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
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.

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

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<td>Elizabeth Kaylor</td>
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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.
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.

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 73rd 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 75th 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*, *75th 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
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.
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\(^1\) 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

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

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*

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**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*

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

**GIFTS: Great Ideas for Teaching Students**

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*

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**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 73rd 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

75th Anniversary Brainstorm Session

West Room 1

Join fellow NYSCA members to discuss the plans for the upcoming 75th Anniversary of the association. All NYSCA members invited. Help brainstorm ideas on how to create a memorable 75th 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*

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**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 73rd 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

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*
NYSCA Community Pecha Kucha: Comedy, Improv, Entertainment

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). 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*

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

**Late Night Show**

*The Forum Nightclub*

**Late Night Bowling**

*Sports Complex*
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 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.

Routledge also publishes the journals of the Eastern Communication Association.

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Follow us on twitter 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
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<td>Session Sa AM 2</td>
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<td>Session Sa AM 2</td>
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<td>Meetings</td>
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<td>NYSCA Business Meeting²</td>
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<td>Meal</td>
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<td>Plated 4-Course Lunch</td>
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<tr>
<td>Session Sa PM1</td>
<td>1:30 pm – 2:45 pm</td>
<td>The Import &amp; Future of Community Colleges</td>
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² All NYSCA members encouraged to attend.
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<tr>
<th>Session Sa PM2</th>
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<td>Knowledge Café and Snack Station: Meet NYSCA Authors/Editors</td>
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<tr>
<td>Session Sa PM3</td>
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<td>Keeping Communication Curricula Current: What’s In? What’s Out?</td>
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<td>Aligning Audiologists (and all Healthcare Professionals) With Communication</td>
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<td>The In’s and Out’s of Embedded Research</td>
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<td>Women in Academe: Leaning in? Leaning out? Aligning Ourselves with other Women through Communication</td>
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<tr>
<td>Evening Event</td>
<td>5:45 pm – 6:30 pm</td>
<td>Welcome Reception 3 Sponsored by Rutgers University Doctoral Program in Communication, Information and Library Studies</td>
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<tr>
<td>Saturday Night Keynote</td>
<td>6:30 pm – 7:30 pm</td>
<td>Mecca E. Santana Keynote Address</td>
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<tr>
<td>Meal</td>
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<td>Plated 5-Course Dinner</td>
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<tr>
<td>Night Event</td>
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<td>bluerace featuring Thom Gencarelli, NYSCA’s Editor-in-Chief (Musical Entertainment)</td>
<td>Marty’s Lounge</td>
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<tr>
<td>Night Event</td>
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<td>The Forum Nightclub</td>
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<tr>
<td>Night Event</td>
<td>10:00 pm – 11:00 pm</td>
<td>Late Night Bowling</td>
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3 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***

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<td>Session Sa AM 1</td>
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#### 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

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

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
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*

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**Public Relations Practitioners: Storytellers First**

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
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**

The New York State Communication Association is proud to showcase the top papers submitted to our 73rd 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

*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:**

*Anastasia Kurylo, St. Joseph’s College*

**Brief Q & A:**

*David Linton, Marymount Manhattan College*

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**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

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
**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 21st 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 a 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*
**Administrator’s Workshop**

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**

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?
Erling Sa, University at Albany, SUNY

Because of Futball: 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*

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**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*

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

**Keeping Communication Curricula Current: What's In? What's Out?**  
**East Room 1**

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*
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 show 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

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 73rd 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

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.
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JOIN US IN WELCOMING

Dean
Jonathan Potter

Kudos
Join us in Congratulating
Rutgers PhD Alumna
Anastacia Kurylo
NYSCA President Elect and
2015 Conference Organizer

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• Communication
• Media Studies
• Library and Information Science

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

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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

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

Email: mediastudies@brooklyn.cuny.edu

or

Phone: 718.951.5555

Brooklyn College

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ENGAGE with media organizations through hands-on internships and training

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For more information, contact Dr. Jacqueline Reich, Chair: jreich8@fordham.edu
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⁴ Check out time is extended until 1:30 pm for NYSCA Executive Council members.
⁵ 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:

**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 roam 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).

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**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 (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!

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6 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**

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

74th 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) no later than June 1, 2016.
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