



“Theory vs. Practice: Bridging the Gap”

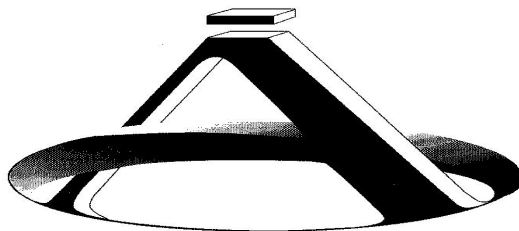
**77th Annual Conference
of the New York State Communication Association**

October 18-20, 2019
Villa Roma Resort and Conference Center, Callicoon, NY

“Let us repeat the two crucial negative premises as established firmly by all human experience: (1) Words are not the things we are speaking about; and (2) There is no such thing as an object in absolute isolation.”

— **Alfred Korzybski, the originator of general semantics**

For more information go to: www.generalsemantics.org



INSTITUTE OF GENERAL SEMANTICS

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New York State Communication Association
Executive Board
2019

| | | |
|------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| <p style="text-align: center;">Michael Plugh <i>Manhattan College</i> Nominating Committee Chair</p> | <p style="text-align: center;">Douglas Strahler <i>Slippery Rock University</i> Immediate Past President</p> | <p style="text-align: center;">Heather Stassen <i>Cazenovia College</i> President</p> |
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| <p style="text-align: center;">Susan Jasko <i>California University of Pennsylvania</i> Nominating Committee Member</p> | <p style="text-align: center;">Brian Cogan <i>Molloy College</i> Nominating Committee Member</p> | |

| |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p style="text-align: center;"><u>Conference Reviewers of Faculty Manuscripts:</u> Robin Levenson, <i>LaGuardia CC, CUNY</i> Corey J. Liberman, <i>Marymount Manhattan College</i> Kristine Spike, <i>The College of New Jersey</i> Heather Stassen, <i>Cazenovia College</i></p> |
| <p style="text-align: center;"><u>Conference Reviewers of Graduate Manuscripts:</u> Noura Ahmad Hajjaj, <i>SUNY New Paltz</i> Christina Knopf, <i>SUNY Cortland</i> Jason Wrench, <i>SUNY New Paltz</i></p> |
| <p style="text-align: center;"><u>Conference Reviewers of Undergraduate Manuscripts:</u> Arshia Anwer, <i>Manhattan College</i> Brian Cogan, <i>Molloy College</i> Donna Flayhan, <i>SUNY New Paltz</i></p> |



Thank you, Heather Stassen!

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

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To the NYSCA Community,

It is a distinct honor to welcome you to the 77th annual meeting of the New York State Communication Association. NYSCA has always been an incredible opportunity to present, learn, share knowledge, and network with some of the strongest voices in our field. Since I began attending this conference as a spur of the moment decision in 2000, I've been impressed with what makes this organization unique: the small-scale that allows people to really interact and have a high-impact experience over a beautiful fall weekend. It's fair to say that NYSCA has been essential in my professional and personal development, I've always learned so much from my colleagues here, and made many friends and contacts along the way.

This year's theme is **"Theory vs. Practice: Bridging the Gap"**. Often these terms are more about "things that go together" yet sometimes we see the discussion turned into an either-or, binary, take it or leave it, all or nothing, bifurcated reality when it comes to the classroom. At this conference we will explore how they can work together and where they should be apart. We will examine how we will navigate the age-old tension between the camps, and ensure that our graduates can both think deeply, and also deal with the practical issues that citizens of a 21st century planet must tackle to move forward together. Look for the **THEME** icon next to panel names in this program for a roadmap of panels and presentations that have explicitly made connections to our theme.

As is tradition, we have two excellent keynote speakers who will also explore and expand on our theme. *Cyndy Scheibe* and *Renee Hobbs* are established experts in their field, dynamic speakers, and bring years of personal and professional experience to the discussion. We are thrilled to also have them hosting the "Top Paper Panel", and also the opportunity to interact with them over the entire weekend.

Some returning events include "Great Ideas for Teaching Students (GIFTS)", "Undergraduate Poster Session", "Top Paper Panel", and "Undergraduate Town Hall". A special thank you as well to *Evelyn Plummer*, *Noura Ahmad Hajjaj*, and *Doug Strahler* for helping to continue these traditions.

As is tradition, join us for food, drink, and laughs at the Friday and Saturday evening receptions, with the Saturday version generously sponsored by *Rutgers University's Doctoral Program in Communication, Information and Library Studies* and *Rutgers University's Masters Program in Communication and Information Studies*. After dinner on Saturday, join us back in Marty's Lounge for the triumphant return of the "NYSCA Music Jam". On Sunday morning, NYSCA President *Heather Stassen* will wrap up the weekend with a plenary session featuring Wilson Scholars with a focus on theory and practice.

This conference simply would not be possible without the dedication of our Vice-President Elect *Noura Ahmad Hajjaj*, and the leadership of President *Heather Stassen*. Executing this conference has always been a group effort, and this year has been no different. I'd also like to recognize the efforts of *Doug Strahler*, *Corey Liberman*, *Michael Plugh*, and our new Executive Secretary *Sanae Elmoudden*.

And at the risk of starting to sound like an Oscar speech, I must mention the contributions of our reviewers who literally make this exchange of ideas possible, they are all recognized on page 4.

A special thank you to Dean *Diane Gayeski* of the Roy H. Park School of Communications at Ithaca College for financial support for various conference materials, as well as some much needed reassigned time in support of my role at NYSCA. As well as all of our institutions who have supported us being here.

I trust you will all enjoy your experience at the 77th!

Ari Kissiloff
Vice President and Conference Organizer, NYSCA
Assistant Professor, Ithaca College

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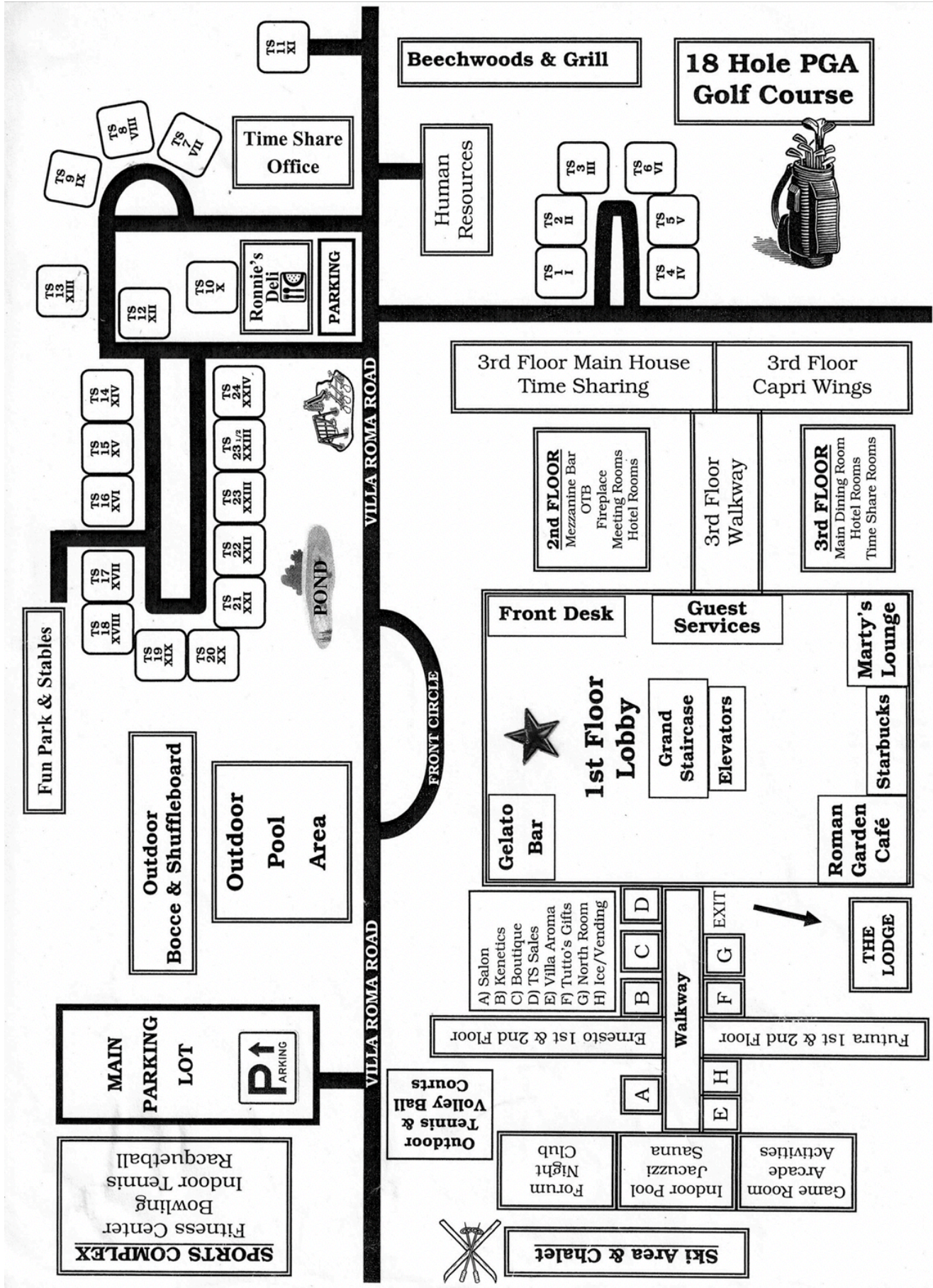
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- Galina Bolden
- Marya Doerfel
- Richard Dool
- Sophia Fu
- Bernadette Gailliard
- Kathryn Greene
- Alexa Hepburn
- Vikki Katz
- Jeffrey Lane
- Laurie Lewis
- Nick Linardopoulos
- Jenny Mandelbaum
- Matthew Matsaganis
- Lisa Mikesell
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FRIDAY SCHEDULE AT A GLANCE

| <i>Session</i> | <i>Time</i> | <i>Event</i> | <i>Location</i> |
|---------------------------------------------|-----------------|---------------------------------------------------------------------------------------------|-------------------------|
| Full Day Event | 1:00pm – 5:00pm | Registration | Lobby |
| Meeting | 1:00pm – 2:00pm | NYSCA Executive Council Meeting | Brookside 2 |
| | 2:00pm – 4:45pm | Coffee Break | Conference Room Hallway |
| Panel Session 1 2:15 pm – 3:30 pm | | Global Feminism: Challenges and Opportunities | East Room 1 |
| | | Innovating Communication Programs For The Digital Age | East Room 2 |
| Panel Session 2 3:45 pm – 4:45 pm | | Interaction is Key: How conceptual thinkers and practitioners succeed when working together | East Room 1 |
| | | Fatigue in Academe: Examining Burnout Experienced by Education Professionals | East Room 2 |
| | | Social Media and Dissent | East Room 3 |
| | | Ethics in Education | West Rooms 1&2 |
| Welcome Reception | 5:00pm – 6:00pm | Drinks and Appetizers Sponsor? | Marty's Lounge |
| Friday Night Keynote | 6:00pm – 7:00pm | Cyndy Scheibe Keynote Address | Marty's Lounge |
| Meal | 7:15pm – 8:30pm | Plated 5-Course Dinner | Dining Room |



FRIDAY October 18

Registration (1:00pm – 5:00pm)

Registration

Lobby

NYSCA Executive Council Meeting (1:00pm – 2:00pm)

NYSCA Executive Council Meeting

Brookside 2

Panel Session 1.A (2:15-3:30pm)

Global Feminism: Challenges and Opportunities

East Room 1

The authors in this session will elaborate on challenges and opportunities that evolve around global feminism in our interconnected global village. In these deliberations, the panelists will highlight the power of activism for a diverse range of worldwide women to create transformative social change within their local communities and around the globe. The panelists will illustrate how women’s leadership- taking place both online and on the ground- can dismantle systematic global oppression throughout self-determination, constructive communication, and inclusion.

Chair: Thom Gencarelli, *Manhattan College*

Respondent: Susan Drucker, *Hofstra University*

Participants:

“EMC and Young Women Leadership: Between Defiance and Restraint in Gaza Strip”
Noura Ahmad Hajjaj, *State University of New York at New Paltz*

“Islam and feminism: the #Muslimmetoo and women Imams movements”
Sanae Elmoudden, *St. John’s University*

“We Are All Wonder Women and Handmaids in the Resistance – Or Are We?:
The Limits of Pop Culture Icons and Avatars in Feminist Protest”
Christina M. Knopf, *SUNY Cortland*

Panel Session 1.B (2:15-3:30pm)

Innovating Communication Programs For The Digital Age

East Room 2

This round table discussion will delve into the immediate need to innovate our current communication art programs to provide students with the necessary skills to navigate the digital marketplace. This meeting will explore best practices and ideas to update journalism and communication art curricula with a focus on digital storytelling, visual journalism, and social content creation.

Facilitators:

Elaine Winship, *St. Thomas Aquinas College*
Thomas Winship, *Dutchess Community College*

Panel Session 2.A (3:45 – 4:45pm)

Interaction is Key How conceptual thinkers and practitioners succeed when working together—both in the classroom and in the field THEME

East Room 1

This discussion will examine how the disciplines of Film Studies, Journalism, Radio and Television Production and Theater Performance, Recording Arts, and Communication Studies rely heavily on the successful interaction of theorists and practitioners to be truly successful and show how the more successful thrive in that dynamic.

Chair: *Louis Grasso, Mercy College*

Participants:

Steven DeRosa, Mercy College

Justin Kessler, Mercy College

Marc Palmieri, Mercy College

Jade Snyder, Mercy College

Jay Zalinger, Mercy College

Panel Session 2.B (3:45 – 4:45pm)

Fatigue in Academe: Examining Burnout Experienced by Education Professionals

East Room 2

In May 2019 the World Health Organization (WHO) identified burnout as an “occupational phenomenon,” a syndrome “resulting from chronic workplace stress that has not been successfully managed.” The WHO further noted three characteristics of burnout including: “(1) feelings of energy depletion or exhaustion; (2) increased mental distance from one’s job, or feelings of negativism or cynicism related to one’s job; and (3) reduced professional efficacy.” Holly (2018) argued that “most academics have tangoed with burnout.” Crosmer (2010) further articulated, based on her dissertation research that academic burnout is attributed to, “lack of time, poorly prepared students, cumbersome bureaucratic rules, high self expectations, unclear institutional expectations, and low salary” (as cited in June, 2010). In this roundtable discussion, we seek to examine myriad facets of academic burnout including k-12 teacher fatigue, the role of course evaluations (and subsequent lack of support), burnout among tenure-track faculty, the overarching problem of burnout as a health syndrome, and burnout among academic administrators.

Chair and Respondent: *Heather Stassen, Cazenovia College*

Participants:

Bruce Roig, Cazenovia College

Erica Vernold Miller, New York University

Michael Plugh, Manhattan College

Maureen Louis, Cazenovia College

Douglas Strahler, Slippery Rock University

Panel Session 2.C (3:45-4:45pm)

Social Media and Dissent

East Room 3

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

Participants:

“Get me pumped: The impact of social media influencers on diabetics’ willingness to begin insulin pump therapy”

Corey J. Liberman, *Marymount Manhattan College*

“It really does work: The effects of organizational dissent using computer-mediated technologies”

Corey J. Liberman, *Marymount Manhattan College*”

“Communicating with Adolescent Smokers: Perspectives from Two Theories”

Nazmul Rony, *Slippery Rock University*

“Plato on YouTube: Dialectic in Animal Rights Activism”

Sarah Kennedy, *Rensselaer Polytechnic Institute*

“Diffractive PR? Barad’s Space/Time/Mattering in the Theory vs. Practice Divide”

Robert Foschia, *Penn State York*

Panel Session 2.D (3:45 – 4:45pm)

Ethics in Education THEME

West Rooms 1+2

Our theme for the Conference is Theory vs. Practice. But “theory” isn’t contending with “practice,” it is the basis of practice. I believe every practice is based in a theory of behavior, even if that theory is never stated outright. And theories of Communication are based in the Ethics of the discipline. The questions of Ethics in Communication Studies, Media, Theatre, Politics and other disciplines we entertain in our fully interdisciplinary subject are paramount in teaching, because we want our students to understand the bases of effective practices and care for others in all these disciplines within College & University venues.

Chair: *Robin Levenson, LaGuardia CC, CUNY*

Panelists:

Ethical Considerations for the Educational Landscape: Where are we now? Where do we need to be?

Deborah Borisoff, *New York University*

“Applied ethics for communication and media studies students”

Brian Cogan, *Molloy College*

“Media ecology ethics”

Lance Strate, *Fordham University*

“The role of orality in communitarian ethics”

Michael Plugh, *Manhattan College*

Welcome Reception (5:00pm – 6:00pm)

Appetizers & Cocktails

Marty's Lounge

Sponsored by Villa Roma Resort and Conference Center

Friday Night Keynote (6:00pm – 7:00pm)

**Cyndy Scheibe – From Practice to Theory and Back Again:
Reflections on Media Literacy Education in 2020 and Beyond** THEME

Marty's Lounge

In a world where the media landscape is increasingly complex and daunting, there is a moral imperative for the deep integration of media literacy education throughout the curriculum. From preschoolers to elders, we all must develop habits of inquiry and reflection, learning to think critically about the media messages we see, read, hear and communicate. But how do we teach media literacy in K-12 and higher education in ways that engage all students and better prepare them for navigating their complicated media experiences? What does the practice of media literacy education look like in a college communications course? In a high school English class? In a media production course? In a fifth-grade social studies class? In this highly interactive keynote address, Cyndy Scheibe will explore the practice of media literacy in today's educational systems, demonstrating media literacy pedagogies that draw from theoretical approaches that include Paulo Freire, Lev Vygotsky and David Buckingham. She will highlight activities and assignments that have been used effectively in media literacy courses at the college level, arguing the importance of taking an interdisciplinary approach to the study of media literacy and how communications faculty and students can work to support a culture of media literacy in their local communities.

Cyndy Scheibe is the Executive Director and Founder of Project Look Sharp and the co-author of *The Teacher's Guide to Media Literacy: Critical Thinking in a Multimedia World* (Sage/Corwin, 2012) and *ASCD's Quick Resource Guide Media Literacy in Every Classroom* (2017). With a Ph.D. in Developmental Psychology from Cornell University (1987), she is also Professor of Psychology at Ithaca College where she teaches courses in child and adolescent development, media literacy, and media effects, and coordinates the college's new Media Literacy Minor. Cyndy was a founding board member of the National Association for Media Literacy Education and co-authored their *Core Principles of Media Literacy Education*. Through her role at Project Look Sharp, she has delivered hundreds of workshops, trainings and keynote addresses to thousands of educators (including teachers, librarians and teacher education faculty) across the U.S. focusing on critical thinking and media analysis, constructivist education, decoding "fake news," and digital health, as well as working with students and educators in England, Canada, Bhutan, Turkey, and Iran. In addition to her publications on media literacy, she is also the author of the chapter "Piaget and Pokémon: What Can the Theories of Developmental Psychology Tell Us about Children and Media?" in the book *20 Questions about Children and Media* (S. Mazarella (Ed.), Peter Lang, 2018).

Dinner (7:15pm – 8:30pm)

5 Course Plated Dinner

Dining Room

Late Night Entertainment (9:00pm – 11:00pm)

- Marty's Lounge
- Forum Theatre

Atlantic Journal of Communication

EDITOR

Gary P. Radford
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The *Atlantic Journal of Communication (AJC)* is an academic journal concerned with the study of communication theory, practice, and policy. *AJC* is philosophically committed to an eclectic approach to scholarship and the publication of articles of the highest quality regardless of their type, orientation, or geographical origin. Contributions devoted to significant problems and issues in communication studies and of wide professional and scholarly interest are welcome.

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SATURDAY SCHEDULE AT A GLANCE ***Morning***

| <i>Session</i> | <i>Time</i> | <i>Event</i> | <i>Location</i> |
|-----------------------------------------------|---------------------|-----------------------------------------------------------------------------------------------------------------------|-----------------|
| Meal | 7:00am – 8:30am | Breakfast | Dining Room |
| Event | 7:30am – 8:15am | Getting Involved With NYSCA | Dining Room |
| Full Day Event | 8:00am – 4:30pm | Registration | Lobby |
| Panel Session 3 8:30am – 9:45am | | Topics in Gender Studies | East Room 1 |
| | | Top Paper Panel | East Room 2 |
| | | Newsrooms, Boardrooms, and Classrooms: Preparing Students to Navigate Journalist-PR Practitioner Relationships | East Room 3 |
| | | GIFTS Session A | West Rooms 1&2 |
| Panel Session 4 10:00 am – 11:15 am | | Bridging the Gender and Culture Gaps in Organizations: The Lenses of Work-Life Balance, Mentoring, and Conflict | East Room 1 |
| | | Humor in the Classroom | East Room 2 |
| | | The New Celebrity and the Spectacle of Fandom | East Room 3 |
| | | How I Practice What I Learned: Faculty and Student Reflections | West Room 1 |
| | | Prep for business meeting | West Room 2 |
| Meeting | 11:30 am – 12:30 pm | NYSCA Business Meeting (Meeting is open to the entire NYSCA community) | West Rooms 1&2 |
| Meal | 12:30 pm – 1:45 pm | Buffet Lunch | Dining Room |



SATURDAY SCHEDULE AT A GLANCE ***Afternoon/Evening***

| Session | Time | Event | Location |
|----------------------------------------------------|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| Panel Session 5 2:00 pm – 3:15 pm | | Bridging the Gap Across Culture, Race, and Sexual Identity: Interrogating Dating, Romance, Beauty, and Masculinity | East Room 1 |
| | | How Political Satire and Celebrity Culture Helped Elect Donald Trump | East Room 2 |
| | | Current Topics in Journalism | East Room 3 |
| | | Undergraduate Town Hall *Meeting is open to all undergraduate students | Brookside 2 |
| | | Prep for poster session | West rooms 1&2 |
| Panel Session 6 3:30 pm – 4:45 pm | | Bridging the Gap Across Gender, Race, and Culture: (Dis)Connection in Mediated and Non-Mediated Identity | East Room 1 |
| | | Dispatches from our Colleagues in Turkey | East Room 2 |
| | | Communicating War and Peace: At the Intersection of Research and Practice | East Room 3 |
| | | Undergraduate Poster Session *NYSCA Coffee Hour | West Rooms 1&2 |
| Welcome Reception 5:00 pm – 6:00 pm | | Sponsored by: Rutgers University Doctoral Program in Communication, Information and Library Studies and Rutgers University Masters Program in Communication and Information Studies | Marty's Lounge |
| Saturday Night Keynote 6:00 pm – 7:00 pm | | Renee Hobbs Keynote Address | Marty's Lounge |
| Meal | 7:15 pm – 8:30 pm | Plated 5-Course Dinner | Dining Room |
| Night Event | 8:45 pm – 10:00 pm | Guitar JAM!!!!!! | Marty's Lounge |



SATURDAY October 19

Breakfast (7:00am – 8:30am)

Dining Room

Getting Involved With NYSCA (7:30am – 8:15am)

Dining Room

Are you interested in becoming more involved with NYSCA or joining our Executive Board, but don't know where to get started? What better way to learn more than over breakfast! Join some of our current Executive Council members for breakfast to learn more about the different Executive Council positions and the role each plays in the organization, as well as time to ask questions.

Heather Stassen, *NYSCA President*

Douglas Strahler, *NYSCA Immediate Past President*

Registration (8:00am – 4:30pm)

Lobby

Panel Session 3.A (8:30am – 9:45am)

Topics in Gender Studies

East Room 1

Chair: Sanae Elmoudden, *St. John's University*

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

Panelists:

“Make Women Support Again”
Gloria Banks, *Cazenovia College*

“To Be or Not to Be respected, valued, promoted, tenured: Life as a woman in academe [AKA Juggling roles at the crossroads of academic demands and cultural expectations of women]”
Christine Hirsch, *SUNY Oswego*

SATURDAY

Panel Session 3.B (8:30am – 9:45am)

Top Paper Panel THEME

East Room 2

Chair: *Cyndy Scheibe, Ithaca College*

Respondent: *Renee Hobbs, University of Rhode Island*

Panelists:

“Do You Trust Me(dia)?: How Students Perceive and Identify Fake News”
Kamari Stewart, *Pace University (Top Undergraduate Paper)*

“Spectacle, Simulation, and Deepfakes”
David Williams, *New York University (Top Graduate Paper)*

“The Theory and Practice of Play: How Clayton Hutton Muddled Them to Deceive the Nazis”
Terri Toles-Patkin, *Eastern Connecticut State University (Top Faculty Paper)*

Thank you to Taylor & Francis for their generous sponsorship of our Top Paper Panel

Panel Session 3.C (8:30am – 9:45am)

**Newsrooms, Boardrooms, and Classrooms:
Preparing Students to Navigate Journalist-PR Practitioner Relationships**

East Room 3

Textbooks, generally, establish a sound foundation for aspiring journalists and public relations practitioners, but often they don't account for all the nuances, exceptions, and realities of the job – particularly the relationship between PR practitioners and journalists. These days, one needs the other. How do we prepare our students beyond theories and textbooks to navigate a shifting profession beholden to technology and social media and apply real world dynamics in a classroom setting? The panelists discussing this important and timely topic come from a variety of academic and professional backgrounds.

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

Panelists:

Lindsay McCluskey, *SUNY Oswego*
Michael Riecke, *SUNY Oswego*
Catherine Loper, *SUNY Oswego*
Kelly O'Donnell, *Siena College*

Panel Session 3.D (8:30am – 9:45am)

GIFTS Session A THEME

West Room 1+2

Great Ideas For Teaching Students (GIFTS) provides an excellent opportunity for faculty members and/or graduate students to share classroom-tested “great ideas” with other educators. This year’s conference theme encourages exploration of activities that clarify theory—or-- develop performance competence—or--develop a nuanced blend of pragmatic teaching goals that are nevertheless grounded in deeper principles and rationales. Submissions may present an activity, assignment, project, game, simulation, etc. for addressing a specific communication theory, concept, skill, or learning objective.

Chair: Evelyn Plummer, *Seton Hall University*

Participants:

“Groupthink through the Horror Flick Lens”

Rae Doyle, *State University of New York- Schenectady*

“Meet with your professor”

Salvatore J. Fallica, *New York University*

“The Power of Public Records: Using state public records laws to analyze campus crime at a private university”

Jackie Incollingo, *Rider University*

“Persuasion in Advertising: Teaching speech and media with print ads and the Toulmin chart”

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

“Credibility 101 – Let Aristotle help you start the semester”

Evelyn Plummer, *Seton Hall University*

“Gently Pushing Students Out of Their Comfort Zones: ‘Networking’ 101 for Undergrads”

Jay Zalinger, *Mercy College*

Panel Session 4.A (10:00am – 11:15am)

**Bridging the Gender and Culture Gaps in Organizations:
The Lenses of Work-Life Balance, Mentoring, and Conflict**

East Room 1

Chair: Sarah Rose Marcus, *Rutgers University*

Respondent: Deborah Borisoff, *New York University*

Panelists:

"Work-Life Balance: Women in the Video Game and Technology Industries"

Tiffany R. Rinehart, *New York University*

"The Japanese Salaryman Versus the Overworked American: Commonalities and Differences in the Workplace"

Xiaoxuan Xu, *New York University*

"Strategies for Managing Conflict in Multinational Organizations: A Case Study of an International School"

Yawen Lu, *New York University*

Panel Session 4.B (10:00am – 11:15am)

Humor in the Classroom

East Room 2

We all know that teaching is serious business, but teachers do not have to be serious (humorless) to be effective. In fact, experts that have studied and identified the characteristics of excellent teachers for the past 20 years — have indicated that possessing and exhibiting a good sense of humor is one of these characteristics. Humor can lead to the establishment of student-teacher rapport, which is another characteristic of master teachers. This panel will explore the uses of humor in the classroom in relation to teaching methods and content delivery as well as illustrate how humor can often provide us with the deepest learning.

Chair: Ari Kissiloff, *Ithaca College*

Panelists:

“Everything I Learned About Communication from Watching The Three Stooges”
Eric Machan Howd, *Ithaca College*

“Humor in the Classroom and on College Campuses”
Michael Mooney, *Ithaca College*

Panel Session 4.C (10:00am – 11:15am)

The New Celebrity and the Spectacle of Fandom

East Room 3

This panel will explore the relative influence of academic and fan perspectives in the current group of scholar-fans and the ethical dilemmas that sometimes emerge from this interplay of identities, discussing how the celebrity spectacle is but an illusion. Today we, the fans, are the new spectacle – social activists driving culture, and dragging celebrities alongside us.

Chair and Respondent: Salvatore J. Fallica, *New York University*

Panelists:

Mercedes Gonzales Bazan, *New York University*
Sulaiman Alfadhli, *New York University*
Shelly Govila, *New York University*
Hina Wilkerson, *New York University*

Panel Session 4.D (10:00am – 11:15am)

How I Practice What I Learned: Faculty and Student Reflections THEME

West Room 1

There has been an extended and robust discussion concerning the professional impact of theory on communication practice. This session will bring teachers and students together to explore the question of the actual professional impact of studying communication theory. Faculty members on the panel will discuss the relationship of theory to practice in their careers and further consider what role theory plays in their teaching. Students members of the panel will discuss theories learned and their perspective on the relationship between those theories and their preparation for practice in diverse communication fields.

Chair: Donna Flayhan, *State University of New York at New Paltz*

Panelists:

Susan Drucker, *Hofstra University*
Suzanne Berman, *Hofstra University*
Noura Ahmad Hajjaj *State University of New York at New Paltz*
Bruce Avery, *Hofstra University*
Peter Goodman, *Hofstra University*
Jared Brown, *Hofstra University*
Gary Gumpert, *Urban Communication Foundation*
Jenna Swerdlow, *Hofstra University*
Martin Wallenstein, *John Jay College, CUNY*
Kenny Conrade, *Hofstra University*
Taylor Clarke, *Hofstra University*
Rachel Ravera, *State University of New York at New Paltz*

NYSCA Business Meeting (11:30am - 12:30pm)

West Rooms 1+2

Lunch (12:30pm – 1:45pm)

Buffet Style

Dining Room

Panel Session 5.A (2:00pm – 3:15pm)

**Bridging the Gap Across Culture, Race, and Sexual Identity:
Interrogating Dating, Romance, Beauty, and Masculinity**

East Room 1

Chair: Sarah Rose Marcus, *Rutgers University*

Respondent: Deborah Borisoff, *New York University*

Panelists:

"Don't Swipe White: The Dating App Experiences of People of Color"
Mercedes Gonzales Bazan, *New York University*

"Male Celebrity Endorsements in Cosmetic Advertising in China: Navigating Traditional and New Images of Masculinity"
Zixin Zhang, *New York University*

"The Rise of the Hafu Model in Japanese Magazines and its Impact on Beauty Norms"
Alisa Yamasaki, *New York University*

Panel Session 5.B (2:00pm – 3:15pm)

How Political Satire and Celebrity Culture Helped Elect Donald Trump

East Room 2

Among the things of life that unite people, one would think that clever comedy and beloved celebrities would do just that. But in the rapidly-changing American landscape, there is more to that story, especially how popular talk show hosts and politically-active celebrities helped polarize a public and directly affected American democracy. Through an analysis of modern American history, the rise of social media and how some of society's most influential names continue to shape public discourse, we find that the story of America in 2019 has more layers than previously thought, and that we may only just be in the beginning stages of a cultural phenomenon profoundly influencing the direction of the 21st century. Audience participation is encouraged.

Chair: Evelyn Plummer, *Seton Hall University*

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

Panelist:

Jacob Steel, *New York University*

Panel Session 5.C (2:00pm – 3:15pm)

Current Topics in Journalism

East Room 3

Chair: Arvind Diddi, *State University of New York at Oswego*

Respondent: Donna Flayhan, *State University of New York at New Paltz*

Panelists:

“Journalism Tenets in the Digital Age: From Accuracy to Immediacy”
Mirjana Pantic, *Pace University*

“Journey in Pursuit of Truth: On the role of journalism and experiential media”
John Pavlik, *Rutgers University*

“Actively Engaging Students By Creating a Live Newsroom in Class”
Rebecca Leung, *Ramapo College of New Jersey*

SATURDAY

Panel Session 5.D (2:00pm – 3:15pm)

Undergraduate Town Hall

Brookside 2

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.

Moderator: Douglas Strahler, *Slippery Rock University*

Panel Session 6.A (3:30pm – 4:45pm)

**Bridging the Gap Across Gender, Race, and Culture:
(Dis)Connection in Mediated and Non-Mediated Identity**

East Room 1

Chair: Sarah Rose Marcus, *Rutgers University*

Respondent: Deborah Borisoff, *New York University*

Panelists:

"Unweaving Networks of Misgynoir: Cybertypes of Black Women across the 'World White Web.'"
Tracy Boachie, *New York University*

"The Sacred Texts! Identity and Masculinity in Fandom Culture"
Becca Wood, *New York University*

"Tracing Social Change Through Rebooted Television"
Corinne Weinstein, *New York University*

"The Muted Voice: Korean Females in the Television Industry"
Haeyeon Marie Kim, *New York University*

Panel Session 6.B (3:30pm – 4:45pm)

Dispatches from our Colleagues in Turkey

East Room 2

Chair: Eric Machan Howd, *Ithaca College*

Panelists:

"Employment Status of Graduates from Faculties of Communication in Turkey: The Gap between Number of those who can and cannot Find a Job in the Sector"
R Özgün Kehya, *Anadolu University*

"Educational Background of Film Directors in Turkey: To Study or not Study Film?"
Sibel Çelik Norman, *Anadolu University*

Panel Session 6.C (3:30pm – 4:45pm)

Communicating War and Peace: At the Intersection of Research and Practice. THEME

East Room 3

War and Peace are classically in opposition. This panel examines the media's role in, and influence on, conflicts and conflict resolution. What are the challenges and dilemmas faced communicating during conflict? What obstacles are faced by journalists reporting on war? How is war visualized across different media? How is war represented in film, fiction, videogames? How is war commemorated? What role does art play in creating and conceptualizing peace? Communication war and peace is conceptualized in the wide sense including violence and nonviolence. The panel will include an examination of news coverage, propaganda, interpersonal violence, conflict resolution, social media, commemoration, and peaceful living across diverse case studies.

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

Respondent: Donna Flayhan, *State University of New York at New Paltz*

Panelists:

Susan Drucker, *Hofstra University*
Gary Gumpert, *Urban Communication Foundation*
Salvatore J Fallica, *New York University*
Mario Murillo, *Hofstra University*

Panel Session 6.D (3:30pm – 4:45pm)

Undergraduate Poster Session & NYSCA Coffee Hour

West Rooms 1+2

Wandering Scholars:

Sarah Rose Marcus, *Rutgers University*
Noura Ahmad Hajjaj, *State University of New York at New Paltz*
Jason Wrench, *State University of New York at New Paltz*

Participants:

“Doctor-Patient Communication: What Can We Do Better?”
Gracie Wright, *Cazenovia College*

“Lack of Voice for Female Athletes”
Roger Kise Jr., *Cazenovia College*

“Mind the Gap”
Amy Bubb, *Cazenovia College*

“The Influencing Factors of Relational Transgressions”
Omayma Hassanain, *William Paterson University*

Reception (5:00pm – 6:00pm)

Appetizers & Cocktails

Marty's Lounge

Sponsored by:

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

Saturday Keynote (6:00pm – 7:00pm)

**Renee Hobbs – From Theory to Practice and Back Again:
Reflections on Media Literacy Education in 2020 and Beyond** THEME

Marty's Lounge

Prof. Hobbs considers the challenges and opportunities of media literacy education today, given the rapid changes in systems, economics and technologies. Children and young adults experience firsthand the pressure to quantify the self, and many have a good understanding of the benefits and harms that social media brings to personal and social identity. As companies are investing heavily in facial recognition and sentiment analysis, it's easier than ever for our devices to manipulate our emotions. As a result, we must consider new ways of teaching and learning about persuasion and propaganda. Algorithmic personalization enables propaganda be targeted with precision to deliver "personalized" messages that confirm, reassure and nudge. But the current political climate makes it especially challenging for teachers to explore the new forms of propaganda that are circulating in culture. Looking at theory, we can see the very real risks and harms to society that may result. Given that the public has little understanding of algorithmic personalization, the next phase of media literacy education may need to rely theories of surveillance capitalism to support the development of learners' knowledge, competencies and skills. But the best ways of teaching and learning about media economics, systems and technologies is not through lecturing. Through inquiry-based learning, students of all ages can advance media literacy competencies that can help them develop the habits of mind needed to thrive in an age of machine learning.

Renee Hobbs is Professor and Director of the Media Education Lab at the University of Rhode Island, she is the author of *The Library Screen Scene* (Oxford University Press, 2019), *Create to Learn: Introduction to Digital Literacy* (Wiley, 2017), *Copyright Clarity* (Corwin/Sage, 2011) as well as many other books, publications, and award-winning multimedia. She co-edited *The International Encyclopedia on Media Literacy* (Wiley, 2019), with over 250 entries from global contributors. Hobbs also created Mind Over Media, a crowdsourced digital learning platform for analyzing contemporary propaganda, working with European educators to examine the potential of media literacy pedagogies as a means to promote intellectual curiosity. Hobbs is the Founding Co-Editor of the Journal of Media Literacy Education and she co-directs the University of Rhode Island's Graduate Certificate Program in Digital Literacy, a leadership development program. More than 20 years ago, she helped found the organization that became the National Association for Media Literacy Education. Hobbs earned an EdD in Human Development from Harvard University, an M.A in Communication and B.A. in English Literature from the University of Michigan.

Dinner (7:15pm – 8:30pm)

Dining Room

Entertainment (8:45pm-10pm)

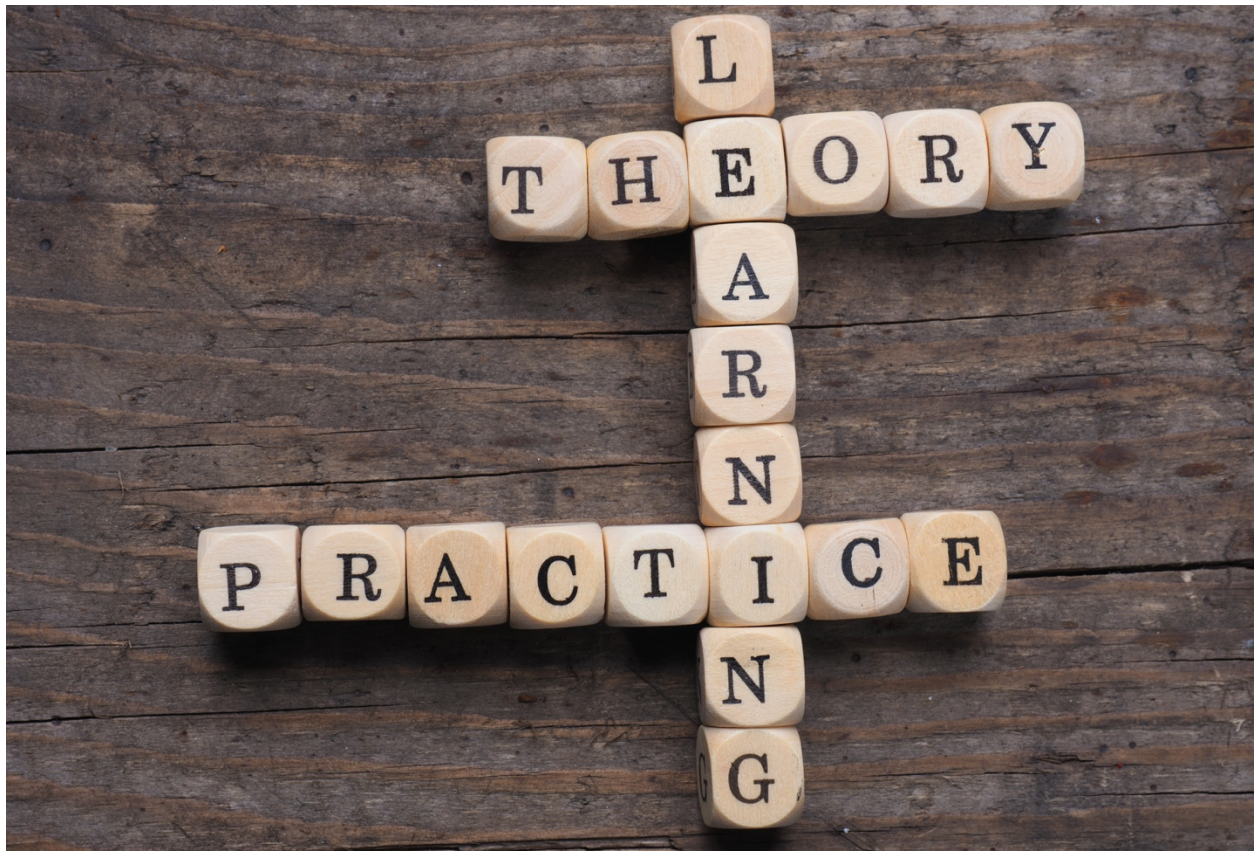
NYSCA Music Jam

Marty's Lounge

Back by Popular Demand! Once a fixture at NYSCA conferences, attendees are encouraged to bring their instruments and engage in an old-fashioned hootenanny. Come play or spectate, all levels of musical ability accepted and encouraged!

SUNDAY SCHEDULE AT A GLANCE

| <i>Session</i> | <i>Time</i> | <i>Event</i> | <i>Location</i> |
|----------------------------------------------|-------------------------------------------------------------|-------------------------------------------------|-----------------|
| Meal | 7:00am – 9:00am | Breakfast | Dining Room |
| Morning Event | 8:30am – 11:00am | Registration | Lobby |
| Panel Session 7 9:00 am – 10:15 am | Exploring Cross-Cultural Contexts: Beyond the Critical Lens | | East Room 1 |
| | Topics in Visual Design, Teaching, and History | | East Room 2 |
| | Communicating Forever: On Letters, Notes, and Diaries | | East Room 3 |
| | GIFTS B | | West Rooms 1&2 |
| Panel Session 8 10:30am-11:45am | | Wilson Scholars Plenary | West Rooms 1&2 |
| NYSCA Raffle Stay to Win! | 11:45am– 12:00pm | Win Swag and Cash! | East Room 1 |
| Meeting | 12:00 pm – 1:00 pm | NYSCA Executive Council Meeting and Luncheon | Brookside 2 |
| Check Out | 12:00pm | Check Out | Lobby |



SUNDAY October 20

Breakfast (7:00am – 9:00am)

Dining Room

Registration (8:30am – 11:00am)

Lobby

Panel Session 7.A (9:00am - 10:15am)

Exploring Cross-Cultural Contexts: Beyond the Critical Lens

East Room 1

Our scholarly papers will offer cross-cultural investigations to a variety of communication contexts, explaining how these endeavors may contribute to the advancement of humanity and/or adversely impact citizens across the globe. We will draw comparisons to scrutinize complex intercultural encounters, in order to debate the scientific approach of harvesting human organs, address labeling of women's discursive spaces, discuss strategic fundraising in public relations, and dispute mental health stigma. Our goal is not only to analyze in-depth global communication through a critical lens but also from an ethical perspective too.

Chair: Doug Strahler, *Slippery Rock University*

Respondent: Jason Wrench, *State University of New York at New Paltz*

Panelists:

"Cross-Cultural Controversies Surrounding Harvesting Human Organs in Ireland and Israel"
Noura Ahmad Hajjaj, *State University of New York at New Paltz*

"Women-Only Spaces: A Unique Form of Finding Safety and Freedom in Patriarchal Societies"
Sakina Jangbar, *St. John's University*

"Personal Influence and Responsible Advocacy: A Cross-Cultural Comparison of Fundraising in an Indian Non-Governmental Organization"
Arshia Anwer, *Manhattan College*

"Cross-Cultural Examination: Mental Health in USA and Morocco"
Sanae Elmoudden, *St. John's University*

"'Sexy' Clothes, Capitalism, and Feminism: A Critical Communication View"
Flora Keshishian, *St. John's University*

Panel Session 7.B (9:00am - 10:15am)

Topics in visual design, teaching, and history

East Room 2

Chair: Heather Stassen, *Cazenovia College*

Panelists:

“Symbolism as Cognitive Process”
Paul John Lippert, *East Stroudsburg University*

“Ambivalent Memories, American Patriotism, and the Case of Samuel “Uncle Sam” Wilson”
Christopher Adamczyk, *State University of New York at Farmingdale*

“Teaching the Sensorium: A Media Ecology Approach to Mindfulness”
Michael Plugh, *Manhattan College*

Panel Session 7.C (9:00am - 10:15am)

Communicating Forever: On Letters, Notes, and Diaries

East Room 3

The three-volume set of the letters of Queen Victoria, the revered letters of Winston Churchill, the desk drawer letters of the parting Presidents. Such official collections of correspondence are archived and studied as critical artifacts. Yet, other forms of correspondence from less well known authors may provide richer insight into our shared lives and experiences. The found note, the ancestor’s diary, the letter as voice both past and present. This panel will discuss diaries and letters as a means of communication, a source of reflection, and a mode of empowerment in both historic and contemporary settings.

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

Panelists:

“Well-lettered Women Sometimes Influence History”
Christine Geyer, *Cazenovia College*

“The Quick Note, the Forever Letter”
Maureen Louis, *Cazenovia College*

“Friends with Ancestors I’ve Never Met”
Elizabeth Moore, *Cazenovia College*

“Letters of Gratitude: The Power of Written Communication for LGBT+ Youth”
Cailey Underhill, *SUNY Potsdam*

Panel Session 7.D (9:00am - 10:15am)

GIFTS SESSION B THEME

West Rooms 1+2

Great Ideas For Teaching Students (GIFTS) provides an excellent opportunity for faculty members and/or graduate students to share classroom-tested “great ideas” with other educators. This year’s conference theme encourages exploration of activities that clarify theory—or-- develop performance competence—or--develop a nuanced blend of pragmatic teaching goals that are nevertheless grounded in deeper principles and rationales. Submissions may present an activity, assignment, project, game, simulation, etc. for addressing a specific communication theory, concept, skill, or learning objective.

Chair: Evelyn Plummer, *Seton Hall University*

Panelists:

“Feed me, feed me, feed me – Feedback!”

Christine Hirsch, *State University of New York- Oswego*

“The Blindfolded Impromptu Speech”

Gail Lewis, *Queensborough Community College -City University of New York*

“Positive Feedback Strategy for Public Speaking”

Teresa Manzella, *private career counseling, New York City.*

“The ‘Google yourself’ Approach: Merging Theory and Professional Development”

Sarah Rose Marcus, *Rutgers University*

“This just in: Student reporters cover breaking news without leaving the classroom”

Michael Riecke, *State University of New York- Oswego*

“Adding an “I” to Team: Mirroring the work meeting environment through individualized presentations of collaborative strategic plans”

Yvette Sterbenk, *Ithaca College*

Panel Session 8 (10:30am – 11:45am)

Wilson Scholars Plenary THEME

West Rooms 1+2

Chair: Heather Stassen, *Cazenovia College*

Deborah Borisoff, *New York University*

Gary Gumpert, *Urban Communication Foundation*

Susan Drucker, *Hofstra University*

Lance Strate, *Fordham University*

Brian Cogan, *Molloy College*

Thom Gencarelli, *Manhattan College*

Katherine Fry, *Brooklyn College of the City University of New York*

NYSCA Raffle (11:45am-12:00pm)

Stay to Win! Win Swag and Cash!

West Rooms 1+2

Special thanks to sponsor Manhattan College! Gift bags and swag from a variety of schools, don't miss it!

NYSCA Executive Council Meeting and Luncheon (12pm-1:00pm)

Brookside 2

Hotel Check-Out (12:00pm)

Front Desk

SUNDAY





Communication, Conduct, and Pragmatic Interplay

Call for Papers

The New York State Communication Association 78th Annual Conference

October 16-18, 2020

Villa Roma Resort & Conference Center – Callicoon, NY

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

hajjaj@newpaltz.edu

The communication is the powerful basis of all human contact. The verbal and nonverbal symbols that we utilize might sound and look different, but the purpose we have for communicating is universal. We may choose to interact in face-to-face, or via EMC and CMC, however, we employ the same activity to understand context and conduct, explore relationship between symbolic action and other forms of human behaviors, and address fundamentals of right and wrong, permitted and prohibited, persuasion and propaganda in relation to debates taking place in our interconnected global village.

The 78th annual conference of the New York Communication Association (NYSCA) invites a wider range of interdisciplinary scholarship that rethink dimensions of conduct and pragmatic interplay beyond media, examine convergence and divergence in both national and international contexts, explore potential outcomes contributing to both micro-and macro-level political changes including the implementation of new legislation, and address the opportunities and the challenges associated with the transformation of public policy and the public sphere, freedom of speech and civil discourse, and research innovation.

For the first time ever, NYSCA is accepting submissions for remarkable, innovative student, faculty, and independent filmmaking for a creative video and film showcase. Additionally, NYSCA is expanding to accept submissions for a graduate poster session for MA and PhD researchers. These valuable new opportunities are being offered in addition to our annual undergraduate poster session. Conference submissions comprised of rigorous and complete work by students, faculty, and student-faculty will be eligible for the top award categories: video and film showcase, undergraduate paper, graduate paper, faculty or independent scholar paper, student-faculty paper, undergraduate poster, and graduate poster.

We welcome completed manuscripts, proposals for paper sessions, research in progress, interactive panel discussions, and student poster sessions, across an array of orientations: theoretical, methodological, conceptual, empirical, pedagogical, rhetorical, critical, historical, ethnographic, and exploratory via NYSCA's electronic system, EasyChair, at <https://easychair.org/cfp/nysca78thannualconference> the latest by June 1, 2020, at 11:59 pm. Include the following statement of professional responsibility in the title page:

“In submitting the attached individual paper, or proposal of paper session, or poster session, or roundtable panel, or short video, or film, I/we agree to present at the 2020 NYSCA conference. I/we understand that this is a three day conference and that we may be scheduled at any time from Friday to Sunday, and that special requests can only be granted in unusual circumstances. If accepted and programmed, I/we further recognize that all who attend and/or present at NYSCA must register and pay the required fees that include both membership registration and conference participation. I/we officially agree to either make an online payment via Eventbrite- NYSCA's electronic registration system, or onsite at the conference registration table, and prior to any conference attendance and/or participation.”

Completed Manuscripts Submissions: Upload complete individual papers of no more than 30 double-spaced pages with citations in APA style (6th edition). No information identifying the author may appear in the title page to ensure blind review. Submissions should indicate “undergraduate,” or “graduate,” “faculty-authored,” or “independent scholar,” or “co-authored student-faculty.”

Thematic Paper Panel Submissions: Upload the title for the session, authors' information and contact, a rationale of no more than 250 words outlining the theme, and a title and an abstract of no more than 150 words from each author that includes thesis statement, theoretical reasoning, anticipatory methodology, and results.

Interactive Roundtable Panel and Poster Sessions Submissions: Upload the thematic title, presenters' information and contact, and an abstract of no more than 250 words focused on a coherent theme that includes thesis statement, theoretical reasoning, anticipatory methodology, and results. A selection of wandering scholars will lead student poster sessions and provide substantial feedback for all presenters.

Videos and Film Showcase Submissions: The size limit in EasyChair is 100 MB. So, make sure to upload word/PDF document with that include: 1) a thematic title, 2) contact information, 3) an abstract of no more than 100 words focused on a coherent theme, 4) provide URL link to videos no shorter than two minutes and films no longer than 20 minutes, and 5) for films with longer durations, you should edit your film to an appropriate length for the conference. A committee of selected judges will chair creative video and film show cases.



Communication, Conduct, and Pragmatic Interplay

Featured Keynotes

**The New York State Communication Association 78th Annual Conference
Villa Roma Resort & Conference Center – Callicoon, NY**

www.nyscanet.org



Friday, October 16, 2020: *Dr. Nicholas David Bowman, Texas Tech University*

Dr. Nick Bowman (PhD, Michigan State University) is an Associate Professor of Journalism and Creative Media Industries at Texas Tech University. He has been studying the uses and effects of interactive media for nearly 15 years. His research examines how technologies such as video games and virtual reality influence how we feel, what we think, how we behavior, and how we interact with each other. Video games and VR have the potential to help tell powerful and meaningful stories, yet the underlying psychology of both is not well understood—something that Dr. Bowman addresses in his research. His interactivity-as-demand model is designed to understand how audiences use and process interactive content, so that message designers and producers can tell more effective stories. His research has been published in over 80 peer-reviewed academic journals, and he has been involved with over 200 presentations at regional, national, and international conferences. He was awarded a J. William Fulbright grant to research persuasive uses of VR in Taiwan during part of the 2019-2020 academic year, and he has active international research partnerships in Taiwan and Germany.

Saturday: October 17, 2020: *Dr. Jasbir K. Puar, Rutgers University*



Dr. Jasbir Puar (PhD, University of California-Berkeley) is Professor and Graduate Director of Women's and Gender Studies at Rutgers University. As a queer-theorist, Puar's prestigious academic awards include a 2018 Fellowship from the Palestinian American Research Council, the 2013-14 Society for the Humanities Fellowship at Cornell University, the Edward Said Chair of American Studies 2012-13 at the American University of Beirut, a Rockefeller Fellowship at the Center for Lesbian and Gay Studies at the CUNY Graduate Center (1999-2000) and a Ford Foundation grant for archival and ethnographic documentation work (2002-2003). She received the 2013 Modern Languages Association Gay Lesbian/Queer Caucus Michael Lynch Award for her years of scholar-activist work. Dr. Puar she was honored with the Robert Sutherland Visitorship at Queens University, awarded to "a notable individual with expertise in race relations." Along with numerous U.S. speaking engagements, Dr. Puar has delivered international keynote addresses in multiple conferences and academic institutions in Amsterdam, Australia Barcelona, Brazil, Finland, London, New Delhi, New Zealand, Norway, South Africa, and Sweden.



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UNDERGRADUATE PROGRAMS

- Journalism — BA, BA/MA, *Sports Media concentration*
- Mass Media Studies
- Public Relations
- Film Studies and Production
- Audio/Radio Production and Studies
- Television Production and Studies, Video/Television + Film + Business

GRADUATE PROGRAMS

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Dan Hunt, M.F.A.
Sarah Nelson Wright, MF

Corey Liberman, Ph.D.
Cyrille Phipps, M.A.
Peter Schaefer, Ph.D.
Tatiana Serafin, M.A.
Laura Tropp, Ph.D.

NYSSCA/NYS CA PRESIDENTS

1942-43 Loren Reid, Syracuse University
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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 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 M. Louis, Cazenovia College
2015-16 Anastacia Kurylo, St. Joseph's College
2016-17 Michael Plugh, Manhattan College
2017-18 Douglas Strahler, Slippery Rock University
2018-19 Heather Stassen, Cazenovia College

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

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
- 2010 Mary Kahl, SUNY New Paltz
- 2012 Salvatore Fallica, New York University
- 2013 Cheryl Casey, Hamilton College
Anastacia Kurylo, Marymount Manhattan College
- 2014 Lewis Freeman, Fordham University
- 2016 Heather Stassen, Cazenovia College
- 2017 Roxanne O'Connell, Roger Williams University
- 2018 Maureen Louis, Cazenovia College
- 2019 Susan Drucker, Hofstra University
Lance Strate, Fordham University



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