

Communication Connections:

Contributions
& Collaborations
Between
Distanced
Groups

**New York State
Communication
Association**



69th Annual Conference

**October 21-23, 2011
Ellenville, New York**

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Program Director: Marc Oppenheim
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Welcome to the 69th Annual NYSCA Conference

Communication Connections: Contributions and Collaborations between Distanced Groups

On behalf of the NYSCA Executive Council and the NYSCA community, welcome!

There are a wide range of excellent panels and knowledgeable participants this year. We hope that each of you will find this conference a time and place to see old friends and make new connections. We are fortunate to have three excellent keynote speakers:

- Renee Hobbs, Temple University, will speak on Friday evening. The title of her address is *Down with the Silos: How Digital Media Literacy Embraces Interdisciplinary Connections across Campus and Community*.
- Saturday afternoon, Aashish Kumar, Hofstra University, will show and discuss his latest video, *Software from Hard Rocks*.
- Carole Blair, University of North Carolina at Chapel Hill, will speak Saturday evening. The title of her presentation is *UNKNOWN: Remembering as Family and (Re)Legitimizing the Nation-State*.

Panels and roundtables begin at 3:00pm on Friday and end at 10:10am on Sunday. To help you decide which sessions to attend, I've given sessions a track label (for example, Media Literacy or Rhetoric). Of course, no single label can encompass the richness of any session, so use these only as an initial guide. Please plan to support those presenting at the beginning and end of the conference.

There are some new features—consider them experiments—this year. We'll be interested to hear what you think of them during the conference and in the survey afterward.

- Come to the Pecha Kucha on Friday night to see if some of our illustrious community members can actually follow the 20x20 rules by presenting 20 images in less than 7 minutes (20 images, 20 seconds an image). This should be a lot of fun!
- Mary Kahl, SUNY New Paltz, has agreed to hold NYSCA's first master class, this one in Rhetoric. The first session, by invitation only, requires prior preparation. Those interested are invited to sit in on the second session. Both sessions are on Saturday.
- On Sunday, as the last event of the conference, I am chairing the first Acquiring Editors Marketplace. Those interested in pitching a book or paper proposal—or just getting to know an acquiring editor—will have the opportunity to put their names in the hat for a lottery drawing. In a “speed dating” format, winners will have the chance to meet with several acquiring editors on Sunday morning. I hope this will become an annual event. Several editors who couldn't make it this year have plans to join us next year.

We're also continuing some favorites.

- Student Paper Awards will be presented at the NYSCA Business Meeting at 12:15pm on Saturday. We'll elect new officers then, too. Please plan to attend.
- There are group sessions on Saturday especially designed for: graduate students (1:50pm), PRSSA members (1:50pm), undergraduate students (3:10pm), and administrators (also 3:10pm).
- Missy Alexander, Marist College, will once again host the *Official NYSCA Jam Session* Saturday night at 9:30pm. Lift your voice in song.

For NYSCA regulars, please notice that the registration location and presentation rooms are not the same as they were last year. There is a map on page 4.

Many people contributed to this conference, often while juggling lots of other responsibilities. The ups and downs of people's lives continue while they are teaching, researching, caring for children and parents, working on conferences, and living. I received many emails time stamped between midnight at 4:00am with proposals and pieces of information I'd requested. People were intelligent, pleasant, and helpful during trying circumstances and while they were celebrating. This made me feel personally connected to many who—while they were geographically some distance from me—contributed and collaborated with style.

Thank you for everything you've done to make this conference a success and for embodying the theme during our preparations. Now let's celebrate ideas and people in person.

Mary Ann Allison
Conference Chair

Table of Contents

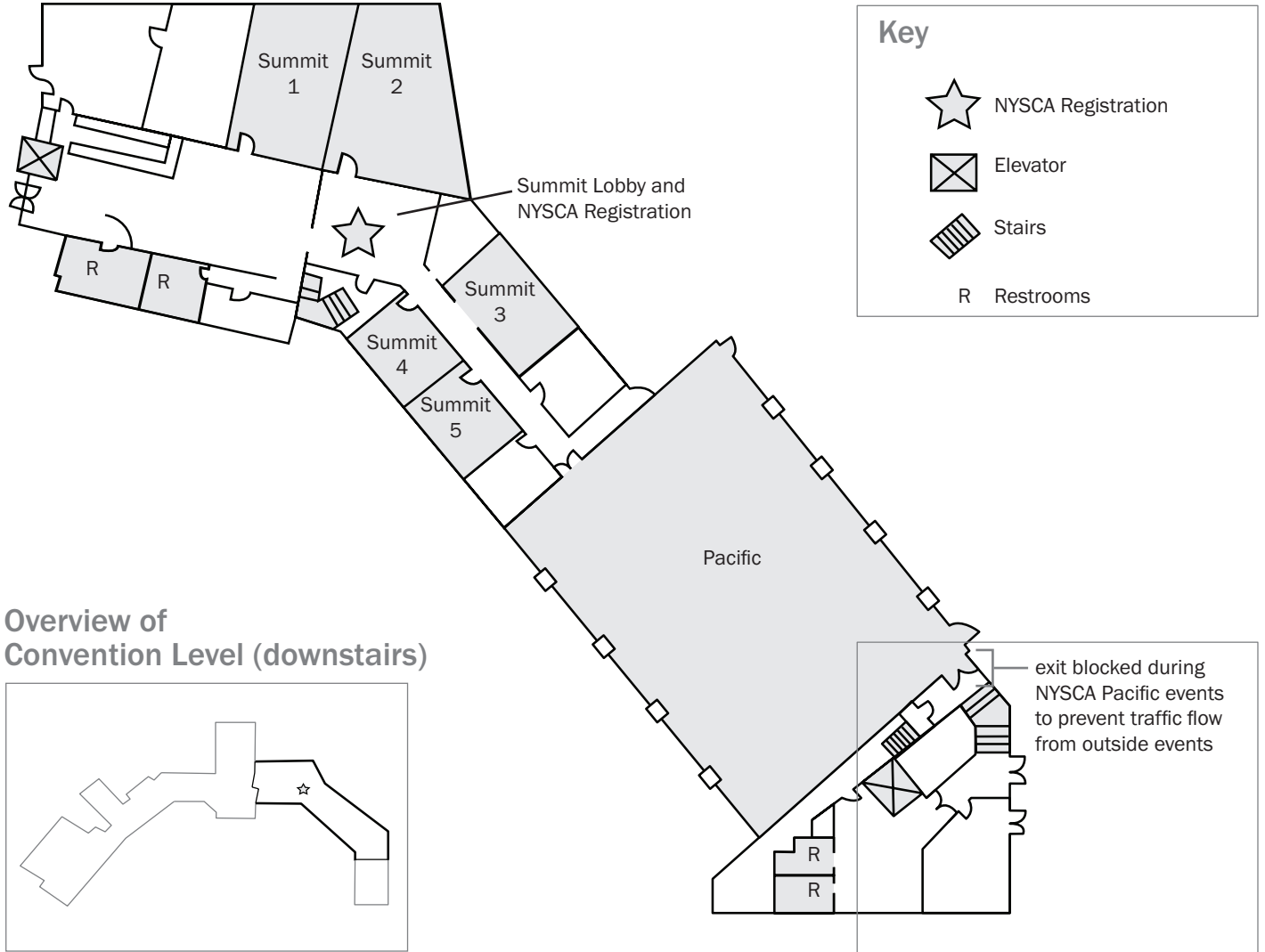
4	Map of Event Locations
5	Friday Day-At-A-Glance
7	Friday Program Details
11	Saturday Day-At-A-Glance
12	Saturday Program Details
25	Sunday Day-At-A-Glance
25	Sunday Program Details
30	NYSCA Executive Council
31	NYSSCA/NYSCA Presidents
32	Acknowledgements

Session Track Guide

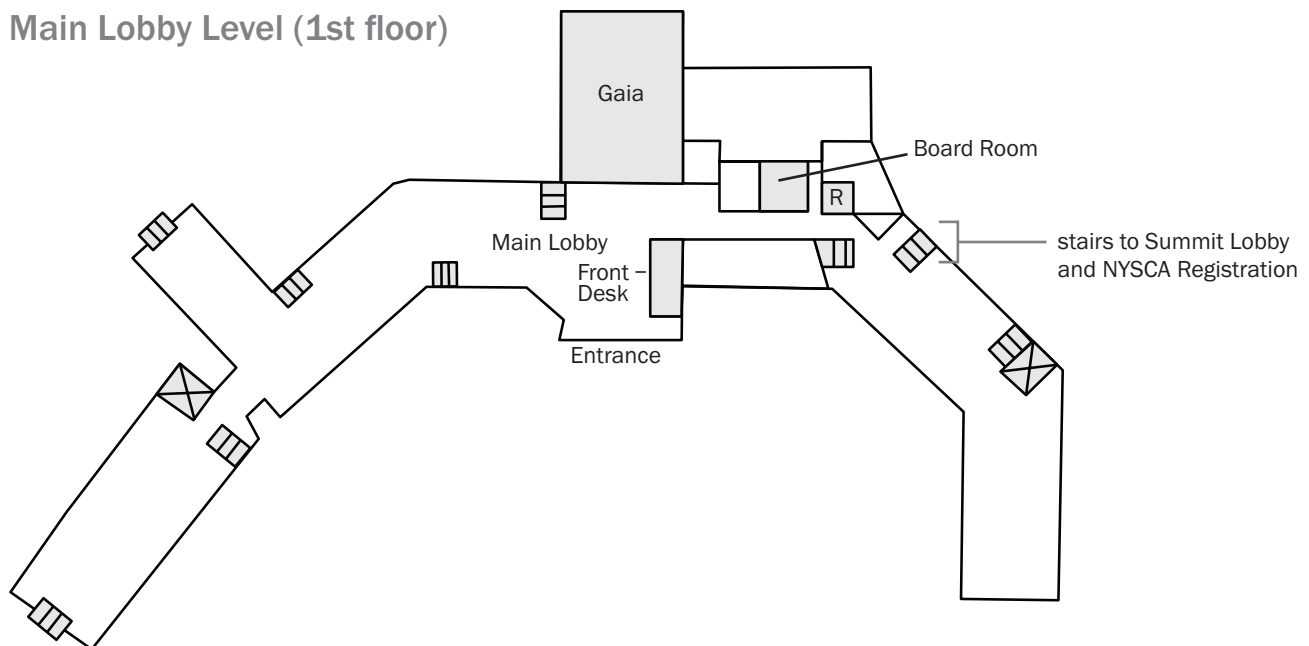
Ad	Administration
CC	Communication Connections
Gr	Graduate Students
ML	Media Literacy
Pe	Pedagogy
Rh	Rhetoric
SM	Social Media
UC	Urban Communication
Un	Undergraduate

Map of Event Locations

Convention Level (downstairs)



Main Lobby Level (1st floor)



Friday Day-At-A-Glance

2:30pm - 5:30pm	Conference Registration	Summit Lobby												
3:00pm - 4:20pm	Session Block #1 (program details begin on page 7)													
	<table border="1"> <tr> <td>Summit 1</td> <td>Summit 2</td> <td>Summit 3</td> <td>Summit 4</td> <td>Summit 5</td> <td>Boardroom</td> </tr> <tr> <td>Pe</td> <td>ML</td> <td>CC</td> <td>CC / Un</td> <td>CC</td> <td>Rh</td> </tr> </table>	Summit 1	Summit 2	Summit 3	Summit 4	Summit 5	Boardroom	Pe	ML	CC	CC / Un	CC	Rh	
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Pe	ML	CC	CC / Un	CC	Rh									
4:30pm - 5:15pm	NYSCA Executive Council Meeting	Summit 2												
5:30pm - 6:00pm	Happy Hour – Opening Reception (Cash bar)	Pacific												
6:00pm - 7:00pm	Keynote: Renee Hobbs (see page 9 for details)	Pacific ML												
7:00pm - 8:00pm	Dinner	Gaia												
8:00pm - 10:00pm	Cash Bar (closed during Pecha Kucha)	Pacific												
8:15pm - 9:30pm	NYSCA Community Pecha Kucha (see page 9 for details)	Pacific CC												



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Mary Ann Allison, Ph.D

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The National Center for Suburban Studies is proud to sponsor

The Celebration of Suburban Diversity Banquet

November 17, 2011

Crest Hollow Country Club, Woodbury, NY

Lawrence C. Levy, Executive Dean, NCSS

Friday Program Details

FRI
Oct 21

2:30pm - 5:30pm
Summit Lobby

Conference Registration

Friday Session Block #1

3:00pm - 4:20pm
Summit 1

Pe

When Does Assessment Get in the Way of the Teaching and Learning Process?

— This panel discussion will explore the aspects of student, course, and program assessment that often collide with goals, intention, and implementation. Among the issues investigated will be: differences in perspectives, pedagogical approaches, assessment of student outcomes, course organization, and the constraints and the possibilities of the online platform.

Chair: Louis Grasso, Mercy College

Participants:

- Sean Dugan, Mercy College
- Richard Medoff, Mercy College
- Judith Mitchell, Mercy College
- Paul Trent, Mercy College

3:00pm - 4:20pm
Summit 2

ML

30 Recommendations for the Future of Children's Television Programming —

This panel reports on the results of a study on the future of children's television and how media literacy education could be applied to television programming and screen technologies. The recommendations came from in-depth interviews with leading scholars, advocates, and industry executives who commented on issues such as the place and time of television in family life, co-viewing and mediating content, finding appropriate content, using metacontent to enhance viewing experiences, sharing commentary about content, and possibilities for interactive viewing experiences, participation, and opportunities to engage in television production.

Chairs:

- Lewis Freeman, Fordham University
- Jennifer Lavalle, Harvard University

Participants:

- Lance Strate, Fordham University
- Peter Gutiérrez, Skyline Publishing Solutions, LLC
- Katherine Fry, Brooklyn College CUNY, The LAMP
- Renee Hobbs, Temple University, The Media Education Lab
- Cyndy Scheibe, Ithaca College, The Center for Research on the Effects of Television

3:00pm - 4:20pm
Summit 3

CC

Bridging or Widening the Gap: Codes of Representation among Distanced Groups in Institutional Settings —

This panel explores the communication distances that manifest in a variety of institutional contexts, from college campuses to health care settings. In particular, papers address how distanced groups or persons are represented through institutionalized discourses and codes of representation, and the extent to which these codes bridge or widen those distances. These questions are guided by ethical frameworks in communication.

Chair: Cheryl Casey, Hamilton College

Participants:

- Bruce Avery, Hofstra University WHRU-FM – *Hofstra Rape Hoax: Rights of the Accused vs. Rights of the Accuser*
- Pat Barniak Atkinson, Mount St. Mary College – *Communication Ethics and Issues of Representation in Health Care*
- Cheryl Casey, Hamilton College – *Constructing Diversity on College Campuses: An Examination of Institutional Discourse in Campus Diversity Initiatives*
- David Habbel, Utica College – *Communication Connections: Building Bridges Between the Ivory Tower and the Political Arena*
- Vivian Lopuch, Marist College – *Language Loss and Communication Distance*

3:00pm - 4:20pm

Summit 4

CC

Un

Communication Connections in the Undergraduate Classroom: A Showcase of Student Research — These student debut papers explore the power of rhetoric and persuasion in a variety of settings.

Chair: Mary Kahl, SUNY New Paltz

Participants:

- Kaitlyn Day, SUNY New Paltz — *Reversing Animal Overpopulation through Trap, Neuter, Return: A Persuasive Campaign*
- Nadia Guennouni, SUNY New Paltz — *Money, Morality, and Momentum: An Analysis of Michele Bachmann's 2011 CPAC Speech*
- Jennifer Lynn Herman, SUNY New Paltz — *Implementing Multicultural Education in New York State Public Schools, K-8: A Persuasive Campaign*
- Briana Vazquez, SUNY New Paltz — *Righteous Rebellion and Reversive Argument: Sarah Palin's 2010 Tea Party Convention Address*

3:00pm - 4:20pm

Summit 5

CC

Technology and Diversity: Inclusive or Divisive: The Future Role of Social Media

— This panel explores the two sides of social media in terms of the role they play in both facilitating social inclusion between diverse groups and, conversely, in creating barriers that further insulate communities and discourage interaction. Each participant will identify situations in which social media have either hindered or enhanced the ability to communicate across cultural divides and/or impact issues of identity, discrimination, and community development.

Chair: Suzanne Berman, Hofstra University

Participants:

- Suzanne Berman, Hofstra University
- Asli Gokhan, SUNY Fashion Institute of Technology
- Corey J. Lieberman, Marymount Manhattan College
- Evelyn Plummer, Seton Hall University
- Daniel Schackman, SUNY New Paltz
- Victoria Semple, Hofstra University

3:00pm - 4:20pm

Boardroom

Rh

Visual Rhetoric Setting the Agenda: The Power of Images to Connect and Control

— As society becomes immersed in images, it is increasingly important to examine the power these images have in setting social agendas. This panel addresses this important topic.

Chair: Richard Bambrick, Hofstra University

Participants:

- Jon Arakaki, SUNY College at Oneonta — *Defining Celebrity and Driving Conversation: Celebrities on the Cover of "People"*
- Truman Keys, Western Connecticut State University — *First Lady Michelle Obama's "Let's Move" Website Uses "Visual Grammar" To Reduce Childhood Obesity*

Friday Evening Events

4:30pm - 5:15pm

Summit 2

NYSCA Executive Council Meeting

5:30pm - 6:00pm

Pacific

Happy Hour — Opening Reception (Cash Bar)

6:00pm - 7:00pm
Pacific

ML

Keynote Address: Renee Hobbs, Temple University, The Media Education Lab
Down with the Silos: How Digital Media Literacy Embraces Interdisciplinary Connections across Campus and Community

New stakeholders for digital and media literacy are emerging across the U.S. and internationally, developing new educational initiatives that remix the fields of education, communication/media studies, computing, library/information science, writing and rhetoric, and public health, challenging disciplinary boundaries in higher education. For a variety of reasons, school and college leaders may resist, ignore, or support fresh approaches to curriculum and instruction that help make connections across campus and community and strengthen students' creative, collaborative, critical thinking, and communication skills in a digital age.



Renee Hobbs is one of the nation's leading authorities on media literacy education. She is the author of *Digital and Media Literacy: A Plan of Action*, released by the Knight Foundation and the Aspen Institute in November 2010. She also published *Copyright Clarity: How Fair Use Supports Digital Learning* (Corwin/Sage, 2010). In 2003, she founded the Media Education Lab at Temple University, where she is a professor in the Department of Broadcasting, Telecommunications and Mass Media in the School of Communications and Theater.

7:00pm - 8:00pm
Gaia

Dinner

8:00pm - 10:00pm
Pacific

Cash Bar (closed during Pecha Kucha, closing time approximate)

8:15pm - 9:30pm
Pacific

CC

NYSCA Community Pecha Kucha – First developed in Japan in 2003, Pecha Kucha 20x20 is a presentation format developed to suit today's needs in which each presentation consists of 20 images, each displayed for 20 seconds. The images forward automatically and presenters talk as the images are displayed. Pecha Kucha nights are now held in hundreds of cities around the world.

Host: Mary Ann Allison, Hofstra University

Participants:

- Thom Gencarelli, Manhattan College
- Gary Gumpert, Communication Landscapers, and Susan J. Drucker, Hofstra University
- Ari Kissiloff, Ithaca College
- Roxanne M. O'Connell, Roger Williams University
- Lance Strate, Fordham University

Save the dates

**59th Annual AKML and a Weekend
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October 28-30, 2011

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More information

<http://www.generalsemantics.org>

Saturday Day-At-A-Glance

7:30am - 8:30am	Breakfast	Gaia														
8:30am - 4:30pm	Conference Registration	Summit Lobby														
8:00am - 9:10am	Session Block #1 (program details begin on page 12)															
	<table border="1"> <tr> <td>Summit 1</td> <td>Summit 2</td> <td>Summit 3</td> <td>Summit 4</td> <td>Summit 5</td> <td>Boardroom</td> <td>Pacific</td> </tr> <tr> <td>ML</td> <td>Pe / CC</td> <td>CC</td> <td>CC</td> <td>CC / SM</td> <td>CC</td> <td>Re / SM</td> </tr> </table>	Summit 1	Summit 2	Summit 3	Summit 4	Summit 5	Boardroom	Pacific	ML	Pe / CC	CC	CC	CC / SM	CC	Re / SM	
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9:10am - 9:30am	Coffee / Tea Break	Pacific														
9:30am - 10:40am	Session Block #2 (program details begin on page 15)															
	<table border="1"> <tr> <td>Summit 1</td> <td>Summit 2</td> <td>Summit 3</td> <td>Summit 4</td> <td>Summit 5</td> <td>Boardroom</td> <td>Pacific</td> </tr> <tr> <td>ML / CC</td> <td>CC / UC</td> <td>UC</td> <td>CC / Un</td> <td>Rh</td> <td>CC / SM</td> <td>CC / Gr</td> </tr> </table>	Summit 1	Summit 2	Summit 3	Summit 4	Summit 5	Boardroom	Pacific	ML / CC	CC / UC	UC	CC / Un	Rh	CC / SM	CC / Gr	
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11:00am - 12:15pm	Session Block #3 (program details begin on page 17)															
	<table border="1"> <tr> <td>Summit 1</td> <td>Summit 2</td> <td>Summit 3</td> <td>Summit 4</td> <td>Summit 5</td> <td>Boardroom</td> <td>Pacific</td> </tr> <tr> <td>CC</td> <td>UC</td> <td>ML</td> <td>CC / SM Un</td> <td>Rh</td> <td>CC / Gr</td> <td>CC / Un</td> </tr> </table>	Summit 1	Summit 2	Summit 3	Summit 4	Summit 5	Boardroom	Pacific	CC	UC	ML	CC / SM Un	Rh	CC / Gr	CC / Un	
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CC	UC	ML	CC / SM Un	Rh	CC / Gr	CC / Un										
12:15pm - 12:45pm	NYSCA Business Meeting and Student Paper Awards	Pacific														
12:45pm - 1:45pm	Lunch	Gaia														
1:50pm - 3:00pm	Session Block #4 (program details begin on page 19)															
	<table border="1"> <tr> <td>Summit 1</td> <td>Summit 2</td> <td>Summit 3</td> <td>Summit 4</td> <td>Summit 5</td> <td>Boardroom</td> <td>Pacific</td> </tr> <tr> <td>CC / Pe</td> <td>Gr</td> <td>Un / Gr</td> <td>Rh / ML</td> <td>Rh</td> <td>CC / Pe</td> <td>CC / Un</td> </tr> </table>	Summit 1	Summit 2	Summit 3	Summit 4	Summit 5	Boardroom	Pacific	CC / Pe	Gr	Un / Gr	Rh / ML	Rh	CC / Pe	CC / Un	
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3:10pm - 4:20pm	Session Block #5 (program details begin on page 21)															
	<table border="1"> <tr> <td>Summit 1</td> <td>Summit 2</td> <td>Summit 3</td> <td>Summit 4</td> <td>Summit 5</td> <td>Boardroom</td> <td>Pacific</td> </tr> <tr> <td>Ad</td> <td>ML / CC</td> <td>Un</td> <td>CC</td> <td>Rh</td> <td>CC / SM Gr</td> <td>Pe</td> </tr> </table>	Summit 1	Summit 2	Summit 3	Summit 4	Summit 5	Boardroom	Pacific	Ad	ML / CC	Un	CC	Rh	CC / SM Gr	Pe	
Summit 1	Summit 2	Summit 3	Summit 4	Summit 5	Boardroom	Pacific										
Ad	ML / CC	Un	CC	Rh	CC / SM Gr	Pe										
4:45pm - 5:45pm	Keynote: Aashish Kumar (see page 23 for details)	Pacific UC														
5:45pm - 6:30pm	Cocktails and Conversations (Open Bar)	Pacific														
6:30pm - 7:30pm	Keynote: Carole Blair (see page 24 for details)	Pacific Rh														
		7:15pm - 7:30pm Cash Bar Pacific														
7:30pm - 8:30pm	Dinner	Gaia														
		8:15pm - 10:00pm Cash Bar Pacific														
9:30pm - ?	Official NYSCA Jam Session (see page 24 for details)	Pacific CC														

Saturday Program Details

Saturday Breakfast Events

7:30am - 8:30am
Gaia

Breakfast

8:30am - 4:30pm
Summit Lobby

Conference Registration

Saturday Session Block #1

8:00am - 9:10am
Summit 1

ML

Values and Expectancy Beliefs for Analyzing and Evaluating Media Messages: A Comparison of German and U.S. American Educators – Little is known about why some teachers choose to include media literacy in their curriculum while other do not. This study aims to answer two research questions: (1) What is the relationship between media literacy practices and teachers' expectancy for success and values for the task of analyzing and evaluating media messages? (2) What, if any, are cultural differences in the patterns of German and U.S. American teachers for this relationship? Results will be discussed in terms of implications for expectancy-value theory, teacher motivation, and professional development that target perceptions and values that facilitate the endorsement of media literacy principles.

Chair: James Cohen, Hofstra University

Participants:

- Bradley W. Bergey, Temple University
- Renee Hobbs, Temple University, The Media Education Lab

Respondent: Paul Mihailidis, Emerson College

8:00am - 9:10am
Summit 2

Pe
CC

Evolving Conversations: Perceptions of Social Networking Websites for Establishing Personal and Professional Connections – This roundtable panel explores how students view social media websites as personal space, but how these same websites are also being connected with curriculum, internships, and job opportunities. Panelists will cover topics pertaining to trends with social media and the changing landscape and how we use social media tools to make connections with business professionals.

Chair: Doug Strahler, Duquesne University, Slippery Rock University

Participants:

- Susan Jasko, California University of Pennsylvania
- Lucie Fremeau, California University of Pennsylvania
- Jessica Zombeck, California University of Pennsylvania
- Nikki Van Dyke, Slippery Rock University
- Rebecca Lowrie, Slippery Rock University
- Alyssa Klosky, Slippery Rock University
- Doug Strahler, Duquesne University, Slippery Rock University

8:00am - 9:10am

Summit 3

CC

Connection through Social Media — This panel explores the role of social media as pedagogical tools in creating connections among students. Panelists will discuss how social media can bridge distances by connecting students with students at other universities as well as the public, and how social media can bridge social distances among classmates who might not otherwise interact.

Chairs:

- Minna Aslama, St. Johns University, University of Helsinki
- Lewis Freeman, Fordham University

Participants:

- Minna Aslama, St. John's University, University of Helsinki
- Lewis Freeman, Fordham University
- Susan McManimon, Rider University, Indiana University of Pennsylvania
- Roxanne M. O'Connell, Roger Williams University
- Ari Kissiloff, Ithaca College
- Michael Scully, Roger Williams University

8:00am - 9:10am

Summit 4

CC

The Kitchen, the Cupboard, and Communication: Interdisciplinary Examination of the Semiotics of Home — This panel brings together professors in Communication Studies, Interior Design, and Visual Communication to consider communication through the kitchen and home products, and application of this interdisciplinary approach to the Introduction to Human Communication course. Analysis of a rich array of both historic and contemporary images will be included.

Chair: Maureen M. Louis, Cazenovia College

Participants:

- Maureen M. Louis, Cazenovia College — *Incorporating Interdisciplinary Elements in the Introduction to Human Communication Course*
- Elizabeth Moore, Cazenovia College — *My Kitchen, My Self: Considering the Meaning of the American Kitchen*
- Allyn Stewart, Cazenovia College — *An Historical Overview of Prints Ads for the Home and Kitchen 1900-1950*

8:00am - 9:10am

Summit 5

CC
SM

Popular Music in an Age of Digital Reproduction — Digitization has become the ground zero for every concern scholars now express, every thesis and research question they posit, and every pronouncement they make. This roundtable discussion panel seeks to frame this set of developments in terms of what it means for the study of popular music, where such research might possibly be headed, and what the consequences are.

Chair: Thom Gencarelli, Manhattan College

Participants:

- Brian Cogan, Molloy College
- Thom Gencarelli, Manhattan College
- Bill Phillips, New York University
- Phil Rose, York University

8:00am - 9:10am
Boardroom

CC

Using the Arts to Make New Connections — Art and design can bring both beauty and clarity to communication; both connect people in powerful ways. This panel illuminates several art and design models.

Chair: Peter Goodman, Hofstra University

Participants:

- Dan van Benthuyzen, Hofstra University — *Conversations with Designers: What Skills are Most Essential Now?*
- Gregory Bray, SUNY New Paltz — *Fine Arts as a Model For Digital Communication*
- David M. Habbel, Utica College — *A Framework for Understanding the Functions of Musical Communication*

8:00am - 9:10am
Pacific

Re
SM

Voicing the Voiceless: The Rhetorical, Collaborative, and Disjunctive Power of Social Media — This panel explores the increasingly pervasive power of social media and how their structures and systems are utilized to provide voice to and unify people across nations, states, and diasporas. While social media have the power to create and affirm public discourse, activism, and national, regional, and personal identities, they also are the loci for disjuncture, doubt, and spectacular failure in the hands of celebrities, politicians, and the common man.

Chair: Salvatore J. Fallica, New York University

Participants:

- Kimberly Thompson-Almanzor, New York University — *The Online Public Sphere: How Social Media Structure Political Discourse*
- Jonathan Zalman, New York University — *On Mobility and the Digital Diaspora — How New Media Discourse is Changing the Way We View Transnational Migration, Identity, Nationhood, Community, and Politics*
- Maxwell Foxman, New York University — *Digital Death: The Failures, Struggles, and Discourses of the Social Media Spectacle*
- Tanya A. Cornejo, New York University — *National Identity Building in a Time of Crisis: Mexico and its Use of Social Media*

Saturday Morning Break

9:10am - 9:30am
Pacific

Coffee / Tea Break

Saturday Session Block #2

9:30am - 10:40am
Summit 1

ML
CC

Media Literacy and Distanced Groups – This roundtable will generate an engaging discussion about the ways in which media literacy and new communication technologies can help to bridge town/gown, urban/rural, business/academic, and other distanced groups, drawing on theory and practice from communications, education, and psychology. The panelists will describe both general approaches and case studies from their own experiences with media literacy, inviting other participants to share their own challenges and successes in finding ways to foster communication and collaboration among distanced groups.

Chair: Ari Kissiloff, Ithaca College

Roundtable:

- Renee Hobbs, Temple University, Media Education Lab
- Ari Kissiloff, Ithaca College
- Cyndy Scheibe, Ithaca College, The Center for Research on the Effects of Television

9:30am - 10:40am
Summit 2

CC
UC

Can the Arts Bridge the Gap? – If ever there was a time that cultural activity could help reach out to stressed communities, this is it. A stagnant economy, long-term unemployment, too many tornadoes, China rising. The work of creative artists, performers, museums, artistic organizations and their partners offers solace and inspiration for the harried soul. The roundtable will begin with a structured discussion of projects panelists have used to improve communication with audiences and participants in their communities.

Chair: Peter Goodman, Hofstra University

Participants:

- Suzanne Berman, Hofstra University – *Developing Diverse Audiences for the Arts*
- Diane Cypkin, Pace University – *How the Arts Build Community*
- Peter Goodman, Hofstra University – *Arts on the Edge: How Suburban Cultural Organizations Face the Challenge of the Big City*
- Kendall R. Phillips, Syracuse University – *Collecting Memories of the 15th Ward*
- Evelyn Plummer, Seton Hall University – *Using Performance for Education, Outreach, Diversity, and – oh yes – Entertainment!*

9:30am - 10:40am
Summit 3

UC

A Multi-level Exploration into the Role of Communication in Efforts to Improve Health in Urban Communities – The World Health Organization’s (WHO) Commission on the Social Determinants of Health stressed in its 2008 report that “where people live affects their health and chances of leading flourishing lives.” Panelists will engage the broader question of how the places we live in and how we communicate impact our health, but also discuss specific public health issues that affect vulnerable populations in communities of New York, New Jersey, and California.

Chair: Matthew Matsaganis, SUNY Albany

Participants:

- Matthew Matsaganis, SUNY Albany – *Stress and Coping in Urban Communities in the Aftermath of the Economic Crisis: The Interplay of Media Connections, Neighborhood Belonging, and Perceived Threat*
- Vikki Katz, Rutgers University – *How Immigrant Family Communication Impacts Community Connections for Health Care*
- Katy Epple, SUNY Albany – *Addressing the Negative Effects of Social Isolation on the Health of a Rural, Immigrant Bangladeshi Community in New York*
- Xiaoke (Chuck) Yang, SUNY Albany – *Making “Safer Choices”: Reducing Teen Pregnancy Through an Educational Intervention in Downtown Albany*

9:30am - 10:40am
Summit 4

CC
Un

Experiencing Difference: First-Hand Accounts of Out-Grouping — This panel will discuss the observations of participant observers who were substantively different from the dominant group in the environment. It will offer insights about the out-grouping process, how difference and sameness is communicated, and the collaborative construction process entailed. Presenters will discuss the overt and, more often, subtle ways in which group membership is communicated.

Chair: Anastacia Kurylo, Marymount Manhattan College

Participants:

- Kelli Coghill, Marymount Manhattan College — *People Would Swear then Apologize for Swearing: Experiencing Difference Based on Age*
- Katrina Comber, Marymount Manhattan College — *A Group of School Children Laughed at Me and Walked Away: Experiencing Difference Based on Belief System*
- Fernando Taveras, Marymount Manhattan College — *I Felt Immediately Dwarfed by the People Around Me: Experiencing Difference Based on Beauty*

9:30am - 10:40am
Summit 5

Rh

Master Class in Rhetoric: Obama’s “More Perfect Union Speech” (Session 1) — By invitation only. Participants come prepared to discuss this speech from all angles: teaching the speech, reading the speech critically, assessing how the speech played in the media, probing how it raises ethical issues about racial divides in our society, postulating how race will inform the 2012 presidential election, etc.

Chair: Mary Kahl, SUNY New Paltz

Participants:

- Bill Balthrop, UNC Chapel Hill
- Carole Blair, UNC Chapel Hill
- Jay Brower, Western Connecticut State University
- Eric Metcalf, CUNY York College
- Maureen Minielli, Kingsborough Community College, CUNY
- June Speakman, Roger Williams University
- Valerie Swarts, Slippery Rock University

9:30am - 10:40am
Boardroom

CC
SM

Social Media: Making and Breaking Connections — In this session, panelists discuss their research into the connections and disruptions that arise in the increasingly pervasive world of social media.

Chair: Kelly Fincham, Hofstra University

Participants:

- Katie Lever-Mazzuto and Jessica J. Eckstein, Western Connecticut State University — *Me, My Character, and I: Personal, Communal, and Societal Identity of Online Gamers*
- Marie Radford and Jocelyn A. DeAngelis, Rutgers University, Gary P. Radford, Fairleigh Dickinson University, Lynn Silipigni Connaway, OCLC — *About Face Threat: An Analysis of Negative Behaviors in Computer-mediated Communication*
- Rannie Teodoro, Penina Wiesman, Ritvik Mathur, and Robin Rockman, Rutgers University — *“Alarm Me later!”: A Facebook Application for Time Management*
- Victoria Sung, New York University — *Is China’s Jasmine Revolution Possible? The Question of Social Media and the Rise of the Rural Classes*
- Rebecca Leung, CUNY Graduate School of Journalism, and Donna Flayhan, SUNY New Paltz — *Arab Spring and Second Wave Summer: Interviews at the Intersection of Social Media and Social Revolution*

9:30am - 10:40am
Pacific

CC
Gr

Communicating Culture, Race, and Gender: (Re)positioning Voices from the Margins — This panel exposes and disrupts hegemonic assumptions about everyday life and relationships. The papers examine these assumptions through the lens of culture, construals of beauty and the body, the lens of race and romantic bonds, and through an examination of gender and assumptions about men's friendships.

Chair: Deborah J. Borisoff, New York University

Participants:

- Diana Lee, New York University — *The Language of Separation, Solidarity, and Acceptance*
- Anna Nillni, New York University — *The Miss America Pageant: Beauty, Body Image, and Embodiments of Whiteness*
- Davianne C. Toomer, New York University — *Single African American Women, Professional Life, and Marriage: Broadening the Discourse*
- Jordan Alpert, New York University — *"Wanna Watch the Game?": An Analysis of Same-Sex Male Friendships*
- Jessica Wallner, New York University — *A New Public Sphere? New Technology, LGBTQ Youth Suicide, and the Pesky "Normal"*

Saturday Session Block #3

11:00am - 12:15pm
Summit 1

CC

Not-for-Profits: Public Relations Challenges in Reaching Organizational Constituencies — Many not-for-profit organizations and agencies lack resources for public relations, yet communication with their constituencies is essential to their survival. In this roundtable, experienced practitioners and students will examine how not-for-profit organizations can create public relations campaigns and programs with very few resources and seek creative, realistic solutions.

Chair: Jeffrey S. Morosoff, Hofstra University

Participants:

- Kali Chan, Adelphi University
- Melissa A. Connolly, Hofstra University
- Michael Harrison, InterChangeNY
- Debbi S. Honorof, Huntington Arts Council
- Lauren Cuzio, Hofstra University
- Lauren Katz, Hofstra University

11:00am - 12:15pm
Summit 2

UC

Blooms and Blight: Urban Communication and Collaboration — This panel explores research that enhances our understanding of communication patterns in the urban environment with a dual focus on utopian and dystopian patterns.

Chair: Thomas Flynn, Slippery Rock University

Participants:

- Gary Gumpert, Communication Landscapers, and Susan J. Drucker, Hofstra University — *Grime and Punishment*
- Kelly Norris Martin, Rochester Institute of Technology, and Kathleen Oswald, North Carolina State University — *Alternate Mappings of Crime in Urban Space*
- Kimberly S. Cooper, Cleveland State University — *Community Gardens and Urban Farming: A Grounded Theory Approach to Individual Participation in Local Agricultural Initiative*

11:00am - 12:15pm

Summit 3

ML

LAMPlatoon: Bridging Academe and Community with Media Literacy Activism –

This panel will describe, discuss, and demonstrate LAMPlatoon, an activist media literacy project focused on talking back to advertising by using those same persuasive tools. LAMPlatoon is the most recent initiative of the LAMP, a non-profit, community-based media literacy organization which bridges academe and community activism. The LAMPlatoon project wants to shine some light on the peculiar logic of advertising, then give people a chance to talk back to the ads in a way that is creative, meaningful, and very public.

Chair: Katherine G. Fry, the LAMP

Participants:

- Katherine G. Fry, the LAMP
- D.C. Vito, the LAMP
- Emily Long, the LAMP

11:00am - 12:15pm

Summit 4

CC
SM
Un

Redefining Self-disclosure and Privacy in Online Environments – Presenters will discuss their work related to the ways in which aspects of interpersonal and organizational contexts are constructed collaboratively. Presenters will examine transcribed conversations from face-to-face or mediated channels in order to examine relationships and their construction through communication.

Chair: Anastacia Kurylo, Marymount Manhattan College

Participants:

- Natalia Tuero, Marymount Manhattan College – *Transitioning and Developing Relationships via Facebook*
- Jodi Cailler, Marymount Manhattan College – *Maintaining Friendships Face-to-Face*
- Jaclyn Cohen, Marymount Manhattan College – *Dissolving Long Distance Friendships Online*
- Meghan Viola, Western Connecticut State University – *Perception of Privacy*

11:00am - 12:15pm

Summit 5

Rh

Master Class in Rhetoric: Obama’s “More Perfect Union Speech” (Session 2) –

Please see Session 1 above [page 16]. Those interested in rhetoric are invited to listen to the second half of this master class.

Chair: Mary Kahl, SUNY New Paltz

11:00am - 12:15pm

Boardroom

CC
Gr

Of Language, Letters, and 'Lectronics – These panelists direct attention to the effects of communication medium and both the conscious and the unconscious choices made by communicators.

Chair: Lance Strate, Fordham University

Participants:

- Kimberly Ogonosky, Fordham University – *Gender and Language: Analyses of Pronouns, Language Techniques, and Vocal Alterations*
- Yijian Ruby Lu, Fordham University – *Lend Me Your Ears: The Power of Orality and Its Influence on How Easterners Reacted to the Japanese Earthquake Disaster and Nuclear Crisis*
- Esther Alicia Pang Velasco, Fordham University – *In Front and Behind the Scenes of the Film End of the Spear: A Fascinating Journey between Orality and Literacy*
- Lance Strate, Fordham University – *If Not A, Then E*

11:00am - 12:15pm
Pacific

CC
Un

Debate as our Construction and Creation — This panel represents an attempt on the part of the undergraduate students involved to find connection between scholarship in the classroom and the intense learning that occurs at competitive debate tournaments. This panel seeks to invoke and provoke the audience into thinking about competitive debate as fertile ground for the development of scholarly research based on the experience of engaged competition. Although debate raised the questions for these scholars-in-training, it might not always be the answer.

Chair: Stephen Llano, St. John's University

Participants:

- Timothy Barr, St. John's University — *Constructions of Discourse: The Role of Judge in British Parliamentary Debate*
- Catarina Goncalves, St. John's University — *Race, Debate, and the Construction of the Classroom*
- Nelson Kezoh, St. John's University — *Constructing Minority Absence in Debate*

Respondent: Corey J. Lieberman, Marymount Manhattan College

Saturday Mid-Day Events

12:15pm - 12:45pm
Pacific

NYSCA Business Meeting and Top Student Paper Awards

- Everyone is encouraged to attend.

12:45pm - 1:45pm
Gaia

Lunch

Saturday Session Block #4

1:50pm - 3:00pm
Summit 1

CC
Pe

Bridging the Town-Gown Gap: Getting Students Involved in the Local Community — Tensions between universities and the towns in which they reside have existed since at least the Middle Ages. Recent interest in service learning has helped to bridge the gap between colleges and their towns. The roundtable will begin with a structured discussion of curricular projects panelists have used to encourage student involvement in local communities. Participants will also talk about what worked and what did not and why. We will then move to a facilitated discussion in which audience members may share their experiences and all participants will discuss ways of overcoming obstacles to such projects.

Chair: Victoria Semple, Hofstra University

Participants:

- Margaret Hames, Marymount Manhattan College
- Ari Kissiloff, Ithaca College
- Victoria Semple, Hofstra University
- Valerie Swarts, Slippery Rock University
- Jasmine E. Tan, Purdue University
- Paul Ziek, Pace University

1:50pm - 3:00pm
Summit 2

Gr

Graduate Student Town Hall — Come join your peers in conversation about various aspects of graduate education: curriculum, advising, mentorship, professional development, scholarship, publication, academic careers, teaching, service, governance, etc.

Share experiences, issues, concerns, and peer advice as we find common ground across universities and build a network of colleagues.

Chair: Lewis Freeman, Fordham University

Participants:

- All graduate students attending the conference are encouraged to join this hosted conversation. No prior preparation required. For list of participants see page 33.

Note: In the interest of open and unfettered discussion, only graduate students may attend this session (sorry, no faculty or administrators).

1:50pm - 3:00pm
Summit 3

Un
Gr

PRSSA (Public Relations Student Society of American) Meeting — This meeting of PRSSA students from various schools in the NYSCA community enables connecting and networking — a PR must.

Chair: Jeffrey Morosoff, Hofstra University

Participants:

- All PRSSA members are encouraged to attend. For list of participants see page 33.

1:50pm - 3:00pm
Summit 4

Rh
ML

Articulations and Representations in the Media — The scholars on this panel discuss their research into the ways in which media include, exclude, and define various populations.

Chair: Paul Mihailidis, Emerson College

Participants:

- Kristin Comeforo, Berkeley College — *Mis(sed) Articulations: Representation of Gays and Lesbians in Mainstream Advertising*
- Nancy Kaplan, Hofstra University — *The Socially Responsible Television Producer and People with Disabilities*
- Christopher R. Ortega and Michael Egnoto, SUNY Buffalo — *Longitudinal Analysis of Press Coverage of Violent Video Games: Assessing Agenda-Setting Via Semantic and LIWC Analyses*
- Daniel Schackman and Arantza Urruchua, SUNY New Paltz — *Windows on the World: A Theoretical Framework for a Study of Digital Ethnic Media in New York City*

1:50pm - 3:00pm
Summit 5

Rh

The Future of Rhetoric within the Evolving Communication Studies Field — The convention theme exploring the communication breakdown between the humanities and sciences as part of the ever-evolving academic and scholarly study of communication studies and its ever-expanding trajectories prompts the question of the field's original academic roots of speech and rhetoric, its own evolving nature over the past 100 years, and its future within the discipline. This panel draws together an eclectic mix of rhetorical scholars to discuss rhetoric's future from scholarly, pedagogical, and institutional perspectives.

Chairs:

- Mary Kahl, SUNY New Paltz
- Maureen Minielli, Kingsborough Community College, CUNY

Participants:

- Bill Balthrop, UNC Chapel Hill
- Carole Blair, UNC Chapel Hill
- Michael Hostetler, St. John's University
- Kendall Phillips, Syracuse University

1:50pm - 3:00pm
Boardroom

CC
Pe

Continuing the Classroom: Extending Relationships and Experiences Beyond Classroom Borders

— This roundtable invites teachers to share their experiences and techniques in bridging the gap between classroom and real world, and between professor and student, to create genuine connections and learning moments. Roundtable participants will discuss their experiences in establishing connections for and with students through such activities as service learning, involvement in non-academic programs and activities on campus, internships, and special projects.

Chair: Cheryl Casey, Hamilton College

Participants:

- Cheryl Casey, Hamilton College
- Megan Dowd, Hamilton College
- Heather Ferrara, Western New England University
- Susan Jasko, California University of Pennsylvania

1:50pm - 3:00pm
Pacific

CC
Un

Connecting and Collaborating with Visual Communication

— A facilitated poster and mind-mapping session exhibiting student work from the NYSCA community.

Chair: Roxanne M. O'Connell, Roger Williams University

Participants:

- Adina Goodman and Kimberley Campbell, Roger Williams University — *Mind Mapping for Discovery*
- Shea Molloy, Hofstra University — *Different Lives, Different Lines*
- Cameron Muir, Roger Williams University — *Misunderstood: The Matthew Shepherd Hate Crime and its Intercultural Implications*

Saturday Session Block #5

3:10pm - 4:20pm
Summit 1

Ad

Administrators Workshop — This workshop is designed 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 share from the experiences of others. Past topics at the Administrators Workshop have included: tenure and promotion policies and procedures, curriculum revision, working effectively with other departments, faculty evaluations, the role of adjuncts and graduate assistants, and teaching assignments.

Chair: Gary Gumpert, Communication Landscapers

Participants:

- Missy Alexander, Marist College
- Bruce Avery, Hofstra University
- Susan Drucker, Hofstra University
- Sean Dugan, Mercy College
- Thomas Flynn, Slippery Rock University
- Thom Gencarelli, Manhattan College
- Asli Gokhan-Kucuk, SUNY Fashion Institute of Technology
- Mary L. Kahl, SUNY New Paltz
- Maureen M. Louis, Cazenovia College
- Roxanne M. O'Connell, Roger Williams University
- Martin Wallenstein, John Jay College of Criminal Justice, CUNY

Note: Other administrators are welcome.

3:10pm - 4:20pm
Summit 2

ML
CC

Electronic Media: Literacy and Leveling – In this panel, scholars present the results of their research into the ways in which new media are reshaping society.

Chair: Nancy Kaplan, Hofstra University

Participants:

- James Cohen, Hofstra University – *Leveling of the Elite: Web Video as Accessible Communication Technology*
- Paul Mihailidis, Emerson College – *The Digital-civic Paradox: Journalism, Citizenship, and News Literacy in a Global Media Age*
- Marian Stewart Titus, Rutgers University – *“Phone Home”: Remote Parenting Across National Borders – Jamaican Students in North America and the Role of Mobile Communication Devices*

3:10pm - 4:20pm
Summit 3

Un

Undergraduate Student Town Hall – What's on your mind? Topics might include: improving majors, minors, concentrations, and specializations; improving student-teacher relations; the value of internships and study-abroad experiences in the undergraduate career preparation; broadening course requirements or electives to include other disciplines; requiring students to be more well-rounded in today's world; and preparing students for an increasingly globalized world.

Chair: Bruce Avery, Hofstra University – WHRU-FM

Participants:

- All undergraduate students attending the conference are encouraged to join this hosted conversation. No prior preparation required. For list of participants see page 33.

Note: In the interest of open and unfettered discussion, only undergraduate students may attend this session (sorry, no faculty or administrators).

3:10pm - 4:20pm
Summit 4

CC

Communication with Distanced Publics in a Hospital Setting – Segmenting publics is standard practice among public relations and communications professionals. But how do professionals in hospital settings meet their communication objectives with respect to distanced publics? Hear from practitioners who confront communication challenges with distanced publics on a regular basis.

Chair: Kurt Wise, Quinnipiac University

Participants:

- J. P. McGuirk, Catskill Regional Medical Center
- Mark Vincent, Northern Westchester Hospital
- Elmer Streeeter, St. Peter's Health Care in Albany

3:10pm - 4:20pm
Summit 5

Rh

Rhetoric and Seeing the Truth – These rhetorical analyses explore the ways in which rhetorical studies can help connect people with a more accurate picture of reality than is often presented in the media.

Chair: Maureen Minielli, Kingsborough Community College, CUNY

Participants:

- Jay Brower, Western Connecticut State University – *Critical Rhetoric's Truth-telling Function*
- D. Elisabeth Glassco, Rutgers University – *Miles Beneath the Bus: The Construction of Jeremiah Wright Jr. in the Public Imagination*
- Gayane Torosyan, SUNY College at Oneonta and Eric Schwartz, Appalachian State University – *An Imperfect Mirror: Analysis of Armenian and Azerbaijani Media Coverage of Recent Diplomatic Initiatives*
- D. L. Stephenson, Western Connecticut State University – *George Fountas vs. the Bio-Power: Communication Disconnect in the Commonwealth*

3:10pm - 4:20pm
Boardroom

CC
SM
Gr

Potential Perils in Online Participation: Identity, Privacy, and Racism — For many users the Internet promises a utopian global village. But accompanying these potential positive interactions are a host of other more negative issues concerning online identity and privacy as well as discourses of race and racism. This panel explores these issues as perils and considers avenues for further research.

Chair: Katherine Fry, Brooklyn College, CUNY

Participants:

- Sean Hackett, Brooklyn College, CUNY
- Hugh Kesson and Flemming Laursen, Brooklyn College, CUNY
- Erick Blasco and Zach Napolitano, Brooklyn College, CUNY

3:10pm - 4:20pm
Pacific

Pe

GIFTS (Great Ideas for Teaching Students) — Pick up some tried and true ideas for teaching next semester.

Chair: Mary E. Nagy, Rutgers University

Participants:

- Che Baysinger, Kaplan University — *Did He Really Say That!*
- Shuktara Sen Das, Rutgers University — *A Film-based Group Assignment for Interpersonal Communication Theory Class*
- Jolie Fontenot, The University of South Carolina at Union — *Teaching Effective Delivery: Roald Dahl's Revolting Rhymes Activity*
- Joshua B. Gelles, Rutgers University — *Managing Students' Expectations in Online and Hybrid Courses*
- Marie Haverfield, Rutgers University — *Enhancing Midterm Reviews for Undergraduate Students*
- Corey Jay Liberman, Marymount Manhattan College — *Don't Rock the Boat, but Let the Ship Sail: Instructional Techniques for Teaching the Communication Senior Thesis Course*
- Mary E. Nagy, Rutgers University — *Creating a Warm Climate in Public Speaking Courses*
- Rannie Teodoro, Rutgers University — *Public Speaking Catch Phrase*

Saturday Afternoon Break (4:20pm - 4:45pm)

Saturday Evening Events

4:45pm - 5:45pm
Pacific

UC

Keynote Video: Aashish Kumar, Hofstra University Software from Hard Rocks

What happens to one's sense of "place" or "home" under globalization? To answer this question I journeyed to Hyderabad, a southern Indian city that came of age kicking and screaming in the wake of the post-1990s global tech boom and bust. I found myself in the middle of a "claim war" that defies fiction: from the struggling farmers of Andhra Pradesh to the "CEO-style" Chief Minister Chandrababu Naidu; from the "reverse migrants" living in gated communities to the historian fighting to save ancient rock formations from developers; and from the *ghazal* singer who served as the Nizam's court poet in pre-Independence Hyderabad to the taxi-cab operator whose family sold farm property in a high-tech land grab.



Aashish Kumar is an independent filmmaker and media educator based in New York City. Deeply interested in using documentary storytelling to influence local actions for community advocacy or policy, he has produced independent documentaries and worked in collaborative settings with community-based organizations on themes such as bias crimes, human rights, and mental illness. His most recent film, *The Community I Serve*, won the "Best of Festival" award at the BEA Festival of Media Arts. He teaches documentary and advocacy video at Hofstra University.

5:45pm - 6:30pm
Pacific

Cocktails and Conversation (Open Bar and Hors D'oeuvres)

6:30pm - 7:30pm
Pacific

Keynote Address: Carole Blair, University of North Carolina, Chapel Hill

UNKNOWN: Remembering as Family and (Re)Legitimizing the Nation-State

Rh

The idea of the Tomb of the Unknown Soldier emerged during the First World War and quickly spread across national borders from its origination points in France and Great Britain. This illustrated tour of multiple nations' tombs of the unknown addresses the multiple exigencies that led to this form of national commemoration. And it will suggest how these national tombs, together with public discourses and performances related to them, assert their own bonds of familial connection and forward an argument for national legitimization.



Carole Blair is a Professor of Communication Studies and Fellow of the Institute for the Arts and Humanities at the University of North Carolina at Chapel Hill. In 2009, she was elected as a Distinguished Scholar of the National Communication Association, NCA's highest research distinction. She has been the recipient of many awards including the Francine Merritt Award for Contribution to the Lives of Women in Communication. Her research attends to rhetoric's crucial role in understanding visual and material phenomena.

7:15pm - 7:30pm
Pacific

Cash bar (closing time approximate)

7:30pm - 8:30pm
Gaia

Dinner

8:15pm - 10:00pm
Pacific

Cash bar (closing time approximate)

9:30pm - ?
Pacific

Official NYSCA Jam Session – You're invited to participate in this NYSCA tradition. Add your voice, your instrument, your appreciation to this informal song/music circle.

CC

Host: Missy Alexander

Sunday Day-At-A-Glance

7:30am - 9:30am	Breakfast	Gaia														
8:00am - 8:50am	NYSCA Executive Council Meeting (see page 25 for details)	Gaia														
9:00am - 10:10am	Session Block #1 (program details begin below)															
	<table border="1"> <tr> <td>Summit 1</td> <td>Summit 2</td> <td>Summit 3</td> <td>Summit 4</td> <td>Summit 5</td> <td>Boardroom</td> <td>Pacific</td> </tr> <tr> <td>CC</td> <td>Pe / CC</td> <td>Pe / CC</td> <td>CC</td> <td>CC / Gr</td> <td>CC / Gr</td> <td>CC</td> </tr> </table>	Summit 1	Summit 2	Summit 3	Summit 4	Summit 5	Boardroom	Pacific	CC	Pe / CC	Pe / CC	CC	CC / Gr	CC / Gr	CC	
Summit 1	Summit 2	Summit 3	Summit 4	Summit 5	Boardroom	Pacific										
CC	Pe / CC	Pe / CC	CC	CC / Gr	CC / Gr	CC										
10:15am - 12:15pm	The First Annual Acquisition Editor Marketplace (program details begin on page 28)	Gaia														
12:00pm	Conference Ends. Thank you and come back next year!															

Sunday Program Details

7:30am - 9:30am **Breakfast**
Gaia

8:00am - 8:50am **NYSCA Executive Council Meeting** – We meet while we eat. New council members, please look for the meeting table in the dining room.
Gaia

Sunday Session Block #1

9:00am - 10:10am **The Gown Joins the Town: Cornell Cooperative Extension and Trout Unlimited in Ulster County New York: Healthy Kids, Healthy Streams, Healthy Science in Schools** – This panel reports on healthy connections among pedagogical topics and techniques.
Summit 1
CC

Chair: Donna Flayhan, SUNY New Paltz

Participants:

- Jane Wolfrom, Phoenicia Elementary School, Ulster County – *Raising Trout, Teaching Science and Life Cycles, Revitalizing the Esopus: Trout Unlimited Integrated into the Public Schools at the Primary Level*
- Valerie Hanum, Kingston City School District, Ulster County – *Public Montessori, the Walking School Bus, a Community Garden and Tapping the Trees for Maple Syrup and Science at George Washington Elementary School*
- Kristen Wilson, Cornell Cooperative Extension, Ulster County – *The Healthy Kids Campaigns: Walk, Bike, Garden, Learn; Change your Body and the Planet*

9:00am - 10:10am

Summit 2

Pe
CC

Developing Deeper Connections with Digital Portfolios: Connecting and Collaborating with the Professional World

— This informal roundtable panel will explore best practices in creating digital portfolios, issues surrounding portfolios being constructed in digital environments, and the value of collaborating with the professional world about content and design of digital portfolios.

Chair: Valerie Swarts, Slippery Rock University

Participants:

- Brad Crownover, College of Mount Saint Vincent
- Ari Kissiloff, Ithaca College
- Roxanne M. O’Connell, Roger Williams University
- Doug Strahler, Duquesne University, Slippery Rock University
- Valerie Swarts, Slippery Rock University

9:00am - 10:10am

Summit 3

Pe
CC

Classroom Communication: Connecting Students

— In this session, panelists discuss new ways of connecting students to the world, the news, and their future professions.

Chair: Victoria Semple, Hofstra University

Participants:

- Kelly Fincham, Hofstra University — *Storify in the Classroom: Connecting Students to the News*
- Elyse M. Lagana, Quinnipiac University — *Students Today, Professionals Tomorrow: A Study of Public Relations Curriculum, and the Future of the PR Field*
- Amy Williams, SUNY Cortland — *Connecting Students in the Community College Classroom: Using Popular Media as an Experiential Learning Activity*

advertisement

MMC COMMUNICATION ARTS

The Communication Arts Department at
Marymount Manhattan College congratulates
NYSCA on its 69th Annual Convention

Peter Naccarato
Chair, Humanities Division

Laura Tropp
Chair, Communication Arts

Giovanna Chesler
Director, Theresa Lang Center for Producing

Jennifer Dixon
Anastacia Kurylo
Kathleen LeBesco
Corey Liberman
David Linton
Rebecca Mushtare

Anthony Naaeke
MJ Robinson
Alister Sanderson
Peter Schaefer
Morgan Schwartz

MarymountManhattan
a college of the liberal arts

221 East 71st St
New York, NY 10021
(212) 517-0430

9:00am - 10:10am
Summit 4

CC

Bridging Problems: Communicating about Alcohol and Performance – In this panel, scholars present research which helps society to better understand and address a series of interpersonal and organizational issues.

Chair: Nancy Kaplan, Hofstra University

Participants:

- Jessica J. Eckstein and Katie Lever-Mazzuto, Western Connecticut State University – *Connections Between Intimate Partner Violence (IPV) and Technologically-Mediated Communication: Construct Explication and Creation of a Measure*
- Marie Haverfield, Rutgers University – *Impact of Support Groups on Communication Competence among Adult Children of Alcoholics*
- Mary E. Nagy, Rutgers University – *Identifying Alcohol Mentions and Understanding Alcohol Portrayals in University News: A Content Analysis*
- Stacy Smulowitz, University of Scranton, and Paul Ziek, Pace University – *Progressive Discipline: A Study of Organizational Change and Social Identity*

9:00am - 10:10am
Summit 5

CC
Gr

Para-Social Connections to the Transgressive Celebrity – This panel examines aspects of celebrity culture to see how transgressive celebrities connect to a contemporary, global society.

Chair: David Habbel, Utica College

Participants:

- Maxwell Foxman, New York University – *The Power of Exposure: Understanding the Discourses of Control in Striptease Culture and Beyond*
- Emilie Spiegel, New York University – *Disney's Teen Queens: Annette Funicello to Britney Spears and Miley Cyrus*
- Umme-laila Hussain, New York University – *Fame and Notoriety: The Transgressive Celebrity*

9:00am - 10:10am
Boardroom

CC
Gr

Story Collaborations: Myth and Allegory – This panel examines two of the important stories that media producers and consumers co-create, collaborating both consciously and unconsciously.

Chair: Richard Bambrick, Hofstra University

Participants:

- Caroline Loy, New York University – *Walt Disney World: Kitsch and Myth Creation*
- Thomas Felty, Brooklyn College, CUNY – *The Good, The Bad, and The Bluths: Arrested Development as a Modern Allegory*

9:00am - 10:10am
Pacific

CC

Celebrating Marshall McLuhan: Art as Antennae of the Human Race – Marshall McLuhan wrote: “The artistic conscience is focused on the psychic and social implications of technology.” In this roundtable, participants discuss works of art that illuminate the implications of current technology for the future of the human race. In celebration of the 100th anniversary of McLuhan’s birth in 1911.

Chair: Phil Rose, York University

Participants:

- Mary Ann Allison, Hofstra University
- James C. Morrison, Babson College
- Thom Gencarelli, Manhattan College
- Lance Strate, Fordham University

1st Annual Acquisition Editor Marketplace

10:15am - 12:15pm
Pacific

The First Annual Acquisition Editor Marketplace

CC

Host: Mary Ann Allison

In the first annual Acquisition Editor Marketplace, participants will have the opportunity to meet briefly with acquiring editors who are joining us at NYSCA to look for authors and book and paper proposals. This session is a sort of academic “speed dating.”

Participants interested in meeting with editors will have the opportunity to enter their names in a lottery. Names will be drawn late Saturday afternoon and posted in the Summit Lobby Saturday evening.

Each meeting will be 10 minutes long, with a five minute break between meetings and a 15 minute break after the first four meetings. Meetings will be at 10:15am, 10:30am, 10:45am, 11:00am, 11:30am, 11:45am, and noon.

There are three editors joining us this year (and we have additional commitments for next year):

- Mark Haynes from Oxford University Press
- Roxanne M. O’Connell from NYSCA Proceedings
- Gary Radford from Fairleigh Dickinson University Press

Professors and other professionals are invited to submit their names for meeting with Oxford University Press and Fairleigh Dickinson University Press. Everyone presenting at NYSCA is invited to submit an entry for NYSCA Proceedings.



Mark T. Haynes, Editor, Communication & Journalism Oxford University Press

Oxford University Press is expanding our communication and journalism higher education list. We are looking for talented authors who have expertise in the following areas: intro to human communication, interpersonal, public speaking, leadership and organizational communication, small group, conflict and negotiation, research methods, communication theory, gender, political communication, business and professional communication, rhetoric and argumentation, introduction to mass communication, media law, sports media, social media, introduction to film, public relations, newswriting and reporting, and introduction to journalism.

I am currently the communication & journalism editor at Oxford University Press. Before joining OUP seven months ago, I was in marketing at Cengage Learning for Philosophy, Music, and Religion. While I have broad marketing experience, my true passion is communication. I have a BA from the University of West Florida and an MA from Illinois State University, both in Communication Studies. I have co-authored a textbook as well as a number of journal articles in the areas of biology of communication, family, and romantic relationships.



**Roxanne M. O’Connell, Ph. D., Proceedings Editor,
Communication Connections, 69th Annual Conference
New York State Communication Association**

Research papers presented at the 69th Annual Conference (2011) of the New York State Communication Association, “COMMUNICATION CONNECTIONS,” are being accepted for blind peer review for the conference Proceedings. Papers fall into three categories:

- Standard papers (blind peer reviewed)
- Undergraduate papers (blind peer reviewed)
- GIFT presentations (non-refereed)

Manuscripts of no more than 25 pages must conform to the APA format (Publication Manual of the American Psychological Association, 5th ed., 2001) and are due by March 1, 2012 uploaded to <http://www.nyscaproceedings.org>.

I live two lives: one as a teacher and scholar in Communication focused on visual communication, new media and media ecology, and chair of the Department of Communication at Roger Williams University. I have a B.S. in Business from Lesley University, an M.S. in Human Factors in Information Design, from Bentley University, and a Ph.D. from Salve Regina University. My second life is that of a singer in three traditions: Irish, French Canadian, and American folk, married to singer/songwriter for over 35 years.

However, I have another secret life as an editor. I love words, all kinds of words, and I find a deep, deep satisfaction in helping to bring my colleagues’ work to the fore.



**Gary Radford, Ph.D., Editor, Communication Studies Series
Fairleigh Dickinson University Press**

We welcome both single-author works and edited essay collections that are appropriate for a scholarly press serving the academic market. Proposals may be in communication theory, practice, history, and culture. Essay collections must have a coherent theme, contain a majority of previously unpublished materials, and contain a substantial scholarly introduction. Conference papers, carefully edited and revised for publication, are suitable. We do not publish textbooks or workbooks.

I am also the editor of *The Atlantic Journal of Communication*, the quarterly publication of the New Jersey Communication Association and the New York State Communication Association. I teach communication studies at Fairleigh Dickinson University. I have a B.A. in Communication Studies from Sheffield Hallam University, an M.S. in Speech Communication from Southern Illinois University at Carbondale, and a Ph.D. in Communication, Information, and Library Studies from Rutgers. For fun I play a wailing lead guitar for a blues/rock band called The Professors.

Conference Ends

12:15pm

The 69th Annual New York State Communication Association Conference Ends

- Thank you. Enjoy safe travels and come back next year!

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10th Anniversary Hero Awards

The Lower Manhattan Public Health Project honors 9/11
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10th Anniversary Hero Support Awards

The Project also honors 9/11 Medical and Legal Support

Dr. Stephen Levin
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“On this 10th Anniversary of 9/11 year, we wish to publicly honor some of the heroes of 9/11 and some members of the hero support network of medical and legal professionals who aided them in the toxic aftermath of 9/11”

Donna Flayhan, PhD, Director
The Lower Manhattan Public Health Project

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2009-10	DONNA FLAYHAN, SUNY NEW PALTZ
2010-11	BRAD CROWNOVER, COLLEGE OF MOUNT SAINT VINCENT

Acknowledgements

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Cazenovia College
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Cornell Cooperative Extension, Ulster County
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- Urban Communication

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- Lower Manhattan Public Health Project
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Student Conference Volunteers:

- Jarel Braham, College of Mount St. Vincent
- Kimberley Campbell, Roger Williams University
- Melissa Daniele, Hofstra University
- Peyton Fletcher, Hofstra University
- Lauren Katz, Hofstra University
- Christian Lavery, College of Mount St. Vincent
- Lauren McIver, College of Mount St. Vincent
- Shea Molloy, Hofstra University
- Cameron Muir, Roger Williams University

Notes

Graduate Student Town Hall – from page 20.

Participants:

- Kimberly Cooper, Cleveland State University
- Jennifer Lavallo, Harvard University
- Yijian Lu, Fordham University
- Kimberly Ogonosky, Fordham University
- Esther Pang, Fordham University
- Shuktara Sen Das, Rutgers University

PRSSA (Public Relations Student Society of American) Meeting – from page 20.

Participants:

- Jarel Braham, College of Mount Saint Vincent
- Melissa Daniele, Hofstra University
- Peyton Fletcher, Hofstra University
- Lucie Fremeau, California University of PA
- Alyssa Kioksy, Slippery Rock University
- Christian Lavery, College of Mount Saint Vincent
- Rebecca Lowrie, Slippery Rock University
- Lauren McIver, College of Mount Saint Vincent
- Julie Moller, Marist College
- Deanna Morosoff, Marist College
- Alexis Murphy, Marist College
- Alex Petrucelli, Hofstra University Graduate
- Nikki VanDyne, Slippery Rock University
- Jessica Zombeck, California University of PA

Undergraduate Student Town Hall – from page 22.

Participants:

- Jarel Braham, College of Mount Saint Vincent
- Melissa Daniele, Hofstra University
- Peyton Fletcher, Hofstra University
- Lucie Fremeau, California University of PA
- Shea Molloy, Hofstra University
- Alexa Ryan, California University of PA
- Jessica Zombeck, California University of PA

Notes



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