

NYSCA Insights

The newsletter for all information of NYSCA members

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2011 Conference Theme Announced

Conference Theme: Communication Connections: Contributions and Collaborations between Distanced Groups

The New York State Communication Association invites you to send proposals for the 69th annual conference, where we will be investigating the ways in which communication can create connections.

About the conference theme: In the middle of the last century in his lecture and book, *The Two Cultures*, C.P. Snow famously described the breakdown of communication between the sciences and the humanities.

Today, despite global connectivity and our nearly complete immersion in communication and information, we continue to find ourselves forming groups which are distanced from each other.

- Business people sometimes consider academics to be unrealistic and unworldly, while some academics might describe business people as greedy and unthinking. How can colleges and universities help students to move from academia to business?
- Some urban and rural groups regard each other with suspicion. In college towns, there is often a split between the people who attend and teach at the school and others who live in the community. This distinction is so long-standing that there is a centuries-old name for the differences between town and (academic) gown. How can these neighbors live more comfortably and effectively with each other?
- Many citizens feel distanced from their governing bodies. Is government intervention in everything from economic policy to health care connecting citizens and policy makers? Or is it widening the gap? What new forms of citizen participation are enabled by new forms of media?

2011 Conference Speakers

Renee Hobbs

Our Friday night speaker, Renee Hobbs, is a Professor and founder of the Media Education Lab at Temple University. Her recent works



include a white paper, Digital and Media Literacy: A Plan of Action, written for the Knight Foundation and the Aspen Institute and a book, Copyright Clarity: How Fair Use Supports Digital Learning. She helped create the Partnership for Media Education,

which evolved into the National Association for Media Literacy Education and is a past president of this organization.

Aashish Kumar

On Saturday afternoon, Aashish Kumar will screen and discuss his documentary following



the lives of 'reverse migrants' – Indian hi-tech workers who moved back to India from the US – and exploring how globalization transforms

our sense of place and home. A Fulbright scholar and member of the US National Fulbright Screening Committee, Aashish teaches documentary and advocacy video at Hofstra University. Among the awards for his films are the Best of Festival and Award of Excellence from the Festival of Media Arts, Broadcast Education Association.

Carole Blair

Our evening Saturday speaker, Carole Blair, is a Professor of Communication Studies and Fellow of the Institute for the Arts and Humanities at the University of North Carolina at Chapel Hill. In 2009, she was elected as a Distinguished Scholar of the National Communication Association, NCA's highest research distinction. She has been the re-



recipient of many awards including the Francine Merritt Award for Contribution to the Lives of Women in Communication. Her research attends to rhetoric's crucial role in understanding visual and material phenomena.

2010 Student Essay Awards

Creativity Award: Zach Napolitano, Brooklyn College, City University of New York, paper title: *Text me my love, you can text me any day or night*

Undergraduate

First prize: Daniel Hagemeyer, Hamilton College, paper title: *Twitter and the Question of Objectivity: How Social Network Sites Influence a Journalistic Norm*

Honorable Mention: Elissa Nyerges, The Rochester Institute of Technology, paper title: *The Effect of Educational Television Programming That Involves A Non-English Language on Parental Reports of Second Language Use Among Preschool-Age Children*

Honorable Mention: Latisha L. Balogh-Ronbinson, Marist College, *Through the Looking Glass: Weight Bias Revisited from a Symbolic Interactionist Point of View*

Master's Level

First prize: Elizabeth Smith, New York University, paper title: *"They Don't Teach This in High School": An Examination of the Portrayal of Teenage Pregnancy in the MTV Television Show 16 and Pregnant*

Honorable Mention: Jiyoung Chae, New York University, paper title: *"Yes! I Had Cosmetic Surgery": Celebrities Cosmetic Surgery Confessions through the Media as an Atonement Ritual, and Korean Female College Students' Perception of the Confessions"*

Honorable Mention: Yue Li, New York University, paper title: *Cross-Cultural Communication within American and Chinese Colleagues in Multinational Organizations*

Other Applicants: Patrick Morrison, New York University, paper title: *The Equal Rights Amendment, and Childcare: An Analysis of Mormon Social Roles*

Jenna Williams, Luke Auburn, Kimberly Reed, Rochester Institute of Technology, paper title: *The Spice of Life: How Outstanding Professors at RIT Address and Incorporate Topics of Diversity into the Classroom*

Amanda F. Vega, New York University, paper title: *Pisoner of the Gaze: A critical and semi-ethnographic view of Hispanic definitions of beauty across two cultures*

Isabel Juliana Restrepo Beltran, New York University, paper title: *Representations of Beauty in Colombian TV Programming: Consumption of Beauty for Social Mobility*

M.A. Placito, Brooklyn College, paper title: *The Artist is Not Present: Banksy as the Conspicuously Absent Auteur*

PhD Level

Research prize: Hyunsook Youn and Marian Stewart Titus, Rutgers University, paper title: *Mobile Phone in U.S. Science Museums: A Report of an Online Survey*

Letter from the NYSCA President

The 68th Annual Conference of the New York State Communication Association was a wonderful success! The 2010 NYSCA Conference, held at Honor's Haven Resort and Spa in Ellenville, NY, had record attendance, 40 educational panels, 2 excellent keynote speakers, a terrific plenary session speaker and over 62 colleges/universities, professional organizations and corporations/companies were represented at the conference.

The theme of the 2010 conference was: Communication Matters and to explore this theme, organizers of the 68th annual conference asked conference participants to consider the question of how, if at all, communication matters in interpersonal, digital/networked, organizational, intercultural and international communication contexts?

This theme drew a diversity of scholars, administrators, communication industry practitioners, students (graduate and undergraduate) to the conference and laid the foundation for the topics addressed by our keynote speakers. On Friday evening, Dr. Donal Carbaugh from the University of Massachusetts, Amherst provided a revealing and thoughtful discussion about "The Matter of Communication: Perspectives and Practices." Dr. Kathleen LeBesco from Marymount Manhattan College raised interesting and thought-provoking ideas about food and our communicative relationship to it during a plenary session on Saturday, "Why Our Communication about Food Matters." On Saturday evening, Dr. Lawrence (Larry) Frey from the University

of Colorado at Boulder challenged conference participants with a powerful call to action during his address, "Making Communication Matter through Communication Activism for Social Justice Scholarship."

The 69th Annual NYSCA Conference, Communication Connections: Contributions and Collaboration Between Distanced Groups, promises to be equally exciting, thought-provoking and engaging. NYSCA prides itself on its long history and commitment to bringing students, scholars, administrators and industry



Students in attendance at last year's conference

practitioners together to present research, debate ideas, share outstanding teaching strategies and network. Please join us at Honor's Haven Resort and Spa October 21-23, 2011 as we once again gather to explore our interests in the dynamic field of communication.

NYSCA Updates Website for the Future

The NYSCA Website revision recently completed by Ari Kissiloff offers some updated features. The site can now show our Facebook feed, photos of followers, and allow people to “like” us - right from the webpage. (Ari says: “Go “like” us right now if you’ve not done so already!” Many updates are posted on the Facebook page, and more will be forthcoming as

Google now knows about us and we’re in the top 10 for “NYSCA” searches, it would be nice to get on top of some of the others, particularly the National Youth Sports Coaches Association. For this to happen, according to Ari, we need to increase our page rank with Google. The best way to do this is have websites link TO the NYSCA Website. If you run a website or a blog, create a link to us.

One final note, Ari reports that he is working on a modification that will allow a special “iPhone” simplified page, when viewed on a compatible smartphone/handheld device. This may come in handy when at the conference and wanting to learn more about what’s going on.

As always, if you have any suggestions for web site features or changes, please don’t hesitate to drop Ari Kissiloff a line.



the next conference draws near). The Facebook page also subscribes to several blogs on education and communication, and these articles can be seen on the right hand side “widget” under the Facebook.

There are areas in which Ari could use the membership’s help. The “Archives” page goes back all the way to 2003 with conference call for papers & final programs, but it would be nice to include earlier programs as well for historical reference. If anyone has copies of these, please forward them to Ari.

NYSCA Treasurer's Report

Katherine G. Fry
April, 2011

Balance as of April 8, 2011
\$12,110.13

Expenses, October, 2010-April, 2011:

Expenses for speakers
582.25
190.00

Reimbursements
534.13
80.45
108.28

Honor's Haven 450.02

Taylor & Francis
2,990.00

Monthly Chase account fee = waived

Total expenses
\$4,935.13

Deposits from October, 2010-April, 2011
\$150.00

Conference Proceedings Report

NYSCA Conference Proceedings Report				
Year	2009	2010	2011	
Issues Published	1	1	0	
Items Published	7	6	0	
Total Submissions	16	12	12	
Peer Reviewed	13	9	0	
Accept	11 (85%)	6 (67%)	0 (0%)	
Decline	2 (15%)	3 (33%)	0 (0%)	
Resubmit	2 (15%)	0 (0%)	0 (0%)	
Days to review	159	90	0	
Days to Publication	120	141	0 (0%)	
Registered Users	16 (16 new)	30 (14 new)	40 (10 new)	
Registered Readers	10 (10 new)	21 (11 New)	28 (7 new)	
Article View Counts				
Non-Peer Reviewed Submission			5	