

Eastern Communication Association

102nd Annual Convention
Arlington, VA
April 13-17, 2011
Key Bridge Marriott

**Communication and Power:
From Classrooms to Politics**

**Eastern Communication Association
Officers and Staff**



Janie Harden Fritz
Duquesne University
President



Candice Thomas-Maddox
Ohio University-Lancaster
Immediate Past President



Cindy Lont
George Mason University
First Vice President



Ronald Arnett
Duquesne University
Executive Director



Nancy Willets
Cape Cod Community College
First Vice President-Elect



Kathie Cesa, CAE
KOC Member Services
Director of Member Services

General Convention Information

REGISTRATION- Potomac Foyer

Hours for Registration

Wednesday, April 13	8:30 a.m.- 6:00 p.m.
Thursday, April 14	7:30 a.m.- 5:00 p.m.
Friday, April 15	7:30 a.m.- 5:00 p.m.
Saturday, April 16	7:30 a.m.- 3:00 p.m.

Ronald Arnett, Duquesne University, Executive Director

Kathie Cesa, ECA Administrative Assistant

All current and new members of ECA are encouraged to register
(or complete the pre-registration process by picking up name badge and schedule)
as soon as possible after arriving at the Key Bridge Marriott.
Admission to the program session, the Basic Course Conference, Short Courses,
meetings, receptions, and the Exhibit Hall will be by badge only.

EXHIBIT AREA- Potomac Foyer

Exhibit Hours

Thursday, April 14	1:00 p.m.- 5:00 p.m.
Friday, April 15	9:00 a.m.- 5:00 p.m.
Saturday, April 24	9:00 a.m.- 3:00 p.m.

Leanne Bell, Stevenson University, Director of Marketing

Schedule time to visit the publishers who are joining us for this year's convention.
Graduate and undergraduate poster sessions will be hosted in the Potomac Foyer in
conjunction with the ECA Coffee Cafes.

CONVENTION POLICY STATEMENTS

The Key Bridge Marriott is a non-smoking hotel, and hotel staff will enforce this policy diligently.

ECA makes all reasonable accommodations for people with disabilities. Although the pre-registration form inquired about accommodations needs, anyone who requires assistance should notify First Vice-President Cindy Lont as soon as possible. As an Association, we have a history of making our convention experience a safe and convenient one for all Participants.

By registering for the 2011 ECA Convention, Participants agree that they are responsible for providing their own insurance. They assume responsibility for their own risks in participation and thereby hold harmless ECA, its Executive Council, and other sponsors of this event.

ECA TECHNOLOGY POLICY

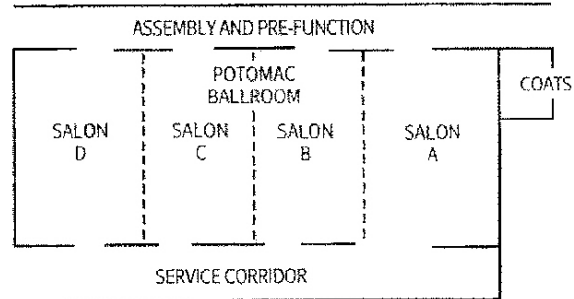
(Approved 4/29/07)

All requests for technology must be made by the Interest Group Program Planner at the time of final program submission (normally, this is around mid-November). Any requests made after that time will not be honored. Upon receiving those requests, the Convention Planner will review the importance and necessity of the requests, examining the individual submission and its purpose. Those programs ranked highest by the program planner that incorporate technology will be given priority. Those with lower ranking will likely not allow technology to be included in the program.

ECA will not approve requests for the following technology: wifi, personal computers, laser printers, satellite links, teleconference equipment, LCD panels, video data projects, and digital versatile/video disc equipment. Although ECA members may wish to rent this equipment from the hotel at their own expense, those individuals are responsible for the equipment, including protecting it from damage and theft. Further, ECA is not responsible for this equipment. Finally, the hotel should not be expected to provide service for, or assistance with, personal technology that is brought into the hotel.

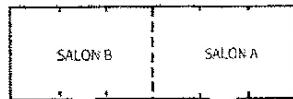
Key Bridge Marriott

FIRST FLOOR



LOWER LOBBY LEVEL

FRANCIS SCOTT KEY

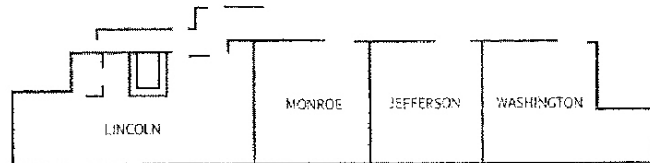
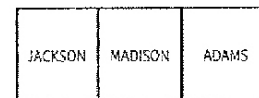


GEORGETOWN



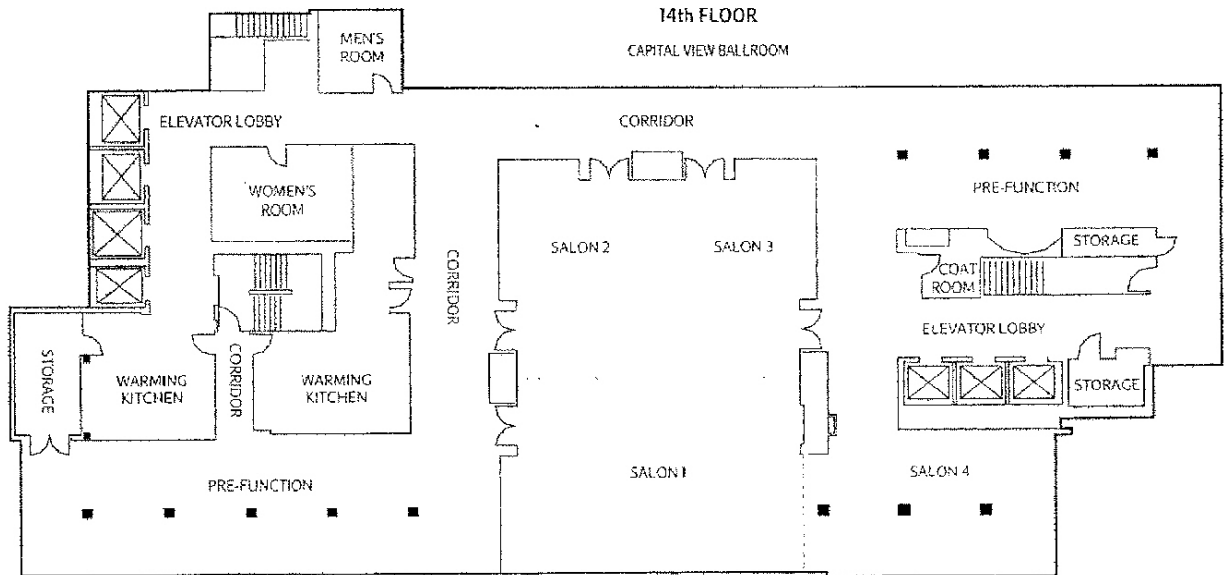
THIRD FLOOR

CONFERENCE SUITES



14th FLOOR

CAPITAL VIEW BALLROOM



2011 Convention Planners

Primary Convention Planner:

Cindy Lont
First Vice President
George Mason University

Associate Convention Planners:

Monica Brasted
Second Vice President
The College at Brockport, SUNY

Leeanne M. Bell
Director of Marketing
Stevenson University

Ted Sheckels
Short Course Coordinator
Randolph-Macon College

Carey Horvath
Undergraduate/Graduate Poster
Sessions Coordinator
Youngstown State University

Jamey Piland
Liaison to Local Colleges and University
Trinity Washington University

Student Assistants:
The College at Brockport:
SUNY: Heather Dougherty

George Mason University:

Yusra Altiraifi, Courtney Arzu, Hayley Bartlett, Carly Ceato, Brittany Beben, Flannery Begans, Thomas Bland, Steve Cole, Gina Dandreo, Virginia Davenport, Bridgett Day, Kirsten Donica, Megan Ekhami, Kristy Gearhart, Tabitha Hardman, Shaair Hawkins, Lauren Intili, Victoria Kalnitzy, Collin Kearney, Kiyana Kemayo, Eddie Kyle, Lotus Leem Liz Lewis, Samantha Logue, Crystal Luu, Kirsten Mayer, Carlos Meza-Valencia, Madeline Monette, Rachel Murphy, Rachel Nevares, Collette Oliver, Tina Owens, Hang Phan, Lauren Ransom, Melissa Sathmary, Jasmine Smith, Laura Sosa Enriquez, Ally Stone, Alexander Veizaga, Jacqueline Wright, Allison Wruk, Mallory Wuhler, Andrea Yuzon

Cathy Wright
Second Vice President
George Mason University

Tobi Mackler
Basic Course Conference Coordinator
Montgomery County Community
College

Jason S. Wrench
James C. McCroskey and Virginia P.
Richmond Undergraduate Scholars
Conference (USC) Coordinator
SUNY New Paltz

Sheila McAllister-Spooner
Director of Publicity and Promotion
Monmouth University

2011 Interest Group Planners

ASHR

Maureen C. Minielli
Kingsborough Community College - CUNY

Applied Communication

Sarah Ryan
University of Texas, El Paso

Argumentation & Forensics

Neil Butt
Wayne State University

Communication Law & Ethics

Juliet Dee
University of Delaware

Communication and Technology

Kristin Roeschenthaler Wolfe
Duquesne University

Communication Traits

Theodore A. Avtgis
West Virginia University

Community College

Rebecca Townsend
Manchester Community College

Health Communication

Doreen M. S. Jowi
Bloomsburg University of Pennsylvania

Institute of General Semantics

Lance Strate
Fordham University

Instructional Communication

Carrie Kennedy Lightsey
Indiana U-Purdue U, Fort Wayne

Intercultural Communication

Daniel H. Mansson
West Virginia University

Interpersonal Communication

Meredith Marko Harrigan
SUNY Geneseo

Interpretation and Performance Studies

Cem Zeytinoglu
East Stroudsburg University

Kenneth Burke

Richard H. Thames
Duquesne University

Lambda Pi Eta

Andrew Jared Critchfield
The George Washington University

Media Communication

Lisa Perks
Nazareth College

Media Ecology Association

Thom Gencarelli
Manhattan College,

Nonverbal Communication

Steven Granelli
SUNY Oswego

Organizational Communication

Erin Bentley
West Virginia Wesleyan College

Philosophy of Communication

Brent Sleasman
Gannon University

Political Communication

Theodore F Sheckels
Randolph-Macon College

Rhetoric and Public Address

Annette M. Holba
Plymouth State University

Theory and Methodology

Susan A. Jasko
California University of PA

Voices of Diversity

Annette Madlock
Southern Connecticut State University

2011 Paper and Program Selection Committees

American Society for the History of Rhetoric

David Dzikowski, Pennsylvania State University
Sharmila Pixy Ferris, William Paterson University
Michael David Hazen, Wake Forest University
Lea Hellmueller, University of Missouri
Michael Hostettler, St. John's University
Lynda McCroskey, California State University,
Long Beach

Applied Communication

Maria Brann, West Virginia University
Tatyana Dumova, Point Park University
Sue Malcolm, Duquesne University
Christina McDowell, Duquesne University
Stephanie Verni, Stevenson University

Argumentation and Forensics

Nicole Johnson, Ball State University
Kassian Kovalcheck, Vanderbilt University
Nick Romerhausen, Wayne State University

Communication Administration

Jerry Allen, University of New Haven
James Benjamin, University of Toledo
Mary Mino, Pennsylvania State University, Dubois
Timothy P. Mottet, University of Texas—Pan
American
Don W. Stacks, University of Miami

Communication Law & Ethics

Valerie Swarts, Slippery Rock University
Marybeth Earnhardt, Youngstown State University
Pennilane Carlise, Cleveland State University

Communication and Technology

Tatyana Dumova, Point Park University
Star Muir, George Mason University
Jack Ciak, Seton Hill University
Dave Westerman, West Virginia University
Rod Carveth, Fitchburg State College
Cathy Wright, George Mason University
LaKesha Anderson, Indiana State University
Matt Smith, Wittenburg University
Kristin Roeschenthaler Wolfe, Duquesne University

Communication Traits

Theodore A. Avtgis, West Virginia University
James C. McCroskey, University of Alabama-
Birmingham
Andrew S. Rancer, University of Akron
Virginia P. Richmond, University of Alabama-
Birmingham

Community College

Rebecca M. Townsend, Manchester Community
College
Jessica Papajcik, Stark State College
Wendy S. Walters, Stark State College
Nancy J. Willets, Cape Cod Community College

Health Communication

Jay Baglia, Kutztown University
Benjamin R. Bates, Ohio University
Maria Brann, West Virginia University
Megan Dillow, West Virginia University
Katie Dunleavy, La Salle University
Rosanne Hartman, Canisius College
Doreen M. S. Jowi, Bloomsburg University of
Pennsylvania
James Olufowote, Boston College
Melissa Wanzer, Canisius College

Institute of General Semantics

Thom Gencarelli, Manhattan College
Janet Sternberg, Fordham University
Ed Tywoniak, St. Mary's College

Instructional Communication

Katie Neary Dunleavy, La Salle University
Shannon Maki, West Virginia University
Brandi Frisby, University of Kentucky
Danette Ifert Johnson, Ithaca
Marian L. Houser, Texas State University
Jerry L. Allen, University of New Haven
Sara Chudnovsky Weintraub, Regis College
Maria Simone, Rowan University
Christina Smith, Ramapo College of New Jersey
Matt Smith, Wittenburg University
Gayle Stever, Empire State College
Jill Weber Hollins, University
Valerie Goff Whitecap, University of Pittsburgh
Amy Young, Pacific Lutheran University

Intercultural Communication

Bessie Lee Lawton, West Chester University
Robert Sidelinger, Oakland University
Annette Madlock, Southern Connecticut State University
Stephanie Shimotru, West Virginia University
Shinsuke Eguchi, Howard University
Daniel Mansson, Pennsylvania State University, Hazleton

Interpersonal Communication

Mary E. Braz, West Chester University
Megan R. Dillow, West Virginia University
Katie Neary Dunleavy, La Salle University
Eric M. Fife, James Madison University
Angela G. La Valley, Bloomsburg University
Aimee E. Miller, University of Hartford
Christy E. Rittenour, West Virginia University
Robert J. Sidelinger, Oakland University

Interpretational/Performance Studies

Mary Mino, Pennsylvania State University, DuBois
Annette M. Holba, Plymouth State University
Valerie Lynn Schrader, Pennsylvania State University, Schuylkill
Andrée E. C. Betancourt, Independent Scholar

Lambda Pi Eta

Quazi Ahmed, The George Washington University
Audrey Byrd, Howard University
Andrew Jared Critchfield, Communication and Culture Consulting
Donna Oti, University of Jos
Wei Sun, Montgomery College

Media Communication

Jennifer Asenas, California State University – Long Beach
Meredith Bagley, University of Alabama
Andrée E. C. Betancourt, Independent Scholar
Diana Bowen, University of Houston Downtown
Monica Brasted, SUNY Brockport
Rod Carveth, Fitchburg State University
Rebecca Chory-Assad, West Virginia University
Gordon Coonfield, Villanova University
Becky Curnalia, Youngstown State University
Marsha Ducey, SUNY Brockport
Lyn Freymiller, Pennsylvania State University
Amanda Gatchet, University of Texas Tyler
Roger Gatchet, University of Texas Austin

Media Ecology

Cheryl Casey, Hamilton College
Robert MacDougall, Curry College
Kim Trager Bohley, Manhattan College

Nonverbal Communication

James Durbin, West Virginia University
Nicholas Scott Smith, West Virginia University
Shannon Maki, West Virginia University
Brandi Frisby, University of Kentucky
Christine Hirsch, SUNY Oswego
Alan Goodboy, Bloomsburg University
Joan O'Mara, University of Hartford
Diane Millette, University of Miami
Kerry Byrnes, Collin College

Organizational Communication

Doreen M. S. Jowi, Bloomsburg University of Pennsylvania
Todd Kelshaw, Montclair State University
Erin Bentley, West Virginia Wesleyan College

Philosophy of Communication

Ronald C. Arnett, Duquesne University
Erik A. Garrett, Duquesne University
Annette M. Holba, Plymouth State University
John H. Prellwitz, University of Pittsburgh at Greensburg
Thomas Trenchard, Landmark College
Cem Zeytinoglu, East Stroudsburg University of Pennsylvania

Political Communication

Scott W. Dunn, Radford University
Stephen J. Farnsworth, George Mason University
Lisa Gring-Pemle, George Mason University
Mary L. Kahl, SUNY New Paltz
Brian T. Kaylor, James Madison University
Brent Kice, Frostburg State University
Christine M. Knopf, SUNY Potsdam
David G. Levasseur, West Chester University
Sean Luechtefeld, University of Maryland
Janette Kenner Muir, George Mason University
Trevor Parry-Giles, University of Maryland
J. Kanan Sawyer, West Chester University
Mary Simone, Rowan University
John Kares Smith, SUNY Oswego
Linda Di Desidero, University of Maryland University College

Cary Horvath, Youngstown State University
Kelly Madden, University of Maryland
Casey Maugh, University of Southern Mississippi
Monika Alston Miller, University of Central Arkansas
C. Leigh Nelson, James Madison University
Rudy Pugliese, Rochester Institute of Technology
Amanda Rotondo, Rensselaer Polytechnic Institute
Jessica Sheffield, University of South Carolina
Rebecca M. Townsend, Manchester Community College

Posters

Rebecca Curnalia, Youngstown State University
Adam Earnhardt, Youngstown State University
Jaietta Jackson, Youngstown State University
Dorian Mermer, Youngstown State University
Jeff Tyus, Youngstown State University
Rhetorical & Public Address
Valerie Schrader, Pennsylvania State University, Schuylkill
Jason Edwards, Bridgewater College
Brent Sleasman, Gannon University
Kristy Maddux, University of Maryland
Ronald C. Arnett, Duquesne University
Christina Smith, Ramapo College of New Jersey
Kathleen Torrens, University of Rhode Island
Christine Hirsch, SUNY Oswego
Benjamin Bates, Ohio University
Elizabeth Gardner, University of Maryland
Trevor Parry-Giles, University of Maryland

Short Courses

Adrienne Christiansen, Macalester College
Gary Eckles, Thomas J. Nelson Community College
Megan Foley, Mississippi State University
Amanda M. Gunn, Denison University
Lori Stallings, University of Memphis
Kathleen J. Turner, Davidson College

Theory & Methodology

Roy Schwartzman, University of North Carolina at Greensboro
Dencil K. Backus, California University of PA

Undergraduate Scholars Conference

Anita Foeman, West Chester University
Geoff Burgess, Landmark College
Tracey Holden, University of Delaware
Lydia R. Timmins, University of Delaware
Candice Thomas-Maddox, Ohio University

Don Stacks, University of Miami
Mary E. Braz, West Chester University
Chip Rouse, Stevenson University
Joshua M. Scacco, The University of Texas at Austin
Trevor Parry-Giles, University of Maryland
Claude E. Taylor, Monmouth University
Susan Jasko, California University of Pennsylvania
Annette Holba, Plymouth State University
Don M. Boileau, George Mason University
Hans Schmidt, Alvernia University
S. Alyssa Groom, Duquesne University
Mary C. Toale, Baldwin-Wallace College
Wendy S. Walters, Stark State College
Paula Baldwin, George Mason University
Yvette Joy Harris, Howard University
Catherine Wright, George Mason University
Ali Ersen Erol, Howard University
Kelli L. Fellows, University of North Carolina Wilmington
Linda Sampson, Southern Connecticut State University
Paulette Brinka, Hofstra University
Diane M. Monahan, Saint Leo University
Ann D. Jabro, Robert Morris University
Joel S. Ward, Duquesne University
Mary Mino, Pennsylvania State University
Andrea M. Pampaloni, La Salle University
Gary W. Eckles, William & Mary University
Sherry R. Shepler, Saint Anselm College
Danette Ifert Johnson, Ithaca College
Kathleen Glenister Roberts, Duquesne University
Rebecca M. Townsend, Manchester Community College

Voices of Diversity

Lorin Basden Arnold, Rowan University
Tim Brown, Westchester
Joy Cypher, Rowan University
Annette Madlock Gatison, Southern Connecticut State University
Cerise L. Glenn, University of North Carolina at Greensboro
Shana Kopaczewski, Southern Connecticut State University
Celeste Lacroix, College of Charleston
Neneka Ofulue, University of Maryland
Andy Spieldenner, The Latino Commission on AIDS

Melissa Bekelja Wanzer, Canisius College
Chizoba Udeorji, Kingsborough Community College
Lisa Perks, Nazareth College
Kathy Brown, Pennsylvania State University
Douglas Marshall, Duquesne University
Jeanne M. Pursuit, University of North Carolina
Wilmington
Mary Kahl, SUNY New Paltz
Jean Costanza Mille, George Washington University
Eric Fife, James Madison University
Skye Chernichky, University of New Haven
Heather Stassen-Ferrara, Hamilton College
Doreen Jowi, Bloomsburg University

Christine Spinetta, Purdue University
William Starosta, Howard University
Chizoba Udeorji, Howard University
Keisha Morant Williams, Eastern University

ECA Business Meetings At-a-Glance

Wednesday, April 13, 2011

4:00 -5:00 pm	ECA Publication Committee	Jefferson
5:00 -6:00 pm	Finance Committee I	Jefferson
6:00 -7:00 pm	Site Selection	Jefferson

Thursday, April 14, 2011

8:45 -11:45 am	ECA Executive Council I	Lincoln
1:45 -3:00 pm	ECA Teaching Fellows Meeting	Monroe
3:15 -4:30 pm	ECA Research Fellows Meeting	Monroe
3:15 -4:30 pm	2012 Convention Planners	Lincoln

Friday, April 15, 2011

Business Meetings

8:00-8:45 am	Communication Administration	Adams
8:00-8:45 am	New York State Communication Association	Georgetown B
8:00-8:45 am	Communication Technologies	Georgetown C
8:00-8:45 am	Nonverbal Communication	Jackson
8:00-8:45 am	Rhetoric and Public Address	Jefferson
8:00-8:45 am	Community College	Lincoln
8:00-8:45 am	Communication Traits	Madison
8:00-8:45 am	Organizational Communication	Monroe
8:00-8:45 am	Health Communication	Washington

Business Meetings

6:00-6:45 pm	Philosophy of Communication	Adams
6:00-6:45 pm	Interpersonal Communication	Georgetown C
6:00-6:45 pm	Lambda Pi Eta	Jefferson
6:00-6:45 pm	Political Communication	Jackson
6:00-6:45 pm	Voices of Diversity	Lincoln
6:00-6:45 pm	American Society for the History of Rhetoric	Madison
6:00-6:45 pm	Media Ecology	Monroe
6:00-6:45 pm	Interpretation & Performance Studies	Washington

Saturday, April 16, 2011

8:00-8:45 am	Kenneth Burke	Adams
8:00-8:45 am	Maryland State Communication Association	Georgetown B
8:00-8:45 am	Media Communication	Georgetown C
8:00-8:45 am	Applied Communication	Jackson
8:00-8:45 am	Instructional Communication	Jefferson
8:00-8:45 am	Intercultural Communication	Lincoln
8:00-8:45 am	Argumentation and Forensics	Madison
8:00-8:45 am	Theory & Methodology	Monroe
8:00-8:45 am	Communication Law and Ethics	Washington

Saturday, April 16, 2011 (continued)

9:00 -10:15 am	2012 Convention Planners II
10:30 -11:15 am	Nominating Committee
3:00 -4:15 pm	Resolution Committee
6:00 - 7:15 pm	ECA Business Meeting

Lincoln
Adams
Adams
Potomac A & B

Sunday, April 17, 2011

9:00 -10:00 am	Finance Committee II
10:00 -12:00 pm	Executive Council II

Monroe
Lincoln

Events of General Convention Interest

Wednesday, April 13, 2011

8:30-5:15	Basic Course Conference	???	
8:30-6:00 p.m.	ECA Registration		Potomac Foyer

Thursday, April 14, 2011

7:30-5:00 p.m.	Registration		Potomac Foyer
1:00-5:00 p.m.	Exhibit Area		Potomac Foyer
2:30- 3:30 p.m.	Graduate Poster Session I/Coffee Café I		Potomac Foyer
6:00 -7:00 pm	Newcomers Reception		Capital Ballroom
7:00 -8:30 pm	Welcome Reception		Capital Ballroom
8:30 -10:00 pm	Dessert and Student Highlights		Capital Ballroom
8:00 -9:00 pm	12-Step Group Meeting		Monroe

Friday, April 15, 2011

7:30-5:00 p.m.	Registration		Potomac Foyer
9:00-5:00 p.m.	Exhibit Area		Potomac Foyer
12:00-1:15 pm	Awards Luncheon		Potomac Ballroom
3:30-4:30 p.m.	Graduate Poster Session II/Coffee Café II		Potomac Foyer
6:00 – 6:45 pm	USC Munch & Mingle		Potomac C & D
8:00 -9:00 pm	12 –Step Group Meeting		Monroe
7:00 -9:00 pm	Wine & Spots		Jackson
8:30 -10:00 pm	Song Circle		Washington

Saturday, April 16, 2011

7:30-3:00 p.m.	Registration		Potomac Foyer
9:00-3:00 p.m.	Exhibit Area		Potomac Foyer
10:00-11:00 a.m.	Undergraduate Poster Session/Coffee Café III		Potomac Foyer
12:15 -1:30 pm	Past Officers Luncheon		Lincoln
4:30 - 5:45 pm	USC Dinner and Awards		Potomac C & D
6:00 - 7:15 pm	ECA Business Meeting		Potomac A & B
7:30 - 9:30 pm	President's Reception		Artisphere
8:00 -9:00 pm	12-Step Group Meeting		Monroe

Sunday, April 17, 2011

9:00 -10:00 am	Finance Committee II		Monroe
10:00 -12:00 pm	Executive Council II		Lincoln

2011 ECA Short Courses At-A-Glance

Participants must register for Short Courses at Convention Registration.

Thursday, April 14

#1 – 10:30-11:45am

Georgetown A

Join the Revolution: The Use of Open Source Software and Textbooks in the College Classroom

Jason S. Wrench, SUNY New Paltz

#2 – 12:00- 1:15pm

Georgetown A

Empowering Faculty to Teach the Quantitative Methods Course: Addressing Student Apprehension for Research Methods

Candice Thomas-Maddox, Ohio University-Lancaster

Nicole Blau, Ohio University-Lancaster

Virginia P. Richmond, University of Alabama at Birmingham

James C. McCroskey, University of Alabama at Birmingham

#3 – 1:30-2:45 pm

Georgetown A

Integrated Marketing Communication: Exploring Ways of Teaching About and Engaging Matters of Influence and Power in Persuasion Industries

S. Alyssa Groom, Duquesne University

Jean M. Persuit, University of North Carolina, Wilmington

#4 – 3:15- 4:45 pm

Georgetown A

Gender and Power: Teaching Communicative Understandings of Women's Leadership

Elesha L. Ruminski, Frostburg State University

Annette M. Holba, Plymouth State University

Friday, April 15

#5 – 9:00-10:15 am

Georgetown A

Empowering Students Through Pedagogical Praxis: Interpersonal Communication Activities in the Classroom

Jen Jones, Duquesne University

Christina McDowell Marinchak, Duquesne University

#6 – 1:10-2:45 pm

Jackson

Communication and Power to the Patient: Applied Medical Communication as a Breakthrough Approach to a Course in Medical Communication

E. Phillips Polack, West Virginia University

Theodore Avtgis, West Virginia University

2011 ECA Short Courses At-A-Glance (Continued)

Friday, April 15

#7 – 3:00-4:15 pm

Jackson

Racialized Power and the Politics of Social Justice: Critical Race Theory as a Means to Deconstruct, Recover, and Evolve in Communication Studies

Rachel Alicia Griffin, Southern Illinois University

#8 – 4:30-5:15 pm

Jackson

Advocacy as Power: Educating, Equipping, and Empowering Students

Cathy L. McClain, Clermont Recovery Center

Saturday, April 16

#9 – 9:00-10:15 am

Georgetown A

Communication, Power, and Social Change: On the Road Teaching Communication and Social Movements

Todd Allen, Geneva College

Linda Schifino, Carlow University

#10 – 10:30-11:45 am

Georgetown A

Not Public Speaking – Not Business Writing: Business Communication for the Millennial Generation

J. Kanan Sawyer, West Chester University of Pennsylvania

Pamela Marshall, Rowan University

Jennifer L. Babcock, Bridgewater College

#11 – 12:00-1:15 pm

Georgetown A

Race and Cultural Communication in the Classroom: Empowering Cultural Competency

Joanne Washington, Clarion University of Pennsylvania

#12 – 1:30-2:45 pm

Georgetown A

Empowering Professionals: Adapting Classroom Instruction to “Real World” Training

Jean Costanza Miller, George Washington University

Christine Clapp, Spoken With Authority

Andrew Jared Critchfield, Communication and Culture Consulting

First Vice-President Sponsored Panels

Thursday, April 14

THUR 10:30-11:45

Potomac A

The Power of Communication Choices: Recent Research by ECA Research Fellows

THUR 12:00-1:15

Potomac A

Publishing Power: Emerging Issues in Academic Scholarship

THUR 12:00-1:15

Washington

ECA Distinguished Teaching Fellows on Teaching: Philosophies and Enactments

THUR 1:30-2:45

Potomac A

There's Power in Words: Strategies for Becoming a Media Expert and Publicizing Your Communication Research in the Press

Friday, April 15

FRI 9:00-10:15

Jackson

The Power of Media and Effects Over Time

FRI 3:00-4:15

Georgetown A

The Ebb and Flow of Publishing Power Driven by Digital Technologies

FRI 4:30-5:45

Potomac A

Leader, Teacher, Mentor: Celebrating 50 Years of James C. McCroskey's Dedication to the Eastern Communication Association

Saturday, April 16

SAT 9:00-10:15

Potomac C

Taking Back the Power: Survival Strategies for the Promotion and Tenure Process

SAT 10:30-11:45

Potomac D

The Power of Mentorship: Celebrating Jane Blankenship's Life as a Teacher and Scholar

SAT 1:30-2:45

Potomac D

The Power of Creativity and Expression: A Celebration of Floyd D. Anderson's Career

SAT 3:00-4:15

Madison

Power to the Disempowered: Teaching, Advising, and Mentoring Students with Little Social Support

WEDNESDAY APRIL 13, 2011

WED 8:45-9:00

The Basic Course: Politics and Practice

Basic Communication Course Conference Registration

Chair: **Tobi Mackler**, Montgomery County Community College

Registered Basic Course Conference Participants are invited to register and to pick up their convention materials. A continental breakfast will be provided. Participation in the Basic Communication Course Conference is available to paid registrants. The conference fee is \$50 and includes continental breakfast and lunch.

WED 9:00-9:15

Basic Communication Course Conference Welcome

The Basic Course: Politics and Practice

Chair: **Tobi Mackler**, Montgomery County Community College

Welcome and opening remarks from the Basic Communication Course Conference Director.

WED 9:15-10:15

Challenging Basic Course Content and Pedagogy

Chair: **Tobi Mackler**, Montgomery County Community College

“It’s Time to Re-Tire the Basic Course: Group Roles, Communication Climate, and Listening Styles.”

Isa Engleberg, Prince George's Community College

“A New Pedagogy for Informative Communication: Why Arrangement Should Not Substitute for Invention”

Katherine E. Rowan, George Mason University

“Does Student Listening Improve in the Basic Communication Course?”

Danette Ifert Johnson, Ithaca College

The basic communication course is the face of our discipline to students, colleagues, and the public. Three scholars examine traditional basic course content in light of contemporary research. They challenge us to consider whether what we teach and how we teach is valid and capable of improving students’ communication competencies.

WED 10:30-11:45

Teaching through the Lens of Our Students: A Roundtable Discussion on (the Politics of) Pedagogy and Student Diversity

Chair: **Susan M. Ward**, Delaware County Community College

“Teaching to the Faith-Based: Challenges, Controversies, and Considerations”
Lynn H. Turner, Marquette University

“Teaching to the Non-Traditional Aged: Helping Adult Learners Discover Their Soul”
Candice Thomas-Maddox, Ohio University-Lancaster

“Teaching African and Urban: Unique Perspectives, Unique Experiences”
Ashley Torrence, Howard University

“Teaching to the Upper Class: Privilege is Not Always Pretty”
Richard West, Emerson College

This program examines teaching from a cultural lens. Specifically, the participants will discuss strategies for success and cautionary tales as they relate to various student populations. Given the major demographic changes on the horizon at both 2- and 4-year institutions, an examination of various student constituencies is both necessary and relevant. Participants will explore both the potential and the political as related to various student populations. Further, examining this issue from colleges/universities that are public, private, large, and small provides for a comprehensive discussion of current challenges and future trends in teaching, learning, and advising.

WED 12:00-1:15

Basic Communication Course Conference Lunch

Keynote Speaker: **Lynn Disbrow**, Wright State University

Pedagogy, Politics, and Practice: Where do we begin in the Basic Course?

Lynn M. Disbrow, (Ph.D. Wayne State University, 1989), is an Associate Professor in the Department of Communication at Wright State University in Dayton, Ohio. Disbrow currently serves as the Director of the Educational Policies Board of the National Communication Association and has been named a 2010 Faculty Innovator by the Ohio Board of Regents. She is the recipient of international, national, and state awards for student service, teaching and curricular development. Disbrow's digital and traditional publication record emphasizes instructional design and delivery.

WED 1:30-2:30

Politics & Practice: The Basic Course as a General Education Requirement – The Good, the Bad, and the Ugly

Chair: **Steven D. Cohen**, University of Maryland

“The Basic Course in General Education: The Rationale”

Andrew D. Wolvin, University of Maryland

“Consensus-Building: A Procedural Approach to Getting the Basic Course in the General Education Core Curriculum”

Tom Donlan, Montgomery County Community College

“The Basic Course – No Longer a General Education Requirement: The Aftermath”

Nancy Willets, Cape Cod Community College

This panel will examine different aspects of the role of the basic course in a General Education Core Curriculum. Beginning with a rationale for establishing this course as a fundamental studies component, the discussion will move to an analysis of consensus building strategies within the discipline and college-wide that can help to insure acceptance for the basic course. Finally, we will conclude with a conversation focused on departmental strategies to maintain enrollment under new requirements when the basic course has been eliminated as a general education requirement.

WED 2:45-3:30

Examining the Organizational Context of the Basic Course: Politics and Practice

Chair: **Lynn Disbrow**, Wright State University

Panelists: **Adam David Roth**, University of Rhode Island
Marian L. Houser, Texas State University-San Marcos
Jayson Baker, Regis College
Tobi Mackler, Montgomery County Community College

This round table discussion will examine the varied permutations of the Basic Course as it occurs in different organizational or institutional contexts. Each participant brings a different perspective on the issues and challenges involved in teaching, structuring, and staffing the basic course based on the needs of their institution and student population.

WED 3:45-5:00

Examining the Context of the Basic Communication Course: Multiple Beneficiaries of the Lecture-Lab Format

Chair: **Kristen LeBlanc Farris**, Texas State University-San Marcos

From a graduate teaching assistant's perspective
Kristen LeBlanc Farris, Texas State University-San Marcos
Lori E. Vela, West Virginia University

From the perspective of a new basic course director
Angela M. Hosek, Emerson College
Jessica Parker-Raley, The University of Texas-Pan American

From the course director's perspective
Marian L. Houser, Texas State University-San Marcos

From the department chair's perspective
Timothy P. Mottet, The University of Texas-Pan American

This panel discussion will focus on various teaching formats of the basic communication course. Each instructor will discuss issues concerning creating, assessing, and structuring the basic course. Specifically, the panelists will discuss the benefits of utilizing interactive lab sessions in addition to lecturing course content. Finally, each will explore the various connections the basic communication course serves among students, graduate teaching assistants and instructors, departments, and universities as a whole.

WED 5:00-5:10

The Basic Communication Course Conference: Closing Remarks

Chair: **Tobi Mackler**, Montgomery County Community College

Participants who attend this session will have the opportunity to win a gift certificate.

WED 4:00-5:00 Jefferson

ECA Publications Committee Meeting

Presiding **Janie Harden Fritz**, Duquesne University

Candice Thomas-Maddox, Ohio University-Lancaster
Cindy Lont, George Mason University
Nancy Willets, Cape Cod Community College
Ronald C. Arnett, Duquesne University
Wendy Samter, Bryant University
Janette Kenner Muir, George Mason University
Susan Drucker, Hofstra University
Valerie Schrader, Pennsylvania State University, Schuylkill
Melinda Villagran, George Mason University
Mark Hickson III, University of Alabama at Birmingham (ex officio)
Theodore Avtgis, West Virginia University (ex officio)
Trevor Parry-Giles, University of Maryland (ex officio)

WED 5:00-6:00 Jefferson

Finance Committee I Meeting

Presiding: **Janie Harden Fritz**, Duquesne University

Candice Thomas-Maddox, Ohio University-Lancaster
Cindy Lont, George Mason University
Nancy Willets, Cape Cod Community College

Ronald C. Arnett, Duquesne University
Annette Madlock, Southern Connecticut State University
Trevor Parry-Giles, University of Maryland (ex officio)
Mark Hickson III, University of Alabama at Birmingham (ex officio)
Theodore Avtgis, West Virginia University (ex officio)

WED 6:00-7:00 Jefferson

Site Selection Committee Meeting

Presiding: **Janie Harden Fritz**, Duquesne University

Candice Thomas-Maddox, Ohio University-Lancaster
Cindy Lont, George Mason University
Nancy Willets, Cape Cod Community College
Ronald C. Arnett, Duquesne University
Sara Chudnovsky Weintraub, Regis College

THURSDAY APRIL 14, 2011

THUR 8:45-11:45 Lincoln
Executive Council 1

Presiding: **Janie Harden Fritz**, Duquesne University

Candice Thomas-Maddox, Ohio University-Lancaster
Cindy Lont, George Mason University
Nancy Willets, Cape Cod Community College
Ronald C. Arnett, Duquesne University
Theodore Avtgis, West Virginia University (ex officio)
Leeanne M. Bell, Stevenson University (ex officio)
James W. Chesebro, Ball State University (ex officio)
Susan Drucker, Hofstra University (ex officio)
Kristen Campbell Eichhorn, SUNY Oswego (ex officio)
Mark Hickson III, University of Alabama at Birmingham (ex officio)
Susan Jasko, California University of Pennsylvania (ex officio)
Danette Ifert Johnson, Ithaca College (ex officio)
Trevor Parry-Giles, University of Maryland (ex officio)
Jean Ann Streiff, Oakland Catholic High School (ex officio)
Jerry Allen, Communication Traits, University of New Haven
Alberta Arnold, Community College, Fiorello H. LaGuardia Community College
Kathleen Taylor Brown, Applied Communication, Pennsylvania State University,
Greater Allegheny
Dale Herbeck, Communication Law & Ethics, Boston College
Carl T. Hyden, Argumentation & Forensics, Morgan State University
Susan Jasko, Theory & Methodology, California University of Pennsylvania

Annette Madlock, Intercultural Communication, Southern Connecticut State University
Linda Sampson, Interpersonal Communication, Southern Connecticut State University
Valerie Schrader, Interpretation & Performance Studies, Pennsylvania State University, Schuylkill
Brent C. Sleasman, Philosophy of Communication, Gannon University
Don W. Stacks, Communication Administration, University of Miami
Mary Toale, Instructional Communication, Baldwin-Wallace College
Mari Boor Tonn, Kenneth Burke Society, University of Richmond
Melinda Villagran, Health Communication, George Mason University

THUR 9:00-10:15 Potomac B

Advancing Intercultural Communication: Theories, Models, and Linguistic

Sponsor: Intercultural Communication
Chair: **Bessie Lee Brown**, West Chester University
Respondent: **Shinsuke Eguchi**, Howard University

“The Power of Narratives to Create Variable Truths”
April E. Copes, Howard University

“A Jewish-Palestinian-Arab Israel: Language Development and Its
Representations of Cultural Displacement”
Amanda L. Sevilla, Duquesne University

“On Intercultural Communication Competence”
Cyril Latzoo, Duquesne University

THUR 9:00-10:15 Potomac D

Communication and Power: Advances in Communication Trait Assessment

Sponsor: Communication Traits
Chair: **Michelle Zumpano**, West Virginia University
Respondent: **James A. Katt**, University of Central Florida

“The Listening Styles Profile Revised (LSP-R): A Scale Revision and Validation”
Debra Worthington, Auburn University
Graham D. Bodie, The Louisiana State University
Christopher Gearhart, The Louisiana State University

“Toward the Development of a Taxonomy of Verbal Trigger Events”
James M. Durbin, West Virginia University
Andrew S. Rancer, University of Akron

“Measuring Inclusiveness and Attitudes Toward People with Disabilities”
Paul Azim Frye, Pennsylvania State University, Berks

THUR 9:00-10:15 Francis Scott Key A

Online Social Networking, Patient Compliance, and Information Seeking in Cancer Prevention and Treatment

Sponsor: Health Communication
Chair: **Melissa Bekelja Wanzer**, Canisius College
Respondent: **Jay Baglia**, Kutztown University

“Threat Appraisal and Skin Cancer Prevention Information Seeking: Examining Protection Motivation Theory”**

Brian P. Keefe, George Mason University
Gina Castle Bell, George Mason University

“The Influence of Different Sources on Processing Breast Cancer Messages”
James Steele, George Mason University

“The Internet and Patient Compliance: The Impact of Social Networking Website Use On Patient Compliance”*
Kelli K. Owen, University of Texas-Pan American

This panel features competitively selected papers from the Health Communication Interest Group.

*Student paper

**Graduate student paper

THUR 9:00-10:15 Georgetown A

Rhetorical Explorations of Technology, Stasis, “Change” and Tropes: Works in Progress

Sponsor: Rhetoric and Public Address
Chair: **Annette M. Holba**, Plymouth State University
Respondent: **Benjamin R. Bates**, Ohio University

“Synthetic Ethos in Communication Technology: Appearing Artful in a “Knack” Environment”
Richard L. Talbert, Duquesne University

“Stasis and Civic Discourse: An Exploration of Cicero’s Rhetorical Theory”
Kasey Clawson, Duquesne University

“Understanding Rhetoric of “*The Change*” in Tunisia since 1987”
Mohamed Ali Elhaou, University Paris 13; IUT Illkirch Strasbourg

“Synecdoche and the Dialectic of Correspondence”
R. J. Green, Purdue University

THUR 9:00-10:15 Adams

Instructional Communication and Assessment

Sponsor: Instructional Communication
Chair: **CJ Claus**, West Virginia University
Respondent: **Kerry Byrnes**, Collin County Community College

“Suggestions for Cognitive, Affective, and Behavioral Assessment of Communication Competencies”

Rebecca M. L. Curnalia, Youngstown State University

Dorian L. Mermer, Youngstown State University

Jaietta Jackson, Youngstown State University

Cary Horvath, Youngstown State University

“Prescribing Rhetorical Sensitivity”

Mary Mino, Pennsylvania State University, DuBois

“Evaluating the Usability of Online Testing: From One-Size-Fits-All to Learner-Centered Models”

Tatyana Dumova, Point Park University

“Toward a Successful Plan and Implementation of Educational Technology in Low-income Communities: Introducing the ‘Ezumah Model’”

Bellarmine Ezumah, Howard University

THUR 9:00-10:15 Jackson

Power, Subjectivity, and the Hope of Rhetorical Community

Sponsor: Rhetoric and Public Address

Chair: **Elesha Ruminski**, Frostburg State University

Respondent: **Lisa Gring-Pemle**, George Mason University

“Collective Memory, Historicism, and the Noir Detective”

R. J. Green, Purdue University

“Communities and Online Congregation: Examining Spaces of Self-Expression and Egocentrism”

Rebecca Ivic, Purdue University

“Dissoi Logoi: The Practice of Rhetorical Freedom”

Tillman Russell, Purdue University

“The Ties That Bind: An Exploration of Universal Visual Metaphors”

Shavonne Shorter, Purdue University

THUR 9:00-10:15 Washington

Film Screening for Classroom Use:

Media Education Foundation’s Killing Us Softly 4: Advertising’s Image of Women - new, update of Jean Kilbourne’s pioneering Killing Us Softly series. The film marshals a range of new print and television advertisements to lay bare a stunning pattern of damaging gender stereotypes -- images

and messages that too often reinforce unrealistic, and unhealthy, perceptions of beauty, perfection, and sexuality. (46 minutes). Followed by discussion.

Discussion Leader: **Jack Banks**, University of Hartford

THUR 10:30-11:45 Potomac A

The Power of Communication Choices: Recent Research by ECA Research Fellows

Sponsor: First Vice President

Chair: **Kathleen E. Kendall**, University of Maryland

“Research in Progress on Communication Channel Choices and Uses by College Students”

Lynne Kelly, University of Hartford

“Research in Progress on Adolescents’ College Interests”

Matthew Martin, West Virginia University

“Research in Progress Concerning Audre Lorde’s Public Advocacy”

Lester C. Olson, University of Pittsburgh

“Research in Progress on Marginalized Populations”

Richard West, Emerson College

“Research in Progress on Political Communication”

Judith Trent, University of Cincinnati

ECA honors outstanding scholars in the field through awards such as the ECA Research Fellow Award, for distinguished research in the field of communication. In this program, the most recent winners of the award report on their research “in the middle of things,” giving ECA members a glimpse of the work they have underway, including the challenges and obstacles and progress of their current research. Following the presentations, there will be discussion among the participants and with the audience.

THUR 10:30-11:45 Potomac B

In Celebration and Critique of Jeffrey Lynn Woodyard’s Life and Communication Research

Sponsor: Voices of Diversity

Chair: **Ronald L. Jackson II**, University of Illinois at Urbana-Champaign

Respondent: **The Audience**

Panelists:

Molefi Kete Asante, Temple University

Melbourne Cummings, Howard University

Ronald L. Jackson II, University of Illinois at Urbana-Champaign

Kimberly Moffitt, University of Maryland Baltimore County

Carlos Morrison, Alabama State University

Tyrome Smith, United States Government

Jeffrey Lynn Woodyard was a tremendous asset to the field of communication. He was an afrocentric scholar and critic of public spheres that dispensed with conversations about the inextricable link between race, class, gender, and sexual difference. As a faith-based AIDS/HIV educator, he took his fight to the streets, working in and on behalf of communities and churches to address public policy concerns. At the center of his work was a profound analysis of identity politics in everyday communication encounters.

THUR 10:30-11:45 Francis Scott Key A

Voice and Power: Utilizing Communication Theory and Research Methods to Explore the Margins

Sponsor: Theory and Methodology
Chair: **William Starosta**, Howard University
Respondent: **Deborah J Borisoff**, New York University

“Negotiating New Terrain: Creating Spaces to Support Black Male Students at Predominantly White Universities”

Cerise L. Glenn, University of North Carolina at Greensboro

Dante L. Johnson, University of North Carolina at Greensboro

Jeffrey Coleman, University of North Carolina at Greensboro

“Black Feminism, Divestment, and Identity Negotiation”

Chizoba Udeorji, Kingsborough Community College

“Performing the Model Minority Stereotype: Communication Strategy for College-Educated Asian American Professionals to Survive in the U.S. Organizations”

Shinsuke Eguchi, Howard University

“Using Co-Cultural Theory to Examine HIV-positive Gay Men’s Communication Practices”

Andrew Spieldenner, Latino Commission on AIDS

THUR 10:30-11:45 Francis Scott Key B

Politics and Its Publics: Engaging, Segmenting, Informing

Sponsor: Political Communication
Chair: **Maria Simone**, Rowan University
Respondent: **Lisa Gring-Pemble**, George Mason University

“Student Perceptions of Campaigns, Political News Sources, and the Influence of Media Priming”

Jeffrey B. Hedrick, Jacksonville State University

“How Will They Target You?: A Burkean Identification Analysis of Targeted Presidential Primary Debates”

J. Scott Smith, University of Missouri

“Social Media and Civic Participation: Analyzing the web 2.0 as a Political Platform”

Daniel Halpern, Rutgers, The State University of New Jersey

“Untangling the Relationships Between Cynicism and Efficacy: Revisiting the Gamson Hypothesis”

Hanlong Fu, University of Connecticut

Yi Mou, University of Connecticut

Gail Lavielle, University of Connecticut

THUR 10:30-11:45 Georgetown A

Short Course – Join the Revolution: The Use of Open Source Software and Textbooks in the College Classroom

Presenter: **Jason S. Wrench**, SUNY New Paltz

The rising costs of technology, academic journals, and textbooks is a growing concern for many faculty members. Thankfully, open source movement has out to put freely distributed software and academic literature (both journals and textbooks) in the hands of students and teachers. This course will explore how the open source revolution can provide teachers freely distributable software and academic literature alternatives. All Participants will receive a detailed list of open source alternatives and a DVD-ROM containing a range of open source software packages.

THUR 10:30-11:45 Georgetown B

Rhetorical Power in the Public Sphere

Sponsor: Rhetoric and Public Address

Chair: **Christine Hirsch**, SUNY Oswego

Respondent: **Ann Atkinson**, Keene State College

“Retail Resistance: Whirl-Mart’s Symbolic Construction of the New Public Sphere”

Jade Olson, University of Maryland

“Ethos and Ego-Function in Activist Blogging”

Jessica Sheffield, University of South Carolina

“Acting as IF: Performative Parody as an Embodied Mode of Judgment”

Christopher J. Gilbert, Indiana University

“A Rhetorical Study of Civic Engagement Rhetoric and Practices at Wake Forest University”

Patty Ann Green, Wake Forest University

THUR 10:30-11:45 Georgetown C

The Power of Communication to Nurture and Sustain Resilient Familial and Romantic Relationships

Sponsor: Interpersonal Communication
Chair: **Jack Banks**, University of Hartford
Respondent: **Jack Banks**, University of Hartford

“A Daughter’s Relationship with Her Father: An Analysis of Father-Daughter Communication”
Alexandra Frisbie, University of Hartford

“The ‘Best of Both Worlds’ of Sibling Relationship Portrayals: What Influence
Do *Modern Family* and *Hannah Montana* Have on Sibling Interactions”
Nancy Bressler, University of Hartford

“The Relationship between the Quality of Sexual Communication Between Romantic Partners and
Sexual Satisfaction and Need Fulfillment”
Alicia Linder, University of Hartford

“Gendered Satisfaction: A Look at the Effects of Gendered Communication Styles on Relationship
Satisfaction”
Barbie Miller, University of Hartford

Throughout our lifetime, we create and sustain a variety of interpersonal relationships. Yet, those
that we establish with our family serve as the foundation for our future.

THUR 10:30-11:45 Adams

Sharing Science: Challenges and Research-Supported Solutions

Sponsor: Applied Communication
Chair: **Sheila McAllister-Spooner**, Monmouth University

“Explanation and Value Judgments in Media Communication of Climate Science”
Karen Akerlof, George Mason University
Katherine Rowan, George Mason University
Dennis Fitzgerald, George Mason University
Andrew Cedeno, George Mason University
Amanda Neuman, George Mason University

“Moving from abstractions to community assets that people value:
Explaining the impact of pesticides in an effective and efficient manner”
Fred Jenkins, U. S. Environmental Protection Agency

“TV Meteorologists as Great Science Teachers: The Rhetorical and Explanatory Strategies of Five
Meteorologists Who Explain Climate Science to Their Audiences”
Paula K. Baldwin, George Mason University
Bianca C. Brown, George Mason University
Jagadish Thaker, George Mason University
Joe Witte, George Mason University
Katherine Rowan, George Mason University
Edward Maibach, George Mason University

“Aristotle to Barnum: Demonstration and Ballyhoo in Promoting Science”

John Llewellyn, Wake Forest University

Often scientists offer the public research-supported but un-solicited advice. Research has found that un-solicited advice is rarely appreciated, so it is not surprising that many scientifically supported recommendations are rejected by those who might benefit from them. To deepen understanding of this applied communication challenge and possible solutions to it, this panel presents presentations informed by rhetorical and communication theory on effective ways of communicating complex environmental science that has implications for human behavior.

THUR 10:30-11:45 Jackson

Selling by Example: Rhetorical and Interpersonal Techniques in Contemporary Marketing

Sponsor: Applied Communication

Chair: **Maria Brann**, West Virginia University

Respondent: **Tatyana Dumova**, Point Park University

“Dove’s Campaign for Real Beauty and Perceptions of ‘Real’ Women: A Qualitative Inquiry”

Melissa D. Dodd, University of Miami

“The Power of Spokesperson Accent to Influence Consumers’ Purchase Intentions”

Robert Forbus, Southern Connecticut State University

Jason L. Snyder, Central Connecticut State University

Stephen Stifano, University of Connecticut

“Going Green: The Power of Nietzsche’s Earth Rhetoric and Environmental Marketing”

Beth Michalec, Duquesne University

This panel features diverse applications of interpersonal and rhetorical theory to contemporary marketing campaigns and situations. If Robert Louis Stevenson’s adage, “Everyone lives by selling something” holds true, these papers suggest efficacious and ethical means for making a living well.

THUR 10:30-11:45 Jefferson

Opening the Hood: The Power of Online Courses in Communication

Sponsor: Community College Interest Group

Chair: **Tom Jewell**, Bergen Community College

Interpersonal Communication

Nadine Cichy, Sinclair Community College

Susan M. Ward, Delaware County Community College

The Hybrid Communication Course

Tom Jewell, Bergen Community College

Michelle Simpson, College of Southern Maryland

Public Relations

Tom Donlan, Montgomery County Community College

Those of us who teach online have often heard, “How do you teach communication online?” For the skeptic who wants to know and the experienced who wants to know more, this panel of seasoned online Communication professors will “open the hood” to share what it “looks like under there.” The courses include Interpersonal Communication, Speech Communication/Basic Principles (the hybrid course), and Public Relations.

THUR 10:30-11:45 Madison

Instructional Power and Relational Communication

Sponsor: Instructional Communication
Chair: **Brandi N. Frisby**, University of Kentucky
Respondent: **Marian L Houser**, Texas State University-San Marcos

“Student Motives for Communicating with Instructors as a Function of Perceived Instructor Power Use”

Alan K. Goodboy, Bloomsburg University*
San Bolkan, California State University – Long Beach

“The Relationship between Teacher Transformational Leadership and Student Outcomes”
Aaron Noland, James Madison University

“Expectancy Violation in the Classroom”
Jessalyn I. Vallade, West Virginia University*
Ann Bainbridge Frymier, Miami University

“Are Relational Messages Fair? An Examination of the Relationships Among Classroom Justice and Relational Teaching Messages”
Laura Young, DePaul University
Sean M. Horan, DePaul University*

THUR 10:30-11:45 Monroe

Plumbing the Depths of Infotainment: Fake News, Celebrity Apologies, and Online Dating

Sponsor: Media Communication
Chair: **Cary Horvath**, Youngstown State University
Respondent: **Christina Smith**, Ramapo College of New Jersey

“Public Journalism is a Joke: The Case for Jon Stewart and Stephen Colbert”
Joseph Faina, University of Texas, Austin

“When Celebrities Are Attacked: A Case Study of the Theory of Image Restoration Discourse”

Rod Carveth, Fitchburg State University
Claire Ferraris, Western Oregon University

“The Magic of Dating during the 2008 Recession: Neoliberal Logic behind the Media Rhetoric about Smart Investments in Relationships”
Bistra Nikiforova, University of New England

THUR 10:30-11:45 Washington

Workplace Socialization: Adult Comedy, Movies and Theory

Sponsor: Organizational Communication
Chair: **Skye Chernichky**, University of New Haven
Respondent: **Paul Madlock**, Texas A&M International University

“Vocational Anticipatory Socialization by the Media into the University Teaching Profession: Analyses of Award-Winning Movies”
Jennifer Evans, Boston College

“From Outsider to Insider: An Examination of the Role of Narratives in Newcomer Organizational Assimilation”
Holly Keener, Radford University

“What’s On TV While Mom Is Out: The Vocational Anticipatory Socialization of TV-MA Programming”
Samantha Warren, Boston College

THUR 12:00-1:15 Potomac A

Publishing Power: Emerging Issues in Academic Scholarship

Sponsor: First Vice President
Moderator: **Raymie McKerrow**, Editor, *Quarterly Journal of Speech*

Panelists: **Theodore Avtgis**, Editor, *Communication Research Reports*
Susan Drucker, Immediate Past Editor, *Qualitative Research Reports in Communication*
Mark Hickson, Editor, *Qualitative Research Reports in Communication*
Janette Kenner Muir, Immediate Past Editor, *Communication Quarterly*
Trevor Parry-Giles, Editor, *Communication Quarterly*
Wendy Samter, Immediate Past Editor, *Communication Research Reports*

One of the primary functions of ECA is the publication and dissemination of scholarly literature through its three journals: *Communication Quarterly*, *Communication Research Reports*, and *Qualitative Research Reports in Communication*. This panel brings together the immediate past editors and the current editors of ECA’s three journals to discuss emerging issues in journal publishing. Such issues include: online versus paper dissemination; journal impact factors; duplicate

publication; citation analyses and journal publishing; the reviewing/referee process; the ethics of journal publishing.

THUR 12:00-1:15 Potomac B

True Access and the Spirit of Universal Design: The Power of Social Change across Communication Education

Sponsor: Voices of Diversity
Chair: **Joy M. Cypher**, Rowan University
Respondent: **Bryan Crable**, Villanova University; Founding Director,
The Waterhouse Family Institute for the Study of
Communication and Society

“Facilitating Access for Diverse Audiences: Technology”
Maria Simone, Rowan University

“Facilitating Access for Diverse Audiences: Teaching”
Joy M. Cypher, Rowan University

“Facilitating Access for Diverse Audiences: Mentoring”
Terry Nance, Villanova University

“Facilitating Access for Diverse Audiences: Administration”
Lorin Basden Arnold, Rowan University

This panel considers universal design as an enactment of social justice in communication education through technology, teaching, mentoring and administration. Because universal design is not simply about physical barriers, but the creation of welcoming and useful environments for the diverse needs of all Participants, it seems naturally situated within a discussion of power and social change. Participants will discuss the challenges and opportunities in achieving full access to the various contexts of communication education.

THUR 12:00-1:15 Potomac D

Money, Money, Money: Television’s Representation of Economic Class and Consumerism

Sponsor: Media Communication
Chair: **Jack Banks**, University of Hartford

“An Analysis of *Leverage*: Do the Rich and Powerful Take What They Want?”
Nancy Bressler, University of Hartford

“*Keeping Up With the Kardashians*: The Good, the Bad and the Dolls”
Alexis Levy, University of Hartford

“Move That Bus!: Revealing Consumerism and Materialism in Real Estate Programs” **Evan Kropp**, University of Hartford

“Sterling’s Gold: Assessing Hegemony of Class in *Mad Men*”

Vince Berry, University of Hartford

Previous televised portrayals of the wealthy and upper-middle class tended to reinforce class stereotypes. This panel will examine current dramas and reality shows to investigate whether these stereotypes of the rich still persist. Papers examine the characteristics and attributes of affluent characters and real life individuals in these shows. The representation of consumerism is also addressed: to what extent do shows celebrate unbridled and lavish spending on homes, clothes, and a range of consumer purchases?

THUR 12:00-1:15 Francis Scott Key A

The Transfer of Power: Moving Students to Leaders in the Marketplace

Sponsor: Applied Communication

Chair: **Leeanne M. Bell**, Stevenson University

Respondent: **Leeanne M. Bell**, Stevenson University

“Learning Leadership through Lambda Pi Eta”

Leeanne M. Bell, Stevenson University

“Modalities of Student Empowerment for Transformation and Growth”

Janie Harden Fritz, Duquesne University

“Empowerment through Voice: Nonverbal and Verbal Techniques that Transform the Communication Classroom Climate”

Heather E. Harris, Stevenson University

“From Editors to Leaders: Transforming Students through a Shift in Power”

Chip Rouse, Stevenson University

“Empowering learning in the PR Club: Utilizing the Transformational Model of Leadership”

Stephanie Verni, Stevenson University

This panel features papers that discuss the transfer of power from instructor to student in order to allow students to emerge as leaders ready to manage others in the marketplace. Through the transformation of power, students can cultivate leadership qualities as they work with various groups in and outside of the classroom.

THUR 12:00-1:15 Francis Scott Key B

Philosophy of Communication Readers’ Circle

Sponsor: Philosophy of Communication

Chair: **Ronald C. Arnett**, Duquesne University

Join us as we examine *Doing Philosophy with Others: Conversations, Reminiscences, and Reflections*, by Calvin O. Schrag.

THUR 12:00-1:15 Georgetown A

Short Course – Empowering Faculty to Teach the Quantitative Methods Course: Addressing Student Apprehension for Research Methods

Presenters: **Candice Thomas-Maddox**, Ohio University-Lancaster
 Nicole Blau, Ohio University-Lancaster
 Virginia P. Richmond, University of Alabama at Birmingham
 James C. McCroskey, University of Alabama at Birmingham

This short course is designed for instructors who teach undergraduate and graduate courses in quantitative research methods. Specifically, this course will address barriers experienced by instructors who teach quantitative research methods and equip them with “tools” to assist in helping students understand the basics of research design, statistical analysis, and reporting. Short course Participants will receive sample syllabi for courses, examples of case studies that can be used, a sample questionnaire and data set that can be distributed for student analysis, sample worksheets, references to journal articles, and accompanying assignments and discussion questions that can be used to create a common ground for examining communication research.

THUR 12:00-1:15 Georgetown B

Autoethnographic Accounts and the Performance of Trauma

Sponsor: Interpretation and Performance Studies
Chair: **Derek Bolen**, Wayne State University
Respondent: **Robert Sidelinger**, Oakland University

“Reconciling the Irreconcilable Differences: Performing Family Auto/Ethnography”
Derek Bolen, Wayne State University
Erin Bolen, Central Michigan University

“Conceal and Reveal: Identity (Mis) management and the Grandparent-Grandchild Relationship”
Brandon Hensley, Millikin University

“The Work of Pulling Together Fragments: A(nother) Father-Daughter (Abuse) Story”
Michelle Millard, Wayne State University

THUR 12:00-1:15 Georgetown C

Bringing Theory to Practice in Interpersonal Communication Courses

Sponsor: Interpersonal Communication
Chair: **Angela La Valley**, Bloomsburg University
Panelists: **Meredith Marko Harrigan**, State University of New York at Geneseo
 Aimee E. Miller, University of Hartford

Participants in this roundtable will discuss the multitude of ways they use course projects, assignments, and activities to bring theory to practice and achieve transformational learning outcomes. Methods discussed will include merging theoretical discussion and empirical research, engaging in service-learning, incorporating communication training, encouraging translational research, and using case studies.

Sponsor: Nonverbal Communication
Chair: **Christine Hirsch**, SUNY Oswego

“The face of childlike adulthood: How “Teen Mom” illustrates adult problems in adolescent faces”
Kerry Byrnes, Collin College Community College

“Display and fear: Power in the world of professional wrestling.”
Steven Granelli, SUNY Oswego

“Power in the legal System: Law and Order— from cuffs to the courtroom.”
Eileen Gilligan, SUNY Oswego

“Nonverbal power in political ads: How what we see influences how we vote(d)”
Arvind Diddi, SUNY Oswego

We learn from what we experience -- what we see and hear. In the mediated world of popular culture, experiences and expectations of power are shaped by nonverbal representations that reinforce – sometimes challenge -- the existence and scope of systems of power. This roundtable panel will share experts’ analysis of how power is nonverbally expressed in the world of television – from legal system to family systems; in the wrestling ring, and in the political arena.

THUR 12:00-1:15 Jefferson

A Mighty Whisper: Implications of the “Barack Obama Muslim” Rumor on Campaign, Grassroots, Media, and Presidential Communications

Sponsor: Political Communication
Chair: **John Kares Smith**, SUNY Oswego

“In the Beginning, There Was a Whisper: Rumor Perpetuation in the 2008 Campaign”
Joshua M. Scacco, University of Texas at Austin

“Whispers from the Grassroots: Online Rumors of President Obama”
Ashley Muddiman, University of Texas at Austin

“Mediating the Whisper: How Fox News and MSNBC Reported on Rumors of Obama’s Muslim Faith”
Cynthia Peacock, University of Texas at Austin

“Whispering Through the Microphone: Strategies of Religious Affirmation and Refutation in Barack Obama’s Public Address Record”
Ashlyn Gentry, University of Texas at Austin

Rumors and whispers are emblematic of inside-the-beltway politics. What happens when the power of a whisper confronts the power of the presidency? The emergence of the “Barack Obama Muslim” whisper during the 2008 campaign and its persistence into his administration presents questions about the potency and reach of rumors in today’s media environment. This panel examines the origins, manifestations, and ramifications of the “Obama Muslim” whispers through campaign, grassroots, media, and presidential perspectives.

THUR 12:00-1:15 Lincoln

The Power of Computer Games: The Good, the Bad, and the Unknown

Sponsor: Communication and Technology
Chair: **Thomas S. Emert**, MBA, SAS Federal, LLC
Respondent: **Thomas S. Emert**, MBA, SAS Federal, LLC

“Introduction”

Thomas Emert, SAS Federal, LLC
Donald B. Egolf, University of Pittsburgh

“Computer Games and the Young”
Donald B. Egolf, University of Pittsburgh

“Computer Games and the Middle Aged”
Sondra L. Chester

“Computer Games and the Elderly”
Sondra L. Chester

“The Dark Side of Computer Games”
Donald B. Egolf, University of Pittsburgh

Individuals who acquire cognitive and motor skills gain power. And individuals who retain their gained cognitive and motor skills retain power. The gained and retained powers help individuals succeed in social and professional situations and in the handling of the demands of everyday life. The purpose of this panel is to investigate the degree to which playing computer games can contribute to gaining and retaining cognitive and motor skills.

THUR 12:00-1:15 Madison

Argumentation and Forensics Pedagogy I: Documented Benefits

Sponsor: Argumentation and Forensics
Chair: **Neil Butt**, Vanderbilt University
Respondent: **Neil Butt**, Vanderbilt University

“Documented Benefits of Individual Events Participation”
Katie Rasmussen, Wayne State University

“Documented Benefits of Debate Participation”
Cameron Norris, Vanderbilt University

"The Past as a Guide to the Present in Urban Debate Activities"
Kelly Young, Wayne State University

This is designed to be the first of a two-panel sequence on developing argumentation and forensics pedagogy. This panel will review research on the documented benefits of participation in various fields of forensics competition, including highlighting some of the

findings of the recent national development conferences for both individual events and debate, as well as noting areas for further research. This panel's findings should lay the groundwork for a second panel (Priorities, Goals and Practices) which will address questions about the implication of these findings on coaching practices for both individual events and debate.

THUR 12:00-1:15 Washington

ECA Distinguished Teaching Fellows on Teaching: Philosophies and Enactments

Sponsor: First Vice President
Chair: **Mary L. Kahl**, SUNY New Paltz

Panelists: **Melanie Booth Butterfield**, West Virginia University
 Michael J. Hostetler, St. John's University
 Danette Ifert Johnson, Ithaca College
 Ronald L. Jackson, University of Illinois
 Jean Ann Streiff, Oakland Catholic High School
 Mari Boor Tonn, University of Richmond

This program features some of Association's master teachers, ECA Distinguished Teaching Fellows who have been selected within the recent past. Panelists will offer five-minute position statements about their teaching philosophies and will speak briefly about how they enact these philosophies in their dealings with students.

THUR 2:30-3:30 Potomac Foyer

Competitive Graduate Poster Session I

Chair: **Cary Horvath**, Youngstown University

Reviewers: **Tracey Quigley Holden**, University of Delaware
 Charles Pavitt, University of Delaware
 Elizabeth Perse, University of Delaware
 Nancy Signorielli, University of Delaware

"So What if He's a Thug?: Analyzing the Construction of Black Masculinity through Female R&B/Hip Hop Artists' Discursive Practices"
Melinda Alston, University of North Carolina at Greensboro

"Spies Don't Show Emotion: Ideologies of Gender in *Chuck*"
Nancy Bressler, University of Hartford

"Managing Gov 2.0: Social Media for a More Effective Federal Government"
Adrian Bretado, St. Edward's University

"Using Problem-Based Learning in a Public Speaking Class"
Allison Brochet, West Chester University

“Newspaper Coverage of the Women of 2010”

Andrea Gagliardi, Georgetown University

“Staying Together For the Long Haul: Are We Just As Satisfied Without the Ring?”

Susan C. Haggard, Ohio University-Lancaster

“An Exploratory look at Family Councils: Communication Behaviors and Performances”

Annie C. Huff, Emerson College

“In-Laws or Out Laws: An Analysis of In-Law Communication”

Holly Keener, Radford University

“*Outsourced*: Neocolonial Narrative, or Cross-cultural Commentary”

Gyuri Kepes, University of Hartford

“Power in the Professional Kitchen: Gender & Hegemony on *Top Chef* Season 6”

Evan Kropp, University of Hartford

“Media Exposure and Disordered Eating Behaviors: The Role of Identification and Internalization”

Carolyn Lagoe, University of Connecticut

Kate Kurtin, University of Connecticut

“Social Media: A Powerful Component of Client Relationship Management and B2B”

Alexis Levy, University of Hartford

THUR 1:30-2:45 Potomac B

Perceptions of Empowerment in Intercultural Communication

Sponsor: Intercultural Communication

Chair: **Robert Sidelinger**, Oakland University

Respondent: **Lili Shi**, Kingsborough Community College

“Intercultural Communication: A Critical Component for Empowering International Teaching Assistants in the Classroom”

Mary Jo Fletcher LaRocco, University of Rhode Island

“Nigerian Men’s Perceptions of Women’s Empowerment and Non-governmental Organizations”

Annie N. Duru, Howard University

“Empower Individuals in Intercultural Settings: Using Self-affirmation to Enhance Intercultural Willingness to Communicate”

Yue Hu, George Mason University

Xiaoquan Zhao, George Mason University

THUR 1:30-2:45 Potomac D

There's Power in Words: Strategies for Becoming a Media Expert and Publicizing Your Communication Research in the Press

Sponsor: First Vice President
Moderator: **Adam C. Earnheardt**, Youngstown State University

Panelists
Ambreen Ali, Congress.org
Jennifer Brubaker, University of North Carolina, Wilmington
Mary Beth Earnheardt, Youngstown State University
Marilyn Geewax, National Public Radio, Senior Business Editor
Matt Laslo, Freelance Report

With advice and insight from scholars and representatives from local media outlets, audience members will learn how to prepare scholarship for the general public, how to become an expert on timely and relevant stories, and how to establish long-term relationships with local and national journalists.

THUR 1:30-2:45 Francis Scott Key A

Rhetorical Approaches to Media Analysis

Sponsor: Lambda Pi Eta
Chair: **Debyii Sababu Thomas**, Howard University
Respondent: **Andrew Jared Critchfield**, Communication and Culture Consulting

"I Used to Love Him: Fantasy-Theme Criticism"
Ashley Phillips, Frostburg State University

"The Pulp of A Clockwork Orange"
David Stewart, Plymouth State University

"Charisma and Success: A Look at How Steve Jobs Addresses Success"
Joseph DeMaio, Boston College

"Wasting Away: A Rhetorical Examination of the Secret World of Pro-Eating Disorder Program"
Olivia Sherman, University of Wisconsin River Falls

THUR 1:30-2:45 Francis Scott Key B

Participatory Media Power? Case Studies in Collaborative Production, Networking, and Citizen Discussion

Sponsor: Media Communication
Chair: **Lorin Basden Arnold**, Rowan University

“Rowan Arrow: Collaborative Production and Social Capital Within a College Community”

Jillian Beley, University of Illinois

Juliet Leary, Rowan University

“Needle in a HASTAC: Can Blogging Connect Academic and Professional Communities?”

Kate Harman, Towson University

“London Bridge Isn’t Falling Down: A Personal Blog Creates a Resource for Connecting Study Abroad Students”

Brittany Laico, Rowan University

“We Don’t Need to Get Along: Contestation and Social Capital in Online Discussions of the 2008 Election”

Maria Simone, Rowan University

This panel analyzes several cases of citizen uses of participatory media to understand how technological structure empowers *as well as* disempowers the development of social capital across and within social networks. These cases include a collaborative photography project, blog communities, and deliberation on a social networking site prior to the 2008 U.S. election. The presentations illustrate a dialectical role for participatory media that has the power to permit and inhibit the development of social capital.

THUR 1:30-2:45 Georgetown A

Short Course – Integrated Marketing Communication: Exploring Ways of Teaching About and Engaging Matters of Influence and Power in Persuasion Industries

Presenters:

S. Alyssa Groom, Duquesne University

Jeanne M. Pursuit, University of North Carolina, Wilmington

This short course considers integrated marketing communication from the classroom to the spaces of corporate, social, and political discourse. We will consider the nature of influence and power within the persuasion industries, providing Participants with helpful points of reference for thinking through significant issues. Our focus will be informed by communication and rhetorical theory, inviting Participants to learn more about IMC campaign development, IMC curriculum and course development, technology and IMC, and IMC client-centered projects.

THUR 1:30-2:45 Georgetown B

Obama’s Community College Initiative: Power, Politics, and Communication

Sponsor: Community College Interest Group

Chair: **Susan M. Ward**, Delaware County Community College

“The White House Summit on Community Colleges: Is it Enough to “Shine a Light”?”

Lisa Heller-Boragine, Cape Cod Community College

“(re)Defining the Role of the Community College: The Transformative Power of Presidential Communication”

Susan M. Ward, Delaware County Community College

“Juggling Multiple Missions: Powering through the Politics of Obama’s American Graduation Initiative”

Danamarie Every, Delaware County Community College, Chester County Operations

In the summer of 2009, President Obama announced an unprecedented \$12 billion community college initiative aimed at boosting grant awards, renovating facilities, and developing online courses. Such an initiative carries with it significant importance as it has fostered discussion about the transformative power of community colleges. From the political to the personal, this panel will address communication about the initiative both by the White House as well as by community colleges. Consideration is given to the influence of the initiative on (re)defining the role of the community college, evaluating the effectiveness of the White House Summit on Community Colleges, and juggling multiple missions while meeting the goal to increase graduation rates. After the individual presentations, panelists will welcome feedback from the audience.

THUR 1:30-2:45 Georgetown C

Navigating Relationships in Times of Challenge and Uncertainty

Sponsor: Interpersonal Communication

Chair: **Aimee E. Miller**, University of Hartford

Respondent: **Mary E. Braz**, West Chester University

“It’s Not What You Say – It’s What You Use to Say It: The Intersection of Media Use and Hurtful Message Interpretation”

Alexa D. Hampel, The George Washington University

Nicole M. Laster, Kansas State University

Larrissa C. Roberts, The University of Texas at Austin

“Concealing and Revealing Secrets in Platonic Friendships and Romantic Relationships: A Multiple Goals Theory Perspective”

CJ Claus, West Virginia University

Megan R. Dillow, West Virginia University

“Nagging in Interpersonal Relationships: Analyzing How Couples Respond in Public and Private”

Jessica Masuga, Indiana University-Purdue University, Fort Wayne

Thomas Landis, Indiana University-Purdue University, Fort Wayne

Carrie D. Kennedy-Lightsey, Indiana University-Purdue University, Fort Wayne

Elvis Ahlborn, Indiana University-Purdue University, Fort Wayne

Jonathan Magnin, Indiana University-Purdue University, Fort Wayne

Blythe Smith, Indiana University-Purdue University, Fort Wayne

“‘When Is It Over?’: Marital Partners’ Perceptions of Effective Repair”

Katie Neary Dunleavy, La Salle University

Kelley Dougherty, La Salle University

The papers on this panel explore the role of individual and dyadic negotiation in interpersonal relationships. Among the topics discussed are interpretations of, responses to, and attempts to repair hurtful messages; the navigation of openness and closedness regarding secret information; and responses to nagging communication. Together, the panelists remind us that communication is context bound, collaborative, and influenced by a multitude of factors.

THUR 1:30-2:45 Adams

Studies in Political Rhetoric

Sponsor: Political Communication
Chair: **David G. Levasseur**, West Chester University
Respondent: **Trevor Parry-Giles**, University of Maryland

“Electile Dysfunction: Sarah Palin and “MILF” Rhetoric”
Kevin A. Johnson, California State University at Long Beach
Lisa Glebatis Perks, Nazareth College of Rochester

“Needy Families and Welfare Cheats: The Rhetoric of Family Values in the 1961-1962 Welfare Reform Debates”
Jill M. Weber, Hollins University

“‘Still with Mel’ but Will Not ‘Stand Up for Paul’: Generic Expectations and the Deaths of Two Democratic Senate Candidates”
Brian T. Kaylor, James Madison University

“‘You Lie!’ and ‘I’m Sorry’: Power and Rhetoric in Joe Wilson’s Outburst and Apology”
Josh Compton, Dartmouth College
Brett A. Miller, Southwest Baptist University

THUR 1:30-2:45 Jackson

Communication and Power from a Media Ecology Perspective

Sponsor: Media Ecology Association
Chair: **Stephanie Gibson**, University of Baltimore
Respondent: **Thom Gencarelli**, Manhattan College

“‘The Idea of Communication’: A Response to Lee Thayer”
Peter Zhang, Grand Valley State University

“A Visual Semiotic Analysis of a News Photograph Used to Represent the 2010 Haiti Earthquake”
Daniel Hunt, University of Connecticut

“The Political Lapel Pin: Subtle Medium of Power”
Jack Ciak, Seton Hill University

“Indonesia, Pornography, and the Politics of Shame”

Heather Casteel, New York University

Diani Citra, New York University

This panel features the top competitively-selected papers from the Media Ecology Association, an affiliate organization, for this year.

THUR 1:30-2:45 Jefferson

Wife, Mother, and Self: An Analysis of Nonverbal Factors That Affect and Define Relationships Within and Between Us

Sponsor: Nonverbal Communication

Chair: **Kristen Campbell Eichhorn**, SUNY Oswego

Respondent: **Kerry Byrnes**, Collin College Community College

“Nonverbal Affinity-Seeking and Relational Maintenance as Predictors of Spouses’ Commitment and Marital Satisfaction”

Brandi N. Frisby, University of Kentucky

**“The Relationship Between College Students’ Body Image Fixation, Self-Esteem, and Self Compassion with their College Adjustment”

Shannon M. Maki, West Virginia University

Sydney M. Staggers, West Virginia University

Matthew M. Martin, West Virginia University

“Investigating Feedback on Physical Appearance, Self-Esteem, and Image Fixation in the Mother-Daughter Relationship”

Stephanie Shimotsu, West Virginia University

**Top Non-verbal paper

THUR 1:30-2:45 Madison

Argumentation and Forensics Pedagogy II: Priorities, Goals, and Practices

Sponsor: Argumentation and Forensics

Chair: **Neil Butt**, Vanderbilt University

Panelists: **Fran Mindel**, Morgan State University

Donald Peters, Illinois State University

Katie Rasmussen, Wayne State University

Theodore Sheckels, Randolph Macon College

Barbara Sims, Alderson-Broadus College

Kelly Young, Wayne State University

This roundtable discussion is designed as the second in a two-part sequence on argumentation and forensics pedagogy. The first panel (Documented Benefits) will review research on the benefits of

participation in various fields of forensics competition. This panel will, building on the findings from the first panel, address the following questions: How can we maximize the benefits of participation in individual events and debate? Which benefits are the most important? How should we prioritize potential student outcomes? What are the implications of those priorities on teaching and coaching practices?

THUR 1:30-2:45 Monroe

ECA Teaching Fellows Meeting

THUR 1:30-2:45 Washington

Civility and Power: Communicative Explorations

Sponsor: Philosophy of Communication
Chair: **Annette M. Holba**, Plymouth State University

“A Semiotics of Civility”
Deborah Eicher-Catt, Pennsylvania State University, York

“Professional Civility as Communicative Power: Institutional Implications”
Janie Harden Fritz, Duquesne University

“Un/civil Mourning: Remembering Jacques Derrida”
Michael Warren Tumolo, Duquesne University
Jennifer Biedendorf, Independent Scholar
Kevin J. Ayotte, California State University, Fresno

“Communication and Conflict: Civility and Difference”
Ronald C. Arnett, Duquesne University
Leeanne M. Bell, Stevenson University
Amanda G. McKendree, University of Notre Dame

This panel explores the theoretical and practical intersection of civility and power in a variety of communicative contexts. Through engagement of semiotics, care for institutions, conflict, the public discourse of obituaries, and conflict, we see contours of the communicative virtue of civility in public and private contexts emerging as a continuing interlocutor with the multifaceted construct of power.

THUR 3:00-4:15 Potomac B

In Search of Judson Welliver: Writing a New Chapter in the History of Presidential Speechwriting

Sponsor: American Society for the History of Rhetoric
Chair: **Trevor Parry-Giles**, University of Maryland

Panelists: **Steven D. Cohen**, University of Maryland

Sean Luechtefeld, University of Maryland
James Marconi, University of Maryland
Trevor Parry-Giles, University of Maryland

Judson Welliver was a journalist and writer in the early 20th century who became the first individual in American history with the specific job responsibilities of researching, preparing, and drafting speeches for a president. This panel presents the results of The Judson Welliver Project, an effort by students in a course on political speechwriting at the University of Maryland. The students researched and collected information and sources by and about Welliver and created a project blog: <http://judsonwelliver.wordpress.com>. This panel discusses both the historically relevant findings of the Project and the pedagogical implications of this approach to studying rhetorical history.

THUR 3:00-4:15 Potomac C

Intercultural Peacebuilding: Communicative Exchange among Ethnic Rivals in Post-Genocide Rwanda and The Role of Communication Students as Agents of Peace

Sponsor: Intercultural Communication
Chair: **Sarah E. Ryan**, The University of Texas at El Paso

“Locating the Hutus in Higher Education: The Role of the National Universities in Resolving Rwanda’s Inter-Ethnic Conflict”
Sarah E. Ryan, The University of Texas at El Paso

“Translating Genocide: Reconfiguring Communication Platforms for Peace”
Ambar Calvillo, The University of Texas at El Paso

“Ideal versus Real: Umuganda as a Tool for Intercultural Community-Building”
David Smith, The University of Texas at El Paso

“Rwanda: Harvesting a New Future for a Diverse Nation”
Gema Gonzales, The University of Texas at El Paso

THUR 3:00-4:15 Francis Scott Key A

Romantic Relationships and Advertising Analyses

Sponsor: Lambda Pi Eta
Chair: **Quazi Ahmed**, The George Washington University
Respondent: **Kesha Morant Williams**, Eastern University

“Perception and Romantic Relationships: A Quantitative Study of Reachers and Settlers”
Karen Chen, The George Washington University

“The Impact of Perceived Romantic Intent On Cross-Sex Friendships”
Alisha Davis, Eastern University

“The New Coke Crisis: A Tale of a Classic Comeback”

Madeline Redlick, Boston College

“Axe’s Promotion of Sex Through Advertising”

Dana Vasquez, University of Pittsburgh at Greensburg

THUR 3:00-4:15 Georgetown A

Short Course – Gender and Power: Teaching Communicative Understandings of Women’s Leadership

Presenters: **Elesha L. Ruminski**, Frostburg State University
 Annette M. Holba, Plymouth State University

This short course will discuss approaches to teaching an interdisciplinary course related to women’s studies, leadership studies, and communication studies. Centered on a forthcoming edited book, *Communicative Understandings of Women’s Leadership Development: From Ceilings of Glass to Labyrinth Paths*, this short course explores the dynamic perspectives and pedagogies essential for teaching this integration of fields of knowledge within courses like women’s leadership, women and power, and gender communication.

THUR 3:00-4:15 Georgetown B

The Power of Small Group Communication

Sponsor: Community College Interest Group
Chair: **Jean Ann Streiff**, Oakland Catholic High School

“What Do We Really Know About Group Communication?”
Isa Engleberg, Prince George’s Community College

“Transformative Learning through Small Group Communication in the College Classroom”
Danamarie Every, Delaware County Community College

“Perception and Practice: Cooperative Learning in High Schools.”
Jean Ann Streiff, Oakland Catholic High School

“Beyond the Classroom: The Power of an Applied Approach to Teaching Small Groups”
Denise Danford, Delaware County Community College

The focus of this panel is to present the value of small group communication across varying contexts. Beginning with what we really know about group communication and moving to the transformative effect it can have in educational contexts, this panel will synthesize the pervasive power of small group communication.

THUR 3:00-4:15 Adams

The Language of Struggle: Burkean Sources of Power

Chair: **Celeste Grayson Seymour**, Duquesne University
Respondent: **Bryan Crable**, Villanova University

“Organizational Dialectics: Power in the Balance”
Susan Carr, Roberts Wesleyan College

“‘He Who Must Not Be Named’: Terministic Power in Harry Potter”
Gregory Coles, Roberts Wesleyan College

“Gendered Language: Power in the God-Terms”
Natalie Wetherwax, Roberts Wesleyan College

“The ‘Burke-ing’ of the Shrew: Power and Character”
Steven Zwier, Roberts Wesleyan College

Power, a primary theme in the “drama of human relations,” is sustained through language. Where does power originate? Once established, how is it maintained—or lost? Kenneth Burke invites us to look for power sources in unexpected places, enticing us to observe the subtle sway of human interaction underlying and defining individual character as well as interpersonal and organizational conflict and power. Burke’s multifaceted lens offers fresh insight into the symbolic action of power through analysis of fictional character-development, gender-laden linguistic weaponry, and organizational roles and structures.

THUR 3:00-4:15 Jackson

Patient/Physician Response Patterns to Public Health Messages in H1N1 and HIV/AIDS: Power and Progress

Sponsor: Media Ecology Association
Chair: **Lance Strate**, Fordham University

“The Perceived Influence of H1N1 Mediated Messages: An Examination of Third-person Effect Theory” *
Patty Wharton-Michael, University of Pittsburgh at Johnstown

“Public Health Messages through Pulpit Oratory on HIV/AIDS”
Christopher House, University of Pittsburgh

“DO ask, DO tell”: Local and Regional Media's Duty to Build Bridges of Information about H1N1 and HIV/AIDS”
Kristin Lynn Majocha, University of Pittsburgh at Johnstown

“Mediated Messages in Healthcare Today: The Effect of Electronic Medical Records on Physician/Patient Empowerment”
Susan Wiczorek, University of Pittsburgh

While facing global epidemics, namely the H1N1 virus and HIV/AIDS, multiple information systems bombard the public with a wide variety of often conflicting health messages delivered by government officials, healthcare professionals, religious leaders, educators, and mass media

sponsors. This panel examines today's political, professional, and public response to health messages through quantitative, qualitative, ethical, and oral history analyses of oral, print, and Internet mediums in public health programs today.

* Debut paper

THUR 3:00-4:15 Jefferson

The Rhetorical Power of First Ladies: Its Sources, Constructions, and Representations

Sponsor: Political Communication
Chair: **Janette Kenner Muir**, George Mason University

"Navigating Gender Roles from Inside the White House: The Rhetorical Power of Eleanor Roosevelt's *My Day* Column"
Amanda Gresens, Mildred Elly College

"Laura Bush's Symbolic Construction of Her First Ladyship in *Laura Bush: Spoken from the Heart*"
Molly Meijer Wertheimer, Pennsylvania State University, Worthington Scranton

"From the 'Mother of Our Country' to the 'Mom-in-Chief': First Lady Nicknames and their Rhetorical Power"
Melody J. Lehn, University of Memphis

"Michelle Obama's 'Let's Move' Initiative: The Issues, Image, and Identity of a Reluctant Political Spouse"
Mary L. Kahl, SUNY New Paltz
Janis L. Edwards, University of Alabama

THUR 3:00-4:15 Lincoln

R-E-S-P-E-C-T: Investigating Workplace Bullying, Emotional Tyranny, Incivility and Culture in the Workplace

Sponsor: Organizational Communication
Chair: **Mark C. Hopson**, George Mason University
Respondent: **Nanette Potee**, Northeastern Illinois University

"An Inside Look at Company X: Communicating the Rebirth of a Former Media Giant"
Kristina Ticknor, George Mason University

"Enough Already! Blowing the Whistle on Workplace Bullying!"
Gina Castle Bell, George Mason University

"An Organization Divided: An Inside Look at Intra-organizational Communication"
Kathryn Nogueira, George Mason University

“The Office of Student Activities: All Work and No Play? An Organizational Analysis of The Office of Student Activities”

Melissa Masone, George Mason University

“I’ll Love You Forever, I’ll Like You for Always: Emotional Tyranny in the Workplace”

Paula Baldwin, George Mason University

This panel examines the ways in which workplace bullying, emotional tyranny, incivility and culture impact communication between and among organizational members. Panelists draw from their lived experiences to explore their respective organizational roles and responses within the following contexts: a) How does the organization work to deconstruct issues of power and race? b) What are specific tensions and strategies of family-work conflict? c) How do perceptions of identity and hierarchy inform organizational interactions? d) What are the characteristics of destructive organizational practices? e) What is the role of institutional rhetoric in both inter- and intra organizational systems?

THUR 3:00-4:15 Madison

The Personal as Professional: Examining Professors’ Self-Disclosure in the Communication Classroom

Sponsor: Instructional Communication

Panelists: **Katie Neary Dunleavy**, La Salle University
Sandra Faulkner, Bowling Green State University
Bonnie Jefferson, Boston College
Kenneth A. Lachlan, University of Massachusetts Boston
Pamela J. Lannutti, Boston College
Kristy Maddux, University of Maryland
Jessica L. Moore, North Carolina State University
Rita Rosenthal, Boston College
Wendy Samter, Bryant University
Elena Strauman, College of Charleston
Julie E. Volkman, Emerson College
Elaine D. Zelle, La Salle University

Skillful use of self-disclosure in the communication classroom may be a productive teaching tool. Yet, even the most experienced instructors may have difficulty assessing which self-disclosive behaviors may be the most productive. A diverse group of professors will discuss their classroom self-disclosures. Instances of productive and unproductive self-disclosure will be discussed with the goal of providing examples of “best practices” regarding the communication classroom and self-disclosure.

THUR 3:00-4:15 Monroe

ECA Research Fellows Meeting

THUR 3:00-4:15 Washington

2012 Program Planners Meeting 1

Presiding: **Nancy Willets**, ECA First VP Elect, Cape Cod Community College

Maureen Minielli, ASHR, Kingsborough Community College
Tatyana Dumova, Applied Communication, Point Park University
Carl T. Hyden, Argumentation and Forensics, Morgan State University
Rod Carveth, Communication and Technology, Fitchburg State College
Harvey Jassem, Communication Law and Ethics, University of Hartford
Andrew S. Rancer, Communication Traits, University of Akron
Susan Ward, Community College, Delaware County Community College
Jay Baglia, Health Communication, Kutztown University
Stephanie Shimotsu, Instructional Communication, West Virginia University
Kathleen Glenister Robert, Intercultural Communication, Duquesne University
Aimee Miller, Interpersonal Communication, University of Hartford
Andree Elise Comiskey Betancourt, Interpretation and Performance Studies,
Independent Scholar
Richard Thames, Kenneth Burke, Duquesne University
Marsha Ducey, Media Communication, The College of Brockport ,SUNY
Thom Gencarelli, Media Ecology, Manhattan College
James M. Durbin, Nonverbal Communication, West Virginia University
Rebecca M. Chory, Organizational Communication, West Virginia University
Leeanne Bell, Philosophy of Communication, Stevenson University
Kanan Sawyer, Political Communication, West Chester University
Christine Hirsch, Rhetoric and Public Address, SUNY Oswego
Mary Braz, Theory and Methodology, West Chester University
Lorin Arnold, Voices of Diversity, Rowan University

THUR 4:30-5:45 Potomac B

Cultural Diversity in Health Communication Research

Sponsor: Voices of Diversity
Chair: **Carolyn A. Stroman**, Howard University

“Exercising Culturally Competent Research Methods”
Jennifer Jones, Howard University

“Incorporating Black MSM in Health Communication Research”
Jermaine Junius, Howard University

“African American College Students Use of the Internet for Health Information”
Carolyn A. Stroman, Howard University
Camonia Long, The University of Texas at Arlington

“Attention Deficit/Hyperactive Disorder in Children: Identifying caregivers’ Attitudes and Treatment Decisions”
Charmaine L. Thomas, University of Maryland Baltimore County

Three health issues, HIV/AIDS, breast cancer, and attention deficit/hyperactive disorder, will be used as exemplars to illustrate the importance of cultural processes and life experiences in health communication research. Also, the manner in which the Internet is changing the way diverse populations obtain health information will be explored. The presenters will offer suggestions for the inclusion of cultural factors in future health communication research.

THUR 4:30-5:45 Potomac D

So You Want to be an Administrator? A Roundtable on How to Get There and What to Expect Once You're There

Sponsor: Communication Administration
Moderator: **Mary Mino**, Pennsylvania State University, Dubois

“Chairing at a Private University (Non-unionized).”
Alfred G. Mueller II, Mount St. Mary's University

“Chairing at a Public University (Unionized).”
Kara Laskowski, Shippensburg University

“Chairing at a Research University.”
Mark Hickson III, University of Alabama Birmingham

“Being an Associate Dean at a Private University.”
Kelly Rocca, St. John's University

“Being an Associate Dean at a Research University.”
Don W. Stacks, University of Miami

“Serving as Dean of a College.”
Lorin B. Arnold, Rowan University

Various fields in the sciences and engineering are very proactive about getting their members into the administrative hierarchy, allowing them to control resource distribution and other avenues of power and influence in the academy. By contrast, the communication discipline tends generally to regard those who have administrative aspirations as somehow suspect. This roundtable seeks to remedy the disparity by confronting three basic questions: (1) What do you do at your level of administration? (2) How can I get to that level? (3) How can I improve my chances in an application/interview of landing the job?

THUR 4:30-5:45 Francis Scott Key A

Roundtable on Performance, Power, and Play: Critical Tourism in the D.C. Area

Sponsor: Interpretation and Performance Studies
Chair: **Andrée E. C. Betancourt**, Independent Scholar

Panelists: **Andrée E. C. Betancourt**, Independent Scholar
Jay Baglia, Kutztown University
Lauren Lastrapes, University of New Orleans*
Valerie Lynn Schrader, Pennsylvania State University, Schuylkill

The D.C. area, “home” to a number of transient residents, is a popular tourist destination for many, including school children on field trips, veterans and others hoping to remember or forget with the assistance of memorials, and festival-goers. From museums to souvenir stands, the D.C. area is a particularly rich place to practice critical tourism. This roundtable invites discussion pertinent to performance and tourism, with a focus on the D.C. area and an emphasis on the roles of power and play.

*Student presenter

THUR 4:30-5:45 Francis Scott Key B

Investigating Organizational Relationships in Church, College and Competitive Industry

Sponsor: Organizational Communication
Chair: **Erin Bentley**, West Virginia Wesleyan College
Respondent: **Jason S. Wrench**, State University of New York at New Paltz

“Using the College Open House to Build Relationships”

Andrea M. Pampaloni, La Salle University
Andrea Vadaro Tucker, La Salle University

“Condemning the Guilty ... in Private: A Grounded Theory Analysis of the Fort Worth Diocese’ Internal Communication about a Priest Sex Abuse Scandal”

Brian Richardson, University of North Texas
Heather Scofield, University of North Texas

“Organization-Public Relationship in the Cell Phone Service Provider Context”

Danette Ifert Johnson, Ithaca College

THUR 4:30-5:45 Georgetown A

Mediating Relationships: Current Issues and Strategies

Sponsor: Applied Communication
Chair: **Stephanie Verni**, Stevenson University
Respondent: **Sarah Ryan**, The University of Texas at El Paso

“Apology Verses Apologia: Reconciliation and Apologies for Victims of the Catholic Clerical Sexual Abuse Scandal”

Cyril Latzoo, Duquesne University

“Exploring the Connection Between the Student and the University Through the Lens of Relationship Management”

Ryan Merkel, University of Maryland

“College Student Transitions”

Lea Stewart, Rutgers University

Josh Gelles, Rutgers University

Mary Nagy, Rutgers University

This panel features papers that explore the mediation of relationships in diverse contexts. From the relationship of a parishioner to the church, a student to the University, and student transitions, these papers explore current issues, conflicts, and strategies for managing complex interactions.

THUR 4:30-5:45 Georgetown B

Communication Day: The Power of Collaboration

Sponsor: Community College Interest Group

Chair: **Denise Gilmer-Knudson**, College of Southern Maryland

Participants: **Victoria Clements**, College of Southern Maryland, Prince Frederick

Denise Gilmer-Knudson, College of Southern Maryland, Prince Frederick

Lyn Lemerand, College of Southern Maryland, La Plata

Michelle Simpson, College of Southern Maryland, La Plata

This panel will discuss how they initiated, planned and implemented a tri-campus event to promote the College of Southern Maryland’s newly designed communication and broadcasting programs and bring attention to the study of communication. Panelists will share how the power of collaboration among instructors, students, student services, college administrators, service learning and the public high schools resulted in a successful celebration of communication studies that will organizers hope will become an annual event.

THUR 4:30-5:45 Georgetown C

Preventive Health Behaviors and Training Programs for Health Communication Specialists and Health Care Organizations

Sponsor: Health Communication

Chair: **James O. Olufowote**, Boston College

“Health Communication and Workplace Violence Prevention: From Formative Research to Fruition”

Maria Brann, West Virginia University

Sydney M. Staggers, West Virginia University

Emily Read, Atlanta, Georgia

“The Development of the APRC (Assessment of Pediatric Resuscitation Communication)”

Jessica Parker-Raley, The University of Texas-Pan American

Timothy P. Mottet, The University of Texas-Pan American

Alyssa Cerroni, The University of Texas-Pan American

“Protection Motivation and H1N1 Vaccination”

Keith Richards, James Madison University

THUR 4:30-5:45 Adams

Sources of Significance

Sponsor: Kenneth Burke
Chair: **Richard Thames**, Duquesne University

Panelists: **Corey Anton**, Grand Valley State University
 Bryan Crable, Villanova University
 Erik Garrett, Duquesne University
 Brian Kanouse, Keene State University
 Richard Thames, Duquesne University

This roundtable panel is a discussion of Corey Anton's *Sources of Significance* recently published in the Purdue University Philosophy of Communication series. The book is a modern Enchiridion—a Neo-Stoic guide to heroically embracing our of mortality, a handbook for the good life. Deluding ourselves as self-made, denying death by ritual or cultural means, we fail to recognize the sources of our being and therefore to live graciously, expiating our natural guilt through the sacrifice of anything other than ourselves rather than willingly giving some portion of our being to others or our labors to Something-or-Other not of our making. Anton explicates Becker, Burke, Jonas, Goffman, Saint-Exupery, and Epictetus, but Burke permeates all, a more considerable thinker than commonly supposed, a man whose life proved remarkably consistent with his thought.

THUR 4:30-5:45 Jackson

“The Three R’s” – Religion, Race and Rhetoric: Exploring the Power of Influence of Rhetorical Discourse in the Pluralistic Public Sphere

Sponsor: Rhetoric and Public Address and Intercultural Communication
Chair: **Melbourne Cummings**, Howard University
Respondent: **Deybii Thomas**, Howard University

“Praising God in Black & White: An Analysis of the Rhetorical Power of Contemporary Christian Music and Black Gospel Music”

Kesha Morant Williams, Eastern University
Tayo Banjo, University of Cincinnati

“Paul Tillich and James Cone on the Rhetoric of Liberation Theology and the Nature of God”
Algernon A. Williams, Clinical Pastoral Care and Counseling

“Exploring the Uses of Religious Rhetoric in Political Addresses to Black Audiences”
Dante L. Johnson, University of North Carolina at Greensboro

“From Bondage to religious Freedom: A Rhetorical Analysis of Barack Obama’s Speech on Faith in American Politics”
Deandre J. Poole, Florida Atlantic University

THUR 4:30-5:45 Jefferson

Political Women and the Power of Image

Sponsor: Political Communication
Chair: **Mary Kahl**, SUNY New Paltz
Respondent: **Mary Kahl**, SUNY New Paltz

“Frances Perkins: Lasting Images of Being First”
Ann Atkinson, Keene State College

“Mythic Archetypes for Political Women: The Confounding Case of Sarah Palin”
William Webb Robertson, University of Alabama
Janis L. Edwards, University of Alabama

“Presenting a Powerful Image: Michele Obama’s Symbolic Presence in the Official White House Flickr Photostream”
Michele K. Henderson, University of Alabama

Murray Edelman has suggested that women in politics are “symbolic women,” compelled by their novelty to stand as representations of all women. This panel explores some of the ways symbolism and image operate across the spectrum of roles for political women, as they increase their move into positions of power and influence in more complicated ways. The panel takes a comprehensive view, looking at a candidate, a first lady, and an appointee, to assess the building blocks of symbolic (and actual) power for women.

THUR 4:30-5:45 Lincoln

Communicating My Time: The Role of Individual Time Perspectives in Communication Behaviors

Sponsor: Nonverbal Communication
Chair: **Luis Felipe Gómez**, Texas State-San Marcos
Respondent: **Kristen Campbell Eichhorn**, SUNY Oswego

“Back to the past: Looking at communication apprehension through a temporal lens”
Margaret Drinkwater, Texas State University
Christina J. Kendall, Texas State University
Delissa Perez, Texas State University

“Listening through a time machine: The temporality of listening styles.”
Kailey Slone, Texas State University
Jill Wallace, Texas State University

“Time made or made by time?: A review of time orientations as traits and/or social constructions.”
Luis Felipe Gómez, Texas State University
Christina J. Kendall, Texas State University

“Time perspectives, relationship categories, and relationship satisfaction”

Amanda Covarrubiaz, Texas State University
Crystal Wotipka, Texas State University

This panel explores how individuals' time perspectives influence interpersonal communication behaviors. All four papers in this panel view time perspectives as an individual's relatively enduring orientation to the past, present, and/or future that is developed through prior experiences and remains relatively constant across contexts. Illustrating the diversity in time perspectives research, some of these papers view time perspectives as enduring cognitive biases toward past, present, or future while other papers regard time perspectives as also having an attitudinal component. Despite their differences, all four papers consider time perspectives as a critical factor influencing communication behaviors.

THUR 4:30-5:45 Madison

Media, Society, and Power: From Industry to Audience

Sponsor: Media Communication
Chair: **Maria Simone**, Rowan University
Respondent: **C. Leigh Nelson**, James Madison University

"Media Literacy Across the Curriculum: How Disciplinary Perspectives Affect Media Literacy Education at the College Level"

Hans C. Schmidt, Alvernia University

"More Than a Game: The Effects of the RCA's Monopoly on Broadcasting"

Joseph DeMaio, Boston College

"An Assessment of Fear Appeals in Mainstream Environmental Disaster Films"

Susan E. Stein, Drexel University

Jay Giller, Drexel University

Ann T. Chang, Drexel University

THUR 4:30-5:45 Washington

Bridging the New Digital Divide: Digital Natives and the Evolution of Rhetoric

Sponsor: Communication and Technology
Chair: **Star Muir**, George Mason University

"W(h)ither Rhetoric?: Evolving Digital Situations"

Star Muir, George Mason University

"Learning the New Language: Going 'Native' to Teach Public Speaking"

Kathleen M. Golden, Edinboro University

"Students and Communication Competence: Establishing Appropriate Communication Boundaries between Faculty and Students."

Keith T. Hardeman, Westminster College

"Tagging Millenials: The Rhetoric of Naming a Hypertext Generation"

David S. Heineman, Bloomsburg University of Pennsylvania

"Innovation and experimentation: Meeting digital natives in our communication environment"

John A. McArthur, Queens University of Charlotte

"Thousands of Text Messages: The Impact of Text Messaging on Contemporary Communication"

Faith E. Mullen, Liberty University

"Facebook as a Rhetorical Construction of Self"

David E. Weber, University of North Carolina at Wilmington

"Digital Natives' Understanding of Public, Private, and Social Rhetoric "

Kristin Roeschenthaler Wolfe, Duquesne University

THUR 6:00-7:00 pm Capital Ballroom

Newcomers Reception - Sponsored by Duquesne University

THUR 7:00-8:30 pm Capital Ballroom

Welcome Reception - Sponsored by George Mason University

THUR 8:00-9:00 pm Monroe

12 Step Group

THUR 8:30- 10:00 pm Capital Ballroom

Coffee/Dessert and Student Highlights

FRIDAY APRIL 15, 2011

FRI 8:00-8:45

Group Business Meetings

Communication Administration

New York State Communication Association

Communication Technologies

Nonverbal Communication

Rhetoric and Public Address

Community College

Communication Traits

Adams

Georgetown B

Georgetown C

Jackson

Jefferson

Lincoln

Madison

Organizational Communication
Health Communication

Monroe
Washington

FRI 9:00-10:15

Potomac B

History, Perspectives and Users of Social Networking

Sponsor: Lambda Pi Eta
Chair: **Wei Sun**, Montgomery College
Respondent: **Omowale Elson**, University of Maryland University College

“Location Based Software Applications: The Case of Foursquare in Switzerland”

Ryan Llamas, Franklin College Switzerland

Elise Jennings, Franklin College Switzerland

Kathryn McFarland, Franklin College Switzerland

Sonja Kater, Franklin College Switzerland

“Effects of the Internet on Political Participation and Social Capital: A Generational Perspective”

Amanda Carlson, University of Delaware

“Social Networking: A History, An Industry, A Controversy”

Elizabeth Mary Olzinski, The University of New Haven

Christopher Bukoski, The University of New Haven

Sean Malone, The University of New Haven

Spencer Poulin, The University of New Haven

“Social Media and Citizenship: The SMAC Project”

Eric A. Ivanov, Hofstra University

Matthew DeMarco, Hofstra University

FRI 9:00-10:15

Potomac C

The Power of Communication to Aid Health and Well-Being

Sponsor: Interpersonal Communication
Chair: **Katie Neary Dunleavy**, La Salle University
Respondent: **Danette Ifert Johnson**, Ithaca College

“Sexual Communication between Romantic Partners Influencing Safe Sex Practices”

Joanna Biron, University of Hartford

& **Aimee E. Miller**, University of Hartford

“Screen Door Medicine: The Informal Medical Consultation”

Debra F. Nickell, Red Rocks Community College

& **Michael Irvin Arrington**, University of Kentucky

“The Vacuum of Silence: The Theoretical Framework and Integration of Cancer and Family Communication” (Debut Paper)

Michael Kilpatrick Morton, Boston College

“The Power of Societal Assumptions: Exploring Online Resources for Victims of Male Sexual Assault”

Kristen LeBlanc Farris, Texas State University
& **Cassandra LeClair-Underberg**, Texas State University

Sexual, physical, and emotional health is the focus of this panel. Panelists will discuss the role of dyadic, family, and online communication in aiding and promoting health. Together, the panelists remind us of the powerful role that communication processes and resources often play in safeguarding individual and relational well-being.

FRI 9:00-10:15 Potomac D

Empowering Students through Service-Learning: Moving the Curriculum Beyond the Classroom

Sponsor: Instructional Communication
Chair: **Roberta Kosberg**, Curry College

“Empower Students in the Agency-Partner Relationship: Service-Learning in the PR Management Course”

Michael F. Smith, La Salle University

“Engaging and Empowering Students in Applied Communication Courses: Service Learning Opportunities in the Senior Practicum and in the Meeting/Event Planning Class”

Candice Thomas-Maddox, Ohio University-Lancaster

“Out of the Classroom and into the Real World: Service-Learning in the Public Speaking Course”

Sara Weintraub, Regis College

“The Empowerment Process: Service-Learning Efforts in an Organizational Communication Course”

Toni S. Whitfield, James Madison University

“Empowerment through Experience: Service-Learning in the 15-COMM-349 – Intercultural Communication Course”

Michael J. Woeste, University of Cincinnati

The pedagogy of service-learning has been utilized by communication educators for many years. The panelists will each discuss the service-learning projects they have used to empower their students and create a more powerful curriculum. Each speaker will provide the learning objectives, a detailed description of the service-learning project, and the best practices they have learned through their experiences.

FRI 9:00-10:15 Francis Scott Key A

Perspectives and Approaches to Teaching Philosophy of Communication

Sponsor: Philosophy of Communication
Chair: **Gary C. Woodward**, The College of New Jersey

Panelists: **Ronald C. Arnett**, Duquesne University
Annette M. Holba, Plymouth State University
Brent C. Sleasman, Gannon University
Gary C. Woodward, The College of New Jersey
Cem Zeytinoglu, East Stroudsburg University of Pennsylvania

This round-table discussion will provide insights into the theoretical and practical dimensions of designing and teaching a course addressing various philosophies of communication. Each panelist will provide a brief description and sample syllabus of a current (or recent) course exploring issues related to Philosophy of Communication. The audience is encouraged to provide questions, comments, and/or samples of additional perspectives from which one can design and teach such a course.

FRI 9:00-10:15 Francis Scott Key B

Ground Zero, the Muslim Cultural Center, Koran Burning, Civility & the First Amendment

Sponsor: Communication Law & Ethics
Chair: **Brian Cogan**, Molloy College

Panelists: **Susan Drucker**, Hofstra University
Martin Wallenstein, John Jay College of Criminal Law
Gary Gumpert, Communication Landscapers

The events of September 11, 2001, its emergent mythology, and the controversy surrounding the proposed Muslim Cultural Center raise important issues about freedom of speech and freedom of expression and civility in a multi-cultural society. This panel will discuss the import of these events and the symbolic importance of the proposed Muslim Cultural Center near the site of the World Trade Center Bombing and the interplay of the parts of the First Amendment as it relates to reactions to Islam and the reaction to criticism of certain members of that faith. Following panelist comments, audience discussion is encouraged.

FRI 9:00-10:15 Georgetown A

Short Course – Empowering Students Through Pedagogical Praxis: Interpersonal Communication Activities in the Classroom

Presenters: **Jen Jones**, Duquesne University
Christina McDowell Marinchak, Duquesne University

Interpersonal communication is salient to student success while in college and during the course of life; therefore, it is fundamental to encourage development of “practical wisdom,” or communication competency, to accompany interpersonal communication theory, moving ideas into action. This workshop provides a “praxis” approach to interpersonal communication activities in the classroom to

reinforce these concepts/ideas that can lead to competence, thus empowering students for everyday communication contexts and relationship development.

FRI 9:00-10:15

Georgetown B

Epidexis, Education, and Civic Participation: Beyond Critique and Cajolery

Sponsor: Rhetoric and Public Address

Chair: **Lawrence J. Prelli**, University of New Hampshire

“Acknowledging What Is: Epideictic, Evangelical Identity, and the Possibilities of Civil Discourse”

Jeffrey Ringer, University of New Hampshire

“Mining the Prospects of Sacred Display: An Exploration of Epideictic Rhetoric in the Nineteenth Century Pulpit”

Michael DePalma, University of New Hampshire

“Epideictic Invention and the Contemplation of the Wonderful”

Lawrence J. Prelli, University of New Hampshire

“Epideictic Rhetoric: A Remedy for Mere Opinion?”

Erich Werner, University of North Carolina-Chapel Hill

This panel features a focus on Epideictic Rhetoric in Public Discourse.

FRI 9:00-10:15

Georgetown C

The Discourse of Power: Politics, Media, and Music

Sponsor: Voices of Diversity

Chair: **Richard Wright**, Howard University

“TV Told Me I was Ugly! A Critical Analysis of Media’s Reinforcement of Restrictive Beauty Standards for African American Women”

Adria Goldman, Howard University

“Refuting the Negative: A Rhetorical Analysis of Michelle Obama’s 2008 Democratic National Convention Speech”

Christopher Jackson, Howard University

“Words That Hurt: The Rhetoric of African American Women in Hip Hop”

C. Chic Smith, Howard University

“Songs of Protest: Socio-political Messages within Salsa Music”

Clarissa J. Williams, Howard University

This panel will demonstrate how an examination of Michelle Obama’s DNC speech, reality TV’s beauty standards, salsa music’s social-political messages and the lyrics of African American women

in hip hop, all contain power dynamics that have far reaching implications for people of color. This panel deals with issues including gender, race, class, and self-empowerment or the lack thereof. It essentially discusses how people of color in powerful and powerless positions are being defined and are through their own rhetoric, defining themselves and others.

FRI 9:00-10:15

Adams

Communication Traits: From Classrooms to Politics

Sponsor: Communication Traits

Chair: **Lori Vela**, West Virginia University

Respondent: **Lynda L. McCroskey**, California State University-Long Beach

“The Relationship between Instructor Aggressive Communication Traits and Student Antisocial Behavioral Alteration Techniques”

CJ Claus, West Virginia University

Rebecca M. Chory, West Virginia University

Colleen C. Malachowski, West Virginia University

“Situational Argumentativeness: An Examination of Trait and Situational Factors”

Nicholas S. Smith, West Virginia University

Andrew S. Rancer, University of Akron

“The Power of Provisional/Immediate Language Revisited: Adding Student Personality to the Mix”

James A. Katt, University of Central Florida

Steven J. Collins, University of Central Florida

“Voters’ Temperament, Cynicism, Responses to Political Advertising and Media and Candidate Preference in the 2008 Presidential Campaign”

Jerry L. Allen, University of New Haven

Eun-A Park, University of New Haven

Kathleen M. Long, West Virginia Wesleyan College

Joan O’ Mara, University of Hartford

Mark Hickson, University of Alabama, Birmingham

Danette Ifert Johnson, Ithaca College

Ron Nowaczyk, University of New Haven

This panel features papers focused on the contextual application of communication and personality traits.

FRI 9:00-10:15

Jackson

The Power of Media and Effects Over Time

Sponsor: First Vice President

Chair: **Matthew J. Smith**, Wittenberg University

Respondent: **Cary Horvath**, Youngstown State University

"Fifty Years of Women on Television"
Nancy Signorielli, University of Delaware

"The Changing Nature of Television's Coverage of the Presidential Nomination Process, 1988-2008"
Steve Farnsworth, George Mason University
Robert Lichter, George Mason University

"The Unchanging Face of the News: A Content Analysis of Online Websites"
Xiaomei Cai, George Mason University
Cindy Lont, George Mason University

FRI 9:00-10:15 Jefferson

Communication and Power in the New Media: Digital Divide Issues in Various Contexts

Sponsor: Communication and Technology
Chair: **David Westerman**, West Virginia University
Respondent: **Star Muir**, George Mason University

"Presence, Psychological Involvement, and Motivation under Conditions of Risk: Lessons from Recent Research and the Need for Further Investigation"
Kenneth A. Lachlan, University of Massachusetts Boston
Patric R. Spence, Western Michigan University

"Empowering Students through Technology: The Importance of Instructor Skills in Closing the Digital Divide"
CJ Claus, West Virginia University

"Designing and Diffusing Presence-Inducing Natural Media Interfaces"
Paul D. Skalski, Cleveland State University

"Having a Face on Facebook: Do You Lose Anything by Not Using Social Media?"
David Westerman, West Virginia University

The digital divide, defined as differential access to and use of online technologies due to sex, race, location or income (Rice & Haythornwaite, 2006), usually refers to issues of opportunity at a large scale (i.e., nations). However, access and the ability to effectively utilize technologies to help accomplish goals is increasingly becoming an issue at smaller, individual levels as well, as many people lack the access and ability to utilize technologies to their fullest extent. This panel is designed to begin thinking about and discussing a variety of specific instances and highlighting important concepts to research in this area.

FRI 9:00-10:15 Lincoln

Health Care Communication: Implications for Health Policy, Health Care Delivery, and Physician-Patient Interactions

Sponsor: Health Communication
Chair: **Katie Dunleavy**, La Salle University

“How Does Institutional Policy Affect Communication Routines Between Physicians and patients in Hong Kong?”**

Kimmy Cheng, Hong Kong Baptist University

“The Power and policy of Health Campaigns: Mental Illness Stigma Campaign Considerations”

Virginia M. McDermott, High Point University

Lance S. Rintamaki, The University at Buffalo (SUNY)

“Perceived Risks and Benefits for Participants in Informal Medical Consultations”

Debra F. Nickell, Red Rocks Community College

Michael Irvin Arrington, University of Kentucky

“From Patient to Health Policy Reform: Examining Characteristics of Physician-Patient Interactions that Influence Asymmetry in the Medical Interviews”

Doreen M. S. Jowi, Bloomsburg University of Pennsylvania

**Graduate student debut paper

FRI 9:00-10:15 Madison

G.I.F.T.S (Great Ideas for Teaching Students) Session I

Sponsor: Community College Interest Group
Chair: **Wendy S. Walters**, Stark State College

“Where’s the Communication?”

Diane Dolphin, University of Rhode Island

“Whose Face is It: A Facial Recognition Task”

Eric Fife, James Madison University

C. Leigh Nelson, James Madison University

“Using Humor and Active Learning to Explain Fidelity and Coherence in Narratives”

Bethany Barnes, University of North Carolina at Greensboro

“The Power of Pop Culture: Using Popular TV to Teach Interpersonal Conflict”

Marisa L. Saavedra-Flores, The University of Texas-Pan American

“Who’s in the Spotlight? Communicating the Power of Audience Analysis”

Susan M. Ward, Delaware County Community College

“Paraphrasing Through Music”

Crystal Edwards Oldham, University of North Carolina at Greensboro

“Teaching the Concepts of Multiple Histories and Identity Development: An Intercultural Communication Activity”

Stephanie Shimotsu, West Virginia University

“Reality Check Bingo: Connecting Communication Theory and Life”

Yvonne Sacripant Bland, Robert Morris University

This program consists of “*Great Ideas for Teaching Students*” in a variety of communication courses. Participants share their class tested G.I.F.T.S., which consist of activities, assignments, projects, games, or simulations addressing a specific communication theory, concept, skills or learning objective.

FRI 9:00-10:15 Washington

Emerging Trends in Participatory Media

Sponsor: Media Ecology Association

Chair: **Hugh Curnutt**, Montclair State University

Respondent: **Brent Malin**, University of Pittsburgh

“Repurposing the Real: Ordinary People and Reality TV’s Use of Durable Participants”

Hugh Curnutt, Montclair State University

“Apocalyptic Infotainment and Entrepreneurial Uses of Participatory Media”

Ian Reyes, University of Rhode Island

“A Case of Postmodern ‘Civil Histrionics’: The Colbert Nation Goes to Washington”

Todd Kelshaw, Montclair State University

Hugh Curnutt, Montclair State University

“YouTube & 2012: User-Generated Conspiracies about Planet X and Web 2.0 Doomsday Scenarios”

Jason K. Smith, University of Rhode Island

Presenters address participatory media in terms of television’s post-network platforms, publics, and maturation. Specific topics include: reality TV’s reconfiguration of its Participants into a durable labor force; the entrepreneurial uses of YouTube and the problematic theoretical dichotomies often applied to new media; meta-performance and audience participation on *The Colbert Report* as post-ideological critique; and YouTube’s role in extending the reach of 2012 conspiracy theories to a broader public.

FRI 10:30-11:45 Georgetown A

Powerful Partnership: Reflection and Assessment in Civic and Community Engagement

Sponsor: Applied Communication

Chair: **Mary Mino**, Pennsylvania State University, DuBois

“Service Literacy from an Andragogical Perspective”

Janie M. Harden Fritz, Duquesne University

“Focus-Group Design for Service-Learning Assessment”

Kathleen Glenister Roberts, Duquesne University

“Student Assessment in an Era of Public Pressure and Political Power”

Kathleen Taylor Brown, Pennsylvania State University-Greater Allegheny

“A Case Study of Emergency Response Procedures Conducted by Graduate Students: The
"Phenomenal" Service-learning Experience”

Ann D. Jabro, Robert Morris University

“A Rhetorical Approach to Service Learning: Cicero's Five Canons and the Student-Client
Relationship”

Jeanne M. Pursuit, University of North Carolina-Wilmington

The field of communication has a powerful connection to developing the next generation of citizens. As communications departments integrate service learning into their curriculum, this panel will offer Participants the collective benefit of 25 years of experience in developing assessment tools for civic and community engagement via service learning projects.

FRI 10:30-11:45

Georgetown B

Ethos, Power, and Divergent Voices

Sponsor: Rhetoric and Public Address

Chair: **Valerie Schrader**, Pennsylvania State University, Schuylkill

Respondent: **Ronald C. Arnett**, Duquesne University

“Harry Potter and the Paradoxical Critique of Celebrity Culture”

Trevor Parry-Giles, University of Maryland

“When One Wife Just Isn’t Enough: (De)Constructing Divergent Voices in the *Big Love*
Controversy”

Heather M. Stassen-Ferrara, Hamilton College

“Struggling for Ethos in Environmental Controversies”

Michael Bannon, University of Pittsburgh

FRI 10:30-11:45

Georgetown C

The Power of Communicated Stereotypes, Masculinities and Social Identities

Sponsor: Voices of Diversity

Chair: **Deric Greene**, Stevenson University

Respondent: **Jay Clarkson**, Indiana State University

“Does What We Say About “Them” Matter?: An Exploration of the Content of Communicated
Stereotypes and their Power from Accounts of Everyday Conversations”

Anastacia Kurylo, Marymount Manhattan College

“Sexo y la ciudad: Sexual, Ethnic and Social Identity Intersections of Latino Gay Men in New York City”**

Andrew R. Spieldenner, The Latino Commission on AIDS

Miriam Y. Vega, The Latino Commission on AIDS

Jennifer Tang, Boston College

“Competing South Asian Mas(k)ulinities: Bollywood Icons versus ‘Tech-N-Talk’”*

Murali Balaji, Lincoln University

“(Re)Constructions of Social Identity: Using Intersectionality to Examine the Dynamic Nature of ‘Identity Work’ for Women of Color”

Cerise L. Glenn, University of North Carolina at Greensboro

“New Findings for Contemporary Marketing to Black Men: A Content Analysis of Alcoholic Beverage Ad Appeals from Ebony and GQ Magazine”

Joshua Jedidiah Myers, Rochester Institute of Technology,

* Top competitive paper

**Debut paper

FRI 10:30-11:45

Adams

Burkean Perspectives on Interpersonal Communication

Sponsor: Kenneth Burke

Chair: **Elvera Berry**, Roberts Wesleyan College

“Burke and *La Négritude*: Perspectives on Interpersonal Power”

***Chelsea R Binnie**, Duquesne University

“Permanence and Change and Interpersonal Conflict”

Celeste Grayson Seymour, Duquesne University

“The Power of Hierarchy: Burke’s Notion of Hierarchy for Interpersonal Communication”

Joel Ward, Duquesne University

“Under Armour’s New Prototype: A Burke Perspective”

Brent Kice, Frostburg State University

*Student debut paper

FRI 10:30-11:45

Jackson

Top Competitive Papers in Instructional Communication

Sponsor: Instructional Communication

Chair: **Katie Neary Dunleavy**, La Salle University

Respondent: **Danette Ifert Johnson**, Ithaca College

“The Development of the Learning Engagement Scale”

Ann Bainbridge Frymier, Miami University*

Marian L. Houser, Texas State University*

“Evaluating Student Performance in the Classroom: An Investigation of Students’ Perceptions of Instructional Feedback”

Colleen C. Malachowski, West Virginia University*

Matthew M. Martin, West Virginia University

Brandi N. Frisby, University of Kentucky

“Instructional Dissent in the College Classroom”

Alan K. Goodboy, Bloomsburg University

*Top paper award.

FRI 10:30-11:45

Jefferson

From Theory to Policy: Innovative Applications of Interpersonal Theory

Sponsor: Interpersonal Communication

Chair: **Anne M. Nicotera**, George Mason University

Respondents: **Kristen Campbell Eichhorn**, SUNY Oswego

Andrew S. Rancer, University of Akron

“A Critical Feminist Vision of Empowerment through Photovoice: Portraits of Domestic Control”

Melinda R. Weathers, George Mason University

“Examining Married Couples’ Money Management Discourse through a Relational Dialectics Perspective”

Gina Castle Bell, George Mason University

Sally O. Hastings, University of Central Florida

“Framing Theory in Interpersonal Contexts: Examining the Interplay of Individual Cognitive Processes and Message Framing”

Brian Keefe, George Mason University

“Facing the Facts about Politeness Theory”

Leslie Hull-Ryde, George Mason University

“The Willingness to Communicate about Depression: An Attachment Theory Approach

Nicole M. Robinson, George Mason University

This round table is a discussion for idea-sharing on innovations in interpersonal communication. The graduate students leading this discussion will offer a fresh perspective on the innovative applications of powerful theories that lie ahead in interpersonal communication scholarship. Each participant will make a brief presentation focusing on a specific interpersonal communication theory and its

applicability within a unique communication context, to be followed by a round table discussion assessing the advantages.

FRI 10:30-11:45 Lincoln

Self-Disclosure and Illness, Using Entertainment-Education for Social Change in Health Behaviors

Sponsor: Health Communication
Chair: **Maria Brann**, West Virginia University
Respondent: **Rosanne Hartman**, Canisius College

“The Impacts of An Entertainment-Education Radio Serial Drama in Botswana on Outcomes Related to HIV Prevention Goals in the President’s Emergency Plan for AIDS Relief”

Benjamin R. Bates, Ohio University

L. Meghan Peirce, Ohio University

“A Rhetoric of Division: An Analysis of a “Not Fabulous” Approach to HIV Prevention”

Karen Greiner, Ohio University

Benjamin R. Bates, Ohio University

“Entertainment-Education for Starting HIV/AIDS Discussions and Reducing Stigma: African American College Students’ Reactions to the Film *Yesterday*”

DaKysa Moore, Johnson C. Smith University

Elijah O. Onsomu, Winston-Salem State University

“Risking My Life for My Secret: Understanding the Risk Associated with Invisible Illness and the Lack of Self-Disclosure”*

Kristen L. Willett, George Mason University

* Graduate student paper

FRI 10:30-11:45 Madison

Children and Power: The Future of Children’s Television

Sponsor: Media Ecology Association Applied Communication
Chair: **Lance Strate**, Fordham University

Panelists: **Lance Strate**, Fordham University
 Lewis Freeman, Fordham University
 Jennifer Lavallo, Fordham University

Panelists will present preliminary results from research on "The Future of Children's Television Programming: A Study of How Emerging Digital Technologies Can Facilitate Active and Engaged Participation and Contribute to Media Literacy Education." The project, funded by the Time Warner Cable Research Program on Digital Communications, assesses children's television experiences and

opportunities for media literacy education. Preliminary findings are based on extensive interviews with leading scholars and practitioners in children's television.

FRI 10:30-11:45 Monroe

The Power of Media in Maintaining a “Healthy” Society: Portrayals of Physical and Mental Health

Sponsor: Media Communication
Chair: **Valerie Goff Whitecap**, University of Pittsburgh
Respondent: **Rod Carveth**, Fitchburg State University

“Depressed in the Depression: A Comparison of Newspaper Coverage of Mental Health in 1925 and 1930”
Melissa L. Lewis, Saginaw Valley State University

“The Power of Death in Media: Realism and Portrayals of Terminal Illness on Televised Medical Dramas”
Megan H. L. Tucker, George Mason University

“U.S. Alcohol Consumption: 'Real World' vs. Television Depictions”
Samantha Dudics, Rochester Institute of Technology

These competitive papers analyze media coverage of health issues. The papers collectively address the lack of realism in contemporary television portrayals of physical health issues, as well as the positive impact of honest coverage of mental health issues during the Great Depression.

FRI 10:30-11:45 Washington

Top Papers in Political Communication

Sponsor: Political Communication
Chair: **Theodore F. Sheckels**, Randolph-Macon College
Respondent: **Christina M. Knopf**, SUNY Potsdam

“The Rhetorical Economy: The Case of William McKinley’s 1896 Campaign for the Presidency”
Sean Luechtefeld, University of Maryland

“News Coverage of New Presidents in the *New York Times*, 1981-2009”
Stephen J. Farnsworth, George Mason University
S. Robert Lichter, George Mason University

“Perceptions of Bias in a Changing Media Environment: The Hostile Media Effect for Objective and Ideological Media”
Scott William Dunn, Radford University

FRI 12:00-1:15 Potomac A, B, C, D

Awards Luncheon

Janie Harden Fritz, Cindy Lont, James Chesebro, and Richard West

FRI 12:00-1:15

Francis Scott Key A

Why People Watch: Content, Uses, and Gratifications in Modern Media Contexts

Sponsor: Undergraduate Scholars Conference

Chair: **Nicole A. Smith**, Lynchburg College

Respondent: **Linda Di Desidero**, University of Maryland University College

“A Content Analysis of Intervention”

Christopher Pappas, George Washington University

“Give South Park a Chance! Viewer Justification and Gratification of Watching *South Park*”

Emily O’Neil, SUNY Geneseo

“Violent Video Games: A Uses and Gratifications Approach”

Jamie DeAtley, McDaniel College

“Uses and Gratifications and Reality Television”

Laurel Devlin, Villanova University

Meredith Kender, Villanova University

Susanna Seibert, Villanova University

Meghan Wisniewski, Villanova University

FRI 12:00-1:15

Francis Scott Key B

New Directions in Family Communication: From New Families to New Technology

Sponsor: Undergraduate Scholars Conference

Chair: **Angela Gilman La Valley**, Bloomsburg University

Respondent: **Melissa Bekelja Wanzer**, Canisius College

“The Effect of the Mobile Phone on Parent-Student Interaction”

Anthony Dorunda, Wilkes University

Jacqueline Lukas, Wilkes University

“College Students, Deployment Phases, and Family Communication: How College Students Communicate with their Families during the Deployment Phases”

Holly Baruch, Bloomsburg University

Grace Crispell, Bloomsburg University

Patrick Griffin, Bloomsburg University

Kelly McGinley, Bloomsburg University

“Understanding Father-Daughter Communication”

Angela Smith, James Madison University

“Receptiveness to Stepparent Discipline: ‘I Don’t Have to Listen to You’”

Rasia King, Morgan State University

Whether interacting through modern technology or interacting in new and developing family situations, this panel examines the impact that communication has on adolescents and their parents.

FRI 1:30-2:45

Potomac B

Powerful Instructional Communication Contexts

Sponsor: Instructional Communication

Chair: **Shannon M. Maki**, West Virginia University

Respondent: **Kristen Campbell Eichhorn**, SUNY Oswego

“In-Class Support Systems: The Effect of Nonverbal Teacher Immediacy on the Educational Motivation of Students with Special Needs”

Jacquelyn Rex, University of Texas-Pan American

“Teasing in the Classroom: Poking Fun in the Academic Setting”

James M. Durbin, West Virginia University

Matthew M. Martin, West Virginia University

“The Relationship between Korean Students’ Question Asking, Challenge Behaviors, and Out-of-Class Communication with their Communication Satisfaction, Cognitive Learning, and Affective Learning”

JungKee Kim, Hanyang University

Scott A. Myers, West Virginia University

Matthew M. Martin, West Virginia University

Keith Weber, West Virginia University

“Can I Talk to You?: The Effects of Instructor Position, Nationality, and Teaching Style on Willingness to Communicate”

Amy N. Miller, North Dakota State University

Judy C. Pearson, North Dakota State University

This panel features four competitively selected papers from the Instructional Communication Interest Group that focus on unique relational and physical contexts in instruction.

FRI 1:30-2:45

Potomac C

The Power of Praxis: Understanding the Marketplace through Rhetorical and Communication Theory

Sponsor: Applied Communication

Chair: **S. Alyssa Groom**, Duquesne University

Respondent: **S. Alyssa Groom**, Duquesne University

“IMC and CMM: Looking for Connections”

Jeanne M. Persuit, University of North Carolina-Wilmington

“Strategic Corporate Communication and Communication Ethics: Foundational Grounding”

Christina L. McDowell Marinchak, Duquesne University

“Organizational Communication and Service-Learning: Why Craftsmanship Matters”

Kristen D. Jenkins, Duquesne University

This panel will explore the ways that we explicitly situate courses in organizational communication, strategic corporate communication, and integrated marketing communication in the communication discipline. Many of these areas rely on theory from other disciplines – such as business, psychology, and sociology – to inform practice. While this interdisciplinary approach is helpful, finding theory developed in our own discipline demonstrates the breadth and depth of an undergraduate degree in communication. In these papers, the panelists will discuss how connecting communication theory to practice in the marketplace-oriented areas of organizational communication, corporate communication, and integrated marketing communications offers a more robust and holistic approach to pedagogy, and assessment of student learning.

FRI 1:30-2:45

Potomac D

Nonverbal Communication in the Classroom – Manipulating Nonverbal Messages to Alter Perceptions of Young Faculty

Sponsor: Nonverbal Communication

Chair: **Steven Granelli**, SUNY Oswego

“How fast, how much: Using pacing and signposting in the classroom to establish credibility”

Steven Granelli, SUNY Oswego

“Nonverbal communication in the classroom – Creating boundaries”

Brandi N. Frisby, University of Kentucky

“Because the syllabus says so: Use of course policies to define relationships”

Jenny Warren, Collin College

“Wedding ring without a wedding: Use of nonverbal deception in the classroom to keep students at a distance”

Colleen Malachowski, West Virginia University

“No, I’m not a student, I’m your teacher: Altering appearance as a new faculty member to reduce role ambiguity”

Kerry Byrnes, Collin College

As a young faculty member the challenges of attaining the respect of students only a few years younger than you in many cases can be daunting. Our panelists have all dealt with the challenges of walking into the classroom on the first day of the semester and heard the familiar strains of “Are you the teacher?” Each panelist has developed nonverbal strategies to drown out that message, whether they be in terms of classroom pacing, use of mediated communication, course policies, and even a

fake wedding ring. This panel addresses classroom strategies used to alter students' perceptions of young faculty members.

FRI 1:30-2:45

Francis Scott Key A

Interpersonal Dynamics in Organizational Communication

Sponsor: Undergraduate Scholars Conference
Chair: **Judith Willner**, Coppin State University
Respondent: **Candice Thomas-Maddox**, Ohio University-Lancaster

“Corporate communication: An analysis of organizational communication and the impact of peer relationships”

Zachary Goldman, University of Southern Indiana

“The Effect of Superior Communication Competence on Subordinates Job Satisfaction in a Retail Setting”

Jamal Richardson, Morgan State University

“Bullying in the Workplace”

Lori Brown, SUNY New Paltz

Melyssa Cilmi, SUNY New Paltz

Nicole Cappelli, SUNY New Paltz

“Sexual Harassment in the Workplace Study”

Erin Brush, SUNY New Paltz

Harper Jaroff, SUNY New Paltz

Mark Kelly-Saffir, SUNY New Paltz

This panel explores the positive and negative sides of interpersonal relationships in the modern workplace.

FRI 1:30-2:45

Francis Scott Key B

Communicating Gender: From Media Portrayals to Feminist Rhetoric

Sponsor: Undergraduate Scholars Conference
Chair: **Chizoba Udeorji**, Kingsborough Community College
Respondent: **Joy Cypher**, Rowan University

“Disney’s Complex: The Damsel in Distress of Modern Society”

Gabrielle Gosset, SUNY Geneseo

“‘D’Oh!’: The Skewed Portrayal of Women and Gender Roles in Popular American Sitcoms”

Skylar Jameson, SUNY Geneseo

“Using Media to Empower Intersex and Cross-Dressing Individuals”

Nathaniel James, West Virginia University

“The West is Finally Won: Firefly’s Progressive Feminism in the New Frontier”
Eden Sutley, George Washington University

“Epideictic Rhetoric: The Standards for Women’s Eulogia”
Bradley Keefer, Shippensburg University of Pennsylvania

This panel examines the rhetorical nature that various communication forms have on the public’s understanding of gender and how gender is communicated.

FRI 1:30-2:45 Georgetown A

Political Information, Political Discussion, and “Newer” Media

Sponsor: Political Communication
Chair: **Rebecca M. Townsend**, Manchester Community College
Respondent: **Brian T. Kaylor**, James Madison University

“Media, Politics, and Americans—Will They Ever Get Along: An Analysis of the Effects of Media Use and American Media Perceptions on U.S. Political Voter Registration”
Melissa Masone, George Mason University

“The Content of Moral Debate Online: The Attack on Iraq and the Revelations of Abu\ Gharib”
Julie Hagemann, Drexel University
Alexander Jenkins, Drexel University
Alexander Nikolaev, Drexel University
Douglas Porpora, Drexel University

“War on Terror Framing in Late Night Comedy: Status-Quo or Trend-Setter?”
Janey Trowbridge, George Mason University

FRI 1:30-2:45 Georgetown B

Power, Propaganda, and Rhetoric in Public Address

Sponsor: Rhetoric and Public Address
Chair: **Ann Atkinson**, Keene State College

“Propaganda Dramas, Rhetorical Crises, and Prudential Possibilities in Public Address”
Jennifer Heusel, Indiana University, Bloomington

“Suicidal Soldiers or Wounded Warriors: rhetoric of Victimage in defense of Military Suicides”
Christina M. Knopf, SUNY, Potsdam

“Realism and Liberalism in George W. Bush’s Speech to the United Nations September 12, 2002”
Aaron Noland, James Madison University

“Ubiquity and the Rhetorical Presidency: The Functions and Power of the Saturday Presidential Address Genre in the Obama Administration”

Joshua Scacco, University of Texas at Austin

FRI 1:30-2:45

Georgetown C

Women's Relationships and Social Identities: Reflecting on Romance and Work through Media and Technology

Sponsor: Voices of Diversity

Chair: **Annette Madlock Gatison**, Southern Connecticut State University

Respondent: **Truman R. Keys**, Western Connecticut State University

"An Analysis of the Construction of Romance in the Twilight Saga"

Caroline Loy, The College of Charleston

"Black Sex and the City: The "Real" Case of Professional Single Black Women"

Nicole Files-Thompson, Howard University

"The Death of the "Angry Black Woman": Implications for Identity in the Interracial Relationship Debate"

Jessica Lu, Villanova University

"It's Cheaper than Therapy": Presence and Absence in a Long-Term Online Mother's Community – A10 Year Follow-Up"

Lorin Basden Arnold, Rowan University

This panel features three student papers from the Voices of Diversity Interest Group.

FRI 1:30-2:45

Adams

Kenneth Burke and Philosophical Perspectives on Power

Sponsor: Kenneth Burke

Chair: **Elvera Berry**, Robert Wesleyan College

"The Order of Persons: Burke, Foucault, and Race"

Bryan Crable Villanova University

"The Power of the Word: Burke and a Philosophy of Non-Violence"

Elvera Berry, Roberts Wesleyan College

"A Phenomenology of Power: A Case Study in Pittsburgh Parks"

Erik Garrett, Duquesne University

"Marxist vs. Marxoid: Karl and Kenneth Burke"

Richard Thames, Duquesne University

At a time when power-related issues dominate national and world discourse, what do a variety of philosophical perspectives offer? Can we uncover new insights—even antidotes—that might enable

us to chart a new course? Addressing the ever-present link between “Communication and Power,” panelists will invite the audience to consider various philosophies and praxes of power vis-à-vis the work of Kenneth Burke.

FRI 1:30-2:45

Jackson

Short Course -- Communication and Power to the Patient: Applied Medical Communication as a Breakthrough Approach to a Course in Medical Communication

Presenters:

E. Phillips Polack, West Virginia University

Theodore Avtgis, West Virginia University

This short course will enable the Participants to teach a course in medical communication that will be predicated on evidence-based medicine and communication research. The content that will be presented allows for the Participants to form inter-disciplinary collaborations with a variety of departments in health sciences resulting in a communication course that will serve multiple roles for colleges and universities. Students will understand the role of communication within medicine and career options as well.

FRI 1:30-2:45

Jefferson

Voices of Intercultural “Disempowerment”

Sponsor: Intercultural Communication

Chair: **Jack Banks**, University of Hartford

Respondent: **Jack Banks**, University of Hartford

“Gender Equity and Women Empowerment”

Nidhi Sinha, University of Hartford

“Titillating Sensationalism or Objective Reporting: An Examination of Representations of Gender and Race in the Lifetime Miniseries Human Trafficking”

Ronita Banerjee, University of Hartford

“Race, Nationality and Cultural Representations of New TV Shows”

Cameron Parker, University of Hartford

FRI 1:30-2:45

Lincoln

Communication and Power: Can You Hear Us Now??

Sponsor:

Theory and Methodology

Chair:

Susan A. Jasko, California University of PA

Panelists:

Gary Gumpert, Communication Landscapers

Susan Drucker, Hofstra University

Thomas Flynn, Slippery Rock University

Thom Gencarelli, Manhattan College

Timothy Brown, West Chester University
Mary Kahl, SUNY New Paltz

Panel Panelists will discuss current efforts, existing needs, and the implications and complications of communication researchers' efforts to conduct meaningful research, especially in applied areas, and the conditions under which communication research might become recognized and valued by other disciplines and various publics.

FRI 1:30-2:45 Madison

Politics, Pedagogy, and Postmodernism: Conflicting Notions of Objectivity in Argumentation

Sponsor: Argumentation and Forensics
Chair: **Sean Luechtefeld**, University of Maryland

"The Crisis of Common Ground of Contemporary Argument"
Jade Olson, University of Maryland

"Arguing the Case for Service-Learning and Civic Engagement"
Danielle Wiese Leek, Grand Valley State University

"Invisible Objectivity in the Argumentation Laboratory"
Sean Luechtefeld, University of Maryland

"Did Wal-Mart Wake Up?: A Case Study Analysis of Reality from a Public Relations Perspective"
Rowena Briones, University of Maryland

Tension exists in argumentation spheres between discursive practices that assume falsifiable truth versus those that assume refutability of "facts." This tension gained critical attention at the 2006 Wake Forest Conference on Argumentation. This roundtable discussion explores different manifestations of this tension and a variety of perspectives that can permit scholarly communities to come to terms with it. Special attention is paid to illustrations of these issues in the political realm and in the classroom.

FRI 1:30-2:45 Monroe

This Just In: Media Coverage of Crises

Sponsor: Media Communication
Chair: **Kimberly Meltzer**, Georgetown University

"The 'Sorry' State of Journalism"
Jessica Hall, Georgetown University

"Covering the Haiti Earthquake of 2010: How Journalists Used Technology to Capture the Conditions of Haiti in the Aftermath"

Mimi Wiggins Perreault, Georgetown University

“Ideological Disparity and the Transnational News Network: A Comparative Case of Al-Jazeera Arabic and English”

Mohammed El-Khatib, Georgetown University

“The News We Need? : U.S. Media Coverage of the Swine Flu Pandemic

Kimberly Meltzer, Georgetown University

Saaret Yoseph, Georgetown University

As hyper-mediated events, the reporting of pandemics, disasters, and war poses questions about the roles and responsibilities of the 24-hour news cycle in covering events outside of the ordinary. This panel explores themes around the media coverage of crisis including technical challenges, framing, and misinformation. The events examined are the 2006 Sago mine disaster and 2009 “balloon-boy” incident, the 2010 Haiti earthquake, the 2008 Israeli/Palestinian conflict in Gaza, and the 2009-10 H1N1 pandemic.

FRI 1:30-2:45

Washington

Changing the Balance of Power: How the World Wide Web is Reenergizing Religious Rhetoric through Online Churches

Sponsor: Communication and Technology

Chair: **William Mullen**, Liberty University

Respondent: **William Mullen**, Liberty University

“Churching Around Social Media: An Analysis of Community-Driven Missional Movements Connecting with 20 and 30-somethings”

R. Tyler Spradley, Stephen F. Austin State University

“Born Again: An Examination of Virtual Church in Second Life”

Stephen J. Lind, Clemson University

“The Power of the Traditional Church Attendance versus the New Online Church Encounter: An Auto-ethnographic View of the World Wide Web Church Experience”

Faith Mullen, Liberty University

William Mullen, Liberty University

“Kyriakon and Porneia 2.0: Online and Offline Discussions Between One Church and The Porn Industry”

Jimmy Butts, Clemson University

“Digital Faith: The Role of Twitter in Religious Communities”

H. Cecilia Suhr, Bloomsburg University

“Amazon and Target Churches: An Exploration of Improving the Effectiveness and Acceptance of Cyber-Evangelism”

Walter Iriarte, Clemson University

The World Wide Web has become the hottest place to build a church. Internet churches are fully interactive and do not want viewers to feel like they are watching church, they want viewers to feel like they are a part of church. The move to online church is forcing church goers to re-examine their ideas about church participation and the future of church. This panel examines the online church experience and web based church rhetoric.

FRI 3:00-4:15

Potomac B

More than a Power Struggle: Credibility in the Online Classroom

Sponsor: Instructional Communication

Chair: **Katie Rasmussen**, Wayne State University

“Mind Your Online Manners: Students’ Perceptions of Teacher Credibility.”

Katie Rasmussen, Wayne State University

Nicole L. Johnson, Ball State University

“Virtual Vision: Assessing How Instructors See Students.”

Gretchen Arthur, International Academy of Design and Technology

“Establishing Credibility in an Online Classroom.”

Amy Merlo Drongowski, Wayne State University

This panel examines the issue of credibility in online classrooms. It is based on research in instructional communication as well as the experience of instructors currently teaching online classes.

FRI 3:00-4:15

Potomac C

Bringing You News, Weather & Sports: Ethical Challenges in Journalism

Sponsor: Communication Law & Ethics

Chair: **Marybeth Earnhardt**, Youngstown State University

Respondent: **Susan Jasko**, California University of Pennsylvania

“The Ethics of Self-Censorship in Journalism”

D.L. Stephenson, Western Connecticut State University

“Stormtracker Radar: The Ethical Obligations of Weather Coverage”

Bruce Avery, WRHU, Hofstra University

“Mediated Cheating: Ethics and Obligations in Sports”

Susan Drucker, Hofstra University

Gary Gumpert, Communication Landscapers

FRI 3:00-4:15

Potomac D

Understanding the Role of Nonverbal Communication in Relational Transgressions

Sponsor: Nonverbal Communication
Chair: **Steven Granelli**, SUNY Oswego
Respondent: **Jennifer Knapp**, SUNY Oswego

“Affection Exchange Theory and Perceptions of Relational Transgressions”
Sean M. Horan, DePaul University

“Tempering the Powerful Effects of Hurting Teasing: Interpersonal Solidarity and Nonverbal Immediacy as Mediators of Teasing in Romantic Relationships”
Robert J. Sidelinger, Oakland University
Brandi N. Frisby, University of Kentucky
Audra L. McMullen, Towson University

“The Aggressive Lie Detector: An Examination of Aggressive Behaviors’ Effects on Deception Detection”
James M. Durbin, West Virginia University
Matthew M. Martin, West Virginia University

This panel addresses nonverbal communication in relational transgressions over a variety of contexts, focusing on transgression perception, teasing, and deception.

FRI 3:00-4:15 Francis Scott Key A

Mediated Politics

Sponsor: Undergraduate Scholars Conference
Chair: **Joshua M. Scacco**, The University of Texas at Austin
Respondent: **Mary Kahl**, SUNY New Paltz

“The Rhetoric of the Health Care Reform Bill: A Textual Analysis of the Washington Post”
CiQuinta Shaw, Johnson C. Smith University

“Critical Youth and Slanted Truth: Media Framing and Audience Perceptions in the 2010 American Midterm Election”
Josephine Lukito, SUNY Geneseo

“The Changing Media Landscape of Women in Politics: The New York Times’ Coverage of Hillary Clinton and Sarah Palin’s 2008 Campaigns”
Marie Montondo, SUNY Geneseo

“Defining History: A Content Analysis of the Representation of United States Presidential ‘Firsts’ on Newspaper Front-Pages of the Twentieth and Twenty-First Centuries”
Nichole Brant, Rochester Institute of Technology

FRI 3:00-4:15 Francis Scott Key B

Intersecting Communication and Culture

Sponsor: Undergraduate Scholars Conference
Chair: **Rebecca M. Townsend**, Manchester Community College
Respondent: **Don M. Boileau**, George Mason University

“Expanding Domains to Increase Success: A Critical Ethnographic Look at YouthBuild”
Christopher Confrey, Stonehill College

“Rough Drafts of History: Gandhi Through the Lens of the Baltimore Afro American”
Sarah Nadler, The College of William and Mary

“Change in Perception of Ones Race after African Course”
Tionna Woodruff, Morgan State University

“The Strategic Production of Ideology in the Hind Swaraj”
Antonio Changanahui, The College of William and Mary

FRI 3:00-4:15 Georgetown A

The Ebb and Flow of Publishing Power Driven by Digital Technologies

Sponsor: First Vice President
Chair: **Sam Meddis**, Deputy Managing Editor/Editorial Technology at *USA TODAY*

Panelists: **Richard Benedetto**, former *USA TODAY* White House correspondent,
Georgetown and American Universities
Kathy Kiely, Managing Editor of Politics for *National Journal*
Bill Nichols, Managing Editor of *POLITICO*

Veteran news people who have seen the change in technologies and its impact on the media, first hand, discuss their perspective on the future of news.

FRI 3:00-4:15 Georgetown B

Education and Technology: Current Student and Alumni Communication Practices

Sponsor: Communication and Technology
Chair: **David Westerman**, West Virginia University
Respondent: **Rod Carveth**, Fitchburg State University

"Education Beyond Fundamentalism"
Lisa Watrous, Michigan Technological University

“One Computer Mediated-Communication Approach to a News Writing and Reporting Course”
Kathleen Taylor Brown, Pennsylvania State University, Greater Allegheny Campus
Mary Mino, Pennsylvania State University, DuBois

“Improving Communication Between Universities and Their Alumni Through Electronic Media”

Liz Kemmery, La Salle University

FRI 3:00-4:15

Georgetown C

Negotiating Co-cultural Identities: A Critical Examination of Five Cases about Cultural Identity, Power, and Communication

Sponsor: Intercultural Communication

Chair: **Melbourne Cummings**, Howard University

Respondent: **Deborah Borisoff**, New York University

“I am from Japan”: A Critical/Interpretive Analysis of College-educated Japanese Sojourners’ Experiences Across U.S. Organizations”

Shinsuke Eguchi, Howard University

“Got consent?: A Feminist Approach to Examining Black Students’ Perceptions of Negotiating Sexual Consent at an HBCU”

Elizabeth Whittington, Howard University

“A Long-distance Relationship: Black Feminism and the African American Community”

Nicole Files-Thompson, Howard University

“We’re Taking our Bodies Back: Forty Years Later, We Want to Decide Our Bodies’ uses and how they are communicated?”

Vida Samuel, Howard University

“Digital Difference: A Comparison of the in-group and out-group Computer-Mediated Interactions of Co-cultural Populations”

Mackenzie Jordan, Howard University

FRI 3:00-4:15

Adams

Irony, Protest, and Political Spectacle: A Roundtable Discussion of the “Rally to Restore Sanity” and “March to Keep Fear Alive”

Sponsor: Political Communication

Chair: **Theresa A. Donofrio**, University of Maryland

Panelists: **Theresa A. Donofrio**, University of Maryland
Trevor Parry-Giles, University of Maryland
Dana Neacsu, Rutgers, The State University of New Jersey
Tim Barney, University of Maryland
Alyssa Samek, University of Maryland

On October 30, 2010, two “protests” were held on the National Mall: the “Rally to Restore Sanity” and “March to Keep Fear Alive.” Amid a backdrop of Tea Party protests and drawing on memories of other famed marches on the Mall, these two events adopt the form of political protest while

simultaneously mocking the notion of protest. This roundtable will discuss the implications of these rallies on our understanding of politics, media, and citizenship.

FRI 3:00-4:15

Jackson

Short Course – Racialized Power and the Politics of Social Justice: Critical Race Theory as a Means to Deconstruct, Recover, and Evolve in Communication Studies

Presenter: Rachel Alicia Griffin, Southern Illinois University

This workshop explores the offerings of Critical Race Theory to the field of Communication as a means to deconstruct how Whiteness intricately informs our research, teaching, and service. We will engage CRT as a framework that provides race-based epistemological, methodological, and pedagogical approaches to the study of inequality at the intersection of identities. The target audience is students and faculty who are interested in race and racism, intercultural communication, and/or critical race work.

FRI 3:00-4:15

Jefferson

Top Competitive Papers in Interpersonal Communication

Sponsor: Interpersonal Communication

Chair: Meredith Marko Harrigan, State University of New York at Geneseo

Respondent: Linda Sampson, Southern Connecticut State University

“Hurtful Teasing in Romantic Relationships: Does Mate Value Mitigate the Powerful Effect of Teasing on Satisfaction and Commitment in Close Relationships?”

Robert J. Sidelinger, Oakland University

Paul E. Madlock, Texas A&M International University

“A Dyadic Analysis of Attachment, Prosocial Maintenance Behavior, and Satisfaction in Relationships between Parents and Young Adult Children”

Angela G. La Valley, Bloomsburg University

Laura K. Guerrero, Arizona State University

“Being Left, Leaving, and Deciding to Part Ways Together: Perceptions and Outcomes of Divorce Conversations”

Brandi N. Frisby, University of Kentucky

Melanie Booth-Butterfield, West Virginia University

FRI 3:00-4:15

Lincoln

Top Competitive Papers in Philosophy of Communication

Sponsor: Philosophy of Communication

Chair: Brent C. Sleasman, Gannon University

Respondent: Ronald C. Arnett, Duquesne University

“A Diogenic Attitude for a Democracy of Distrust”
Christopher J. Gilbert, Indiana University*

“Leisure, Listening, and Civility: The Importance of Taking Time with Yourself”
Annette M. Holba, Plymouth State University

“Social Justice and Philosophy of Interpersonal Communication: The Case for ‘Soul Friendship’”
Kathleen Glenister Roberts, Duquesne University

*Top paper

FRI 3:00-4:15 Madison

Top Competitive Papers for Lambda Pi Eta

Sponsor: Lambda Pi Eta
Chair: **Audrey Byrd**, Howard University
Respondent: **Wei Sun**, Montgomery College

“The Differences Between Male and Female Texting Habits”
Lindsay A. Behrenshausen, Wilkes University
April M. Bielinski, Wilkes University

“Self Disclosure and Deception Within Computer-Mediated Communication and Face-to-Face Interactions”
Chelsea Dotson, Eastern University

“For the Love of Advertising”
Douglas Brundage, The George Washington University

“Food Product Health Claims: Helpful or Hindering?”
Danielle Diglio, The College of New Jersey
Helena Mannarino, The College of New Jersey

FRI 3:00-4:15 Monroe

Politics and Social Media in a Global Context: How One U.S. Election Changed the Way Politicians Around the World Run for Office

Sponsor: Media Ecology Association
Chair: Roxanne O’Connell, Roger Williams University

“The Role of Social Media in the Brazilian 2010 Presidential Elections”
Paolo Prado, Roger Williams University

“From door-knocking to Facebook friends: has social media transformed campaigns in the U.S.?”
June Sage Speakman, Roger Williams University

“New Media and the Arab Street”
Dana Janbek, Lasell College

Postman writes: "Technology always has unforeseen consequences, and it is not always clear, at the beginning, who or what will win, and who or what will lose..." This panel examines the impact social media technologies, as exemplified in the 2008 U.S. election, have in different parts of the world. As social media increasingly mediate our experience of the electoral process, the divide between techno-haves and have-nots becomes a critical issue in the power/democracy debate. What unforeseen consequences will we see?

FRI 3:00-4:15 Washington

Top Competitive Papers in Applied Communication

Sponsor: Applied Communication
Chair: **Christina McDowell Marinchak**, Duquesne University
Respondent: **Sarah E. Ryan**, The University of Texas at El Paso

“An Inoculation Theory Check-Up: Future Directions for Inoculation Theory-Based Health Campaigns”
Josh Compton, Dartmouth College

** “Building Relationships: Nonprofit Organizations and their Online Donor Publics”
Nancy A. Wienczek, Georgian Court University

“Crisis Communication, Older Audiences, and Disaster Preparation: Lessons from the Gulf Coast”
Kenneth A. Lachlan, University of Massachusetts Boston
Patric R. Spence, Western Michigan University

**Top paper

FRI 3:30-4:30 Potomac Foyer

Competitive Graduate Poster Session II

Chair: **Cary Horvath**, Youngstown University

Reviewers: **Tracey Quigley Holden**, University of Delaware
 Charles Pavitt, University of Delaware
 Elizabeth Perse, University of Delaware
 Nancy Signorielli, University of Delaware

“Social Issues Through the Eyes of The Twilight Zone: ‘A Martian Can Say Things That a Republican and Democrat Can’t’”
Nancy Bressler, University of Hartford

“What Isn’t Said: The Importance of a Leader’s Nonverbal Communication”
Holly Keener, Radford University

“Keeping up With the Kardashians: Reality by Whose Definition?”

Alexis Levy, University of Hartford

“Understanding Sexual Communication Between Romantic Partners and the Role it Plays in Sexual Satisfaction and Need Fulfillment”

Alicia Linder, University of Hartford

“Healthcare and Facebook: Uses, Restrictions, and the Satisfied Consumer”

Kaylea S. Livingston, Ohio University-Lancaster

“Ink Marks the Spot: Applying Social Penetration Theory to an Analysis of Tattoos”

Amy Martinkosky, Ohio University

“LMX Relationships and Employee Job Satisfaction: A Gender-Based Examination”

Annie Milli, Towson University

Kristin Pattik, Towson University

Alexandria Sutton, Towson University

“Women in Power and Sexuality Re-presented Through the Voice of Glee: Different Perspectives or More of the Same? A Critical Analysis of the 2nd Season”

Cameron Parker, University of Hartford

“Rebuilding Public Trust in a Democratic Government: When Bonds of Trust are Broken, How Do We Restore Public Confidence?”

Arlene T. Penn, American University

“Power Dynamics: Communication Between Female College Athletes and Male/Female Coaches”

Betsy Thomas, Barry University

“The Use of Fear Appeals in Political Advertisements”

Jessica A. Zaluzec, American University

FRI 4:30-5:45

Potomac A

Leader, Teacher, Mentor: Celebrating 50 Years of James C. McCroskey’s Dedication to the Eastern Communication Association

Sponsor: First Vice President

Chair: **Candice Thomas-Maddox**, University of Ohio-Lancaster

Participants:

James Chesebro, Ball State University

Linda Lederman, Arizona State University

Deborah Borisoff, New York University

Kathleen Long, West Virginia, Wesleyan

Ann Bainbridge Frymier, Miami University

Timothy Mottet, University of Texas-Pan American

As ECA celebrates its 102nd annual convention, we celebrate the dedication and contributions of Dr. James C. McCroskey to our Association. This year marks 50 consecutive years that Dr. McCroskey has been in attendance at ECA conventions. Over the years, Dr. McCroskey has guided ECA through his service as President and as Editor of *Communication Research Reports*. Our Association has acknowledged his contributions by naming him as both a Teaching Fellow and a Research Fellow as well as presenting him with our Distinguished Service Award.

With more than 200 published articles and book chapters and over 30 books and revisions, Dr. McCroskey has distinguished himself as our discipline's most prolific scholar. If one were able to count the number of students and colleagues that he has mentored in ECA over the past 50 years, those numbers would be equally impressive. Over the years he has mentored and presented on countless panels with students and colleagues. From serving as interest group chair to advocating for the introduction of new initiatives, Dr. McCroskey has been instrumental in shaping the current vision for ECA. His most recent efforts resulted in the addition of the Communication Traits and the Organizational Communication Interest Groups.

To celebrate Dr. McCroskey's 50 years of contributions to ECA, colleagues, former students, and friends will share narratives of how he has impacted and empowered ECA members over the past five decades.

FRI 4:30-5:45

Potomac B

Interviewing for Faculty Positions at Community Colleges

Sponsor: Community College Interest Group
Facilitators: **Tobi Mackler**, Montgomery County Community College
Nancy J. Willets, Cape Cod Community College

This workshop style program is aimed at graduate students-or anyone else-who would like to consider Community College teaching, but are unsure about the differences in application and interviewing procedures. Some graduate program directors or dissertation advisors, may not consider teaching at a community college as a viable career option for their graduate students; those who are receptive to this type of search are often unable to offer much advice. Enrollment in community colleges is growing and, this is where the jobs are. The facilitators have served as deans and department chairs and are familiar with the hiring process at community colleges.

FRI 4:30-5:45

Potomac C

A Roundtable Discussion on Schwarzenegger versus Entertainment Merchants Association

Sponsor: Communication Law & Ethics
Chair: **Dale Herbeck**, Boston College

Participants: **Susan Balter-Reitz**, Montana State University, Billings
Emily Berg, University of Minnesota
Juliet Dee, University of Delaware
Susan Drucker, Hofstra University

Douglas Fraleigh, California State University, Fresno
Paul Siegel, University of Hartford

One of the most significant cases to be decided during the 2010-2011 term of the United States Supreme Court is *Schwarzenegger v. Entertainment Merchants Association*, a challenge to a California law restricting the rental or sale of violent games to minors. While the lower courts have consistently held such measures are unconstitutional, this is the first time that the Supreme Court has considered the issue. While the roundtable will consider a range of issues related to the case, the central question to be considered is this: Does the California law violate the freedom of speech guaranteed by the First Amendment?

FRI 4:30-4:45

Potomac D

High Tech/Low Hype: Hi-Fi Integrated Marketing Communication in a Mediated World

Sponsor: Communication and Technology
Chair: **Calvin L. Troup**, Duquesne University
Respondent: **Kristin Roeschenthaler Wolfe**, Robert Morris University

“Written in Ink, not in Pencil: Social Media, Rhetorical Decorum, and IMC”
Jeanne M. Pursuit, University of North Carolina-Wilmington

“Hi-Fi IMC: Sustaining Sustainability through Integration”
S. Alyssa Groom, Duquesne University

“Immediacy of ‘Now’ in Social Media & Marketing PR: The Counter-Nature of the Technological Bluff Goes Ecological. Again!”
Cem Zeytinoglu, East Stroudsburg University

“No-Hype IMC: A Case for Functional Fidelity”
Calvin L. Troup, Duquesne University

FRI 4:30-5:45

Francis Scott Key A

Applied Rhetorical Theory

Sponsor: Undergraduate Scholars Conference
Chair: **Anita Foeman**, West Chester University
Respondent: **Trevor Parry-Giles**, University of Maryland

“The Rhetoric of Facebook”
Stephanie Englert, Shippensburg University

“Themes in the Narratives of Prisoner Advocates”
Anna Straight, James Madison University

“Wasting Away: A Rhetorical Examination of the Secret World of a Pro-Eating Disorder Program”
Olivia Sherman, University of Wisconsin River Falls

"Remembrance Through Combat: An Analysis of Black Hawk Down as a New Trend in the Exercise of Collective Memory by the American Public"

K. Brian Jones, University of Maryland

FRI 4:30-5:45

Francis Scott Key B

Pop Foucault-ure: Representations and Applications of Discipline and Punishment in Popular Culture

Sponsor: Undergraduate Scholars Conference

Chair: **Steven Granelli**, SUNY Oswego

"Dexter"

Marissa Pytlak, SUNY Oswego

"Se7en"

Katrina Webber, SUNY Oswego

"To Catch a Predator"

Anna Chicone, SUNY Oswego

"Bridezillas"

Katie Loperfido, SUNY Oswego

"Little Brittan"

Eva Hopkins, Syracuse University

"People of Walmart"

Francesca Merwin, Syracuse University

Pain and punishment for pleasure was the thematic approach to a unique course that challenged students to read, understand, and apply Foucault's Discipline and Punish to popular culture. The goal was to provide insight as to whether or not the public's desire to view punishment and/or identify criminals that function outside of the boundaries of written and unwritten law can be tied to movies, television shows, and websites that have become popular culture mainstays.

FRI 4:30-5:45

Georgetown A

Film Screenings for Classroom Use:

Media Education Foundation's "The Codes of Gender" is a new film which applies the late sociologist Erving Goffman's groundbreaking analysis of advertising to the contemporary commercial landscape, showing how one of American popular culture's most influential forms communicates normative ideas about masculinity and femininity. The film is 42 minutes, followed by discussion.

Discussion Leader: **Jack Banks**, University of Hartford

FRI 4:30-5:45

Georgetown B

The Rhetorical Power of Values, the Economy, and Liberty

Sponsor: Rhetoric and Public Address
Chair: **Brent Sleasman**, Gannon University

“Concrete Values in Edgar Gardner Murphy’s Child Labor Reform: A Middle Ground”
Elizabeth Gardner, University of Maryland

“Colonizing the Capitalist Economy: A Theoretical Reconceptualization of the System-Lifeworld Architecture”
Sean Luechtefeld, University of Maryland

“Defining Religious Freedom: The Rhetorical Construction of Liberty in the Fight Over Proposition 8”
Eric Miller, Pennsylvania State University

FRI 4:30-5:45

Adams

Autoethnography as Pedagogy: Autoethnography, Communication, and Power

Sponsor: Instructional Communication

Participants: **Derek Bolen**, Wayne State University
Erin Bolen, Central Michigan University
Brandon Hensley, Millikin University
Michelle Millard, Wayne State University

The discussion focuses on practices of (1) engaging autoethnography through readings and assignments in the classroom, (2) the reflexivity that reading another’s autoethnography pertaining to education experience evokes, (3) the attention that autoethnography draws to oppressive power structures, and (4) the value of producing one’s own autoethnography. The Participants of this interactive discussion panel will account for autoethnography as pedagogy from perspectives of teacher (using it in class) and student (learning with it).

FRI 4:30-5:45

Jackson

Short Course – Advocacy as Power: Educating, Equipping, and Empowering Students

Presenter: **Cathy L. McClain**, Clermont Recovery Center

As educators and advocacy practitioners, it is our duty to teach students and others to communicate effectively. Communication investigates marginalized populations and gives voice to those who cannot speak for themselves. Teaching is advocacy. We can educate, equip, and empower others to become a catalyst for change to make a difference in their community and our nation. Join us to learn how you can become better equipped too. Advocacy is indeed Power!

FRI 4:30-5:45

Jefferson

Presidential Rhetoric and the Rhetoric of the 2010 Congressional Elections

Sponsor: Political Communication

Chair: **Richard E. Vatz**, Towson University

“Obama and Islamophobia: Misinformation, Disinformation, and the Discourses of Religious Prejudice”

Mary L. Kahl, SUNY New Paltz

“Will Republican Rhetoric Save Obama and the Democrats in 2010?”

Theodore F. Sheckels, Randolph-Macon College

“Not an Unusual Problem: Midterm Congressional Elections and Nightmares for the Incumbent President”

Judith Trent, University of Cincinnati

“Rhetorical Intensity and Turnout: The Key to the 2010 Congressional Elections”

Richard E. Vatz, Towson University

“‘Right’ vs. ‘Might’ and the ‘Wisdom’ to Know the Difference: Obama’s Rhetorical Strategy in the 9/11 Mosque Debate”

Paula Youra, Lynchburg College

FRI 4:30-5:45

Lincoln

Communication at Work: Control, Satisfaction and Technology

Sponsor: Organizational Communication

Chair: **Lynda McCroskey**, California State University, Long Beach

Respondent: **John Sherblom**, University of Maine

“Myopic Perception of Control: The Importance of Separation in Evaluating Control”

Sanae Elmoudden, St. John's University

“Communicating Leadership through Technology: Is Anyone Following?”

Paul E. Madlock, Texas A&M International University

“The Effects of Supervisor Source Credibility, Nonverbal Immediacy, and Homophily, on Subordinates Job Satisfaction and Motivation”

Brian R. Patterson, West Virginia University

Tammy Whitacre, Mary Babb Randolph Cancer Center at West Virginia University

“Computer-Mediated Communication Interaction with Organizational Communication Paradigms”

Richard L. Talbert, Duquesne University

This competitive paper panel includes research on issues of identity, separation and control, telecommuters’ perceptions of superiors’ leadership styles, superiors’ effect on subordinates’ work

satisfaction and motivation and an analysis of the role of CMC in organizations based on each of the five major organizational communication paradigms.

FRI 4:30-5:45

Madison

Participation in Debate: Re-thinking Pedagogy and Competition

Sponsor: Argumentation and Forensics

Chair: **Kelly Young**, Wayne State University

“Teaching Debate to Non-debaters”

Donald Peters, Illinois State University

“Integrating Argumentation and Debate into Public Speaking Classrooms”

Neil Butt, Vanderbilt University

“Deepen the Level of Outreach: Expanding Debate Activities to Middle Schools”

Kelly Young, Wayne State University

“Increasing Participation in/of Debate: Promise or Platitude?”

Matt Brigham, James Madison University

Argumentation and debate scholars, teachers, and coaches frequently endorse the idea that debate empowers students and promotes and enhances political participation. This idea seems almost synonymous with this year’s theme: “Communication and Power: From Classrooms to Politics.” Participants will discuss ways to extend these potential benefits to new audiences, as well as critique the idea that certain current practices actually empower or enhance participation.

FRI 4:30-5:45

Monroe

Images Relating to Power in Fall 2010 Prime Time Network and Cable TV Programs

Sponsor: Media Communication

Chair: **Nancy Signorielli**, University of Delaware

Respondents: **Elizabeth Perse**, University of Delaware

James Shanahan, Boston University

“Men and Women and Law-Enforcement Occupations in Network Prime Time Programs”

Lauren Boots, University of Delaware

Christine Flynn, University of Delaware

Katelyn Seymour, University of Delaware

Melissa Howard, University of Delaware

“Violence in Prime Time: A Continued Demonstration of Power?”

Ashton Gerding, University of Delaware

Alexander Campbell, University of Delaware

“Images in Cable Programs in Fall 2010”

James Shanahan, Boston University

David Blumberg, Boston University

Allyson Galle, Boston University

Olivia Neir, Boston University

“Comparison of Network and Cable Programs”

James Shanahan, Boston University

Nancy Signorielli, University of Delaware

This panel analyzes images of power in prime time focusing on sex roles, law enforcement-related occupations, and violence in samples of network broadcast and cable programs seen in the fall of 2010. The presentations will explore these topics in relation to their prevalence in programming and character demography as well as discuss how today’s images are related to findings from past studies of prime time network broadcast and cable television.

FRI 4:30-5:45

Washington

Evaluation of the Influence of an Urban Community Park Revitalization on African-American Youth Physical Activity

Sponsor: Applied Communication

Chair: **Janey Trowbridge**, George Mason University

Panelists:

Gary L. Kreps, George Mason University

Melinda M. Villagran, George Mason University

Janey Trowbridge, George Mason University

Paula Baldwin, George Mason University

Yolanda Barbier, George Mason University

Amy Chang, George Mason University

Jung-mi Jun, George Mason University

Megan Tucker, George Mason University

Autumn Saxton-Ross, Washington Parks & People

Sigi Friedman, Chief of Business Development, National Recreation & Parks Association

This panel will discuss the influences of a strategically re-built inner city DC park in comparison to an undeveloped park area on youth physical activity in low-income predominantly African-American urban communities. Their results show that revitalizing the urban park resulted in significantly increased youth physical activity levels. Implications from this study are drawn for the broader use of strategic “built environment” interventions.

FRI 6:00-6:45

Potomac C & D

Undergraduate Scholars Conference Munch and Mingle

FRI 6:00-6:45

Group Business Meetings

Philosophy of Communication	Adams
Interpersonal Communication	Georgetown C
Political Communication	Jackson
Lambda Pi Eta	Jefferson
Voices of Diversity	Lincoln
American Society for the History of Rhetoric	Madison
Media Ecology	Monroe
Interpretation & Performance Studies	Washington

FRI 7:00-8:45 Jackson

Wine and Spots

FRI 8:00-9:00 Monroe

12 Step Group

FRI 8:30-11:00 Washington

Song Circle

Organizers: **Star and Janette Muir, George Mason University**

Drop by on Friday evening for music and singing. We'll bring our song book and introduce ECA to a new experience. Song circles allow choice for picking a group or solo song to move around in a (you guessed it!) circle. Choose from our song book or bring your own, claim the verses and share the chorus, fly solo or invite all to join in, bring an instrument or just your voice. Too much pressure? Pass your turn or tell a good joke or a short story. On-key singing preferred but optional. This is NOT karaoke, but will feature everything from rock to blues to golden oldies, pop and show tunes. All are welcome.

SATURDAY APRIL 16, 2011

SAT 8:00-8:45 am

Group Business Meetings

Kenneth Burke	Adams
Maryland State Communication Association	Georgetown B
Media Communication	Georgetown C
Applied Communication	Jackson
Instructional Communication	Jefferson
Intercultural Communication	Lincoln
Argumentation and Forensics	Madison
Theory & Methodology	Monroe

SAT 9:00-10:15

Potomac C

Top Competitive Papers in Health Communication

Chair: **Doreen M. S. Jowi**, Bloomsburg University of Pennsylvania
Respondent: **Benjamin R. Bates**, Ohio University

“Examining the Behaviors and beliefs of Young Adults Toward Indoor Tanning Using Quantitative and Qualitative Indicators”*

Meagan K. Birmingham, University of Ottawa Institute of Mental Health Research

Nicole L. Kimble, West Virginia University

Lindsey C. Lilly, The Arnold Agency

Melanie Booth-Butterfield, West Virginia University

“Vocational Anticipatory Socialization of the Surgeon Profession: An Analysis of the Media’s Portrayal of the Work-Lives of Surgeons”*** **

Russell Lauletta, Boston College

“Predictors of Mammography Usage for South Asian Women: Examining Construct from Uncertainty Reduction and Health Belief Model”

Vinita Agarwal, Salisbury University

* Top paper

** Top debut paper

*** Top student paper

SAT 9:00-10:15

Potomac D

Taking Back the Power: Survival Strategies for the Promotion and Tenure Process

Sponsor: First Vice President

“Teaching to get tenure”

Jen Eden, Miami University

“Mentoring pre-tenure professors”

Ann Bainbridge Frymier, Miami University

“When and how to say no to administration”

Kelly Rocca, St. Johns University

“Writing to get tenure”

Julie Semlak, Miami University

Tenure – the ultimate achievement for any professor. However getting tenure is a long and arduous process. This panel combines tenured and pre-tenured professors, who will provide advice stemming from their experiences. We anticipate guiding a discussion, so bring your questions and experiences.

SAT 9:00-10:15

Francis Scott Key A

Web Two Point What? New Approaches in Understanding the Communicative Effects of the Internet

Sponsor: Undergraduate Scholars Conference

Chair: **Alfred G. Mueller**, Mount St. Mary's University

Respondent: **David John Petroski**, Southern Connecticut State University

“From the Carrier Pigeon to the Twitter Bird: The Transition of Journalism”

Lindsey Gay, James Madison University

“From Intergalactic Travels to the Internet: Connecting and Communicating NASA”

Keeshan Ganatra, North Carolina State University

“Facebook”

Blake Plavchak, Duquesne University

Julia Watterson, Duquesne University

“The Internet and the Political Disengagement of Youth”

Angela Strouse, Rochester Institute of Technology

SAT 9:00-10:15

Francis Scott Key B

Mediating Interpersonal Communication

Sponsor: Undergraduate Scholars Conference

Chair: **Marshall Prisbell**, University of Nebraska at Omaha

Respondent: **Mary C. Toale**, Baldwin-Wallace College

“Honestly...It's OK to Look: Breaking the stigmas and stereotypes associated with online dating”

Lauren Grabowski, Villanova University

Julianna Toland, Villanova University

Elizabeth Tursellino, Villanova University

“Interpersonal Problem Management through Facebook: A means of Computer-Mediated Communication”

Heather Simmons, SUNY New Paltz

Zak Smith, SUNY New Paltz

Stephanie Silberman, SUNY New Paltz

Matthew Wright, SUNY New Paltz

“Call Me, Text Me, If You Want to Reach Me: The Use of New Media Communication and Its Effect on the Relationship Strength Between College Students and Their Friends and Family”

Janelle Huggins, James Madison University

“Long-Distance Friendships: The Use of Text Messaging in Relationship Maintenance”

Sarah Russo, James Madison University

“Emote Your Message: The Use of Nonverbal Emoticons in Long-Distance Romantic Relationships”

Kristin Alexander, James Madison University

SAT 9:00-10:15

Georgetown A

Short Course

Communication, Power, and Social Change: On the Road Teaching Communication and Social Movements

Presenters:

Todd Allen, Geneva College

Linda Schifino, Carlow University

This short course offers promising practices for teaching courses in Communication and Social Movements and is perfect for those who are looking for innovative ideas to engage students in social movements rhetoric. The instructors will discuss a social movements course developed around the “Returning to the Roots of the Civil Rights Movement” tour one of them created, offering reading and assignment suggestions and sharing lesson learned.

SAT 9:00-10:15

Georgetown B

What’s in a Word? The Power of IMC

Sponsor:

Applied Communication

Chair:

S. Alyssa Groom, Duquesne University

Respondent:

S. Alyssa Groom, Duquesne University

Panelists:

Beth E. Michalec, Duquesne University

Anthony M. Wachs, Duquesne University

Kasey J. Clawson, Duquesne University

This panel examines Integrated Marketing Communication through lenses of word-of-mouth marketing, semantics, and branding as relevant to the consumer marketplace. Integrated Marketing Communication exerts power in a cluttered marketplace by coordinating efforts to create a consistent message that meets the consumer where he/she exists. These messages can transcend the initial communication experience to create long-term consumer relationships.

SAT 9:00-10:15

Georgetown C

Forensics, Debate and Politics

Sponsor:

Argumentation and Forensics

Chair:

Neil Butt, Vanderbilt University

Argumentation and Forensics scholars often argue that debate and forensics both prepare students for political participation and inoculate students against propaganda, demagoguery, etc. in political communication. Given this year's theme: "Communication and Power: From Classrooms to Politics" the participants would like to discuss ways participation in forensics and debate prepare students for political participation.

SAT 9:00-10:15

Adams

Politics in the Potomac Region

Sponsor: Political Communication
Chair: **Theodore F. Sheckels**, Randolph-Macon College

Panelists: **Richard E. Vatz**, Towson University
Darrell G. Mullins, Salisbury University
Theodore F. Sheckels, Randolph-Macon College
Trevor Parry-Giles, University of Maryland
Kathleen Kendall, University of Maryland
Janette Kenner Muir, George Mason University
Robert Patterson, University of Virginia
Carl T. Hyden, Morgan State University

This roundtable will explore campaigns throughout the Potomac Region: the Maryland gubernatorial race; the slots referendum in Anne Arundel County, Maryland; the Democratic mayoral primary in Washington, DC; the West Virginia U.S. Senate race; local races of note in Virginia; and Virginia Attorney General's campaigns against "Obamacare" and global warming research. The dynamics of these campaigns will be noted as well as how they are similar to and different from national ones.

SAT 9:00-10:15

Jackson

Power, Memory, and Rhetorical Narratives

Sponsor: Rhetoric and Public Address
Chair: **Kristy Maddux**, University of Maryland
Respondent: **Kristy Maddux**, University of Maryland

"American Projector: S. W. Boggs and the Cartographic Vision of the State Department in the Early Cold War"

Timothy Barney, University of Maryland

"J. Edgar Hoover and the Case of the Narrated Spectacle: Media Control and Undemocratic power"
Stephen Underhill, University of Maryland

"The Manifestations of Memory in Spain: Memory, Politics and the Development of a Hegemonic Narrative"

Daniel E. Stofleth, Syracuse University

"Rhetorical Bullying: Silencing the Other through Free Speech"

Ken Bohl, Duquesne University

SAT 9:00-10:15 Madison

2012 Program Planners II Meeting

Presiding: **Nancy Willets**, ECA First VP Elect, Cape Cod Community College

Maureen Minielli, ASHR, Kingsborough Community College
Tatyana Dumova, Applied Communication, Point Park University
Carl T. Hyden, Argumentation and Forensics, Morgan State University
Rod Carveth, Communication and Technology, Fitchburg State College
Harvey Jassem, Communication Law and Ethics, University of Hartford
Andrew S. Rancer, Communication Traits, University of Akron
Susan Ward, Community College, Delaware County Community College
Jay Baglia, Health Communication, Kutztown University
Stephanie Shimotsu, Instructional Communication, West Virginia University
Kathleen Glenister Robert, Intercultural Communication, Duquesne University
Aimee Miller, Interpersonal Communication, University of Hartford
Andree Elise Comiskey Betancourt, Interpretation and Performance Studies,
Independent Scholar
Richard Thames, Kenneth Burke, Duquesne University
Marsha Ducey, Media Communication, The College of Brockport ,SUNY
Thom Gencarelli, Media Ecology, Manhattan College
James M. Durbin, Nonverbal Communication, West Virginia University
Rebecca M.Chory, Organizational Communication, West Virginia University
Leeanne Bell, Philosophy of Communication, Stevenson University
Kanan Sawyer, Political Communication, West Chester University
Christine Hirsch, Rhetoric and Public Address, SUNY Oswego
Mary Braz, Theory and Methodology, West Chester University
Lorin Arnold, Voices of Diversity, Rowan University

SAT 9:00-10:15 Monroe

Public Relations Theory, News Media Research, and Activist Publics

Sponsor: Theory and Methodology
Chair: **Christine Pease-Hernandez**, Slippery Rock University
Respondent: **Susan A. Jasko**, California University of PA

“Public Relations Theory: Synthesis and Future Directions”
Deanna F. Womback, Kennesaw State University

“A Comparison of News Story Information in the ProQuest Historical, Access World News,
LexisNexis, and Academic OneFile versions of the New York Times”
Norman E. Youngblood, Auburn University
Barbara Bishop, Auburn University
Debra Worthington, Auburn University

“An Activist Public’s Relationship with its Activist Organization: A Case Study of Amnesty International”

Stephanie Madden, University of Maryland

SAT 9:00-10:15

Washington

Top Three Papers in Organizational Communication

Sponsor: Organizational Communication

Chair: **Jason Snyder**, Central Connecticut State University

Respondent: **Danette Ifert Johnson**, Ithaca College

“From the Mouths of Babes: Exploring Families’ Career Socialization of Young Children in China, Lebanon, Belgium, and the United States”

Patrice M. Buzzanell, Purdue University

Brenda L. Berkelaar, Northeastern University

Lorraine Kisselburgh, Purdue University

“A Comparison of Male and Female Use of Humor in the Workplace”

Katie Danieu, Canisius College

Melissa Bekelja Wanzer, Canisius College

Rosanne Hartman, Canisius College

“A Case Study Analysis of the Communicative Rules and Resources of an Effective Global Virtual Team”

Muriel Scott, University of Albany, SUNY

SAT 10:00-11:00

Potomac Foyer

Competitive Undergraduate Poster Session

Chair: **Cary Horvath**, Youngstown University

Reviewers: **Catherine Brobston** University of Delaware

Alex Campbell, University of Delaware

Alyssa Cella, University of Delaware

Jennifer Fry, University of Delaware

Ashton Gerding, University of Delaware

Chris Geyer, University of Delaware

Michelle Hector, University of Delaware

Rhiannon Kallis, University of Delaware

Tanya Kang, University of Delaware

Dante LaPenta, University of Delaware

Brittany Richter, University of Delaware

Kayla Steele, University of Delaware

“The Significance of Family Stories: An Analysis of Storytelling and Other Meaning

Making Processes”

Hannah Ball, Canisius College

“How to Slay the Monster of AIDS: A Rhetorical Analysis of Mary Fisher’s Speech ‘A Whisper on AIDS’”

Heather Beard, Frostburg State University

"Slogans, Flourishes and Passion: How Politicians Chart Their Path From Hopefuls to Candidates: Establishing Premises of Agreement in Presidential Announcement Speeches"

Emma Bloomfield, Northeastern University

“Communication After Sexual Intimacy Between Cross Sex Friends”

Renee Chapman, Bryant University

Ryan Maloney, Bryant University

“Communication Training: Effective Communication between Patients and Physicians”

Anna Chicone, SUNY Oswego

“Nonverbal Communication in Romantic Relationships; Flirting”

Nicole Del Negro, James Madison University

“Living the Blind Review Process: My Experience as an Editorial Assistant”

Rebecca DiClemente, West Virginia University

“The Relationship Between Intercultural Communication Apprehension, Ethnocentrism, and Intent to Study Abroad”

Sean Donahue, Bryant University

Erin DeVito, Bryant University

“Long Distance Dating Relationships of College Women and Maintenance Behaviors”

Madeline Fiore, James Madison University

“The Power of Appearance: Gender and Age Stereotypes and Preferences by Occupation”

Kaely Hawkins, Youngstown State University

Taylor Daugherty, Youngstown State University

Caitlin Hjerpe, Youngstown State University

April Shirley, Youngstown State University

Matt Browning, Youngstown State University

Dan Gillam, Youngstown State University

“The Follow Up of the D.A.R.E. Program: How Does D.A.R.E. Affect Adolescents?”

Lauren Kornegay, Morgan State University

“Family Communication Patterns and Adolescent Drinking Behavior”

LuAnn LaCava, James Madison University

“Spiritual Communication: Empowering Individuals In A Media Dominant World”

Ally Mielnicki, Stonehill College

“Reality Television Viewing and the Frequency and Nature of Viewers’ Gossip”

Megan Bassick, University of Hartford
Ilene Freeman, University of Hartford
Kim Bifulco, University of Hartford
Samantha Carlson, University of Hartford
Lindsey Schmaltz, University of Hartford

“IEP Students Describe The IEP Experience: Language Surrounding the IEP”
Cassandra Moore, James Madison University

“The Image of the African American Male: The Wire, Season Four”
Lindse Owens, Johnson C. Smith University

“The Importance of Understanding College Student Discourses in Communication with Parents”
Roseann Pluretti, SUNY Geneseo

“Communication Training: Got a TA... Who Cares?”
Marissa Pytlak, SUNY Oswego

“Impression Management: How An Individual’s Verbal and NonVerbal Qualities Affect the Way They’re Treated”
Dan Simone, Ramapo College of New Jersey

“Las Muertas de Juarez: Mexico's Dirty Little Secret”
Erica Slocum, Ramapo College of New Jersey

“International Health Campaign: The Girls Power Initiative (GPI)”
Diane Szulecki, Ramapo College of New Jersey
Heidi Schmidt, Ramapo College of New Jersey
Laura D’Agostino, Ramapo College of New Jersey

“A Dynamic Process: The Negotiation of Gender Power in Male Female Hip Hop Collaborations”
Lin Wang, University of Maryland

“Communication Training: Student Advisor Relationship”
Katrina Webber, SUNY Oswego

“College Students’ Self Disclosure and Self Presentation on Facebook”
Kristin Wood, James Madison University

“The Effect of Differing English Accents on Receiver Evaluation of Perceived Source Credibility: A Quantitative Study”
Jill Wootten, McDaniel College

SAT 10:30-11:45 Potomac B

Communication and Power: Diversity as Leverage in the Classroom and Beyond

Sponsor: Voices of Diversity
Chair: **Felicia Stewart**, Clayton State University
Respondent: **Heather E. Harris**, Stevenson University

“Voices from the Margins: Embracing a Diversity-Responsive Pedagogy”
Deric M. Greene, Stevenson University

“Multifaceted Assignments Utilized to increase Student Awareness and Understanding Diversity”
Kimberly Moffitt, University of Maryland Baltimore County

“Intercultural Communication: Connecting through New Media Technology”
Nsenga K. Burton, Goucher College

The benefits of diversity are far reaching. Whether providing varied perspectives to problem-solving, affording opportunities for reflection and introspection, centering marginalized voices, or correcting presumptions, a respect for the beauty of diversity is essential toward bringing dominant and non-dominant groups to a place of shared power. In the classroom and beyond, through traditional and new means, promoting diversity in all forms as a core component to social growth and understanding, remains vital despite the arena.

SAT 10:30-11:45 Potomac C

Absurdity, Rhetoric, and Love: Intersections in the Study of Philosophy of Communication

Sponsor: Philosophy of Communication
Chair: **John H. Prellwitz**, University of Pittsburgh at Greensburg

“Albert Camus and the Metaphor of Absurdity”
Brent C. Sleasman, Gannon University

“Plato's Phaedrus: A Theory of Noble Rhetoric”
Ken Bohl, Duquesne University

“Love and Rhetoric in Plato's Phaedrus”
Joel S. Ward, Duquesne University

This panel features three competitive papers from the Philosophy of Communication Interest Group that discuss the work of Albert Camus and Plato as it relates to the study of philosophy of communication.

SAT 10:30-11:45 Potomac D

The Power of Mentorship: Celebrating Jane Blankenship's Life as a Teacher and Scholar

Sponsor: First Vice President
Chair: **Janette Kenner Muir**, George Mason University

Panelists: **Eric Metcalf**, York College, City University of New York
 Cindy White, Central Connecticut State University
 Janis Edwards, University of Alabama, Tuscaloosa
 Anita Taylor, George Mason University

As both a former ECA and NCA President, Jane Blankenship has had a powerful impact on our discipline and on the study of rhetoric, language and politics. Through many distinguished awards and recognitions, what stands out about Jane is her long-term commitment to mentoring students and colleagues alike. ECA has specifically acknowledged her contributions through the Eckroyd Teaching award, the Distinguished Service award and, most recently, the Centennial Scholar award. Her commitment, spanning forty-plus years in the association, has impacted many people along the way, empowering them to come to their own terms about the centrality of communication in their lives.

To celebrate Dr. Blankenship's years of contributions to ECA, colleagues, former students, and friends will share stories about how she has impacted their lives. Audience members are invited to share their stories as well.

SAT 10:30-11:45 Francis Scott Key A

Power in the Polars: Rhetoric's Use in Presidential and Activist Campaigns

Sponsor: Undergraduate Scholars Conference
Chair: **Matthew T. Althouse**, The College at Brockport ,SUNY
Respondent: **Christopher A. House**, University of Pittsburgh

“Symbolic Action For Underdogs”
Liam Stryker Fayle, The College at Brockport ,SUNY

“Understanding America in the Beginnings of Progressivism: Through the Lens of Aristotle's Traditional Criticism”
Anna Rose, The College at Brockport ,SUNY

“Defining a Subculture: “Tuning in” to the Rhetorical Techniques of Timothy Leary”
Sarah Ordway, The College at Brockport ,SUNY

“A Neo-Aristotelian Criticism of Franklin D. Roosevelt's Defense and Wartime Speeches”
Daniel Grashof, The College at Brockport ,SUNY

Every man and woman wants influence. But can they have it? This panel argues that rhetoric is active at both ends of the social spectrum – from the Oval Office to city streets – and examines the forms it takes at those extremes. The discussion involves a comparison and contrast of rhetoricians at various positions in society and seeks to understand how they negotiate their unique circumstances. Talks will touch on rhetoric's potential not only to create power imbalances but to destroy them as well.

SAT 10:30-11:45 Francis Scott Key B

Rhetorical Dimensions in Historic and Modern Social Movements

Sponsor: Undergraduate Scholars Conference
Chair: **Jean Costanza Miller**, The George Washington University
Respondent: **Heather Stassen-Ferrara**, Hamilton College

“Biological Discrimination: The Flawed Rhetoric of Gender in Feminist Movements”
Sara Marron, St. John's University

“Women's Manipulation of the Media during the Temperance Movement”
Christopher Confrey, Stonehill College

“A Radical Body: Performed and Constructed Identities of Earth First!ers”
Alex Davenport, James Madison University

“On the Swadeshi Movement: Gandhi's Utilization of Propagandizing Speech-acts”
M. Chad Shank, The College of William and Mary

SAT 10:30-11:45 Georgetown A

Short Course

Not Public Speaking – Not Business Writing: Business Communication for the Millennial Generation

Presenters: **J. Kanan Sawyer**, West Chester University of Pennsylvania
 Pamela Marshall, Rowan University

Teaching business communication is a challenge. This is a corporate focused communication course that must cover all the aspects of public speaking without being a public speaking class, can touch on resumes or cover letters but is not a business writing class, and now must adapt to the needs of a new generation of students as they enter an ever-changing corporate world. This short course will offer instructors a thorough body of literature, strategies, advice on use of modern corporate technology, and step-by-step procedures teaching a millennial focused business communication curriculum.

SAT 10:30-11:45 Georgetown B

(Non)Traditional Role Power and the Family

Sponsor: Applied Communication
Chair: **Janie Harden Fritz**, Duquesne University
Respondent: **Janie Harden Fritz**, Duquesne University

Panelists: **Erik Garrett**, Duquesne University
 Naomi Bell O'Neil, Clarion University
 Annette M. Holba, Plymouth State University
 Anthony M. Wachs, Duquesne University

These presentations will apply various methodological analyses of different family roles and notions of power differential for practical application in the contemporary family. In particular, panelists will focus their analyses on (non)traditional roles that commonly are left out of the conventional analysis of family communication. Historically roles such as grandparents and stay-at-home fatherhood have been linguistically erased from the theoretical literature despite the increase in these roles frequency in the current Western family construct.

SAT 10:30-11:45 Georgetown C

Coaching, Teaching, and Life: A Roundtable on Balancing Coaching with other Demands

Sponsor: Argumentation and Forensics
Chair: **Neil Butt**, Vanderbilt University

This panel is designed to be a roundtable discussion, with coaches from individual events and various forms of debate sharing their experiences with the difficulties of balancing competing demands and perhaps offering each other suggestions and advice for coping with such demands.

SAT 10:30-11:45 Adams

Nominating Committee

Presiding **Candice Thomas-Maddox**, Ohio University-Lancaster, Chair
One representative from every interest group. May be chair or a designated representative.

SAT 10:30-11:45 Jackson

The Social Benefits of the Internet, Second Life, and MMOGs

Sponsor: Communication and Technology
Chair: **Matt Smith**, Wittenburg University
Respondent: **Jack Ciak**, Seton Hill University

“Finding Social Support in Second Life”
Sara Green-Hamann, University of Maine
John C. Sherblom, University of Maine

“Reading Clouds: A semiotic analysis of group tag clouds on Flickr”
Jason Edward Archer, Central Piedmont Community College

“Cancer and the Internet: Understanding the Relationship between Patient Provider Interaction and Online Social Support Seeking Behaviors”
Kristen L. Willett, George Mason University

“The Power of Social Capital in MMOGs: Cooperative Behaviors and Cryonism in World of Warcraft”
Mark C. Meachem, Dominican College

SAT 10:30-11:45 Jefferson

Going to Law School in the Post Millennial Decade

Sponsor: Communication Law & Ethics
Chair: **Donald A. Fishman**, Boston College

Panelists: **Victoria Matese**, Georgetown Law School (3rd Year)
 Portia Roundtree, Georgetown Law School (2nd Year)
 Thomas Flynn, Slippery Rock University
 Lisa M. Cuklanz, Boston College
 Martin Wallenstein, John Jay College
 Susan J. Drucker, Hofstra University

Law school has been a population destination for students with an undergraduate degree in Communication. But the "Great Recession" has forced law firms, law schools, and communication law faculty to address key questions about the nature and scope of legal education, including questions about skills, specialization, and hiring practices. This panel is designed to address questions about going to law school in the post-millennial decade.

SAT 10:30-11:45 Lincoln

Positions of Power in the Medical Narratives: Ethical and Social Challenges for the Changing Physician/Patient Relationship

Sponsor: Health Communication
Chair: **Susan M. Wieczorek**, University of Pittsburgh at Johnstown

“Lo and Behold”
E. Phillips Polack, West Virginia University

“The Anemic Narrative: Will the Electronic Health Record Reduce the Patient Narrative to a Footnote?”
Valerie Satkoske, University of Pittsburgh

“Medical Cyber-Ethics: The Right to Optimum Patient Care Through On-line Communication”
Susan M. Wieczorek, University of Pittsburgh at Johnstown

As history often informs ethical discourse, this panel examines how the physician/patient relationship has faced significant shifts in power over the past forty years, especially in light of the newly mandated electronic medical records. Through the eyes of a physician, bioethicist, and communication scholar, the text-box mentality of computerized medicine is juxtaposed against the fundamental, face-to-face medical interview in hopes of preserving patient voice through carefully constructed, accurate, and rich patient narratives.

SAT 10:30-11:45 Monroe

Emotion, power and nonverbal behaviors

Sponsor: Nonverbal Communication
Chair: **Christine Hirsch**, SUNY Oswego

“Nonverbal power in the classroom: Exploring the nature and the impact of student nonverbal behaviors on instructor motivation and job satisfaction”

Jennifer Knapp, SUNY Oswego

“Organizations and the emotional power of micro-inequities: The many mini ways we manipulate.”

Jessica Reeher, SUNY Oswego

“Relational power: How photos put faces to victims, and named Domestic Violence a crime.”

Christine Hirsch, SUNY Oswego

“Beyond culture: Nonverbal expressions of emotion and power in documentary film”

Jane Winslow, SUNY Oswego

“Intercultural power and nonverbal behaviors: Negotiating the nonverbal minefield as a Korean in America”

Taejin Jung, SUNY Oswego

When nonverbal behaviors – widely known to carry the emotional baggage of communication interactions – are studied with an eye to presentation and representations of power, a rich tapestry is created that illustrates how very central to our social being is the experience and expression of power. Panelists will share their research, expertise, and firsthand experience of nonverbal communication as a carrier of emotionally power-laden meaning in the classroom, the organization, interpersonal relationships, film, and intercultural contexts.

SAT 10:30-11:45 Washington

AMC and HBO “Quality Television” Series: Powerful Themes, Fandom, and Online Presence

Sponsor: Media Communication
Chair: **Andree E. C. Betancourt**, Independent Scholar
Respondent: **Celeste Lacroix**, College of Charleston

“Capturing the Carousel: Mad Men and the Power of Kodak Moments”

Andree E. C. Betancourt, Independent Scholar

“The Men and Masculinities of Bored to Death”

Derek Bolen, Wayne State University

“An Examination of Breaking Bad’s Webisodes”

Rod Carveth, Fitchburg State University

“Story Matters Here: AMC Fandom and Quality Television”

Michael Meadows, Fisher College

“Vacancy, Space Claiming, and the City as Visualized in HBO’s The Wire”

Katie Kavanagh O'Neill, University of Pittsburgh

These presentations analyze “quality television” programs, including AMC’s Breaking Bad and Mad Men and HBO’s Bored to Death and The Wire. The presentations focus on powerful themes that emerge in specific series, ranging from nostalgia to queer masculinities to urban blight. In addition, several of the presentations foreground the prominent roles that online programming and fandom play in the celebration and critique of the AMC and HBO series.

SAT 12:00-1:15

Potomac A

P.R.I.D.E.: Practical Resources in Diversity Education

Sponsor: Voices of Diversity

Chair: **Cerise L. Glenn**, University of North Carolina at Greensboro

Respondent: **Lorin Basden Arnold**, Rowan University

“Practical Application of the Intercultural Communication Theory for a Final Assignment Assessment”

Carole Bennett, Oakland Community College-Orchard Ridge Campus

“Creating an In-Class Conference to Explore Cultural Issues in the News”

Anita K. Foeman, West Chester University

“Understanding Intersectionality: Race, Class, and Gender in Daddy’s Little Girls”

Cerise L. Glenn, University of North Carolina at Greensboro

Melinda Alston, University of North Carolina at Greensboro

“Socialization and Culture Mediate Perception on The View: The N-Word During Daytime TV”

Truman R. Keys, Western Connecticut State University

“‘The Panel’: A Speech Codes Activity”

Celeste Lacroix, College of Charleston

“20th Century Moral Thinkers: Communicating Ethically, What’s Wrong with That?”

Annette D. Madlock Gatison, Southern Connecticut State University

“Family in the Mirror: Examining the Diversity of the ‘Nuclear’ Family Structure in the United States”

Kesha M. Morant Williams, Eastern University

In this roundtable, instructors will present activities that incorporate diversity into a variety of classes to help students understand key principles regarding diversity and difference. Communications courses addressed include the basic course, Intercultural Communication, Interpersonal Communication, Women’s Studies, Communication Theory, Family Communication, and Ethics. The presenters will provide a detailed overview of their activities with tips for moderating classroom discussion. Handouts describing the activities will be distributed to attendees.

SAT 12:00-1:15

Potomac C

Top Competitive Papers in Intercultural Communication

Sponsor: Intercultural Communication
Chair: **Stephanie Shimotsu**, West Virginia University
Respondent: **Sarah Ryan**, The University of Texas at El Paso

“The Effect of Cultural Congruency, Communication, and Work Alienation on Employee Satisfaction and Commitment in Mexican Organizations”
Paul E. Madlock, Texas A&M International University

“Revisiting Asiaticity: Toward a Dialectical Approach to Theorizing Negotiation of Asian American Identities”
Shinsuke Eguchi, Howard University

“Analysis of Individual and Power-Distance Cultural Dimensions Between the U.S. and New Zealand in Ethical Responses”
Susan M. Fredricks, Pennsylvania State University, Brandywine
Elsbeth Tilley, Massey University

“His, Hers, or Ours?: How Interracial Couples Negotiate the Complex Components of Educational Choice for their Children”
Bessie Lee Lawton, West Chester University
Anita Foeman, West Chester University
Laura Brown, West Chester University

SAT 12:00-1:15

Francis Scott Key A

Interpersonal Communication Among College Students

Sponsor: Undergraduate Scholars Conference
Chair: **Ann Bainbridge Frymier**, Miami University
Respondent: **John A. Courtright**, University of Delaware

“Friends vs. Roommates Conflict Management Styles: A Survey Analysis”
Erika Lupacchino, James Madison University
Sandrine Heeren, James Madison University
Rachel Northridge, James Madison University
Taylor Simon, James Madison University

“Effective Communication Strategies in Persuading Safe Sex Behavior”
Cindy Sordo, McDaniel College

“Alcohol Talk: On the College Campus”
Kaitlin Gragnano, James Madison University
Molly McDonald, James Madison University

SAT 12:00-1:15

Francis Scott Key B

Rhetoric and Power: From Self-Help Gurus to Modern Politicians

Sponsor: Undergraduate Scholars Conference

Chair: **Joel S. Ward**, Duquesne University

Respondent: **Annette Holba**, Plymouth State University

“Four Questions: Dangerous Rhetoric - Propaganda, Ethics & the Quest for Power”

Irene Schafer, SUNY New Paltz

“The Face of Barbarity: A Case of International Agenda-Setting”

Peter Wayner, SUNY Geneseo

“Communication and Power: Plutocratic Hegemony and Political Discourse”

Jacob Fedechko, University of Maryland, College Park

Sean Vandenberg, University of Maryland, College Park

“Under the Master’s Spell: A Narrative Exploration of the Self Help Guru and his Neophyte”

Jackson Coakley, Rochester Institute of Technology

SAT 12:00-1:15

Georgetown A

Short Course – Race and Cultural Communication in the Classroom: Empowering Cultural Competency

Presenter: **Joanne Washington**, Clarion University of Pennsylvania

This course will provide instructors with strategies and techniques that will empower the “minority” student and insure the instructor’s cultural communication competency in diverse classroom settings. All students benefit from increased student participation and success in cross-racial and culturally diverse educational environments. Attendees will have the opportunity to apply these techniques to their course designs and classroom teaching. Attendees will also examine how pop culture – especially hip-hop – has influenced the college classroom.

SAT 12:00-1:15

Georgetown C

Applying Theory and Shifting Power: Research and Practice in the Study of Text Messaging and Communication

Sponsor: Applied Communication

Chair: **Kara A. Laskowski**, Shippensburg University

Panelists: **Bradley Keefer**, Shippensburg University
Amanda Redano, Shippensburg University
John Dyson, Shippensburg University
Kristina Grussenmeyer, Shippensburg University

What do you get when you cross senior communication studies undergraduates, a technophobic professor, texting, and a research methods course? An invitation to participate! This roundtable uses a class project as the frame for discussion. Roundtable and audience members will consider multiple layers of power (of faculty, students, and Participants), and the implications (in teaching, technology, and applied communication) for the “myriad enactments of power in the academy and modern society.”

SAT 12:00-1:15 Adams

Body, Performance and Power: Critical Issues in the Politics of (Re)presentation

Sponsor: Interpretation and Performance Studies
Chair: **Mary Mino**, Pennsylvania State University, DuBois
Respondent: **Valerie Lynn Schrader**, Pennsylvania State University, Schuylkill

“Negotiating Sissyphobia: A Critical/Interpretive Analysis of One ‘Femme’ Gay Asian Body in the Heteronormative World”
Shinsuke Eguchi, Howard University*

“My Pregnant Teacher’s Body: Performing the Borders between Academia and Motherhood”
Dawn Lovegrove, University of Massachusetts - Amherst

“Pink Justice: Corporeal Actions and the Creation of Civic Knowledge through Performance”
Katie Irwin, University of Maryland**

* Student paper

** Student debut paper

SAT 12:00-1:15 Jackson

Community Across Time and Tech: Questioning the Role of Media in Community Formation

Sponsor: Communication and Technology
Chair: **Amanda Rotondo**, Rensselaer Polytechnic Institute
Respondent: **Tatyana Dumova**, Point Park University

“Creating a Place for One’s Self Through Empathic Expression”
Amanda Rotondo, Rensselaer Polytechnic Institute

“Obama’s lieux de memoire: Unification through minority memory”
Gaines Hubbell, Rensselaer Polytechnic Institute

“The Mod Squad: Examining hive production in a modding community”
Eric Newsom, Rensselaer Polytechnic Institute

In the age of mass media, the concept of community is no longer strictly a domain of the local, but community remains an integral part of the human experience. Papers in this panel emphasize the role

that media play in bridging the gap between individual and community and how the nature of those media affects the manifestation of identities within those communities formed.

SAT 12:00-1:15 Lincoln

Past Officers Luncheon

SAT 12:00-1:15 Jefferson

Empowering the Student through Transformational Learning: One Department's Quest to Connect Theory and Practice

Sponsor: Instructional Communication
Chair: **Rosanne Hartman**, Canisius College

“Communicating Transformational Learning: Issue of Definition and Implementation”
Andrew P. Herman, SUNY Geneseo

“From Passive Reader to Active (and Empowered) Explorer: Engaging in Collaborative Research as a Transformational Experience”
Meredith Marko Harrigan, SUNY Geneseo

“Leveling Town/Gown Power Differentials through Transformational Learning Experiences”
Mary L. Mohan, SUNY Geneseo

“Turning Theory into Practice: Commitment to Transformational Learning in the Process of Institutional Self-Study”
Joseph A. Bulsys, SUNY Geneseo

Transformational learning has become a frequent discussion topic on many college campuses. Unfortunately, it is not always clear what transformational learning should look like or produce in a student. Given the current enthusiasm regarding transformational learning, it is appropriate for communication educators to discuss what transformational learning means, how it may be effectively implemented in our discipline, and how we can measure that effectiveness. This roundtable discussion creates a setting to encourage that discussion.

SAT 12:00-1:15 Madison

From Classrooms to Politics: Communication Trait Research

Sponsor: Communication Traits
Chair: **Rachel L. DiCioccio**, University of Rhode Island

“The Evolution of Communication Trait Research”
James C. McCroskey, University of Alabama-Birmingham

“Specific Research Domains of Communication Trait Research”
Andrew S. Rancer, University of Akron

“Communication Traits in Organizational Communication Research”
Theodore A. Avtgis, West Virginia University

“Communication Traits in Instructional Communication Research”
Matthew M. Martin, West Virginia University

“The Measurement of Communication Traits”
Charles J. Wigley III, Canisius College

SAT 12:00-1:15 Monroe

Contributed Papers in Health Communication

Sponsor: Health Communication
Chair: **Megan Dillow**, West Virginia University

“Coping with the Ultimate Deprivation: Narratives Themes in a Parental Bereavement Support Group”
Laura R. Umphrey, Northern Arizona University
Joanne Cacciatore, Arizona State University

“Psychological Reactance and Effects of Social Norms Messages Among Binge Drinking College Students”
Taejin Jung, SUNY Oswego
Woomi Shim, Florida State University
Thad Mantaro, SUNY Oswego

“The Benefits of Volunteering in Hospitals: A View from Multiple Perspectives”
Allyson Matlock, Canisius College
Melissa Bekelja Wanzer, Canisius College

“The Persuasive Power of Oral Health Promotion Messages: A Theory of Planned Behavior Approach to Dental Care Visitation”
Christina N. Anderson, Coastal Carolina University
Seth M. Noar, University of Kentucky
Brandi D. Rodgers, University of Wisconsin

SAT 12:00-1:15 Washington

“With Great Power Comes . . .”: Comic Book Adaptations within Other Media

Sponsor: Media Communication
Chair: **Matthew J. Smith**, Wittenberg University
Respondent: **Jeffrey A. Miller**, Utica College

“How Could You Let This Happen”
Scott Daniel Boras, Arizona State University

“Remixing Comics in Virtual Reality”
Joseph S. Clark, Florida State University

“Interpreting Comics for Television: Jack Kirby’s Fourth World Comes to Smallville’s Tenth Season”
Matthew J. Smith, Wittenberg University

“Watching Out for the Watchmen: From Comic Book Limited Series to Motion Picture Blockbuster”
Lance A. Strate, Fordham University

The contents of comic books and graphic novels are eagerly being adapted into multiple media platforms. Media producers, emboldened by critical and commercial successes like *The Dark Knight*, are mining the comics industry for its rich mythology (e.g., Disney’s acquisition of Marvel Comics). The panelists explore how the adaptation of comics’ content for other media, from major Hollywood films to video games, impacts the wider culture and how the exchange affects the comics industry itself.

SAT 1:30-2:45 Potomac A

Language and Power: Lessons for Intercultural Communication

Sponsor: Intercultural Communication
Chair: **Maurice L. Hall**, Villanova University
Respondent: **Maurice L. Hall**, Villanova University

“Ave et/ond Hwæt: Tracing the Development of the Latin Language in Anglo-Saxon England”
Brian Gilchrist, Duquesne University

“François 1e, the Unification of the French Language, and French Ethnolinguistic Nationalism”
Chelsea R. Binnie, Duquesne University

“The Power of Apocalyptic Rhetoric: Injecting Order into a Chaotic World”
Anne Czerwinski, University of Pittsburgh at Greensburg

“The Berlin Wall and Alterity of the German Language”
Jen Jones, Duquesne University

“The Role of ‘Word/Sound/Power’ in Rastafarian Politics and its Theory of the Babylonian Conspiracy”
Clifford T. Manlove, Pennsylvania State University, Greater Allegheny

“Social Boundaries and Cultural Dynamics: The Emergence of Deep Maya”
Marianne Pabis, Duquesne University

SAT 1:30-2:45 Potomac C

SAT 1:30-2:45

Potomac D

The Power of Creativity and Expression: A Celebration of Floyd D. Anderson's Career

Sponsor: First Vice President
Chair: **Matthew T. Althouse**, The College at Brockport ,SUNY

“Shaping ‘Superior’ Minds: Floyd The Teacher”
Christopher House, University of Pittsburgh

“‘So, Matt, Here’s What We Need To Do’: Floyd The Mentor”
Matthew T. Althouse, The College At Brockport ,SUNY

“A Department’s Advocate: Floyd The Colleague”
Monica Brasted, The College at Brockport ,SUNY

“From The Arbor Picta To Pentadic Cartography: Floyd the Scholar”
Lawrence J. Prelli, University of New Hampshire

“Floyd's Journey: The Prentice Years! The Wilderness Years! The Genius Years! The Sage Years!”
Andrew King, Louisiana State University

For more than forty years, Floyd D. Anderson served the field of communication with distinction. He taught at the University of Arizona, the University of Virginia, and The College at Brockport. He served as President of ECA. He published over 30 essays in rhetorical theory and criticism. Now, he is retiring. Participants in this panel laud Professor Anderson’s accomplishments and invite you to celebrate with them.

SAT 1:30-2:45

Francis Scott Key A

Media, Marketing, and Advertising: Communication and Power

Sponsor: Undergraduate Scholars Conference
Chair: **Kathy Brown**, Pennsylvania State University
Respondent: **Jeanne M. Pursuit**, University of North Carolina Wilmington

“See One Thing, Report Another: How Media Portrayals Distort the Effects of Mega-Events”
Terrance Carroll, SUNY Geneseo

“High-Fructose Corn Syrup: America’s Dangerously Sweet Obsession”
Gabrielle Thomas, SUNY Geneseo

“Emotional vs. Logical Appeals in Animal Rights Advertising”
Alaina Farrish, High Point University

“Direct-To-Consumer-Drug-Advertising: Do Companies Target Specific Audiences?”
Janelle Blanton, High Point University

“Fashion Magazines and Advertisers: A Content Analysis of Women’s and Girls’ Magazines”

Kimberly Mannino, High Point University

This panel examines the power that print and electronic media have in our society and how organizations often use this power to persuade, distort, and manipulate.

SAT 1:30-2:45

Francis Scott Key B

Coaches, Fans, Broadcasters, and Communication

Sponsor: Undergraduate Scholars Conference
Chair: **Richard Ziemer**, Delaware Valley College
Respondent: **Audra L. McMullen**, Towson University

“Coaches Use of Affinity-Seeking Strategies and the Affect on Player’s Satisfaction”

Benjamin E. Faro, Eastern University

Julie W. Morgan, Eastern University

“In it to Win it: How Motivated Players feel to Perform Based on Perceived Coaches Communication Competence”

Rashida Watson, Morgan State University

“The Credibility of Female Sports Broadcasters: The Perception of Gender in a Male-Dominated Profession”

Amanda Gunther, Wilkes University

Daniel Kautz, Wilkes University

Allison Roth, Wilkes University

“Athletes, Media, and the Fans: Friends or Foes”

Lisa Futterman, James Madison University

Whether looking at the coach-player interaction or how people perceive and understand mediated reporting on sports, these four papers examine the intersection of modern athletics and communication.

SAT 1:30-2:45

Georgetown A

Short Course

Empowering Professionals: Adapting Classroom Instruction to “Real World” Training

Presenters: **Jean Costanza Miller**, George Washington University
Christine Clapp, Spoken With Authority
Andrew Jared Critchfield, Communication and Culture Consulting

This course is designed for communication scholars who engage in communication skills training outside of academic settings, and those who would like to develop such training programs. Presenters will address the adaptation of classroom instruction experience to training programs designed to empower people in contexts including business, politics, diplomacy, and volunteer work. Topics will include the rationale for developing particular types of training programs, tips for

successfully training individuals and groups in a variety of contexts, and sample facilitation activities.

SAT 1:30-2:45

Georgetown B

A Chair's Guide to External Evaluation: Preparing for, Working through, and Responding to the Consultant's Visit

Sponsor: Communication Administration

Moderator: **Matthew J. Smith**, Wittenberg University

Panelists: **Kristen Campbell Eichhorn**, SUNY Oswego

Deirdre D. Johnston, Hope College

Lisa Sparks, Chapman University

John C. Sherblom, University of Maine

Sally Vogl-Bauer, University of Wisconsin-Whitewater

Bringing a consultant to campus for external evaluation of your program can be a daunting undertaking, especially for the novice chair. The Participants in this roundtable will discuss best practices in readying oneself and one's department for the external review based on their experiences as chairs who have undergone the process and consultants who have conducted reviews of other programs.

SAT 1:30-2:45

Georgetown C

Diversifying the Communication Classroom: Teaching and Learning Strategies of Future Faculty

Sponsor: Instructional Communication

Chair: **Sheena C. Howard**, Shippensburg University

"Utilizing Technology to Diversify Journalism and Mass Communication Education"

Jayne Cubbage, Howard University

"Free to be Me: The Value of Computer Mediated Communication in Improving Presence and Accommodating Diversity in the Classroom"

Mackenzie Jordan, Howard University

"It's Not Just a Movie: Fostering Critical Thinking in the Media History Classroom"

Nicole Files-Thompson, Howard University

"The Black Female Professor and Her Students: Teaching Feminist Pedagogy to Liberate a Classroom"

Elizabeth Okigbo, Howard University

"Teaching Gender and Sexual Identities: A Truly Multicultural American Classroom"

Shinsuke Eguchi, Howard University

This panel discussion, lead by a group of doctoral scholars, will address the pedagogical implications of both diversifying teaching and learning in the classroom, as well as diversity in academia. The discussants will explore fresh ideas and theories on the changing climate of higher education by engaging a breadth of topics from technology and social networking in the classroom, to afrocentricity, feminism, and issues of sexuality and gender in a multicultural classroom.

SAT 1:30-2:45

Adams

Studies in Historical Rhetoric

Sponsor: American Society for the History of Rhetoric
Chair: **Mary Mino**, Pennsylvania State University, Dubois
Respondent: **Michael Hostetler**, St. John's University

“Communicating the Power of the People: Mass Demonstrations and Political Rhetoric of the Second International, 1889-1914”

Kevin J. Callahan, St. Joseph College

“Public as a Rhetorical Concept among the Sophists”

David Dzikowski, Pennsylvania State University, University Park

“Cross-Examining Scripture: Testimonial Strategies in Thomas Paine's The Age of Reason”

David C. Hoffman, Baruch College, City University of New York

“Women's Entrance into Entrepreneurial Community: Caroline Churchill's Colorado Antelope”

Tiffany Lewis, University of Maryland

“Radical Religious Transformations and Feminism in 19th Century Free Methodism”

Christy Mesaros-Winckles

SAT 1:30-2:45

Jackson

Symposium: Communicative Power in Communities

Sponsor: Community College Interest Group
Chair: **Rebecca M. Townsend**, Manchester Community College
Respondent: **Nancy Willets**, Cape Cod Community College

Panelists: **Rebecca M. Townsend**, Manchester Community College
Susan Drucker, Hofstra University
Gary Gumpert, Urban Communication Foundation
Fatima Hadji, George Mason University

Communication is the academic discipline best suited to strengthening the substantive connection between colleges and communities. There are tremendous opportunities to use this power. Resolving conflicts peaceably and conducting community-based discussions are but two of those catalysts for community growth and change. Attendees at this session will hear from professors who

use creative communication approaches to the college-community connection and from institutions that support such work.

SAT 1:30-2:45

Jefferson

Empowering Graduate Students: Navigating the Decision Points

Sponsor: Instructional Communication

Chair: **Rachel L. DiCioccio**, The University of Rhode Island

Panelists: **Theodore A. Avtgis**, West Virginia University
Lori Vela, West Virginia University
Zach Johnson, West Virginia University
Marisa Geisser, The University of Rhode Island
Deepinder Janeja, The University of Rhode Island
Diane Dolphin, The University of Rhode Island
Gerard Jalette, University of Connecticut

Whether consciously plotted or serendipitously selected, earning a M.A., working toward the Ph.D., and navigating beyond contain points of key decision and influence. From a diverse group of students – M.A. and Ph.D. – and faculty at graduate degree granting institutions, we have experienced a plethora of those turning points, watershed moments, and chance encounters that changed the course pursued. This roundtable will discuss the catalysts that influence these significant decision points.

SAT 1:30-2:45

Madison

The Good, The Bad, and The Ugly: Exploring Communication Processes That Help or Hinder Individuals and Relationships

Sponsor: Interpersonal Communication

Chair: **Robert J. Sidelinger**, Oakland University

Respondent: **Candice Thomas-Maddox**, Ohio University-, Lancaster

“‘It Would Be Scary Not to Know Anyone.’: Caregiver Confirmation and Children’s Initiation of Kindergarten Transition Topics”

Elizabeth A. Munz, State University of New York at New Paltz

Steven R. Wilson, Purdue University

“An Examination of the Relationship between Interdependence Theory and Gottman’s Four Horsemen of the Apocalypse in Predicting Divorce” (Debut Paper)

Elizabeth M. Glowacki, Boston College

“(Inter)dependence on Technology in the Home: A Family Systems Approach to Analyzing the Internet’s Impact on the Family” (Debut Paper)

Ashley Driscoll, Boston College

“Jealousy Experience and Expression in Friends with Benefits Relationships: Do Reasons for Involvement in the Relationship Matter?”

Aimee E. Miller, University of Hartford

This panel looks at various communication processes that enable or potentially disable effective personal and relational functioning. Topic areas that will be discussed include the role of confirmation in helping young children transition to kindergarten, the integration of interdependence theory and Gottman’s four horsemen of the apocalypse in predicting divorce, the impact of technology on family systems, and the experience and expression of jealousy in friends with benefits relationships.

SAT 1:30-2:45

Monroe

From Changing Attitudes to Changing Actions: Exploring the Organization of Communication Around Violence Prevention Education

Sponsor: Health Communication

Chair: **Mark C. Hopson**, George Mason University

Respondent: **Connie Kirkland**, Director of Sexual Assault Services, George Mason University

“Safe Spaces for Dangerous Talk: Organizational Empowerment for Sexual Assault Disclosure”

Paula Baldwin, George Mason University

Jessica Hall, George Mason University

Melissa Mason, George Mason University

Jack Turner, George Mason University

“Awareness Enhances Prevention: An Organizational Discourse Analysis of Sexual Assault Services”

Gina Castle Bell, George Mason University

Elizabeth Whittington, Howard University

Kathryn Nogueira, George Mason University

“Why Should I Care? The Detached Male Voice in Sexual Assault Discourse”

Jill Moss, George Mason University

“Third Party Empowerment: Breaking the Norms of Bystander Apathy”

Kristina L. Ticknor, George Mason University

This panel examines the organization of communication around sexual assault services on the college campus. Panelists combine communication theory with sexual violence prevention education/awareness/response efforts to interrogate the following questions: Is sexual violence prevention on the college campus a form of organized communication? Is it rhetorical in nature? Is it based in language? More specifically, panelists discuss the theoretical perspectives which inform, enhance, and complicate discourse at one particular university, and make recommendations to help all students better understand issues of sexual assault.

SAT 1:30-2:45

Washington

Top Papers in Media Communication

Sponsor: Media Communication
Chair: **Lisa Glebatis Perks**, Nazareth College
Respondent: **Lisa Glebatis Perks**, Nazareth College

“Conflicts and Resolutions of Television Siblings as Depicted on Contemporary Family Sitcoms ”
Nancy Bressler, University of Hartford

“Form Over Genre: Rhetorical Considerations of Comic Book Narration”
Scott Daniel Boras, Arizona State University

“In Search of Local News: How Readers’ Desire for Information and Entertainment Predicts Their Choice of Online or Print Local News”
Tina A. Marsh, Rochester Institute of Technology

SAT 3:00-4:15

Potomac B

National Communication Association Information Panel

Panelists: **Lynn H. Turner**, NCA First Vice President, Marquette University
Rich West, NCA Second Vice President, Emerson College
Steve Beebe, NCA Second Vice President, Texas State University-
San Marcos
Representative from the NCA National Office Staff

Members of NCA’s elected leadership and national office staff provide an overview of The National Communication Association’s history, strategic plan, organizational structure and leadership opportunities. Resources provided by NCA to support professional activity including research and teaching will be discussed. This is an opportunity for a robust conversation about NCA.

SAT 3:00-4:15

Francis Scott Key A & B

Top Papers from the James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference (USC)

Sponsor: Undergraduate Scholars Conference
Chair: **Jason S. Wrench**, SUNY New Paltz
Respondent: **Danette Ifert Johnson**, Ithaca College

“Nature, Nurture, or that Fast Food Hamburger: Media Framing of Diabetes in the New York Times from 2000 to 2010”
Kelsey Stefanik-Sidener, American University

“Content Analysis of the Portrayal of Muslims in American Media”
Alicia Cagle, Mercyhurst College

Lindsay Cox, Mercyhurst College
Kelly Luoma, Mercyhurst College

“Privacy Setting Awareness on Facebook and Its Effect on User-Posted Content”

Elizabeth Butler, King’s College
Elizabeth McCann, King’s College
Joseph Thomas, King’s College

“Mother-Daughter Dyads: Exploring Communication About Sexual Encounters”

Ginny Wescott, James Madison University

SAT 3:00-4:15 Georgetown A

The Power of Persuasion: Campaigns Making Contributions to Communities

Sponsor: Applied Communication
Chair: **Lisa E. Baker**, Radford University
Respondent: **Cheri Hampton-Farmer**, University of Findlay

Panelists: **Holly Keener**, Radford University
 Lauren Hammer, Radford University
 Melissa Brown, Radford University
 Nik Vollten, Radford University

This interactive panel will demonstrate how a theoretical foundation was able to aid in the construction of persuasive communication campaigns. Using their own campaigns as examples, graduate students will discuss how theory lead their campaign projects and impacted such areas as identifying a target audience, message development, selection of media channels, and implementation. Panelists will provide suggestions on how instructors can incorporate applied communication to their classroom environment and how students can benefit from such projects.

SAT 3:00-4:15 Georgetown B

Mediating Warfare from Daffy Duck to Stuxnet

Sponsor: Media Communication
Chair: **Kathleen F. Oswald**, North Carolina State University

“Our Ridiculous Enemies and Crazy Allies: Merrie Melodies as Comedic Propaganda”
George W. Boone, University of Illinois, Urbana-Champaign

“Mediation and Memory: War Memorial, Collective Memory, and the Hegemony of Vision”
Gordon Coonfield, Villanova University

“Stuxnet and the Proving Grounds of Cyber Ordnance”
Kathleen F. Oswald, North Carolina State University

“The Aural Battle in the Ether: Noise Weapons and War Power”

Seth Mulliken, North Carolina State University

This panel examines the unique relationship between communication, mediation, and war. From war memorials that work to make sense of war to WWII-era cartoon propaganda that worked to shape citizen perceptions to new developments in cyberwarfare and sonic weaponry, this panel explores the philosophical and practical complexities of mediation by examining the specific contexts in which war has been and continues to be mediated.

SAT 3:00-4:15

Georgetown C

Empowering Student Learning: An Analysis of Classroom Assessment Techniques

Sponsor: Instructional Communication

“Using Classroom Assessment Techniques to Empower and Enable Student’s Learning”

Kerry Byrnes, Collin County Community College

“Classroom Assessment Techniques: A Summary Report”

Christopher J. Claus, West Virginia University

“Classroom Assessment Techniques: An Examination of a Basic Communication Course”

Shannon M. Maki, West Virginia University

“Classroom Assessment Techniques: A Summary Report and Evaluation of Assessments”

Colleen C. Malachowski, West Virginia University

“Classroom Assessment Techniques in the College Classroom: Examining Student Learning in a Small Group Communication Course”

Stephanie Shimotsu, West Virginia University

“Using Classroom Assessment Techniques to Assess Student Learning in Gender and Communication ”

Sydney Staggers, West Virginia University

Participants administered classroom assessment techniques (CATs) to students in a variety of communication studies courses. Here, they will discuss their teaching goals, experiences implementing CATs, measures taken to enhance teaching strategies, and insights gleaned from the results.

SAT 3:00-4:15

Adams

Resolutions Committee Meeting

Janette Muir, George Mason University

Star Muir, George Mason University

SAT 3:00-4:15

Jackson

Avatars and Cyborgs: The Power in the Intersection of Body and Machine

Sponsor: Communication and Technology
Chair: **Kristin Roeschenthaler Wolfe**, Duquesne University

“The Avatar as Identity Variable in the Intrapersonal and Interpersonal Communication Processes”
James W. Chesebro, Ball State University
David T. McMahan, Missouri Western State University

“Towards a Phenomenology of Avatar Perception”
Erik Garrett, Duquesne University

“Avatars, Racism, Sexism, and Transgendered Living in Online Gaming and Role Play”
Edwin E. Faunce, Ball State University
Eric Schumacher, Ball State University

“The Abandonment of a Self by the Cyborg and Avatar: The Transhumanist Journey”
Philip Ray Skaggs, Jr., Ball State University
Walker Foley, Ball State University

“The Humanities Cyborgities: How the Cyborg Rescues ‘Man’”
Anthony M. Wachs, Duquesne University

Technologies are constantly changing the way our bodies engage the world. Through avatars individuals can navigate virtual spaces that allow for a “standing in” for humans. Meanwhile, the biomedical industry has invented new technologies to improve and replace our physical bodies that allow for literal mechanical extensions of the flesh. This panel takes various philosophical, practical, and ideological approaches to examining how technologies have changed the ways that we relate to our bodies.

SAT 3:00-4:15

Jefferson

Communication and Power: The State of Aggressive Communication Research

Sponsor: Communication Traits
Chair: **Theodore A. Avtgis**, West Virginia University

“Aggressive Communication as Humorous Expression”
Rachel L. DiCioccio, University of Rhode Island

“General Research Agenda on Aggressive Communication”
Andrew S. Rancer, University of Akron

“Aggressive Communication in Medical Care”
E. Phillips Polack, West Virginia University

“Aggressive Communication in Media and Mediated Contexts”
Rebecca M. Chory, West Virginia University

“Aggressive Communication and Methods of Assessment”

Charles J. Wigley III, Canisius College

SAT 3:00-4:15 Lincoln

Comment Says What? Looking at How Online Commentary Exerts Power

Sponsor: Media Ecology Association
Chair: **Linda Sampson**, Southern Connecticut State University
Respondent: **David Petroski**, Southern Connecticut State University

“Pleeeeee Don't Post Three Photos of Your Motorcycle and One of You Wearing Sunglasses and a Beanie’: Constructing the Online Dating Experience Through Online Commentary”
Shana Kopaczewski, Southern Connecticut State University

“The Power of Genes and Online Advice”
Annette Madlock, Southern Connecticut State University

“Hijacking the Story in the Comments Section: Anti-Gay Strategies for Silencing Gay Rights Supporters”
Jay Clarkson, Indiana State University

“That’s Trippy! Experimental Media on the Internet, its Reception, and Ideas of Power”
Derek Taylor, Southern Connecticut State University

Inspired by the convention’s theme, “Communication and Power,” this panel looks at the power of online commentary. From reactions to personal experience in online dating and making healthcare decisions, to more immediate reactions to specific online content, the panel addresses how the nature of the Internet allows individuals’ opinions and commentary to wield more power than ever before.

SAT 3:00-4:15 Madison

Power to the Disempowered: Teaching, Advising, and Mentoring Students with Little Social Support

Sponsor: First Vice President
Moderator: **Fran Mindel**, Morgan State University

Panelists: **Gregory Adamo**, Morgan State University
 Maureen Minielli, Kingsborough Community College
 Stacey Peterson, College of Notre Dame of Maryland
 Pierre Rodgers, George Mason University
 Barbara Sims, Alderson Broaddus College

Empowering college students who feel disempowered has never been more important. The roundtable Participants will discuss what our roles as educators can and should be in guiding students to find the resources they need. First generation college students, underprepared students, single parents, students facing financial set backs, domestic issues that bleed over into the classroom, and communication (or lack thereof) with other campus and community programs will be addressed.

SAT 3:00 -4:15

Monroe

The 2010-2011 Supreme Court: The Communication Law Year in Review

Sponsor: Communication Law & Ethics

Chair: **Adam Earnhardt**, Youngstown State University

Panelists: **Susan Drucker**, Hofstra University
Gary Gumpert, Communication Landscapers
Rachel Collins, Booz Allen Hamilton
Nate Collins, Graphic Relief
Donald Fishman, Boston College
Martin Wallenstein, John Jay College
Juliet Dee, University of Delaware
Douglas Fraleigh, California State University, Fresno
Paul Siegel, University of Hartford
Pennilane Carlise, Lauer Johnson Research Associates

Recognizing the Supreme Court's immense power to shape American life, this panel convenes communication scholars and practitioners to address the contemporary issues and implications posed by this year's Supreme Court Decisions on First Amendment and other Communication Law questions. Discussion will be shaped through the multi-disciplinary perspectives and scholarship of the panelists. Following the formal discussion and debate among panelists, audience members will be invited to join in a broader discussion of the state and direction of the First Amendment.

SAT 3:00-4:15

Washington

Voice, Ambiguity, and Power

Sponsor: Rhetoric and Public Address

Chair: **Brent Sleasman**, Gannon University

Respondent: **Valerie Schrader**, Pennsylvania State University, Schuylkill

"Creating a Symphony of Words: Using Voice as a Musical Instrument to Elicit Specific Emotional Responses"

Steven D. Cohen, University of Maryland

Thomas E. Wei, Harvard University

Daniel DeFraia, Harvard Extension School

Christopher Drury, Harvard Extension School

"Through a Glass Darkly: Bill Clinton's Call to Embrace Ambiguity to Create Consubstantiality"

Brian T. Kaylor, James Madison University

"The Power of Illustrating Statistics: A Visual Rhetorical Criticism of Chris Jordan's Prison Uniforms"

Dante Morelli, Suffolk County Community College

SAT 4:30-5:45 Potomac C & D

USC Dinner and Awards

Presiding: **Jason S. Wrench**, SUNY New Paltz

SAT 4:30-5:45 Georgetown A

Abstracting in the 21st Century

Sponsor: Institute of General Semantics
Chair: **Lance Strate**, Fordham University
Respondent: **Lance Strate**, Fordham University

“Oppression by Convenience/The Convenience of Oppression: Gendered Language Habits and the Ethics of Classroom Discussion”*

Cheryl A. Casey, Hamilton College

“Korzybski and . . . the Psycho-logic of the Ellipse.”

Deborah Eicher-Catt, Pennsylvania State University, York

“Korzybski and Heidegger: Time-Binding and Existence”

Corey Anton, Grand Valley State University, Miami University

“Korzybski and Pierce in the Postmodern Context of Communicology”

Isaac E. Catt, Duquesne University

*Top paper award

SAT 4:30-5:45 Adams

Top Competitive Papers in Rhetoric and Public Address

Sponsor: Rhetoric and Public Address
Chair: **Annette M. Holba**, Plymouth State University
Respondent: **Trevor Parry-Giles**, University of Maryland

“Freedom From Fat is Freedom to Fight: A Foucauldian Reading of Mission: Readiness’ Too Fat to Fight Report”

Anne Gerbensky-Kerber, Ohio University

Benjamin R. Bates, Ohio University

“Recovering Foucault’s Physiological Approach to Parrhesia”

Benjamin R. Bates, Ohio University

“Cross Meanings in the Cross Removal: The Rhetorics of the Los Angeles County Seal Controversy”

Don Waisanen, Baruch College, City University of New York

This panel features the top three competitive papers from the Rhetoric and Public Address Interest Group from this year.

SAT 4:30-5:45 Jackson

Power of Mind/Power of Body: Performing Embodied Expressions of Mind and Power

Sponsor: Interpretation and Performance Studies
Co-Chairs: **Lisa Weckerle & Jay Baglia**, Kutztown University
Respondent: **Dennis Leoutsakas**, Salisbury University

“Performances of Health and Illness”
Lisa Weckerle, Kutztown University

“ ‘The Disappearance of Elaine Coleman:’ A Short Story by Steven Millhauser”
Jay Baglia, Kutztown University

“The Body Speaks”
Deanna Shoemaker, Monmouth University

“There is No Longer Any Such Thing as Fiction or Nonfiction; There’s Only Narrative.”
Scott Daniel Boras, Arizona State University*

“Son of a Cactus: The Pricks and pleasures of Being an Israeli Progeny”
Ariel Gratch, Louisiana State University

“A Performance in Ten Rounds: The NRA National Firearms Museum’s ‘Hollywood Guns’ Exhibit”
Andrée E. C. Betancourt, Independent scholar

“F Bomb”
David J. Penyak, Villanova University

The diverse performances in this panel include performance of literature, personal narratives, critiques of public exhibits, and storytelling. All of the performances explore the interrelationship between mind and body as they simultaneously evoke the power of performance to illuminate these connections. Historically, Performance Studies has always been interested in the relationship of text (mind) and performance/staging (body). Through adaptations of literary texts, life experiences, and cultural artifacts, power is embodied in aesthetic forms of communication.

*Student paper

SAT 4:30-5:15 Jefferson

Power and the Comic Corrective

Sponsor: Kenneth Burke
Chair: **Richard Thames**, Duquesne University

“Smiling through Tears, or the Tragic Laugh of Comic Judgement”
Christopher J. Gilbert, Indiana University

“Compassion in Contemporary Politics: The Rally for Sanity and Burke's Comic Corrective”
Ronald A. Placone, Duquesne University

“The Moon is Down: John Steinbeck’s Comic Corrective?”
Michael Tumolo, Duquesne University

SAT 4:30-5:45 Monroe

G.I.F.T.S (Great Ideas for Teaching Students) Session II

Sponsor: Community College Interest Group
Chair: **Wendy S. Walters**, Stark State College

“To Touch or Not to Touch: How Touch Impacts Our Interactions With Others”
Kerry Byrnes, Collin County Community College

“Understanding the Abstract, Ambiguous and Arbitrary Nature of Symbols”
Marisa Geisser, University of Rhode Island

“So You Think You Can Speak?”
Holly Keener, Radford University

“Know Your Audience: Demographic and Situational Topic Analysis”
Zachary Henning, University of Southern Indiana

“Taking the ‘Groan’ Out of Group Presentations: Utilizing the Symposium Format to Develop Effective Small Group Membership AND Reduce Communication Apprehension”
Jennifer Babcock, Bridgewater College

“Exploring Nonverbal Codes in the Film ‘A Map For Saturday’”
Elizabeth A. Munz, State University of New York at New Paltz

“Would You Rather: A Fun Approach to Impromptu Speaking Practice”
Jessalyn I. Vallade, West Virginia University

“Interpersonal Communication BINGO”
Nadine Cichy, Sinclair Community College

This program consists of “Great Ideas for Teaching Students” in a variety of communication courses. Participants share their class tested G.I.F.T.S., which consist of activities, assignments, projects, games, or simulations addressing a specific communication theory, concept, skill or learning objective.

SAT 4:30-5:45 Washington

Top-Down and Bottom-Up Views of Power in Emergent Media Technologies

Sponsor: Media Communication
Chair: **Gordon Coonfield**, Villanova University
Respondent: **Rebecca M. Chory**, West Virginia University

“Internet Empowered Audience in Cyberspace”
Yuan Yuan, Rutgers University

“Re-Starting Static: Television’s Digital Reboot”
Wm. Ruffin Bailey, North Carolina State University
Kathleen F. Oswald, North Carolina State University

“Mybarackobama.com: A Study of the Construction of Collective Identities and Social Movements through Online Social Networking Tools”
Kelly Madden, University of Maryland

SAT 6:00-7:15 Potomac A & B

ECA Business Meeting
Come join us and don’t miss Richard West’s “Don’t Go Home Yet” Raffle

SAT 7:30-9:00 Artisphere

President’s Reception - Sponsored by Kendall Hunt Publishing Company

SAT 8:00-9:00 Monroe

12-Step Group Meeting

SUNDAY APRIL 17, 2011

SUN. 9:00-10:00 Monroe

Finance Committee Meeting II

Presiding: **Cindy Lont**, George Mason University

Janie Harden Fritz, Duquesne University
Nancy Willets, Cape Cod Community College
Danette Ifert Johnson, Ithaca College
Ronald C. Arnett, Duquesne University
Annette Madlock, Southern Connecticut State University
Mark Hickson III, University of Alabama at Birmingham (ex officio)
Theodore Avtgis, West Virginia University (ex officio)

Trevor Parry-Giles, University of Maryland (ex officio)

SUN. 10:00-12:00 Lincoln

Executive Council Meeting II

Presiding **Cindy Lont**, George Mason University

Janie Harden Fritz, Duquesne University
Nancy Willets, Cape Cod Community College
Danette Ifert Johnson, Ithaca College
Ronald C. Arnett, Duquesne University
Theodore Avtgis, West Virginia University (ex officio)
James W. Chesebro, Ball State University (ex officio)
Susan Drucker, Hofstra University (ex officio)
Kristen Campbell Eichhorn, SUNY Oswego (ex officio)
Mark Hickson III, University of Alabama at Birmingham (ex officio)
Susan Jasko, California University of Pennsylvania (ex officio)
Trevor Parry-Giles, University of Maryland (ex officio)
Jean Ann Streiff, Oakland Catholic High School (ex officio)
Kathleen Taylor Brown, Applied Communication, Pennsylvania State University, Greater Allegheny
Cathy Wright, Communication & Technology, George Mason University
Jerry Allen, Communication Traits, University of New Haven
Alberta Arnold, Community College, Fiorello H. LaGuardia Community College
Melinda Villagran, Health Communication, George Mason University
Annette Madlock, Intercultural Communication, Southern Connecticut State University
Linda Sampson, Interpersonal Communication, Southern Connecticut State University
Valerie Schrader, Interpretation & Performance Studies, Pennsylvania State University, Schuylkill
Mary Toale, Instructional Communication, Baldwin-Wallace College
Mari Boor Tonn, Kenneth Burke Society, University of Richmond
Matt Smith, Media Communication, Wittenberg University
Kristen Campbell Eichhorn, Nonverbal Communication, SUNY Oswego
Jason S. Wrench, Organizational Communication, SUNY New Paltz
Brent C. Sleasman, Philosophy of Communication, Gannon University
Lisa Gring-Pemble, Political Communication, George Mason University
Benjamin Bates, Rhetoric & Public Address, Ohio University
Susan Jasko, Theory & Methodology, California University of Pennsylvania
Joy Cypher, Voices of Diversity, Rowan University

Call for Papers 2012
103rd Annual ECA
Transitions

Cambridge, Massachusetts
Royal Sonesta Hotel
April 26-29, 2012
Submission Deadline: October 15, 2011

The 103rd Annual Convention of the Eastern Communication Association will be held April 26-29, 2012 at the Royal Sonesta Hotel Boston located on the Cambridge side of the Charles River, overlooking the beautiful Boston skyline.

The Convention theme is one that promises great opportunities for us to participate in meaningful, scholarly dialogue. “Transitions” evokes thoughts of change, as well as movement, passages, and journeys. Although not all transitions are pleasant, they often bring us greater enlightenment and renewal.

Much communication scholarship and practice articulates transition, including cycles of interpersonal relationships, social change, the ongoing digital revolution, the changing urban landscape, and the social, economic, and political changes we are currently experiencing. Whether you want to explore the transitions in our country during a national election year, those being made in teaching, ECA’s move into its second hundred years, or any other aspect of transition, I hope that the Convention theme gives you an exciting starting place for discussion and planning.

Above all, as you consider your role at the 103rd Convention, I encourage each of you to maximize your experience by standing up and being counted! Consider what you have to offer the organization and reach out to the program planners so that you can become an active participant. If you have never been a presenter at the Convention, now is the time to transition from audience to panelist.

We will again feature programming on the Convention theme, short courses, poster sessions, roundtables, and panels. Special events include a Welcome Reception on Thursday evening (April 26th), an awards banquet on Friday (April 27th), and the President’s Reception on Saturday (April 28th). Tours of Fenway Park, trips to museums, off-site receptions, and a wide range of walking tours are all in the plans.

This will also be the second year for the James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference (USC) highlighting undergraduate papers. The USC conference starts Friday April 27th at noon and runs concurrently with the ECA convention until Saturday April 28th at 6:00. Susan Jasko is this year’s USC Coordinator. USC papers will be accepted until December 17, 2011 allowing for the submission of scholarly student papers completed during the fall semester.

Stay tuned for more information regarding deadlines for submissions. Forms and guidelines will be available through your program planner and on the ECA website. And, as our communication channels continue to transition, we invite you to follow us on Twitter (stay tuned for the address).

ECA 2012 Convention Team Contact Information

Primary Convention Planner

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Second Vice-President

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College

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2012 Program Planners

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Kenneth Burke

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Pittsburgh, PA 15282

Media Communication

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mducey@brockport.edu

Media Ecology

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Dept. of Communication
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Riverdale, NY 10471-4098
thom.gencarelli@manhattan.edu

Nonverbal Communication

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Dept. of Communication
108 Armstrong Hall—Box 6293
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Organizational Communication

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Dept. of Communication
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Morgantown, WV 26506-6293
rchoryas@wvu.edu

Philosophy of Communication

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Dept. of Communication Studies
leeannebell@hotmail.com

Political Communication

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Rhetoric and Public Address

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Theory & Methodology

Mary Braz
West Chester University
Dept. of Communication
Main Hall—5th Floor
West Chester, PA 19383
mbraz@wcupa.edu

Voices of Diversity

Lorin Arnold
Rowan University
Dept. of Communication
201 Mullica Hill Road
Glassboro, NJ 08028

ECA Presidents

1910

Paul M. Pearson
Swarthmore College
Albert E. Hancock
Haverford College
Frederic A. Child
University of Pennsylvania
(Organizers; No President)

1911

Paul M. Pearson
Swarthmore College

1912-1913

Erasthus Palmer
City College, New York

1914-1915

James A. Winans
Cornell University

1916-1919

Wilbur Jones Kay
Washington & Jefferson College & Swarthmore College

1920

Horace G. McKean
Union College

1921

Daniel W. Redmond
City College, New York

1922

John Dolman, Jr.
University of Pennsylvania

1923

Everett L. Hunt
Cornell University

1924-1927

G. Rowland Collins
New York University

1928

Elizabeth Avery
Smith College

1929-1930

Hoyt H. Hudson
Princeton College

1931

Herbert A. Wichelns
Cornell University

1932-1933

Arleigh B. Williamson
New York University

1934-1935

Wayland Maxfield Parish
University of Pittsburgh

1936-1937

Jane Dorsey Zimmerman
Columbia University

1938-1939

J. Walter Reeves
The Peddle School

1940-1941

W. Hayes Yaeger
George Washington University

1942

Arthur L. Woehl
Hunter College

1943-1946

John H. Frizzell
Pennsylvania State University

1947

Joseph F. O'Brien
Pennsylvania State University

1948

Russell H. Wagner
University of Virginia

1949

Wilbur E. Gilman
Queens College

1950

Agnes I. Allardyce
Syracuse University

1951

Robert B. Huber
University of Vermont

1952

Earl H. Ryan
City College, New York

1953

James H. Henning
West Virginia University

1954

Marvin G. Bauer
Brooklyn College

1955

David C. Phillips
University of Connecticut

1956

H. Barrett Davis
Lehigh University

1957

Evelyn Kongisberg
Washington Irving High School

1958

J. Calvin Callahan
Syracuse University

1959

Magdalene Kramer
Teachers College,
Columbia University

1960

Paul D. Holtzman
Pennsylvania State
University

1961

Eleanor M. Luse
University of Vermont

1962

Sam Boyd, Jr.
West Virginia University

1963

Ray E. Keesey
University of Delaware

1964

Carroll C. Arnold
Pennsylvania State
University

1965

Wofford C. Gardner
University of Maine

1966

Harold M. Scholl
Montclair State College

1967

Robert T. Oliver
Pennsylvania State
University

1968

Joseph D. Batcheller
University of New
Hampshire

1969

Thomas Hopkins
Carlow College

1970

Ronald F. Reid
University of
Massachusetts

1971

Paul L. Brownstone
Long Island University

1972

Donald H. Ecroyd
Temple University

1973

Howard Schwartz
Rider College

1974

Jane Blankenship
University of
Massachusetts

1975

Philip P. Amato
Emerson College

1976

Agnes G. Doody
University of Rhode Island

1977

Andrew D. Wolvin
University of Maryland

1978

John F. Wilson
Herbert H. Lehman
College

1979

James C. McCroskey
West Virginia University

1980

Dan F. Hahn
Queens College, CUNY

1981

Jeanne Lutz
Pennsylvania State
University

1982

W. Barnett Pearce
University of
Massachusetts

1983

James W. Chesebro
Queens College, CUNY

1984

Linda C. Lederman
Rutgers University

1985

Floyd D. Anderson
SUNY, Brockport

1986

Raymie E. McKerrow
University of Maine

1987

Darlyn R. Wolvin
Prince George's
Community College

1988

Virginia P. Richmond
West Virginia University

1989

Barbara M. Montgomery
University of New
Hampshire

1990

Sandra L. (Fish) Herndon
Ithaca College

1991

Deborah F. Atwater
Pennsylvania State
University

1992

Gerald Lee Ratliff
Montclair State University

1993

Alison Alexander
*University of
Massachusetts*

1994

Thomas L. Veenendall
Montclair State University

1995

Harvey R. Kelly, Jr.
*Pennsylvania State
University, Beaver*

1996

Dale A. Bertelsen
Bloomsburg University

1997

Deborah Borisoff
New York University

1998

Melanie Booth-Butterfield
West Virginia University

1999

Jerry L. Allen
University of New Haven

2000

Janette Kenner Muir
George Mason University

2001

Susan J. Drucker
Hofstra University

2002

Don M. Boileau
George Mason University

2003

Ann Bainbridge Frymier
Miami University

2004

Mary L. Kahl
SUNY New Paltz

2005

Donald A. Fishman
Boston College

2006

John Courtright
University of Delaware

2007

Ronald L. Jackson II
*Pennsylvania State
University*

2008

Richard West
Emerson College

2009

Candice Thomas-Maddox
*Ohio University-
Lancaster*

2010

Janie M. Harden Fritz
Duquesne University

2011

Cindy Lont
George Mason University

Second Vice Presidents

1950

Lillian M. O'Conner
Wadleigh High School, NY

1951

Samuel B. Gould
Boston University

1952

Lindsey S. Perkins
Brooklyn College

1953

Evelyn Kongisberg
Board of Education, NYC

1954

H. Barrett Davis
Lehigh University

1955

Richard F. Clemo
Adelphi University

1956

Ruth Damon
Russell Sage College

1957

Muriel G. Leahy
Grover Cleveland H. S.

1958

Wiley C. Bowyer
Mineola Public Schools

1959

Harold M. Scholl
Montclair State College

1960

Helen M. Donovan Fuelner
*Board of Education
New York City*

1961

Domis Plugge
Hunter College

1962

William A. Behl
Brooklyn College, CUNY

1963

Paul L. Brownstone
Brooklyn College, CUNY

1964

Audrey O'Brien
St. John's University

1965

John E. Lent
*Bureau of Sp. Improvement,
NYC*

1966

Bernard McCabe
St. John's University

1967

Thomas D. Houchin
St. John's University

1968

Beatrice G. Ferrante
St. John's University

1969

James R. Johnson
Brooklyn College, CUNY

1970

Fergus G. Currie
Knoxville, Tennessee

1971

Mary Pettas
New York University

1972

Philip P. Amato
Emerson College

1973

Geraldine Chapey
*Bureau of Sp. Improvement,
NYC*

1974

Andrew D. Wolvin
University of Maryland

1975

Peggy Rypsam
Iona College

1976

Gladys I. Ritchie
Pennsylvania State University

1977

Charles E. Parkhurst
Brooklyn College, CUNY

1978

Marilyn Lewis-Scott
Emerson College

1979

Warren O. Richardson
Villanova University

1980

Marlene S. Cowan
Towson State University

1981

Peggy Ann Madden
North Hills High School, PA

1982

Paul Wenger
*Central Connecticut State
College*

1983

Paul Scovell
Salisbury State University

1984

Murray M. Halfond
Temple University

1985

Beatrice Schultz
University of Rhode Island

1986

Edward Streb
Glassboro State College

1987

Jack A. Barwind
Syracuse University

1988

Brenda Logue
Towson State University

1989

Peggy Klein
Salisbury State University

1990

Teresa L. Nance
Villanova University

1991

Harvey R. Kelly, Jr.
Pennsylvania State University, Beaver

1992

Rebecca Lockridge
University of Southern Maine

1993

Joan O'Mara
University of Hartford

1994

Janette Kenner Muir
George Mason University

1995

Ruth Ann Zupan
Westmoreland County Community College

1996

Judythe Isserlis
Iona College

1997

Brenda Logue
Towson State University

1998

Joan O'Mara
University of Hartford

1999

Bill Denman
Marshall University

2000

Jean Ann Streiff
Oakland Catholic High School

2001

Richard West
University of Southern Maine

2002

Kelly Rocca
St. John's University

2003

Carole Blair
University of California-Davis, Washington Center

2004

Anne Mattina
Stonehill College

2005

Janie Harden Fritz
Duquesne University

2006

Timothy Brown
West Chester University

Anita Foeman

West Chester University

Maurice Hall

Villanova University

2007

Kevin Pearce
Bryant College

2008

Janie Harden Fritz
Duquesne University

2009

William Cowen
Villanova University

Bryan Cable

Villanova University

Joy Cypher

Rowan University

2010

Leeanne M. Bell
Stevenson University

2011

Monica Brasted
The College at Brockport, SUNY

Cathy Wright

George Mason University

Secretaries & Treasurers

Secretary

1911-1912

Frederic A. Child
University of Pennsylvania

Secretary-Treasurer

1913

John W. Wetzel
Yale University

1914

James M. O'Neil
*Dartmouth College &
University of Wisconsin*

1915

Wilbur Jones Kay
*Washington & Jefferson
College*

1916-1919

Warren C. Shaw
Dartmouth College

1920-1921

John Dolman Jr.
University of Pennsylvania

1922

Elizabeth Avery
Smith College

1923-1924

Brother Bonaventure Thomas
Manhattan College

1925-1927

Mary B. Cochran
Vassar College

1928-1929

Mary Thornton Harvey
Hunter College

1930

Sarah M. Stinchfield
Mount Holyoke College

1931

Charles Kenneth Thomas
Columbia University

1932

Jane Dorsey Zimmerman
Columbia University

1933-1934

Margaret Mary McCarthy
Brooklyn College

1935-1936

Charles A. Fritz
New York University

1937-1938

Joseph F. O'Brien
*Pennsylvania State
University*

1939-1940

Agnes Allardyce
Queens College

1941-1942

Lester Thonssen
City College, NY

1943-1946

George V. Gohman
Dartmouth College

1947-1948

Marvin G. Bauer
Brooklyn College

1949-1950

Earl H. Ryan
City College, New York

Executive Secretary

1951-1952

Ralph N. Schmidt
Syracuse University

1953-1954

Gordon F. Hostettler
Temple University

1955-1958

Paul D. Holtzman
*Pennsylvania State
University*

1958-1960

Wiley C. Bowyer
Mineola N.Y. Public Schools

1961-1963

Thoburn V. Barker
Lehigh University

1964-1965

Burton H. Byers
Queens College

1966-1967

Harold E. Nelson
*Pennsylvania State
University*

1968-1969

Coleman C. Bender
Emerson College

1970

Thomas D. Houchin
St. John's University

1971-1973

William K. Price
University of Massachusetts

1974-1977

Richard Bailey
University of Rhode Island

1978-1980

Carolyn Del Polito
West Chester University

1980-1983

Caroline Drummond Ecroyd
Temple University

1983-1986

Warren O. Richardson
Villanova University

1986-1989

Gerald Lee Ratliff
Montclair State University

1989-1991

John J. Makay
SUNY Geneseo

1991-1992

Joseph A. Bulsys
SUNY, Geneseo

1992-1995

Jerry L. Allen
University of New Haven

1995-1998

Kathleen M. Long
*West Virginia Wesleyan
College*

1998-1999

Paul E. Scovell
Salisbury State University

2000-2001

Candice Thomas-Maddox
Ohio University-Lancaster

Executive Director**2001-2004**

Candice Thomas-Maddox
Ohio University-Lancaster

2004-2007

Danette Ifert Johnson
*West Virginia Wesleyan
College / Ithaca College*

2007-2010

Alfred G. Mueller
*Pennsylvania State
University, Mont Alto*

2010-

Ronald C. Arnett
Duquesne University

Journal Editors

Today's Speech

1953-1960

Robert T. Oliver
Pennsylvania State University

1960-1964

William S. Tacey
University of Pittsburgh

1964-1966

David C. Phillips
University of Connecticut

1966-1968

Allan Kerstetter
Syracuse University

1968-1970

Michael Prosser
SUNY, Buffalo

1971-1972

Eugene Vasilew
SUNY, Binghamton

1972-1975

Herman Stelzner
University of Massachusetts

Communication Quarterly

1976-1978

Thomas W. Benson
Pennsylvania State University

1979-1981

Lawrence R. Wheelless
West Virginia University

1982-1984

Gerald M. Phillips
Pennsylvania State University

1985-1987

James W. Chesebro
Queens College

1988-1990

Linda C. Lederman
Rutgers University

1991-1993

Virginia P. Richmond
West Virginia University

1994-1996

Raymie E. McKerrow
University of Maine

1997

Melanie Booth-Butterfield
West Virginia University

1998-2000

John A. Courtright
University of Delaware

2001-2003

Dale A. Bertelsen
Bloomsburg University

2004-2006

Jerry L. Allen
University of New Haven

2007-2009

Janette Kenner Muir
George Mason University

2010-2012

Trevor Parry-Giles
University of Maryland

Communication Research Reports

1995

James C. McCroskey
West Virginia University

1996-1998

Jerry L. Allen
University of New Haven

1999-2001

Andrew S. Rancer
University of Akron

2002-2004

John C. Sherblom
University of Maine

2005-2007

Lisa Sparks
George Mason University

2008-2010

Wendy Samter
Bryant University

Qualitative Research Reports in Communication

2000-2002

Deborah Borisoff
New York University
Dan F. Hahn
New York University

2002-2005

Michael J. Hostetler
St. John's University

2006-2009

Susan J. Drucker
Hofstra University

2009-2011

Mark Hickson, III
University of Alabama at Birmingham

Association Awards

Distinguished Service Award

1979

Carroll C. Arnold
Pennsylvania State University

1980

Woffard G. Gardner
University of Maine

1981

Wilbur E. Gilman
Queens College, CUNY

1982

Robert T. Oliver
Pennsylvania State University

1983

Everett Lee Hunt
Swarthmore College

1984

John F. Wilson
Herbert H. Lehman College, CUNY

1985

Paul D. Holtzman
Pennsylvania State University

1986

Donald H. Ecroyd
Temple University

1987

Jane Blankenship
University of Massachusetts

1988

Gerald M. Phillips
Pennsylvania State University

1989

James W. Chesebro
SCA National Office

1990

James C. McCroskey
West Virginia University

1991

Raymie E. McKerrow
University of Maine

1992

Linda C. Lederman
Rutgers University

1993

Gerald Lee Ratliff
Montclair State University

1994

Virginia P. Richmond
West Virginia University

1995

Jeanne M. Lutz
Pennsylvania State University

1996

Dan F. Hahn
Florida Atlantic University

1997

Thomas L. Veenendall
Montclair State University

1998

Dale A. Bertelsen
Bloomsburg University

1999

Sandra L. Herndon
Ithaca College

2000

Jerry L. Allen
University of New Haven

2001

Deborah Borisoff
New York University

2002

Gary Gumpert
Communication Landscapers

2003

Kathleen M. Long,
West Virginia Wesleyan College

2004

Jannette Kenner Muir
George Mason University

2005

Susan J. Drucker
Hofstra University

2006

S. Diane McFarland
Buffalo State College

2008

Nancy J. Willets
Cape Cod Community College

2009

Mary L. Kahl
SUNY New Paltz

2010

Jean Ann Strieff
*Oakland Catholic High
School*

Past Presidents / Officers Award

1984

Kathleen Hall Jamieson
University of Pennsylvania

1984

Virginia P. Richmond
West Virginia University

1985

Lois J. Einhorn
SUNY, Binghamton

1986

Joshua Meyrowitz
University of New Hampshire

1987

Lea P. Stewart
Rutgers University

1988

Christopher L. Johnstone
*Pennsylvania State
University*

1989

Lynne Kelly
University of Hartford

1990

Andrew S. Rancer
Emerson College

1990

Robert L. Duran
University of Hartford

1991

Kristin Langellier
University of Maine

1991

Eric Peterson
University of Maine

1992

Melanie Booth-Butterfield
West Virginia University

1993

Deborah Borisoff
New York University

1994

Teresa A. Nance
Villanova University

1995

Dale Herbeck
Boston College

1996

Molly Wertheimer
*Pennsylvania State
University, Hazleton*

1997

Susan J. Drucker
Hofstra University

1998

Star A. Muir
George Mason University

1999

Richard L. West
*University of Southern
Maine*

2000

Mari Boor Tonn
University of New Hampshire

2001

Danette Ifert Johnson
*West Virginia Wesleyan
College*

2002

Matthew M. Martin
West Virginia University

2003

Lisa Marie Cuklanz
Boston College

Ronald L. Jackson
*Pennsylvania State
University*

2004

Thomas Flynn
Slippery Rock College

2005

Timothy Mottet
*Southwest Texas State
University*

2007

Trevor Parry-Giles
University of Maryland

2008

Charles Morris, III
Boston College

2009

Timothy J. Brown
West Chester University

2010

Mariam L. Houser,
*Texas State University- San
Marcos*

Everett Lee Hunt Award

1986

W. Barnett Pearce
University of Massachusetts

1987

Peter Kane
SUNY, Brockport

1988

Takis Poulakos
University of Iowa

1989

James W. Chesebro
SCA National Office

1990

Lawrence Prelli
University of New Hampshire

1991

Theodore Otto Windt, Jr.
University of Pittsburgh

1992

Theodore Otto Windt, Jr.
University of Pittsburgh

1993

Lois J. Einhorn
SUNY, Binghamton

1994

John C. Adams and
Stephen Yarbrough
Syracuse University

1995

Herman Cohen
*Pennsylvania State
University*

1996

John Poulakos
University of Pittsburgh

Aaron Gresson, III
*Pennsylvania State
University*

1997

James W. Chesebro
Indiana State University

Dale A. Bertelsen

Bloomsburg University

1998

Dan F. Hahn
New York University

1999

Robert T. Oliver
*Pennsylvania State
University*

2000

Ronald L. Jackson, II
*Pennsylvania State
University*

Richard A. Katula

Northeastern University

2001

Lisa M. Cuklanz
Boston College

2002

Nola J. Heidlebaugh
SUNY Oswego

2003

Shawn Parry-Giles
University of Maryland

Trevor Parry-Giles

University of Maryland

2004

Thomas Benson
*Pennsylvania State
University*

2005

Ekaterina Haskins
Rensselaer Polytechnic
Institute

2006

Ronald C. Arnett
Duquesne University

2007

Ronald L. Jackson
*Pennsylvania State
University*

2008

Charles Morris, III
Boston College

2010

Christopher L. Johnstone
*Pennsylvania State
University*

Donald Ecroyd and Caroline Drummond Ecroyd Award

1989

Diane O. Casagrande
*West Chester
University*

1990

Marlene Cowan
Towson State University

1991

C Jack Orr
West Chester University

1992

Linda C. Lederman
Rutgers University

1993

Virginia P. Richmond
West Virginia University

1994

Anita K. Foeman
West Chester University

1994

Thomas L. Veenendall
Montclair State University

1995

Teresa A. Nance
Villanova University

1996

Mary Mino
*Pennsylvania State
University, DuBois*

1997

Melanie Booth-Butterfield
West Virginia University

1998

Deborah Borisoff
New York University

1999

Sandra L. Herndon
Ithaca College

2000

Theodore Otto Windt, Jr.
University of Pittsburgh

2001

Floyd D. Anderson
SUNY Brockport

2002

Mari Boor Tonn
University of Maryland

2003

Candice Thomas-Maddox
Ohio University-Lancaster

2004

Lawrence J. Prelli
University of New Hampshire

2005

Donna Kowal
SUNY Brockport

2006

Bonnie Jefferson
Boston College

2007

Ann Bainbridge Frymier
Miami University

2008

James Chesebro
Ball State University

2009

Melissa Bekelja Wanzer
Canisius College

2010

Janette Kenner Muir
George Mason University

Urban Communication Foundation Award

2008

Lewis I. Freeman
Fordham University

2010

Alfred G. Mueller II
Mount Saint Mary College

ECA Distinguished Research Fellows

1996

Carroll C. Arnold
Pennsylvania State University

Jane Blankenship
University of Massachusetts

James W. Chesebro
Indiana State University

Dan F. Hahn
New York University

James C. McCroskey
West Virginia University

Virginia P. Richmond
Kent State University

1997

Deborah Borisoff
New York University

Raymie E. McKerrow
Ohio University

Andrew S. Rancer
University of Akron

1998

Thomas W. Benson
Pennsylvania State University

Herman Cohen
Pennsylvania State University

Richard B. Gregg
Pennsylvania State University

Gary Gumpert
Queens College

Kathleen H. Jamieson
University of Pennsylvania

Robert P. Newman
University of Pittsburgh

1998

Herman Stelzner
University of Massachusetts
Theodore O. Windt, Jr
University of Pittsburgh

1999

Robert T. Oliver
Pennsylvania State University

Ronald F. Reid
University of Massachusetts

Eugene White
Pennsylvania State University

2000

James F. Klumpp
University of Maryland

2001

Lois Einhorn
SUNY Binghamton

Linda C. Lederman
Rutgers University

2002

Jerry L. Allen
University of New Haven

Susan J. Drucker
Hofstra University

Mark L. Hickson, III
University of Alabama

2003

No Award

2004

William J. Starosta
Howard University

2005

Melanie Booth-Butterfield
West Virginia University

Kathleen Kendall
University of Maryland

Lea P. Stewart
Rutgers University

2006

Ronald L. Jackson II
Pennsylvania State University

2007

Mari Borr Tonn
University of Maryland

Don Stacks
University of Miami

Ronald C. Arnett
Duquesne University

2008

Lynne Kelly
University of Hartford

Richard West
Emerson College

2009

Judith Trent
University of Cincinnati

Lester Olson
University of Pittsburgh

2010

Matt Marlin
West Virginia University

ECA Distinguished Teaching Fellows

1996

Deborah Borisoff
New York University
Linda C. Lederman*Rutgers University*
Teresa A. Nance
Villanova University
Robert T. Oliver
Pennsylvania State University
Virginia P. Richmond
West Virginia University
Theodore O. Windt, Jr
University of Pittsburgh
Darlyn R. Wolvin
Prince George's Community College

1997

Jerry L. Allen
University of New Haven
Dale Bertelsen
Bloomsburg University
Dan F. Hahn
New York University
James C. McCroskey
West Virginia University
Mary Mino
Pennsylvania State University, DuBois

1998

Jane Blankenship
University of Massachusetts
James W. Chesebro
Indiana State University
Joseph DeVito
Hunter College
Jeanne M. Lutz
Professor Emeritus Pennsylvania State University
Raymie E. McKerrow
Ohio University
Gerald Lee Ratliff
State University of New York, Potsdam

1998

Andrew D. Wolvin
University of Maryland

1999

Sandra L. Herndon
Ithaca College
Agnes Doody
University of Rhode Island
Lois J. Einhorn
SUNY, Binghamton
Don M. Boileau
George Mason University

2000

Kathleen M. Long
West Virginia Wesleyan College
Mary L. Kahl
SUNY New Paltz

2001

Mark L. Hickson, III
University of Alabama

2002

Floyd D. Anderson
SUNY Brockport
Joan O'Mara
University of Hartford

2003

Mary Boor Tonn
University of Maryland

2004

Susan Drucker
Hofstra University
Lea Stewart
Rutgers University
Richard Vatz
Towson University

2005

Melanie Booth-Butterfield
West Virginia University
Kathleen Kendall
University of Maryland
Valerie Endress
Rhode Island College

2006

None Awarded

2007

Jean Ann Streiff
Oakland Catholic High School
James Klumpp
University of Maryland

2008

Ronald C. Arnett
Duquesne University
Janette Kenner Muir
George Mason University
Don W. Stacks
University of Miami

2009

Michael Hostetler
St. John's University
Danette Ifert Johnson
Ithaca College
Candice Thomas-Maddox
Ohio University-Lancaster
Melissa Wanzer
Canisius College

2010

Thomas R. Flynn
Slippery Rock University
Ronald L. Jackson
University of Illinois at Urbana-Champaign

ECA Committee of Scholars: 1980-2010

1980-1981:

Dan F. Hahn

Queens College CUNY

Jane Blankenship

University of Massachusetts

Donald H. Ecroyd

Temple University

James C. McCroskey

West Virginia University

1981-1982:

Jeanne Lutz

Pennsylvania State

University

Jane Blankenship

University of Massachusetts

Donald H. Ecroyd

Temple University

James C. McCroskey

West Virginia University

1982-1983:

W. Barnett Pearce

University Of Massachusetts

Thomas W. Benson

Pennsylvania State

University

Donald P. Cushman

SUNY Albany

Mark L. Knapp

University of Texas

1983-1984:

James W. Chesebro

Queens College CUNY

Arthur P. Bochner

Temple University

Herman Stelzner

University of Massachusetts

Andrew D. Wolvin

University of Maryland

1984-1985:

Linda C. Lederman

Rutgers University

Raymond L. Falcione

University of Maryland

Ron Johnson

University of Massachusetts

Gerald M. Phillips

Pennsylvania State

University

1985-1986:

Floyd D. Anderson

SUNY Brockport

Wilbur Samuel Howell

Princeton University

Christopher L. Johnstone

Pennsylvania State

University

Eric W. Skopec

Syracuse University

1986-1987:

Raymie E. McKerrow

University of Maine

Sandra L. (Fish) Herndon

Ithaca College

Gerard A. Hauser

Pennsylvania State

University

Theodore Otto Windt, Jr.

University of Pittsburgh

1987-1988:

Darlyn R. Wolvin

Prince George's Community

College

Jerry L. Allen

University of New Haven

Lois J. Einhorn

SUNY Binghamton

John F. Wilson

Herbert H. Lehman College

CUNY

1988-1989:

Virginia P. Richmond

West Virginia University

Lynne Kelly

University of Hartford

James F. Klumpp

University of Maryland

Jack A. Barwind

Syracuse University

1989-1990:

Barbara M. Montgomery

University of New Hampshire

Andrew S. Rancer

University of Akron

Robert E. Sanders

SUNY Albany

Lea P. Stewart

Rutgers University

1990-1991:

Sandra L. Herndon

Ithaca College

Gary Gumpert

Queens College CUNY

Kathleen E. Kendall

SUNY Albany

Lyndrey A. Niles

Howard University

1991-1992:

Deborah F. Atwater

Pennsylvania State

University

John Poulakis

University of Pittsburgh

Lawrence Prelli

University of New Hampshire

Orlando Taylor

Howard University

1992-1993:

Gerald Lee Ratliff
Montclair State University
Joseph DeVito
Hunter College
Robert L. Duran
University of Hartford
Joan Gorham
West Virginia University

1993-1994:

Alison Alexander
University of Georgia
Carolyn Anderson
University of Massachusetts
Susan Drucker
Hofstra University
Stuart Sigman
SUNY Albany

1994-1995:

Thomas L. Veenendall
Montclair State University
Marjorie C. Feinstein
College of St. Elizabeth
Richard West
University of Southern Maine
Rod Carveth
Worcester State College

1995-1996:

Harvey R. Kelly Jr.
Pennsylvania State University Beaver
Diane O. Casagrande
West Chester University
Myrna Foster-Kuehn
Clarion University
Janette Kenner Muir
George Mason University

1996-1997:

Dale A. Bertelsen
Bloomsburg University
Jodi Cohen
Ithaca College
Anita K. Foeman
West Chester University
Joe Gow
Alfred University

1997-1998:

Deborah Borisoff
New York University
Steve Booth-Butterfield
West Virginia University
Raymie E. McKerrow
Ohio University
Theodore O. Windt Jr.
University of Pittsburgh

1998-1999:

Melanie Booth-Butterfield
West Virginia University
James Chesebro
Indiana State University
Ann Bainbridge Frymier
Miami University
John C. Sherblom
University of Maine

1999-2000:

Jerry L. Allen
University of New Haven
Robert A. Barraclough
West Virginia University
Danette E. Ifert
West Virginia Wesleyan College
Mary Mino
Pennsylvania State University DuBois

2000-2001:

Janette Kenner Muir
George Mason University
Mary L. Kahl
SUNY New Paltz
James F. Klumpp
University of Maryland
Mari Boor Tonn
University of New Hampshire

2001-2002:

Susan J. Drucker
Hofstra University
Donald Fishman
Boston College
Michael L. Hecht
Pennsylvania State University
Alan M. Rubin
Kent State University

2002-2003:

Don M. Boileau
George Mason University
Ronald C. Arnett
Duquesne University
Alan M. Rubin
Kent State University
Sara Weintraub
Regis College

2003-2004:

Ann Bainbridge Frymier
Miami University
James F. Klumpp
University of Maryland
Mari Boor Tonn
University of Maryland
Keith D. Weber
West Virginia University

2004-2005

Mary L. Kahl
SUNY New Paltz
Michael J. Hostetler
St. John's University
Rebecca B. Rubin
Kent State University
Sandra J. Sarkela
SUNY Postdam

2005-2006

Donald A. Fishman
Boston College
Dale A. Herbeck
Boston College
Elizabeth M. Perse
University of Delaware
Lance Strate
Fordham University

2006-2007

John A. Courtright
University of Delaware
Cary Wecht Horvath
Youngstown State University
Alfred G. Mueller II
Pennsylvania State-Mont Alto
Wendy Samter
Bryant University

2007-2008

Valerie Swats
Slippery Rock University
Kristin Wolfe
Duquesne University
Catherine Wright
George Mason University

2009-2010

Theodore A. Avtgis
West Virginia University
Marian L. Houser
Texas State University-San Marcos
Matthew J. Smith
Wittenberg University

2010-2011

Leeanne M. Bell
Stevenson University
Timothy J. Brown
West Chester University
Benjamin R. Bates
Ohio University

ECA Archivists

1951-1978
Magdalene Emma Kramer

1978-1986
Clark S. Marlor

1987-1991
John F. Wilson

1992-2011
James W. Chesebro

Life Members

Alberta Arnold
 Benjamin R. Bates
 Leeanne M. Bell
 James Benjamin
 Thomas Benson
 Dale Bertelsen
 Jane Blankenship
 Deborah Borisoff
 Maria Brann
 Shannon M. Brogan
 Kathleen T. Brown
 Winifred Brownell
 Paul Brownstone
 Neil S. Butt
 Kerry Byrnes
 Jacob L. Cayanus
 James W. Chesebro
 Jeffrey T. Child
 Herman Cohen
 A. J. Critchfield
 John A. Courtright
 Frank E. X. Dance
 Warren Decker
 Joseph Devito
 L Patrick Devlin
 Agnes G. Doody
 Katie Neary Dunleavy
 Gary W. Eckles
 Bruce K. Eckman

Kristen C. Eichhorn
 Lois Einhorn
 Isa N. Engleberg
 Raymond Falcione
 Beatrice G. Ferrante
 Vicki Freimuth
 Brandi N. Frisby
 Lynn Dee Gregory
 James P. Gross
 Beth Haslett
 Frances Hassencahl
 Dale Herbeck
 Sandra L. Herndon
 Paul D. Holtzman
 Leola S. Horowitz
 Ronald L. Jackson II
 Danette Ifert Johnson
 Kathleen Jamieson
 Doreen Jowi
 Mary L. Kahl
 Peter E. Kane
 Richard A. Katula
 Ileen Kaufman
 Kathleen E. Kendall
 Allan James Kennedy
 Carrie D. KennedyLightsey
 Linda C. Lederman
 William Levering
 Paul E. Madlock

Daniel Mansson
 Matthew Martin
 James C. McCroskey
 Robin R. Means Coleman
 Maryann Messano-Ciesla
 Mary Mino
 Isabel Mirsky
 Timothy P. Mottet
 Alfred G. Mueller, II
 Janette Kenner Muir
 Star A. Muir
 Scott A. Myers
 Lester Olson
 Judy C. Pearson
 Dorman Picklesimer
 Gerald Lee Ratliff
 Virginia P. Richmond
 Christine E. Rittenour
 Charles V. Roberts
 Katherine E. Rowan
 Howard Schwartz
 Robert J. Sidelinger
 Lisa Sparks
 John Splaine
 Candice Thomas-Maddox
 Rebecca M. Townsend
 Sally Vogl-Bauer
 Michael Wallinger
 Keith Weber

Steve Weinstock
Eric Weisman
Molly Meijer Wertheimer

Richard West
David L. Woods
Jason S. Wrench

Catherine K. Wright

Convention Sites 1959-2013

1959-71	New York, NY	1986	Atlantic City, NJ	2001	Portland, ME
1972	Boston, MA	1987	Syracuse, NY	2002	New York, NY
1973	New York, NY	1988	Baltimore, MD	2003	Washington, DC
1974	Washington, DC	1989	Ocean City, MD	2004	Boston, MA
1975	New York, NY	1990	Philadelphia, PA	2005	Pittsburgh, PA
1976	Philadelphia, PA	1991	Pittsburgh, PA	2006	Philadelphia, PA
1977	New York, NY	1992	Portland, ME	2007	Providence, RI
1978	Boston, MA	1993	New Haven, CT	2008	Pittsburgh, PA
1979	Philadelphia, PA	1994	Washington, DC	2009	Philadelphia, PA
1980	Ocean City, MD	1995	Pittsburgh, PA	2010	Baltimore, MD
1981	Pittsburgh, PA	1996	New York, NY	2011	Arlington, VA
1982	Hartford, CT	1997	Baltimore, MD	2012	Cambridge, MA
1983	Ocean City, MD	1998	Saratoga Spr., NY	2013	Pittsburgh, PA
1984	Philadelphia, PA	1999	Charleston, WV		
1985	Providence, RI	2000	Pittsburgh, PA		

Executive Council 1 Members

Board Officers (Voting)

Janie Harden Fritz, President, Duquesne University (Chair)
Candice Thomas-Maddox, Immediate Past President, Ohio University-Lancaster
Cindy Lont, First VP, George Mason University
Nancy Willets, First VP Elect, Cape Cod Community College
Ronald C. Arnett, Executive Director, Duquesne University

Ex Officio (Non Voting)

Theodore Avtgis, CRR Editor, West Virginia University
Leeanne M. Bell, Director of Marketing & Exhibits 2011 Convention, Stevenson University
James W. Chesebro, Archivist, Ball State University
Susan Drucker, ECA Legal Council, Hofstra University
Kristen C. Eichhorn, ECA Representative to NCA 2011 Nominating Committee, SUNY Oswego
Mark Hickson III, PhD, QRRC Editor, University of Alabama at Birmingham
Susan Jasko, College/University Representative to NCA Legislative Council, California University of Pennsylvania
Danette Ifert Johnson, ECA Representative to NCA 2010 Nominating Committee, Ithaca College
Trevor Parry-Giles, CQ Editor, University of Maryland
Jean Ann Streiff, ECA High school Representative to NCA Legislative Council, Oakland Catholic High School

Interest Group Representatives

Jerry Allen, Communication Traits, University of New Haven
Alberta Arnold, Community College, Fiorello H. LaGuardia Community College
Kathleen Taylor Brown, Applied Communication, Pennsylvania State University, Greater Allegheny
Dale Herbeck, Communication Law & Ethics, Boston College
Carl T. Hyden, Argumentation & Forensics, Morgan State University
Susan Jasko, Theory & Methodology, California University of Pennsylvania
Annette Madlock, Intercultural Communication, Southern Connecticut State University
Linda Sampson, Interpersonal Communication, Southern Connecticut State University
Valerie Schrader, Interpretation & Performance Studies, Pennsylvania State University, Schuylkill
Brent C. Sleasman, Philosophy of Communication, Gannon University
Don W. Stacks, Communication Administration, University of Miami
Mary Toale, Instructional Communication, Baldwin-Wallace College
Mari Boor Tonn, Kenneth Burke Society, University of Richmond
Melinda Villagran, Health Communication, George Mason University

Executive Council II Members

Board Officers (Voting)

Cindy Lont, President, George Mason University (Chair)
Janie Harden Fritz, Immediate Past President, Duquesne
Nancy Willets, First VP, Cape Cod Community College
Danette Ifert Johnson, First VP Elect, Ithaca College
Ronald C. Arnett, Executive Director, Duquesne University

Ex Officio (Non Voting)

Theodore Avtgis, CRR Editor, West Virginia University
James W. Chesebro, Archivist, Ball State University
Susan Drucker, ECA Legal Council, Hofstra University
Kristen C. Eichhorn, ECA Representative to NCA 2011 Nominating Committee, SUNY Oswego
Mark Hickson III, QRRC Editor, University of Alabama at Birmingham
Susan Jasko, College/University Representative to NCA Legislative Council, California University of Pennsylvania
Trevor Parry-Giles, CQ Editor, University of Maryland
Jean Ann Streiff, ECA High school Representative to NCA Legislative Council, Oakland Catholic High School

Interest Group Representatives

Cathy Wright, Communication & Technology, George Mason University
Term Begins Mid-Point 2011 Convention, Ends Mid-Point 2013

Jerry Allen, Communication Traits, University of New Haven
Term Ends Mid-Point 2012 Convention

Kathleen Taylor Brown, Applied Communication, Pennsylvania State University, Greater Allegheny
Term Ends Mid-Point 2012 Convention

Matt Smith, Media Communication, Wittenberg University
Term Begins Mid-Point 2011 Convention, Ends Mid-Point 2013

Susan Jasko, Theory & Methodology, California University of Pennsylvania
Term Ends Mid-Point 2012 Convention

Annette Madlock, Intercultural Communication, Southern Connecticut State University
Term Ends Mid-Point 2012 Convention

Linda Sampson, Interpersonal Communication, Southern Connecticut State University
Term Ends Mid-Point 2012 Convention

Valerie Schrader, Interpretation & Performance Studies, Pennsylvania State University, Schuylkill
Term Ends Mid-Point 2012 Convention

Kristen Eichhorn, Nonverbal Communication, SUNY Oswego
Term Begins Mid-Point 2011 Convention, Ends Mid-Point 2013

Jason Wrench, Organizational Communication, SUNY-New Paltz
Term Begins Mid-Point 2011 Convention, Ends Mid-Point 2013

Brent C. Sleasman, Philosophy of Communication, Gannon University
Term Ends Mid-Point 2012 Convention

Lisa Gring-Pemle, Political Communication, George Mason University
Term Begins Mid-Point 2011 Convention, Ends Mid-Point 2013

Mary Toale, Instructional Communication, Baldwin-Wallace College
Term Ends Mid-Point 2012 Convention

Benjamin Bates, Rhetoric & Public Address, Ohio University
Term Begins Mid-Point 2011 Convention, Ends Mid-Point 2013

Joy Cypher, Voices of Diversity, Rowan University
Term Begins Mid-Point 2011 Convention, Ends Mid-Point 2013

Melinda Villagran, Health Communication, George Mason University
Term Ends Mid-Point 2012 Convention

Finance I

Janie Harden Fritz, President, Duquesne University, Chair

Candice Thomas-Maddox, Immediate Past President, Ohio University-Lancaster

Cindy Lont, First VP, George Mason University

Nancy Willets, First VP Elect, Cape Cod Community College

Ronald C. Arnett, Executive Director, Duquesne University

Annette Madlock, EC Representative, Southern Connecticut State University

Trevor Parry-Giles, CQ Editor, University of Maryland (ex officio)

Mark Hickson III, PhD, QRRC Editor, University of Alabama at Birmingham (ex officio)

Theodore Avtgis, CRR Editor, West Virginia University (ex officio)

Finance II

Cindy Lont, President, George Mason University, Chair

Janie Harden Fritz, Immediate Past President, Duquesne University

Nancy Willets, Vice President, Cape Cod Community College

Danette Ifert Johnson, VP Elect, Ithaca

Ronald C. Arnett, Executive Director, Duquesne University

Annette Madlock, EC Representative, Southern Connecticut State University

Mark Hickson III, PhD, QRRC Editor, University of Alabama at Birmingham (ex officio)

Theodore Avtgis, CRR Editor, West Virginia University (ex officio)

Trevor Parry-Giles, CQ Editor, University of Maryland (ex officio)

Site Selection

Janie Harden Fritz, President, Duquesne University, Chair
Candice Thomas-Maddox, Immediate Past President, Ohio University-Lancaster
Cindy Lont, First VP, George Mason University
Nancy Willets, First VP Elect, Cape Cod Community College
Ronald C. Arnett, Executive Director, Duquesne University
Sara Chudnovsky Weintraub, Immediate Past President Once Removed, Regis College

Publications

Janie Harden Fritz, President, Duquesne University, Chair
Candice Thomas-Maddox, Immediate Past President, Ohio University-Lancaster
Cindy Lont, First VP, George Mason University
Nancy Willets, First VP Elect, Cape Cod Community College
Ronald C. Arnett, Executive Director, Duquesne University
Wendy Samter, Immediate Past Editor of CRR, Bryant University
Janette Kenner Muir, Immediate Past Editor of CQ, George Mason University
Susan Drucker, Immediate Past Editor of QRRC, Hofstra University
Valeria Schrader, EC Representative, Pennsylvania State University, Schuylkill
Melinda Villagran, EC Representative, George Mason University
Mark Hickson III, PhD, QRRC Editor, University of Alabama at Birmingham (ex officio)
Theodore Avtgis, CRR Editor, West Virginia University (ex officio)
Trevor Parry-Giles, CQ Editor, University of Maryland (ex officio)

Nominating Committee

Candice Thomas-Maddox, Immediate Past President, Ohio University-Lancaster, Chair
One representative from **each** (not just those with representation on executive council) interest council. Either the chair from that interest council or a designated representative.

The following Interest Groups need to elect representatives during the 2011 convention Interest Group Business Meetings. These newly-elected Executive Council representatives' terms will begin at the midpoint of the 2012 convention and they will serve through the midpoint of 2014:

- | | |
|--------------------------------|-------------------------------|
| * Applied Communication | * Argumentation & Forensics |
| * Communication Administration | * Communication, Law & Ethics |
| * Community College | * Kenneth Burke |
| * Theory & Methodology | |