deborah Borisoff, New York University

**Participants:**

Work/Life Balance: An Examination of the “Having it All” Discourse Through Interviews with Four Professional Women – Paula Clancey, New York University

It Was Only a Donation: When Attitudes About Same Sex Marriage Collide With Corporate Culture as Viewed Through the Case of Mozilla’s Brandon Eich’s Resignation – Matthew Neil Giles, New York University

Power and Communication: An Autoethnography on Negotiating Identity in a Predominantly White, Male, Heterosexual Organization – Christian M. Rizk, New York University

**PR Practitioners and Journalists: An Exploration of a Mutually Beneficial Relationship** *Summit 4*

The conflicting relationship between journalists and public relations practitioners is a time-honored stereotype, but how much truth is there to this “adversarial” co-existence? This roundtable discussion will bring together faculty and professionals from public relations, journalism, and media to discuss the relationships between PR practitioners and journalists.

**Chair:**

Jeffrey Morosoff, Hofstra University

**Participants:**

Jennie Donohue, Marist College

Mario Gonzales, Hofstra University

Jaci Clement, Executive Director, Fair Media Council

**Top Student Papers in the NYSCA 2014 Competition**

***Summit 1***

This session features the top two graduate and top two undergraduate papers in this year's competition.

**Chair:**

Corey Liberman, Marymount Manhattan College

**Participants:**

Communication Strategies in Crowdsourcing Private Problem/Crime Solving – Caryn Halle, University at Albany

Imagining Ecofeminist Communities via Queer Alliances in Disney's *Maleficent* – Joe Hatfield and Jake Dionne, Syracuse University

Facebook as an Advertising Resource Viewed Through Communication Theory – Zachary Levanduski, Cazenovia College

Erasing History: The Consequences of a Curriculum Excluding Lesbian, Gay, Bisexual, and Transgender History (Grades K-12) – Rachael Seider, Cazenovia College

**Alone Together in the Golden Years: Communication Challenges for An Aging Population**

***Summit 2***

According to Census Bureau statistics, the number of Americans over the age of 85 is expected to reach 15 million by the year 2050. For some, it is a time of life filled with new freedom, friends, and opportunities to connect with family and community. For others it may be a time of isolation and loneliness. This panel will explore some of the unique communication needs and challenges associated with growing older.

**Chair:**

Lewis Freeman, Fordham University

**Participants:**

The Story of the Gray Man and Other Tales of Connection and Disconnection – Gary Gumpert, Communication Landscapers

Enhancing Engagement and Communication to Lessen Depression in the Elderly - Jack E. Appleman and David Coffey, State University of New York, Albany

The Zoning In and Zoning Out of the Elderly: Emerging Community and Communication Patterns, Susan Drucker, Hofstra University

**Learning Alone Together: An Inquiry Into Ways of Building on Introvert Strengths in the Classroom and on the New** *Summit 3*

Approximately half of university students are introverts. Because extroversion is generally associated with success, often we ask introverts to act like extroverts. Yet research shows that introverted leaders are actually more effective than extroverted leaders. In this roundtable, practicing academics discuss ways of explicitly building on introverted strengths and developing curriculum that supports both introverts and extroverts.

**Chair:**

Mary Ann Allison, Hofstra University

**Participants:**

Using the Internet to Support Introverted Students: A Design for Balanced Group Work –  
Mary Ann Allison, Hofstra University

The Power of the Quiet Communicator: Why Introverts Belong in Public Relations –  
Suzanne Berman, Hofstra University

Hearing from Students: Treasured Learning Experiences of Self-Identified Introverts –  
Carol Fletcher, Hofstra University

Live Together, Die Alone: Getting “LOST” with Digital and F2F Communication Tools  
– Nancy Kaplan, Hofstra University

Recognizing the Turtles; Allowing Them Their Shells – Jeffrey Morosoff, Hofstra  
University

**Women, Leadership, and Work: The Impact of Norms; The Impact of Culture** *Summit 4*

This session examines graduate student research relating to women and leadership.

**Chair and Respondent:**

Deborah Borisoff, New York University

**Participants:**

Gender Stereotypes for Women Leaders: Barriers to Making It to the Top – Yurong  
Zhang, New York University

A Cross-Cultural Comparison of Chinese and Western Leadership Styles: Humanism vs.  
Rationalism – Alvina Ding, New York University

Barriers to “Leaning In”: A Comparative Study of Challenges for Women in the U.S. and  
in Japan on the Path to Leadership – Yuelun Sun, New York University

*Coffee Break (10:45 am – 11:15 am) Summit Lobby*

SESSION BLOCK #3 (11:00 am – 11:50 am)

**Administrator's Workshop**

*Summit 1*

The administrator's workshop is open only to bone fide administrators and provides an opportunity for those in the exalted or unfortunate position of President, Dean, Chair, Program Coordinator, et al. to discuss issues and problems among a group of sympathetic fellow travelers. It is an opportunity to learn and to share from the experiences of others. The structure and shapes of departments and schools of communication vary radically, but shared are some of the problems: tenure, retrenchment, promotion policy, defining the position, coping with other departments, faculty evaluation, the role of adjuncts and graduate assistants, teaching assignments, defining the discipline, and the qualifications of an administrator. These issues, and others, will be discussed. This is a closed-door session of catharsis and therapy for those serving in the trenches of administration. All administrators attending the conference are encouraged to join this hosted conversation.

**Chair and Respondent:**

Gary Gumpert, Communication Landscapers

**Poetry Reading**

*Atlantic Room*

This session features poetry readings from the about to be published *The Medium is the Muse: Channeling Marshall McLuhan*.

**Chair:**

Lance Strate, Fordham University

**Participants:**

“McLuhan Kaleidoscope” – Mary Ann Allison, Hofstra University

“Prose” – Lance Strate, Fordham University

“Messy Necessity” and “Your Leaky Day” – Adeena Karasick, St. Johns University

**Undergraduate Town Hall Meeting**

***Summit 2***

What topics interest or concern you about your undergraduate experience? In this open town hall session, undergraduate students have an opportunity to share and discuss their experiences navigating the curricular and co-curricular aspects of their communication degree programs. Discussion topics include majors, minors, concentrations, specializations, student-teacher interaction, internships, study abroad experiences, careers, broadening course requirements to include other disciplines, and preparing for the changing communication environment of the 21<sup>st</sup> century. All undergraduate students attending the conference are invited and encouraged to join this hosted conversation. In the interest of open and unfettered discussion, only undergraduate students may attend this session.

**Chair and Respondent:**

Lewis Freeman, Fordham University

**Great Ideas for Teaching Students (GIFTS)**

***Summit 3***

This panel focuses on pedagogical approaches to teaching courses within the field of communication. Each panelist will present his/her great teaching activity and will explain its utility from a communication perspective.

**Chair and Respondent:**

Evelyn Plummer, Seton Hall University

**Participants:**

Communication Age: Meeting the Challenges of the Mixed Classroom Head On – Che Baysinger, Kaplan University

What Does It All Mean Anyway? One Act Plays on Context and Interpretation – Asli Gokhan-Kucuk, Fashion Institute of Technology, NY

Create-a-Culture: An experiential Approach to Cross Cultural Communication Dynamics – Evelyn Plummer, Seton Hall University



*Lunch (Noon – 12:50 pm) – Gaia Dining Room*

**NYSCA Business Meeting (1:00 pm – 1:50 PM) – Atlantic Room**

SESSION BLOCK #4 (2:00 pm – 3:15 pm)

**Together? Or Alone/Alone? The Meaning of a Media Fast**

***Summit 1***

Most people spend more time using media than any other activity. High school graduates have spent more time watching television than being in school. Media are blamed for the increasing obesity and violence, decreasing political participation, bullying, and alienation. Media are praised for their ability to connect, inform, build community, facilitate research, and entertain. It is difficult to imagine a world without media. Media fasts facilitate understanding of media and ourselves and allow for a reexamination of assumptions about the impact of media on us, as individuals, as well as on society and culture. This roundtable discussion presents student insights stepping outside the electronic media environment for a day. Audience members are encouraged to engage in their own media fasts and share their experiences in the discussion.

**Chair and Respondent:**

Lewis Freeman, Fordham University

**Participants:**

Brian Cogan, Molloy College

Jamie Cohen, Molloy College

Yasmin Merchant, Fordham University

Victoria Semple, Hofstra University

Molly Shilo, Fordham University

Marnie Vaughan, Fordham University

Martin Wallenstein, John Jay College, City University of New York

**Alone Together: Culture and Media Content**

***Summit 2***

Content analysis continues to provide critical insight into communication and formation of the self, relationship, and community. This session examines content through music, television, and social media.

**Chair and Respondent:**

Thom Gencarelli, Manhattan College

**Participants:**

Challenging the Middle-Class Feminist: Gretchen Wilson's Rhetorical Reframing of Female *Redneck* Identity – Matthew D. Petrunia, Fashion Institute of Technology, SUNY

Will They Bite? A Content Analysis of Presentation Styles on Shark Tank – Ari Kisiloff with Cory Young, Ithaca College

Pasta for All: Manifestations of LGBTQ Community in Facebook Responses to Barilla's Anti-Gay Family Comments – Kristin Comeforo, University of Hartford

**From Classroom to the Stadium: Considering Audience Ethics, Leadership, and Community**

***Summit 3***

Communication impacts the individual and the community in both large groups and small. This session examines audience ethics, the impact of instructor leadership, and fan communities.

**Chair and Respondent:**

Anastacia Kurylo, Center for Intercultural Communication Research

**Participants:**

Pedagogy Beyond Speaking: Audience Ethics in the Basic Course – Heather M. Stassen-Ferrara and Bruce Roig, Cazenovia College

The Construction and Destruction of Communities Using Mediated Communication: The Antecedents, Processes, and Effects of Dissent Among National Basketball Association (NBA) Fans – Corey Jay Liberman, Marymount Manhattan College, and Brian Geltzeiler, Sirius XM NBA Radio

The Effects of an Instructor's Level of Transformational Leadership Style on Students' Well-Being, Self-Efficacy, and Satisfaction – Alison Romain, Sreyashi Chakravarty, and James Snack, State University of New York, Albany

**Global and Cultural Identities in Language, Social Media, and Film**      *Summit 4*

This session of undergraduate students examines the roles of language, social media, and film as they pertain to the creation of global and cultural identities and communities.

**Chair:** Salvatore J. Fallica, New York University

**Participants:**

The Digital Conglomeration of Feminism – Ritu Ghiya, New York University

Emoji: Language of the Digital Platform – Brooke Marine, New York University

A Comparison and Contrast: Celebrification in China and the U.S. – Julie Zhang, New York University

**Communication Performances: Identity Construction, Representation, and Relationships**  
*Summit 5*

This session features graduate student research relating to identity construction and performance.

**Chair and Respondent:**

Deborah Borisoff, New York University

**Participants:**

Performing Latina Scripts: How Real-Life U.S. Latinas Act Out Mediated Images – Raquel Reichard, New York University

Is the Ideal Gay Man Straight? – Kevin Vavasseur, New York University

Just being “Girls”: The Portrayal of Gender and Same Sex Friendships on HBO’s “Girls” – Alexandra Shinert, New York University

**A NYSCA Look Ahead**

***Summit 2***

The New York State Speech Communication Association was founded on April 10, 1942, with 270 charter members. It first met as a part of the Eastern Public Speaking Conference (now Eastern Communication Association). For the first 26 years the goals of the association were to “encourage and plan statewide and sectional discussions and demonstrations.” By 1962 the objectives emphasized promotion of speech education and to serve the interest of the members to speak for the profession in matters of policy and work with other educational organizations in the field of speech. The organization evolved into the New York State Communication Association. In the span of 72 years the world has changed and the descendants of speech communication, under the influences of social changes, global dynamics, and technical innovations have impacted our scholarship and its association descendants. What is the role and value of our state communication association? To what extent does the present organization exclude parts of our discipline? Are academic silos isolating us from our colleagues? This panel is devoted to the future with an eye on the past and the present and future evolution of NYSCA. A number of its notable leaders will focus on the future identity of NYSCA.

**Chair:**

Gary Gumpert, Communication Landscapers

**Participants:**

Mary Ann Allison, Hofstra University

Cheryl Casey, Champlain College

Susan Drucker, Hofstra University

Thomas Flynn, Slippery Rock University

Thom Gencarelli, Manhattan College

Corey Liberman, Marymount Manhattan College

Lance Strate, Fordham University

Invited Address

*Atlantic Room*

**John Robert Greene**



***The New “Boys on the Bus”: Narrowcasting, Punditry, and Modern Political Discourse***

In a political sphere where citizens can search for political talk and writing that agrees only with their preset point of view (thus avoiding or ignoring any idea, personality, or thought that might challenge that point of view), the meaning and outcomes of our political discourse have, quite noisily, changed rather dramatically. This talk, given by a widely published scholar in presidential politics who has also been a panelist on a weekly political talk show for the past two decades, will explore this phenomenon, and offer his thoughts as to its impact on the development of a democratic discourse in our nation.

**John Robert Greene** is the Paul J. Schupf Professor of History and Humanities at Cazenovia College, Cazenovia, NY, where he has taught for the past thirty-four years. He also serves as the College Archivist.

Dr. Greene’s teaching and writing specialty lies in American Political History, particularly the American presidency. He has written or edited seventeen books—including one on the election of Dwight Eisenhower, one on the Nixon presidency (the first to utilize material from the Nixon Presidential Material project, then located in Virginia), three on the Ford presidency, and a critically acclaimed study of *The Presidency of George Bush*. This book, based on over one hundred interviews—including one with former President Bush—was recently praised in the leading journal in the field as “the best book to date on the Bush administration.” His biography of Betty Ford—the first biography published of that first lady, has also earned for him strong reviews. His most recent books are a history of America in the 1960s, and an encyclopedia of the George W. Bush presidency. Of his four books on the history of higher education, his *Generations of Excellence: A History of Cazenovia College* continues to raise funds for scholarships at Cazenovia College. Presently, he is completing a biography of Geraldine Ferraro, updating his study of the Bush administration, and writing a survey of America in the 1980s.

Dr. Greene is also a regular political commentator on several radio call-in shows around the country, and has recently offered commentary on C-SPAN, MSNBC, and National Public Radio. Locally, he is a weekly regular on WSYR-AM, a regular panelist on WCNY-TV’s “Ivory Tower Half Hour,” and appears with some frequency in the Syracuse news media commenting on political issues of interest. His most recent foray into the national media was in March 2009, when he was a featured analyst and script supervisor for the PBS special, “Betty Ford: The Real Deal.”

Dr. Greene received his undergraduate degrees from St. Bonaventure University, and his Ph.D. in Modern American History from Syracuse University.

## SATURDAY EVENING ACTIVITIES

**5:30 - 6:30 pm**      **Cocktail Reception -  
Hors D'oeuvres & Open Bar**      **Zephyr Lounge**

**6:30 - 7:30 pm**      **Keynote Address: Roger Aden**      **Atlantic Room**

**Roger Aden**



### ***Places Apart: Sites of Communion Among Us***

Building a community requires both a distinct place for people to share their experiences and a desire among those people to communicate in personally profound ways with one another. Such sites of communion are found in physical locations such as social gathering spots, sports venues, and historical sites, as well as in virtual places that we visit through mediated communication. This presentation explains how to notice, appreciate, and make sense of the sites of communion which fill the world around us.

Roger Aden is Professor in the School of Communication Studies at Ohio University. His research integrates rhetorical and qualitative methods of research to examine the meanings of places as they are rhetorically constructed and interpreted. His current research considers how places of public memory invite visitors to embrace different, and often competing, stories about the past. Much of this work is synthesized in a book-length manuscript, *Making a Place: Public Memories of Slavery, African American History, and the President's House in Independence National Historical Park*, which is now under review. Previously, he examined how fans of the University of Nebraska's football team enact a story of the state through their fan performances in *Huskerville: A Story of Nebraska Football, Fans, and the Power of Place* (McFarland, 2008), and how fans of popular culture narratives engaged in metaphorical journeys to the places suggested by those tales in *Popular Stories & Promised Lands: Fan Cultures & Symbolic Pilgrimages* (University of Alabama, 1999).

He has also published articles in *Communication Monographs*; *Communication Theory*; *Rhetoric & Public Affairs*; *Qualitative Research Reports in Communication*; *Review of Communication*; *Western Journal of Communication*; *Communication Quarterly*; *Central States Speech Journal*; *Southern Communication Journal*; *Women's Studies in Communication*; *Argumentation & Advocacy*; *Political Communication Review*; *Forensic Educator*; *Communication Education*; *Elysian Fields Quarterly*; *Speaker & Gavel*; *National Forensic Journal*.

**SATURDAY EVENING ACTIVITIES - *Continued***

<b><i>7:30 - 8:30 pm</i></b>	<b><i>Dinner</i></b>	<b><i>Gaia Dining Room</i></b>
<b><i>8:30 pm – Close</i></b>	<b><i>Cash Bar</i></b>	<b><i>Zephyr Lounge</i></b>
<b><i>8:30 – ?</i></b>	<b><i>NYSCA Jam Session</i></b>	<b><i>Atlantic Room</i></b>

**SUNDAY**

**Breakfast (7:30 am – 9:00 am) – Gaia Dining Room**

<b><i>8:30 am - 9:30 am</i></b>	<b><i>NYSCA Executive Council Meeting</i></b>	<b><i>Gaia Dining Room</i></b>
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**\*\* Conference Concludes \*\***

**NYSCA 2014 Represented Institutions**

*Boston College*

*Brooklyn College, CUNY*

*Cazenovia College*

*Champlain College*

*College of Mount Saint Vincent*

*College of Saint Rose*

*Communication Landscapers*

*CUNY Graduate School in Journalism*

*Dominican College*

*Everest University*

*Fair Media Council*

*Fashion Institute of Technology, SUNY*

*Fordham University*

*Fortified Communication Consulting*

*Hamilton College*

*Hofstra University*

*Iona College*

*Ithaca College*

*Jagaran Media Center*

*John Jay College*

*LaGuardia Community College*

*Manhattan College*

*Marist College*



*Marymount Manhattan College*

*Mercy College*

*Molloy College*

*Nassau Community College*

*New York University*

*Ohio University*

*Onondaga Community College*

*Pace University*

*Pratt Institute*

*Rochester Institute of Technology*

*Roger Williams University*

*Rutgers University*

*Seton Hall University*

*Sirius XM NBA Radio*

*Slippery Rock University*

*St. Bonaventure University*

*State University of New York, Albany*

*State University of New York, Oswego*

*Suffolk Community College*

*SUNY Plattsburg*

*Syracuse University*

*University of Hartford*

*University of Rhode Island*

*Utica College*

*Western Connecticut State University*

## NYSSCA/NYSCA PRESIDENTS

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1942-43	Loren Reid, Syracuse University
1943-44	Loren Reid, Syracuse University
1944-45	Mardel Ogilvie, SUC at Fredonia
1945-46	Mardel Ogilvie, SUC at Fredonia
1946-47	Agnes Rigney, SUC at Geneseo
1947-48	Agnes Rigney, SUC at Geneseo
1948-49	Lillian O'Connor, Julia Richmond High School
1949-50	Lillian O'Connor, Julia Richmond High School
1950-51	James Kavanagh, Binghamton Central High School
1951-52	James Kavanagh, Binghamton Central High School
1952-53	Doris Goodrich, Rochester Schools
1953-54	Doris Goodrich, Rochester Schools
1954-55	Yetta Mitchell, New York University
1955-56	Yetta Mitchell, New York University
1956-57	Wilbur Gilman, Queens College
1957-58	Henry Youngerman, SUC at Fredonia
1958-59	Frances Marion Brown, City Schools, Oswego
1959-60	Ralph Schmidt, Utica College
1960-61	Solomon Simonson, Yeshiva University
1961-62	Bernard Boresoff, Great Neck High School
1962-63	Gladys S. Bennett, Mechanicsville High School
1963-64	John W. Gunning, Ithaca College
1964-65	Bruce Klee, SUC at Geneseo
1965-66	Rose Alderman, Hunter College, CUNY
1966-67	Helen D. Feulner, NYC Bureau for Speech Impairments
1967-68	J. Edward McEvoy, SUC at Oswego
1968-69	Sr. Ruth Trautman, Medialle College
1969-70	John F. Wilson, Lehman College, CUNY
1970-71	John J. Carney, SUNY at Oneonta
1971-72	Robert Greene, SUNY at Geneseo
1972-73	Sr. Therese Monaghan, Molloy College
1973-74	Bernice Sherman, SUNY at Farmingdale
1974-75	David Hill, Morrisville College of Agriculture & Technology
1975-76	Morton Klayman, Amherst Central High School
1976-77	Beatrice Ferrante, St. John's University
1977-78	Allan D. Frank, SUNY at Brockport

1978-79 Nancy S. Swartout, Orange County Community College  
1979-80 Myron B. Shaw, SUNY at Geneseo  
1980-81 John L. Meyer, SUNY at Plattsburgh  
1981-82 Peggy Rypsam, Iona College  
1982-83 Davis Brooks, Bronx Children's Psychiatric Center  
1983-84 John F. Kim, Dutchess Community College  
1984-85 Ruth L. Goldfarb, Nassau Community College  
1985-86 Dorothy Gould, Niagara University  
1986-87 James L. Johnson, Brooklyn College, CUNY  
1987-88 John Trombetta, Ithaca College  
1988-89 Joseph A. Bulsys, SUNY at Geneseo  
1989-90 Deborah Borisoff, New York University  
1990-91 Susan Drucker, Hofstra University  
1991-92 Maria F. Loffredo, SUNY at Oneonta  
1992-93 Mary Ann Messano-Ciesla, Brooklyn College, CUNY  
1993-94 Judythe Isserlis, Iona College  
1994-95 Richard F. Somer, Hamilton College  
1995-96 Susan Mallon Ross, Clarkson University  
1996-97 Joyce Hauser, New York University  
1997-98 Rudy Pugliese, Rochester Institute of Technology  
1998-99 Lance Strate, Fordham University  
1999-00 Susan Jasko, California University of Penn.  
2000-01 Thom Gencarelli, Montclair State University  
2001-02 Gary P. Radford, Fairleigh Dickinson University  
Marie Radford, Pratt Institute  
2002-03 Carol Wilder, The New School University  
2003-04 Edward Lenert, Queens College  
2004-05 Marie Garland, Ithaca College  
2005-06 Brian Cogan, Molloy College  
2006-07 Margaret Cassidy, Adelphi University  
2007-08 Missy (Mary) Alexander, Marist College  
2008-09 Valerie Swarts, Slippery Rock University  
2009-10 Donna Flayhan, SUNY at New Paltz  
2010-11 Brad Crownover, College of Mount Saint Vincent  
2011-12 Mary Ann Allison, Hofstra University  
2012-13 Cheryl Casey, Hamilton College  
2013-14 Corey Liberman, Marymount Manhattan College

*Call for Papers*  
**73<sup>rd</sup> Annual Conference**  
**New York State Communication Association**  
**October 16-18, 2015**

***Are You In Or Are You Out? Aligning Ourselves With Communication***

This question evokes thoughts about popularity, group membership, identity, culture, inclusion, belonging, alliances, allegiances, peer pressure, and much more. Our groupings impact the way we see the world, understand ourselves and others, and advance as a culture. Communication provides opportunities to explore our differences and similarities as well as construct these. Although new structures and contexts for unification, division, conflict, and distortion get created they harken back to the ways we have traditionally grouped people and things. Group alignment and dialogue that encourages inclusion may be at the heart of much of our communication practices. Come present, discuss, and listen to panelists discussing these and other cutting edge topics at NYSCA 2015.

This year's conference theme invites papers that take alignment as a focal point. Specific topic areas relevant to the overarching theme include, but are not limited to:

- Business Communication
- Conflict Management
- Diversity and Inclusion
- Ethics and Law
- Group Membership and Categorization
- Media Criticism
- Intercultural Communication
- Interpersonal Communication
- Leadership
- Political Discourse and Debate
- Public Relations and Marketing
- Research Methods
- Social Media and Technology
- Social Networks

We welcome submissions in a variety of formats including papers, panel proposals, posters, roundtables, media screenings, and other innovative proposals for thoughtful engagement. Work related to the conference theme is encouraged, as well as scholarship addressing a wide range of communication topics from a variety of theoretical and methodological approaches. Undergraduate and graduate student submissions are also welcome and will be considered for student paper awards.

For completed papers of no more than 25 pages, please send identifying information (title page, author, affiliation, contact information) in a separate document. Papers should include a running head with an abbreviated title. Student submissions should indicate “undergraduate” or “graduate,” along with an abbreviated title in the running head.

For all other presentation formats, including panel proposals, posters, and roundtables, please include the title, the lead contact or panel chair, the participants/authors, affiliations, contact information, and a description of the panel, poster, or roundtable. For each paper in a panel or roundtable proposal, please include a title, a list of authors, and abstracts of no more than 250 words.

A statement of professional responsibility should be included on the cover or title page of the submission and should state the following: “In submitting the attached paper/panel proposal, poster, or roundtable, I/we agree to present at the 2015 NYSCA conference if it is accepted. I/we further recognize that all who attend and present at NYSCA’s annual meeting must register and pay the required fees.”

Please email abstracts, proposals, and/or completed papers to Anastacia Kurylo (anastacia@kurylo.com) **no later** than **June 1, 2015**.