

**New York State Communication Association  
2015 Call for Papers – 73<sup>rd</sup> Annual Conference  
October 16-18, 2015**



**NEW LOCATION THIS YEAR!**

**Villa Roma Resort and  
Conference Center**

356 Villa Roma Road, Callicoon, NY 12723

<http://www.nyscanet.org/wp/conference/>

**VILLA  
ROMA**

***Are You In Or Are You Out?  
Aligning Ourselves With Communication***

This question evokes thoughts about popularity, group membership, identity, culture, inclusion, belonging, alliances, allegiances, peer pressure, and much more. Our groupings impact the way we see the world, understand ourselves and others, and advance as a culture. Although new structures and contexts for unification, division, conflict, and distortion get created they harken back to the ways we have traditionally grouped people and things. Group alignment and dialogue that encourages inclusion may be at the heart of much of our communication practices. Come present, discuss, and listen to panelists discussing these and other cutting edge topics at NYSCA 2015.

**This year's conference theme invites papers that take alignment as a focal point. Specific topic areas relevant to the overarching theme include, but are not limited to:**

- Business Communication
- Conflict Management
- Critical Theory
- Diversity and Inclusion
- Ethics and Law
- Gender, Sexuality, and Body Studies
- Group Membership and Categorization
- Media Criticism
- Intercultural Communication
- Interpersonal Communication
- Leadership
- Political Discourse and Debate
- Public Relations and Marketing
- Research Methods
- Social Media and Technology
- Social Networks

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 less than 250 words.** A statement of professional responsibility should be included on the cover or title page of the submission stating: “In submitting the attached paper/panel proposal, poster, or roundtable, I/we agree to present at the 2015 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 Anastacia Kurylo (anastacia@kurylo.com) **no later than July 15, 2015.**

## ***Friday Night Keynote Speaker: HOWARD GILES***



Howard Giles (PhD [1971], D.Sc. [1996], University of Bristol) became Chair of Social Psychology and thereafter Head of Psychology at that same institution. He emigrated to California 23+ years ago and is Professor (past-Chair) of Communication at the University of California, Santa Barbara (with affiliated positions in Linguistics and Psychology). He is Founding (and current) Editor of the *Journal of Language and Social Psychology* and Co-founding Editor of the *Journal of Asian Pacific Communication*, elected Editor of *Human Communication Research*, and Editor of many Book Series.

Giles has researched many different areas of intergroup communication (and is editor of the 2012 *Handbook of Intergroup Communication* for the International Communication Association (ICA)/Routledge), been on the editorial boards of dozens of journals, is an elected Fellow in 7 gerontology, psychology, intercultural relations, and communication associations and, in addition to 30+ competitive Top Paper awards from Communication Associations, has received many distinguished honors (e.g., the ICA Inaugural Career Productivity [Chaffee] Award in 2000 and the National Communication Association's Mark Knapp Career Award for interpersonal communication in 2010). He has been Past President of ICA and the International Association of Language & Social Psychology (IALSP) and is currently Adviser to the Executive Committee of the latter. Co-founder in 1979 (with Peter Robinson) of the International Conferences on Language (ICLASP) - with ICLASP15 planned for 2016 - he was one of the key initiators of the IALSP movement established in 1996. In late 2011, he retired as a 15-year Reserve Detective Lieutenant with the Santa Barbara Police Department working with the major crimes unit and on 24/7 call for the Crisis Negotiation Response Team as well as on 24/7 call as a Police Chaplain. Giles has been the recipient of 13 California State, local, and departmental Outstanding Law Enforcement Service Awards.

## ***Saturday Night Keynote Speaker: MECCA E. SANTANA, ESQ.***



Mecca E. Santana is the Vice President of Diversity & Community Relations for Westchester Medical Center. As the head of the Office of Diversity and Community Relations, she is responsible for building and leveraging relationships with external stakeholders in the diverse communities that make up the Hudson Valley, while also ensuring that all internal organizational policies and procedures are aligned with diversity and inclusion best practices. Prior to this position, Ms. Santana served as the Chief Diversity Officer for the State of New York. Appointed by Governor Andrew Cuomo in September 2013, Ms. Santana was responsible for the creation and implementation of recruitment and retention initiatives designed to promote workforce diversity and inclusion, while also leading new initiatives to increase Minority & Women Owned Business (MWBE) procurement opportunities. Prior to joining the Cuomo administration in 2013, Ms. Santana was the Executive Director of Equal Employment Opportunity & Diversity Management for the Office of Equal Opportunity at the New York City Department of Education. As the Executive Director of EEO/Diversity & Inclusion for the largest school district in the country, Ms. Santana was responsible for ensuring department-wide compliance with all EEO laws and diversity policies by overseeing the Discrimination Complaint Unit, the Contract Compliance Unit, the Training Unit, the Disability Rights Unit, and the Diversity Management Unit – a unit that Ms. Santana created. Prior to joining the Department of Education, Ms. Santana was Senior Assistant Counsel for the New York State Commission of Investigation. In her capacity as Senior Assistant Counsel, Ms. Santana conducted state-wide investigations of municipal corruption and assorted criminal matters, making recommendations to the Governor and NYS legislature based upon her investigative findings. Ms. Santana began her legal career as an Assistant District Attorney in the New York County (Manhattan) District Attorney's Office. Appointed by the renowned Robert M. Morgenthau in 2000, Ms. Santana prosecuted assorted criminal matters as a member of the Trial Division, the Sex Crimes Unit, the Domestic Violence Unit, and the Welfare Fraud Unit. Ms. Santana holds certifications from Cornell University's School of Industrial and Labor Relations in Equal Employment Opportunity Studies and Diversity Management. Ms. Santana, who is licensed to practice law in both New York and New Jersey, graduated from Hofstra University School of Law in June 2000.