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Honoring the Past. Celebrating the Present.
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Program design by Douglas Strahler

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A NOTE FROM THE PRESIDENT

To the NYSCA community,

It is my great pleasure to address, here, the gathering of the 75th annual convention of the New York State Communication Association. As NYSCA's presiding officer, I'm proud to play a small part in this auspicious occasion. Our annual gathering is always an opportunity for celebration, and we're grateful to have so many committed and talented individuals in our midst. On the occasion of the 75th anniversary, there are a great number of people to thank. Although, perhaps, there are too many to list in this brief welcome, I would like to take the opportunity to thank our convention coordinator, NYSCA Vice President Doug Strahler, for all his efforts in making this year very special. Doug's attention to detail and his gifted skills of communication have brought us together once again for an event we all hold dear. In coordination with our Executive Council and the 75th Anniversary Committee, Doug has put together a tremendous program that honors the tradition of America's oldest state communication association.

I recently spoke with NYSCA's outstanding archivist, Jamie Cohen, for his oral history project. In our conversation I discussed some of the things that make NYSCA special to me. Although it sounds a bit cliché, I spoke at some length about the people of our association. It's no small feat these days to keep state organizations like NYSCA relevant and attractive. Scholars and practitioners struggle to divide precious resources for professional development and networking, and sometimes there's just not enough time or money to go around. Those individuals who dedicate their energies to preserving NYSCA's legacy do so out of a sense of love and genuine concern for the community and its historic accomplishments. Even more than that, these individuals want NYSCA to thrive well into the future, beyond their personal concerns and interests. I believe this very special convention is the start of a fresh, dynamic new chapter.

The great affection many feel for NYSCA derives from the gaps and intervals in the program. As we gather in common areas for coffee, around tables at meals, and in lounges for social hours, stories will be told. Old friendships will be reaffirmed and new friendships will take shape. I'm confident in saying that, whatever brilliant ideas are shared in our many panels, poster sessions, and addresses, our association is most profoundly realized in the shared humanity of our idle moments together. As we begin our gathering please remember to listen for the stories that give color to our community. Be aware of the joy around you, and take care to share it with others, particularly those who are new to us. This is what keeps NYSCA alive and thriving, where other organizations fall short. Thank you for your positive energy.

Michael Plugh, PhD
Manhattan College
President - New York State Communication Association

GREETINGS FROM THE VICE PRESIDENT

As the vice president and conference planner, I would like to welcome you to the 75th Anniversary celebration of the New York State Communication Association! For this conference, I wanted to take time to honor the past, celebrate the present and shape the future of our field and organization. We have a lot of great papers, panels and presentations lined up by each of you that truly speak to the past, present and future of communication.

Honoring the past. Twenty-five years ago, the organization celebrated the 50th anniversary at NYSSCA, the New York State Speech Communication Association, and its identity was based on *the voice of the New York State Speech Profession*. As we move into the 75th, I wanted to make sure we take a moment to remember how we have made this transition from speech profession to recognizing all the other areas in the field of communication, but not forgetting the origin of this organization. There have been many people involved in keeping this organization alive, so I hope to honor those individuals in a Friday evening ceremony for all the past presidents who have organized the annual conference and ensured we have a conference to attend each fall, as well as the Executive Council members who dedicate their time to the organization year-round. We will also welcome back Michael H. Prosser, Ph.D. on Saturday evening for our keynote address, “25/75: NYSCA & Michael Both Flourishing,” sponsored by Rutgers University Doctoral Program in Communications, Information and Library Studies and Rutgers University Masters Program in Communication and Information Studies.

Celebrating the present. As I mentioned during my brief statement on why I wanted to serve as the organizations VP Elect, there are a lot of great people involved in this organization and I can truly see how this is a family. The annual conference resembles a family reunion where we come together to reminisce about the past and just enjoy each other's presence. We will have a variety of special events scheduled to allow us to celebrate the present. On Friday afternoon, Thom Gencarelli, Ph.D. will be honored for his exemplary record of scholarship and service to the Association by delivering his John F. Wilson Fellow Lecture, “Dark Nets and Disruptive Practices.” We will also be holding our traditional Friday night Welcome Reception sponsored by the Villa Roma and our Saturday night reception sponsored by the S.I. Newhouse School of Public Communications. Finally, we will hold our NYSCA Community PechaKucha and What's My Line? Friday night, and hear a live performance from bluerace on Saturday night.

Shaping the future. Where are we heading in our field and as an organization? It is my hope our dialogue throughout the weekend leads to developments into the future of communication and how NYSCA can contribute to the field for years to come and into the centennial celebration in 2042.

I would like to thank all of my Executive Council, the 75th Anniversary Planning Committee, our sponsors, our volunteers, and everyone else who had a hand in planning this conference. Without your time, effort and dedication, we would not be able to celebrate 75 years of the organization – so thank you.

I hope you all enjoy the great slate of panels and events for the 75th Anniversary Conference of NYSCA!

Douglas C. Strahler, Ed.D.
Slippery Rock University of Pennsylvania
Vice President, NYSCA 2016-2017

Thank You, Michael Plugh!



The New York State Communication Association is grateful for your dedication, service, and leadership as our president.

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FRIDAY SCHEDULE AT A GLANCE

Session	Time	Event	Location
Full Day Event	1:00 - 5:00pm	Registration	Lobby
Meetings	1:30 - 2:30pm	NYSCA Executive Council Meeting	Brookside 2
Session 1 2:30 - 3:45pm		Scary Screen	West Room 1
		The Changing Media Landscape of Celebrity Culture	West Room 2
		In Search for Meaning: Methodology of Audiovisual Texts Analysis	East Room 2
Session 2 4:00 - 5:00pm		John F. Wilson Fellow Lecture "Dark Nets and Disruptive Practices" Thom Gencarelli, Manhattan College	East Room 1
Welcome Reception	5:00 - 6:00pm	Drinks & Hors d'Oeuvres	Marty's Lounge
75th Anniversary Event 6:00 - 6:30pm		Honoring the Past & Present of NYSCA	Marty's Lounge
Meal 6:30 - 8:00pm		Plated 5-Course Dinner	Dining Room
NYSCA Community Event 8:15 - 9:15pm		PechaKucha	Marty's Lounge
75th Anniversary Event 9:15 - 10:00pm		What's My Line?	Marty's Lounge
Student Event	9:30 - 10:30pm	Student Mixer	Game Room
Late Night Event	10:00 - 11:00pm	Late Night Bowling	Club Forum
Late Night Event	10:00 - 11:00pm	Comedy Show	Club Forum

NYSCA Executive Council Meeting**Scary Screen**

These competitively selected undergraduate papers examine the implications of myriad screens – video games, digital networks/memes, and viral video. Through examination of gratification, propaganda, interactive entertainment, and celebrity incidents of domestic violence, these papers seek to shed light, through theoretical frameworks, on the ways in which the medium impact and are subsequently impacted by users and content-genre.

Panelists

“The Video Gaming Industry: Playing the Game of Instant Gratification”

Emma Franza & Robert Tesoriero, Fordham University

“Control, Alt-→Right, Delete: The Horizontal Propaganda of Digital Networks”

*Shane Sheehy, New York University**

“Are Video Games the Scariest Medium?”

*Tiernan Foley, The College of Saint Rose**

“Domestic Violence in the NFL: Application of Muted Group and Agenda Setting Theories”

*Paige Lott, Cazenovia College**

Chair/Respondent: *Heather Stassen-Ferrara, Cazenovia College*

*Debut Paper

The Changing Media Landscape of Celebrity Culture

Developments in media continue to transform how scholars approach the study of celebrity culture. The evermore pervasive and instantaneous nature of contemporary media shatters the traditional constructions of celebrity culture, creating a hypermodern existence. But with this increased access to media production and consumption, how does the celebrity maintain their relevance? How do the changing roles of fans influence and complicate celebrities? The participants of this panel want to critically explore how evolving media renegotiates the relationship between celebrities, fans, and wider culture.

Panelists

“Negotiating Celebrity Identity: The Changing Roles in Culture Studies”

*Jessica Sun, New York University**

“Bridging the Gap: Celebrities and Fans”

*Michael Bukur, New York University**

“No One Likes a Smartass, But We All Like Stars: The Radiohead Spectacle”

*Lenz Ong, New York University**

“The Americanization of Political Culture in Spain”

*Alicia Alonso, New York University**

Chair/Respondent: *Salvatore Fallica, New York University*

JOHN F. WILSON FELLOW LECTURE**“Dark Nets and Disruptive Practices”**

Thom Gencarelli, Manhattan College

Recipient of the 2016 John Fletcher Wilson Fellowship Award

All too often, people outside the academic discipline of communication and media studies consider what we do to be little more than a special interest, rather than the study of something that is central to, and one of the primary defining features of, the human experience. As a case in point, the Presidential election of 2016, the most disruptive event of all disruptive events in our contemporary experience in the U.S., can be explained from a media perspective, and an historical one at that. Beginning from Gutenberg’s invention of the mechanical, movable-type printing press and through our contemporary innovations in mobility, social media, and Tor, this presentation argues that all inventions and innovations in media are a disruption, and that the evolution of media by which the citizenry in a democratic society inform themselves can explain, in full, exactly what happened to us in 2016.



Thom Gencarelli, Ph.D. (NYU, 1993) is Professor and the founding Chair of the Communication Department at Manhattan College in Riverdale, New York. He is a Past President of the New York State Communication Association, the Media Ecology Association, and New Jersey Communication Association (twice), and a member of the Board of Trustees of the Institute of General Semantics. He researches and writes about media literacy/media education, media ecology, and popular media and culture with an emphasis on popular music. He is co-editor (with Brian Cogan) of *Baby Boomers and Popular Culture: An Inquiry into America’s Most Powerful Generation* (ABC-Clio/Praeger, 2014), and is currently at work on a book about language acquisition and cognitive development. Thom is also a songwriter, musician, and music producer, and has released two album-length works with his ensemble bluerace, *World is Ready and Beautiful Sky*. The group’s third, as yet untitled effort is due out in 2018.

5:00-6:00p

Marty's Lounge

Welcome Reception

Join us in celebrating the kick-off to the 75th Anniversary with drinks and hors d'Oeuvres.

6:00-6:30p

Marty's Lounge

Honoring the Past & Present of NYSCA

Over the past 75 years, a number of individuals have ensured the success and growth of the New York State Communication Association. This ceremony will take a moment to honor all of the past presidents who were responsible for running our past conferences, as well as other members of the organization.

6:30-8:00p

Dining Room

Plated 5-Course Dinner

8:15-9:00p

Marty's Lounge

NYSCA Community PechaKucha

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

"Keep it Classy - Gaining Gravitas Through Professionalism, From Memos to Twitter"
Pat Barniak Atkinson, Marist College

"I remember..."

Brad Crownover, College of Mount Saint Vincent

"Crazy Talk/Stupid Talk: Honoring the Past, Shaping the Future"

Adeena Karasick, Pratt University

"On Hope and Horror"

Donna Flayhan, State University of New York at New Paltz

9:15-10:00p

Marty's Lounge

What's My Line?

Join us as we recreate the beloved game show but with Communication scholars and modern (and some surprise) popular culture figures as well!

9:30-10:30p

Game Room

Undergraduate & Graduate Student Mixer Event

Looking to network with other students in attendance? Join us for our student mixer with a plethora of gaming options, including a Video Arcade Room with Prize Redemption Center, 6 Indoor Bocce Courts, 4 Indoor Shuffleboard Courts, 2 Pool Tables, 2 Ping Pong Tables & Gamer Room.

10:00-11:00p

Club Forum

Late Night Show

For crowd-pleasing entertainment, catch a live show with side-splitting comedians and legendary singers in the Club Forum. Provided to you by Villa Roma.

10:00-11:00p

Sports Complex

Late Night Bowling

Villa Roma offers you their 8-lane bowling alley for your late night bowling needs. \$3.50 per game plus \$2.00 for shoe rental.

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SATURDAY SCHEDULE AT A GLANCE

Session		Time	Event	Location
Meal		7:00 - 9:00am	Breakfast	Dining Room
Full Day Event		8:00a - 5:00pm	Registration	Lobby
Session 1 8:30 - 9:45am			Top Student Paper Panel	West Room 1
			The Digital Self and Other	West Room 2
			Back to the Future: Labyrinth Walking in Communication Studies	East Room 1
			Rhetorical Practices of Political Communication	East Room 2
Session 2 10:00 - 11:15am			Take Me Out to the Ballpark	West Room 1
			G.I.F.T.S. Session	West Room 2
			What's the Deal with Trigger Warnings?	East Room 2
			Pedagogy & Politics	East Room 3
Session 3 11:30 - 12:45pm			Honoring the Past: Celebrating Obsolescence	West Room 1
			Connecting Communication & Research	West Room 2
			Undergraduate Town Hall	East Room 1
			Bridging the Gap of Gender, Race & Culture	East Room 2
Meal		12:30 - 1:30pm	Lunch	Dining Room
Meeting		1:45 - 2:30pm	NYSCA General Business Meeting	East Room 1
Session 4 2:45 - 4:00pm			Getting Your Book Published	West Room 1
			Understanding Past, Present, & Future Media Use Through a Media Fast	West Room 2
			From Roosevelt to Trump	East Room 2
			Media & Identity	East Room 3
			Undergraduate Poster Session	North Room
Session 4 4:15 - 5:15pm			Leading NYSCA: "Intended and Unintended Consequences"	East Room 1
Saturday Reception		5:30 - 6:30pm	Drinks & Hors d'Oeuvres	Marty's Lounge
Keynote 6:30 - 7:30pm			Keynote Speaker "25/75: NYSCA & Michael Both Flourishing" Michael H. Prosser	Marty's Lounge
Meal 7:30 - 9:00pm			Plated 5-Course Dinner	Dining Room
75th Anniversary Event 9:15-10:45pm			bluerace Performance	Marty's Lounge

SATURDAY OCTOBER 14

Breakfast**Top Student Paper Panel**

NYSCA is proud to present our student paper winners and runners-up in a special panel to showcase the promising work of undergraduate and graduate student.

Panelists

“Publicly Private: Disclosing Grief on Facebook” (Top Undergraduate Paper)
Elizabeth Dobson, Cazenovia College

“Building The Wall: Trump and Rhetorical Corporeality” (Top Graduate Paper)
Bradly Knox and Nicholas Bradley, University of Memphis

“Nonprofits Active in Long-Term Recovery after Disaster: A Pilot Analysis of Characteristics and Activities of Disaster Recovery Organizations” (Graduate Runners-up)
*Jack L. Harris, Allison Carestia, and Victoria Fedorova, Rutgers University**

“Trapped in the Closet: Applying Communication Theories to LGB Advice Forum” (Undergraduate Runner-up)
*Aaron Deloria, Cazenovia College**

Chair/Respondent: *Lewis Freeman, Fordham University*

The Digital Self and Other

This collection of undergraduate papers examines the influence of social media on the perception of self, the perception of others, and the ways in which we view our relationships with others. Examining the individual, interpersonal, and cultural implications for identity in online forms, this panel seeks to uncover larger implications for everyday acts of identity-construction.

Panelists

“Selfies, Social Media, and Femininity Construction: Shaping a Digital Female Body”
*Frances Thomas, New York University**

“Chinese Internet Celebrity Culture”
Audrey Hu, New York University

“The Role of Social Media, Satire, and Celebrity in American Political Propaganda”
*Robert Ramkishun, New York University**

“The YouTuber: A Look at The Internet Famous”
*Catalina Gonella, New York University**

Chair/Respondent: *Ari Kissiloff, Ithaca College*

**Debut Paper*

Back to the Future: Labyrinth Walking in Communication Studies Including Audience Walk on 7-Circuit Classical Canvass Labyrinth

In this paper, I posit that labyrinth walkers experience binaries related to darkness & light to form a dialectic. This dialectical movement, whereby one's initial state-of-being while walking to the center (thesis) gives way to an opposite state (anti-thesis). As a result of experiencing this spectrum, a creative reality (synthesis) to inwardly and outwardly realize an unknown Self truth occurs. I present a case study of a communication student and recommend that the ancient ritual of labyrinth walking based on the Greek myth of Theseus, Ariande, and the Minotaur is currently relevant in higher education especially in communication studies. In addition, I offer an opportunity for audience participation by providing an 18 ft. classical style canvass labyrinth for an open labyrinth walk that I will facilitate as a Certified Veriditas Trained Labyrinth Facilitator.

For audience participation, I discuss: (1) the concept of liminality, a state between the point of crossing the threshold into the labyrinth to the point of return out; (2) the relevance of a developing consciousness toward wholeness in teaching communication; and (3) how to walk the labyrinth via an 18 ft. classical canvass labyrinth set up at the conference.

Participant

*Nancy Bandiera, CUNY LaGuardia Community College**

Rhetorical Practices of Political Communication

This panel of scholars will address a variety of approaches to analyzing rhetorical practices related to politics & communication.

Panelists

“Marching for the Jews of Europe, Washington, DC, October 6, 1943--A ‘Burkeian’ Analysis”

Diane Cypkin, Pace University

“Visual Rhetoric of the Presidency: An Analysis of Trump’s First 100 Days in Flickr Images”

*Russell Chun, Hofstra University**

“The Language of Political Genres: Inaugural and State Speeches of New York City Mayors and US Presidents”

David Hoffman, Tiffany Lewis and Don Waisanen, Baruch College

“Fake News: Dishonoring the Past, Bashing the Present Yet Shaping the Future”

Martin Wallenstein, John Jay College

Chair/Respondent: *Maureen Louis, Cazenovia College*

**Debut Paper*

Take Me Out to the Ballpark: NYSCA All Stars Play Major League Communication Theories

When a fan attends a baseball game, they become part of a larger community. This community exists in and around a place: The stadium. These structures are more than a place where baseball is played, more than a playing field, luxury boxes or bleachers, and concession stands. They are places of interaction between fan and team, fans and fans, and community and sport. Stadiums are places of memory, of identity, of athletic and architectural accomplishment. They can create a community of fans and sustain the larger community through identification and have been used to revitalize cities in the fight against urban decay.

There has been some scholarly work on the communicative nature of baseball. To date, however, almost nothing has been written about baseball stadia as sites of communication and community. Baseball stadia provide a unique lens through which to understand, explore and even expand our understanding of communication theories. This panel explores communication and communication theories through an examination of the four discrete themes that frame the organization of this work: Community and Communication, Fandom and Communication, Memory and Communication, and Commodification and Communication.

Panelists

First Base: *Gary Gumpert, Urban Communication Foundation*

Second Base: *Lewis Freeman, Fordham University*

Third Base: *Mike Plugh, Manhattan College*

Right Field: *Tom Flynn, Slippery Rock University*

Center Field: *Harvey Jassem, Hartford University*

Pitcher: *Susan Drucker, Hofstra University*

Catcher: *Dale Herbeck, Northeastern University*

G.I.F.T.S. (Greats Ideas For Teaching Students) Session

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.

Participants

“The Snowball/Paper Plane Ice Breaker”

Maria Dwyer, Rutgers University

“Students’ Political/Aesthetic Biography Abstract”

Salvatore J. Fallica, New York University

“Teaching Race in the Organizational Communication Curriculum”

Jack L. Harris, Rutgers University

“Music? Yes, Music”

Evelyn Plummer, Seton Hall University

Chair: *Evelyn Plummer, Seton Hall University*

What’s The Deal With Trigger Warnings?

The college classroom has been known for encouraging students to be exposed to new ideas, whether they agree with these ideas or not. With the movement of trigger warnings from online to the classroom, the question is raised of whether they are detrimental to classroom discussion. These warnings can be defined as written or spoken alerts about upcoming potentially traumatic material or content. This panel aims to explore the implications that come with the use of trigger warnings in college classrooms.

Panelists

Tyler (Ellora) LaCarrubba, St. Joseph’s College

Anastacia Kurylo, St. Joseph’s College

Nicholas Rudy, St. Joseph’s College

Robin Levenson, LaGuardia Community College, City University of New York

Noura Ahmad Hajjaj, State University of New York at New Paltz

Jacqueline E. Ihnacik, Marist College

Chair: *Tyler (Ellora) LaCarrubba, St. Joseph’s College*

Pedagogy and Politics: An Interdisciplinary Discussion of Politics in the Classroom

In 2016, a website sponsored by the conservative organization Turning Point USA launched. Known as the Professor Watchlist, the website's mission is to "expose and document college professors who discriminate against conservative students and advance leftist propaganda in the classroom." Like its print predecessor, *The Professors: The 101 Most Dangerous Academics in America* (Horowitz, 2006), the website reinvigorated in the public sphere the longstanding debate about the role of a professor's beliefs and political advocacy in classroom pedagogy. This panel seeks to discuss this debate from an interdisciplinary perspective with panelists from education, sport management, philosophy/ethics, and communication studies. Each panelist notes the importance of discussing politics in the classroom due to the ramifications of political actions on their field of study. From discussion of rhetoric, codes of ethics, sport as a microcosm of society, media literacy and consumption, and education in P-12, panelists discuss both the role of politics in their field and practical pedagogical considerations.

Panelists

"The Rhetorical Situation of Politics in the Classroom"

Heather M. Stassen-Ferrara, Cazenovia College

"Political Advocacy and the Teaching of Professional Ethics"

Bruce Roig, Cazenovia College

"Navigating Politics in the Sport Management Classroom"

Tracy Trachsler, Cazenovia College

"Packing the Truth Search Tool Kit: Three Techniques to Support Students in the Pursuit of Facts, Context, and Empathy"

Maureen Louis, Cazenovia College

"Trump's Rhetoric and Its Impact on P-12 Public Education"

Erica Miller, CEO Professor Patty Cake Consulting, LLC

Chair: *Christine C. Hirsch, SUNY Oswego*

Respondent: *Corey J. Liberman, Marymount Manhattan College*

Honoring the Past: Celebrating Obsolescence

At a time when communication technologies and patterns of interaction and dissemination change at an ever faster pace, this session explores obsolescence and continued relevance. Why study Aristotle in an age of social media? Is cursive handwriting still important? Are printed maps, newspapers and magazines now passe? Is film dead? Are normative theories obsolete? Each panelist will discuss a particular technology, philosophy, theory, founding figure arguing for or against their continued significance.

Participants

Susan Drucker, Hofstra University

Gary Gumpert, Urban Communication Foundation

Joseph Peyronnin, Hofstra University

Suzanne Berman, Hofstra University

Bruce Avery, Hofstra University

Jingsi Wu, Hofstra University

Mary Kahl, Penn State Behrend

Mario Gonzalez, Hofstra University

Chair: *Susan Drucker, Hofstra University*

Connecting Communication & Research

Panelists

“Placing the Speech: Location Strategy in New York City State of the City Speeches 2002 to 2016”

David Hoffman, Michael Lanza, Annette Goodman and Danny Lundy, Baruch College

“Redeploying the UAV: Democratization, Privatization, and Commodification of the ‘Transhumanist’ Drone Stare in the Consumer Market”

Bradly Knox, University of Memphis

“Humans Gone Wild: Analysis of Zoo Controversy Regarding Online Communication and Public Agenda”

April Rink, Syracuse University

“I Didn’t Write This, but Whatever it Says, That’s What I Think: Analysis of the Function of Greeting Cards”

Macy Michaels, Syracuse University

“Effective Corporate Image Management as a Strategy for Enhancing Profitability”

*Haruna Sola Adeosun and Ajoke F. Adebisi, Moshood Abiola Polytechnic, Abeokuta, Nigeria**

Chair: *Christine C. Hirsch, SUNY Oswego*

*Debut Paper

Undergraduate Town Hall

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/Respondent: *Lewis Freeman, Fordham University*

Bridging the Gap of Gender, Race & Culture: Liberating the Body; Liberating the Mind

Participants

“Online Identity in the Workplace: A Content Analysis of LinkedIn User Profiles”
*Jenny Oh, New York University**

“The Meaning of Internships: A Cross-cultural Comparison of Students’ Experiences in China and in the U.S. in the Communication and Media Fields”
*Huiran Yi, New York University**

“Don’t Touch My Hair’: An Examination of the Exercise of Privilege & Power Through Interracial Hair-Centered Communication Interactions”
*Zakiya Collier, New York University**

“Analysis of the Relationship Between the Beijing Courtyard House and Gender”
*Zhe Huang, New York University**

Chair: *Noura Ahmad Hajjaj, State University of New York at New Paltz*

Respondent: *Deborah Borisoff, New York University*

Lunch

NYSCA General Business Meeting (open to all membership)

Getting Your Book Published: Perspectives from Authors and Editors

This panel of published authors and editors is designed for new faculty, doctoral students, and others who wish to publish a book in the communication or allied disciplines. Each of the panelists will discuss their experiences in writing and publishing scholarly books, including their recent books. Topics to be discussed include:

- choosing a publisher
- crafting a proposal
- converting a dissertation into a book
- authored vs edited volumes
- the importance of originality in your ideas
- working with an editor
- low stress ways to meet editors for less networked authors
- collaborating with a co-author(s)
- setting realistic timelines
- guidelines for best practices
- pitfalls to avoid

If you have ever contemplated writing a book (or think that you may want to do so in the near future) this panel will answer the questions you might have and provide thoughtful advice based on their successes, as well as perhaps painful learning experiences.

Participants

Marie L. Radford, Rutgers University

Gary P. Radford, Fairleigh Dickinson University

Anastacia Kurylo, St. Joseph's University

Brian Cogan, Molloy College

Chair: *Marie L. Radford, Rutgers University*

Understanding Past, Present, & Future Media Use Through A Media Fast

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

Participants

Emma Franza, Fordham University

Lewis Freeman, Fordham University

Jacqueline E. Ihnacik, Marist College

Ari Kissiloff, Ithaca College

Elaine Winship, St. Thomas Aquinas College

Stephanie Gorman, St. Thomas Aquinas College

Bryan Zuniga, St. Thomas Aquinas College

Chair: *Lewis Freeman, Fordham University*

From Roosevelt to Trump: Explaining the Past, Deconstructing the Present, Hoping We Have a Future

This panel examines the current election results and its aftermath by looking simultaneously at our past in light of political communications in the present. These include those from our Tweeter-in-Chief to our future in “fake news”—which do no less than question our perceptions of reality itself. Our panel will compare actions of past and current presidents, shifts in media and our perception of “reality,” the effect of the Trump presidency on art and medicine in our democracy and the deleterious impact of President Trump’s tweet storms and profanity. What might these phenomena bode for us politically and socially in the U.S.?

Participants

Robin Levenson, LaGuardia Community College, City University of New York

Salvatore J. Fallica, New York University

Noura Ahmad Hajjaj, State University of New York at New Paltz

Jacqueline E. Ihnacik, Marist College

Chair: *Robin Levenson, LaGuardia Community College, City University of New York*

Respondent: *Lance Strate, Fordham University*

Media & Identity: Implications of Representation for Organizations, Politics, and Programming

Participants

“Gender Expectations of Women in Politics”

*Jialin Chen, New York University**

“‘Dear White People’: Tales of Marginalization in the American University”

*Ineye Komonibo, New York University**

“Will Women Return Home? When...”

*Fengmei Li, New York University**

“Gender in Fashion”

*Zijun Shi, New York University**

Chair: *Cheryl Casey, Champlain College*

Respondent: *Deborah Borisoff, New York University*

Undergraduate Poster Session

Meet with students one on one to discuss their work. Peruse the posters at this event to see exciting projects, discuss new ideas, and share insights about mutual interests.

Participants

“The Decline of the Black Lives Matter Movement”

*Moira Bythrow, Temple University**

“A Case Study of Artist Stephen Cartwright: Self-tracking through the Ages and our Efforts to find Truth through Technology”

*Darby Cook, New York University**

“Data Mining Big Data on #Netflix”

Haley Gibson, Arya Grantham, & Kylie Leff, Kutztown University

“Human Rights in a Post Obama America”

Samantha Kahres, Jeffrey Thornton, & Alexander Faison-Donahoe, Kutztown University

“A Theoretical Look into the Kaepernick Kneeling Movement”

*Michelle Matson, Cazenovia College**

“A Look at Police Injustice and Brutality Toward African-Americans Using Agenda Setting and Muted Group Theory”

Ty Zelinsky, Cazenovia College

*Debut Paper

“Underrepresentation of African-Americans in the Justice System: The Effects of Muted Group and Speech Code Theory”

Ahmon Powell, Cazenovia College

“Loyalist Militiaman at the Moment of Death – Robert Capa”

Nicholas Barbaria, Roger Williams University

“Migrant Mother – Dorothea Lange”

Erica Meier, Roger Williams University

“Analyzing the Challenger Explosion: Significance and Impact – Bruce Weaver”

Janine Petracca, Roger Williams University

“Gandhi & His Spinning Wheel – Margaret Bourke-White”

Ashley Rossi, Roger Williams University

SATURDAY OCTOBER 14

Leading NYSCA: “Intended and Unintended Consequences”

This panel features leaders of NYSCA reflecting on the intended and unintended consequences of decisions made while in their leadership positions in the organization. Leaders have been faced with changes in the discipline, changes in membership, and changes in conference format and location. Some of the challenges have come from the consequences of larger events in history. Each panelist will explore the story of their leadership and ultimately how these challenges affected the nature of the organization and its mission.

Participants

Deborah, Borisoff, New York University

Sue Jasko, California University of Pennsylvania

Brian Cogan, Molloy, Molloy College

Douglas Strahler, Slippery Rock University

Gary Gumpert, Urban Communication Foundation

Susan Drucker, Hofstra University

Lance Strate, Fordham University

Saturday Reception

Sponsored by the S.I. Newhouse School of Public Communications

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 75th 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 the S.I. Newhouse School of Public Communications at Syracuse University and the Dean, Lorraine Branham, for their generosity in sponsoring this event for NYSCA members. Please take a moment to visit the Newhouse table on the mezzanine to find out more about their masters and doctoral programs, as well as their new online masters degree.

Rutgers University is Proud to be a NYSCA Sponsor

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For additional information, contact Rick Dool, richard.dool@rutgers.edu, Director of MCM Program or visit comminfo.rutgers.edu/mcm

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- Media Studies
- Library and Information Science

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For additional information, contact: Jennifer A. Theiss, jtheiss@rutgers.edu, Associate Professor and Director of Ph.D. Program, or visit comminfo.rutgers.edu/phd

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KEYNOTE SPEAKER**“25/75: NYSCA & Michael Both Flourishing”**

Michael H. Prosser, Ph.D.

Sponsored by Rutgers University Doctoral Program in Communications, Information and Library Studies and Rutgers University Masters Program in Communication and Information Studies

As we take time to honor the past, celebrate the present, and shape the future, it is an honor to welcome back a former executive secretary of NYSSCA, Dr. Michael Prosser. For his keynote, he will take us through a journey through the field of communication over the years and how it has changed through his eyes. Dr. Prosser will gloss his autobiographical/ autoethnographic memoir, *A Journey to the East: Asia in Focus* (2015), detailing his in and out visits to Asia over 40 years. He reflects on his role in communication in New York, both while teaching at SUNY Buffalo and Rochester Institute of Technology, the early developments in the academic study of intercultural communication in North America and China, and his experiences teaching 2,550 Chinese students and the achievements for the communication field in Chinese universities today.

Michael H. Prosser, Ph.D. (University of Illinois, 1964) is a Professor Emeritus of the University of Virginia (1972-2001) and served as a Fulbright Professor at the University of Swaziland (1990-91). He is known as a founder of the academic field of intercultural communication through a variety of teaching experiences and publications. He has also taught at Yangzhou University (2001-02 and 2013-14), Beijing Language and Culture University (2002-05), Shanghai International Studies University (2005-09), and Ocean University of China (2011). He served as NYSSCA's Executive Secretary from 1964-68, which included the planning of the 25th anniversary. In 1968, he was the editor of *Today's Speech* in its transition from a semi-popular magazine to a scholarly journal for the Eastern Speech Association.



Plated 5-Course Dinner**bluerace Performance**

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, asyet-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 Petrovitch on bass guitar and vocals.

Late Night Show

For crowd-pleasing entertainment, catch a live show with side-splitting comedians and legendary singers in the Club Forum. Provided to you by Villa Roma.

Late Night Bowling

Villa Roma offers you their 8-lane bowling alley for your late night bowling needs. \$3.50 per game plus \$2.00 for shoe rental.

Thank you to the S.I. Newhouse School of Public Communications for sponsoring our Saturday Night Reception!

Syracuse University is a nationally recognized institution and the Newhouse School is one of the University's most highly regarded schools, attracting many of the "best and brightest" faculty and staff members.

Master's Degrees

Advertising

Arts Journalism

Audio Arts

Broadcast & Digital Journalism

Communications Management

Computational Journalism

Magazine, Newspaper & Online
Journalism

Media and Education

Media Studies

New Media Management

Photography

Public Diplomacy

Public Relations

Television, Radio & Film

Doctoral Degree

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SUNDAY SCHEDULE AT A GLANCE

Session		Time	Event	Location
Meal		7:00 - 9:00am	Breakfast	Dining Room
Morning Event		8:00a - 9:30pm	Registration	Lobby
Session 1 9:00 - 10:15am			Exploring the Communication Landscape	West Room 1
			Selected Topics in Communication & Technology Research	West Room 2
			Academic Freedom or Censorship?	East Room 2
			The Past, Present and Future of Communication	East Room 3
Meeting		10:30 - 11:30pm	NYSCA Executive Council Meeting	Brookside 2

Breakfast**Exploring the Communication Landscape****Panelists**

“The Americanization of Political Culture in Spain”

Alicia Alonso, New York University

“The Biopolitical Spectacle: “Look at that face!” Gendered Surveillance and the Forced Surrogacy of Hillary Clinton in the 2016 Presidential Campaign”

*Bradly Knox, University of Memphis**

“Insurrection! Recontextualization, Partial Genre Blending and Interdiscursivity of ‘Insurgency’ in the 2016 Political Establishment”

Bradly Knox, University of Memphis

“Examining Youth Experiences and Barriers to Political Engagement”

*Amana Kaskazi, Rutgers University**

“Visualist Parallels in Lutheran Painting and Ramist Method”

Paul Lippert, East Stroudsburg University

Chair/Respondent: *Maureen Louis, Cazenovia College*

Selected Topics in Communication & Technology Research**Panelists**

“Citizen activism and user-generated content on social injustice: Analysis of YouTube police brutality videos”

Ryan Grant & Jin Kim, The College of Saint Rose

“The Pentagon Papers, Snowden and Freedom of Expression: A Utilitarian Analysis of Media Leaks”

Olenka Sadovnik & Jin Kim, The College of Saint Rose

“Intertextual and hyperreal comedy cartoon: A postmodern analysis of Family Guy”

Andrew Cronin & Jin Kim, The College of Saint Rose

Chair: *Ari Kissiloff, Ithaca College*

**Debut Paper*

Academic Freedom or Censorship? Exploring the Blurred Boundaries in Faculty Extramural Social Media Communication

According to the American Association of University Professors (AAUP), “College and university teachers are citizens, members of a learned profession, and officers of an educational institution. When they speak or write as citizens, they should be free from institutional censorship or discipline...” (AAUP, 2017). However, these principles are clearer in theory than in application. Several recent cases demonstrate the muddy borders between academic freedom and institutional censorship, especially with social media use. Panelists will discuss the challenges and responsibilities of balancing their role as an educator and as a private citizen, and share institutional policies, experiences, and research on the issue.

Panelists

Amanda Damiano, Hofstra University

Russell Chun, Hofstra University

Victoria Semple, Hofstra University

Jingsi Wu, Hofstra University

Noura Ahmad Hajjaj, State University of New York at New Paltz

Chair: *Douglas Strahler, Slippery Rock University*

9:00-10:15a

East Room 3

The Past, Present, and Future of Communication

Panelists

“Usage of Artificial Intelligence On Production of Online News: A Sociological Perspective to Robo-Journalism”

*Feyyaz Firat & Demet Firat, Gazi University**

“Risk and crisis communication using mediated forms of action and interaction: Opportunities and challenges in the information age”

Corey Liberman, Marymount Manhattan College

“Putting the Social in Social Media: How Human Connection Triggers Engagement”

*Stephanie Adomavicius, Hofstra University**

Chair/Respondent: *Anastacia Kurylo, St. Joseph’s College*

10:30-11:30a

Brookside 2

NYSCA Executive Council Meeting



MANHATTAN COLLEGE

**The Manhattan College
Communication Department**

congratulates

The New York State Communication Association

on the occasion of its

75th Anniversary

and congratulates

Mike Plugh, NYSCA President

and

**Douglas Strahler, NYSCA Vice President
and 2017 Conference Coordinator**

Here's to the next 75 years!

Thom Gencarelli, Professor and Chair • Michael Grabowski, Associate Professor
Rebecca Kern, Associate Professor • Arshia Anwer, Assistant Professor
Mike Plugh, Assistant Professor • Tom Callahan, Visiting Instructor
Robert Coleman, Coordinator of Media Technology
Kaitlin Scheie, Administrative Assistant





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Oral History Project

The NYSCA 75th Anniversary Oral History Project archives the voices of the members of our organization. Acting as a virtual time capsule, the project asks members to recount their memories of the conference, the camaraderie, and the hopes for the future of the Communication Association. Please find the already recorded oral histories at archive.nyscanet.org and come find the microphone to add yours.

Thank you to Jamie Cohen (Molloy College) for all of his hard work in putting together the Oral History Project for NYSCA and to every member who contributed to the project.

75TH ANNIVERSARY PLANNING COMMITTEE MEMBERS

For many of you, you do not see the numerous e-mail exchanges, telephone calls, and yes, more e-mail exchanges that occur behind-the-scenes when it comes to planning for the annual conference. This conference was unique in the fact we were planning for the 75th Anniversary celebration with a variety of special events and items needing to be completed. All of the special events and items you will be receiving would not have been possible without the hard work behind the scenes of not only the Executive Council (see page 4 for names), but the 75th Anniversary Planning Committee. I wanted to pay tribute to their hardwork and dedication to helping me ensure a successful schedule of special events and items.

• • •

Brad Crownover, *Mount Saint Vincent College* (Chair)

Anastacia Kurylo, *St. Joseph's College* (Co-Assistant Chair)

Susan Jasko, *California University of Pennsylvania* (Co-Assistant Chair)

• • •

Deborah Borisoff, *New York University*

Brian Cogan, *Molloy College*

Jamie Cohen, *Molloy College*

Susan Drucker, *Hofstra University*

Thom Gencarelli, *Manhattan College*

Gary Gumpert, *Urban Communication Foundation*

Noura Ahmad Hajjaj, *State University of New York at New Paltz*

Ari Kissiloff, *Ithaca College*

Robin Levenson, *LaGuardia Community College*

Corey Liberman, *Marymount Manhattan College*

Valerie Swarts, *Slippery Rock University*

*Thank you for your dedication and service to the
planning of the 75th Anniversary of NYSCA!*

NYSSA/NYSSCA/NYSKA PRESIDENTS

- 1942-43 Loren Reid, Syracuse University
1943-44 Loren Reid, Syracuse University
1944-45 Mardel Ogilvie, SUC at Fredonia
1945-46 Mardel Ogilvie, SUC at Fredonia
1946-47 Agnes Rigney, SUC at Geneseo
1947-48 Agnes Rigney, SUC at Geneseo
1948-49 Lillian O'Connor, Julia Richmond High School
1949-50 Lillian O'Connor, Julia Richmond High School
1950-51 James Kavanagh, Binghamton Central High School
1951-52 James Kavanagh, Binghamton Central High School
1952-53 Doris Goodrich, Rochester Schools
1953-54 Doris Goodrich, Rochester Schools
1954-55 Yetta Mitchell, New York University
1955-56 Yetta Mitchell, New York University
1956-57 Wilbur Gilman, Queens College
1957-58 Henry Youngerman, SUC at Fredonia
1958-59 Frances Marion Brown, City Schools, Oswego
1959-60 Ralph Schmidt, Utica College
1960-61 Solomon Simonson, Yeshiva University
1961-62 Bernard Boresoff, Great Neck High School
1962-63 Gladys S. Bennett, Mechanicsville High School
1963-64 John W. Gunning, Ithaca College
1964-65 Bruce Klee, SUC at Geneseo
1965-66 Rose Alderman, Hunter College, CUNY
1966-67 Helen D. Feulner, NYC Bureau for Speech Impairments
1967-68 J. Edward McEvoy, SUC at Oswego
1968-69 Sr. Ruth Trautman, Medialle College
1969-70 John F. Wilson, Lehman College, CUNY
1970-71 John J. Carney, SUNY at Oneonta
1971-72 Robert Greene, SUNY at Geneseo
1972-73 Sr. Therese Monaghan, Molloy College
1973-74 Bernice Sherman, SUNY at Farmingdale
1974-75 David Hill, Morrisville College of Agriculture & Technology
1975-76 Morton Klayman, Amherst Central High School
1976-77 Beatrice Ferrante, St. John's University
1977-78 Allan D. Frank, SUNY at Brockport
1978-79 Nancy S. Swartout, Orange County Community College
1979-80 Myron B. Shaw, SUNY at Geneseo

- 1980-81 John L. Meyer, SUNY at Plattsburgh
 1981-82 Peggy Rypsam, Iona College
 1982-83 Davis Brooks, Bronx Children's Psychiatric Center
 1983-84 John F. Kirn, Dutchess Community College
 1984-85 Ruth L. Goldfarb, Nassau Community College
 1985-86 Dorothy Gould, Niagara University
 1986-87 James L. Johnson, Brooklyn College, CUNY
 1987-88 John Trombetta, Ithaca College
 1988-89 Joseph A. Bulsys, SUNY at Geneseo
 1989-90 Deborah Borisoff, New York University
 1990-91 Susan Drucker, Hofstra University
 1991-92 Maria F. Loffredo, SUNY at Oneonta
 1992-93 Mary Ann Messano-Ciesla, Brooklyn College, CUNY
 1993-94 Judythe Isserlis, Iona College
 1994-95 Richard F. Somer, Hamilton College
 1995-96 Susan Mallon Ross, Clarkson University
 1996-97 Joyce Hauser, New York University
 1997-98 Rudy Pugliese, Rochester Institute of Technology
 1998-99 Lance Strate, Fordham University
 1999-00 Susan Jasko, California University of Penn.
 2000-01 Thom Gencarelli, Montclair State University
 2001-02 Gary P. Radford, Fairleigh Dickinson University
 Marie Radford, Pratt Institute
 2002-03 Carol Wilder, The New School University
 2003-04 Edward Lenert, Queens College
 2004-05 Marie Garland, Ithaca College
 2005-06 Brian Cogan, Molloy College
 2006-07 Margaret (Peggy) Cassidy, Adelphi University
 2007-08 Missy (Mary) Alexander, Marist College
 2008-09 Valerie Swarts, Slippery Rock University
 2009-10 Donna Flayhan, SUNY at New Paltz
 2010-11 Brad Crownover, College of Mount Saint Vincent
 2011-12 Mary Ann Allison, Hofstra University
 2012-13 Cheryl Casey, Hamilton College
 2013-14 Corey Liberman, Marymount Manhattan College
 2014-15 Maureen Louis, Cazenovia College
 2015-16 Anastacia Kurylo, St. Joseph College
 2016-17 Mike Plugh, Manhattan College

NYSSA/NYSSCA/NYSCA CONVENTIONS

- 1942 Hotel New Yorker, New York City (with the Eastern Public Speaking Conference, now the Eastern Communication Association)
- 1943-45 NO STATEWIDE MEETING
- 1946-49 Hotel New Yorker, New York City (with the Eastern Public Speaking Conference, now the ECA)
- 1950 Sheraton Hotel, Rochester
- 1951 Hotel Syracuse, Syracuse
- 1952 Statler Hotel, Buffalo
- 1953 Hotel Utica, Utica
- 1954 Dewitt Clinton Hotel, Albany
- 1955 Hotel Statler, Buffalo
- 1956 Hotel Arlington, Binghamton
- 1957 Hotel Sheraton, Rochester
- 1958 Hotel Onondaga, Syracuse
- 1959 Henry Hudson Hotel, New York City, (with the Speech Association of the Eastern States, now the ECA)
- 1960 Mark Twain Hotel, Elmira
- 1961 Sheraton Hotel, Buffalo
- 1962 Henry Hudson Hotel, New York City (with the Long Island Speech Association)
- 1963 Hotel Syracuse, Syracuse
- 1964 Schine Ten Eyck Hotel, Albany
- 1965 Hotel Utica, Utica
- 1966 Manger Hotel, Rochester
- 1967 Park Sheraton Hotel, New York City
- 1968 Mark Twain Hotel, Elmira
- 1969 Statler Hilton Hotel, Buffalo (with the New York State English Council)
- 1970 Grossinger's Hotel, Liberty
- 1971 Hotel Syracuse (CANCELLED DUE TO SNOW)
- 1972 Commodore Hotel, New York City
- 1973 Kutsher's Country Club, Monticello
- 1974 Brown's Hotel, Fallsburg
- 1975-76 Stevensville Country Club, Swan Lake
- 1977 Downtown Holiday Inn, Rochester
- 1978 Queensbury Hotel, Glens Falls
- 1979 Fallsview Hotel, Ellenville
- 1980 Best Western Thruway House, Albany
- 1981* Stevensville Country Club, Swan Lake (APRIL)

- 1981* Best Western Thruway, Albany (October)
- 1982 Hotel Syracuse, Syracuse
- 1983 Fallsview Hotel, Ellenville
- 1984 Niagara Hilton, Niagara Falls
- 1985 Americana Inn, Albany
- 1986 Hotel Syracuse, Syracuse
- 1987 Thruway Marriot, Rochester
- 1988 Nevele Hotel, Ellenville
- 1989 Wyndham Hotel, Poughkeepsie
- 1990 Nevele Hotel, Ellenville
- 1991 Desmond Americana, Albany
- 1992 Nevele Hotel, Ellenville
- 1993 Desmond Americana, Albany
- 1994 Hotel Syracuse, Syracuse
- 1995 Omni Hotel, Albany
- 1996-2001 Kutsher's Country Club, Monticello
- 2002 Tarrytown Hilton, Tarrytown
- 2003-08 Hudson Valley Resort and Spa, Kerhonkson
- 2009-14 Honor's Haven Resort and Spa, Ellenville
- 2015-17 Villa Roma, Callicoon

NYSCA CONFERENCE KEYNOTE ADDRESSES 1992-2017

*NO TITLE WAS PRINTED IN THE CONFERENCE PROGRAM

- | | | | |
|------|--|------|---|
| 1992 | <p>Linda Lederman
<i>Rutgers University</i>
"An After-Dinner Mint"</p> <p>Dan Hahn
<i>Florida Atlantic University</i>
"Get a 'Professional' Life"</p> | 2000 | <p>James W. Chesebro
<i>Indiana State University</i>
"The Role of Academia – and Specifically the Discipline of Communication—in the 'Real' World"</p> <p>Mark Crispin Miller
<i>New York University</i>
"Real Criticism"</p> |
| 1993 | <p>Alan Chartock
<i>Host of WAMC/Northeast Public Radio's Capital Connection*</i></p> <p>John Makay
<i>Bowling Green State University*</i></p> | 2001 | <p>Paul Thaler
<i>Mercy College</i>
"From TV Trials to Killing Hitler: The Twists and Turns of a Writer's Angst"</p> <p>Daniel Kolak
<i>William Paterson University</i>
"Beyond Self and Other: Talking Communication Theory Inside Out or Why in Talking to You I am Talking Only to Myself"</p> |
| 1994 | <p>Raymie McKerrow
<i>Ohio University*</i></p> | 2002 | <p>Klaus Krippendorff
<i>University of Pennsylvania</i>
"The Possibility of Possibility"</p> |
| 1995 | <p>Tom Benson
<i>Pennsylvania State University</i>
"Communication & Community in the Age of the Computers"</p> | 2003 | <p>John Downing
<i>The University of Texas at Austin</i></p> <p>David Turnley
"Reflections of a War Photographer"</p> |
| 1996 | <p>Todd Gitlin
<i>New York University</i>
"What's Wrong with Sex & Violence?"</p> <p>Neil Postman
<i>New York University</i>
"How Media Change Values"</p> | 2004 | <p>Stanley Deetz
<i>University of Colorado at Boulder</i>
"Communication Hype, Enduring Currents, and Contemporary Struggles"</p> |
| 1997 | <p>Susan Drucker
<i>Hofstra University</i></p> <p>Gary Gumpert
<i>Communication Landscapers</i>
"Discourse and Chat@Non-Communicating Communities"</p> | 2005 | <p>Siva Vaidhyanathan
<i>New York University</i>
"To Teach is to Copy: Emerging Conflicts Among Technology, Copyright, and Education"</p> |
| 1998 | <p>Langdon Winner
<i>Rensselaer Polytechnic Institute</i>
"Introducing the Automatic Professor Machine"</p> <p>James W. Carey
<i>Columbia University</i>
"Where Do We Go with Marshall McLuhan?"</p> | 2006 | <p>William I. Hoynes
<i>Vassar College</i>
"Marginalizing Dissent: News Media & the Narrowing of Political Debate"</p> |
| 1999 | <p>Julia T. Wood
<i>The University of North Carolina at Chapel Hill</i>
"Rethinking the Making of Common Narratives"</p> | 2007 | <p>Mary Kahl
<i>SUNY New Paltz</i>
"A Subject for Sarcasm and Ridicule": Learning from the Ladies of Seneca Falls</p> |

- Shawn J. Parry-Giles**
University of Maryland
“Connecting Research, Pedagogy, and Civic Engagement: Getting Funding and Getting Creative”
- 2008 **Diana Bartelli Carlin**
University of Kansas
“Using Research Groups to Unify Unique Perspectives: A Case Study of Political Debates and Beyond”
- Terence Moran**
New York University
“Understanding Communication History: A Media Ecology Approach”
- 2009 **Lance Strate**
Fordham University and Executive Director, Institute of General Semantics
“On the Binding Bias of Time”
- John Durham Peters**
Yale University
“God and Google”
- 2010 **Donal Carbaugh**
Univ. of Massachusetts-Amherst
“The Matter of Communication: Perspectives and Practices”
- Lawrence Frey**
University of Colorado at Boulder
“Making Communication Matter through Communication Activism for Social Justice Scholarship”
- 2011 **Renee Hobbs**
Temple University and The Media Education Lab
“Down with the Silos: How Digital Media Literacy Embraces Interdisciplinary Connections across Campus and Community”
- Aashish Kumar**
Hofstra University
“Software from Hard Rocks”
- Carole Blair**
University of North Carolina, Chapel Hill
“UNKNOWN: Remembering as Family and (Re)Legitimizing the Nation-State”

- 2012 **Thomas Cooper**
Emerson College
“Overview of Overviews: Of Media Ethics, Epistemology, and Ecology”
- John Shotter**
University of New Hampshire and London School of Economics
“The Transmission of Information: An ‘Awful Deformation’ of What Communication Really Is”
- 2013 **George Barnett**
University of California-Davis
“A Network Model of International/ Intercultural Communication”
- Thomas Hugh Feeley**
“Studying Communication Networks: What I Have Learned us Far”
- 2014 **Jason Llorenz**
“Communication in a Mobile, Social World: New Opportunities to Meet Persistent Social Challenges”
- Roger Aden**
Ohio University
“Places Apart: Sites of Communion Among Us”
- 2015 **Howie Giles**
University of California, Santa Barbara
“Us, Them, and Me: Intergroup Communication and Successful Aging”
- Mecca E. Santana, Esq.**
Westchester Medical Center
“Lost in Translation: The Interplay Between Diversity, Inclusion and Communication”
- 2016 **Lee Humphries**
Cornell University
“The Qualified Self: Social Media and the Accounting of Everyday Life”
- Douglas Rushkoff**
Queens College of CUNY
“Money is a Medium: The Economy as Media Environment, and How to Reprogram It”

NYSCA JOHN F. WILSON SCHOLARS

- 1992 **Deborah Borisoff**, New York University
Gary Gumpert, Professor Emeritus, Queens College of the City
University of New York
Dan F. Hahn, Queens College
Neil Postman, New York University
- 1994 **Laurie Arliss**, Ithaca College
- 1995 **Susan Drucker**, Hofstra University
- 1997 **Joyce Hauser**, New York University
- 1999 **Lance Strate**, Fordham University
- 2004 **James W. Carey**, Columbia University
- 2009 **Sue Barnes**, Rochester Institute of Technology
Brian Cogan, Molloy College
- 2014 **Katherine Fry**, Brooklyn College, CUNY
- 2017 **Thom Gencarelli**, Manhattan College

NYSCA NEIL POSTMAN MENTOR'S AWARD AWARDEES

- 2004 **Joseph Coppolino**, Nassau Community College
- 2005 **Gary Gumpert**, Communication Landscapers
- 2006 **Deborah Borisoff**, New York University
- 2007 **Tom Flynn**, Slippery Rock University
- 2008 **Susan Jasko**, California University of Pennsylvania
- 2009 None
- 2010 **Mary Kahl**, SUNY New Paltz
- 2011 None
- 2012 **Salvatore Fallica**, New York University
- 2013 **Cheryl Casey**, Hamilton College
Anastacia Kurylo, Marymount Manhattan College
- 2014 **Lewis Freeman**, Fordham University
- 2015 None
- 2016 **Heather Stassen-Ferrara**, Cazenovia College
- 2017 **Roxanne O'Connell**, Roger Williams University

THE NEW YORK STATE SPEECH ASSOCIATION 1942-1968

Bruce B. Klee*

Department of Theatre Arts

State University College of New York at Geneseo

The proper focus of speech education should be "the nature of speaking-listening man and his works," declared Carroll Arnold in a keynote address at the 1960 Elmira convention of the New York State Speech Association. Its aim should be "understanding of what the laboriously achieved miracle of human speech really is." While stimulating a reassessment of speech programs, Dr. Arnold, at the same time, was articulating the two fundamental premises of the New York State Speech Association: the inherency of speech in the human condition and the concomitant need for increased and more significant speech education. These were the premises in 1942 when the ground work for the Association was accomplished-- a time, following the United States' entry into World War II, when one of the "four freedoms" sought by the allies was "freedom of speech and expression."

While the formal organizational meeting was held in April of 1942, two other gatherings had provided the impetus. In 1941 the following speech teachers met at Cornell University to discuss the advisability of a state organization: Florence Callahan, A.M. Drummond, Harry Heikman, Eleanor Luse, Mardel Ogilvie, Geraldine Quinlan, Loren Reid, Agnes Rigney, Mary Noble Smith, C.K. Thomas, Russell Wagner, Charles Wells and Herbert Wichelns. And in January of 1942 a representative state association for all speech people was considered by the New York State

Debate Coaches. Loren Reid was chosen to plan a meeting of New York speech teachers. Serving as his committee were James F. Bender, Daniel Garliner, Magdalene Kramer, Eleanor Luse, Dorothy Mulgrave, David Powers, Latifa Raubicheck, Ross Scanlon, George W. Smith, Lester Thonssen and Arleigh Williamson.

On April 10, 1942, then, in conjunction with the annual meeting of the Eastern Public Speaking Conference (forerunner of the Speech Association of the Eastern States), the New York State Speech Association was born. Loren Reid was chosen as temporary chairman and Eleanor Luse as temporary secretary. Within a year Dr. Reid was elected president, Professor Luse became the official secretary, and Mardel Ogilvie assumed the office of vice president. Statewide support for the new association was assured by 270 charter members.

During the Association's first twenty-six years its fundamental aims have remained constant, although they have been periodically broadened and refined. According to the initial constitution, the purpose of the organization was "to encourage speech education in New York State; to speak for the profession in matters of policy; to publish bulletins and studies helpful to the members; and to encourage and plan statewide and sectional discussions and demonstrations." In 1954 President Yetta Mitchell listed six aims in her annual report to the membership: (1) to reach every teacher of speech in the state of New York and acquaint him with the purpose and plans of his colleagues throughout the state, (2) to improve the requirements for certification of speech teachers,

*Bruce B. Klee, NYSAA president during 1964-65, and historian-archivist from 1966-69 compiled this history for NYSSA's silver Anniversary in 1967 and has since revised it for Today's Speech.

Today's Speech

(3) to provide speech instruction for every child in the public schools, (4) to promote a voice in the development of educational communication arts in the state, (5) to assemble the interest, more completely, of all teachers of every phase of speech, and (6) to establish the speech teacher's professional right to equal status with every other academic group in position, salary, and recognition. A constitutional revision in 1962 stated that the purposes of the organization were "to encourage speech education in New York State, to serve the interests of the members of the Association, to speak for the profession in matters of policy, to set goals and standards for the profession in the state, and to promote close relations with other educational organizations in the field of speech."

Definition of goals, in specific terms, was accomplished in 1961 through the work of a special committee headed by Bernard Boressoff. Published as a separate document titled "Tenets and Goals," the conclusions of that committee reflect long-standing concerns for the Association and provide clear guidelines for future action. Embracing both speech education and speech and hearing therapy, the goals encompass needs at the elementary, secondary, and college levels. They suggest the means for accomplishing the first stated tenet: "that NYSSA is concerned with the improvement so speech throughout the state in elementary, secondary, and higher education, and for the public in general, to the end that citizens of New York State will communicate orally more effectively, more efficiently, and more artistically."

The philosophy and the year-by-year activity of the Association, in sum, have been grounded in an appreciation of the needs of both the teacher and the student. And in its three major endeavors--liaison with other state organizations, conventions, and publications--the Association has sought to meet those needs.

New York State Speech Association Officers

1942-1943
Loren Reid--temporary chairman
Eleanor Luse--temporary secretary-treasurer

1943-1944
Loren Reid--president
Mardel Ogilvie--vice president
Eleanor Luse--secretary-treasurer

1944-1945
Mardel Ogilvie--president
Evelyn Konigsberg--vice president
Eleanor Luse--secretary-treasurer

1945-1946
Mardel Ogilvie--president
Evelyn Konigsberg--vice president
Eleanor Luse--secretary-treasurer

1946-1947
Agnes Rigney--president
Lillian O'Connor--vice president
Mary Lou Plugge--secretary-treasurer

1947-1948
Agnes Rigney--president
Lillian O'Connor--vice president
Mary Lou Plugge--secretary-treasurer

1948-1949
Lillian O'Connor--president
James Kavanagh--vice president
Margaret Ruth Thomas--secretary-treasurer

1949-1950
Lillian O'Connor--president
James Kavanagh--vice president
Margaret Ruth Thomas--secretary-treasurer

1950-1951
James Kavanagh--president
Doris Goodrich--vice president
Florence Callahan--secretary
James Fletcher--treasurer

1951-1952
James Kavanagh--president
Doris Goodrich--vice president
Florence Callahan--secretary
James Fletcher--treasurer

1952-1953
Doris Goodrich--president
Yetta Mitchell--vice president
William Adams--secretary
James Fletcher--treasurer

THE NEW YORK STATE SPEECH ASSOCIATION 1942-1968

1953-1954

Doris Goodrich--president
Yetta Mitchell--vice president
William Adams--secretary
James Fletcher--treasurer

1954-1955

Yetta Mitchell--president
Paul Pettit--vice president
Katherine Thorne--secretary
James Fletcher--treasurer

1955-1956

Yetta Mitchell--president
Paul Pettit--vice president
Katherine Thorne--secretary
James Fletcher--treasurer

1956-1957

Wilbur Gilman--president
Henry Youngerman--1st vice president
Katherine Thorne--2nd vice president
Mildren Martin--secretary
Mort Clark--treasurer

1957-1958

Henry Youngerman--president
Frances Brown--1st vice president
Ralph Schmidt--2nd vice president
Kathleen Pendergast--secretary
Mort Clark--treasurer

1958-1959

Frances Brown--president
Ralph Schmidt--1st vice president
Solomon Simonson--2nd vice president
Carol Silversmith--secretary
Mort Clark--treasurer

1959-1960

Ralph Schmidt--president
Solomon Simonson--1st vice president
Gladys Stoutenburgh--2nd vice president
(serving for John Lent)
J. Edward McEvoy--executive secretary

1960-1961

Solomon Simonson--president
Bernard Boressoff--1st vice president
Gladys Stoutenburgh--2nd vice president
J. Edward McEvoy--executive secretary

1961-1962

Bernard Boressoff--president
Gladys Stoutenburgh--1st vice president
Evelyn Steele--2nd vice president
J. Edward McEvoy--executive secretary

1962-1963

Gladys Stoutenburgh--president
John Gunning--1st vice president
Bruce B. Klee--2nd vice president
J. Edward McEvoy--executive secretary
(with Edward M. Cook, C.M.)

1963-1964

John Gunning--president
Bruce B. Klee--1st vice president
Rose Alderman--2nd vice president
Edward M. Cook, C.M. executive secretary

1964-1965

Bruce B. Klee--president
Rose Alderman--1st vice president
Helen Donovan--2nd vice president
Edward M. Cook, C.M. and Michael H. Prosser--
executive secretary

1965-1966

Rose Alderman--president
Helen Donovan--1st vice president
J. Edward McEvoy--2nd vice president
Michael H. Prosser--executive secretary

1966-1967

Helen Donovan--president
J. Edward McEvoy--1st vice president
Sister Florentine--2nd vice president
Stanley Russell--3rd vice president
Michael H. Prosser--executive secretary
Bruce B. Klee--historian-archivist

1967-1968

J. Edward McEvoy--president
Sister Florentine--1st vice president
John F. Wilson--2nd vice president
Stanley R. Russell, Robert J. Greene--3rd vice
president

Michael H. Prosser--executive secretary
Bruce B. Klee--historian-archivist

1968-1969

Sister Florentine--president
John F. Wilson--1st vice president
John J. Carney, Jr.--2nd vice president
Robert J. Greene--3rd vice president
Michael H. Prosser, Allan Schramm--executive
secretary
Bruce B. Klee--historian-archivist

Today's Speech

Liaison

From the start liaison has been central to the total program. Cooperation with the New York State Teachers Association resulted, in 1945, in the institution of speech sections at the annual zone meetings. Joint efforts with the New York State English Council have included an *ad hoc* English-Speech committee which addressed itself to mutual problems, the sponsoring of programs at the other group's annual meetings, and a cooperative NYSSA-NYSEC convention in 1969. In September, 1967, President J. Edward McEvoy met with officials of eight other speech organizations to consider the desirability of coordinating efforts through a council for speech for New York State. The delegates recommended that NYSSA and the New York State Speech and Hearing Association explore means of unifying the interests of all speech groups in the state.

But the chief arena for liaison has been the State Education Department in Albany. Problems of curriculum and certification have dominated the Association's dialogue with Albany and reinforced the case for an associate in speech to serve the schools of the state. More casual conferences with State Education Department personnel culminated in 1955 in the formation of a State Advisory Committee on Speech Education, approved by Associate Commissioner Frederick Moffitt and Assistant Commissioner Warren Knox and appointed by the Regents. Comprising the committee were Carroll Arnold (Cornell University), Marion Carey (Albany Public Schools), Wilbur Gilman (Queens College), George Glasgow (Fordham University), Doris Goodrich (Rochester Public Schools), Magdalene Kramer (Teachers College, Columbia University), Letitia Raubicheck (New York City Public Schools) and Solomon Simonson (State College at Fredonia). "Lack of communication is as dangerous as the A-bomb," commissioner Moffitt told the group at a summer conference in 1955. An overview of speech education was presented by Dr. Simonson. Dr. Kramer enumerated the objectives for speech education, and

the weaknesses and strengths in present speech programs were outlined by Dr. Raubicheck. Formal liaison with the Education Department continued under Dr. Moffitt's successor, Walter Crewson. In the fall of 1957 the following committee met with Dr. Crewson's associates to discuss a specific proposal: Agnes Allardyce (Syracuse University), Carroll Arnold, Mardel Ogilvie (Queens College), Ralph Schmidt (Utica College), and Henry Youngerman (State College at Fredonia). Subject of the discussion was an Association memorandum supporting speech proficiency for all teacher candidates, and courses in oral composition and oral interpretation for English certification.

Regular meetings with the State Education Department were reinstated in 1964 with the appointment of an *ad hoc* committee consulting with Dr. Crewson and other officials twice each year. Members serving in this capacity have included Rose Alderman (formerly of Hunter College), Bernard Boressoff (South Senior High, Great Neck), Helen Donovan (N.Y.C. Bureau for Speech Improvement), Wilbur Gilman (Queens College), Bruce B. Klee (State University College at Geneseo), J. Edward McEvoy (State University College at Oswego), Michael H. Prosser (State University at Buffalo), Gladys Stoutenburgh (State University College at Oswego), and William Work (Speech Association of America). As a result of its work in Albany, the Association has influenced significant changes in certification requirements. Under the direction of the Education Department, NYSSA formulated requirements for dual certification as a teacher of common branches and of speech correction in the elementary schools. While in 1957 the Association's certification committee reported that "in 1000 schools in the state, speech is taught by English teachers who have not been required to take any speech courses for their certification," it was heartened by Dr. Crewson's invitation to Carroll Arnold to present recommendations concerning credits desirable for English teachers. In 1963, finally, the new English-teaching requisites included oral composition and oral inter-

pretation. Concern for the speech education certification has continued, although no formal review has been pursued by Albany. Following her conference with certifying officer W.P. Viall in 1951, however, Letitia Raubicheck reported that "there will be no changes in speech education certification without consultation with the State Speech Association."

Underlying liaison efforts with Albany was a conviction that development of the speech program in the public schools was impaired by the absence of trained speech associates in the State Education Department. Association efforts resulted in the first breakthrough in 1954 when Robert W. Wallace, the first state supervisor of speech correction was employed. In NYSSA's Reports, Harry Heltman of Syracuse University urged full cooperation with the new state appointee and requested Wallace to "call to the attention of his colleagues in the State Education Department the problems of speech communication which do not come under his special assignment as correctionist." In the same article, Mr. Wallace was quoted as saying that "the future of New York State's speech departments depends upon continued strengthening of the New York State Speech Association." Two years following Mr. Wallace's appointment, the Association accomplished another of its major goals. In 1956 Dr. Frederick Moffitt established the position of state supervisor in speech, to be associated with the English supervisor. Chosen as the first speech associate was Eleanor Carrino, assistant professor of speech and director of debate at the State College at Albany. At the start, her superior, as English supervisor, was Carl Freudenreich, a member of NYSSA for several years prior to his appointment. During her peripatetic career with the Education Department, Dr. Carrino maintained continuous communication with the State Speech Association. By 1959 she was able to report that

... With the continued support and strengthening of speech education by State Department officials, administrators, curriculum ex-

perts, classroom teachers, and members of the speech profession, I am confident that speech education will not only retain its academic respectability but will continue to develop force and breadth. More schools are adopting required courses in speech for all graduates; a surprising increase is noted in the elective speech offerings; classroom English teachers and elementary teachers are not only attending Department-college sponsored speech workshops, but have developed speech workshops of their own. The State Association of Secondary School Principals, the New York State English Council, most of the area study councils and zone teachers' sections, and numerous pre-school parent groups have developed long-range study programs or lectures on speech. And, none of these projects could have been completed without the willing cooperation of all of you.

With Dr. Carrino's resignation in 1964, the position of speech associate remained vacant for nearly two years, during which time the Association reviewed with Dr. Crewson the need for the position, and cooperated in locating a new associate. In 1966 Robert Hayes, assistant professor of speech at the State University at Albany was appointed to the position and has since become a regular member of the semi-annual Association-Education Department conferences. In 1967, Morton Klayman became the second Associate in Speech.

Indicative of the continuing cooperation between NYSSA and the State Education Department was an invitation in January, 1968, to examine the listening-speaking strand in the proposed K-12 English syllabus. Representatives at the two-day review session were Mahel Atwell, Bernard Boressoff, Frances Marion Brown, Helen Donovan, Sister Florentine, J. Edward McEvoy and John Wilson.

Conventions

Communication within the speech profession has been encouraged through the annual conventions of the New York State Speech Association. Initially, the yearly meetings were confined to a single session

75TH ANNIVERSARY

Today's Speech

held in conjunction with the gatherings in New York City of the Eastern Public Speaking Conference. Under the presidency of Lillian O'Connor, however, the Association's first independent convention was conducted on March 25, 1950, at the Sheraton Hotel in Rochester. James Pletcher planned an all-day program which began with a symposium on "The Use of Radio in Education." Dr. Joseph Endres, Chief of the Bureau of Handicapped Children, later addressed the members, and at the luncheon the guest speaker was Joseph J. Myler, member of the Board of Trustees of the State University of New York. Afternoon meetings were devoted to theatre and to speech correction and improvement. One hundred members from all parts of the state were in attendance.

Since 1950 the meetings have been rotated among New York City, Rochester, Syracuse, Buffalo, Utica, Albany, Binghamton, and Elmira. Although now offering a full program of its own, NYSSA revived memories of its earlier conventions when it participated in the golden anniversary of the Speech Association of the Eastern States in 1959. Another joint convention was held in New York City in 1962, in affiliation with the Long Island Speech Association. Programs at the annual conventions have been designed for elementary, secondary, and college teachers. As the length of the sessions grew to a Thursday-through-Saturday format, an increasingly wide range of speech interest were served: radio, television, speech and hearing, theatre, forensics, oral interpretation, semantics, linguistics, and speech science. In 1955 and again in 1960 the final trials of the New York State Intercollegiate Peace Oratorical Contest were held during the convention. At the 1968 convention a special feature was the final debate of the Sixth annual Elmira College novice tournament. Banquet speakers have included Dr. Frederick Moffitt and other representatives of the State Education Department; the presidents of

Geneseo, Hamilton College and the University of Buffalo; Charlotte Lee of Northwestern University; Theatre Guild founder, Lawrence Langner; United States congressman John Lindsay; president of the American Society of Group Psychotherapy and Psychodrama, J. L. Moreno; the public relations director for the Lincoln Center Repertory Theatre, Barry Hyams; and Lt. Governor Malcolm Wilson. For the silver anniversary banquet in 1967, the main speaker was the organization's first president, Loren Reid.

Theatrical presentations became a regular part of the yearly meetings when Ray Irwin and students from Syracuse University offered a readers theatre cutting from Goethe's Faust. In succeeding years performances originated at Ithaca College; Cornell University; the state colleges at Buffalo, Fredonia, and Geneseo; and the University of Rochester. In 1958 those attending the convention saw The Male Animal with three different casts. Robert Timerson and his Trumansburg High School students played the first act; Mort Clark and his students at the State University Institute at Alfred presented the second act; and the Jamestown Community Theatre, under the direction of George Bolton, produced the final act. A similarly unusual offering followed in 1959 when Mort Clark directed All My Sons with a cast drawn from the Association membership throughout the state.

Starting with the 1952 convention, the practice of awarding citations for outstanding contributions to speech was instituted. Among those individuals both within and outside the speech profession who have been recognized are Dr. Buell Gallagher, president of City College of New York; Senator Paul Douglas; professors Harry Heltman, Agnes Rigney, James Winans and Charles Van Ripper; the Reverend A. Powell Davies; Walter Reuther; Jose Ferrer; Adlai Stevenson; and Fulton J. Sheen.

THE NEW YORK STATE SPEECH ASSOCIATION 1942-1968

NEW YORK STATE SPEECH ASSOCIATION CONVENTIONS

April 10, 1942	New York City*	Hotel New Yorker
1943	No statewide meeting	
1944	No statewide meeting	
1945	No statewide meeting	
1946	New York City*	Hotel New Yorker
1947	New York City*	Hotel New Yorker
April 16, 1948	New York City*	Hotel New Yorker
April 9, 1949	New York City*	Hotel New Yorker
March 25, 1950	Rochester	Sheraton
March 10, 1951	Syracuse	Hotel Syracuse
March 28-29, 1952	Buffalo	Staller
March 20-21, 1953	Utica	Hotel Utica
March 26-27, 1954	Albany	DeWitt Clinton
March 25-26, 1955	Buffalo	Staller
March 23-24, 1956	Binghamton	Arlington Hotel
March 15-16, 1957	Rochester	Sheraton
March 14-15, 1958	Syracuse	Hotel Onondaga
April 9-11, 1959	New York City**	Henry Hudson
March 10-12, 1960	Elmira	Mark Twain
March 23-25, 1961	Buffalo	Sheraton
March 8-10, 1962	New York City*	Henry Hudson
March 14-16, 1963	Syracuse	Hotel Syracuse
March 12-14, 1964	Albany	Ten Eyck
March 11-13, 1965	Utica	Hotel Utica
March 10-12, 1966	Rochester	Manger Hotel
March 9-11, 1967	New York City	Park Sheraton
March 7-9, 1968	Elmira	Mark Twain
April 24-26, 1969	Buffalo**	Staller Hilton
March 15-17, 1970	Grossinger	Grossinger's

*in conjunction with the Eastern Public Speaking Conference

**in conjunction with Speech Association of Eastern States

*in conjunction with Long Island Speech Association

**in conjunction with the New York State English Council

Publications

From its earliest days one of the Association's chief services to members has been an official publication. Originally devoted to a listing of the officers and members (information subsequently issued in a separate directory), the bulletin spoke more inclusively for the organization by 1950. While Laurence Goodrich, in 1948, became the first editor, thereby relieving the secretary of editorial duties, it was not until the editorship of Evelyn Konigsberg, from 1950 to 1952, that the publication evolved into a regularly issued forum for the state speech profession. From that time the bulletin has informed

the membership of Association activity, including the work of standing committees, and has provided informative and critical articles on all phases of speech. The range of these articles is demonstrated in a sampling of the past fifteen years: "Listening and Oral Reading: A Correlated Lesson," "Speech in the High School English Curriculum," "Are State Certification Requirements Appropriate?" "Theatre and the Popular Arts," "Cleft Palate Cases," "Dance Projects for Dramatics," "Long Island Speech Survey," "Federal Support for Speech," "Statewide College Speech Survey," and "Who Speaks for Speech in

Today's Speech

New York State?"

Copies of the bulletin have been continuously supplied to selected individuals and groups outside the regular membership, but the most intensive efforts in this direction were in 1950, when principals in New York City, superintendents throughout the state, and speech chairmen of all New York colleges and universities received the official publication, and in the fall of 1967 and 1968, when Reports was sent to more than 3000 speech professionals in New York State.

First called the News Bulletin, the periodical assumed the title of Reports in 1954. Composition has varied from mimeographed issues of 6 to 40 pages to a printed series employing color. A printed edition, following a newspaper format and making extensive use of photographs was an innovation of temporary editor Joseph Tobia in 1964. Partial subsidization of Reports was effected in 1966 by executive secretary Michael H. Prosser through the inclusion of advertising.

In addition to the News Bulletin and Reports, the publication arm of the Association was responsible for a major effort in 1949-50--the preparation of curriculum guides at both the elementary and secondary levels. Chairman of the elementary school project was Margaret Lakenan of the New Rochelle public school system. Working with her were Frances Brown (Oswego), Grace Dooley (N.Y.C.), Irene Frangioni (Yonkers), Catherine Geary (N.Y.C.), Josephine Hannon (N.Y.C.), Ralph Jones (Ithaca), Janet Kilpatrick (Scotia), Kathryn Kirk (Rochester), Dorothy Mintace (Milwaukee, Wis), Virginia Palmer (N.Y.C.), and Allys Vergara (New Rochelle). Sold at conventions and by mail, the curriculum guides obviously fulfilled a statewide need. Some of the secondary syllabi were out of print the first year, and the entire supply of elementary and secondary guides was exhausted within two years. Plans for revisions and for reprinting by a national publisher were pursued by a committee under the direction of Rose Alderman, but insurmountable problems

prohibited further publication.

A comprehensive survey of speech activity resulted in the publication, in June, 1967, of a "Directory of Offerings in Speech, Theatre, Speech Pathology and Audiology, Mass Communications and the Dance in New York Colleges and Universities." Edited by Michael H. Prosser, the 104-page directory was sent to all colleges in the state, as well as to all members of the Association.

NEW YORK STATE SPEECH ASSOCIATION EDITORS N.Y.S.S.A. News Bulletin, "Reports"

1948-50	Laurence Goodrich	1958-62	Burton Byers
1950-52	Evelyn Konigsberg	1962-64	Fergus Currie
1952-53	Roberta Barnett	1964-65	Joseph J. Tobia
1953-54	Helen Foley	1965-66	Joseph J. Tobia- Richard Cobb
1954-56	Solomon Simonson- Henry Youngerman	1966-68	Richard Cobb
1956-58	Helen Hicks	1968-70	Bernice Sherman

Organizational Structure

For more than a quarter of a century the membership roster of the New York State Speech Association has demonstrated the success of the organization in representing speech teachers at all levels throughout the state, although the size has fluctuated between a low of 137 (in 1944-45) and a high of over 500 members in 1957-58. Membership in 1967-68, approaching 400, still established NYSSA as one of the largest state speech associations in the country. Significant changes in 1965-66 included the addition of nearly 30 life members (a membership option never exercised before then) and the acceptance of the Association's first affiliated member group--the Speech Faculties of the State University of New York. More recent affiliates include the New York State Forensic League and the New York Debate Coaches Association.

A variety of committees has provided the operational framework for the Association. While the

THE NEW YORK STATE SPEECH ASSOCIATION 1942-1968

original constitution stipulated only that "the president shall appoint such standing committees as may be necessary to carry on the business of the Association," revised constitutions specified as many as thirteen, as well as special committees which might be appointed by the president. An organizational review brought the structure full circle in 1966 with the establishment of five basic sub-units representing primary functional need: certification, citations, curriculum, constitution and finance.

Constitutional changes in the governing body have included the elimination of two-year presidential terms, with the substitution, in 1955, of a three-year progression from second vice-president to president. In 1950 the office of secretary-treasurer was split into two separate positions which were finally supplanted in 1959 by the office of executive secretary. Approved by the general membership in 1966 were two new offices elected by the executive council--a third vice president, responsible for public relations, and a historian-archivist. The earlier system of zone representatives (reflecting the Association's liaison with the New York State Teachers Association) was strengthened, furthermore, by the election of five regional directors to coordinate Association activities

in the western, central, eastern, southern, and New York City areas.

At the close of his presidential term in 1957, Wilbur Gilman summarized the accomplishments of the Association during its earlier years:

Fifteen years of patient and persistent effort have brought the Association to a status of recognition as the professional group representing the field of speech offering leadership in the state. In raising standards; in improving curricula; in strengthening requirements for certification; in helping to place qualified teachers in good positions; in recommending legislation; in honoring achievements and contributions to the field of speech and in informing organizations, institutions, professional colleagues, and the general public of the nature and importance of our work through publications, projects, public relations, and participation in community affairs--the Association makes its influence felt.

More than a decade of additional service has given increased dimension to Dr. Gilman's statement. But while the New York State Speech Association may be defined by its goals and accomplishments since 1942, that record remains as prologue to the years ahead.

MEMORIES FROM PAST PRESIDENTS

For the 50th Anniversary celebration of NYSSCA, the conference planners captured some “printable and quotable quotes” from past presidents. These memories highlighted events like the 1971 snowstorm during the Syracuse conference (John J. Carney Jr., ‘70-71), a trip on the “Maid of the Mist” during the 1985 conference in Niagara Falls (Dorothy Gould, ‘85-86), and major Constitutional changes to the organization (James R. Johnson, ‘86-87). These memories were capped off with the saying, “Memories of NYSSCA’s third twenty-five years will be collected in 2017.” In an effort to carry on the tradition established during the 50th anniversary, members of the 75th Anniversary planning committee have collected statements from past presidents over the last twenty five years. Enjoy!

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“My educational training and work experience in the departments where I studied and worked were comprised of faculty where graduate students were not included, notified or involved in professional associations. Consequently, I had neither role models nor expectations about engagement in conference life. I learned through a friend about NYSCA and in 1985 attended and presented for the first time in this field. The opportunity to meet and interact seamlessly with faculty from different institutions was eye-opening to me. I felt welcomed, valued and encouraged to become actively involved. I agreed to run for Vice-President Elect in 1986 – an opportunity that, unbeknownst to me at the time, was a defining moment that paved the way for my subsequent roles in both ECA and NCA. Looking back, I realize that these initial colleagues were powerful mentors and role models; several became collaborators; all were stellar teachers; many became friends. From them I learned how to be what they were to me – a colleague, a collaborator, a mentor...in short, a professional.”

–**Deborah Borisoff**, *New York University (NYSSCA President 1989-90)*

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NYSCA has been my academic home for as long as I can recall. My presidency was very early in my academic career and I recall making my campaign speech in favor of the other candidate. NYSCA (NYSSCA back then) was my community, so my conference theme involved Community and Communication. I’ve long believed in the adage “location, location, location,” which in academic association terms can be translated into taking into account convention location and linking our perspectives on communication to the challenges of convention venues. I ran the conference in Poughkeepsie in the year following a time of turbulence and controversy in Dutchess County, the location of our conference. When a young woman (Tawana Brawley) charged police officers and a prosecuting attorney of rape, racial tensions ran high and the case became national news. The allegations ultimately were proven to be false but the lessons learned regarding communication were real. The keynote speaker was the County Executive, Lucille Pattison, who led us through the very real-life application of communication principles and practices associated with managing the public and the press in emotionally charged times.

One outstanding feature of NYSCA has always been the accessibility to senior scholars who wander the same halls and sit at the same dinner tables. It can be thrilling to meet

the “name on the book cover” for the first time. One of those book cover names at the time was John Wilson. John was a longtime and active member of NYSSCA, a regular at our conferences. Many in the association grew up on his basic texts. When John passed away during my presidency I thought it only fitting to establish a formal commemoration. I established the John F. Wilson Scholars program in his honor to carry on that legacy of providing access to our influential authors. I named the first four Wilson Scholars who were: Deborah Borisoff, Gary Gumpert, Dan Hahn, and Neil Postman. I am pleased to see this program lives on.

For me, NYSCA remains a local community of scholars and friends. The conference remains a Fall Classic, a ritual of the season. It is a community supportive of exploring ideas, providing a place for sharing and introspection, and rooting for the home team as the World Series begins for baseball fans. It still provides the opportunity to explore ideas in a collegial, open format unfettered by the constraints of larger groups boxed in by restrictive interest groups. I remain committed to NYSCA because there really is no place like home.

–Susan Drucker, *Hofstra University (NYSSCA President 1990-91)*

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NYSCA has something that you don't find in most other academic organizations...it has heart. More than anything, heart is the reason I keep coming back, year after year, decade after decade. That feeling, which is absent from so much of our other intellectual interactions, is central to our little association that could, our little association that somehow surmounted numerous difficulties throughout the years. NYSCA survives because people care. Because there is a sense of connection and community, warmth and intimacy, that makes the annual NYSCA conference a special place and time.

Over the course of my time with NYSCA, I have progressed from being a graduate student and adjunct lecturer, to junior faculty member, to tenured professor. NYSCA was a vital training ground and proving ground for my professional development, and I learned my first lessons about academic associations through my service to NYSCA as an officer. This experience played a central role in our ability to organize the Media Ecology Association, and has informed my work with other professional and community nonprofits. Needless to say, the friendships formed through NYSCA have proven to be bonds that have endured throughout my career.

There are so many memories, especially of those no longer with us, memories of Neil Postman and James Carey, of Donald Theall and Frank Zingrone coming down from Canada, and Kutsher's Hotel. There was the early friction when it was the New York State Speech Communication Association, and the traditionalists in speech were reluctant to allow media scholars into the organization's leadership. The eventual demographic change that occurred, and which was essential to the organization's survival, was reflected in our name change to the New York State Communication Association, but the important legacy of speech remains, not just among the participants, but appropriately enough in the fact that we still pronounce the NYSCA acronym as niss-ka, not niz-ka or nai-ska.

There were moments that make NYSCA unique for me. The year my family came to the conference with me and my 18-month-old daughter had her first seizure episodes. The year

I gave a keynote and spoke about my daughter's autism. The conference held after 9/11, when I remember looking to James Carey and Neil Postman for comfort and reassurance. The memorial we held just weeks after Postman passed away. The after-hours sing-alongs and jam sessions, and karaoke. Doing pecha kuchas for no apparent reason except for the sheer joy of it.

Especially meaningful for me is the fact that so many of my fellow past presidents are friends and close colleagues. And I am especially proud of the fact that some six of them are former students or individuals that I have mentored in same way. You see, as far as I am concerned, NYSCA is family. And, NYSCA is home.

–**Lance Strate**, *Fordham University (NYSCA President 1998-99)*

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My memories of NYSCA date back to 1991. Over the last 26 years (and how is that possible – 26?!) I have come to think of NYSCA as my academic family retreat. A place, a time, and an experience that restores my spirit, reenergizes my academic sense of purpose, rewards me with renewed connection, affection, and engagement, and leaves me all the better in all the ways community does. I cherish all the informal talks with luminaries on our field, some of whom I count as friends. In gratitude, I recognize that I honed my skills in organizing, leading, supporting, and collaborating through helping to run this organization. NYSCA allowed me to spread my assistant professor wings and learn to fly.

I will never forget meeting Neil Postman and the warm reception of the Media Ecology group; nor the hand written note, still up in my campus office, from Debbie Borisoff after I ran the 1999 conference; nor Lance Strate's Wilson's Scholar talk; nor listening to Gary Gumpert's oft repeated impassioned discourse about the need for communication scholars to become public intellectuals as he lead by example; nor attending my first NYSCA conference and being welcomed by Susan Drucker herself between her obligations as that conference's planner; nor being honored with the Neil Postman Mentor's Award. So many people, so many friends, so much collegiality. NYSCA is my academic home away from home.

–**Susan Jasko**, *California University of Pennsylvania (NYSCA President 1999-2000)*

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My first New York State Speech Communication Association conference was Deborah Borrisoff's conference at the Nevele Hotel in Wawarsing, New York (just outside of Ellenville) in 1989. The ruins of the Nevele, with its tower building that always reminded me of the old Capitol Records Building in Hollywood, sit right next door to Honors Haven Resort and Spa, where the New York State Communication Association held its conferences from 2009 to 2014. I remember seeing, on the Sunday morning we left Debbie's conference, and as we were driving along and admiring the foliage on the way back to the New York State Thruway, a fleet of hang gliders with their multicolored wings flying off the back of the Shwangunk Ridge and soaring over our heads. I also have another memory, captured in this photo:



Or maybe this wasn't 1989. I'm really not sure. It was a long time ago. We were all so young. And Neil Postman and Christine Nystrom were still with us.

These are some of the people who, in my adult and professional life, I have grown up with. They and so many others are the reason NYSCA has been so important to me, and why I have attended the conference almost every year since 1989. (I think I may have been sick one year.) I consider them all friends – great friends – rather than colleagues.

Perhaps my favorite memory dates back to the bar at Kutsher's, where the conference was held from 1996 to 2001 – including my own conference in 2000. Some of you may remember that bar, not because we are all a drinking crowd, but because the hotel's indoor pool was on the other side of its glass wall. And that during one particular conference, a group of NYU graduate students decided to strip down and have a swim, in various states of undress. But this is not the memory I am talking about. My memory is standing at the bar one night, late, while Jim Carey held court. Neil Postman was there, too, on this occasion. (Neil typically didn't stay up too late, and certainly wasn't one to frequent hotel bars.) But I remember being there with Lance Strate and Brian Cogan and – forgive me, I can't remember all the others. There were probably a dozen of us. And I remember thinking that this was one of the coolest moments of my life: effectively taking a class with someone whose work I had read and revered, but who had never been my teacher, and that I was having this experience simply because Jim, when he arrived at Columbia in the mid-1990s, went ahead and decided that it was worth it and important enough for him to drive up to the Catskills and join us each Fall. Until we lost him, too.

My conference turned the century on NYSCA. But I have always been jealous that, for the next year's conference, Gary and Marie Radford came up with the greatest conference theme ever conceived: "2001: A State Odyssey." And that they even used Kubrick's "star baby" as their conference logo.

What a ride it's been.

–**Thom Gencarelli**, *Manhattan College (NYSCA President 2000-01)*

Marie Radford and I were the First Vice-Presidents of the 59th annual conference of NYSCA, which was held at Kutsher's Hotel and Country Club on October 5-7, 2001. The conference was completely overshadowed by one of the most traumatic events in modern U.S. history that occurred just over three weeks prior: the terrorist attacks of September 11, 2001 and, in particular, the destruction of the twin towers of the World Trade Center in New York City. As the official communication association representing New York State and New York City, it was imperative to Marie and me that these events be addressed at our conference. And so we did. Gary Gumpert put together a panel of internationally known and respected communication scholars, and all New Yorkers, to offer their meditations on those tragic events. Remarks were given by Gary, Susan Drucker, James Carey, Ray Gozzi Jr., Paul Thaler, and Carol Wilder. The panel was intense and deeply moving. The panelists attempted to articulate events that simply transcended, at that time so close to the events, the intellectual language at their disposal. And so intellectual language was put aside, and we spoke as people, deeply hurt and affected people, struggling to understand acts and consequences beyond our experience. James Carey expressed himself this way:

"I have things I believe and I have emotions I feel. But in the days since September 11, I've come to believe that they're not stable. That they're not fixed. They're not reliable. That I am as emotionally and intellectually at sea as anyone else. I can pretend for you. I can launch into a very systematic lecture about all of this that shows I have the world very firmly in command. But I don't have the world in command. I don't even have myself in command. I find my imagination vagrantly wandering across this landscape of what's going on in an absolute random sequence." (*The New Jersey Journal of Communication*, Volume 10, Number 1, Spring 2002, p. 13)

The first very tentative steps of these renowned communication scholars to address the horror that took place just three weeks prior showed, in sharp relief, the humanity that is very often hidden or masked by the demands of the academic enterprise. Behind the prestige of degrees, the products of authorship, the perspective of experience, or the depth of book learning, there are the human beings who must cope with these events in the same way as anyone else. The remarks of the panelists on that day were as valuable for what they revealed about the humanity of the scholar as they were for the light they attempted to shine on our understanding of September 11.

—**Gary Radford**, *Fairleigh Dickinson University* and **Marie Radford**, *Pratt Institute (NYSCA Co-Presidents 2001-02)*

I was originally was told to go to NYSCA (NYSSCA then) by Neil Postman. "Everyone goes," he said smiling, his face en-wreathed in a cloud of smoke. All the other grads were going, so I should as well. I wrote up a draft of my thesis as a presentation paper and judiciously trimmed it to an acceptable length and was accepted as part of a panel, my first ever.

As I had to work that day I left late and got there long after things had started on Friday night. I got lost. Even with a GPS now, it's 50/50. I arrived cold, hungry and annoyed. A

fellow grad student came running towards me carrying two beers, one was even for me! I came into the bar, and more importantly the discussions where there was no distinction between grads and faculty members. I stayed up late talking and cannot get the smoke out of my coat to this day. I had arrived and I really never left. Later I became President and while the Constitution was suspended in 2005, declared myself “President for Life.” I think Cheryl Casey either talked me out of it later or possibly arranged my exile and safe passage to Brooklyn so that Democracy would prevail.

–**Brian Cogan**, *Molloy College (NYSCA President 2005-06)*

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For me, as for so many others, NYSCA was an invaluable resource as I began my career as an academic. It was the first place I presented a conference paper, and who could ask for a more welcoming, supportive environment to learn how to present one’s work and field questions from panel respondents and members of the audience? My earliest opportunities to publish all trace back in one way or another to people I met, or got to know better, through NYSCA, and I learned about adjunct and full-time teaching opportunities from NYSCA colleagues. It was NYSCA members who gave me all of those first chances I needed to get established, and I will always be grateful for those opportunities.

–**Peggy Cassidy**, *Adelphi University (NYSCA President 2006-07)*

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One of the best things about NYSCA is that I just never know what outcome will be the most meaningful in a given year. Is it going to be my interactions with admired colleagues? Will it be a lifelong memory created alongside my students? Perhaps some ideas presented on a panel or by a keynote will capture my imagination for years to come. Maybe it is just the “getting away from it all” for the purpose of thinking about communication and my job as an educator. Knowing that I will experience some combination of these things...plus something new...is what keeps me coming back to NYSCA year after year.

–**Brad Crownover**, *College of Mount Saint Vincent (NYSCA President 2010-11)*

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“For nearly twenty years, significant features of both my personal and professional lives have always seemed to circle back around to NYSCA. Personally, colleagues I know from NYSCA have become some of my closest friends over the years. Colleagues I counted among my close friends have subsequently become members of and taken leadership roles in NYSCA. Professionally, NYSCA was the first academic conference at which I presented, back when I was a brand new doctoral student and my Master’s thesis advisor, Dr. Sal Fallica, insisted I present that work as a first step in my doctoral career. Thirteen years later, I was wrapping up my own NYSCA conference as Vice President and about to become President when I had the great honor of presenting Sal with the Neil Postman Mentorship Award. Because of NYSCA, I have terrific opportunities to continue honing my leadership, administrative, and editorial skills; I meet the most brilliant and engaging teachers and scholars with the biggest hearts; and I have the best colleagues and friends who have my back at every turn. I’ll be a NYSCA member for a very long time, because it will take at least a lifetime to give back as much as NYSCA has already given me.”

–**Cheryl Casey**, *Champlain College (NYSCA President 2012-13)*

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I began my graduate studies back in 2003 and my third ever conference was in the fall of 2004. I submitted two papers, entitled “The Use of Computer-mediated Communication for Social Interaction: Thinking Differently about Identity Construction” and “Learning the Ropes: An Analysis of the Organizational Socialization Process Within Local Police Departments,” respectively. The former was produced individually, as a result of a course that I had taken at the Master’s level (entitled Communication and Information Processes), and the latter was produced with a fellow graduate student, from a course that we had taken at the Doctoral level (entitled Organizational Communication). These papers were submitted on a whim...and I had anticipated receiving two letters of rejection soon thereafter. Well...I received an email from Marie Garland, the Vice President of the association at the time, congratulating me on the acceptance of both papers. Needless to say, I was quite excited as a young, fresh graduate student.

After having spent that long October weekend in Kerhonkson, New York, I had fallen in love with the conference and those who are part of the association. I had introduced myself to many folks...most of who I still speak with to this day. Marie Garland and Valerie Swarts asked me, during Saturday’s dinner, if I would be interested in running for the Graduate Student Representative of the Executive Board of the association. If you have ever had the pleasure of speaking with Valerie about anything, you know that there is no possible way to say no to her. She has that special way of selling ideas. The next morning, I was elected to the Executive Council...and I have been on it ever since. This was truly the first organization where I felt as though I had a home...where I had a sense of identity...which provided a space in which/through which to talk, network, and listen to the ideas of others. The New York State Communication Association has had a special place in my heart for the past 13 years. It is important to remember, however, that it is not the association that matters...it is the individuals who collectively create this system that matter. That, in the end, is what NYSCA means to me. It is the people...and their willingness to help, listen, and collaborate...which make this organization different from others. The New York State Communication Association has, is, and will forever remain an association to which I will have allegiance and to which I will give back as much as it has given to me.

–**Corey Liberman**, *Marymount Manhattan College (NYSCA President 2013-14)*

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When I think about the New York State Communication Association I think about mentorship. Supportive friendships and consideration among colleagues are notable features of this organization. Peg Cassidy approached me years ago to become more involved, Mary Ann Allison invited me to participate in panels, Susan Drucker provided thoughtful advice, Susan Jasko defined calm competence, and Val Swarts “had a plan” and set me on the path to serve as President. These people are role models I would not have met without participation here at NYSCA, with shared meals and real opportunity for engagement.

Over the years our conferences have evolved. We have changed venues. We have mastered logistical challenges. Our web presence has increased. Yet, it is the mentorship and support that continues to make a lasting impact on our field. I look ahead at our rising scholars and

I see a bright future. NYSCA is an important part of that. I feel honored to be involved.
–**Maureen M. Louis**, *Cazenovia College (NYSCA President 2014-15)*

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I remember my first NYSCA presentation in 1997 at Kutsher’s Hotel and Country Club. As a master’s student I was excited and nervous to attend and, even more so, to present. NYSCA has had its heydays and this conference was among these. It was one of those times when NYSCA was a vibrant organization with local celebrities in the field exchanging ideas. The energy was palpable. I was just beginning my entrée into my academic career, and attendance at this NYSCA conference, a small flourishing environment, showed me what an intellectual community was supposed to be. I was in awe of the presenters who garnered a large attendance at their presentations, I envied audience members who could ask what seemed to be the perfect questions, and, then, there were the published authors whose work I had read in class chatting amongst us like “ordinary people.” Since then I have learned how to be one of these seemingly enviable presenters, audience members, and authors, now knowing they are, alas, ordinary, yet nonetheless admirable people who I am honored to call colleagues and friends. An intellectual community, NYSCA taught me, is not a fait accompli in academia, it must be developed, nurtured, and fed to grow. We must always and continually strive for it. I am honored to have attended so many years ago and, equally so, to have led the organization as Vice President and President so many years later to do my part to help NYSCA prosper for another 75 years.

–**Anastacia Kurylo**, *St. Joseph’s College (NYSCA President 2015-16)*

• • •

Memories of NYSCA’s fourth twenty-five years will be collected in 2042 during the centennial celebration.



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The Department of
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at
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Congratulates NYSCA on its 75th Annual Conference

Jennifer Dixon, Ph.D.

Eileen Doherty, Ph.D.

Edrex Fontanilla, MFA

Erin Greenwell, MFA

Dan Hunt, MFA

Corey Liberman, Ph.D.

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NYSKA PHOTO GALLERY

Over the years, there have been many great memories made at the New York State Communication Association Conference. The next couple of pages document some of the photos that were shared with us to capture and commemorate these great memories. Throughout the 75th celebration, we will be collecting photos to continue building a gallery of NYSKA memories, so please feel free to share them with the organization!



James Carey



John Wilson

continued on next page



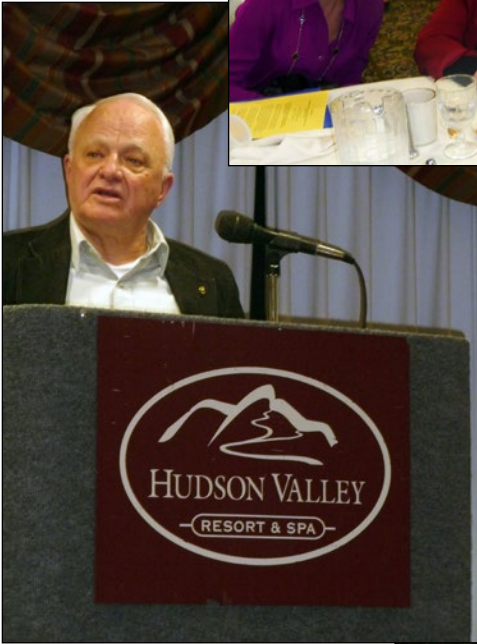
Mary Ann Allison (left) & Cheryl Casey (right)

Susan Jasko (left) & Missy Alexander (right)



Jam session (Bill Petkanas, Thom Gencarelli, Roxanne O'Connell)

Hofstra Faculty (from left to right: Suzanne Berman, Barbara Kelly, Victoria Semple (back), Susan Drucker, & Mary Ann Allison)



Terence Moran



Lance Strate

NEW YORK STATE COMMUNICATION ASSOCIATION
2018 CALL FOR PAPERS • 76TH ANNUAL CONFERENCE • OCTOBER 12-14, 2018

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**Signs of the <Time>: Urgency, Connection, and Affordances
in Communication**

Consideration of time as a contextual factor in a communication transaction, rhetoric of time (e.g., busyness, urgency) impacting interpersonal connection, and <time> as a point of political dispute are just a few ways in which the notion of time is explored in the field of communication. While time could be defined as a state, a measurement, or a cultural description, it also allows for reflection of history and past narratives while shaping future events. This seems particularly appropriate as NYSCA reflects on the 75th anniversary celebrated in 2017 and is now looking forward to 100 years of the organization. In interpersonal and health communication, consideration of time helps shed light on doctor-patient relationships, dyadic pairings both romantic and platonic, and communication regarding death and dying. Affordances granted through technology reshape our understanding of time and culture. <Time> as an ideograph is being used in political discourse to simultaneously unite (as a perceived common understanding of time exists), while dividing (the actions warranted/desired under the banner of “this is the time” are undoubtedly different). Moreover, time, and the seemingly ever present lack of it, shapes individuals’ narratives of self, family, and work. For the 2018 New York State Communication Association Conference, we encourage submissions that challenge traditional notions of time, illuminate turning points in identity and interpersonal relationships, explore rhetorical strategies/uses of time and <time>, discuss the intersection of technology, chronemics, and culture, and any other manuscript, performance, or discussion that scholars, practitioners, and students in the field invest the time to craft.

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 completed papers will be considered for student paper awards.

Completed papers of no more than 25 pages should not include identifying information (author, affiliation, contact information) – identifying information will be entered by submitters into the submission program. 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 (students only), 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 125 words for each presenter.

A statement of professional responsibility should be included on the first paper 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 2017 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.”

We have transitioned to an electronic submission system for all abstracts, proposals, and/or completed papers – a link to the EasyChair submission site will be posted on NYSCANet.org in January. Please read the instructions on the site prior to submitting your paper or proposal. **All abstracts, proposals, and/or completed papers are due no later than June 1, 2018.**

NOTES



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on its
75th Anniversary



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