

*Call for Papers*  
72<sup>nd</sup> Annual Conference  
**New York State Communication Association**  
**October 17-19, 2014**  
**Honor's Haven Resort and Spa - Ellenville, New York**

***Alone Together: Communication and Community (or Not)***

Communication allows us to share meaning, build relationships, and create communities. The empathy garnered through thoughtful Communication is the foundation for common ground, and our perspectives are often guided by relationships and shared experiences. Yet in this time of niche markets, micro audiences, and customizable media, are we limiting opportunities for understanding? Is our communication encouraging factionalism at the expense of more holistic community?

This year's conference theme invites papers at the intersection of community and communication. Specific topics relevant to the overarching theme include, but are not limited to:

- Digital Access
- Diversity
- Media Literacy
- Political Discourse
- Civic Engagement
- Group Communication
- Organizational Health
- Leadership

Communication provides the opportunity to reach beyond the self, to form bonds with others, to build communities together. However, in our increasingly digital world, examples abound of failure on all these fronts. We invite you to join with the NYSCA community of scholars to consider these issues and more.

We welcome submissions in a variety of formats including papers, panel proposals, posters, roundtables, media screenings, and other innovative proposals for thoughtful engagement. Work related to the conference theme is encouraged, as well as scholarship addressing a wide range of communication topics from a variety of theoretical and methodological approaches. Undergraduate and graduate student submissions are also welcome and will be considered for student paper awards.

For completed papers of no more than 25 pages, please send identifying information (title page, author, affiliation, contact information) in a separate document. Papers should include a running head with an abbreviated title. Student submissions should indicate "undergraduate" or "graduate," along with an abbreviated title in the running head.

For all other presentation formats, including panel proposals, posters, and roundtables, please include the title, the lead contact or panel chair, the participants/authors, affiliations, contact information, and a description of the panel, poster, or roundtable. For each paper in a panel or roundtable proposal, please include a title, a list of authors, and abstracts of no more than 250 words.

A statement of professional responsibility should be included on the cover or title page of the submission and should state the following: "In submitting the attached paper/panel proposal, poster, or roundtable, I/we agree to present at the 2014 NYSCA conference if it is accepted. I/we further recognize that all who attend and present at NYSCA's annual meeting must register and pay the required fees."

Please email abstracts, proposals, and/or completed papers to Maureen Louis (mlouis@cazenovia.edu)) ***no later*** than June 1, 2014.

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***Featured Speakers***

**Jason Llorenz**



**Communication in a Mobile, Social World:  
New Opportunities to Meet Persistent Social Challenges**

Digital and mobile technology have put the world at our fingertips — forever changing the nature of work, expectations of privacy, and conceptions of community while offering a new medium for learning, entrepreneurship and advocacy. New opportunities to address social problems and advance equity across the economy in a digital world pose significant policy and organizational challenges. This talk will first explore those challenges, and highlight opportunities for schools, government, community institutions and stakeholders to harness 21st century communications to advance equity across society.

**Jason Llorenz** is the Director of Innovation Policy for the Latino Information Network at Rutgers University (LIN@R). A Senior Fellow at the Rutgers University School of Communication and Information, he teaches courses in modern digital communication and policy. He is a writer and consultant with over ten years of federal and state-level policy development, strategic communication, and legal experience. His research focuses on the policies underlying digital inclusion and digital literacy in the United States.

Jason's writing appears in *The Huffington Post* and he is often sought for comment on the issues facing the digital divide and universal digital inclusion. Jason has been interviewed on this subject by a number of media outlets, including *The Washington Post* and *National Public Radio*. He leads discussions on Capitol Hill and around the country. He has addressed numerous associations and organizations, including SXSWedu, the National Council of La Raza, the Congressional Hispanic Caucus Institute, LATISM, and others. His consulting and training work focuses on training thought leaders and organizations in strategic integration of digital and social media for advocacy.

Jason holds a BA from Cazenovia College and Juris Doctor from the State University of New York at Buffalo School of Law. He is a Member of the New York State Bar. Jason serves as a small business advisor to the Columbia/Harlem Small Business Development Center (SBDC) at Columbia University, and is a Member of the Board of Directors of the Washington Internship Institute. He is an Advisory Board Member of the Minority Media & Telecommunications Council (MMTC) and elected legal liaison to the Congressional Hispanic Caucus Institute Alumni Association.

## John Robert Greene



### **The New “Boys on the Bus”: Narrowcasting, Punditry, and Modern Political Discourse**

In a political sphere where citizens can search for political talk and writing that agrees only with their preset point of view (thus avoiding or ignoring any idea, personality, or thought that might challenge that point of view), the meaning and outcomes of our political discourse have, quite noisily, changed rather dramatically. This talk, given by a widely published scholar in presidential politics who has also been a panelist on a weekly political talk show for the past two decades, will explore this phenomenon, and offer his thoughts as to its impact on the development of a democratic discourse in our nation.

**John Robert Greene** is the Paul J. Schupf Professor of History and Humanities at Cazenovia College, Cazenovia, NY, where he has taught for the past thirty-four years. He also serves as the College Archivist.

Dr. Greene’s teaching and writing specialty lies in American Political History, particularly the American presidency. He has written or edited seventeen books—including one on the election of Dwight Eisenhower, one on the Nixon presidency (the first to utilize material from the Nixon Presidential Material project, then located in Virginia), three on the Ford presidency, and a critically acclaimed study of *The Presidency of George Bush*. This book, based on over one hundred interviews—including one with former President Bush—was recently praised in the leading journal in the field as “the best book to date on the Bush administration.” His biography of Betty Ford—the first biography published of that first lady, has also earned for him strong reviews. His most recent books are a history of America in the 1960s, and an encyclopedia of the George W. Bush presidency. Of his four books on the history of higher education, his *Generations of Excellence: A History of Cazenovia College* continues to raise funds for scholarships at Cazenovia College. Presently, he is completing a biography of Geraldine Ferraro, updating his study of the Bush administration, and writing a survey of America in the 1980s.

Dr. Greene is also a regular political commentator on several radio call-in shows around the country, and has recently offered commentary on C-SPAN, MSNBC, and National Public Radio. Locally, he is a weekly regular on WSYR-AM, a regular panelist on WCNY-TV’s “Ivory Tower Half Hour,” and appears with some frequency in the Syracuse news media commenting on political issues of interest. His most recent foray into the national media was in March 2009, when he was a featured analyst and script supervisor for the PBS special, “Betty Ford: The Real Deal.”

Dr. Greene received his undergraduate degrees from St. Bonaventure University, and his Ph.D. in Modern American History from Syracuse University.

**Roger Aden**



***Places Apart: Sites of Communion Among Us***

Building a community requires both a distinct place for people to share their experiences and a desire among those people to communicate in personally profound ways with one another. Such sites of communion are found in physical locations such as social gathering spots, sports venues, and historical sites, as well as in virtual places that we visit through mediated communication. This presentation explains how to notice, appreciate, and make sense of the sites of communion which fill the world around us.

**Roger Aden** is Professor in the School of Communication Studies at Ohio University. His research integrates rhetorical and qualitative methods of research to examine the meanings of places as they are rhetorically constructed and interpreted. His current research considers how places of public memory invite visitors to embrace different, and often competing, stories about the past. Much of this work is synthesized in a book-length manuscript, *Making a Place: Public Memories of Slavery, African American History, and the President's House in Independence National Historical Park*, which is now under review. Previously, he examined how fans of the University of Nebraska's football team enact a story of the state through their fan performances in *Huskerville: A Story of Nebraska Football, Fans, and the Power of Place* (McFarland, 2008), and how fans of popular culture narratives engaged in metaphorical journeys to the places suggested by those tales in *Popular Stories & Promised Lands: Fan Cultures & Symbolic Pilgrimages* (University of Alabama, 1999).

He has also published articles in *Communication Monographs*; *Communication Theory*; *Rhetoric & Public Affairs*; *Qualitative Research Reports in Communication*; *Review of Communication*; *Western Journal of Communication*; *Communication Quarterly*; *Central States Speech Journal*; *Southern Communication Journal*; *Women's Studies in Communication*; *Argumentation & Advocacy*; *Political Communication Review*; *Forensic Educator*; *Communication Education*; *Elysian Fields Quarterly*; *Speaker & Gavel*; *National Forensic Journal*.