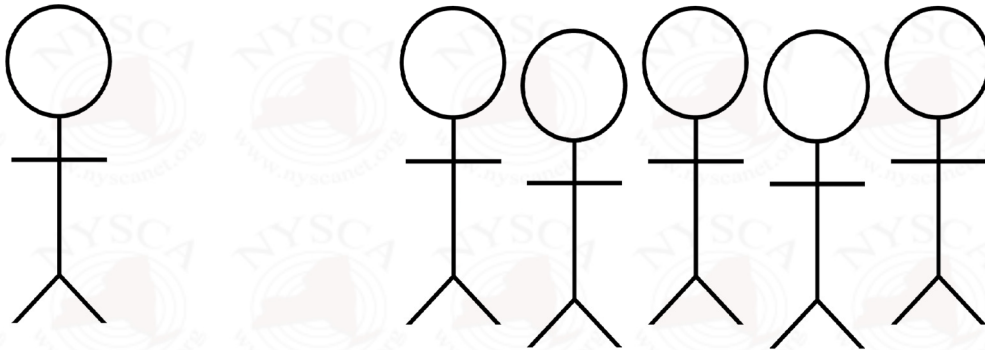


# ***Are You In Or Are You Out?***

***Aligning Ourselves with Communication***



**New York State Communication Association**

**73rd Annual Conference**

**October 16-18, 2015**

**Villa Roma Resort and Conference Center**

**Callicoon, New York**



**Saint Peter's**  
**UNIVERSITY**

The Jesuit University of New Jersey



# Strategic Communication

## **The Master of Arts in Strategic Communication Program**

This graduate program offered at Saint Peter's University (Jersey City campus) prepares you for positions in public relations, public relations management, advertising, and corporate communication. Graduates will be prepared for roles in management and leadership through mastery of key concepts and methods for analyzing and predicting individual, group and organizational behavior.

Advance your career within corporations and non-profit agencies, and gain insight into evolving social media technology's impact on corporate communications.

**Fall Open House 11/14 • Learn more and apply!**

Office of Graduate and Professional Studies Admission  
2641 Kennedy Boulevard, Jersey City, NJ 07306  
gradadmit@saintpeters.edu • (201) 761-6470

[saintpeters.edu/Graduate-Admission](http://saintpeters.edu/Graduate-Admission)

## Table of Contents

<b>New York State Communication Association Executive Board</b>	<b>p. 3</b>
<b>Thank You to NYSCA President Maureen M. Louis</b>	<b>p. 4</b>
<b>Welcome Letter from the Vice President</b>	<b>p. 6</b>
<b>Map of Villa Roma Resort and Conference Center</b>	<b>p. 8</b>
<b>Friday Schedule at a Glance</b>	<b>p. 9</b>
<b>Friday Schedule</b>	<b>p. 10</b>
<b>Saturday Schedule at a Glance</b>	<b>p. 23</b>
<b>Saturday Schedule</b>	<b>p. 25</b>
<b>Sunday Schedule at a Glance</b>	<b>p. 49</b>
<b>Sunday Schedule</b>	<b>p. 50</b>
<b>Call for Papers 74<sup>th</sup> Annual Conference</b>	<b>p. 56</b>
<b>Represented Institutions</b>	<b>p. 58</b>
<b>NYSSCA/NYSCA Presidents</b>	<b>p. 59</b>

**New York State Communication Association  
Executive Board  
2015**

<b>Corey Liberman</b> <i>Marymount Manhattan College</i> Immediate Past President	<b>Maureen Louis</b> <i>Cazenovia College</i> President	<b>Anastacia Kurylo</b> <i>St. Joseph's College</i> Vice President
<b>Michael Plugh</b> <i>Fordham University</i> Vice President Elect	<b>Noura Ahmad Hajjaj</b> <i>Western Connecticut State University</i> Executive Secretary	<b>Heather Stassen-Ferrara</b> <i>Cazenovia College</i> Treasurer
<b>Ari Kissiloff</b> <i>Ithaca College</i> Director of Web and Social Media	<b>Trudy Milburn</b> <i>Independent Scholar</i> Recording Secretary	<b>Jamie Cohen</b> <i>Molloy College</i> Archivist
<b>Thom Gencarelli</b> <i>Manhattan College</i> Editor-in-Chief	<b>Roxanne O'Connell</b> <i>Roger Williams University</i> Editor, NYSCA Proceedings	<b>Cheryl Casey</b> <i>Champlain College</i> Assistant Editor of Proceedings/ Nominating Committee Chair
<b>Lewis Freeman</b> <i>Fordham University</i> Nominating Committee, Member	<b>Sue Jasko</b> <i>California University of Pennsylvania</i> Nominating Committee, Member	<b>Elizabeth Kaylor</b> <i>John Jay College</i> Member at Large
	<b>Zach Levanduski</b> <i>Cazenovia College</i> Student Representative	



## **Thank you, Maureen M. Louis!**

The New York State Communication Association is grateful for your dedication, service, and leadership of our president, Maureen M. Louis.

## CENTER FOR INTERCULTURAL NEW MEDIA RESEARCH

The **Center for Intercultural New Media Research** (CINMR) is a global network that focuses on the impact of new media on human communication across cultures, nations, and world regions. Our members comprise a think tank and a clearinghouse for scholarship on emerging global issues.

**46 countries**  
**200 universities**  
**310 scholars**

*CINMR has 3 main goals:*

- Generate, gather, and disseminate intercultural new media research
- Apply intercultural new media research to private and public sector challenges
- Provide CINMR research associates access to a global network of scholars

<http://www.interculturalnewmedia.com/>



NYSCA would like to thank participants in

### **NYSCA A Look Ahead: Establishing an Intellectual Community through State Conference Participation**

We appreciate your dedication to the association and its members.

Thom Gencarelli, *Manhattan College*  
Cheryl Casey, *Champlain College*  
Susan Drucker, *Hofstra University*  
Gary Gumpert, *Urban Communication  
Foundation*

Anastacia Kurylo, *St. Joseph's College*  
Corey Liberman, *Marymount Manhattan College*  
Roxanne O'Connell, *Roger Williams University*  
Michael Plugh, *Fordham University*  
Gary Radford, *Fairleigh Dickinson University*

Sunday, October 18, 2015  
8:00-9:15am  
West Room 2



NYSCA would like to thank participants in

### **Aligning Ourselves with Technology from All Angles: Theory, Research, Pedagogy, and Practice**

We appreciate your participation and insights.

Anastacia Kurylo, *St. Joseph's College*  
Ari Kissiloff, *Ithaca College*  
Trudy Milburn, *Independent Scholar*  
David John Petroski, *Southern Connecticut State  
University*  
Shannon L. Roper, *Marist College*  
Jason Wrench, *New Paltz University*

Sunday, October 18, 2015  
9:30-10:45am  
West Room 2

The New York State Communication Association celebrates the work of our keynote speakers.

### **Howie Giles**

Professor of Communication  
University of California, Santa Barbara

*Us, Them, and Me:  
Intergroup Communication and Successful Aging*

### **Mecca E. Santana**

Vice President of Diversity & Community  
Relations

Westchester Medical Center

*Lost in Translation:  
The Interplay Between  
Diversity, Inclusion and Communication*

Dear Members of the NYSCA Community,

It is my honor to welcome you to the 73<sup>rd</sup> annual meeting of the New York State Communication Association. The conference theme *Are You In or Are You Out? Aligning Ourselves with Communication* underscores the importance of communication and reminds us of the power of communication to impact the way we view the world, understand each other and ourselves, and create the alignment that is at the heart of many communication practices.

This year's keynote speakers bring their expertise and experience to the association to speak to issues related to the conference theme. On Friday, Howie Giles, Ph.D., a Professor at the University of California, Santa Barbara and a prolific and relevant foundational communication scholar addresses the complexities of intergroup processes. On Saturday, Mecca E. Santana, Esq., Vice President of Diversity & Community Relations for Westchester Medical Center and former litigator and Governor Cuomo appointee, addresses the value of compliance for academic institutions. In addition to these excellent speakers, over 100 NYSCA members will also share their invaluable ideas, research, and insights throughout our three-day conference.

Enjoy the conference and all the special events planned this year! There is something for everyone including our traditional special format *Administrator's Workshop*, *Great Ideas for Teaching Students (GIFTS)*, *Student Poster Session*, and *Undergraduate Town Hall*. We also have new events this year such as the community college roundtable, two documentary screenings, the *Knowledge Café* sponsored by the *Center for Intercultural New Media Research*, and two Sunday plenary sessions. In the evenings, mingle with fellow NYSCA members, colleagues, and new friends during our social activities like the performance by *bluerace* followed by an open *Jam Session*, our traditional *Pecha Kucha*, and two complimentary receptions sponsored by *Taylor and Francis* and *Rutgers University's Doctoral Program in Communication, Information and Library Studies*.

As Vice President, I was tasked with the challenge to find a new conference site, to increase the organization's visibility, and to continue to provide members with a meaningful conference experience. If I came even close to meeting these goals, it is because of the hard work and dedication of the Executive Council and NYSCA members whose involvement is invaluable to the longevity of the organization, which is soon to be celebrating 75 years of existence. In particular, I would like to especially thank Cheryl Casey, Brian Cogan, Thom Gencarelli, Noura Hajjaj, Ari Kissiloff, Mike Kurylo, Corey Liberman, Trudy Milburn, Mike Plugh, and St. Joseph's College all of whom provided extensive support in my vision for the conference. Additionally, I must acknowledge Heather Stassen-Ferrara and Maureen Louis for their perseverance as NYSCA's pillars of strength over the last several years and Mike Plugh for his willingness to lead us to our 75<sup>th</sup> anniversary as next year's vice president and conference organizer.

Your membership and participation in NYSCA is what helps makes the association and conference a success. While you are here, remember to attend the *Business Meeting*, *75<sup>th</sup> Anniversary Brainstorm Session*, and the *NYSCA A Look Ahead* plenary session to learn more about the association, become involved, have your voice heard, and contribute to what happens in our next quarter of a century.

Sincerely,

Anastacia Kurylo, Ph.D.  
Vice President and Conference Organizer, NYSCA  
Assistant Professor, St. Joseph's College



# TRI-STATE

CONNECTICUT \* NEW JERSEY \* NEW YORK

## DIVERSITY COUNCIL

A MULTICULTURAL RESOURCE PROMOTING EXCELLENCE

### Our History

Organized in 2011 the Tri-State Diversity Council (TSDC) is committed to promoting the importance of diversity and inclusion in the workplace and community. The TSDC is currently comprised of three active Councils that serve Connecticut, New Jersey, and New York. The TSDC is one of fifteen Councils that comprise the National Diversity Council, a 501(c)(3) non-profit organization founded in 2010 to serve as the champion for diversity and inclusion.

### Our Mission & Goals

Enhance the appreciation for and understanding of the value of diversity and inclusion. We will achieve success through efforts and activities that aim to:

- Promote diversity and inclusion in the workplace and community
- Develop leaders who are educated and aware of all aspects of diversity and inclusion
- Develop programs that support diversity education and awareness

Contact:  
Sofia Reed  
Regional Manager

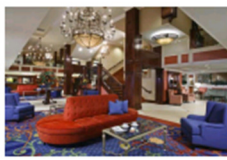
[sofia.reed@nationaldiversitycouncil.org](mailto:sofia.reed@nationaldiversitycouncil.org)

**#StartTheConversation**

**VILLA  
ROMA**

RESORT & CONFERENCE CENTER

PROUD HOSTS OF  
**New York State Communication Association**  
**73<sup>rd</sup> Annual Conference**  
October 16-18, 2015



**Villa Roma- Your Four Season Getaway!**  
**THE PERFECT PLACE FOR:**

Family Reunions  
Youth Outings  
Weddings  
Senior Bus Tours

Conferences  
Corporate Events  
Meetings  
Religious Retreats

Golf Outings  
Special Events  
Ski Trips  
Vacation Ownership

[www.villaroma.com](http://www.villaroma.com) | 800-727-8455 | Callicoon, NY



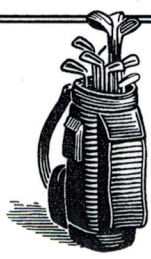
The *New Jersey Communication Association* will hold Its annual conference Saturday April 9, 2016 at Caldwell University. Our theme is:

**Restoring Credibility in  
Communication and Media.**

Please send submissions to Professor Bob Mann, Dept of Communication and Media Studies, Caldwell University, 120 Bloomfield Avenue, Caldwell NJ 07006 by December 1, 2015.

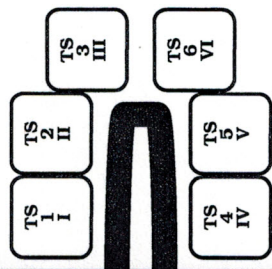


# 18 Hole PGA Golf Course



Beechwoods & Grill

Human Resources



Time Share Office

Ronnie's Deli  
PARKING



VILLA ROMA ROAD

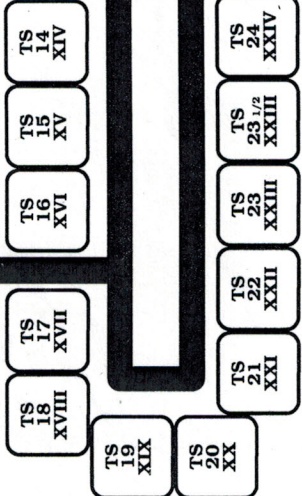
3rd Floor Main House Time Sharing | 3rd Floor Capri Wings

**2nd FLOOR**  
Mezzanine Bar  
OTB  
Fireplace  
Meeting Rooms  
Hotel Rooms

3rd Floor Walkway

**3rd FLOOR**  
Main Dining Room  
Hotel Rooms  
Time Share Rooms

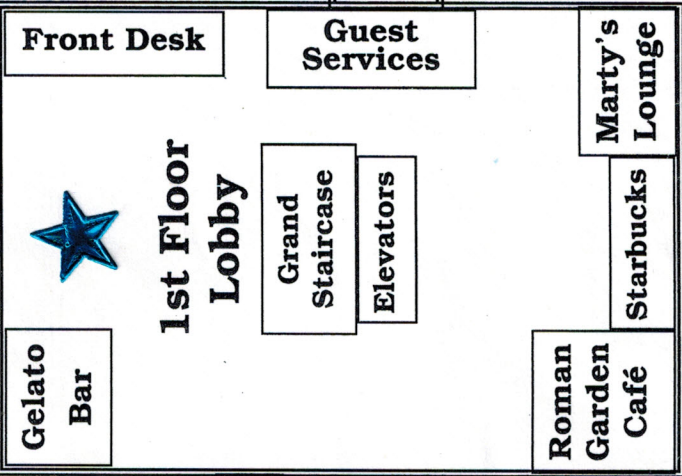
Fun Park & Stables



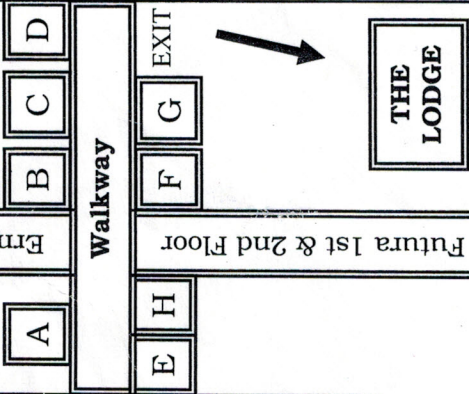
Outdoor Bocce & Shuffleboard

Outdoor Pool Area

FRONT CIRCLE



- A) Salon
- B) Kenetics
- C) Boutique
- D) TS Sales
- E) Villa Aroma
- F) Tutto's Gifts
- G) North Room
- H) Ice/Vending

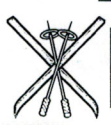


Ernesto 1st & 2nd Floor | Futura 1st & 2nd Floor

Outdoor Tennis & Volley Ball Courts

Forum Night Club, Indoor Pool Jacuzzi Sauna, Game Room Arcade Activities

Ski Area & Chalet



**SPORTS COMPLEX**  
Fitness Center, Bowling, Indoor Tennis, Racquetball

MAIN PARKING LOT  
PARKING

VILLA ROMA ROAD

<b>FRIDAY SCHEDULE AT A GLANCE</b>			
<i>Session</i>	<i>Time</i>	<i>Event</i>	<i>Location</i>
Full Day Event	1:00 pm – 5:00 pm	Registration	Lobby
Full Day Event	1:00 pm – 5:00 pm	Book Tables	Mezzanine
Session F PM1	1:30 pm – 2:45 pm	Snack Station	Mezzanine
Meetings	2:00 pm – 3:00 pm	NYSCA Executive Council Meeting	Brookside 2
Session F PM2	3:00 pm – 4:15 pm	Learning the Ins and Outs: The Communication Field, Pedagogy and other Practical Issues	East Room 1
		To Whom am I Speaking?	East Room 2
		Assessing Communication in Organizations	East Room 3
		Inside Politics Online	West Room 2
Session F PM3	4:30 pm – 5:45 pm	GIFTS: Great Ideas for Teaching Students	East Room 1
		The Future of Rhetoric?	East Room 2
		Debbie Borisoff: An Exemplar of Institutional Longevity, Mentorship, and Fostering Intellectual Community	East Room 3
		75 <sup>th</sup> Anniversary Brainstorm Session	West Room 1
		Perspectives on Traditional Media	West Room 2
Evening Event	5:45 pm – 6:30 pm	Welcome Reception Sponsored by Taylor and Francis <sup>1</sup>	Marty's Lounge
Friday Night Keynote	6:30 pm – 7:30 pm	Howie Giles Keynote Address	West Room 1
Meal	7:30 pm – 8:45 pm	Plated 5-Course Dinner	Dining Room
Night Event	8:45 pm – 9:45 pm	NYSCA Community Pecha Kucha (Comedy, Improv, Entertainment)	Marty's Lounge
Night Event	10:00 pm – 11:00 pm	Late Night Show	The Forum Nightclub
Night Event	10:00 pm – 11:00 pm	Late Night Bowling	Sports Complex

<sup>1</sup> Ticket required. Complimentary reception is included with overnight package and Commuter Day rate. Please see reception desk or registration table to receive your ticket.

**\*\*\*FRIDAY\*\*\***

**Registration (1:00 pm – 5:00 pm)**

**Registration**

***Lobby***

**Book Tables (1:00 pm – 5:00 pm)**

**Sage**

***Mezzanine***

**Taylor and Francis**

***Mezzanine***

**NYSCA Authors**

***Mezzanine***

**Rutgers University Doctoral Program in Communication,  
Information and Library Studies**

***Mezzanine***

**Snack Station (1:30 pm – 2:45 pm)**

**Coffee, Soda, Cookies, Brownies, and More**

***Mezzanine***

**NYSCA Executive Council Meeting (2:00 pm – 3:00 pm)**

**NYSCA Executive Council Meeting**

***Brookside 2***

*Cheryl Casey, Champlain College*

*Jamie Cohen, Molloy College*

*Lewis Freeman, Fordham University*

*Thom Gencarelli, Manhattan College*

*Noura Hajjaj, Western Connecticut State University*

*Susan Jasko, California University of Pennsylvania*

*Elizabeth Kaylor, John Jay College*

*Ari Kissiloff, Ithaca College*

*Anastacia Kurylo, St. Joseph's College*

*Zach Levanduski, Cazenovia College*

*Corey Jay Liberman, Marymount Manhattan College*

*Maureen M. Louis, Cazenovia College*

*Trudy Milburn, Independent Scholar*

*Roxanne M. O'Connell, Roger Williams University*

*Michael Plugh, Fordham University*

*Heather Stassen-Ferrara, Cazenovia College*

<b>Session F PM2 (3:00 pm - 4:15 pm)</b>
--

**Learning the Ins and Outs: The Communication Field,  
Pedagogy, and other Practical Issues**

*East Room 1*

This diverse panel discusses topics of interest for seasoned faculty and those new to the field. The first presenter problematizes current conceptions of communication study. Remaining panelists contextualize topics for administrators, academics, and students addressing practical concerns such as recruiting international students, age related issues, and cultural identity. The panel presents the ins and outs of some concerns faced by colleges across the country.

**Chair:**

*Maureen M. Louis, Cazenovia College*

**Participants:**

The Centrality of the Problem of Identity for Communication Study  
*David Habbel, Utica College*

Recruiting International Students: Strategic Public Relations and Marketing Practices  
in Higher Education  
*Jin Kim, The College of Saint Rose*  
*Keiko Mimuro, OSG-Sterling Die, Inc.*

Are You In or Out and, By the Way, How Old Are You? A Literature Review and Discussion  
*Che Baysinger, Kaplan University*

Visualizing Culture  
*Roxanne M. O'Connell, Roger Williams University*

**Respondent:**

*Thom Gencarelli, Manhattan College*

**To Whom am I Speaking?***East Room 2*

The various challenges associated with public speaking, with television production, with media studies, with English studies and/or journalism, as well as with theatrical performance, demand the mastery of shared verbal and non-verbal language systems in order for successful communication to occur and for announced goals to be met. Success within each discipline depends upon individuals connecting effectively with one another, with their personal involvement in sustaining a community of inter-connected performers and/or technicians. How do classroom experiences foster the mastery of these often complex, frequently technological modes of connection? This panel will discuss opportunities for communication faculty to assist students in appreciating the basic and vital importance of community and connectedness to determining whether they are “in or out” within these dynamic and evolving professions.

**Chair:***Paul Trent, Mercy College***Participants:***Sean Dugan, Mercy College**Lou Grasso, Mercy College**Richard Medoff, Mercy College**Paul Trent, Mercy College***Assessing Communication in Organizations***East Room 3*

The papers in this panel assess organizational communication in three different contexts addressing (1) the effectiveness of a university’s use of social media to strengthen student-to-student connections; (2) a university’s success at influencing workplace culture and increasing employee commitment through new award/reward programs for employees; (3) a global publishing company’s realization of effective change management during the publishing industry’s digital transformation.

**Chair:***Doug Strahler, Slippery Rock University***Participants:**

William Paterson University Twitter Communication Audit

*Jaclyn Antonaci, William Paterson University**S. P. Ferris, William Paterson University*

Change Management, the Publishing Industry and Digital Transformation: A  
Communication Audit of Wiley

*Rebecca Costantini, William Paterson University*

*S. P. Ferris, William Paterson University*

Communication Audit of WP P.R.I.D.E. Staff Excellence Awards Program

*Desyra Highsmith, William Paterson University*

*Juliana Quintero, William Paterson University*

*S. P. Ferris, William Paterson University*

**Respondent:**

*Jennifer Owlett, William Patterson University*

**Perspectives on Traditional Media**

*West Room 2*

Media entertainment socializes people within a culture to understand prescribed social, gender, cultural roles. This panel offers insights in the form of observations and critiques about movies, advertisements, and music and their roles in this process. Identity in many facets is explored through the content of this panel.

**Chair:**

*Elizabeth Kaylor, John Jay College*

**Participants:**

Shut In and Shut Up: Analyzing the Sexism in Walt Disney Animated Pictures from  
1937-2013

*Emily Venuti, Cazenovia College*

“Everyone’s Work Is Equally Important” or Is It? A Marxist Critique of Neoliberalism  
in Levi’s Advertisements

*Corinne Kasura, Rensselaer Polytechnic Institute*

Otherness, Whiteness and Double-Alienation: Postcolonial Globalization in Clare  
Denis’ Films

*Jin Kim, The College of Saint Rose*

*Kristen Vet, Hope College*

Queering Masculinity: The Mask of Homoeroticism in K-pop Cross-Dressing

*Chuyun Oh, Hamilton College*

*David Oh, Ramapo College of New Jersey*

The Unbearable Kimmy Schmidt: Corporate Cosmopolitanism as Regional Bigotry  
*Barry Morris, Pace University*

**Respondent:**

*Noura Hajjaj, Western Connecticut State University*

<b>Session F PM3 (4:30 pm - 5:45 pm)</b>
--

**GIFTS: Great Ideas for Teaching Students**

*East Room 1*

Great Ideas For Teaching Students (GIFTS) provides an excellent opportunity for faculty members and/or graduate students to share class-tested “great ideas” with other members of the teaching community. Participants may discuss an activity, assignment, project, game, or simulation addressing a specific communication theory, concept, skill, or learning objective appropriate to the communication discipline. GIFTS presenters often provide a brief, comprehensive handout for interested attendees.

**Chair:**

*Evelyn Plummer, Seton Hall University*

**Participants:**

Reviewing the EdChange Equity and Diversity Quiz  
*Che Baysinger, Kaplan University*

Stepping Out of My Comfort Zone! Learning Intercultural Communication through an Ethnographic Project  
*Yifeng Hu, The College of New Jersey*

Students as Learners, Teachers, Critics, and More  
*Flora Keshishian, St. John’s University*

What Do You See? Using Photos to Learn about Perception  
*Flora Keshishian, St. John’s University*

Students Creating Their Own Blog Rubric  
*Trudy Milburn, Independent Scholar*

Nonverbal Mashups  
*Evelyn Plummer, Seton Hall University*

**The Future of Rhetoric?***East Room 2*

Throughout Western history rhetoric has been adapted, reinvented, and renewed to fit the changing social, political, economic, cultural, and religious context of the times. Spurred on by the Information Technology revolution we are witnessing changes in contemporary social, political, economic, cultural and religious belief systems that could set up for new ones in the future. What part does rhetoric play in these times? What part will it play in future times? These questions and more will be discussed in a lively, engaging and fun roundtable.

**Chair:**

*Theron Verdon, SUNY College at Oneonta*

**Participants:**

*Fairlie Firari, Onondaga Community College*

*Robb Conrad Lauzon, Rensselaer Polytechnic Institute*

*Christopher Adamczyk, Rensselaer Polytechnic Institute*

*Theron Verdon, SUNY College at Oneonta*

*Noura Hajjaj, Western Connecticut State University*

**Debbie Borisoff: An Exemplar of Institutional Longevity, Mentorship, and Fostering Intellectual Community***East Room 3*

Debbie Borisoff, New York University, has served as a mentor to many New York State Communication Association members past and present. In doing so she has, along with other wonderful mentors within the organization, provided the opportunity for NYSCA to flourish and have the longevity to reach its 73<sup>rd</sup> anniversary. Through her involvement with NYSCA, Debbie has fostered an intellectual community in which many of her undergraduate students, graduate students, colleagues, and peers beyond New York University have been able to grow professionally, become active at NYSCA conferences, take leadership roles within the organization, and encourage their own students and peers to do the same. In addition to her ability to role model a commitment to service, Dr. Borisoff has flourished as a teacher and a scholar demonstrating with ease the all too necessary balance of the modern academic. In addition to the listed speakers, this panel provides the opportunity for anyone for whom Debbie Borisoff has served as a mentor or valued colleague to share their appreciation.

**Chair:**

*Brian Cogan, Molloy College*



**Participants:**

*Brian Cogan, Molloy College*

*Anastacia Kurylo, St. Joseph's College*

*Robin Levenson-Andrews, LaGuardia Community College, CUNY*

**75<sup>th</sup> Anniversary Brainstorm Session***West Room 1*

Join fellow NYSCA members to discuss the plans for the upcoming 75<sup>th</sup> Anniversary of the association. All NYSCA members invited. Help brainstorm ideas on how to create a memorable 75<sup>th</sup> conference that commemorates the legacy of the association and helps to define new trajectories for its future.

**Chair:**

*Ari Kissiloff, Ithaca College*

**Inside Online News and Politics***West Room 2*

Digital contexts are the go to news source for many. Specifically focusing on social media and online engagement, presenters provide insights into high profile news and political stories. The panel deals with a variety of areas in these contexts from religion to sports to tackle some of the most controversial topics to be blasted across the internet.

**Chair:**

*Heather Stassen-Ferrara, Cazenovia College*

**Participants:**

#WeAreIndiana: Inclusion and Group Alignment in the Twitter “Debate” over the Religious Freedom Restoration Act

*Kristin Comeforo, University of Hartford*

Did Citizens United Really Change Anything?

*Martin Wallenstein, John Jay College*

The Effects of Post-Crisis Rhetoric in the Wave of Mediated Communication: The Case of ‘Deflategate’ and How It Impacted the Entire New England Patriots Organization

*Corey Jay Liberman, Marymount Manhattan College*

*Heather Stassen-Ferrara, Cazenovia College*

Rhetorical Resolutions to the Tension Between Issue Ownership and Agency  
*Christine Courtade Hirsch, SUNY Oswego*

The History of the iPad  
*Mike Scully, Roger Williams University*

**Respondent:**

*June Speakman, Roger Williams University*

**Welcome Reception (5:45 pm - 6:30 pm)**

Sponsored by

*Marty's Lounge*

**Taylor and Francis**

Attendees of the conference are invited to join NYSCA's Welcome Reception. Mingle with fellow students, academics, colleagues, and old friends. Make new friends. Take time from your busy technologically mediated life to chat face-to-face with like-minded peers about topics of interest in the communication field, publishing strategies, pedagogy tips, administrative challenges, or any other topic you like! Grab a bite. Have a drink. Make a toast to NYSCA's 73<sup>rd</sup> Anniversary.

This complimentary reception is included with your overnight package or your commuter day rate. A ticket is required for entrance. Please see the reception desk or registration table to receive your ticket.

NYSCA extends our heartfelt thanks to Taylor and Francis for their generosity in sponsoring this event for NYSCA members. Please take a moment to visit the Taylor and Francis table on the mezzanine to find out more about their books and journals.

Friday Night Keynote (6:30 pm - 7:30 pm)

**Howie Giles, Ph.D.**  
**University of California, Santa Barbara**

***West Room 1***

Us, Them, and Me: Intergroup Communication and Successful Aging



Howard Giles (PhD [1971], D.Sc. [1996], University of Bristol) became Chair of Social Psychology and thereafter Head of Psychology at that same institution. He emigrated to California 23+ years ago and is Professor (past-Chair) of Communication at the University of California, Santa Barbara (with affiliated positions in Linguistics and Psychology). He is Founding (and current) Editor of the *Journal of Language and Social Psychology* and Co-founding Editor of the *Journal of Asian Pacific Communication*, elected Editor of *Human Communication Research*, and Editor of many Book Series. Giles has researched many different areas of intergroup communication (and is editor of the 2012 *Handbook of Intergroup Communication* for the International Communication Association (ICA)/Routledge), been on the editorial boards of dozens of journals, is an elected Fellow in 7 gerontology, psychology, intercultural

relations, and communication Associations and, in addition to 30+ competitive Top Paper awards from Communication Associations, has received many distinguished honors (e.g., the ICA Inaugural Career Productivity [Chaffee] Award in 2000 and the National Communication Association's Mark Knapp Career Award for interpersonal communication in 2010). He has been Past President of ICA and the International Association of Language & Social Psychology (IALSP) and is currently Adviser to the Executive Committee of the latter. Co-founder in 1979 (with Peter Robinson) of the International Conferences on Language (ICLASP) – with ICLASP15 planned for 2016 – he was one of the key initiators of the IALSP movement established in 1996. In late 2011, he retired as a 15-year Reserve Detective Lieutenant with the Santa Barbara Police Department working with the major crimes unit and on 24/7 call for the Crisis Negotiation Response Team as well as on 24/7 call as a Police Chaplain. Giles has been the recipient of 13 California State, local, and departmental Outstanding Law Enforcement Service Awards.

Dinner (7:30 pm – 8:45 pm)

**Plated 5-Course Dinner**

***Dining Room***

<b>NYSCA Community Pecha Kucha (8:45 pm - 9:45 pm)</b>
--

**NYSCA Community Pecha Kucha: Comedy, Improv, Entertainment**

*Marty's Lounge*

First developed in Japan in 2003, PechaKucha is a presentation format designed for concise, fast-paced speaker events. Each presentation consists of 20 images or slides and each slide remains on screen for 20 seconds. The slides advance automatically as presenters deliver the corresponding oral content. PechaKucha is therefore often referred to as "20x20."

PechaKucha Nights are now held in over 700 cities around the world, generally in spaces conducive to "thinking and drinking" (FAQ, [www.pechakucha.org](http://www.pechakucha.org)). In its 4th year at NYSCA, PechaKucha has become a Friday night conference staple, evoking laughter, tears, brilliant ideas, good-natured ribbing, and serious contemplation. It's the NYSCA way to unwind with a drink for a weekend of thinking with our colleagues.

**Host:**

*Cheryl Casey, Champlain College*

**Participants:**

A Roast of NYSCA Folks

*Corey Liberman, Marymount Manhattan College*

*Heather Ferrara, Cazenovia College*

A Little Story in a Giffy

*Michael Plugh, Fordham University*

Drumming for a Cure

*Cheryl Casey, Champlain College*

Who Am I?

*Anastacia Kurylo, St. Joseph's College*

<b>Late Night Entertainment (10:00 pm - 11:00 pm)</b>
---

**Late Night Show**

*The Forum Nightclub*

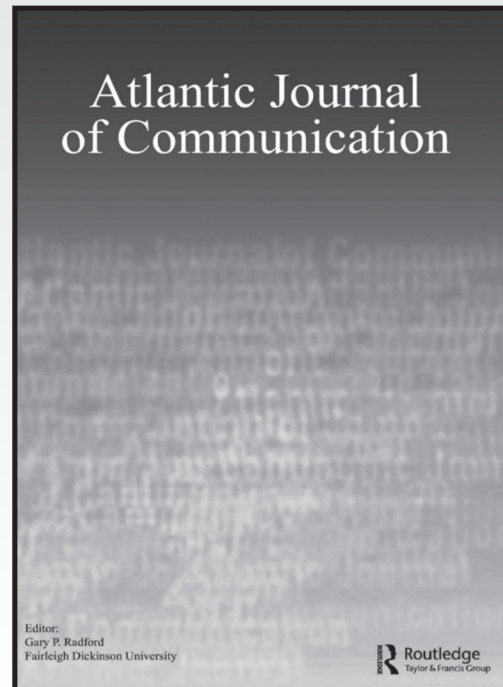
**Late Night Bowling**

**Sports Complex**



**Routledge**  
Taylor & Francis Group

Routledge is the  
Proud Publisher of the  
***Atlantic Journal  
of Communication***,  
the official journal of the  
**New York State  
Communication  
Association.**



Visit [www.tandfonline.com/hajc](http://www.tandfonline.com/hajc)  
for free access to recently published articles,  
and other updates from the journal!

Take a look at Routledge's expansive  
Communication Studies catalog at  
[www.tandfonline.com](http://www.tandfonline.com).

Routledge also publishes the journals of the  
**Eastern Communication Association.**



### **Free Online Access for 7 Days**

Take a look at the Routledge portfolio of Communication Studies Journals with  
7 days' FREE access to the last 3 volumes. Simply sign in or register at:

[www.tandfonline.com/r/comms7days](http://www.tandfonline.com/r/comms7days)



**"Like" us on facebook**

[www.facebook.com/RoutledgeCommunication](http://www.facebook.com/RoutledgeCommunication)



**Follow us on twitter**

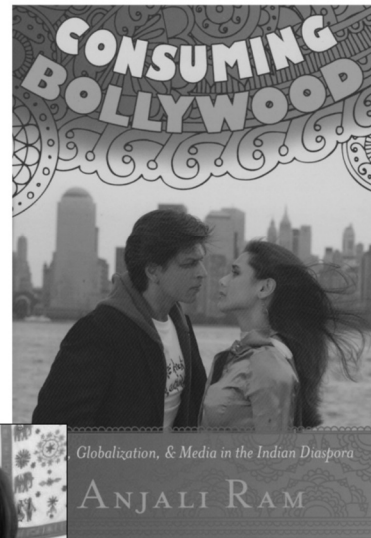
[www.twitter.com/Routledge\\_Comms](http://www.twitter.com/Routledge_Comms)

The Department of  
Communication and Media  
Arts at Marymount  
Manhattan College  
congratulates *Anastacia  
Kurylo, Ph.D.* and the  
members of *NYSCA* on a  
successful 2015 conference

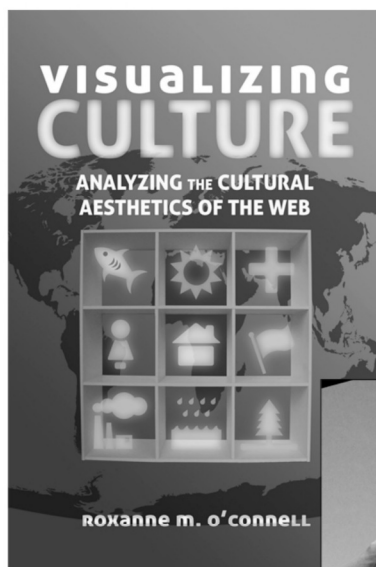


The Department of Communication & Graphic Design at Roger Williams University wish to congratulate Dr. Anjali Ram and Dr. Roxanne O'Connell on the publication of their books and thank them for their commitment to their discipline and their students.

Anjali Ram  
*Consuming Bollywood: Gender, Globalization and Media in the Indian Diaspora*  
217 pages  
Peter Lang Publishing  
2014



*This book provides an insightful analysis of how the women who are socially located in the Indian diaspora use the spectacle of Bollywood cinema to renegotiate cultural meanings of home, gender, belonging, and identity.*



Roxanne M. O'Connell  
*Visualizing Culture: Analyzing the Cultural Aesthetics of the Web*  
198 pages  
Peter Lang Publishing  
2015



*"(She) is making a real contribution to the field of Visual Communication both at home and abroad."* — Mark Lipton, University of Guelph, CAN

Roger Williams  
University

Department of  
Communication &  
Graphic Design

<b>SATURDAY SCHEDULE AT A GLANCE</b>			
<i>Session</i>	<i>Time</i>	<i>Event</i>	<i>Location</i>
Meal	7:00 am – 9:00 am	Breakfast	Dining Room
Full Day Event	8:00 am – 5:00 pm	Registration	Lobby
Full Day Event	8:00 am – 5:00 pm	Book Tables	Mezzanine
Session Sa AM 1	8:00 am – 9:15 am	The Audience Centered Professional: Understanding Ourselves and the Community within Social Networks	East Room 1
		To Speak or To Speak Not	East Room 2
		Outreach and Engagement in Organizational Communication	East Room 3
		Media Ecology: Mission, Theory, and Practice	West Room 2
Session Sa AM 2	9:30 – 10:45 am	Ds In Organizational and Interpersonal Academic Relationships	East Room 1
		Public Relations Practitioners: Storytellers First	East Room 2
		Top Paper Panel	East Room 3
		Can You Relate? Interpersonal Communication Online	West Room 2
		Invitation to Dance (Feature Length Film) **Starts at 9:20**	Marty's Lounge
Meetings	11:00 am – 11:45 am	NYSCA Business Meeting <sup>2</sup>	West Room 1
Meal	12:00 pm – 1:15 pm	Plated 4-Course Lunch	Dining Room
Session Sa PM1	1:30 pm – 2:45 pm	The Import & Future of Community Colleges	East Room 1
		Communication and Business Alignment: Exploring the Need for Business Basics as Part of a Public Relations Education	East Room 2
		Celebrity Old and New	East Room 3
		Undergraduate Town Hall Meeting	West Room 1
		Negotiating Women's Voices: The Lenses of Culture, Class, Race, and Sexual Orientation	West Room 2
		The Professors' Project: Exploring the Connections between Academic Life and Musical Creativity	Marty's Lounge

<sup>2</sup> All NYSCA members encouraged to attend.



Session Sa PM2	3:00 pm – 4:15 pm	Administrator’s Workshop	East Room 1
		Changing the Body, Behavior, and Roles in Diverse Venues and Cultures	East Room 2
		Are You in or Out? Communities and Their Boundaries	East Room 3
		Student Poster Session	West Room 1
		Knowledge Café and Snack Station: Meet NYSCA Authors/Editors Sponsored by the Center for Intercultural New Media Research	West Room 1
Session Sa PM3	4:30 pm – 5:45 pm	Keeping Communication Curricula Current: What's In? What's Out?	East Room 1
		Aligning Audiologists (and all Healthcare Professionals) With Communication	East Room 2
		The In’s and Out’s of Embedded Research	East Room 3
		Women in Academe: Leaning in? Leaning out? Aligning Ourselves with other Women through Communication	West Room 2
Evening Event	5:45 pm – 6:30 pm	Welcome Reception <sup>3</sup> Sponsored by Rutgers University Doctoral Program in Communication, Information and Library Studies	Marty’s Lounge
Saturday Night Keynote	6:30 pm – 7:30 pm	Mecca E. Santana Keynote Address	West Room 1
Meal	7:30 pm – 8:45 pm	Plated 5-Course Dinner	Dining Room
Night Event	8:45 pm – 10:15 pm	<b>bluerace</b> featuring Thom Gencarelli, NYSCA’s Editor-in-Chief (Musical Entertainment)	Marty’s Lounge
Night Event	10:00 pm – 11:00 pm	Late Night Show	The Forum Nightclub
Night Event	10:00 pm – 11:00 pm	Late Night Bowling	Sports Complex

<sup>3</sup> Ticket required. Complimentary reception is included with overnight package and commuter day rate. Please see reception desk or registration table to receive your ticket.

**\*\*\*SATURDAY\*\*\***

Breakfast (7:00 am – 9:00 am)

**Breakfast**

*Dining Room*

Registration (8:00 am – 5:00 pm)

**Registration**

*Lobby*

Book Tables (8:00 am – 5:00 pm)

**Sage**

*Mezzanine*

**Taylor and Francis**

*Mezzanine*

**NYSCA Authors**

*Mezzanine*

**Rutgers University Doctoral Program in Communication,  
Information and Library Studies**

*Mezzanine*

Session Sa AM 1: (8:00 am – 9:15 am)

**The Audience Centered Professional: Understanding  
Ourselves and the Community within Social Networks**

*East Room 1*

In the age of *selfies*, self-proclamations, and self-created, social media profiles, we are faced with new challenges in regard to establishing and maintaining our professional images. This roundtable panel will discuss challenges we face in the professional realm, appropriate uses of social networks to create a professional identity, and how all of this involves moving toward becoming an audience centered professional.

The roundtable will begin with introductory comments from each participant then move to a facilitated discussion in which panel members and audience members may share their insights, experiences, and suggestions regarding the understanding of ourselves and the community that exists within social networks.

**Chair:**

*Cheryl Casey, Champlain College*

**Participants:**

*Cheryl Casey, Champlain College*

*Ari Kissiloff, Ithaca College*

*Doug Strahler Slippery Rock University*

*Susan Jasko, California University of Pennsylvania*

**To Speak or To Speak Not**

*East Room 2*

This panel explores perspectives on hate speech, Miranda warnings, and Whistle Blowing in national security cases. The issue of whether to speak and what to say is a crucial one that has shaped the contours of debate and discussion in these key issues in social justice and this debate engages constitutional ethical concerns and concerns about free expression and due process as well. The question of whether to speak or to speak not, and of what speech we should allow stands central to the nexus of communication and the search for justice. It also reveals a widening divide between those who would encourage and those who would place limits on speech in these areas. This panel explores these issues.

**Chair:**

*Martin Wallenstein, John Jay College of Criminal Justice*

**Participants:**

*Susan Drucker, M.A., J.D., Hofstra University*

*Martin Wallenstein, John Jay College of Criminal Justice*

*Amanda Dion, John Jay College of Criminal Justice*

*Jason Nachtraub, John Jay College of Criminal Justice*

*Gary Gumpert, Urban Communication Foundation*

**Outreach and Engagement in Organizational Communication**

*East Room 3*

At the heart of business is engagement with customers. Communication is invaluable to this engagement whether it occurs online, overseas, regionally, or elsewhere. The way in which companies engage their publics is consequential for their business and also has implications beyond into the societal level. Panelists will address outreach and engagement in a variety of interesting and consequential contexts.

**Chair:**

*Che Baysinger, Kaplan University*

**Participants:**

How do we know who is in and who is out when communicating within global virtual teams?

*Maggie Boyraz, Rutgers University*

The Effects of Transformational Leadership on Employee Engagement, Affective Commitment and Job Involvement

*James Snack, University at Albany, SUNY*

Is the Press Release Dead? The State of the Debate

*Jeffrey S. Morosoff, Hofstra University*

**Respondent:**

*Corey Liberman, Marymount Manhattan College*

**Media Ecology: Mission, Theory, and Practice**

*West Room 2*

This panel explores the potential for engaged practice from the perspective of the media ecologist. “The current era of hypermediation has created a milieu of enhanced appreciation for, and study of, medium theory” (Meyrowitz, 2009). Working from the macro to the microlevel, media ecology offers a relevant methodology for addressing social change. The participants address the mission of media ecology, offering examples of theory and practice that illustrate the ways in which medium theory intersects with social, legal, and cultural practices. Participants will address the role of medium theory in education, explore the ways in which a pedagogy based on media ecology can reconfigure the traditional classroom, and detail a concern for health and safety that could benefit from the methodology of media theory.

**Chair:**

*Salvatore J. Fallica, New York University*

**Participants:**

The Classroom Unbounded: Media Pedagogy & Social Advocacy

*Catherine W. Phelan, Hamilton College*

Literacy Matters: Urgent Messages and Readability Levels

*Tom Phelan, Hamilton College*

Media Ecology and Media Education  
*Thom Gencarelli, Manhattan College*

Black Mountain College: Experiments in Form, Confronting Technopoly  
*Michael Plugh, Fordham University*

**Session Sa AM 2: (9:30 am – 10:45 am)**

**Ds In Organizational and Interpersonal Academic Relationships**

*East Room 1*

This panel explores the D/s relationship dynamic that governs just about all interpersonal relationships in academic organizational culture. Dominance and submission are not simply roles adapted in D/s and BDSM sexual relationships a la the novel-turned-film *50 Shades of Grey* (2015). In organizations of all kinds, Dominant groups and individuals make decisions that directly affect the lives of submissive groups and individuals, whose submission is expected. Though the metaphors of D/s and BDSM to describe relationship dynamics in academia may appear hyperbolic or simply misplaced, there are clear correlations and similarities between the power exchange in D/s and BDSM relationships and the power exchanges that are both tacitly and expressly expected in organizations with clear lines of hierarchical demarcation.

**Chair:**

*Anastacia Kurylo, St. Joseph's College*

**Participants:**

*Brian Cogan, Molloy College*

*Brad Crownover, College of Mount Saint Vincent*

*Robin Levenson-Andrews, LaGuardia Community College, CUNY*

*DL Stephenson, Western Connecticut State University*

**Public Relations Practitioners: Storytellers First**

*East Room 2*

The roles of the public relations practitioner are expanding exponentially. With the content-hungry Internet requiring more and more content for multiple platforms, public relations and marketing practitioners are finding they rely less on media pitching and more on becoming effective storytellers on behalf of their clients and organizations.

For PR professionals working with new media tools and platforms, content creation has moved well beyond writing for web sites. Social media enhances the opportunities—and the challenges—of providing clients with a stream of original content up to several times every

day. Many practitioners believe effective use of new media has eclipsed traditional media coverage in favor of direct contact and feedback with clients' publics.

This roundtable discussion will explore the changing roles of the public relations practitioner, and how PR people have, in effect, taken on the roles of writers, photographers, videographers, and even journalists, to create unique stories and compelling content.

During the moderated discussion, each roundtable participant will present their perspectives, and audience members will be invited to ask questions and contribute their own observations and recommendations.

**Chair:**

*Jeffrey S. Morosoff, Hofstra University*

**Participants:**

*Jeffrey S. Morosoff, Hofstra University*

*Jennie Donohue of Marist College*

*David Norman, Kitchen Public Relations*

**Top Paper Panel**

*East Room 3*

The New York State Communication Association is proud to showcase the top papers submitted to our 73<sup>rd</sup> Annual Conference. Selection was based on the quality of the work as indicated by a double-blind review process. Congratulations to our top paper presenters who will present their papers in this panel

**Chair:**

*Trudy Milburn, Independent Scholar*

**Participants:**

The Fourth Wave: An Analysis of the Changing Tides of Feminism as it Relates to Millennials

*Shannon Boyle, Montclair State University*

*Brooke O'Donnell, Montclair State University*

Effects of Television Content on Children's Development of Traditional Gender Role Schemata: A Literature Review

*Molly Shilo, Fordham University*

Selfies as Lacan's Mirror Stage  
*Audrey Turner, New York University*

Virtually There: An Exploration of Female Social and Identity Experiences through the Digital Communication of Online Journal Niotillfem  
*Anna Bennet, New York University*

Negative Spaces: Examining ISIS's and the Taliban's Attempts to Erase Cultural Histories  
*Adam Klein, Pace University*

**Respondent:**

*Michael Plugh, Fordham University*

**Can You Relate? Interpersonal Communication Online**

*West Room 2*

This panel addresses key topics in interpersonal communication with a focus on online communication. Offering exciting insights into social media and technology usage, presenters will address how people relate to one another through their online communication. A variety of relationships will be discussed including friendships, long-distance relationships, and romantic relationships more broadly.

**Chair:**

*Corey Liberman, Marymount Manhattan College*

**Participants:**

How to Read the Body Language of Communications When There is No Body  
*Fairlie Firari, Onondaga Community College*

Swipe for Intimacy: An analysis of Social Penetration Theory and Uses and Gratifications Theory on Tinder Usage  
*Samantha McCarthy, Cazenovia College*

An investigation on the Connection between Communication Technology Usage and Long-Distance Romantic Relationship among College Students  
*Erting Sa, University at Albany, SUNY*

Facebook Like and Facebook Me Gusta: Ethnographic Study on Social Media Use in U.S. and Columbia  
*Erika Romero, The College of Saint Rose*  
*Jin Kim, The College of Saint Rose*

Between Technologized Humans and Humanized Technologies: Analysis of Three Cases of the Prosthetic

*Samantha Schmitt, The College of Saint Rose*

*Shannon Mish, The College of Saint Rose*

*Jin Kim, The College of Saint Rose*

**Respondent:**

*Heather Stassen-Ferrara, Cazenovia College*

Feature Length Film

***Marty's Lounge***

(\*\*Starts at 9:20\*\*)

**Invitation to Dance**

At age 23, Simi Linton was injured while hitchhiking to Washington to protest the war in Vietnam. Suddenly a young disabled college student, she confronted discrimination she couldn't have imagined before. Simi emerges as a resourceful activist, and in time realizes that love, sexuality, and dance can once again be central to her life.

**Chair:**

*Anastacia Kurylo, St. Joseph's College*

**Brief Q & A:**

*David Linton, Marymount Manhattan College*

**NYSCA Business Meeting (11:00 am – 11:45 am)**

**NYSCA General Meeting**

***West Room 2***

Note: All NYSCA members encouraged to attend.

**Lunch (12:00 pm – 1:15 pm)**

**Plated 4-Course Lunch**

***Dining Room***

**Session Sa PM1 (1:30 pm – 2:45 pm)**

**The Import & Future of Community Colleges**

***East Room 1***

President Obama has pushed for Community Colleges to provide free tuition for students across the country. Indeed, our CC's are overflowing with students, and many of them are non-native speakers from around the world. Ironically, in this climate today that eschews teachers



and at the same time saddles them with the responsibilities of making sure students not only learn new subjects, but that they are safe, happy and getting top grades to compete with a World that puts (as of today) the U.S. only 12th in the line of the countries with excellent educations--what might we do?

What might teachers prescribe for CC's, in the vital field of Communication--which is essential to all disciplines --to address the needs of non-native speakers, students who are first in their families to attend college at all, and students at risk at every turn in their educational careers? These are just some of the pressing issues our experienced and dedicated panel will address. We encourage all input and queries from throughout the Communication academy.

**Chair:**

*Robin Levenson-Andrews, LaGuardia Community College, CUNY*

**Participants:**

*Nancy Bandiera, LaGuardia Community College, CUNY*

*Robert J. Bruno, LaGuardia Community College, CUNY*

*Patricia Sokolski, LaGuardia Community College, CUNY*

*Sean Palmer, LaGuardia Community College, CUNY*

*Fairlie Firari, Onondaga Community College*

*Anne E. Lee, St. Bonaventure University*

*Noura Hajjaj, Western Connecticut State University*

**Communication and Business Alignment: Exploring the Need for Business Basics as Part of a Public Relations Education**

*East Room 2*

Are communication skills enough for today's public relations students to be successful practitioners in the future?

Public relations students are often taught the importance of "having a seat at the management table," i.e., being able to understand and speak the language of business so they can effectively counsel senior executives in making decisions of importance to their organizations. Unfortunately, many communication students-turned-practitioners aren't equipped with the requisite business knowledge and skills to help them become credible and trusted advisers, often having to learn on the job. Today, however, there is a growing expectation that

communication leaders will bring both communication and business insights to the table, thus supporting the need for alignment between the two disciplines in order to better prepare students for their future careers.

This panel will bring together public relations faculty and professionals in order to examine the importance of teaching business basics to communication students. During the moderated discussion, the panelists will discuss how business knowledge can benefit communication students, regardless of their career choices, as well as explore strategies for incorporating it into the classroom environment. In addition, audience members will be invited to ask questions and contribute their thoughts to the discussion.

**Chair:**

*Jennie Donohue, Marist College*

**Participants:**

*Jennie Donohue, Marist College*

*Justin Meise, Buttonwood Communications Group*

*Jeff Morosoff, Hofstra University*

**Celebrity Old and New**

*East Room 3*

In the era of social media our culture is more celebrity driven than ever before. Historically, stardom came from being a television personality, a popular music star, a journalist, or a sports hero. Today the concept of celebrity has radically changed influenced by microcelebrities and Youtube stars whose fame comes from going viral and other media constructs. Celebrity is a communication phenomenon, one cannot be well-known without communication. Fame is created through an ever-changing array of media environments. From the glamor of film fame through the celebrity offered by social media, celebrity has changed. This panel will focus on the ubiquity of celebrity and what it tells us about modern society. It will examine the significance of the celebrification of politicians, diplomats and journalists and explore brand management, publicity, business and social/emotional connection of fans.

**Chair:**

*Susan Drucker, Hofstra University*

**Participants:**

*Lance Strate, Fordham University*

*Suzanne Berman, Hofstra University*

*Mario H. Gonzalez, Hofstra University*

*Joe Peyronnin, Hofstra University*

*Jamie Cohen, Molloy College*

**Undergraduate Town Hall Meeting**

*West Room 1*

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:**

*Lewis Freeman, Fordham University*

**Negotiating Women's Voices: The Lenses of Culture, Class, Race, and Sexual Orientation**

*West Room 2*

These papers explore three distinct but interrelated landscapes on how women negotiate their identities. The first paper looks at the lives of 3 generations of Jamaican women and examines how color, class and sexual identity powerfully shape a family living across borders. The second paper analyzes how the Swedish blog *Niotillfem*, which is one of the most frequently visited blogs in Sweden, provides a space for women to negotiate their identities and forge relationships online and how this 21st Century connectivity reflects a tradition of how women are heard--but not seen. The third paper examines the current initiatives in Qatar to educate all women and encourage them to pursue careers traditionally available only to men. It reveals nuances and challenges that emerge when modern feminist views clash with deeply entrenched tribal values and suggests the current discourse for change requires re-articulation, particularly in the media, in order to succeed. The fourth paper examines how tension between Hong Kong and Mainland China informs the strategies university students adopt to deal with the traditional challenges of identity and study abroad

**Chair:**

*Brian Cogan, Molloy College*

**Participants:**

Marginal Intersecting Identities and their Relation to Society: Negotiating Race, Class, Culture and Sexual Identity

*Shawn Bedassie, New York University*

Virtually There: An Exploration of Female Social and Identity Experiences Through the Digital Communication of Online Journal *Niotillfem*

*Anna Bennet, New York University*

Women in Qatar: A Silent Revolution

*Hessa Al-Mohannadi, New York University*

“I am just a bystander”: Studying Identity Construction and Negotiation of Mainland Students in Hong Kong

*Yuanjie (Grace) Xia, New York University*

**Respondent:**

*Deborah Borisoff, New York University*

**The Professors’ Project: Exploring the Connections  
between Academic Life and Musical Creativity**

*Marty’s Lounge*

*The Professors’ Project* is 43 minute documentary made by two graduates of the School of Communication and Information at Rutgers University. The documentary examines the inspirations and motivations of the band called The Professors, which is composed of university professors in the fields of Communication Studies, Library and Information Science, and Animal Science. The Professors proudly claims to be the only band whose members have published in a peer-reviewed scholarly journal on the subject of music and creativity among academics (Radford et al., 2002). This documentary brings those connections to life, featuring interviews with the band members and extensive clips of the group’s original music. The session will begin with an introduction by the film-makers, followed by a screening of the documentary, and comments from a respondent (who is a musician as well as a professor of communication). The respondent will also lead a discussion centering on the cultivation of the creative spirit in academe, featuring active and engaged participation from the audience.

**Chair:**

*Thom Gencarelli, Manhattan College*

**Participants:**

*Gary P. Radford, Fairleigh Dickinson University*

*Dan Elghossain, Self Employed/Aljazeera America*

*John J. Leaver, Self Employed Video Producer*

*Marie L. Radford, Rutgers University*

**Respondent:**

*Thom Gencarelli, Manhattan College*

**Session Sa PM2 (3:00 pm - 4:15 pm)**

**Administrator's Workshop**

*East Room 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:**

*Gary Gumpert, Communication Landscapers*

**Changing the Body, Behavior, and Roles in Diverse Venues and Cultures**

*East Room 2*

Different social groups have distinctive cultures that include a variety of language and communicative practices. The first half of this panel presents two ethnographic studies conducted by undergraduates who took an intercultural communication class at the College of New Jersey (TCNJ). The first case looked at the dynamics and complexity of Greek life culture at TCNJ and debunked the negative stereotypes perpetuated by the media about Greek life. Through fully immersing herself, the author of the second case revealed a range of patterns that illustrate the collectivist and inclusive nature of Greek Orthodox culture.

In the second half of the panel, two additional papers provide distinct but interconnected perspectives on how media can powerfully shape and alter women's lived experiences. The first paper examines Western influence on the surge of lightening products in South Korea and the potential toll this process exacts as revealed in a pilot study. The second paper considers

media portrayals of women leadership in sports from the passage of Title IX to the present. The study reveals six patterns of coverage that, despite recent changes, ultimately limit female coaches from working with male teams.

**Chair:**

*Patricia Posthauer, St. Joseph's College*

**Participants:**

Stereotypes and Sisterhood: An Ethnographic Study of Greek Life at an Eastern American College

*Lucy Obozintsev, The College of New Jersey*

Just Like Family – An Ethnographic Study of Greek Orthodox Culture

*Ashley Attinello, The College of New Jersey*

Leadership, Sports Plus Women? A Study of Female Sports Leaders in the U.S. Print Media Since Title IX

*Chu Yuan Ng (Joanne), New York University*

The Caucasianization of Women in South Korea: The Effects of Altering Construals of the Beauty Construct

*Bria Suh, New York University*

**Respondent:**

*Deborah Borisoff, New York University*

*Yifeng Hu, The College of New Jersey*

**Are You in or Out? Communities and Their Boundaries**

*East Room 3*

Group membership is delineated not only through physical space. Indeed, often regardless of physical space, communication can construct boundaries where none seem to have previously existed or to erase boundaries that seem to have last for a long time. Communities can be created through how boundaries are defined in communication. This panel, covering a myriad of topic areas, address issues of spatial or cultural boundaries negotiated through communication.

**Chair:**

*Ari Kissiloff, Ithaca College*

**Participants:**

Have Online News Sites Altered Our Sense of Community?

*Richard Lee, St. Bonaventure University*

*Anne Lee, St. Bonaventure University*

Media Discourse as a Reliable Source of Territory Image Reconstruction

*Evgeniya Malenova, Omsk State University*

*Marina Terskikh, Omsk State University*

A Mini Pilot Study on How Can Virtual Ethnography Add Understanding of the Role of A Local Organic Food Store to Community Life?

*Erting Sa, University at Albany, SUNY*

Because of Football: U.S. Audiences and the 2014 FIFA World Cup

*Gayane F. Torosyan, SUNY College at Oneonta*

**Respondent:**

*Cheryl Casey, Champlain College*

**Student Poster Session**

*West Room 1*

Take this opportunity to meet with students one on one to discuss their work presented in a poster format. Peruse the posters at this event to see exciting projects, discuss new ideas, and share insights about mutual interests. While you're here, enjoy some snacks!

**Chair:**

*Roxanne O'Connell, Roger Williams University*

**Participants:**

Vulture Watching Starving Child: Through the Analytical Lenses of Reality and Ethics

*Amelia Deering, Roger Williams University*

Boy At Gunpoint

*Alexis den Boggende, Roger Williams University*

Kent State Shooting: A Deeper Look Into John Filo's Iconic Photograph

*Gina DiCiancia, Roger Williams University*

The Unexpected Downfall of Amanda

*Meghan Dillon, Cazenovia College*

How *Mean Girls* Has Effect Today's Youth: With the Use of The Cultivation Theory and Speech Codes

*Kacy Gardiner, Cazenovia College*

Buddhist Monk Self-Immolation 1963: Burning Monk

*Emma Limburg, Roger Williams University*

Elizabeth and Hazel: Little Rock

*Kaitlin Massey, Roger Williams University*

**Knowledge Café and Snack Station: Meet NYSCA**

*West Room 1*

**Authors and Editors**

Take some time to get insights about the publishing process from those who know it best. NYSCA authors and editors are available during this time to chat with you about the process. Hear about their experiences, challenges, tips, and great stories. While you're here, enjoy some complimentary snacks!

NYSCA extends our heartfelt thanks to the Center for Intercultural New Media Research and its Director and Founder Robert Shuter for their generosity in sponsoring this event for NYSCA members.

**Chair:**

*Anastacia Kurylo, St. Joseph's College*

**Session Sa PM3 (4:30 pm - 5:45 pm)**

**Keeping Communication Curricula Current: What's In?**

*East Room 1*

**What's Out?**

This panel focuses on efforts to review and revise communication curricula. Panelists will discuss the process and results of curriculum revision efforts on their campus. Topics to be addressed include: motivations for undertaking curricular revision, defining "the field" as an element of curricular revision, research on curricular revision at other institutions, examining the place of the communication department within its institution, stakeholders in revised curricula, and the process of revision.

**Chair:**

*Lewis Freeman, Fordham University*



**Participants:**

*Gayane F. Torosyan, SUNY College at Oneonta*

*David Habel, Utica College*

*Martin Wallenstein, John Jay College of Criminal Justice*

*Thom Gencarelli, Manhattan College*

*Jeffrey S. Morosoff, Hofstra University*

*Victoria Semple, Hofstra University*

*Robin Levenson-Andrews, LaGuardia Community College, CUNY*

*Michael High, Fordham University*

*Roxanne O'Connell, Roger Williams University*

**Aligning Audiologists (and all Healthcare Professionals)  
With Communication**

*East Room 2*

The purpose of this qualitative study is to examine the communication and counseling skills of practicing clinical licensed audiologists. In the audiology field, there is a large percentage of noncompliance (for example, lack of use of hearing aids, lack of follow-up appointments, lack of using preventative hearing techniques as suggested by a trained professional) among clients. This panel will present the results of an interview study with audiologists asking them how they build rapport with clients and how effective communication impacts client retention and client compliance. Basic theories of communication competency will be developed in relation to the healthcare field. The preliminary results of the study shows that the more effective the provider's communication, the more clients are satisfied with their care.

**Chair:**

*Diane Ferrero-Paluzzi, Iona College*

**Participants:**

*Diane Ferrero-Paluzzi, Iona College*

*Jenna DeRosa, Iona College*

*Lauren Keller, Iona College*

*Yoseily Guillermo, Iona College*

**The In's and Out's of Embedded Research***East Room 3*

How deep do you want to go as a researcher in understanding others/self? How deep is deep enough? Are you the right person to do a particular embedded study? Is there such thing as complete participation/complete insider in the research process? If researcher equals outsider, what are the implications and opportunities. Panelists in the proposed session will present ideas they have written about in a forthcoming book on researcher member roles in a diversity of embedded research contexts. More specifically panelists will address research design and ethical considerations in regard to negotiating member role identity(ies), gaining accurate and sufficiently deep understanding of groups under study, and analyzing data with transparency.

**Chair:**

*Brad Crownover, College of Mount Saint Vincent*

**Participants:**

Insiders and Outsiders, Reflections on Qualitative Researcher Roles

*Brad Crownover, College of Mount Saint Vincent*

Methodology and Group Membership

*Anastacia Kurylo, Saint Joseph's College*

Practical Tips for the Group Insider

*Brian Cogan, Molloy College*

Practical Tips for the Group Outsider

*David Linton, Marymount Manhattan College*

Collaborative Partnerships and Multiple Group Identities

*Trudy Milburn, Independent Scholar*

**Women in Academe: Leaning in? Leaning out? Aligning Ourselves with other Women through Communication***West Room 2*

Last year at NYSCA, several vibrant women academics gathered in a roundtable format to share their narratives of experience(s) as they try to balance lives as women and professionals in academe. This year we will attempt to answer the question(s): Beyond sharing narratives -- what now? What can we do to support each other, and our fellow women? Is there hope for real balance for women in academe? CAN we change the system? If we can't, how can we better cope? What can we offer new women academics?

The goal is to share perspectives and collective wisdom. Beyond that, we hope to facilitate positive and helpful networks, and perhaps open avenues for scholarly collaboration around our shared experiences.

**Chair:**

*Christine Courtade Hirsch, SUNY Oswego*

**Participants:**

*Katherine G. Fry, Brooklyn College CUNY*

*Susan A. Jasko, California University of Pennsylvania*

*Heather Stassen-Ferrara, Cazenovia College*

*Maureen M. Louis, Cazenovia College*

*Cheryl A. Casey, Champlain College*

*Megan M. Dowd, Hamilton College*

*Christine Courtade Hirsch, SUNY Oswego*

*Sarah Coniski Bozek, SUNY Oswego*

*Eileen Gilligan, SUNY Oswego*

## Welcome Reception (5:45 pm - 6:30 pm)

Sponsored by

*Marty's Lounge*

**Rutgers University Doctoral Program in  
Communication, Information and Library Studies**

Attendees of the conference are invited to join NYSCA's Welcome Reception. Mingle with fellow students, academics, colleagues, and old friends. Make new friends. Take time from your busy technologically mediated life to chat face-to-face with like-minded peers about topics of interest in the communication field, publishing strategies, pedagogy tips, administrative challenges, or any other topic you like! Grab a bite. Have a drink. Make a toast to NYSCA's 73<sup>rd</sup> Anniversary.

This complimentary reception is included with your overnight package or your commuter day rate. A ticket is required for entrance. Please see the reception desk or registration table to receive your ticket.

NYSCA extends our heartfelt thanks to Rutgers University Doctoral Program in Communication, Information and Library Studies and its Program Director Marie Radford for their generosity in sponsoring this event for NYSCA members. Please take a moment to visit the Rutgers table on the mezzanine to find out more about their doctoral program.

## Saturday Night Keynote (6:30 pm - 7:30 pm)

**Mecca E. Santana, Esq.**  
**Westchester Medical Center**

*West Room 1*

Lost in Translation: The Interplay Between Diversity, Inclusion and Communication



Mecca E. Santana is the Vice President of Diversity & Community Relations for Westchester Medical Center. As the head of the Office of Diversity and Community Relations, she is responsible for building and leveraging relationships with external stakeholders in the diverse communities that make up the Hudson Valley, while also ensuring that all internal organizational policies and procedures are aligned with diversity and inclusion best practices. Prior to this position, Ms. Santana served as the Chief Diversity Officer for the State of New York. Appointed by Governor Andrew Cuomo in September 2013, Ms. Santana was responsible for the creation and implementation of recruitment and retention initiatives designed to promote workforce diversity and inclusion, while also leading new initiatives to increase Minority & Women Owned Business (MWBE) procurement opportunities. Prior to joining the Cuomo administration in 2013, Ms. Santana was the Executive Director of Equal Employment Opportunity & Diversity Management for the Office of Equal Opportunity at

the New York City Department of Education. As the Executive Director of EEO/Diversity & Inclusion for the largest school district in the country, Ms. Santana was responsible for ensuring department-wide compliance with all EEO laws and diversity policies by overseeing the Discrimination Complaint Unit, the Contract Compliance Unit, the Training Unit, the Disability Rights Unit, and the Diversity Management Unit – a unit that Ms. Santana created. Prior to joining the Department of Education, Ms. Santana was Senior Assistant Counsel for the New York State Commission of Investigation. In her capacity as Senior Assistant Counsel, Ms. Santana conducted state-wide investigations of municipal corruption and assorted criminal matters, making recommendations to the Governor and NYS legislature based upon her investigative findings. Ms. Santana began her legal career as an Assistant District Attorney in the New York County (Manhattan) District Attorney’s Office. Appointed by the renowned Robert M. Morgenthau in 2000, Ms. Santana prosecuted assorted criminal matters as a member of the Trial Division, the Sex Crimes Unit, the Domestic Violence Unit, and the Welfare Fraud Unit. Ms. Santana holds certifications from Cornell University’s School of Industrial and Labor Relations in Equal Employment Opportunity Studies and Diversity Management. Ms. Santana, who is licensed to practice law in both New York and New Jersey, graduated from Hofstra University School of Law in June 2000.

## Dinner (7:30 pm – 8:45 pm)

**Plated 5-Course Dinner**

*Dining Room*

Musical Entertainment (8:45 pm – 10:45 pm)
--

**bluerace***Marty's Lounge*

bluerace has been a band, in one form or another, ever since its two guitarists and principal songwriters met at a jam session in New York when they were both just kids. The band has opened up for, and appeared on bills with the likes of Pat Benatar, Eliot Easton (of The Cars), Fleetwood Mac, Steve Howe (of Yes), Orleans, and R.E.O. Speedwagon, at venues including the Blockbuster-Sony Music Entertainment Center at the Waterfront (now the Susquehanna Bank Center) in Camden, New Jersey, and Long Island's Jones Beach Bandshell on the Boardwalk. They have released two albums on their own independent label, big radio records - *World is Ready* (2009) and *Beautiful Sky* (2013) - and are presently at work on their third, as-yet-untitled album.

Their music is pop-rock based, but arises out of an amalgam of influences and an eclectic approach to songwriting. In fact, they describe themselves, first-and-foremost, as a small factory or laboratory of songwriters. Their songs run the gamut from jangly guitars and Beatles-esque melodies to crunchy guitar-based music that gives Roger, the lead guitarist, a chance to show off his wares, and from ballads to feedback and noise. The present line-up of the band has been in place since 2013 with Roger Diller on lead guitar, Thom Gencarelli on vocals, guitar and keyboards, Vic Mercado on drums, percussion and vocals, and Andrei Petrovich as bass guitar and vocals.

**Jam Session***Marty's Lounge*

Bring your instruments and join the jam session immediately following **bluerace**.

Late Night Entertainment (10:00 pm - 11:00 pm)
--

**Late Night Show***The Forum Nightclub***Late Night Bowling***Sports Complex*

# **The Department of Communication at Slippery Rock University**

congratulates

## **The New York State Communication Association**

on its

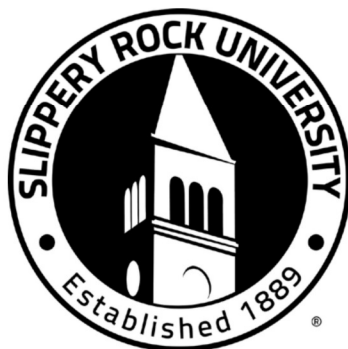
### **73rd Annual Conference**

**Valerie Swarts**

NYSCA President 2008-2009

**Thomas R. Flynn**

ECA President 2014-2015



The Communication Department of Slippery Rock University provides high-quality undergraduate instruction to prepare its majors to pursue careers in Journalism, Digital Media, Integrated Marketing Communication and Public Relations. We believe that our effectiveness is best measured by the collective excellence of our graduates, and by the success they demonstrate professionally and in serving their communities.

*Rutgers University PhD Program*  
**Is Proud to be a NYSCA Sponsor!**  
**JOIN US IN WELCOMING**



**Dean  
Jonathan Potter**



*Kudas*

Join us in Congratulating  
Rutgers PhD Alumna  
**Anastacia Kurylo**

*NYSCA President Elect and  
2015 Conference Organizer*

**Join our PhD Program!**

The Rutgers Interdisciplinary PhD program has three areas of concentration:

- Communication
- Media Studies
- Library and Information Science

Applications for fall 2016 are being accepted, due by January 15, 2016.

For additional information, contact: Marie L. Radford, PhD,  
Professor and Director of PhD Program, or visit  
[comminfo.rutgers.edu/phd-program/phd-program.html](http://comminfo.rutgers.edu/phd-program/phd-program.html)

1766-2016  
**RUTGERS  
250**

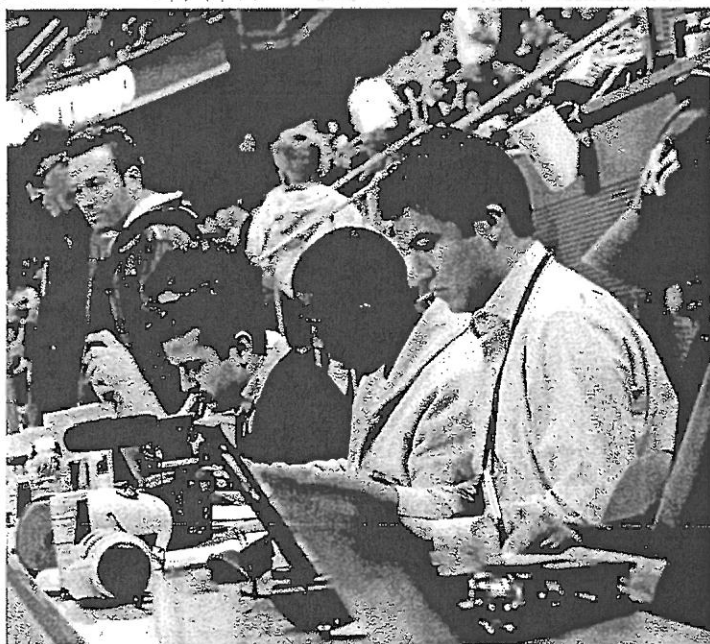
**RUTGERS**

School of Communication  
and Information

[comminfo.rutgers.edu](http://comminfo.rutgers.edu)



# MASTER OF SCIENCE IN MEDIA STUDIES



## Begin or Advance Your Studies and Career

The M.S. in Media Studies gives a solid understanding of the ways communication media operates on many levels: socially, culturally, legally, and in business. We approach media understanding from a range of perspectives which are essential for living and working in our rapidly-evolving, digitally-connected world. Small classes, seminar-style teaching and excellent, accomplished and experienced full-time faculty provide a variety of courses spanning the range of media theory, media law, media management, digital environments, media research methods, and many others. A unique feature of the Media Studies program is its specialized track in Media Literacy, a fast growing area of interest among community leaders, educators, and the non-profit sector. The Media Studies program is extremely flexible for all kinds of students. Students may take courses as full-time or part-time students. Classes are scheduled in the evenings. Some of the courses are taught on the Brooklyn College campus, while many are also held at our downtown location at 25 Broadway in Manhattan.

## Visit the Program Website:

[http://www.brooklyn.cuny.edu/  
mediastudies](http://www.brooklyn.cuny.edu/mediastudies)

For more information about the M.S. in Media Studies program,

Email: [mediastudies@brooklyn.cuny.edu](mailto:mediastudies@brooklyn.cuny.edu)

or

Phone: 718.951.5555

**Brooklyn** The City  
University  
of New York  
**College**

The Department of Television & Radio



# NEW PROGRAM FOR FALL 2016

## MASTER OF ARTS DEGREE IN PUBLIC MEDIA



**NEW** joint program between Communications & Media Studies and Fordham's award-winning radio station, **WFUV**, in collaboration with **WNET**, New York's Public Media Network

**ADVANCE** skills and knowledge to excel in a new generation of multiplatform communication professionals

**ENGAGE** with media organizations through hands-on internships and training

**EMERGE** as a future leader in the innovative field of public media

For more information, contact Dr. Jacqueline Reich, Chair: [jreich8@fordham.edu](mailto:jreich8@fordham.edu)

**FORDHAM** | Graduate School of Arts and Sciences

<b>SUNDAY SCHEDULE AT A GLANCE</b>			
<i>Session</i>	<i>Time</i>	<i>Event</i>	<i>Location</i>
Meal	7:00 am – 9:00 am	Breakfast	Dining Room
Morning Event	8:00 am – 11:00 am	Registration	Lobby
Morning Event	8:00 am – 11:00 am	Book Tables	Mezzanine
Session Su AM 1	8:00 am – 9:15 am	NYSCA A Look Ahead: Establishing an Intellectual Community through state Conference Participation	West Room 1
Session Su AM 2	9:30 – 10:45 am	Aligning Ourselves with Technology from All Angles: Theory, Research, Pedagogy, and Practice	West Room 1
Meetings	11:00 am – 1:00 pm	NYSCA Executive Council Meeting and Luncheon <sup>4</sup>	Brookside 2
Check Out	12:00pm	Check Out	Lobby
NYSCA Sunday Only Discounted Activities	12:00 pm - Close <sup>5</sup>	Golf	Villa Roma Resort Grounds
		Fun Package	Sports Complex
		Horseback Riding	Villa Roma Resort Grounds
		Salon Services	Main Building
		Spa Services	Main Building
		Lunch	Cafe

<sup>4</sup> Check out time is extended until 1:30 pm for NYSCA Executive Council members.

<sup>5</sup> Some activities must be booked in advance. Register by calling Villa Roma directly. Front desk can hold luggage during Sunday activities.

**\*\*\*SUNDAY\*\*\***

**Breakfast (7:00 am – 9:00 am)**

**Breakfast**

***Dining Room***

**Registration (8:00 am – 11:00 am)**

**Registration**

***Lobby***

**Book Tables (8:00 am – 11:00 am)**

**Sage**

***Mezzanine***

**Taylor and Francis**

***Mezzanine***

**NYSCA Authors**

***Mezzanine***

**Rutgers University Doctoral Program in Communication,  
Information and Library Studies**

***Mezzanine***

**Session Su AM 1: (8:00 am – 9:15 am)**

Plenary Session 1:

***West Room 2***

**NYSCA A Look Ahead: Establishing an Intellectual  
Community through State Conference Participation**

In an age of dwindling and even nonexistent support for professional academic activity at the state level, the New York State Communication Association continues its march toward its 75th anniversary. Scholars from around the state, as well as from other nearby states, continue to attend NYSCA's conference every Fall. Young, up-and-coming scholars continue to join, and to take on leadership positions, thereby ensuring NYSCA's future. The reasons for this go beyond the October foliage drive, and the fact that members enjoy and appreciate the conference and each other's company.

This panel is intended to engender a discussion about why the participants - comprised of senior faculty, mid-career faculty, and junior faculty - continue to see NYSCA as integral to their ongoing scholarly and professional careers, and worthy of both their time and limited funds for travel and professional activity. In addition, it is meant to kickstart a conversation for junior faculty, graduate and undergraduate students, and new members with respect to "what NYSCA can do for you," particularly as a fertile ground for the development of scholarship and scholarly activity. Finally, in advance of a proposed NYSCA special issue of the *Atlantic Journal of Communication*, timed with the association's 75th anniversary, the session will brainstorm and hopefully propose ideas for articles on this theme.

**Chair:**

*Thom Gencarelli, Manhattan College*

**Participants:**

*Cheryl Casey, Champlain College*

is an Assistant Professor of Communication at Champlain College and has been a member of NYSCA for nearly 15 years. She began attending NYSCA conferences as a graduate student and has spent the greater part of her membership time serving on the executive board. Even after the job search dragged her out of New York State and across the lake to Burlington, Vermont, she still calls NYSCA home. Cheryl's teaching and research span mass media and human communication, focusing on the power of language and representation, ethical challenges, and historical insights.

*Susan Drucker, Hofstra University*

holds the rank of Professor at the Hofstra University School of Communication where she is the coordinator of the Media Studies program within the Department of Journalism, Media Studies, and Public Relations. She is an attorney and teaches courses in media law and media ethics. She is a past president of NYSCA, past president and legal counsel for the Eastern Communication Association, and treasurer of the Urban Communication Foundation. She is the author and editor of 10 books and over 200 articles and book chapters.

*Gary Gumpert, Urban Communication Foundation*

is the President of the Urban Communication Foundation. In the beginning there was the New York State Speech Association. Gary Gumpert was seven years old. Around 1983 he attend his first New York State conference (those records have long disappeared) – but since that time he has presented approximately sixty awe inspiring conference papers at the annual meeting. More important the New York State Communication Conference has served as a catalyst inspiring him to inspirational apple picking on the Sunday of each NYSCA weekend. Since his departure into the emeritus sunset from Queens College he has been the President of the Urban Communication Foundation. In his spare time he roams the world and writes an occasional article.

*Anastacia Kurylo, St. Joseph's College*

is an Assistant Professor in the Communication Studies Department at St. Joseph's College. She has taught communication coursework for 15 years, including interpersonal communication, public speaking, organizational communication, and communication theory, at a variety of schools—New York University, Borough of Manhattan Community College, and Marymount Manhattan College. She has authored *The Communicated Stereotype: From Celebrity Vilification to Everyday Talk* and edited *Inter/Cultural Communication: Representation and Construction of Culture*. She is a former President of the New Jersey Communication Association and currently serves as Vice President of New York State Communication Association.

*Corey Liberman, Marymount Manhattan College*

is an Associate Professor in the Department of Communication and Media Arts at Marymount Manhattan College. He teaches courses in interpersonal communication, group communication, organizational communication, and persuasion, and studies in particular how employees communicate dissent upward within their organizational confines. He is coauthor of *Organizational Communication: Strategies for Success* (2nd Edition) and is editor of *Casing Persuasive Communication*, both published by Kendall Hunt. He is currently working on three new book projects, two of which focus on risk and crisis communication and one of which focuses on theories of human communication.

*Roxanne O'Connell, Roger Williams University*

is Professor of Communication at Roger Williams University teaching visual communication and digital media. Author of *Visualizing Culture: Analyzing the Cultural Aesthetics of the Web*, her work has been published in edited books and journals such as *Visualizing the Web* (Peter Lang), *Technoculture*, and *The Internet Media Review* (now published by Mequoda.com). She is the editor of the two-volume series *Teaching With Multimedia*

(Hampton Press) and the Book Review Editor for *Visual Communication Quarterly*. A musician since age 12, she now uses what she knows about media and sound to teach her students how to create multimodal narratives and essays.

*Michael Plugh, Fordham University*

is a Lecturer in the Department of Communication and Media Studies at Fordham University. He serves on the Executive Council of the New York State Communication Association and the Executive Board of the Media Ecology Association. His research interests include technology and sociocultural change, education, community, and collective identity. Mike spent more than a decade in the media industry as a professional sportswriter, marketing administrator, television producer, and videographer.

*Gary Radford, Fairleigh Dickinson University*

is a Professor of Communication Studies at the Fairleigh Dickinson University. His research interests include applying the insights of European scholars of communication such as Michel Foucault to conceptual issues in Communication Theory and Library and Information Science. Dr. Radford is the Editor-in-Chief of the *Atlantic Journal of Communication*, a peer-reviewed and scholarly journal dealing with issues of communication theory, practice, and policy. He is the author of *On the Philosophy of Communication* (Wadsworth, 2005) and *On Eco* (Wadsworth, 2003).

**Session Su AM 2: (9:30 am – 10:45 am)**

Plenary Session 2:

*West Room 2*

**Aligning Ourselves with Technology from All Angles:  
Theory, Research, Pedagogy, and Practice**

Too often students are more adept at technologically mediated and digital communication than their teachers. Too often social media is overlooked as a pedagogical tool. Too often content located online is othered, treated as second class to content transmitted through other communication channels. This panel of noteworthy local experts explores the world of technology-mediated communication from all angles.

Communication faculty, scholars, and practitioners with backgrounds in technology, new media, computer-mediated-communication, and related topics will provide their insights. Not limited to any one aspect of the communication field, panelists and attendees guide the discussion of theory, research, pedagogy, and practice and how technology allows us to align ourselves with each other (or not).

**Chair:**

*Trudy Milburn, Independent Scholar*

**Participants:**

*Ari Kissiloff, Ithaca College*

has been teaching at Ithaca College since 1997 in the area of organizational media production. He teaches courses such as Presentation Media and Visual Design, Instructional and Promotional Video, Web Design, and Digital Journalism. He also is President of Public Communications, Inc. a computer consulting and interactive design firm. The company is responsible for the Ride14850 App which allows Ithaca residents to look up Tompkins County bus schedules from their iPhones, as well as the Ithaca Festival app which enables smartphones to look up maps and information on the yearly event. In addition to being an avid national park explorer, he also is designer of the National Park Travelers Club quarterly magazine.

*Trudy Milburn, Independent Scholar*

has, for the past five years, been working at the cloud-based software company Taskstream. In her role as Director of Campus Solutions she translates campus-wide assessment needs into digital solutions and provides tailored demonstrations and trainings to institutions of higher education in the U.S. and abroad. Her newest edited book was published this summer (2015), *Communicating User Experience: Applying Local Strategies Research to Digital Media Design*, by Lexington Books. Dr. Milburn was a tenured associate professor in Communication at Baruch College/CUNY and California State University Channel Islands for ten years and continues to teach on a part-time basis. She earned her Ph.D. in Communication from the University of Massachusetts, Amherst.

*David John Petroski, Southern Connecticut State University*

is an Associate Professor. He holds a B.A. in communication and English, an M.C.I.S (Master's in Communication and Information Studies), and a Ph.D. in communication, information and library studies from Rutgers University. Prior to joining the SCSU faculty, he taught and coordinated the multimedia track in communication for Rider University. He has also taught multimedia development for the M.C.I.S. and M.L.S. graduate programs and interpersonal communication for the undergraduate communication program at the School of Communication, Information and Library Studies at Rutgers University. Dr. Petroski has over 20 years of consulting experience in advertising production and design. His clients have included AT&T, Sony, Advanstar Publishing, and TOPS Appliance City. He has also been consulting in Web design for over four years. Dr. Petroski has presented over 75 conference papers and workshops and was two time Chair of the Semiotics and Communication Division of the National Communication Association. His current interests include technology instruction, instructional games and simulations (gamification), and learning spaces, as well as gender communication (men's issues).

*Shannon L. Roper, Marist College*

is on the communication faculty in the School of Communication and the Arts at Marist College. Aside from teaching the introductory communication course, Communication Capping, Fundamentals of Public Relations, and Interpersonal Communication, she also teaches Gender, Culture and Communication, a course dual-listed with the Women's Studies program. In Fall 2003, she created a Special Topics course titled Social & Psychological Perspectives of Computer Mediated Communication, as well as a special topics course in Nonverbal Communication in the Spring of 2010 & 2011. On the graduate school level, in 2005 she created and taught the online graduate course in Interpersonal Communication through 2012, prior to becoming Department Chairperson. In-between being an undergrad at Marist and returning as a faculty member, she taught at Rutgers University and William Paterson University. She also worked in the Office of Public Information-College Relations at William Paterson and in a mid-sized public relations firm in New York City, as well as for J. Walter Thompson Advertising.

*Jason Wrench, SUNY New Paltz*

is an associate professor in the Communication and Media Department at the State University of New York at New Paltz. Dr. Wrench specializes in workplace learning and performance, or the intersection of instructional communication and organizational communication. His varied research interests include communibiology, computer-mediated communication, empirical research methods, humor, risk/crisis communication, and supervisor-subordinate interactions. Dr. Wrench regularly consults with individuals and organizations on workplace communication and as a professional speech coach for senior executives. Dr. Wrench has published five previous books: *Intercultural Communication: Power in Context*, *Communication, Affect, and Learning in the Classroom*, *Principles of Public Speaking*, *Human Communication in Everyday Life: Explanations and Applications*, *Quantitative Research Methods for Communication: A Hands-On Approach*, *The Directory of Communication Related Mental Measures*, *Stand Up, Speak Out: The Practice and Ethics of Public Speaking*, and *Scared Speechless: Communication Apprehension, Avoidance, and Effectiveness*.

**NYSCA Executive Council Meeting<sup>6</sup> (11:00 am – 12:30 pm)**

**NYSCA Executive Council Meeting**

**Brookside 2**

*Cheryl Casey, Champlain College*

*Jamie Cohen, Molloy College*

*Lewis Freeman, Fordham University*

*Thom Gencarelli, Manhattan College*

*Noura Hajjaj, Western Connecticut State University*

*Susan Jasko, California University of Pennsylvania*

*Elizabeth Kaylor, John Jay College*

*Ari Kissiloff, Ithaca College*

*Anastacia Kurylo, St. Joseph's College*

*Zach Levanduski, Cazenovia College*

*Corey Jay Liberman, Marymount Manhattan College*

*Maureen M. Louis, Cazenovia College*

*Trudy Milburn, Independent Scholar*

*Roxanne M. O'Connell, Roger Williams University*

*Michael Plugh, Fordham University*

*Heather Stassen-Ferrara, Cazenovia College*

**Conference Concludes  
Check Out Deadline (12:00pm)**

**See you next year!**

---

<sup>6</sup> Check out time is extended until 1:30 pm for NYSCA Executive Council members.

## NYSCA *Sunday Only* Discounted Activities (12:00pm – Close)

### **CRUISE-SHIP ON LAND**

### *Lobby*

Take advantage of the CRUISE-SHIP ON LAND atmosphere at Villa Roma and make the most of your Sunday in the Catskills! Villa Roma has provided exclusive discounts on activities for NYSCA members.

**Contact Villa Roma directly at 800-533-6767 to register for these activities. Advance registration required for some activities. *Reservations subject to availability.* Front desk can hold luggage during Sunday activities.**

Love GOLF?

Villa Roma is offering HALF PRICE GOLF at \$30.00 for 18-holes with cart included after 12pm Noon. Regular pricing is \$60.00.

Want to have FUN, FUN, FUN?

Villa Roma is offering a 'Fun Package' which includes unlimited GO-CARTS, BOWLING, target PAINTBALL shootout, ROCK-CLIMBING wall, and INFLATABLES for \$17.50 per adult after 12pm Noon. Regular pricing is \$25.00.

Need to RELAX?

Villa Roma is offering 15% off SPA SERVICES after 12pm Noon. Spa appointments can be made by calling 800-727-8455 ext. 7536

Ready for a HAIRCUT or MANICURE?

Villa Roma is offering 15% off SALON SERVICES after 12pm Noon. Salon appointments can be made by calling 800-727-8455 ext. 7536

Enjoy NATURE?

Villa Roma is offering HORSEBACK RIDING at \$35.00 per person for a 40-minute trail ride after 12pm Noon. Regular pricing is \$40.00.

Want to grab LUNCH before you leave?

Villa Roma is offering a discounted Café Lunch. For a flat lunch price of \$13.00 per person (including tax and gratuities), the following options are available to NYSCA members after 12pm Noon:

- Hamburger or Hotdog w/ Fries & Soft Drink
- Salad Platter with Tuna w/ Soft Drink
- Soup and ½ Sandwich w/ Fries & Soft Drink
- Chicken Caesar Salad w/ Soft Drink



*Call for Papers*  
**74<sup>th</sup> Annual Conference**  
**New York State Communication Association**  
**2015**  
**Villa Roma Resort & Conference Center – Callicoon, NY**

***Imagination***

Imagination exists in the space between perception and understanding. It is the source of empathy, as we are reminded to put ourselves in someone else's shoes. We imagine ourselves as members of communities that stretch beyond our local surroundings, and we lose ourselves in the fictional adventures of dramatic characters living in extraordinary times. Imagination is a source of great wonder and the stuff of innovation and creation, and yet we seem to pay little attention to nurturing imagination in education, instead putting emphasis on knowledge above all else.

Albert Einstein famously downplayed the importance of knowledge, crediting imagination and inspiration with the greatest human breakthroughs. Perhaps, humanity is in great need of both knowledge and imagination, and so in that spirit NYSCA cordially invites you to participate in our 2016 convention to discuss imagination, and to imagine together. NYSCA invites papers that consider the intersection of imagination with all areas of the communication field.

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 2014 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 Michael Plugh ([plugh@fordham.edu](mailto:plugh@fordham.edu)) ***no later*** than June 1, 2016.

# Advance Your Degree *and Your Career.*

1766-2016  
**RUTGERS**  
**250**

**RUTGERS**  
School of Communication  
and Information

The Master of Communication and Information Studies program at Rutgers University offers specializations in:

- Digital Media
- Strategic Organizational Communication
- Health Communication

Our graduate program prepares you for top-level careers in the communication and media fields, as well as for top-tier PhD programs.

**Apply now.**  
**[mcis.rutgers.edu](http://mcis.rutgers.edu)**



## WMCHealth

Westchester Medical Center Health Network

**The care you need, where you live.**

*Introducing WMCHealth. Bringing you the region's leading network of preventive, primary, specialty and advanced care, right where you live.*

Advancing care. Here.

[wmchealth.org](http://wmchealth.org)

WESTCHESTER MEDICAL CENTER | MARIA FARERI CHILDREN'S HOSPITAL  
BEHAVIORAL HEALTH CENTER | MIDHUDSON REGIONAL HOSPITAL | GOOD SAMARITAN HOSPITAL  
BON SECOURS COMMUNITY HOSPITAL | ST. ANTHONY COMMUNITY HOSPITAL

<b>Represented Institutions</b> <b>NYSCA 2015</b>
--

Brooklyn College CUNY	OSG-Sterling Die, Inc.
Buttonwood Communications Group	Pace University
California University of PA	Point Park University
Cazenovia College	Ramapo College of New Jersey
Champlain College	Rensselaer Polytechnic Institute
Communication Landscapers	Roger Williams University
CooperKatz & Company	Rutgers University
Documentary Filmmaker	Saint Joseph's College
Fairleigh Dickinson University	Seton Hall University
Fordham University	Slippery Rock University
Hamilton College	Southern Connecticut State University
Hofstra University	St. Bonaventure University
Hope College	St. John's University
Hunter Public Relations	St. Joseph's College
Iona College	SUNY College at Oneonta
Ithaca College	SUNY New Paltz
John Jay College	SUNY Oswego
Kaplan University	The College of Mount Saint Vincent
Kitchen Public Relations	The College of New Jersey
Koprowski Communications LLC	The College of Saint Rose
LaGuardia Community College, CUNY	University at Albany, SUNY
Manhattan College	University of California, Santa Barbara
Marist College	University of Hartford
Marymount Manhattan College	Urban Communication Foundation
Mercy College	Utica College
Molloy College	Vassar and Marist Colleges
Montclair State University	Westchester Medical Center
New York University	Western Connecticut State University
Omsk State University	William Paterson University
Onondaga Community College	

<b>NYSSCA/NYSCA PRESIDENTS</b>
--------------------------------

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. Kirn, 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
2014-15	Maureen M. Louis, Cazenovia College



**urbancommunication<sup>®</sup>**  
f o u n d a t i o n

**We are pleased to support the 73rd  
Annual New York State  
Communication Conference**

*“Mind takes form in the city;  
and in turn, urban forms condition mind”*

Lewis Mumford

*“Aligning ourselves with urban  
communication while playing in the  
Catskills”*

**Join us at**

**<http://urbancomm.org>**

**&**

**[www.facebook.com/urbancommunicationfoundation.org](http://www.facebook.com/urbancommunicationfoundation.org)**



# Prepare for a Career in Communications

In this always-on, always-connected world, communication is more important than ever. Through the exceptional academic and leadership experiences offered at St. Joseph's College, Communication Studies and Journalism and New Media Studies graduates are prepared for tomorrow's opportunities.

## **COMMUNICATION STUDIES**

This degree prepares students for work in a wide range of fields within two available tracks:

- **Speech-Language Pathology/Audiology**
- **Communication Arts/Theater**

## **JOURNALISM AND NEW MEDIA STUDIES**

Students create text, audio and video for traditional and web-native media environments. Students gain real-world experience through internships at media outlets such as News12, the Long Islander Group, JVC Broadcasting and CBS Sports.



**St. Joseph's College**  
NEW YORK

*[sjcny.edu](http://sjcny.edu)*

SJC Long Island • 631.687.4500  
SJC Brooklyn • 718.940.5800

---

***TRADITION. INNOVATION. EXCELLENCE.***



INSTITUTE OF GENERAL SEMANTICS

---

# General Semantics

*It's More Than What  
You Think*

[www.generalsemantics.org](http://www.generalsemantics.org)