

# *Harboring* INNOVATION

Eastern Communication Association 111th Annual Convention  
April 1-5, 2020 • Baltimore, MD

# TOMORROW'S COMMUNICATION LEADERS



**Please join us in  
welcoming our new faculty.**

**Amy Bleakley, Ph.D., MPH**  
Health Communication and Media

**John P. Crowley, Ph.D.**  
Interpersonal and Health Communication

**Kami J. Silk, Ph.D., Chairperson**  
Health Communication

**Tara L. Smith, MS, APR**  
Strategic Communication and Public Relations

**Ph.D. and  
Master of Arts  
IN  
Communication**

**Master of Arts  
IN  
Strategic  
Communication**

 ONLINE ONLY

**Meet our graduate students!**



VISIT US ONLINE  
**[communication.udel.edu](http://communication.udel.edu)**

**Dr. James R. Angelini**  
Director of Graduate Studies  
✉ [angelini@udel.edu](mailto:angelini@udel.edu)

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## Welcome to Baltimore!

On behalf of Visit Baltimore, it is our pleasure to host you here for the Eastern Communication Association Conference.

In Baltimore, there is more to see, more to do and more to explore. Ours is a city with a rich, diverse history and culture, unique neighborhoods and the kinds of amenities that provide visitors an authentic and rewarding experience. Visit Baltimore and our partners in hospitality – from our convention center and hotels to our attractions, retail shops and restaurants – are eager to share with you all that our great city has to offer.

Baltimore is also an easy city to navigate. At the beautiful Hyatt Regency, you are just steps away from the heart of the city's tourism district and the world-renowned Inner Harbor. You can also take advantage of our fast, friendly and free Charm City Circulator or picturesque Baltimore Water Taxi to explore nearby neighborhoods such as Harbor East, Mount Vernon, Fell's Point, and more.

We are proud to have The Hyatt Regency brand as part of our city. The hotel never fails to dazzle visitors and convention attendees, and meeting planners routinely have great feedback on the superior customer service.

Again, thank you for joining us and thank you for your business! Of course, if you have questions while you are here please visit us at the Baltimore Visitor Center along the Harbor Promenade, or call us at 1-877-Baltimore.

Sincerely,

*Al Hutchinson*

Al Hutchinson  
President & CEO

— SCHOOL OF DESIGN —  
**STEVENSON**  
UNIVERSITY

Hello and welcome!

Stevenson University warmly welcomes members of the Eastern Communication Association to Baltimore, Maryland for your 111<sup>th</sup> Annual Convention, Harboring Innovation, April 1–5, 2020. We are pleased to be your host institution for this meeting and excited to have you in our vibrant home city.

Serving over 3000 students, Stevenson University is committed to providing exceptional experiences, a connection to career, and a community centered on student success. With over 50 majors and minors, we offer opportunities for students to study in business, design, communication, education, and the humanities online, and face-to-face.

The School of Design at Stevenson University is *the* place on campus for creative communication across media. Students in the School of Design major in business communication, communication studies, fashion, film, and graphic design. In small classes sizes, faculty link project-based experiences to career preparation throughout the curriculum and 100% of our students complete one internship, and often more! We are especially proud that our focus on connecting students to their careers leads to 94% percent of our alumni working or attending graduate school within six months of graduation.

While at the conference, please take a moment to say “hello” to one of our distinguished faculty or student ambassadors (blue vests) and ask them about communication at Stevenson University. They will tell you about our student-led communication design firm, *The Mill Agency*, where they work with clients. Or, they may share details about the Integrated Marketing Communication Club’s annual Business Mixer networking event. Students may also tell you about the Advanced Event Planning class that helped set the stage for these four thought-provoking days in Baltimore. Additionally, Stevenson’s M.A. degree in Communication Studies is offered entirely online. Visit our booth at the Undergraduate Scholars Showcase with more information about the graduate program. Whatever the topic, our students and faculty share their stories with enthusiasm and a welcoming Stevenson smile.

Wishing you a substantive and worthwhile conference in Baltimore. If you do get a moment to decompress while you’re in town, be sure to check out one of our world-class cultural institutions, catch a game at Camden Yards, or enjoy a sample of our UTZ crab chips or iconic Berger cookies. **Enjoy!**



**Amanda Hostalka, M.F.A.**  
Dean, School of Design  
Stevenson University



## Jennifer Waldeck

ECA First Vice President  
School of Communication, Chapman University

**“Innovate”:** To make changes in something established, especially by introducing new ideas, methods, or activities. To create transformation, revolution, metamorphosis.

We think about innovation, and indeed innovate, for many reasons and in many ways.

We innovate in response to what’s happening around us: to correct problems and deficits, to make life better or easier, to take advantage of new and emerging resources.

We innovate in anticipation of what the future may bring.

We innovate based on data, evidence, models, and predictions related to the past, present, and future. But we also innovate based on our dreams. We innovate based on our own and others’ visionary beliefs about the potential for science, culture, education, technology, and human performance.

There is a lot that we can say about what innovation is and how and why we innovate. But what the participants of the 111th Eastern Communication Association convention have demonstrated is that the communication field is innovating in diverse, exciting, and forward-thinking ways.

The body of work that will be presented here illustrates a wide variety of methodological approaches, theoretical orientations, and social and cultural interests. Communication researchers are innovating in response to politics, social concerns, and disruptions in business and the economy; and they are looking ahead to how our field can continue to make an impact. The research methods, the theories, the approaches to service and leadership, and the instructional philosophies and strategies that ECA participants will discuss over the next few days challenge us to get up every day and consider ways that we can create transformation.

As you experience and reflect on ECA 2020, I encourage you to create your own innovation plan. How will you, in large and small ways, experiment with change that might create transformation, metamorphosis, or even revolution in your teaching, research, and leadership? Resist resting on the way it’s always been done; getting too comfortable with what works for you; or sacrificing curiosity, collaboration, and growth out of your desire to be an expert.

And importantly, think ahead. Don’t be reactionary and innovate solely in response to problems and deficits; innovate to create the future you want to experience.

As your President, I will continue the focus on innovation in the year to come. This convention presented ECA with interesting challenges and opportunities for innovating the practices of the oldest association in the communication discipline. We will spend the year ahead assessing what we learned and how we can continue to innovate the “convention of the future” and ECA’s role in its members’ professional and personal development. Thank you for being part of ECA 2020 and for answering the call to bring your most innovative work and ideas to Baltimore.

*Jennifer Waldeck, Chapman University  
ECA First Vice President  
April 2019-2020*

## FIRST VICE PRESIDENT'S ACKNOWLEDGEMENTS

I have a great deal of appreciation for the members of the Eastern Communication Association who had the confidence in me to do this job and lead ECA into 2021. ECA is the oldest professional association dedicated to research and teaching about communication. One might think that annual convention #111 might bring with it a lot of resistance to change and innovation, but ECA's **Past Officers Club, Executive Committee and Officers**, and the members have been incredibly positive about the new things that I wanted try and the idea of the "evolving" professional conference. Thank you all for your enthusiasm and support.

I have deep gratitude to my two predecessors, **Katherine Thweatt** and **Leeanne Bell McManus**, who were always available to answer my questions and provide their insights. Similarly, our Executive Director, **Cheryl Casey**, and incoming Executive Director, **Stacy Smulowitz**, offered focused input on the business side of what we do. They were extremely helpful in thinking through processes and procedures that could standardize more of our planning tasks. I want to thank Cheryl for her term as E.D. She has been fun for me to work with; but most importantly, she has been efficient, task-oriented, and always committed to the stability of ECA. Having worked with Stacy for a year as Cheryl's "shadow," I have complete confidence in the talents and dedication she will bring to us. Technology Director **Doug Strahler** provided great experience and knowledge on our marketing plans and technology needs. He was always a cheerful, willing contributor.

The greatest wisdom I can pass on to anyone interested in planning an ECA convention is to build a strong team. Mine was amazing. **Sara LaBelle**, my Second Vice President with me in California, was a great sounding board and assistant. **Leeanne Bell McManus, Stephanie Verni, and Chip Rouse** served on the ground in Baltimore as Vice Presidents of Local Arrangements. Thank you to **Stevenson University** for supporting ECA and your faculty and students' involvement in the convention. Leeanne expertly led her event planning class in providing invaluable support with social media, hospitality, and overall event execution. Stephanie and Chip worked on our field trips and other local arrangements. This group was generous with their knowledge of the area and connecting me with all the resources I needed here. I am particularly grateful to Chip Rouse for creating the relationship between ECA and Paul's Place so that we might leave Baltimore having made a few lives even just a little better.

**Tracey Quigley Holden** served as Director of Sponsorships and executed many creative ideas to draw new sponsors. **Jordan Atkinson** ably assisted with this enormous task, and I am grateful to them both. **Ann Bainbridge Frymier** assembled a strong set of short courses, completing her work as she managed her transition from one university to another and her family's move to Athens. The Community College team of **Jessica Papajcik, Nancy Willets, and Andy Kai-chun Chuang**

planned a most rewarding Connect Conference. Their hard work is creating a central place for the Connect Conference at ECA on years opposite the Basic Course Conference. Additionally, **Zac Johnson** brought us a nice lineup of Graduate Posters in the second year for this important part of the convention. I owe special thanks to him and to our James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference co-chairs, **Stephanie Tikkanen** and **LeeAnne Sangalang**, for working under the great duress of time pressures and imperfect technology during the month of January to finalize their sessions.

As always, ECA and the communication field owe **Virginia P. Richmond** and the memory of **James C. McCroskey** an enormous debt of gratitude for their many contributions. For all his publications, successful proteges, and other typical metrics of success, I think Jim would be most proud of the Undergraduate Scholars Conference. Thanks to Jim, Virginia, and generous members who continue to support the USC, ECA is not only able to offer undergraduates a venue for presenting their work, but we partially fund every single participant. My hope is that this opportunity ignites a spark of innovation in a diverse group of promising future scholars who will feel welcomed, encouraged, and motivated by our community. I also appreciate **Lynda McCroskey's** continued commitment to her father's legacy through her support and participation in the USC.

One of my earliest decisions was to adopt the theme of "Innovation." I knew I wanted to dedicate substantial space and time at this convention to how we are innovating (and need to) in the key areas of our professional lives: Research, teaching, and service/leadership. My "Innovation Directors" put together an amazing lineup of programs, including some of our most innovative communication researchers and practitioners working outside the academy. Thank you to **Alan Goodboy** (Research & Publishing), **Steve Granelli** (Rhetorical Criticism & Textual Analysis), **Melissa Wanzer** (Teaching & Learning), and **Kristen Campbell Eichhorn** (Service & Leadership) for your hard work, creativity, and willingness to share your personal networks for the professional development of our conference attendees.

Finally, thank you to my institution, **Chapman University**, for many of the resources that enabled me to plan this convention. Release time, support staff assistance, and funding for a spectacular Graduate Assistant are just a few of the ways that **Lisa Sparks** and **Keith Weber** helped make this convention a better one. **Julia Ross**, my Graduate Assistant, was a true gift who contributed so much to ECA 2020 including the visual design elements you see throughout the program, app, and hotel, but so much more. **Kishi Rey** was another valuable part of Team Chapman who stepped forward to help us with many of the last-minute tasks that come up in the weeks leading to the convention. You will meet the talented Kishi when she asks to take your photo!

I am dedicating this 111<sup>th</sup> Annual Convention of the Eastern Communication Association to the memory of Past President and Archivist Dr. **James Chesebro**. We are all thankful for his intellectual contributions to ECA and the field, his fine leadership, his mentoring, and his friendship. Jim promoted and lived "diversity and inclusion" before these were buzzwords in strategic planning documents. I hope you will sign his memory book during the convention; but more importantly, that you will find your own way to honor Dr. Chesebro's giant legacy. He and McCroskey are surely toasting us all as we gather in Baltimore.

## EASTERN COMMUNICATION ASSOCIATION OFFICERS AND STAFF



**President**  
Katherine S Thweatt  
State University of New York,  
Oswego



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Leeanne Bell McManus  
Stevenson University



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Chapman University



**First Vice President Elect**  
Amanda McKendree  
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La Salle University



**Executive Director**  
Cheryl Casey  
Champlain College



**Director, Member Services**  
Kathie Cesa, CAE  
KOC Member Services



## BOARD OFFICERS

### **Katherine S Thweatt**

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#### ***Executive Director***

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PO Box 670  
Burlington, VT 05402  
(802) 865-5466



## STANDING COMMITTEES

### Finance Committee

Katherine S. Thweatt (President)  
 Jennifer H. Waldeck (First Vice President)  
 Amanda McKendree (First Vice President Elect)  
 Cheryl A. Casey (Executive Director)  
 Leeanne Bell McManus (Immediate Past President)  
 Keith Weber (*Communication Research Reports*) (*ex officio*)  
 Kristen Majocha (*Qualitative Research Reports in Communication, ex officio*)  
 Chris Morse (*Communication Quarterly, ex officio*)  
 Tracey Quigley Holden (*Elected Representative*)

### Publication Committee

Katherine S. Thweatt (President)  
 Jennifer H. Waldeck (First Vice President)  
 Amanda McKendree (First Vice President Elect)  
 Cheryl A. Casey (Executive Director)  
 Leeanne Bell McManus (Immediate Past President)  
 Annette Holba (Immediate Past Editor, *Qualitative Research Reports in Communication*)  
 Pamela Lannutti (Immediate Past Editor, *Communication Quarterly*)  
 Nicholas Bowman (Immediate Past Editor, *Communication Research Reports*)  
 Kristen Majocha (Editor, *Qualitative Research Reports in Communication, ex officio*)  
 Chris Morse (Editor, *Communication Quarterly, ex officio*)  
 Keith Weber (Editor, *Communication Research Reports, ex officio*)

### Site Selection Committee

Katherine S. Thweatt (President)  
 Jennifer H. Waldeck (First Vice President)  
 Amanda McKendree (First Vice President Elect)  
 Leeanne Bell McManus (Immediate Past President)  
 Cheryl A. Casey (Executive Director)  
 Benjamin R. Bates (Immediate Past President, Once Removed)

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## EX-OFFICIO EXECUTIVE COUNCIL MEMBERS

### Tracy Quigley Holden

**University of Delaware** (attends Wednesday meetings)  
*2020 Convention Director of Sponsorships, Representative to NCA Legislative Assembly*

### Doug Strahler

**Slippery Rock University** (attends Wednesday meetings)  
*Director of Social Media (outgoing; incoming TBA)*

### Susan Drucker

**Hofstra University** (attends Wednesday, Sunday meetings)  
*Eastern Communication Association Legal Counsel*

### Kristen Majocha

**California University of Pennsylvania** (attends Wednesday, Sunday meetings)  
*Editor, Qualitative Research Reports in Communication*

### Keith Weber

**Chapman University** (attends Wednesday, Sunday meetings)  
*Editor, Communication Research Reports*

### Chris Morse, Bryant University

(attends Wednesday, Sunday meetings)  
*Editor, Communication Quarterly*

### Kathryn Hobson

**James Madison University** (attends Wednesday, Sunday meetings)  
*Representative to NCA Legislative Assembly*

### Kerry Byrnes-Loinette

**Collin College** (attends Wednesday, Sunday meetings)  
*Representative to NCA Legislative Assembly*

### Daniel Mansson

**Penn State Hazelton** (attends Wednesday meetings)  
*Representative to NCA Nominating Committee*

### Trevor Parry-Giles

**University of Maryland, National Communication Association** (attends Wednesday, Sunday meetings)  
*Eastern Communication Association Archivist*

### Matthew Mancino

**Indiana University-South Bend** (attends Sunday meetings)  
*2021 Convention Director of Sponsorships*

### Nicole Blau

**Ohio University-Lancaster** (attends Sunday meetings)  
*Representative to NCA Legislative Assembly (incoming)*

### Sean Horan

**Fairfield University** (attends Sunday meetings)  
*Representative to NCA Nominating Committee (incoming)*

### Stacy Smulowitz

**Scranton University** (attends Wednesday and Sunday meetings)  
*Incoming Executive Director*

## INTEREST GROUP REPRESENTATIVES TO EXECUTIVE COUNCIL

### Applied Communication Interest Group

Mary Donato  
Buena Vista University  
(attends Wednesday)  
Vacant (attends Sunday)

### Argumentation & Forensics

Carl Hyden  
Morgan State University  
(attends Wednesday)  
Theodore Sheckels  
Randolph-Macon College  
(attends Sunday)

### Communication Administration

Mary Mino  
Penn State DuBois  
(attends Wednesday)  
Sally Vogl-Bauer  
University of Southern Indiana  
(attends Sunday)

### Communication Technology

Rod Carveth  
Morgan State University  
(attends Wednesday and Sunday)

### Communication Law & Ethics

Thomas Flynn  
Slippery Rock University  
(attends Wednesday)  
Vacant (attends Sunday)

### Communication Traits

Nicholas Scott Smith  
Wayne State University  
(attends Wednesday)  
Vacant (attends Sunday)

### Community College

Jessica Papajcik  
Stark State College  
(attends Wednesday)  
Vacant (attends Sunday)

### Health Communication

Mary King  
Bloomsburg University  
(attends Wednesday)  
Annette Madlock-Gatison  
Liberty University  
(attends Sunday)

### Instructional Communication

Ann Bainbridge Frymier  
Ohio University  
(attends Wednesday)  
Katie Dunleavy  
LaSalle University  
(attends Sunday)

### Intercultural Communication

Doreen Jowi  
Bloomsburg University  
(attends Wednesday)  
Angela Putnam  
Penn State-Brandywine  
(attends Sunday)

### Interpersonal Communication

Dana Borzea  
West Virginia University  
(attends Wednesday and Sunday)

### Interpretation & Performance

Kathryn Hobson  
James Madison University  
(attends Wednesday and Sunday)

### Kenneth Burke

Jean Miller  
George Washington University  
(attends Wednesday and Sunday)

### Media Communication

Rod Carveth  
Morgan State University  
(attends Wednesday and Sunday)

### Nonverbal Communication

Jordan Atkinson  
Western Missouri State University  
(attends Wednesday and Sunday)

### Organizational Communication

Michael Sollitto,  
Texas A&M University-Corpus Christi  
(attends Wednesday and Sunday)

### Philosophy of Communication

Janie Harden-Fritz  
Duquesne University  
(attends Wednesday and Sunday)

### Political Communication

Kristen English  
Georgia State College & State University  
(attends Wednesday and Sunday)

### Rhetoric & Public Address

Christine Hirsch  
State University New York-Oswego  
(attends Wednesday and Sunday)

### Theory & Methodology

Richard West  
Emerson College  
(attends Wednesday and Sunday)

### Voices of Diversity

Elizabeth Whittington  
Texas Southern University  
(attends Wednesday and Sunday)

## ECA 2020 CONVENTION PLANNING TEAM

<b>Second Vice President</b>	Sara LaBelle, Chapman University
<b>Second Vice Presidents, Local Arrangements</b>	Leeanne Bell McManus, Stephanie Verni, Chip Rouse Stevenson University
<b>Director of Sponsorships</b>	Tracey Quigley Holden, University of Delaware
<b>Assistant Director of Sponsorships</b>	Jordan Atkinson, Southwest Missouri State University
<b>Connect Conference Co-Chairs</b>	Jessica Papajcik, Stark State College Nancy Willets, Cape Code Community College Andi Kai-chun Chuang, LaGuardia Community College
<b>Short Course Chair</b>	Ann Bainbridge Frymier, Ohio University
<b>Graduate Poster Session Chair</b>	Zac Johnson, California State University, Fullerton
<b>James C. McCroskey &amp; Virginia P. Richmond Undergraduate Scholars Conference Chairs</b>	Stephanie Tikkanen, Ohio University Angeline Sangalang, University of Dayton
<b>Director of Social Media</b>	Doug Strahler, Slippery Rock University
<b>Graduate Assistant</b>	Julia Ross, Chapman University
<b>Director, Innovations in Research &amp; Publishing</b>	Alan Goodboy, West Virginia University
<b>Director, Innovations in Rhetorical Criticism &amp; Textual Analysis</b>	Steve Granelli, Northeastern University
<b>Director, Innovations in Teaching &amp; Learning</b>	Melissa Wanzer, Canisius College
<b>Director, Innovations in Service &amp; Leadership</b>	Kristen Campbell Eichhorn, SUNY-Oswego

### HOTEL INTERNET CONNECTIVITY

Wifi is free in guest rooms, public areas,  
and hallways outside of meeting rooms.

Wifi inside meeting rooms is \$15/day  
and the responsibility of participants.  
Access point is @HYATT-MEETING.

## GENERAL CONVENTION INFORMATION

### **Convention Conduct/Hotel Policies**

Our ability to host rewarding conventions is highly dependent on our relationships with the hotels and other vendors such as technology providers. We request that you treat these relationships with care. In addition, we ask that you be mindful of colleagues and students at all times.

1. Although housekeeping gratuities are at each guest’s discretion, \$2 per room, per day, is customary. 100% of gratuities left are distributed to the members of the Hyatt’s team servicing our rooms. Please be kind and courteous in your dealings with these service providers. Similarly, we would ask that you be gracious with your gratuities for bell and restaurant staff, and courteous in your interactions with them.
2. Media Support Services, Inc. will have tech support staff on site during the convention. These individuals are available for your convenience to assist with technology and equipment provided by ECA and Media Support Services. They cannot provide support for your personal devices or help with internet connectivity. Please be kind.
3. We have a long history of providing a safe, inclusive, and welcoming experience for all participants. Please be sure that you contribute to that history and be especially aware of our many student participants and their safety and comfort. ECA will not tolerate harassment among convention attendees of any sort, including unwanted sexual attention, stalking, or non-consensual physical contact. Please be especially mindful of behavior when alcohol is present and/or when there are power imbalances among the parties involved. ***If you see or experience something, say something: Please report concerns to Katherine Thweatt, President, or First Vice President, Jennifer Waldeck.*** The hotel reserves the right to refuse to serve alcoholic beverages to anyone who appears to be underage and cannot produce proper identification, or to anyone who appears to be intoxicated.
4. ECA is responsible for any damage to hotel premises. Please act responsibly in your guest room and meeting rooms. The hotel does not permit anything nailed, tacked, taped, or otherwise attached to floors, walls, furniture, or any other part of the building. You will be responsible for any damages charged to ECA as a result of your actions. Further, the hotel has the right to regulate noise levels in guest rooms and event spaces.
5. The Inner Harbor Hyatt Regency is a non-smoking facility. No smoking of any type is permitted in guest rooms, foyers, hallways, meeting rooms, restaurants, and restrooms. You will incur cleaning charges for smoking.

6. Pets are permitted in designated guest rooms with 72-hour advance reservation and payment of pet fee. Contact the hotel directly for details of the pet policy. Note that pets are not allowed in the restaurants, bars, lounges, or health club. They must be on a leash at all times in public areas, and kenneled when in the guest room unattended. Guests will be billed for any damages caused by pets. Service animals, of course, are welcome under the provisions of the Americans with Disabilities Act.
7. Check-in time is 4:00PM and check-out time is 12:00noon. Early check-ins or late check-outs are subject to availability and must be arranged with the front desk.
8. An early departure fee of one night’s room and tax will be charged for early check-outs.

By registering for the 2020 ECA convention, participants agree that they are responsible for providing their own insurance. They assume responsibility for all risks associated with participating, and thereby hold harmless the Eastern Communication Association, its Executive Council, and other sponsors of this event.

**FOR IMMEDIATE SECURITY ASSISTANCE, DIAL ZERO FROM ANY HOUSE PHONE, OR CALL 911.**

### Registration Hours—Atrium

***Thank you KOC Member Services/Kathie Cesa for her efficient and friendly registration services!***

Wednesday, April 1.....	10:00 a.m. – 6:00 p.m.
Thursday, April 2.....	7:30 a.m. – 5:30 p.m.
Friday, April 3.....	7:30 a.m. – 5:00 p.m.
Saturday, April 4 .....	8:00 a.m. – 2:00 p.m.
Sunday, April 5.....	8:00 a.m. – 10:30 a.m.

### Exhibit hours/List of exhibitors

#### Exhibit Area—Atrium

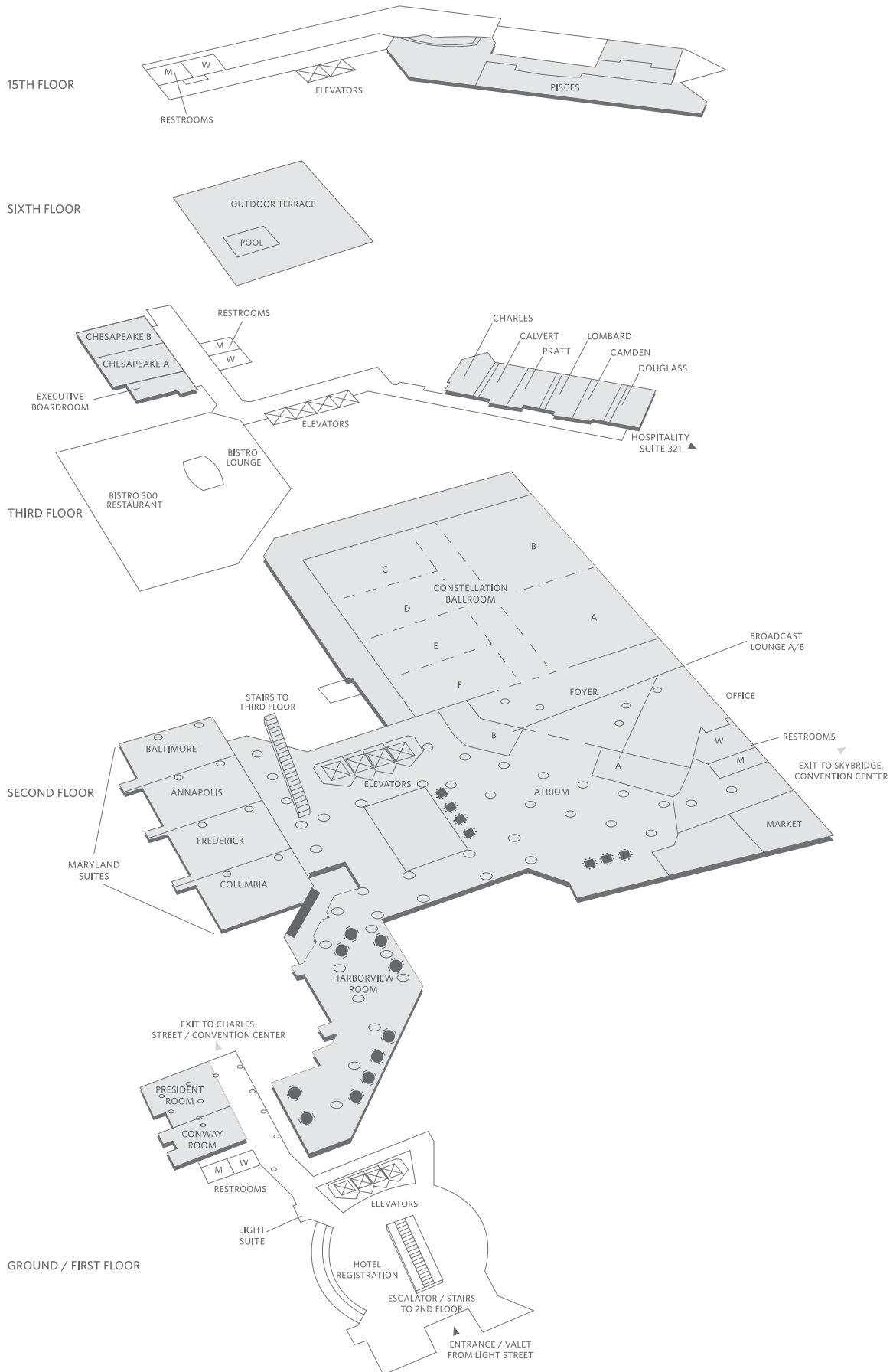
Thursday, April 1.....	9:00 a.m. – 5:30 p.m.
Friday, April 12.....	9:00 a.m. – 5:00 p.m.
Saturday, April 13 .....	9:00 a.m. – 3:00 p.m.

Please schedule time to visit the exhibitors who are joining us this year.

- Cognella Academic Publishing
- Kendall Hunt Publishing
- Marist College
- National Communication Association
- Taylor & Francis
- Stevenson University Student Hosts
- The New York, Pennsylvania, New Jersey, and Maryland State Communication Associations
- ECA 2021, Cambridge, MA Planning Team

# HYATT REGENCY BALTIMORE INNER HARBOR

## Floor Plan - All Floors



## ECA 2020

### INTEREST GROUP PLANNERS AND REVIEWERS

#### **Applied Communication**

*Planner: Mary Donato*

Jordan Atkinson  
Anna-Carrie Beck  
Dana Borzea  
Janelle Gruber  
Elizabeth Jeter  
Jennifer Owlett  
Michelle Morin Rego  
Melissa Rizzo Weller  
Dana Rogers  
Chip Rouse  
Caroline Waldbuesser

#### **Argumentation & Forensics**

*Planner: Taylor Hahn*

#### **Communication Administration**

*Planner: Mary Kahl*

Andrew Herman  
Kelly Rocca DelGaizo  
Mary Pino

#### **Communication Technology**

*Planner: Catie Clark-Gordon*

McKay West  
Elizabeth Cohen  
Nick Bowman  
Evan Watts  
Rod Carveth  
Arshia Anwer  
Daniel Hunt  
Kyle Vareburg

#### **Communication Traits**

*Planner: James Durbin*

Nicholas Scott Smith  
Joe Lybarger

#### **Community College**

*Planner: Andy Kai-chun Chung*

Kerry Byrnes-Loinette  
Laura Davis  
Tom Donlan  
Laura Morrison  
Jessica Papajcik  
Christina E. Saindon  
Michael Stutz  
Jenny Warren  
Nancy Willets

#### **G.I.F.T.S.**

*Planner: Jessica Papajcik*

Kerry Byrnes-Loinette  
Andy Kai-chun Chuang  
Laura Davis  
Tom Donlan  
Denise Gilmer-Knudson  
Christina Saindon  
Michelle Simpson  
Michael Stutz  
Susan Ward  
Jenny Warren  
Nancy Willets

#### **Health Communication**

*Planner: Kelly Daily*

Rukhsana Ahmed  
Hannah Ball  
Benjamin Bates  
Elizabeth Glowacki  
Rosanne Hartman  
Nicole Hudak  
Jean Kwitonda  
Victoria Ledford  
Annette Madlock Gatison  
Joonwoo Moon  
Julie Volkman

#### **Instructional Communication**

*Planner: Sara LaBelle*

Jordan Atkinson  
James P. Baker  
Nicole Blau  
Katie Neary Dunleavy  
Zac Johnson  
Sara Pitts  
Michael Sollitto  
Candice Elaine Thomas-Maddox  
Sara C. Weintraub

#### **Intercultural Communication**

*Planner: Rukhsana Ahmed*

Idris Alghazali  
Erin Brummett  
Heather Carmack  
Yuping Mao

#### **Interpretation & Performance**

*Planner: Elizabeth Whittington*

Christi Saindon  
Kathryn Hobson  
Shauna MacDonald  
Michael Broderick

#### **James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference**

*Planners: Stephanie Tikkanen &*

*LeeAnn Sangalang*

Arshia Answer  
Christine Anzur  
Jordan Atkinson  
Jennifer Becker  
Brittany Beckner  
Emma Bednor Hiland  
Dougie Bicket  
Leila Bighash  
Nicole Blau  
Emma Frances Bloomfield  
Nancy Bressler  
Mia Brice  
Paulette Brinka  
Kimberly Casteline  
Spencer Cherasia  
Carlos Cruz  
Sarah Deluliis  
Abbe Depretis  
Tom Donlan  
Katherine Elder  
Kristin English  
Young Eun Moon  
Eric Fife  
Roger Gatchet  
Brian Gilchrist  
Lisa Glebatis Perks  
Elizabeth Glowacki  
Steve Granelli  
Rachel Guldin  
John Guzman  
Meredith Harrigan  
Jessica Harvey  
Andrew Herman  
Al Hiland  
Heath Howard  
Nicole Hudak  
Hannah Jones  
Rhiannon Kallis  
Colin Kearney  
Mary Catherine Kennedy  
Mary King  
Stephen Kromka  
Anna Kuzio  
Angela La Valley  
Ben LaPoe  
Ming Lei  
Nicholas Lepp  
Corey Liberman  
Josephine Lukito  
Susan Mancino  
Matt Martin

Heather Matthys  
 Ryan McCullough  
 Alyx McLuckie  
 Mary Mino  
 DaKysha Moore  
 Annie Laurie Nichols  
 Bonnie M. Nickels  
 Kelly M. O'Donnell  
 Jade Olson  
 Paromita Pain  
 Sara Pitts  
 Jennifer Potter  
 Lanie Presswood  
 Marshall Prisbell  
 Michelle Rego  
 Julius Matthew Riles  
 Melissa Rizzo Weller  
 Danny Robinson  
 Ann-Marie Rowe  
 Valerie Rubinsky  
 Christi Saindon  
 Brent Saindon  
 Valerie Schrader  
 Zachary Sheldon  
 Shariq Sherwani  
 Jaclyn Shetterly  
 Grace Sikapokoo  
 Heather Stassen  
 Courtney Tabor  
 Atsushi Tajima  
 Candice Thomas-Maddox  
 Katherine S. Thweatt  
 Andrea Vickery  
 Allyson C. Vollinsky  
 Beth Waggenpack  
 Melissa Wanzer  
 Jenny Warren  
 Katrina T Webber  
 Kelly Weikle  
 Julia K. Weiss  
 Emrakeb Woldearegay  
 Carly Woods  
 Jason Wrench

### **Kenneth Burke Society**

*Planner: Cem Zeytinoglu*

### **Media Communication**

*Planner: Noura Hajjaj*

Fatima Albrehi  
 Arshia Anwer  
 Rod Carveth  
 Lukas Pelliccio  
 Michael Plugh  
 Nicholas Scott Smith

### **Nonverbal Communication**

*Planner: Zachary Carr*

Jordan Atkinson  
 Nicole Blau

### **Organizational Communication**

*Planner: Michael Sollitto*

Gregory Cranmer  
 Maxine Gesualdi  
 Zachary Goldman  
 Joe Lybarger  
 Robin Mathis

### **Philosophy of Communication**

*Planner: Sarah Deluliis*

Ronald Arnett  
 Janie Harden Fritz  
 Leeanne Bell McManus  
 Craig Maier  
 David Deluliis  
 Susan Mancino  
 Matthew Mancino  
 Ryan McCullough  
 Ozum Sayrak  
 Annette Holba  
 Brian Gilchrist  
 Brent Sleasman

### **Political Communication**

*Planner: Sean Leuchtefeld*

Kristen English  
 Colin Kearney  
 Christina Knopf  
 David Lavasseur  
 Theodore Sheckels  
 Richard Vatz

### **Rhetoric & Public Address**

*Planner: Valerie Schrader*

Paulette Brinka  
 Abbe Depretis  
 Jade Olson  
 Sophie Painchaud  
 Brent Saindon  
 David Seitz  
 Heather Stassen  
 Michael Stutz  
 Kathleen Torrens

### **Short Courses**

*Planner: Ann Bainbridge Frymier*

Sean Horan  
 Mary Mino  
 Katie Dunleavy

### **Voices of Diversity**

*Planner: Dan Strasser*

Michael Broderick  
 Joy Cypher  
 Sarah Heiss  
 Kathryn Hobson  
 Taylor Jackson  
 Em Kohl  
 Shauna MacDonald  
 Annette Madlock-Gatison  
 Christina Saindon  
 Elizabeth Whittington

### **Affiliated Organizations:**

#### **American Society for the History of Rhetoric**

*Planner: David Hoffman*

#### **Institute for General Semantics**

*Planner: Thom Gencarelli*

#### **Media Ecology**

*Planner: Jeff Bogaczyk*

Jennifer Lo Castro  
 Jeff Bogaczyk  
 Thom Gencarelli

## GRADUATE AND UNDERGRADUATE POSTER SESSIONS & AWARDS

All poster Sessions will be held in Constellation E.

Please arrive at least five minutes early to display your poster.

Thumb tacks will be provided.

Please use both sides of the display boards provided; one poster per side.

### James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Session I

Friday 1:00-2:15 PM

Top poster awards from this session given at Saturday luncheon

### Graduate Poster Session I

Friday 4:00-5:15 PM

Top poster awards from this session given at Saturday luncheon

### James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Session II

Saturday 10:00-11:15 AM

Top poster awards from this session given at Saturday afternoon General Business Meeting

### Graduate Poster Session II

Saturday 1:45-3:00 PM

Top poster awards from this session given at Saturday afternoon General Business meeting



## GRADUATE SHOWCASE EXHIBITORS

The following graduate programs will be represented at the  
**Friday 4 PM Graduate Showcase (Constellation CD)**  
 and at the USC Awards Dinner to follow.

Bryant University

Radford University

Chapman University

Syracuse University

Duquesne University

Temple University

Florida State University

UCONN

George Mason University

University of Delaware

Illinois State University

University of North Carolina – Wilmington

LaSalle University

Villanova University

Marist College

West Virginia University

Ohio University

William Paterson University

Queens University of Charlotte



## ECA MEETINGS AT A GLANCE

### Wednesday, April 1

<b>Finance Committee I</b>	11:30 AM-12:30 PM	Executive Boardroom
<b>Publication Committee</b>	12:45-1:45 PM	Executive Boardroom
<b>Site Selection Committee</b>	2:00-2:45 PM	Executive Boardroom
<b>Executive Council I</b>	3:00-6:00 PM	Baltimore

### Thursday, April 2

<b>Research Fellows</b>	8:30-9:45 AM	Charles
<b>Teaching Fellows</b>	10:00-11:15 AM	Chesapeake A
<b>Health Communication</b>	11:30 AM-12:45 PM	Pratt
<b>Organizational Communication</b>	11:30 AM-12:45 PM	Calvert
<b>ASHR (affiliate org.)</b>	1:00-2:15 PM	Charles
<b>Communication Law &amp; Ethics</b>	1:00-2:15 PM	Executive Boardroom
<b>Interpretation &amp; Performance</b>	2:30-3:45 PM	Calvert
<b>NJCA</b>	2:30-3:45 PM	Executive Boardroom
<b>Philosophy of Communication</b>	2:30-3:45 PM	Charles
<b>Argumentation &amp; Forensics</b>	4:00-5:15 PM	Charles
<b>Voices of Diversity</b>	4:00-5:15 PM	Calvert
<b>Past &amp; Present Executive Directors</b>	4:00-5:15 PM	Executive Boardroom

### Friday, April 3

<b>ECA Nominating Committee</b>	8:00-8:30 AM	Executive Boardroom
<b>Community College</b>	8:30-9:45 AM	Pratt
<b>Kenneth Burke</b>	8:30-9:45 AM	Executive Boardroom
<b>PSCA</b>	8:30-9:45 AM	Calvert
<b>MSCA</b>	10:00-11:15 AM	Charles
<b>Communication Traits</b>	11:30 AM-12:45 PM	Charles
<b>ECA 2021 Planners I</b>	1:00-2:15 PM	President
<b>Media Ecology (affiliate org.)</b>	1:00-2:15 PM	Executive Boardroom
<b>Communication Administration</b>	2:30-3:45 PM	Calvert
<b>Communication Technology</b>	2:30-3:45 PM	Conway
<b>NYSCA</b>	4:00-5:15 PM	Charles
<b>Rhetoric &amp; Public Address</b>	4:00-5:15 PM	Calvert

### Saturday, April 4

<b>Intercultural Communication</b>	8:30-9:45 AM	Calvert
<b>Nonverbal Communication</b>	8:30-9:45 AM	Executive Boardroom
<b>Political Communication</b>	8:30-9:45 AM	Douglass
<b>ECA 2021 Planners II</b>	10:00-11:15 AM	Annapolis
<b>Theory &amp; Methodology</b>	10:00-11:15 AM	Charles
<b>Instructional Communication</b>	1:45-3:00 PM	Douglass
<b>Applied Communication</b>	3:15-4:30 PM	Charles
<b>Interpersonal Communication</b>	3:15-4:30 PM	Pratt
<b>Media Communication</b>	3:15-4:30 PM	Calvert
<b>ECA General Business Meeting</b>	5:00-6:00 PM	Constellation EF

### Sunday, April 5

<b>Finance Committee II</b>	8:30-9:30 AM	Executive Boardroom
<b>Executive Council II</b>	9:45 AM -12:45 PM	Baltimore

*ECA is pleased to provide the space for a Twelve Step meeting nightly,  
Thursday-Saturday, at 8PM in the Douglass Room.*

## REFRESHMENT BREAKS AND RECEPTIONS

Morning coffee and tea will be served Thursday-Saturday in the Harborview Room (adjacent to the Atrium) starting at 8 AM compliments of ECA.

### Thursday, April 2

<b>Afternoon Coffee &amp; Dessert Break</b>	2:00-3:00 PM	Harborview
<b>Newcomers &amp; Undergraduate Welcome Reception</b>	5:30-6:30 PM	Harborview
<b>Welcome Reception</b>	6:30-8:30 PM	Pisces

### Friday, April 3

<b>Past Officers Club Luncheon</b>	11:30 AM-1:30 PM	Pisces
<b>ECA Baltimore Bistro</b>	3:45-5:00 PM	Ballroom Foyer
<b>USC Awards Dinner &amp; Keynote</b>	6:00-8:00 PM	Constellation CD
<b>Wine &amp; Spots</b>	6:00-8:00 PM	Columbia/Frederick

### Saturday, April 4

<b>ECA Awards Luncheon &amp; Convention Keynote</b>	11:30 AM-1:30 PM	Constellation AB
<b>General Business Meeting Refreshments</b>	4:30-5:00 PM	Constellation EF
<b>President's Reception</b>	6:00-8:00 PM	Pisces

## SHORT COURSES (Registration required)

Time	Session Title	Location
<b>Thursday • April 2</b>		
11:30 AM-12:45 PM	Where Do I Start?: A Step-By-Step Guide To Teaching Social Media As A Skill	Baltimore—2nd floor
1:00-2:15 PM	Innovative Media Based Pedagogies to Promote Social Activism for Our Students	Lombard—3rd floor
1:00-2:15 PM	Persuasion: Agenda/Spin Creative Rhetoric Model/Approach	Baltimore—2nd floor
<b>Friday, April 3</b>		
10:00-11:15 AM	Visual Aids and Presentation Design   Finding Joy and Establishing Clarity Using the Assertion-Evidence Method	Lombard—3rd floor
<b>Saturday, April 4</b>		
8:30-9:45 AM	Creating, Rewarding, and Incentivizing Student Professional Development Opportunities as Course Assignments that Promote Student Choice	Lombard—3rd floor
10:00-11:15 AM	Teaching the Strategic Communication Research Course	Lombard—3rd floor
1:45-3:00 PM	Teaching Listening Across the Curriculum	Chesapeake B—3rd floor
1:45-3:00 PM	Teaching the Introductory Communication Theory Course	Columbia—2nd floor

## FIRST VICE PRESIDENT'S PROGRAMMING

<b>Thursday, April 2</b>		
2:30-3:45 PM	Diversity, Equity, and Inclusion: The State of The Communication Discipline	Douglass
<b>Friday, April 2</b>		
10:00-11:15 AM	Resolved: Donald Trump's Policies Warrant His Re-Election	Annapolis
11:30 AM-12:45 PM	Innovating in the Basic Course:	Executive Boardroom
2:30-3:45 PM	Urban Communication: Harboring History, Embracing the Future	President
<b>Saturday, April 3</b>		
1:45-3:00 PM	Igniting Innovation in Communication Courses: Post-Connect Conference Conversation	Executive Boardroom

## INNOVATIONS IN RESEARCH & PUBLISHING PROGRAMMING

### Thursday, April 2

1:00-5:00 PM	Integrating Mediation and Moderation Analysis: Fundamentals Using PROCESS*	Chesapeake AB
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### Friday, April 3

9:00 AM-12:45 PM	Mediation Analysis with Distinguishable Dyadic Data*	Chesapeake AB
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1:00-2:15 PM	A Conversation with the 2019 Class of Distinguished Research Fellows: Innovating the State of Communication Research	Camden
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1:00-5:00 PM	Qualitative Research Methods & Practice: A Hands-On Workshop*	Chesapeake AB
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### Saturday, April 4

1:45-3:00 PM	Innovations in Open Science: What Exactly is it? How Does it Benefit Authors & the Discipline? Do I Have to Share My Data?	President
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3:15-4:30 PM	Innovating the Publishing Process: A Conversation with ECA Journal Editors and Taylor & Francis's Communication Portfolio Manager	Annapolis
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3:15-4:30	Leading the Way: ECA Distinguished Research Fellows Deliberate Necessary Innovations in Communication Scholarship	Chesapeake B
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### Sunday, April 5

10:00 AM-12:00 PM	External Funding and Community Partnerships as Paths to Research Innovation	Chesapeake A
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*\*Pre-registration and a separate fee are required*



## INNOVATIONS IN RHETORICAL CRITICISM & TEXTUAL ANALYSIS PROGRAMMING

### Friday, April 3

10:00-11:15 AM	Careers of Innovation: Trailblazing Practices in Rhetorical Criticism & Textual Analysis	President
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1:00-2:15 PM	New Connections, New Models, New Innovators: Exemplars in Creative Application of Rhetoric and Critical Studies	Calvert
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## INNOVATIONS IN SERVICE & LEADERSHIP PROGRAMMING

### Thursday, April 2

4:00-5:15 PM	Leading the Way: ECA Past Officers Look Ahead at an Evolving, Innovating Field	Annapolis
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### Friday, April 3

4:00-5:15 PM	A Discussion with Communication-Trained Executive Leaders	Baltimore
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### Saturday, April 4

8:30-9:45 AM	Reaching Beyond Our Journals: Innovating Outlets for Creating Impact	Annapolis
10:00-11:15 AM	Innovating Through Association Service: A Conversation with Past and Present ECA Leaders	Camden
1:45-3:00 PM	Innovative Research Centers and Initiatives: Advancing the Discipline Through Scholarship in Action	Chesapeake A

## INNOVATIONS IN TEACHING & LEARNING

### Friday, April 3

10:00-11:15 AM	ECA Distinguished Teaching Fellows: Overcoming Challenges of Classroom Innovation	Pratt
1:00-2:15 PM	Innovating the GTA Experience: GTAs Share Their Best Practices	Pratt
2:30-3:45 PM	Difficult Dialogues in the Academy: Perspectives from the Trenches	Annapolis
4:00-5:15	Leading the Way: ECA Distinguished Research Fellows Deliberate Necessary Innovations in Teaching Communication	Frederick

### Saturday, April 4

10:00-11:15 AM	Changing Tides: A Special BYOD (Bring Your Own Device) Workshop on Encouraging Innovation in Curriculum and Teaching	Chesapeake B
1:45-3:00 PM	Using Wikipedia to Benefit Students in Initial Research and Improve the Presence of the Communication Field	Pratt



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# Wednesday • April 1, 2020

**006019** **11:30 AM to 12:30 PM** **Executive Boardroom - Third Floor**  
**Finance Committee Business Meeting I**

Chair: Katherine S Thweatt, State University of New York, Oswego

**12:45 PM**

**008019** **12:45 PM to 1:45 PM** **Executive Boardroom - Third Floor**  
**Publication Committee Business Meeting**

Chair: Katherine S Thweatt, State University of New York, Oswego

**2:00 PM**

**011019** **2:00 PM to 2:45 PM** **Executive Boardroom - Third Floor**  
**Site Selection Committee Business Meeting**

Chair: Katherine S Thweatt, State University of New York, Oswego

**3:00 PM**

**013004** **3:00 PM to 6:00 PM** **Baltimore - Second Floor**  
**ECA Executive Council Business Meeting I**

Chair: Katherine S Thweatt, State University of New York, Oswego



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SCHOOL OF COMMUNICATION, MEDIA & THE ARTS

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# Thursday • April 2, 2020

## 8:00 AM

8:00 AM to 9:00 AM

Harborview - Second Floor  
ECA Morning Coffee

ECA is pleased to provide hot coffee and tea to start your day. Come downstairs early; when it's gone, it's gone!

## 8:30 AM

**102004** **8:30 AM to 9:45 AM** **Baltimore - Second Floor**  
**Technology Use in Interpersonal Relationships**

Sponsor: Interpersonal Communication

Chair: Aimee E. Miller-Ott, Illinois State University

Presenters:

Lynne Kelly, University of Hartford

Lukas Pelliccio, Lincoln University

Corey Jay Liberman, Marymount Manhattan College

During this session, panelists will discuss ways that interpersonal researchers can advance our understanding of the ways people use technology in their relationships.

**102005** **8:30 AM to 9:45 AM** **Calvert - Third Floor**  
**Place, Space, Reconciliation & Spectacle**

Sponsor: Rhetoric and Public Address

Chair: Paulette Brinka, Suffolk County Community College

Respondent: Brent Allen Saindon, Mercy College

"Images of an Idealized Past: Jesus, Son of Gaud, at the Holy Land Experience" Michelle A Hershberger, West Virginia University

"Innovative Reconciliation or Adaptive Racism? Truth, Rage, and Embrace in 'I'm Not Racist'" John Hatch, Eastern University

"Rhetoric and Place: Aristotle's Physics and On Rhetoric" Ryan P McCullough, West Liberty University

"The Commodification of Death: Modern Technologies Help to Give New Purpose to Life after Death" Kaitlin Renee Brinker, West Chester University of Pennsylvania

This panel features competitively-selected papers that explore the intersections of rhetoric and place, space, reconciliation, and spectacle.

**102006** **8:30 AM to 9:45 AM** **Camden - Third Floor**  
**Innovative Applications of Instructional Communication in New Contexts**

Sponsor: Instructional Communication

Chair: Erin Sheila Craw, Chapman University

Respondent: Melissa Wanzer, Canisius College

"Challenge and Acceptance On and Off the Field: Coaches' Confirmation and Athletes' Antisocial Communication Behaviors" Ryan Moynihan, Fairfield University; Sean M Horan, Fairfield University; Adam Rugg, Fairfield

"Humor Orientation, Power, and Learner Empowerment: An Examination of High School Instructors" Rikishi T. Rey, Chapman University; Zac Johnson, California State University, Fullerton; Matt Shin, California State University, Fullerton

"Reflection and Reflections in Experiential Learning" Paul Ziek, Pace University; Katherine Fink, Pace University; Louis Guarneri, Pace University

The three competitively selected papers on this panel represent innovations in instructional communication research, namely by applying instructional knowledge and concepts to unique contexts. These includes the extension of confirmation and antisocial communication behaviors to the athlete-coach relationship, examining humor and power use among school teachers, and reflections on experiential learning. Together, these papers demonstrate the potential for instructional communication research to be applied to improve learning and education in a wider variety of settings than the typical college classroom.

**102007** **8:30 AM to 9:45 AM** **Charles - Third Floor**  
**Eastern Communication Research Fellows' Business Meeting**

Chair: Pamela Lannutti, La Salle University

8:30 AM

**102010** **8:30 AM to 9:45 AM** **Chesapeake B - Third Floor**  
**Political Communication that Frightens, Persuades & (De)Legitimizes**

Sponsor: Political Communication

Chair: Colin Kearney, Bellarmine University

Respondent: Christina M. Knopf, SUNY Cortland

"Congress and the Clean Air Act: A Mixed Methods Analysis of Stakeholder Rhetoric in 1970 and 1990" Anne Bennett Smithson, University of Maryland

"Guerilla-Style Communication and Rhetorical Subterfuge in the 2016 Presidential Election" Eloise Murphy, Temple University

"The Image Reflected From the Glass Ceiling: A Visual Analysis of How Hillary Clinton Was Portrayed in the 2016 Presidential Election"

Natalie L Edwards-Heller, Florida State University

For better or worse, political rhetoric in all its forms is a powerful force for making meaning. From rhetoric that adds legitimacy to a cause, to that which delegitimizes a candidate and everything in between, political communication shapes and informs how we make sense of both politics and policies. During this session, panelists will discuss their examinations of two pivotal campaigns: One designed to strengthen the Clean Air Act in the 1970s, 80s and 90s, and one destined to influence the outcomes of the 2016 U.S. presidential election.

**102011** **8:30 AM to 9:45 AM** **Columbia - Second Floor**  
**Competitively Selected Papers on Innovative Media Perspectives**

Sponsor: Media Communication

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

Respondent: Arshia Anwer, Manhattan College

"Veil and Silence: Agency of a South Asian Muslim Woman" Sakina Jangbar, St. John's University

"'Strong and Brave' or 'Broken and Needy': Considering Veterans' Views Regarding the Coverage of America's Military" Hans C. Schmidt, Penn State University, Brandywine

"Real, Close Friends: The Effects of Perceived Relationships with YouTube Microcelebrities on Compliance" Allison M. Salyer, The University of Virginia's College at Wise; Julia K. Weiss, The University of Virginia's College at Wise

"Trigger Warning? Audience Reception of 'Pumped-up Kicks'" Jason Zenor, SUNY-Oswego

The papers in this session offer unique media perspectives in different contexts. Panelists will share interpretations on silence as a rhetorical strategy for veiled Muslim women, military-related journalism in contemporary American society, the effects of parasocial relationships on YouTubers, and listeners' cognitive approaches to pop songs.

**102017** **8:30 AM to 9:45 AM** **Conway - First Floor**  
**Exploring Issues of Equality, Coalition, Representation, Identity, Rhetoric, Politics, News Values, and Bonding.**

Sponsor: Voices of Diversity

Chair: Elizabeth Yvonne Whittington, Texas Southern University

Respondent: Kathryn Hobson, James Madison University

"Analogies for Equality: Coalitional Rhetoric in LGBT Labor Politics" Sarah Vick, University of Maryland

"Bonding: Through the Queer Looking Glass" Jordan Brooks, Graduate Student of the Rochester Institute of Technology

"News Values: On Re-considering The First As a News Value to Avoid Stereotyping" Donnalyn Pompper, University of Oregon

"Queering My Favorite Murder: Identity, True Crime, and representation" Bri Ozalas, James Madison University

This paper panel explores issues surrounding equality, coalition, representation, identity, politics, news values, and bonding. These papers highlight the value of diverse voices within the communication discipline and offer innovative and nuanced perspectives. In addition to highlighting varied aspects of communication, this panel offers new ways for exploring diversity in and through mediated contexts.

**102018** **8:30 AM to 9:45 AM** **Douglass - Third Floor**  
**Burke and Politics of Environmentalism and Technology**

Sponsor: Kenneth Burke Society

Chair: Cem Zeytinoglu, East Stroudsburg University of Pennsylvania

Presenters:

Annie Laurie Nichols, Saint Vincent College

Robert Foschia, Penn State York

Timothy Michaels, Slippery Rock University

Cem Zeytinoglu, East Stroudsburg University of Pennsylvania

In this roundtable session, the focus will be on Kenneth Burke's perspectives on ecology and technology. Burke was an ardent ecologist and had complex views on the human/environment relationship. He also was critical of technology and had a distinct agenda to humanize or poetize technology. These panelists will discuss how Burke's ideas on ecology and technology might be useful in predicting the next level of human symbolic endeavors.

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**8:30 AM**


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**102019** **8:30 AM to 9:45 AM** **Executive Boardroom - Third Floor**  
**Communication Innovations in the Home**

Sponsor: Applied Communication

Chair: Joel Scott Ward, Geneva College

"Motherhood and Loneliness" Maryl McGinley, University of Pittsburgh at Johnstown

"Storytelling as Social Communication Development" Joel Scott Ward, Geneva College

"Strategic Ambiguity and Family Communication" Christy McDowell Marinchak, University of Alaska Anchorage

"Tracing the Rhetoric of Home Economics" Jill Burk, Penn State University- Berks

This panel examines domestic speech as a possible opportunity for communication innovation. Policy makers often speak about "changing the conversation" around issues that trouble society. Could the solution to these problems lie in the ordinary conversations had in the home?

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**102024** **8:30 AM to 9:45 AM** **Lombard - Third Floor**  
**Women in Pain: Perspectives from Philosophy of Communication**

Sponsor: Philosophy of Communication

Chair: Tim Michaels, Slippery Rock University

"Illness, Pain, Surviving, and Thriving: Black Women in Medical Apartheid" Tahirah Walker, University of Pittsburgh; Autumn Redcross, Point Park University

"Misdiagnoses and Muted Voices: Incoherence of Narrative in the Patient-Centeredness Era" Kati Elizabeth Sudnick, Duquesne University

"Opioid Use Among Women: A Public Health Crisis" Rachel Kaplan, Pennsylvania State University, Fayette

"Othering and Totalizing Pain: The Loss of Personhood" Heather M Stassen, Cazenovia College

"The Voice of Pain in the Age of Social Media: Legitimizing the Female" Tiffany Petricini, Penn State University

These panelists argue that with great innovations in communicative technologies have arisen a plethora of voices in the public sphere related to women and their experience (and telling) of pain. Women's experience is communicated, understood, accepted, and contested currently. These presenters will explore various ways in which philosophies of communication can provide hermeneutic entrances to explore the opportunities and disruptions for an understanding of female pain in our world.

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**102026** **8:30 AM to 9:45 AM** **Pratt - Third Floor**  
**The Impact of Social Support and Information Seeking on Health Behaviors**

Sponsor: Health Communication

Chair: Joonwoo Moon, Morgan State University

"Mediated Support Helps! Examining the Effects of Social Media Usage on Social Support and Subjective Well-Being Among Temporary Migrants" Yuan Wang, The University of Maryland

"Recent Innovations in Message Themes Identification and Modeling: Application of the Information, Motivation and Behavioral Skills (IMB) Model" Jean Claude Kwitonda, Howard University

"What about HPV?" How Healthcare Experiences and Information Sources Influence HPV Awareness" Jamie Doyle, University of Delaware; Karli Taneyhill, University of Delaware; Natalie Pagenstecher, University of Delaware; Christine Skubisz, University of Delaware

The competitively-selected papers in this panel focus on empirical data that illuminate the effects of social support, patient-provider connections, and information seeking on health-related decisions or overall well-being.

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**102027** **8:30 AM to 9:45 AM** **President - First Floor**  
**Embodiment and Teaching: Teacher Experiences with Their Bodies in the Classroom**

Sponsors: Instructional Communication; Nonverbal Communication

Chair: Jordan Atkinson, Missouri Western State University

"Mental Health and The Instructor Body" Jordan Wagner, Ohio University

"Students' Perception of Instructor Age in Active Learning Classrooms" Melissa Rizzo Weller, College of Wooster

"The Influence of Teacher Perceptions of Their Body Type on Their Teaching" Caroline Waldbuesser, Western Connecticut State University

"The Public Speaking Professor with the Teal Hair: Teaching and Embodiment" Nicole Hudak, Ohio University

This panel will explore teachers' embodiment in the classroom. Specifically, panelists will focus on teachers' experiences with having their bodies constantly on display in front of students. Panelists explore a variety of topics and how they impact students' and teachers' experiences in the instructional environment, such as body type, level of attractiveness, age, mental health, queerness, and gender identity.

## 10:00 AM

**105001** **10:00 AM to 11:15 AM** **Annapolis - Second Floor**  
**Mental Health, Leadership, and Change: Exploring Enduring and Innovative Organizational Communication Topics**

Sponsor: Organizational Communication

Chair: Joe Lybarger, University of Tennessee

Respondent: Robin Smith Mathis, Kennesaw State University

"Communication Surrounding Invisible Illness: Mental Health Realities for Police Departments" Erin Sheila Craw, Chapman University;  
 Sean M Horan, Fairfield University; Michael Pagano, Fairfield University

"Michael Scott and Authentic Leadership: What We Learn About Leadership from The Office" Philip Aust, Kennesaw State University

"How Whole Foods Market Positions Itself as an Agent for Social Change" christine nyawaga, Wayne State University

This competitive paper session includes research about topics that scholars have explored for many years and topics that are gaining new attention from scholars.

**105004** **10:00 AM to 11:15 AM** **Baltimore - Second Floor**  
**Corporate Communication, Crisis, and Critique: Harboring Innovative Responses**

Sponsor: Theory and Methodology

Chair: Sarah Deluliis, Duquesne University

"The Role of 'CommTech' in Corporate Crisis Management" Amanda G McKendree, University of Notre Dame

"Considering the Impact of Greenwashing: A Call for Ethics and Corporate Social Responsibility" Sarah Deluliis, Duquesne University

"Expressions of National and Religious Identity: Responding to the 2019 Notre Dame Fire" Lily Brandt, Saint Mary's College; Susan Mancino, St Mary's College

This panel explores innovative theoretical and methodological strategies that guide responses to crisis communication. Turning to case studies including the 2019 Notre Dame Fire, the Arthur Page Society's CommTech efforts, and contemporary greenwashing in corporate social responsibility campaigns, the panel explores themes of crisis response, stakeholder communication, philanthropy, and corporate critique. Together, these papers connect corporate communication to communication ethics, public memory, and crisis management to understand innovative theoretical and methodological responses.

**105005** **10:00 AM to 11:15 AM** **Calvert - Third Floor**  
**Innovating Assessment: Crafting Public Speaking Assessments to Meet the Changing Needs of Higher Education**

Sponsor: Instructional Communication

Chair: Lauren Lemley, Abilene Christian University

"Building Rubrics to Streamline Grading and University Assessment" Mary Carver, University of Central Oklahoma

"Increasing Assessment Consistency and Adjunct Support Through Tutorial Programs" Patty Wharton-Michael, University of Pittsburgh at Johnstown; susan m wieczorek, University of Pittsburgh at Johnstown

"Public Speaking Assessment for Online and Non-Traditional Students" Mary High, Penn State

"Scaffolding Delivery Assessment within the Gen Ed Curriculum" Carrie Saltsman, Abilene Christian University; Keely Smith, Abilene Christian University

This panel will focus on how innovations in public speaking assessment can help communication instructors and departments respond to higher education's increasing emphasis on outcomes, efficiency, and the general education curriculum. Specifically, panelists will discuss how they have innovated assessments/assessment processes in response to the challenges resulting from university assessment requirements, assessing online and non-traditional students, assessing students with limited (or no) K-12 oral communication instruction, and increasing assessment consistency through greater inclusion of adjunct/contingent faculty.

**105006** **10:00 AM to 11:15 AM** **Camden - Third Floor**  
**Anticipating Organizational Membership: Innovative Studies of Anticipatory Socialization**

Sponsor: Organizational Communication

Chair: Pamela Canales, Texas A&M University

Respondent: Michael Sollitto, Texas A&M University-Corpus Christi

"Who, What, and When: How Different Models, Different Message Frames, and Different Stages of Change Enhance Volunteer Recruitment" Anna Sarnelli, High Point University; Virginia McDermott, High Point University

"Putting the Undergraduate Thesis to Work: Vocational Anticipatory Socialization through the Undergraduate Thesis Experience" Celeste C Wells, Boston College

"A Quantitative Assessment Southern Men and the Impact of Sports, Key Demographics, and Affiliations on Work Discrimination" Rebecca S. Merkin, Baruch College – CUNY

This competitive paper session features innovative research about the anticipatory socialization phase of the organizational assimilation process.

**10:00 AM**

**105008** **10:00 AM to 11:15 AM** **Chesapeake A - Third Floor**  
**Eastern Communication Association Teaching Fellows' Business Meeting**  
 Chair: Sara C. Weintraub, Regis College

**105010** **10:00 AM to 11:15 AM** **Chesapeake B - Third Floor**  
**Sense-Making of the Dark Side of Interpersonal Relationships**

Sponsor: Interpersonal Communication

Chair: Heath A. Howard, West Virginia University

Respondent: Marianne Dainton, La Salle University

"I Want to Be Part of the Story" Communicatively Managing the Face-Threatening Qualities of FoMO" Meredith Marko Harrigan, State University of New York, Geneseo

"She Must Have Heard Me': A Seven-Phase Process of Interpersonal Ostracism Message Reception and Interpretation" Lukas Pelliccio, Lincoln University

"The Influence of Interpersonal Projection on Attributes of Negative Conflict Among College Roommates" Steve Todd Mortenson, University of Delaware; Matthew Creasy, University of Delaware; Chris Geyer, University of Delaware

These papers focus on how relational partners communicatively make sense of their experiences with ostracism, negative conflict, and "FoMO" (the fear of missing out).

**105011** **10:00 AM to 11:15 AM** **Columbia - Second Floor**  
**Emerging Technologies and Didactic Methods: Strategies for Technology Use in Communication Programs**

Sponsor: Communication Administration

Chair: Tiffany Petricini, Penn State University

"Educational Technology in the Public Relations Classroom" Eryn Travis, West Chester University

"Educational Technology Innovations in the Basic Course" Dawn Pfeifer Reitz, Penn State University, Berks

"Harboring Innovation for Programs, Faculty, and Students: An Exploration of the Efficacy of e-Portfolios in the Communication Discipline" Danielle Mehlmán-Brightwell, West Liberty University; Ryan P McCullough, West Liberty University

"Utilizing Current Video and Audio" Jeremy McCool, Indiana University of Pennsylvania

As technology advances, the communication administration landscape changes. Administrators, faculty, and students can benefit from using technology within communication programs. This panel discusses contemporary educational technology strategies and didactic methods for communication administrators and instructors. Panelists will provide practical advice on the benefits of implementing educational technologies for program assessment, student e-Portfolios, flipped classroom, public relations, and podcasting.

**105017** **10:00 AM to 11:15 AM** **Conway - First Floor**  
**Innovative Ways to Prepare Students and Faculty to Enter a Community**

Sponsor: Instructional Communication

Chair: Erik Garrett, Duquesne University

Presenters:

Jessica Mann, Duquesne University

Erik Garrett, Duquesne University

Joel Scott Ward, Geneva College

Inci Ozum Sayrak, Duquesne University

Annie Laurie Nichols, Saint Vincent College

Khaddijah Pettus, Duquesne University

Jill Burk, Penn State University- Berks

This panel explores the preparation of students (and faculty) to enter communities to conduct community-engaged teaching and research. The panel participants include faculty, graduate students, and community engagement coordinators who will reflect on their experiences in preparing academics to respectfully and responsibly enter communities as reciprocal partners in innovative ways.

10:00 AM

**105018** **10:00 AM to 11:15 AM** **Douglass - Third Floor**  
**How to Innovate and Sustain a Debate League for Underserved Students: A Look at the Frederick Douglass Debate Society 5 Years Later**

Sponsor: Argumentation & Forensics

Chair: Eric Miller, Bloomsburg University

Respondent: Storm Heter, East Stroudsburg University

"Argumentation and Advocacy as Resources of Social Justice: A Perspective on Coaching in the Frederick Douglass Debate Society"

Erin Brummett, Bloomsburg University; Robert J Green, Bloomsburg University

"Developing in Academia and Citizenship: Implications of the Frederick Douglass Debate Society for Current Student Debaters"

Chynah Perry, Bloomsburg University; Katelynn Kuijpers, Bloomsburg University; Paige Superko, Bloomsburg University; Nasir Legree, Bloomsburg University; Lex Fulmer, Bloomsburg University; Nacira Scott, Bloomsburg University; Caprice Gillick, Bloomsburg University

"Life after Debate: How Membership in the Frederick Douglass Debate Society Prepares Individuals for the "Real World"" Jordan Kennedy, Independent Scholar; Amanda Weaver, Independent Scholar; Tanisha Webster, Drexel University; Stefon Brown, Independent Scholar

"Our Innovation 5 Years Later: A Discussion about the Past, Present, and Future of the Frederick Douglass Debate Society from the League Administrators" Storm Heter, East Stroudsburg University; Shavonne Shorter, Bloomsburg University

The Frederick Douglass Debate Society is a two-person, policy debate league for underrepresented students in the Pennsylvania State System of Higher Education. The Society uses resolutions on topics of social justice and equity, as these have real life implications for debaters. This new league has been successful as evidenced by high participation rates and the intangible skills participants gain. Panelists will discuss how the Society has evolved and thrived over the last five years.

**105019** **10:00 AM to 11:15 AM** **Executive Boardroom - Third Floor**

**Applying Communication Theory in Contemporary Contexts:  
 Implications for Instructional, Interpersonal, and Social Influence Scholarship**

Sponsor: Theory and Methodology

Chairs: Alan K Goodboy, West Virginia University; Megan R. Dillow, West Virginia University

Respondent: James P. Baker, Bakersfield College

"A Self-Determination Theory Approach to College Students' Psychological Needs and Intrinsic Motivation in Group Work" Jessica Dai, West Virginia University; Morgan Paige Winner, West Virginia University; Michelle A Hershberger, West Virginia University

"Effects of Student-Student Out-of-Class Communication: A Media Multiplexity Approach" Alexia C. S. Boswell, West Virginia University; Stephanie Buggs, West Virginia University; Nora E Radway, West Virginia University

"The Relational Turbulence Model and Student Adaptation to College" Brandon Rhett Ritter, West Virginia University; Carae A. Wagner, West Virginia University; Janine R Beer, West Virginia University

"Predicting College Students' Intention to Register to Vote Locally: An Application of the Theory of Planned Behavior" C. Shaun Trump II, West Virginia University; Cory David Taylor, West Virginia University; Donald Noah Varner, West Virginia University; Rachael E Purtell, West Virginia University

All participants on this panel were members of graduate courses in Communication Theory and Research Methods at West Virginia University. An assignment across the two courses involved designing and conducting a theory-driven group research project. Each of the four groups applied a different theoretical perspective (i.e., Self-Determination Theory, Media Multiplexity Theory, the Relational Turbulence Model, and the Theory of Planned Behavior) to examine communication in the instructional, interpersonal, and social influence contexts. They will discuss their research protocols and results.

**105020** **10:00 AM to 11:15 AM** **Frederick - Second Floor**  
**Finding Familiar in Being Estranged: Feeling, Being, and Working As and With Strangers**

Sponsor: Philosophy of Communication

Chair: Cem Zeytinoglu, East Stroudsburg University

"A Stranger in Her Own Land: Women, Emotional Labor, and a Phenomenology of Heartless Being" Jenna M. Lo Castro, Point Park University

"Feeling Strange: Affect, Community, and the Emotional Politics of the Stranger" Robert Foschia, Penn State York

"Finding 'At-Home' In Inhospitable Spaces: Hospitality From and Within Universities" Margaret Mullan, East Stroudsburg University

"On Being the Stranger: Loneliness, Phenomenology, and Mental Health Communication" Tim Michaels, Slippery Rock University

This panel excavates the meaning of being encountered or disrupted by the stranger who solidifies divisions and who is ill-at-ease, burdened/burdening, and characterized by loneliness. Philosophies of communication attend to affect, feelings, and intra/interpersonal interactions around being or being with the stranger. The panelists extract possible complications in being as or with the stranger: unnoticed voices, unexpected feelings, or unnecessary expectations. Amid miscommunications about the stranger, we may become familiar with being estranged.

**10:00 AM**

**105024** **10:00 AM to 11:15 AM** **Lombard - Third Floor**  
**Strategies for Starting the Conversation about Health Concerns**

Sponsor: Health Communication

Chair: Benjamin R Bates, Ohio University

"Student Intentions to Engage Instructors in Mental Health-Related Conversations: An Application of the Theory of Planned Behavior"

Allie White, University of Delaware; Hannah Ball, Chapman University; Sara LaBelle, Chapman University

"Student Communication and Self-Advocacy in Academic Settings During Times of Concussion" Sarah N. Heiss, University of Vermont;

Chandler Brandes, College of Education and Human Development, University of Louisville

"Weight Communication: How do Health Professionals Communicate about Weight with their Patients in Primary Care?" Rukhsana

Ahmed, University at Albany, SUNY; Stephanie Aboueid, University of Waterloo; Monika Jasinska, Griffith University; Catherine

Pouliot, University of Ottawa; Billie Jane Hermosura, University of Ottawa; Ivy Bourgeault, University of Ottawa; Isabelle Giroux,

University of Ottawa

Competitively-selected papers on this panel explore how patients and providers initiate difficult conversations about serious health-related issues.

**105026** **10:00 AM to 11:15 AM** **Pratt - Third Floor**  
**Emerging Trends in Nonverbal Scholarship**

Sponsor: Nonverbal Communication

Chair: Zachary Carr, University at Buffalo

"Adoptee Identity Construction and Original Birth Certificates" Melissa Rizzo Weller, College of Wooster

"Animals, Nature, and The Environment: Teaching Nonverbal Communication and Relationships with the Non-Human World

Surrounding Us, Internatural Communication" Nathalie Crocker, Landmark College

"Exposing a Person's True Emotions: Eliciting Spontaneous Micro and Macro Facial Expressions" Zachary Glowacki, University at

Buffalo

From identity construction via birth certificates to the exploration of physiological measures in emotion studies, this session of competitively-selected papers will highlight the latest studies emerging from the diverse field of nonverbal communication.

**105027** **10:00 AM to 11:15 AM** **President - First Floor**  
**Mid-Atlantic Politics: State Campaigns, National Implications**

Sponsor: Political Communication

Chair: Carl T Hyden, Morgan State University

"Innovating the Left: An Analysis of the Wave of Democratic Socialists in Pennsylvania" Andi McClanahan, East Stroudsburg University

"Larry Hogan: Succeeding as a Republican Governor in a Very Blue State" Carl T Hyden, Morgan State University

"Running on Guns: Democratic Strategy in 2019 Virginia General Assembly Election" Theodore Sheckels, Randolph-Macon College

Most political communication research and commentary focuses on the national scene, especially presidential elections. However, there is much that is worthy of analysis at the state and local levels. This session will consider high profile, hot button state/local political issues in three states from which many ECA attendees come--Virginia, Maryland, and Pennsylvania--including gun violence-related legislation, Democratic Socialism and Socialism, and maintaining political popularity when one's state or district is dominated by another political party.

**11:30 AM**

**106001** **11:30 AM to 12:45 PM** **Annapolis - Second Floor**  
**Baltimore Public Places: Inner Harbor Innovations**

Sponsor: Rhetoric and Public Address

Chair: Theodore Sheckels, Randolph-Macon College

"Baltimore's Inner Harbor: Innovative Transformation in Both the 20th and 21st Centuries" Carl T Hyden, Morgan State University

"The American Visionary Art Museum: Ambiguity and Innovation" Francine Mindel, Notre Dame of Maryland University

"The Baltimore Place That Isn't: Jct. I-95, I-70, and I-83" Theodore Sheckels, Randolph-Macon College

Rhetoricians long ago moved from the consideration of "texts" such as speeches to other kinds of "texts" designed to persuade. Memory sites represent persuasive objects that require communicators to reflect on both visual elements and how a site is used and reacted to grasp the message. This session considers three such sites, all within walking distance of the ECA convention hotel. The obvious one is the Inner Harbor complex itself, built in the 1970s and added to in increments ever since. It was an innovative idea, and it changed how people viewed Baltimore. Off in the southwest corner of the complex is the American Visionary Art Museum, which features innovative work and celebrates creativity. Even less obvious is a site that does not exist because, although proposed and touted as a grand tourist attraction that would revitalize downtown Baltimore, it was never built. Activism that united disparate city communities stopped it. It was a "grand" interchange of three interstate highways. It would have been where the original pavilions of the Inner Harbor and this hotel sit. The session will explore these three close-by sites extracting from them the messages they send--or would have sent.

A \$10 2-hour guided tour of the American Visionary Art Museum is available on Thursday at 1 pm. The museum is a short walk or ride from the hotel (be at the museum no later than 12:45). Preregistration is required.

## 11:30 AM

**106004** **11:30 AM to 12:45 PM** **Baltimore - Second Floor**  
**Where Do I Start?: A Step-By-Step Guide To Teaching Social Media As A Skill**

Sponsor: Short Course

Presenter:

Talisha Dunn-Square, Bowie State University

Teaching effective social media strategy is one of the most important tools for communication students to learn. For most, building a social media plan can be cumbersome and intimidating, and teaching it can be tricky. This interactive workshop will provide a step-by-step guide on how to develop a social media lesson plan. The step-by-step course is designed to take participants from start to finish.

**106005** **11:30 AM to 12:45 PM** **Calvert - Third Floor**  
**Organizational Communication Interest Group Business Meeting**

Chair: Michael Sollitto, Texas A&M University-Corpus Christi

**106006** **11:30 AM to 12:45 PM** **Camden - Third Floor**  
**Top Student Papers in Media Communication**

Sponsor: Media Communication

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

Respondent: Lukas Pelliccio, Lincoln University

"A Media-Illiterate Public: Media Bias in the United States" Brittany Rose Shaughnessy, Virginia Polytechnic Institute and State University

"Pawing Around Power Dynamics" Kendra Bolin, Abilene Christian University

"Gillette's 'We Believe' Ad: Toxic Masculinity or Fragile Masculinity?" Kelly McWhirter O'Donnell, University of Pittsburgh

"A Rhetorical Analysis of the HBO Series Westworld" Keely Smith, Abilene Christian University

This panel features the top competitively selected student papers in Media Communication.

**106007** **11:30 AM to 12:45 PM** **Charles - Third Floor**  
**An Interview with Women Interpersonal Communication Scholars**

Sponsor: Interpersonal Communication

Chair: Melissa Rizzo Weller, College of Wooster

Presenters:

Meredith Marko Harrigan, State University of New York, Geneseo

Candice Elaine Thomas-Maddox, Ohio University Lancaster

Marianne Dainton, La Salle University

During this session, the chair will interview several established interpersonal communication scholars. They will be asked to share their educational, teaching, and research experiences and provide insights to the audience members into their own successes and obstacles they overcame (and still work to overcome) in academia.

**106017** **11:30 AM to 12:45 PM** **Conway - First Floor**  
**Analyzing Communication in the 2020 Presidential Primary Debates: Strategic Innovation and Interaction in a Shifting Scene**

Sponsor: Political Communication

Chair: Kathleen E. Kendall, U of Maryland

"America at the Crossroads of Crisis: Elizabeth Warren's Crisis Rhetoric in the 2020 Democratic Primary Debates" Fielding Edmund Montgomery, University of Maryland, College Park

"Analyzing Vice President Joe Biden's Discourse About President Barack Obama in the 2020 Presidential Primary Debates" Neil H. Mansharamani, Independent Researcher

"Comedic Truths: Late Night Comedy's 'Analysis' of the Democratic Presidential Primaries" Bonnie S. Jefferson, Boston College

"Light Comedy or Reality TV? Political Cartoonists Frame the 2020 Democratic Primary Debates" Christina M. Knopf, State University of New York, Cortland

"Rules Dictate Substance: An Analysis of the 2020 Democratic Primary Debates" Dale Herbeck, Northeastern University

"The Professor and the Prosecutor: Feminine Debate Styles Deployed by Elizabeth Warren and Kamala Harris in the 2020 Democratic Primary Debates" Mary L. Kahl, The Pennsylvania State University, The Behrend College

The ten debates scheduled by the Democratic National Committee represented an important component of the 2020 presidential campaign. The shifting political scene required constant innovation in candidate strategies, in their efforts to stay in the race and to secure the party's nomination. This panel will analyze the 2020 primary debate rules, candidate rhetorical style and arguments, and media coverage by late night comedy shows and political cartoonists.



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## 11:30 AM

**106018** **11:30 AM to 12:45 PM** **Douglass - Third Floor**  
**Culture Jamming Burke: Many-Moded Mashups of KB and Contemporary Theory**

Sponsor: Kenneth Burke Society

Chair: Annie Laurie Nichols, Saint Vincent College

Presenters:

Misti Yang, University of Maryland, College Park

Victoria Houser, Clemson

Jean Miller, George Washington University

Steven Zwier, Community College of Allegheny County

Erik Garrett, Duquesne University

Annie Laurie Nichols, Saint Vincent College

Through Burke's lenses, panelists will create media such as soundscapes, collages, mixtapes, and photo montages as part of their theoretical work, and audience members will be invited to participate in their own inventional remixing.

**106024** **11:30 AM to 12:45 PM** **Lombard - Third Floor**  
**Social Media, Connected World: International, Political, and Applied Contexts for Communication Technology Use**

Sponsor: Communication Technology

Chair: Arshia Anwer, Manhattan College

Respondent: Daniel Hunt, Worcester State University

"Exploring the Relationships Among Gratifications-Sought, Social Media Usage and Social Support in Chinese Temporary Migrants: A Uses and Gratifications 2.0 Perspective" Yuan Wang, The University of Maryland

"Mediating Visibility on the Social Media Sina-Weibo: The Politics of Quantification" Luxuan Wang, Rutgers University

"Social Media Trust and eWOM" Christina DeVoss, John Carroll University; David Atkin, University of Connecticut

"The Internet in the Age of Trump: Political Polarization in Social Media" Monica Riordan, Chatham University; Stephanie Cole, Chatham University; Alexander Ferrer, Chatham University

Across the globe, billions of people use social media every day. The papers on this panel examine the behavioral, psychological, and social effects of social media, both in the United States and abroad.

**106026** **11:30 AM to 12:45 PM** **Pratt - Third Floor**  
**Health Communication Interest Group Business Meeting**

Chair: Kelly Daily, La Salle University

## 12:00 PM

**107021** **12:00 PM to 4:00 PM** **Frederick/Columbia - Second Floor**  
**Connect Conference: Innovating Your Own Instructional Practices**

Sponsor: Community College

The 2020 Connect Conference focuses on the need to renew, refresh, and perhaps 're-tire' some of what we do in the classroom. Our featured presenter is Dr. Isa N. Engleberg, Prince George's Community College. We will explore what's working and what might need to change in terms of our classroom approach. Lunch and refreshments will be served. Preregistration and payment of a separate fee is required to attend the Connect Conference. Generously sponsored in part by Acclaim and Philadelphia Press.

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## 1:00 PM

**109001** **1:00 PM to 2:15 PM** **Annapolis - Second Floor**  
**Perspectives on Argumentation & Forensics**

Sponsor: Argumentation & Forensics

Chair: Jade Olson, University of Maryland

Respondent: Robert J Green, Bloomsburg University

"Defying Arguments: An Analysis of Republicans' Justifications for Rejecting 'Repeal & Replace'" Sean Luechtefeld, Johns Hopkins University

"We Are Here: Black Femme and Queer Insurgency in Debate" Nadia A Hussein, Wake Forest University; Nicole Nave, Baylor University

This panel engages histories, futures, and ongoing trends in argumentation and forensics. The authors of these papers offer detailed analyses relating to argument, argumentative norms, and the need to (re)engage critical issues relating to the field. Essays illuminate different modes of innovation in argumentation and forensics, offering pathways forward as we grapple with crucial questions on the nature, scope, and role of argumentation.

## 1:00 PM

**109004** **1:00 PM to 2:15 PM** **Baltimore - Second Floor**  
**Persuasion: Agenda/Spin Creative Rhetoric Model/Approach**

Sponsor: Short Course

Presenters:

D.L. Stephenson, Western Connecticut State University  
 Richard Eugene Vatz, Towson University

The study of persuasion has been a central concern of rhetorical studies since Aristotle's Rhetoric. Persuasion also is a major component of other disciplines including political science, psychology, psychiatry, mass media, legal studies (and particularly trial law), business and others.

Extant theories of persuasion see persuasion as parasitic to situational study, whereas the perspective offered here argues for a focus on creative human agency – rhetors' creating agendas and spin -- to understand persuasion study.

**109005** **1:00 PM to 2:15 PM** **Calvert - Third Floor**  
**Analyzing Varied Media Narratives**

Sponsor: Media Communication

Chair: Lukas Pelliccio, Lincoln University

Respondent: Rod Carveth, Morgan State University

"Stenography as New Media: Gender and Work in the Late Nineteenth Century" Christine Bucher, Villanova University

"The Trinity and the Tweet: The Role of Twitter in Engaging with Matters of Faith" Susannah K McMonagle, Eastern University

"Framing Organizational Crisis on Twitter: A Content Analysis" Rahnuma Ahmed, University of Oklahoma; University of Dhaka;

Nazmul Rony, Slippery Rock University

"Essentialism and its Association with Stigmatization on Sense8" Alexandra Askenazi Marcus, Northeastern University

This panel features competitively-selected papers in Media Communication.

**109006** **1:00 PM to 2:15 PM** **Camden - Third Floor**  
**Innovative Perspectives on the Mentor/Mentee Relationship**

Sponsor: Instructional Communication

Chair: Dawn Pfeifer Reitz, Penn State University, Berks

Respondent: Laura Davis, Harrisburg Area Community College

"Building Upon Your Existing Network to Develop Well-Matched Mentor-Mentee Relationships" Kesha Morant Williams, Penn State University, Berks College

"Examining the Intersection of Mentor-Mentee Relationships and Social Identity" Emily Jo Pfender, Villanova University

"Go Find a Mentor: An Alternative Communicative Perspective" Jill Burk, Penn State University- Berks

"Innovative and Unconventional Interpretations: One Instructors' Journey in Both Sides of the Mentoring Relationship" Dawn Pfeifer Reitz, Penn State University, Berks

"Supporting Adjunct Faculty Development" Bessie Lawton, West Chester University

Mentoring relationships are vital in the growth of students, junior faculty members, and professionals outside of the academic environment. This panel discussion will examine innovative ways of interpreting, implementing, and supporting mentoring.

**109007** **1:00 PM to 2:15 PM** **Charles - Third Floor**  
**American Society for the History of Rhetoric Business Meeting**

**109009** **1:00 PM to 5:00 PM** **Chesapeake AB - Third Floor**  
**Integrating Mediation and Moderation Analysis: Fundamentals Using PROCESS**

Sponsor: Innovations in Research and Publishing

Presenter:

Andrew Hayes, The Ohio State University



**School of Communication**

This workshop will be useful for those who want to learn how to conduct mediation, moderation, and conditional process analysis using SPSS and SAS. Participants should have a basic working knowledge of the principles and practice of multiple regression and elementary statistical inference. No knowledge of matrix algebra is required or assumed.

Because this is a hands-on workshop, participants are strongly encouraged to bring their own laptops (Mac or Windows) with a recent version of SPSS Statistics (version 23 or later) or SAS (release 9.2 or later) installed. SAS users should ensure that the IML product is part of the installation. Files needed for the workshop will be distributed by USB at the beginning of class.

An additional fee and pre-registration are required. A mid-afternoon snack will be provided. This workshop is generously sponsored in part by Chapman University School of Communication.

**1:00 PM**

**109017** **1:00 PM to 2:15 PM** **Conway - First Floor**  
**Top Papers in Voices of Diversity**

Sponsor: Voices of Diversity

Chair: Kathryn Hobson, James Madison University

Respondent: Michael Broderick, James Madison University

"Fostering Resiliency: Agricultural Networks and Dialectical Tensions of Women Farmers in Vermont" Katie Robinson, University of Vermont; Sarah N. Heiss, University of Vermont

"It Stops With You': Negotiating Family, Class, Passing, and Oscillating Identities" Daniel S. Strasser, Rowan University

"Bad at Love': Halsey's Bisexual Display" Katherine Harman, Rowan University

"Coloring Baltimore City: A City Colorblind by Discrimination" Chelsea Garrett Mays-Williams, University of Maryland

This paper panel brings together the top papers submitted to the Voices of Diversity Interest Group. Each of these papers illustrate theoretical, methodological, and analytical innovation in their exploration of race, ethnicity, gender, sexuality, and class.

**109018** **1:00 PM to 2:15 PM** **Douglass - Third Floor**  
**Innovation and Popular Culture: Umberto Eco's Philosophy of Communication**

Sponsor: Philosophy of Communication

Chair: Susan Mancino, St Mary's College

"Adventures in Disney World: Understanding Hyperreality in EPCOT" Kati Elizabeth Sudnick, Duquesne University

"Conceptions of Beauty and Ugliness: Umberto Eco at the Louvre" Susan Mancino, St Mary's College

"Elevating the Banal: A Visual Philosophy of Communication and the Work of Andy Warhol" Sarah Deluili, Duquesne University

Umberto Eco's philosophy of communication relies upon semiotics as a logic of culture; in the signification and communication of signs, culture emerges and evolves. Significantly, Eco (1989) uplifts popular culture as a valid and valuable outlet for academic inquiry, no less insightful than elitist determinations of high culture. This panel explores Eco's insights on popular culture as an innovative demonstration of his philosophy of communication, contending that in our daily participation with culture, meaning emerges.

**109019** **1:00 PM to 2:15 PM** **Executive Boardroom - Third Floor**  
**Communication Law & Ethics Interest Group Business Meeting**

Chair: Jason Zenor, SUNY-Oswego

**109024** **1:00 PM to 2:15 PM** **Lombard - Third Floor**  
**Innovative Media Based Pedagogies to Promote Social Activism For Our Students**

Sponsor: Short Course

Presenters:

Nancy Bressler, West Virginia Wesleyan College

Jack Banks, University of Hartford

In connection with ECA's theme, this short course examines the innovative ways that we can engage students in social and cultural awareness and civic action through the analysis and creation of media. With concerns such as slacktivism and hashtag activism for popularity, it considers how students can use media to address social issues. This course considers the opportunities of incorporating media to address larger pedagogical goals including media literacy, active learning, and critical thinking skills.

**109026** **1:00 PM to 2:15 PM** **Pratt - Third Floor**  
**Making Connections In Anticipation of the Eleventh Triennial Conference of the Kenneth Burke Society**

Sponsor: Kenneth Burke Society

Chair: Annie Laurie Nichols, Saint Vincent College

Presenters:

Jean Miller, George Washington University

Erik Garrett, Duquesne University

This is a working papers session, where scholars will talk about the papers they are planning to present at the KBS Triennial 2020. The purposes of the session are to get feedback, look for through-lines, and challenge each other to deliver sharper, more finished papers at the Triennial.

**109027** **1:00 PM to 2:15 PM** **President - First Floor**  
**Top Papers in Media Ecology**

Sponsor: Media Ecology

Chair: Jeffrey S Bogaczyk, Duquesne University

Respondent: Thom Gencarelli, Manhattan College

"Are We Outsourcing Human Freewill?: The Rhetoric of Big Data and Algorithms" Gregory Scott McCown, Duquesne University

"Cyberspace as a Public Good: A McLuhan Probe of the Digital Divide" Ryan P McCullough, West Liberty University

"The Faith and Hope in Proximate Hearing" Joel Scott Ward, Geneva College

"Disruptive' Innovation and the Constitutive Rhetoric of Technology" Kirk M Winans, Rensselaer Polytechnic Institute

This session features the top-ranked competitive papers in Media Ecology.

**2:00 PM**

**111022** **2:00 PM to 3:00 PM** **Harborview - Second Floor**  
**ECA Afternoon Coffee Break**

Grab a cup of coffee or tea to take to your next session, or sit down and catch up with a friend. It's on ECA!

**2:30 PM**

**112001** **2:30 PM to 3:45 PM** **Annapolis - Second Floor**  
**Harboring and Hampering Innovation: How the Study of Interpersonal Communication Can Complicate Researchers' Lives**

Sponsor: Interpersonal Communication

Chair: Stephanie Tikkanen, Ohio University

"Can You Be My Girlfriend and Not My Therapist?": Unrealistic Expectations of Interpersonal Scholars' Communication Abilities"

Stephanie Tikkanen, Ohio University

"What You Do Know Can Hurt You—And Me!": Perceptions of Manipulation by Interpersonal Scholars" Jordan Wagner, Ohio University

"You're Too Smart to Be A Patient': The Perils of Self-Reflexivity" Heather Batin, Ohio University

"An Outsider's Perspective on Interpersonal Communication: Methodological and Cultural Validity" Akbar Sultanov, Ohio University

"Being in The Dark About Gaslighting: Missing The Signs in One's Own Relationship" Heather Lorraine Matthys, Ohio University

"Family Frustrations: When The Communication Scholar Wants to Help At Home But No One Wants To Listen" Kelley Macek, Ohio University

"Paradox of Choice? More like Paradox of Research: How Interpersonal Research Has Affected Personal Behaviors in Online Dating and Face-to-Face Interactions" Alyx McLuckie, Ohio University

Scholars strive to engage in research that will make a positive impact on people's lives. What we sometimes fail to account for is how the study of communication can sometimes negatively affect our own lives. In this session, panelists will share their research in interpersonal communication and explore the ways in which their topics of interest have actually complicated various aspects of their personal lives, opening discussion for meaningful change.

**112004** **2:30 PM to 3:45 PM** **Baltimore - Second Floor**  
**The Art of Lying: Scholarly Perspectives on Mendacity**

Sponsor: Communication Law and Ethics

Chair: Thomas Richard Flynn, Slippery Rock University

"An Increased Penchant for Prevarication: The Congress and the Presidency in an Era of Unparalleled Political Dishonesty" Mary L Kahl, The Pennsylvania State University, The Behrend College

"Lying and Existential Trust" Ronald C. Arnett, Duquesne University

"Lying Isn't a Problem in Interpersonal Relationships, Until It is" Sally Vogl-Bauer, University of Southern Indiana

"Police Narratives and the News Media: A Repressive and Ideological Regime of Power and Knowledge" D.L. Stephenson, Western Connecticut State University

"The Mediation of Lying" Susan Drucker, Hofstra University

Through generations, we are admonished not to lie. The Ten Commandments are quite explicit. The past fifty years, however, have brought relativism to a new level. Cascading lies by politicians destroy trust in our political institutions. Religious institutions are racked by sexual and financial scandal. Corruption runs rampant in Corporate America. We need trust to build and maintain relationships with friends and family in the course of our lives. Our social, religious and political institutions are built on trust. We need a world in which we can trust the handshake of international agreements. This panel addresses our crisis of truth and relativism from differing scholarly perspectives.

**112005** **2:30 PM to 3:45 PM** **Calvert - Third Floor**  
**Interpretation Performance Interest Group Business Meeting**

Chair: Elizabeth Yvonne Whittington, Texas Southern University

**112006** **2:30 PM to 3:45 PM** **Camden - Third Floor**  
**"Born This Way?" Communication Traits as Nature, Nurture, or Both in Education, Entrepreneurship, Media and More**

Sponsor: Communication Traits

Chair: Molly Taggart, Kent State University

Presenters:

Nicholas Scott Smith, Urbana University

James Durbin, Cleveland State University

Molly Taggart, Kent State University

This discussion will focus on communication traits as they are intertwined with various areas of impact in our transforming world. Fresh research and innovative study of communication traits can change how society perceives the idea of nature versus nurture and the concept of nature and nurture. Come and engage in dynamic group interaction related to communication traits and the fields of education, entrepreneurship, media, and other relevant topics as we look to the present and future of this stimulating field.

## 3:00 PM

**112007** **2:30 PM to 3:45 PM** **Charles - Third Floor**

**Philosophy of Communication Interest Group Business Meeting**

Chair: Sarah Deluliis, Duquesne University

**112017** **2:30 PM to 3:45 PM** **Conway - First Floor**

**Harboring Innovation and Interrupting Patterns of Sameness: Race, Equity, and Redemption in the Communication Discipline**

Sponsor: Intercultural Communication

Chair: Ronald L Jackson, II, University of Cincinnati

Presenters:

Ronald L Jackson, II, University of Cincinnati

Kimberly Moffitt, UMBC

Deric Greene, Stevenson University

Felicia Stewart, Morehouse University

Jayne Cabbage, Bowie State University

The panelists explore what it takes to generate innovation in a disciplinary climate that is just beginning to pivot toward greater inclusion. The participants offer observations about what is truly "next" in the discipline by exploring where we've been, where we are now, and where we should be going next.

**112018** **2:30 PM to 3:45 PM** **Douglass - Third Floor**

**Diversity, Equity, and Inclusion: The State of the Communication Discipline**

Sponsor: First Vice President's Programming

Presenters:

Trevor Parry-Giles, National Communication Association/University of Maryland

David McMahan, Missouri Western

Star Muir, George Mason University

This panel features NCA national office staff and elected leaders discussing NCA's 2019 State of the Discipline report. Panelists will discuss a number of topics related to communication faculty, undergraduate and graduate students, and scholarship, with a particular focus on diversity, equity, and inclusion.

**112019** **2:30 PM to 3:45 PM** **Executive Boardroom - Third Floor**

**New Jersey Communication Association Business Meeting**

**112024** **2:30 PM to 3:45 PM** **Lombard - Third Floor**

**Behavioral and Perceptual Effects of Communication Technologies: Intergenerational Perspectives**

Sponsor: Communication Technology

Chair: Cathlin Clark-Gordon, WRC Senior Services

"Behavioral Responses to Phone Snubbing" John A Courtright, University of Delaware; Scott E Caplan, University of Delaware

"Cultivation Theory Effects on Students Interested in Journalism" Erin Perry, Wayne State University

"Technology Makes You Younger (?): How are Older Adult Information and Communication Technology (ICT) Users Impacted by Aging Stereotypes?" Johanna L.H. Birkland, Bridgewater College

The impact of information and communication technologies (ICTs) spans generational divides. These papers examine the behavioral and perceptual effects of ICTs across populations - from college students to older adults.

**112026** **2:30 PM to 3:45 PM** **Pratt - Third Floor**

**Harboring Innovation by Making a Way Out of No Way: Transforming Self Through Race, Collective Memories, and Fictive Kin Ties**

Sponsor: Voices of Diversity

Chair: Maurice Hall, The College of New Jersey

"Black Man in a Suit: Exploring the Experiences of a Black Educational Leader and Society's Perception of Him" David Lindenmuth, C.E.O. of Educational Resources of New Jersey / Rowan University

"Education as a Passport to the Future" Todd Allen, Messiah College

"My Soul Looks Back and Wonders: Revisiting Cultural and Communal Memories and their Impact on One Black Man's Journey in Academic Leadership" Timothy J. Brown, Queens University of Charlotte

"Their Voice is Our Voice: Reflections on Identity, Community and the Case for Reparations in Born in Slavery: Slave Narratives from the Federal Writers' Project, 1936-1938" Claude Taylor, Monmouth University

This panel focuses on how public and private memories impact the construction of racial and cultural identities in professional, social, and historical contexts. Four African American educational leaders will reflect upon their journey and the journey of others that have addressed issues of diversity, inclusion, and social change to make a way out of no way in our relationships, organizations, and communities.



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**2:30 PM**

**112027** **2:30 PM to 3:45 PM** **President - First Floor**

**Finding Safe Passage: Recognizing Secondary Traumatic Stress and Compassion Fatigue and Harboring Faculty Wellness**

Sponsor: Health Communication

Chair: Angela G La Valley, Bloomsburg University of Pennsylvania

"Overview: Burnout, Secondary Traumatic Stress, and Compassion Fatigue" Mary E. King, Bloomsburg University

"Resources, Support, and Where Do We Go From Here?" Jennifer Owlett, William Paterson University

"Strategies for Risk Reduction of Secondary Traumatic Stress and Compassion Fatigue" Shavonne Shorter, Bloomsburg University

"Symptoms of Secondary Traumatic Stress and Compassion Fatigue" Rhiannon Kallis, University of Akron

This interactive roundtable will discuss strategies for recognizing and managing faculty unwellness brought on by secondary traumatic stress (STS) and compassion fatigue (CF). STS, or the emotional duress that occurs when an individual hears about trauma experienced by another person, and CF, a state of exhaustion and dysfunction as a result of cumulative exposure to STS, are important areas for faculty wellbeing. Panelists will share experiences and helpful techniques for managing STS and CF.

**4:00 PM**

**116001** **4:00 PM to 5:15 PM** **Annapolis - Second Floor**

**Leading the Way: ECA Past Officers Look Ahead at an Evolving, Innovating Field**

Sponsor: First Vice President's Programming

Chair: Leeanne M Bell McManus, Stevenson University

"Innovating with Technology to Transform our Field, Communities, and Practice" Ronald L Jackson, II, University of Cincinnati

"Responding to Difference: Using Communication Perspectives to Explore Complex Societal Issues" Janie Harden Fritz, Duquesne University

A innovative session format: "Leading the Way" sessions are intended to stimulate discussion, deliberation, and brainstorming about ideas that will keep the communication discipline at the forefront of innovation. Two past officers of ECA were given the question "In what specific way do you believe the field needs to innovate to remain relevant, cutting-edge, and forward-moving?" and prepared a compelling five-minute "lightening" position that they will present during the session. After the two position statements, we will open the floor for moderated discussion, audience responses, and brainstorming around the topics offered by the past officers. The hope is that participants will collaborate and/or launch projects inspired by the session.

**116004** **4:00 PM to 5:15 PM** **Baltimore - Second Floor**

**Current Issues in Strategic Communication and Public Relations**

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Grace Oforiwa Sikapokoo, Ohio University

Respondent: Arshia Anwer, Manhattan College

"A Chaos Theory Approach to Corporate Crisis: Examining the 2018 TSB Bank Crisis" Claire Anne Pettit, Northeastern University

"An Intoxicating Mix: How Alcohol Related Advertising Contributes to American Drinking Culture" Gabriella Olivia Dignitti, State University of New York at Geneseo

"Evaluating Brand Integrity Through Standardization and Localization in the International Gaming Market" Nina Genna Jacobs, Northeastern University

"The Psychology of Food: Food Marketing, Packaging and Appearance Impact Consumer Purchases" Michaela L Pulver, State University of New York at Geneseo

This competitive paper panel probes current concerns in strategic communication related to corporate PR, advertising, branding, and marketing.

**116005** **4:00 PM to 5:15 PM** **Calvert - Third Floor**

**Voices of Diversity Interest Group Business Meeting**

Chair: Daniel S. Strasser, Rowan University



## 4:00 PM

**116006** **4:00 PM to 5:15 PM** **Camden - Third Floor**  
**Understanding the Needs of the 21st Century Student in the Introductory Communication Course:  
 Matching Employer Expectations with Learning Outcomes**

Sponsor: Community College

Chair: Laura Davis, Harrisburg Area Community College

Respondent: Deborah Stover, Harrisburg Area Community College

"Updating the Current Public Speaking Course to Meet the Needs of the 21st Century Student: Understanding and Appreciating Today's Learner" Laura Davis, Harrisburg Area Community College; Laura Davis, Harrisburg Area Community College

"Speaking of Success: Considering the Contemporary Public Speaking Situation" Susan Ward, Delaware County Community College

"Intersection of Innovation, Tech, and the 21st Century Student in the Basic Course" Dawn Pfeifer Reitz, Penn State University, Berks College

"Interpersonal Communication and the Emerging Health Care Employee: Dissecting Communication Skills in the Introductory Interpersonal Course." Cheryl Wilson, Harrisburg Area Community College

Employers consistently cite oral communication skills as a priority for new hires, and communication instructors are challenged to consider how to ensure students are prepared to meet employer expectations. Critical to this challenge are the answers to questions such as: Who is the 21st century student? How are we teaching them and reaching them in our introductory communication course? Are we meeting their needs while meeting the course learning outcomes in all course modalities? Through panelists' presentations and discussion, we will explore the relationship between core communication courses and employer expectations.

**116007** **4:00 PM to 5:15 PM** **Charles - Third Floor**  
**Argumentation & Forensics Business Meeting**

Chair: Taylor W Hahn, Johns Hopkins University

**116018** **4:00 PM to 5:15 PM** **Douglass - Third Floor**  
**Media Spotlights: Mapping Controversies**

Sponsor: Media Communication

Chair: Lukas Pelliccio, Lincoln University

Respondent: Nicholas Scott Smith, Urbana University

"OK, Google, Tell me about Birth Control. Sentiment Analysis of Positive and Negative Birth Control Headlines and Snippets." Anna Young, UCONN; Kenneth Lachlan, University of Connecticut; Robert Charles Young, Independent researcher

"You Have to Be Willing to Ask Questions That Almost No One Else Would Ask': Exploring the Innovative Possibilities of Samantha Bee and Late Night Comedy" Nancy Bressler, West Virginia Wesleyan College

"A Cross-Ethnic Examination of Narrative Persuasion Outcomes of the Film Get Out" Jana Duckett, Morgan State University

"Greed Versus God: Televangelism in Popular Culture" Colin Kearney, Bellarmine University

The papers on this panel emphasize controversial issues highlighted on media platforms and examine the relationship of media spotlight and public conversation.

**116019** **4:00 PM to 5:15 PM** **Executive Boardroom - Third Floor**  
**Past and Present Executive Directors' Business Meeting**

Sponsor: First Vice President's Programming

Presenters:

Cheryl A Casey, Champlain College

Stacy M Smulowitz, University of Scranton

Candice Elaine Thomas-Maddox, Ohio University Lancaster

Alfred Mueller, Neumann University

Ronald C. Arnett, Duquesne University

Danette Ifert Johnson, Kalamazoo College

This is a private business meeting for past and present Executive Directors of ECA. The primary purpose is to review the most effective operational and financial management strategies employed by this group over the years and to support the incoming ED in her strategic plan for the position and the association. Executive Directors have some of the most important institutional memory of ECA and this time is designed to both honor and capitalize on it for an innovative future.

**116024** **4:00 PM to 5:15 PM** **Lombard - Third Floor**  
**The Range of Communication Law & Ethics**

Sponsor: Communication Law and Ethics

Chair: Jason Zenor, SUNY-Oswego

"Teaching Students about the Legal Limitations of Filming on Public and Private Property" Shawn Kildea, Rider University

"The Problem with Insanity Pleas" Richard Eugene Vatz, Towson University

"The Gamification of Hate? Radicalism, Incitement and Video Games" Jason Zenor, SUNY-Oswego

"Zucked Up: Dealing with Facebook's Disinformation Failure." Thomas Richard Flynn, Slippery Rock University; James Smith, SUNY-New Paltz

The panel crosses a variety of issues that are timely and significant in the area of Communication Law & Ethics. From an ethnographic study on teaching students journalists to a news story about a shooting in a new room to the legal issues surrounding social media companies and the video game industry, this panel begins with issues of local importance and expands into international affairs.

**4:00 PM**

**116026** **4:00 PM to 5:15 PM** **Pratt - Third Floor**  
**Kenneth Burke and the Rhetoric of Resistance**

Sponsors: Kenneth Burke Society; Rhetoric and Public Address

Chair: Heather M Stassen, Cazenovia College

Respondent: David Seitz, Penn State Mont Alto

"Me Too Stew: Argument by Dissociation" Bethany Hope Popelish, James Madison University

"Not Up to U.S. Standards: Epideictic Resistance to Paternalistic Colonialism in Puerto Rico" Isabel Fay, Longwood University

"Public Memory, Burkean Identification, and the Social Movement Rhetoric of the North Carolina Regulator Movement in Season 4 of the Television Series 'Outlander'" Valerie Schrader, Penn State University - Schuylkill Campus

These panelists examine the contemporary resistance movements through the lenses of rhetorical theory and the work of Kenneth Burke.

**116027** **4:00 PM to 5:15 PM** **President - First Floor**  
**Pushing to Innovate: A Closer Examination of Challenging the Status Quo Across Contexts**

Sponsor: Applied Communication

Chair: Kati Elizabeth Sudnick, Duquesne University

Respondent: Jennifer Owlett, William Paterson University

"An Examination of Higher Education Disability Policy and Research" James Durbin, Cleveland State University

"Strengths-based Leadership: Utopia or Dystopia" Paul Ziek, Pace University

"Greenhouses: Local Homes That Nurture an Ethic of Thriving" Preston Carmack, Duquesne University

The papers on this panel examine a variety of current policy and practices in the contexts of higher education, leadership, and business. These papers challenge status quo and provide direction for innovation.

**5:30 PM**

**118022** **5:30 PM to 6:30 PM** **Harborview - Second Floor**  
**Newcomers' and Undergraduate Scholars' Welcome Reception**

This special gathering is ECA leadership's opportunity to welcome newcomers to our association and to the convention. In addition, our Undergraduate Scholars Conference planners will give a brief orientation to the convention for students. After making some new friends, take the elevator to the 15th floor for the ECA 2020 Welcome Reception.

**6:30 PM**

**120025** **6:30 PM to 8:00 PM** **Pisces - Fifteenth Floor**  
**Welcome Reception**

Come to this traditional official convention kick-off party. Say hi to colleagues you haven't seen in awhile, make plans for your time in Baltimore, and enjoy a cash bar and cocktail food compliments of ECA.

**8:00 PM**

**121018** **8:00 PM to 9:00 PM** **Douglass - Third Floor**  
**Twelve Step Meeting**

# Friday • April 3, 2020

## 8:00 AM

**201022** **8:00 AM to 9:00 AM** **Harborview - Second Floor**  
**ECA Morning Coffee**

ECA is pleased to provide hot coffee and tea to start your day.

**212019** **8:00 AM to 8:30 AM** **Executive Boardroom - Third Floor**  
**ECA Nominating Committee**

Chair: Leeanne M Bell McManus, Stevenson University

## 8:30 AM

**202004** **8:30 AM to 9:45 AM** **Baltimore - Second Floor**  
**Harboring Innovation at the James L. Knight School of Communication: A Synergy of Theory and Praxis**

Sponsor: Applied Communication

Chair: Timothy J. Brown, Queens University of Charlotte

"Community and the Classroom: How Innovation in Service Learning Models Drive Community Impact." Bruce Clark, Queens University of Charlotte

"Digital Health Literacy: Harboring Service Learning Opportunities for Applied Communication Research and Community Engagement" Zachary White, Queens University of Charlotte

"Digital Inclusion as Service Learning: Harboring Innovation in a Senior Undergraduate Capstone Course." Daina Nathaniel, Queens University of Charlotte

"Harboring Innovation from the Classroom into the Community: Empowering Students with the Tools of Multimedia Storytelling" Joe Cornelius, Queens University of Charlotte

"Preparing Student Storytellers for the Tokyo 2020 Olympic Games: Innovating Across Borders with Global Events, University Partnerships, and Private Industry" Bob Page, Queens University of Charlotte

As the only communication program endowed by the James L. Knight Foundation, the Knight School of Communication advances a mission that emphasizes both the acquisition of knowledge (theory) and its application (practice). This panel harbors innovation by highlighting the School's initiatives that are transforming the city of Charlotte and the broader community, including service learning, digital health literacy, media production and community engagement, and international study abroad.

**202005** **8:30 AM to 9:45 AM** **Calvert - Third Floor**  
**Pennsylvania State Communication Association Business Meeting**

**202011** **8:30 AM to 9:45 AM** **Columbia - Second Floor**  
**Innovative Approaches to Service Learning and Assessment**

Sponsors: Instructional Communication; Media Communication

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

Presenters:

Douglas C. Strahler, Slippery Rock University of Pennsylvania

Allison Peiritsch, Slippery Rock University

Arshia Anwer, Manhattan College

Kelly McWhirter O'Donnell, University of Pittsburgh

Thom Gencarelli, Manhattan College

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

Respondent: Janie Harden Fritz, Duquesne University

These panelists will examine how service learning influences the ways college students think about their role in democratic societies. Also, panelists will share innovative methodologies to pathways of civic engagement in both traditional and distance higher education, paying special attention to communication competence and empathy throughout the development of critical thinking, awareness, and ethical competence. Finally, speakers will discuss instrumental assessment approaches of solidarity service in both national and global service learning projects.

**8:30 AM**

**202016** **8:30 AM to 9:45 AM** **Constellation F - Second Floor**

**Communication, Gender Representation, and Social Issues**

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Carly Woods, University of Maryland

"#AerieReal and The New Wave of Branding" Brittany O'Malley, Manhattan College

"Men and Mascara: Challenging Gender Codes Within the Cosmetic Industry" Shannon Kathleen Burth, State University of New York at Geneseo

"Menstrual Product Advertisements and the Lessons Learned" Caitlyn Davies, State University of New York, Geneseo

"On Rachel Carson's Continuing Legacy: How Students at the University of Maryland Aim to Commemorate Carson in 21st Century Environmental Activism" Yukun Sun, University of Maryland Undergraduate Student

"Rhetorics of Women's Reproductive Healthcare: An Introduction" Claire Elizabeth Noppenberger, University of Richmond

"Sexual Assault and the Fraternity and Sorority Life Subculture" Madeline Nicole Filling, Coastal Carolina University

This competitive paper session will feature brief presentations examining representation of gender and resulting impacts on social experience and public policies.

**202017** **8:30 AM to 9:45 AM** **Conway - First Floor**

**To Bring Inspiration and Innovation...Or To Earn Profits?: How Media Corporations Discuss Social Issues**

Sponsor: Voices of Diversity

Chair: Nancy Bressler, West Virginia Wesleyan College

Respondent: Jack Banks, University of Hartford

"Hi Guys, Welcome Back to my Channel it's your Girl, Jackie Aina! Jackie, Jackie, Jackie, Jackie, Jackie, Jackie, Jackie, Jackie, Jackie, Jackie, Jackie, Jackie": A Textual Analysis of How YouTube is Affecting Social Change and Discussions of Social Issues" Amber Byrd, Case Western Reserve University

"To Open Ourselves to the Unknown, not the End of the Story, but a New Beginning": How Jordan Peele Innovates the Legacy of The Twilight Zone." Nancy Bressler, West Virginia Wesleyan College

"Bringing Inspiration and Innovation: Nike's Role in Furthering Social Justice" Bailey Frederick, Wheeling Jesuit University

"Social Issues Within Sports: Questioning Newspapers' Portrayal of Social Issues Relating to Racial Diversity in the NFL"" Mallory Cadell, West Virginia Wesleyan College

Taking its cue from the ECA theme "Harboring Innovation" and Nike's mission statement, this panel explores how social justice issues are discussed, challenged, and transformed through a variety of media platforms.

**202018** **8:30 AM to 9:45 AM** **Douglass - Third Floor**

**Communication Administrators' Workshop**

Sponsor: Communication Administration

Chair: Andrew Herman, State University of New York, Geneseo

Presenters:

Thomas Richard Flynn, Slippery Rock University

Dale Herbeck, Northeastern University

Mary Mino, Penn State DuBois

Janette Kenner Muir, George Mason University

Star Muir, George Mason University

Nancy Willets, Cape Cod Community College

This roundtable session offers those working in various administrative positions the opportunity to share their joys, frustrations, best practices, and lessons learned in a climate of camaraderie and support. Open to all current, recovering, and aspiring administrators.

**202019** **8:30 AM to 9:45 AM** **Executive Boardroom - Third Floor**

**Kenneth Burke Society Business Meeting**

Sponsor: Rhetoric and Public Address

Chair: Cem Zeytinoglu, East Stroudsburg University of Pennsylvania

**202024** **8:30 AM to 9:45 AM** **Lombard - Third Floor**

**Media Representations as Popular Culture**

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Shariq I Sherwani, Ohio University

"Can You &\$%# God?:" Understanding Religion in Phoebe Waller-Bridge's 'Fleabag'" Anna Long, Boston College

"He Looks Like a Sweet One:" Alternative Masculinities in Netflix Series Sex Education" Samantha Rosa, Northeastern University

"Controversial yet Compelling: The Representative Anecdote and Ferris Bueller's Day Off" Mikayla M Ickes, Messiah College

"Gender, Sexuality, and Violence in the Paratexts for 'Killing Eve'" Anna Long, Boston College

"How Romance Affects the Narrative in Science Fiction Film" Madison Moyer, Messiah College

"Pretty Little Stereotypes: How Pretty Little Liars Reinforces Conservative Ideals Through the Depiction of its Queer Characters"

Kayley Nagle, The George Washington University

"Vulnerable and Weak: How HBO's Euphoria Problematizes Hegemonic Masculinity" Danny Davis, Lincoln University; Terrin Poe-Johnson, Lincoln University

This high-density competitive paper panel will feature brief analyses of media representations in today's popular culture.

**8:30 AM**

**202026** **8:30 AM to 9:45 AM** **Pratt - Third Floor**  
**Community College Interest Group Business Meeting**  
 Chairs: Jessica Papajcik, Stark State College; Andy Kai-chun Chuang, LaGuardia Community College, CUNY

**202027** **8:30 AM to 9:45 AM** **President - First Floor**  
**The Dark Side and the Light Side of Health Innovation**

Sponsor: Health Communication

Chair: Mary E. King, Bloomsburg University

"U.S. Adults' Attitudinal, Normative, and Feasibility Beliefs about Prescription Opioid Use from Relational and Individual Perspectives" Samantha Stanley, University of Maryland, College Park; Anita Atwell Seate, University of Maryland

"Korean American Smokers' Perceptions of Using Mobile Apps for Smoking Cessation" Joonwoo Moon, Morgan State University; Julaine S. Rigg, Morgan State University; Janice E. Smith, Morgan State University

"Competing and Conflicting Health Messages: How a Case Study of E-Cigarettes can Inform Persuasive Health Campaigns" Victoria Ann Ledford, University of Maryland

This panel features competitively selected papers that explore key beliefs, communication tools, and competing messages related to prescription opioid use, smoking cessation, and e-cigarettes.

**9:00 AM**

**203009** **9:00 AM to 12:45 PM** **Chesapeake AB - Third Floor**  
**Mediation Analysis with Distinguishable Dyadic Data**

Sponsor: Innovations in Research and Publishing

Presenters:

Jacob Coutts, The Ohio State University

Tao Jiang, The Ohio State University

Andrew Hayes, The Ohio State University

This workshop will be useful for those who want to learn how to conduct mediation analysis with distinguishable dyadic data. Participants should have a basic working knowledge of the principles and practice of multiple regression and elementary statistical inference. No knowledge of matrix algebra is required or assumed.

Because this is a hands-on workshop, participants are strongly encouraged to bring their own laptops (Mac or Windows) with a recent version of SPSS Statistics (version 23 or later) or SAS (release 9.2 or later) installed. SAS users should ensure that the IML product is part of the installation. Files needed for the workshop will be distributed by USB at the beginning of class.

An additional fee and pre-registration are required to take this workshop. A light breakfast will be provided.

**10:00 AM**

**205001** **10:00 AM to 11:15 AM** **Annapolis - Second Floor**  
**Resolved: Donald Trump's Policies Warrant His Re-Election**

Sponsor: First Vice President's Programming

Chairs: Kristin English, Georgia College & State University; J Kanan Sawyer, West Chester University of Pennsylvania

Presenters:

Richard Eugene Vatz, Towson University

Tyrone Keys, The Keys Organization

Theodore Sheckels, Randolph-Macon College

Natalie Bennie, Penn State University

Come for the controversial topic, stay to see the nearly-lost art of outstanding formal debate. Four acclaimed debaters and political communication thinkers from our field will provide affirmative and negative arguments, rebuttals, and floor speeches relative to the proposition. The chairs will then moderate audience Q&A and discussion with the debaters.

ECA adheres to the National Communication Association Credo for Ethical Communication, which states: "We endorse freedom of expression, diversity of perspective, and tolerance of dissent to achieve the informed and responsible decision making fundamental to a civil society." This debate is aimed at realizing those ends.

Please come to this session prepared to listen to arguments and positions with which you might not agree, and to participate within the format established by the program planners (i.e., during the Q&A/discussion period after the debate has concluded). Please engage thoughtfully, respectfully, and in a civil manner. Focus on the issues, and avoid personal attacks on your ECA colleagues. Audience participation is restricted to the period after the debate has ended, and will be moderated by the session chairs.

## 10:00 AM

**205004** **10:00 AM to 11:15 AM** **Baltimore - Second Floor**  
**Social Justice and Social Media: Innovative Research Strategies to Study Hashtag Activism**

Sponsor: Voices of Diversity

Chair: Naomi Johnson, Longwood University

"Categorizing Identities in Hashtag Activism Campaigns: A Three-Prong Test for Determining Gender Expression and Other Types of Identities" Naomi Johnson, Longwood University

"Networking Rhetoric in the Tweets of Baltimore with #BlackLivesMatter" Annie Laurie Nichols, Saint Vincent College

"To 'Like' or not to 'Like,' That is the Question: Researcher-Participant Power Difference on Instagram" Ellen Santa Maria, Temple University

"Your Voice is Represented Here: Challenges and Choices in a Thematic Analyses of #WhyIDidntReport" Kris Paal, Longwood University; Isabel Fay, Longwood University

Individuals participating in hashtag activism movements like #BlackLivesMatter, #MeToo, and others have collectively created significant changes in public knowledge of key concerns for members of marginalized communities, cultural norms surrounding these issues, and have even spurred new laws. Researching these movements and those who post or respond to them brings special methodological and ethical challenges. In this panel, we discuss methodological issues commonly faced in this context and the advantages and disadvantages these choices bring.

**205005** **10:00 AM to 11:15 AM** **Calvert - Third Floor**  
**Competitive Papers in Instructional Communication**

Sponsor: Instructional Communication

Chair: Rikishi T. Rey, Chapman University

Respondent: Ann Bainbridge Frymier, Ohio University

"Teacher Credibility and Students' Expected Grades on Classroom Speech Assignments" Chris R Sawyer, Texas Christian University; Delwin E. Richey, Tarleton State University; Karley A. Goen, Tarleton State University

"Exploring Student Motives for Communicating with Classmates" Jordan Atkinson, Missouri Western State University; Joy Deatherage, Missouri Western State University; Nicole Bilby, Missouri Western State University

"Shyness in the Classroom: A Study in Nonverbal Communication Codes" Nora E Radway, West Virginia University

The competitively selected papers on this panel showcase how traditional concepts in communication - namely, credibility, motives, and shyness - are being applied in new and interesting ways to the instructional communication context. These include examinations of teacher credibility perceptions on students' expected grades, student motives for communicating with one another, and the ways in which shyness is manifested in the college classroom. Using a variety of methodologies, these studies illustrate how instructional communication scholars continue to approach the teaching-learning relationship in innovative ways.

**205007** **10:00 AM to 11:15 AM** **Charles - Third Floor**  
**Maryland State Communication Association Business Meeting**

**205016** **10:00 AM to 11:15 AM** **Constellation F - Second Floor**  
**Harboring Rights and Ethics: Social Media Law And Ethics Roundtable**

Sponsor: Communication Law and Ethics

Chair: Susan Drucker, Hofstra University

Presenters:

Thomas Richard Flynn, Slippery Rock University

Douglas C. Strahler, Slippery Rock University of Pennsylvania

Dale Herbeck, Northeastern University

Kristie Byrum, Bloomsburg University of Pennsylvania

Brian McFadden, Hofstra University

Jeffrey Morosoff, Hofstra University

Lewis Freeman, Fordham University

The ethical and legal limits of free expression in the new media landscape are beginning to emerge both domestically and internationally. Social media space presents a staggering breadth of matters to consider: privacy, copyright and trademark, along with defamation, privacy, harassment, stalking, contracts, advertising, censorship issues, to name a few. A fundamental issue of "who regulates social media" has increasingly arisen. Myriad standards of professional ethics command compliance in order for various media industries to function. This roundtable will address the scope and nature of this newly developing media environment. This panel will examine a series of legal and ethical issues raised by (1) data breaches (2) deepfakes (3) legal implications of reposting (4) trolls and doxing, and (5) expanded opportunities for law enforcement.

## 10:00 AM

**205018** **10:00 AM to 11:15 AM** **Douglass - Third Floor**

**Undergraduate Innovations: Lambda Pi Eta Communication Honors Society**

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Leeanne M Bell McManus, Stevenson University

Presenters:

Isabelle Garrity, Mu Kappa Chapter, Loyola University of Maryland

Jared Hoffman, University of Pittsburgh at Greensburg

Max Eagle, Alpha Beta Upsilon Chapter, Temple University

Emel Rasim, Xi Omega Chapter, Bloomsburg University

Sutton Reekes, Nu Epsilon Chapter, Longwood University

Vivian Gray, Nu Epsilon Chapter, Longwood University

Christopher Gaines, Morehouse College

Emma Cathy Smith, Alpha Alpha Epsilon Chapter,  
Stevenson University

Julia Mulry, Loyola University of Maryland

Respondent: Trevor Parry-Giles, National Communication Association/University of Maryland

This panel features members of eight chapters of the national honor society for undergraduate students of communication, Lambda Pi Eta. The students will discuss their chapters' activities, and how their varied initiatives support professional and academic development of communication students.

**205024** **10:00 AM to 11:15 PM** **Lombard - Third Floor**

**Visual Aids and Presentation Design | Finding Joy and Establishing Clarity Using the Assertion-Evidence Method**

Sponsor: Short Course

Presenter:

Marcy Milhomme, Penn State University

In this course, we will explore PowerPoint for presentation design not merely as a container for written thoughts and ideas, but as a blank canvas. Using the Assertion-Evidence Method for presentation design (Alley, 2013), participants will learn how to design meaningful slides with captivating claims and images that contribute to, rather than detract, from messages. The result is an increase in passion and joy from the presenter, and with enhanced audience comprehension and engagement.

**205026** **10:00 AM to 11:15 AM** **Pratt - Third Floor**

**Eastern Communication Association Distinguished Teaching Fellows: Overcoming Challenges of Classroom Innovation**

Sponsor: Innovations in Teaching and Learning

Chair: Sara C. Weintraub, Regis College

Presenters:

Leeanne M Bell McManus, Stevenson University

Timothy J. Brown, Queens University of Charlotte

Thom Gencarelli, Manhattan College

Star Muir, George Mason University

Keith Weber, Chapman University

Over decades of teaching, the nature of some of the innovations have changed, the students are a bit different, and the media environment has evolved, but many of the challenges of innovation in the classroom have not. This panel features ECA Distinguished Teaching Fellows, who identify highlights and lowlights in their continuing efforts to grow as teachers, engage their students, and keep their courses relevant. Starting from a series of examples, audience discussion will involve strategies for introducing new approaches, taking the pulse of student experiences, and ensuring opportunities for those special moments of (self) learning when adjustments are needed.

**205027** **10:00 AM to 11:15 AM** **President - First Floor**

**Careers of Innovation: Trailblazing Practices in Rhetorical Criticism and Textual Analysis**

Sponsor: Innovations in Rhetorical Criticism and Textual Analysis

Chair: Rachel Presley, University of Minnesota

Presenters:

Charles E. Morris III, Syracuse University

Thomas K Nakayama, Northeastern University

Ronald L Jackson, II, University of Cincinnati

This roundtable discussion with three leaders in the field of critical studies will address questions of how innovative approaches to the discipline played a role in their formation as scholars. This panel of nationally respected scholars offers a unique opportunity for an open-ended dialogue about formative moments in their careers, specific projects that they believe are indicative of innovative approaches to rhetorical criticism and textual studies, and advice to scholars in the field on developing a rewarding path forward.

**11:30 AM****11:30 AM to 12:45 PM  
Communication Traits Interest Group Business Meeting****Charles - Third Floor****206001 11:30 AM to 12:45 PM Annapolis - Second Floor  
Top Competitive Papers in Applied Communication**

Sponsor: Applied Communication

Chair: Mary E Donato, Buena Vista University

"How the National Weather Service Builds Relationships with Core Partners: Coordinating Across Multiple Partners to Communicate Uncertain Scientific Information" Samantha Stanley, University of Maryland, College Park; Yumin Yan, University of Maryland; Allison Chatham, University of Maryland, College Park; Anita Atwell Seate, University of Maryland; Brooke Fisher Liu, University of Maryland

"Is Femvertising the New Greenwashing? Examining Corporate Commitment to Gender Equality" Yvette Sterbenk, Ithaca College; Sara Champlin, The University of North Texas; Kasey Windels, University of Florida; Summer Shelton, Idaho State University

"Supporting Agricultural Resilience: The Value of Women Farmers' Communication Practices" Sarah N. Heiss, University of Vermont; Kerry Daigle, University of Vermont

This panel showcases the top three competitive papers from the Applied Communication Interest Group. These papers address ways organizations communicate with various publics by applying communication principles to the areas of public relations, corporate social responsibility, and agriculture.

**206004 11:30 AM to 12:45 PM Baltimore - Second Floor  
Innovative Training Programs as Examples of Applied Organizational Communication Work**

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Elizabeth Jeter, High Point University

"Everyday Evangelism, Effortlessly Sharing Your Faith" Ashley Britton, High Point University

"HelloFresh, On Boarding Training and Team Building" Izzy Petts, High Point University

"Lawyer Mindset Training Program" Taylor Parks, High Point University

"Leadership Systems, New Coach Orientation Training" Matthew Gushee, High Point University

"Teamwork for the Young Sales Professional" Jack Larini, High Point University

Students on this panel developed applied training programs for client organizations. This project acted as a framework for students' creativity and led to innovative training programs that enhanced students' e-portfolios. The panelists will discuss how they applied theory to practice to learning marketable workplace skills.

**206005 11:30 AM to 12:45 PM Calvert - Third Floor  
Philosophy of Communication in a Globalized World**

Sponsor: Philosophy of Communication

Chair: Susan Mancino, St Mary's College

"How Much Can You Say in a Tweet?" Katarzyna Elliott-Maksymowicz, Drexel University; Alexander Nikolaev, Drexel University; Douglas Porpora, Drexel University

"Marketing in an Age of Precarity: Integrated Marketing Communication as Strategic Rhetoric" Ryan P McCullough, West Liberty University

"The Centrifugal Sponsorship: Exploring a Globalization-Force Partnership Failure" Jeremy Langett, University of Lynchburg

"User and Used: Interpreting the Potential Side Effects of Facebook Use on Subscribers' Mental Health" Christopher M. Bondi, Duquesne University

This panel uncovers, considers, and discusses the innovative ways that communication structures, creates, and impacts our increasingly globalized society. These papers articulate the necessity of philosophy of communication in a variety of relevant contexts influencing the discipline today.

**206006 11:30 AM to 12:45 PM Camden - Third Floor  
Is College a Safe Harbor for Students with Mental Illness?**

Sponsor: Health Communication

Chair: Francine Mindel, Notre Dame of Maryland University

Presenters:

Gina Johnson, College of Southern Maryland

Sylvette LaTouche-Howard, University of Maryland School of Public Health

Elizabeth Scott LaBonte, Assistant Director of Counseling Services, Notre Dame of Maryland University

Francine Mindel, Notre Dame of Maryland University

Stacey Peterson, Montgomery College

As communication educators, we see the struggles and successes of students suffering with mental illness almost daily. Panelists come from different backgrounds and areas of expertise, including teaching at universities, colleges, and community colleges. Guided by discussion questions, panelists will approach this topic from varied interests, including social support, Asian students' cultural barriers to seeking help, intersectionality of disenfranchisement, and how this issue is being framed in the arena of public health.



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**11:30 AM**

**206011** **11:30 AM to 12:45 PM** **Columbia - Second Floor**  
**Top Papers in Political Communication**

Sponsor: Political Communication

Chair: Sean Luechtefeld, Johns Hopkins University

Respondent: Kristin English, Georgia College & State University

"The Fall of the Towers and the Rise of Political Comics Journalism" Christina M. Knopf, SUNY Cortland

"The Eschatology of the Alt-Right: A Post-Christian Apocalyptic" Natalie Bennie, Penn State University

"Beers, Bros, and Brett: Memes and the Visual Ideograph of the Angry White Man" Benjamin R Bates, Ohio University; Heather M Stassen, Cazenovia College

The papers on this panel, which represent the top overall submissions to the Political Communication Interest Group, confront the myriad ways in which identity is shaped through political communication, as well how political communication is shaped by identity.

**206016** **11:30 AM to 12:45 PM** **Constellation F - Second Floor**  
**Communicating About Contemporary Political Controversies**

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Mary Mino, Penn State DuBois

Respondent: Jennifer Potter, Townson University

"Hyper-Consumerism and Climate Change: What Lies Beneath" Dionaisy Caceres, Student - Ramapo College of New Jersey

"The Angry Black First Lady: A Media Analysis of Michelle Obama" Chloe Grace Corwin, Mount St. Mary's University

"The Change in CNN and Fox's Framing of Mass Shootings from 2007-2016" Connor Huydic, University of Connecticut

"You Didn't Answer the Question, Senator: An Innovative Analysis of Adherence to Critical Discussion Rules in American Politics" Thomas Catenacci, Northeastern University; Samantha Picard, Northeastern University

This competitive paper panel explores discourse surrounding a diversity of timely critical issues such as climate change, gun violence, and political engagement.

**206018** **11:30 AM to 12:45 PM** **Douglass - Third Floor**  
**Struggles in Academia: From the Dark to the Bright Side**

Sponsor: Interpersonal Communication

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

Presenters:

Marianne Dainton, La Salle University

Angela L Putman, Penn State Brandywine

Lukas Pelliccio, Lincoln University

Corey Jay Liberman, Marymount Manhattan College

During this session, panelists will share moments of struggle in their academic journey with the goal of addressing these obstacles and becoming empowered by sharing them publicly. The conversation will also include ways to sense-make and cope with the struggles that audience members may also be experiencing.

**206019** **11:30 AM to 12:45 PM** **Executive Boardroom - Third Floor**  
**Innovating in the Basic Course: Looking Ahead to 2021**

Sponsor: First Vice President's Programming

Chair: Dawn Pfeifer Reitz, Penn State University, Berks College

Since the ECA Basic Course Conference is offered every other year, this session will give interested colleagues a chance to discuss current important topics and best practices for the basic course in communication. We will revisit conversations from 2019 and look ahead to issues of importance for the 2021 conference.

**206025** **11:30 AM to 1:30 PM** **Pisces - Fifteenth Floor**  
**Eastern Communication Association Past Officers Club Luncheon**

This private invitation-only luncheon honors past ECA leaders.

## 11:30 AM

**206026** **11:30 AM to 12:45 PM** **Pratt - Third Floor**  
**Princes, Princesses, Superheroes, and Villains Changing the World:  
 Questioning Innovative Representations Since the Disney/Fox Merger**

Sponsor: Media Communication

Chair: Nancy Bressler, West Virginia Wesleyan College

Respondent: Jack Banks, University of Hartford

"What's Mixed?": Exploring the Relationship of Agenda-Setting Theory and Priming in Regards to Race in the ABC Show Mixed-ish"  
 Amber Byrd, Case Western Reserve University

"Being Evil, A Pirate's Life, and The Queen of Mean: Examining the Innovative Potential of Female Characters in Descendants 3"  
 Nancy Bressler, West Virginia Wesleyan College

"Step Aside Prince Ali, This Princess Won't Go Speechless: Questioning the Remake of Aladdin" Kaitlin Shields, Wheeling Jesuit University

"Toward a More Diverse Group of TV Superheroes?" Rod Carveth, Morgan State University

When Disney acquired Fox in March 2019, it was one of the largest media mergers ever. This panel will examine how this acquisition potentially influences the diversity of representation in those products and questions if this media conglomerate allows for innovative representation. Given the ECA theme of "Harboring Innovation", we question if the combination of Disney and Fox allows for revolutionary or transformative narrative expressions and character development or if it inhibits innovative ideas.

**206027** **11:30 AM to 12:45 PM** **President - First Floor**  
**Poetry and Art: Performances of Issues in Society**

Sponsor: Interpretation Performance

Chair: Brent Allen Saindon, Mercy College

Respondent: Christina E. Saindon, Queensborough Community College, CUNY

"Dramatic Poetry: Hypervisibility and Invisibility in the AIDS Rhetoric of C. Everett Koop" Darlene K. Drummond, Dartmouth College

"Permutations of Aesthetic Presence in the Slow Food Movement" Michael Broderick, James Madison University; Kathryn Hobson, James Madison University

"Who Am I?: Understanding Identity through Poetic Inquiry" Soph Margulies, University of South Florida

This paper session examines critical societal issues, including HIV/AIDS and social movements/resistance, using a performative method.

## 1:00 PM

**209001** **1:00 PM to 2:15 PM** **Annapolis - Second Floor**  
**Top Papers in Communication Traits**

Sponsor: Communication Traits

Chair: James Durbin, Cleveland State University

"Know Your Sample: Trait Argumentativeness as a Predictor of Bolster and Counterargue Tendencies in Resistance to Persuasion Research" Charles J. Wigley, Canisius College; Linda L. McCroskey, California State University, Long Beach

"Proposing an Alternative Method for the Measurement of Trait Argumentativeness" Yang Lin, School of Communication, The University of Akron; Lingxing Yao, Dept. of Mathematics, The University of Akron; Andrew S Rancer, School of Communication, The University of Akron

This panel features the top ranked papers submitted to the Communication Traits Interest Group

**209004** **1:00 PM to 2:15 PM** **Baltimore - Second Floor**  
**Innovating the Communication Curriculum with Open Educational Resources (OER)**

Sponsor: Community College

Chair: Nancy Willets, Cape Cod Community College

Presenters:

Andree Betancourt, Montgomery College

Brian Kline, The University of North Georgia

Jessica Papajcik, Stark State College

Stacey Peterson, Montgomery College

This roundtable will feature four communication educators who have experience with Open Education Resources (OER). Each participant possesses a unique level of experience in the creation, adoption, and integration of OER materials into a wide variety of communication courses. This roundtable will address a variety of OER topics such as: effectiveness, quality, resource availability, adoption, creation, integration, opportunities, and challenges. The audience will be invited to join the discussion by sharing their own experiences, reflecting on the perspectives shared, and/or posing questions.

1:00 PM

209005 1:00 PM to 2:15 PM Calvert - Third Floor

**New Connections, New Models, New Innovators: Exemplars in Creative Application of Rhetoric and Critical Studies**

Sponsor: Innovations in Rhetorical Criticism and Textual Analysis

Chair: Steve Granelli, Northeastern University

Presenters:

Samantha Dols, Catholic University of America

Rachel Presley, University of Minnesota

Alane Presswood, West Chester University

This panel highlights three recent projects from young scholars who have used rhetoric or textual analysis in innovative ways. Each researcher has combined a unique methodological approach with an interesting text to produce research that is indicative of the types of pioneering work done when we challenge traditional standards and structures. Each scholar will also discuss how their research drives or is driven by factors outside of academia.

209006 1:00 PM to 2:15 PM Camden - Third Floor

**A Conversation with The 2019 ECA Distinguished Research Fellows: Innovating the State of Communication Research**

Sponsor: Innovations in Research and Publishing

Chair: Pamela Lannutti, La Salle University

Presenters:


Timothy J. Brown, Queens University of Charlotte

Lance Strate, Fordham University

This panel will feature a discussion with the 2019 class of Distinguished Research Fellows. Drs. Brown and Strate will discuss their perspectives on our field and what it means to be "innovative" as communication researchers. The panel will leave plenty of time for audience dialogue with these distinguished researchers.

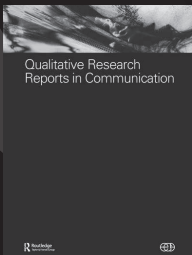
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## 1:00 PM

**209007** **1:00 PM to 2:15 PM** **Charles - Third Floor**

**Innovating the Self: Autoethnographic Experiences and Exploration**

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Mary E. King, Bloomsburg University

"Intrapersonal and Societal Conflict between Faith and Politics" Gabriel Jacob Amadeus Miller, Bloomsburg University

"The Emotive Qualities and Struggles in My Mind: An Autoethnography" Emel Rasim, Xi Omega Chapter, Bloomsburg University

"The Ocean and the Undertow: The Metaphorical Insight into One's Journey with Anxiety" Kynslee Shepherd, Bloomsburg University

Every student has a story. This panel will highlight three very different stories presented as autoethnographic accounts from undergraduate students. Each presenter will portray their individual experiences from a very personal perspective. Participants will discuss mental illness and mental wellness, anxiety, political and religious backgrounds and orientations, as well as shifting identities and ideologies. Audience engagement is encouraged.

**209009** **1:00 PM to 5:00 PM** **Chesapeake AB - Third Floor**

**Qualitative Research Methods and Practice: A Hands-On Workshop**

Sponsor: Innovations in Research and Publishing

Presenter:

Heather Stuckey, Penn State Milton S. Hershey College of Medicine

The first part of the workshop will offer participants hands-on practice in research and interview question development to make a solid foundation for a qualitative study. This will be followed by discussion of well-developed qualitative studies. The second part of the afternoon will involve the development of codes and themes. We will conclude with work group session to practice coding, interpretation, and development of themes from codes, and feedback from the facilitator.

An additional fee and pre-registration or on-site registration are required for this workshop. A mid-afternoon snack will be provided.

**209014** **1:00 PM to 2:15 PM** **Constellation E - Second Floor**

**James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference Poster Session I**

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chairs: Angeline Sangalang, University of Dayton; Stephanie Tikkanen, Ohio University

"Social Media and Society: A Generation Transformed and Transforming Consciousness and Culture" Marisa Leigh Rupolo, SUNY New Paltz; Donna Flayhan, SUNY New Paltz

"From Canvas to Our Culture: Technology, New Media, and Democratization of Art" Shannon Kathleen Burth, State University of New York at Geneseo

"Communication Technologies: The Effect of Using Various Online Communication Platforms in Long Distance Romantic Relationships" Joshua Smith, Eastern University

"Losing Our Identity Through Social Media" Taylor Rose Hoover, Kutztown University

"Playing With Identity: Expressing the Self through Digital Avatars and the Effect of Design on Players and Their Experiences" Dillon Ryan Briggs, Kutztown University; Bartholomew Picca, Kutztown University

"A Discussion of Stereotypical Player Identity in WoW" Kendra Milliken, Kutztown University; Zach Marvil, Kutztown University; Austin Wechter, Kutztown University

"Recommendations for Patient-Provider Communication on Sexual Health and HPV Vaccine for Young Women" Meaghan R Angers, Bryant University

"Examining Racial Disparities in Breast Cancer Messages" Claire Victoria Wanzer, Niagara University

"The Pitfalls of Sexuality Education in the United States: Sexual Health Knowledge and Sexual Self-Disclosure" Abigail Rose Slater, Eastern University

"Text, Phone, or Facetime? A Study of the Relationship Between Choice of Channel and Perceived Quality of Interpersonal Relationships" Kimberly Gutierrez, George Mason University

"The Effect of Narrative Perspective on Counterarguing" Emilee T. Austin, West Virginia University

"I Love my Fav: The Connection Between Parasocial Relationships and Social Anxiety" William Cook, Saint Vincent College

"Oh the Horror: Empathy for Characters in Horror Movies" Hannah Elaine Anderson, University of Pittsburgh at Johnstown; Kelsey Bohman, University of Pittsburgh at Johnstown; Bailey Stinebiser, University of Pittsburgh at Johnstown

"The Commonwealth of Puerto Rico: A Rhetorical Analysis on Peripheral Relegation Through Linguistics" Kiriam A Yordan, Eastern University

"Exploring Pride Rhetoric: For the People or the Profit? (Work in Progress)" Jessica B Silvia, Roger Williams University

"Razzle Dazzle 'Em': A Rhetorical Analysis of Facework in the Musical Chicago" Corinne Ellis, Penn State Schuylkill

**1:00 PM**

**209016** **1:00 PM to 2:15 PM** **Constellation F - Second Floor**  
**The Rhetoric of Song**

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Christina E. Saindon, Queensborough Community College, CUNY

Respondent: Abbe Depretis, Temple University

"Activism Through Song: Herbert W. Simons' Social Movement Rhetoric Strategies and the Music of Woody Guthrie" Adam Clayton Moyer, Penn State Schuylkill

"Forbidden to Forget: Ruben Blades' Call to Moral Action in Latin American's Political and Social Conscience" Anabella V Berti, University of Maryland College Park

"Ideological Analysis of Blood Sweat and Tears by BTS" Sadie N Presto, University of Pittsburgh at Greensburg

"'You are Not Alone:' Burkean Identification in Dear Evan Hansen's 'You Will Be Found'" Courtney Weikel, Penn State Schuylkill

The authors of these competitively-selected papers will discuss rhetorical aspects of songs and music.

**209017** **1:00 PM to 2:15 PM** **Conway - First Floor**  
**Innovation and Consumer Engagement: Four Perspectives**

Sponsor: Applied Communication

Chair: Kimberly Flanders, Pennsylvania State University, Scranton

"Chocolate Fair Trade and Supply Chains: An Examination of Ethical Consumerism Education" Laurie Lawrence, Indiana University of Pennsylvania

"Exploration of Innovative Communication Approaches to Engage Consumers Through the Creation of Native Advertisements"

Darlene Natale, The University of North Carolina Pembroke

"Innovative Communication Approaches to Student Engagement in a Large College Lecture Class" Natalya Vodopyanova, Indiana University of Pennsylvania

"Students' Perceptions of the Effectiveness of Current Public Relations Efforts to Improve Diversity and Inclusion on a College Campus" Kimberly Flanders, Pennsylvania State University, Scranton

This panel will investigate the relationship between communication and consumer engagement. By utilizing four theoretical approaches, panelists will explore various innovative communication approaches to improve consumer engagement.

**209018** **1:00 PM to 2:15 PM** **Douglass - Third Floor**  
**The Annual Scholarly Office Hour for the Media Communication Interest Group**

Sponsor: Media Communication

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

Presenters:

Susan Drucker, Hofstra University

Michael Plugh, Manhattan College

Rod Carveth, Morgan State University

Nancy Bressler, West Virginia Wesleyan College

Jack Banks, University of Hartford

Nicholas Scott Smith, Urbana University

Lukas Pelliccio, Lincoln University

This session provides ECA members an opportunity for informal networking among students and established scholars within the field area of Media Communication. We will use this session to address questions related to internships, careers, intriguing research projects, and distinctive academic programs.

**209019** **1:00 PM to 2:15 PM** **Executive Boardroom - Third Floor**  
**Media Ecology Business Meeting**

Chair: Jeff Bogaczyk, Duquesne University

**209026** **1:00 PM to 2:15 PM** **Pratt - Third Floor**  
**Innovating the Graduate Teaching Experience: GTAs Share Their Best Practices**

Sponsor: Innovations in Teaching and Learning

Chair: Scott Allan Myers, West Virginia University

Presenters:

Kurt Albrecht, SUNY Oswego

Robert Robbins, SUNY Oswego

Heather Lorraine Matthys, Ohio University

Gregory Scott McCown, Duquesne University

Julia Ross, Chapman University

Mckay Steven West, West Virginia University

This panel is for you if you are a TA, a student thinking about applying for an assistantship, or a faculty member who trains/directs TAs who would like to better understand their perceptions of the experience. The graduate teaching assistantship is an opportunity for tremendous growth that simultaneously presents challenges. GTAs perform a complex dual student/instructor role, and are challenged to develop a wide range of sophisticated skills critical to their success and future career performance. This session will feature a discussion with several TAs moderated by a veteran instructional communication researcher and TA mentor. Panelists will speak about their positive experiences, challenges, and best practices for creating success and fulfillment.



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ECA President  
Graduate Director, Strategic Communication, M.A.

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where our students...  
Say Something, Create Something,  
Master Something, Achieve Something

**1:00 PM****209027** **1:00 PM to 2:15 PM** **President - First Floor****ECA 2021 Planners Meeting I**

Chair: Amanda G McKendree, University of Notre Dame

**2:30 PM****212001** **2:30 PM to 3:45 PM** **Annapolis - Second Floor****Difficult Dialogues in the Academy: Perspectives from the Trenches**

Sponsor: Innovations in Teaching and Learning

"I Won't Be in Class (Again) Today: Flexibility, Fairness, and Framing as the New Instructional Three R's" Scott Allan Myers, West Virginia University

"The Struggle is Here and it is Real: Creating Online Programs to Attract Non-Traditional Learners in an Environment Built for Traditional and Residential College Students" Kristen Campbell Eichhorn, State University of New York, Oswego

"You Hurt My Feelings: An Astonished and Candid Assessment of Student Expectations in and out of the College Classroom" Richard West, Emerson College

This panel features three ECA Teaching Fellows who articulate various perspectives of, and experiences with, the changing academy and the changing nature of college students. Each panelist will present a five-minute position on a current pressing issue facing the academy, followed by a brief response from the other two panelists. The panel then will open to audience members, who are encouraged to ask questions, share their perspectives, and offer solutions for consideration to these difficult dialogues and uncomfortable situations.

**212004** **2:30 PM to 3:45 PM** **Baltimore - Second Floor****G.I.F.T.S.: Great Ideas for Teaching Students I**

Sponsors: Community College; G.I.F.T.S. (Great Ideas for Teaching Students)

Chair: Jessica Papajcik, Stark State College

"Slido Survey Says: An Innovative Audience Analysis Activity for Public Speaking Classes" Janelle Gruber, Penn State Schuylkill

"Friends Without Phones: Vulnerability in the Social Media Landscape of the "Highlight Reel"" Laura Hamilton Brown, West Chester University

"Five Steaks and an Eggplant: Illustrating Conflict Among Friends" Angela G La Valley, Bloomsburg University

"Meet Callista: An Innovative Introduction to Intersectionality" Stacey Peterson, Montgomery College

"A Flock of Fallacies" Colin Kearney, Bellarmine University

"Take a Knee: Using the National Anthem Controversy to Explore Values, Beliefs, and Communication Competence" Susan Ward, Delaware County Community College

"Piecing Together the Foundation of Public Relations: Harboring Interest in News Releases" Rhiannon Kallis, University of Akron

In this competitively selected panel, presenters will share their authentic, unique, and innovative "Great Ideas" for teaching students. G.I.F.T.S. include activities, games, or simulations geared toward entry-level, undergraduate courses that can be completed in one class period or less and connect to specific communication skills, concepts, or theories relevant to the discipline.

**212005** **2:30 PM to 3:45 PM** **Calvert - Third Floor****Communication Administration Interest Group Business Meeting**

Chair: Mary L Kahl, The Pennsylvania State University, The Behrend College

**212006** **2:30 PM to 3:45 PM** **Camden - Third Floor****Politics, Ideographs, Social Media, and "Fake News": Rhetoric in the 20th and 21st Centuries**

Sponsor: Rhetoric and Public Address

Chair: Jade Olson, University of Maryland

Respondent: Abbe Depretis, Temple University

"Fake News: Text, Intertextuality, and the Rhetoric of Ignorance" Guillermo G. Caliendo, Temple University

"Get Out of My Shower: A Rhetorical Analysis on Netflix's You" Kendra Bolin, Abilene Christian University

"Irene McCoy Gaines as Ruth Hanna McCormick's Rhetorical Black 'Voice'" Anita Mixon, Wayne State University

"Renewing Vows: A Diachronic Analysis of an Ideograph" Benjamin R Bates, Ohio University; Heather M Stassen, Cazenovia College

This panel features competitive papers that focus on a wide range of rhetorical texts from the 20th and 21st centuries. Topics include fake news in the 2016 U.S. presidential election, the rhetoric of Irene McCoy Gaines, the definition of marriage, and the Netflix show "You."

**212007** **2:30 PM to 3:45 PM** **Charles - Third Floor****Relational Maintenance in Important Personal Relationships**

Sponsor: Interpersonal Communication

Chair: Stephen M Kromka, West Virginia University

Respondent: Candice Elaine Thomas-Maddox, Ohio University Lancaster

"The Role of Communication Accommodation in Mother-in-Law/Daughter-in-Law Relationships" Erin Shelton, West Virginia University; Christine Elizabeth Rittenour, West Virginia University

"Relational Maintenance and Caregiving in the Grandparent-Grandchild Relationship" Daniel H. Mansson, Penn State Hazleton

"Measuring Maintenance Redux: Frequency and Equity" Marianne Dainton, La Salle University; Kelly Daily, La Salle University

Papers on this panel investigate the ways that scholars study and measure maintenance in interpersonal relationships.



## 2:30 PM

**212011** **2:30 PM to 3:45 PM** **Columbia - Second Floor**

**Historic Decisions: Deliberative Forum on the Hart-Celler Act of 1965**

Sponsor: American Society for the History of Rhetoric (ASHR), (Affiliate Org)

Chairs: Sutton Stokes, Cotterpin Consulting; David Carl Hoffman, Baruch College, CUNY

Presenters:

Laura Richards, Smith College

Ryan Fallert, Hofstra University

Philip Dalton, Hofstra University

Allison Hahn, Baruch College - CUNY

David Carl Hoffman, Baruch College, CUNY

Patrick Scallen, Smithsonian National Museum of American History

Respondents: Magdalena Mieri, Smithsonian National Museum of American History; Margaret Salazar-Porzio, Smithsonian National Museum of American History; Abby Pfisterer, Smithsonian National Museum of American History

Members of the audience will be invited to participate in the deliberation about immigration that might have taken place in the early 1960s, leading up to the passage of the 1965 Hart-Celler Act. The Hart-Celler Act was a landmark piece of immigration legislation. Participants will be given an issue guide developed by the Smithsonian Museum of American History to help them think through the choices concerning immigration that faced the American people in the mid-1960s. This session will demonstrate one way that deliberation can be used in the classroom to explore key moments in history, and will conclude with a general discussion of deliberative pedagogy and deliberative rhetoric informed by this demonstration. This work has been made possible through the generous support of the Kettering Foundation.

**212016** **2:30 PM to 3:45 PM** **Constellation F - Second Floor**

**The Role of Communication in Conflict Management and Negotiation**

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Lucines Polanco, Penn State Scranton

"Innovation and Creativity Within Negotiation: The Importance of Innovation and Creativity within Groups, Multicultural Teams, and Future Preparation" Lucines Polanco, Penn State Scranton

"The Influence of Traveling on Conflict Management Skills" Kayla Mickavicz, Pennstate University Scranton Campus

"Tuckman's Theory: The Human Touch" Maria Veniamin, Penn State University Scranton Campus

The study of negotiation communication is ever-changing. This research looks at three perspectives on conflict management negotiation strategies.

**212017** **2:30 PM to 3:45 PM** **Conway - First Floor**

**Communication Technology Interest Group Business Meeting**

Chair: Cathlin Clark-Gordon, WRC Senior Services

**212018** **2:30 PM to 3:45 PM** **Douglass - Third Floor**

**Innovating Politics Through Technology**

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Kimberly Eberhardt Casteline, Fordham University

Respondent: Corey Jay Liberman, Marymount Manhattan College

"Citizen Journalism: A Vehicle Adding New Framework to What Traditional Journalism Provides" Julia Skeval, State University of New York at Geneseo

"Mining and Regulating Consumer Data: Ethical Standards for an Information Society and a Comparative Analysis of Related Policy in the United States" Kathryn Packard, Stonehill College

"Political Affiliation and Willingness to Participate in Political and Social Issues Online and Offline." Catherine H Dina, The University of Virginia's College at Wise

"The Cost of Free Data: Cambridge Analytica's Manipulation of US Voters in the 2016 Presidential Election." Casey Renaud, Kutztown University of Pennsylvania; Danielle Diggs, Kutztown University of Pennsylvania

This competitive paper panel explores the impact of technology on dissemination of political information and the resulting effects on the voting population.

**212020** **2:30 PM to 3:45 PM** **Frederick - Second Floor**

**Top Competitive Papers in Philosophy of Communication**

Sponsor: Philosophy of Communication

Chair: Sarah Deluliis, Duquesne University

"Philosophy of Communication Ethics in the Scottish Enlightenment: The Dark Side of Progress" Ronald C. Arnett, Duquesne University

"Understanding Cyberbullying: Philosophic Distinctions of Public and Private as a Background to Foreground Online Communication" Matthew Mancino, Indiana University South Bend

"Philosophy of Communication and Crisis of the Liberal Arts Education" Lin Gu, Duquesne University

"Phenomenological and Post-Structuralist Theory as Innovative Praxis for Listeners" Preston Carmack, Duquesne University

These top competitive papers in the Philosophy of Communication explore the various intersections of philosophical approaches to communication in innovative and creative avenues.

**2:30 PM**

**212026** **2:30 PM to 3:45 PM** **Pratt - Third Floor**  
**Neil Postman: Innovator, Iconoclast, Influencer, Intellectual**

Sponsor: Media Ecology

Chair: Jeffrey S Bogaczyk, Duquesne University

Presenters:

Lance Strate, Fordham University

Thom Gencarelli, Manhattan College

Michael Plugh, Manhattan College

Ryan P McCullough, West Liberty University

Cheryl A Casey, Champlain College

This panel examines the legacy of Neil Postman in the larger arena of Communication Studies as well as his impact on the foundation of Media Ecology as a field of inquiry. In light of this year's theme, "Harboring Innovation," the panel discusses Postman's role as an innovator in his field. Additionally, the panel examines Postman's legacy within Media Ecology and how his scholarship and influence have contributed to greater innovation in Media Ecology research.

**212027** **2:30 PM to 3:45 PM** **President - First Floor**  
**Urban Communication: Harboring History, Embracing the Future**

Sponsor: First Vice President's Programming

"Crisis Creativity and Narratives of New Urban Futures: Flint Public Art Project" Caitlin Bruce, University of Pittsburgh; Rachel Clancy, University of Pittsburgh

"Perspectives on the Past in Łódź, Poland" Rebecca M. Townsend, University of Hartford

"Port Covington: Balancing Creative Urban Development and Community Survival" Carl T Hyden, Morgan State University

"Urban Ghosts and the Archeology of the City" Gary Gumpert, Urban Communication Foundation; Susan Drucker, Hofstra University

Cities embody the past. Cities embrace the future. As cities across the country experience a renaissance, they simultaneously confront their past and future. Young diverse populations energize historic neighborhoods. Old structures are revitalized and repurposed. While many celebrate the recovery of urban areas, the concomitant resulting issues include conflict, division, displacement, inequality, sustainability and the loss of community. How much of the old should be preserved to tell the stories of the past? Should cities commemorate difficult histories? This panel explores these issues through the lens of urban communication.

**3:45 PM**

**215003** **3:45 PM to 5:00 PM** **Ballroom Foyer - Second Floor**  
**ECA Baltimore Bistro**

TGIF! Celebrate "ECA Friday" and our time together in Baltimore with afternoon refreshments, served concurrently with graduate poster presentations and the graduate program fair. All are welcome.

**4:00 PM**

**216001** **4:00 PM to 5:15 PM** **Annapolis - Second Floor**  
**Harboring Innovation in Recruitment, Retention, and Relationships at Home and Abroad:  
Reflections for Communication Administrators**

Sponsor: Communication Administration

Chair: Ronald C. Arnett, Duquesne University

"Creating Communication Programming to Increase Retention" Stephanie Verni, Stevenson University

"Harboring Innovative Connections: Linking Communication Program Alumni to Departmental Majors" Janie Harden Fritz, Duquesne University; William Burgess, Duquesne University

"Otherwise than Convention: Providing a Safe Harbor for International Students as Innovative Practice for Communication

Administrators" Inci Ozum Sayrak, Duquesne University; Janie Harden Fritz, Duquesne University; Linda Coleman, Penn State Beaver

"Recruitment and Retention with Gen Y: Tapping into Residential Life as Key to Success" Chip Rouse, Stevenson University; Leanne M Bell McManus, Stevenson University

This panel addresses contexts relevant to retention, recruitment, and relationships with alumni at home and abroad, exploring implications for communication administrators. Of special interest are specific practices undertaken by departments to address these issues in a challenging moment for higher education.

## 4:00 PM

**216004** **4:00 PM to 5:15 PM** **Baltimore - Second Floor**  
**A Discussion with Communication-Trained Executive Leaders**

Sponsor: Innovations in Service and Leadership

Chair: Kristen Campbell Eichhorn, State University of New York, Oswego

"Becoming the Next Communication Trained Executive Leader in Higher Education: American Council on Education Fellows Program"

Sherri Hughes, Director, ACE Fellows Program

"Leading Nonprofits to Bring Research That Matters to the Profession" Tina McCorkindale, President & CEO, The Public Relations Institute

"Providing Effective Leadership Using Communication Concepts: Addressing Institution-Wide Objectives" Danette Ifert Johnson, Kalamazoo College

"Recognizing Leadership Opportunities in Higher Education for Communication-Trained Professionals" Risa Dickson, Risa Dickson, Interim Vice President for Academic Affairs, Palo Alto University

These panelists are innovators with insights on how those with degrees in communication operate in high-level leadership positions across professional contexts.

**216005** **4:00 PM to 5:15 PM** **Calvert - Third Floor**  
**Rhetoric & Public Address Interest Group Business Meeting**

Chair: Valerie Schrader, Penn State University - Schuylkill Campus

**216006** **4:00 PM to 5:15 PM** **Camden - Third Floor**  
**Innovative Pedagogy that Embraces Diversity in the Classroom**

Sponsor: Voices of Diversity

Chair: Elizabeth Yvonne Whittington, Texas Southern University

Presenters:

Kathryn Hobson, James Madison University

Daniel S. Strasser, Rowan University

Courtney Haywood, Lincoln University

Elizabeth Yvonne Whittington, Texas Southern University

Christina E. Saindon, Queensborough Community College, CUNY

Andy Kai-chun Chuang, LaGuardia Community College, CUNY

The classroom looks more diverse every year. As instructors, we are constantly looking for ways to make our students feel safe and included in the classroom. This round table will examine the ways faculty use innovative pedagogy to embrace diversity.

**216007** **4:00 PM to 5:15 PM** **Charles - Third Floor**  
**New York State Communication Association Business Meeting**

**216011** **4:00 PM to 5:15 PM** **Columbia - Second Floor**  
**Historic Decisions: Deliberative Forum on the Pueblo Revolt of 1680**

Sponsor: American Society for the History of Rhetoric (ASHR), (Affiliate Org)

Chair: David Carl Hoffman, Baruch College, CUNY

Presenters:

Philip Dalton, Hofstra University

Laura Richards, Smith College

Ryan Fallert, Hofstra University

Patrick Scallen, Smithsonian National Museum of American History

Allison Hahn, Baruch College - CUNY

Sutton Stokes, Cotterpin Consulting

Respondents: Magdalena Mieri, Smithsonian National Museum of American History; Abby Pfisterer, Smithsonian National Museum of American History; Margaret Salazar-Porzio, Smithsonian National Museum of American History

Members of the audience will be invited to participate in the deliberations that might have taken place at Picuris Pueblo in August of 1680, soon after it and other pueblos under Spanish colonial rule successfully revolted. Participants will be given an issue guide developed by the Smithsonian Museum of American History to help them think through the choices that faced the people of Picuris, and then explore this important historical moment through deliberation. This session will demonstrate one way that deliberation can be used in the classroom to explore key moments in history, and will conclude with a general discussion of deliberative pedagogy and deliberative rhetoric informed by this demonstration. This work has been made possible through the generous support of the Kettering Foundation.

**216013** **4:00 PM to 6:00 PM** **Constellation CD - Second Floor**  
**Graduate Programs Showcase**

Graduate program representatives and current students from both Master's and Ph.D. programs will be on hand to meet with interested prospective students. Mingle, enjoy light snacks, and be sure to check out the concurrent Graduate Poster Session. This event is immediately followed by the USC Awards Dinner. You do not need to be attending the dinner to visit graduate programs. Refreshments will be available.

## 4:00 PM

**216014** **4:00 PM to 5:15 PM** **Constellation E - Second Floor**  
**Graduate Poster Session I**

Sponsor: Graduate Poster Sessions

- "Cell Phones and the Diminishing Necessity for Trust in Romantic Relationships" Emily Janet Quinn, Eastern University
- "Climate Change in the Media: Content Analysis of the U.S. News Coverage in an Ecocritical Perspective" Patricia Pereira Teixeira, William Paterson University of New Jersey
- "Destination Image Recovery in Disaster Stricken Destinations: Developing a Crisis Communication Framework for Caribbean DMOs" Andrea Belen Cabrera, Student
- "Diversity and Inclusion in Communication Scholarship" Carsyn Jane Endres, University of Cincinnati; Tyler Adams, University of Cincinnati; Mariam Elgafy, University of Cincinnati; Dejah Gilliam, University of Cincinnati; Shi He, University of Cincinnati; Shuo Liu, University of Cincinnati; Stefanos Schultz, University of Cincinnati; Rachel Tucker, University of Cincinnati
- "Evolving Views of Gender Roles" Kennedy MacFadyen, student
- "Explaining Product Information-Seeking and Purchase Intention via Perceived Social Identity, Social Distance and Spokesperson Credibility" Louvins Pierre, University of Connecticut
- "Exploring the Application of Expectancy Violations Theory in Incongruent Advertising" Sasha Faizal, University of Connecticut
- "Facilitating to Create Teams that Work" Madison Murphy, Chapman University; Julia Ross, Chapman University
- "Political Agenda Setting Through Twitter: The Influence that Politicians have on Twitter to Set the Media Agenda" Johana M Caba, William Paterson University of New Jersey
- "Social Media's Influence in Millennial Healthcare and Medical Services" Peter Joseph Mari, Graduate Student
- "Sports Fandom and the Media: A Theoretical Analysis of Hostile Media Effects, Parasocial Interaction, and Uses and Gratifications" James Bingaman, University of Delaware
- "The More Things Change, the More They Remain the Same: Western Media's Continued Falsification of Africa's Image" Gilbert Kipkoeh, University of Delaware

The content and methodology of the projects presented on these posters are varied, and represent a diverse selection of interests. This session will be held concurrently with and adjacent to the Graduate Programs showcase. Refreshments will be available.

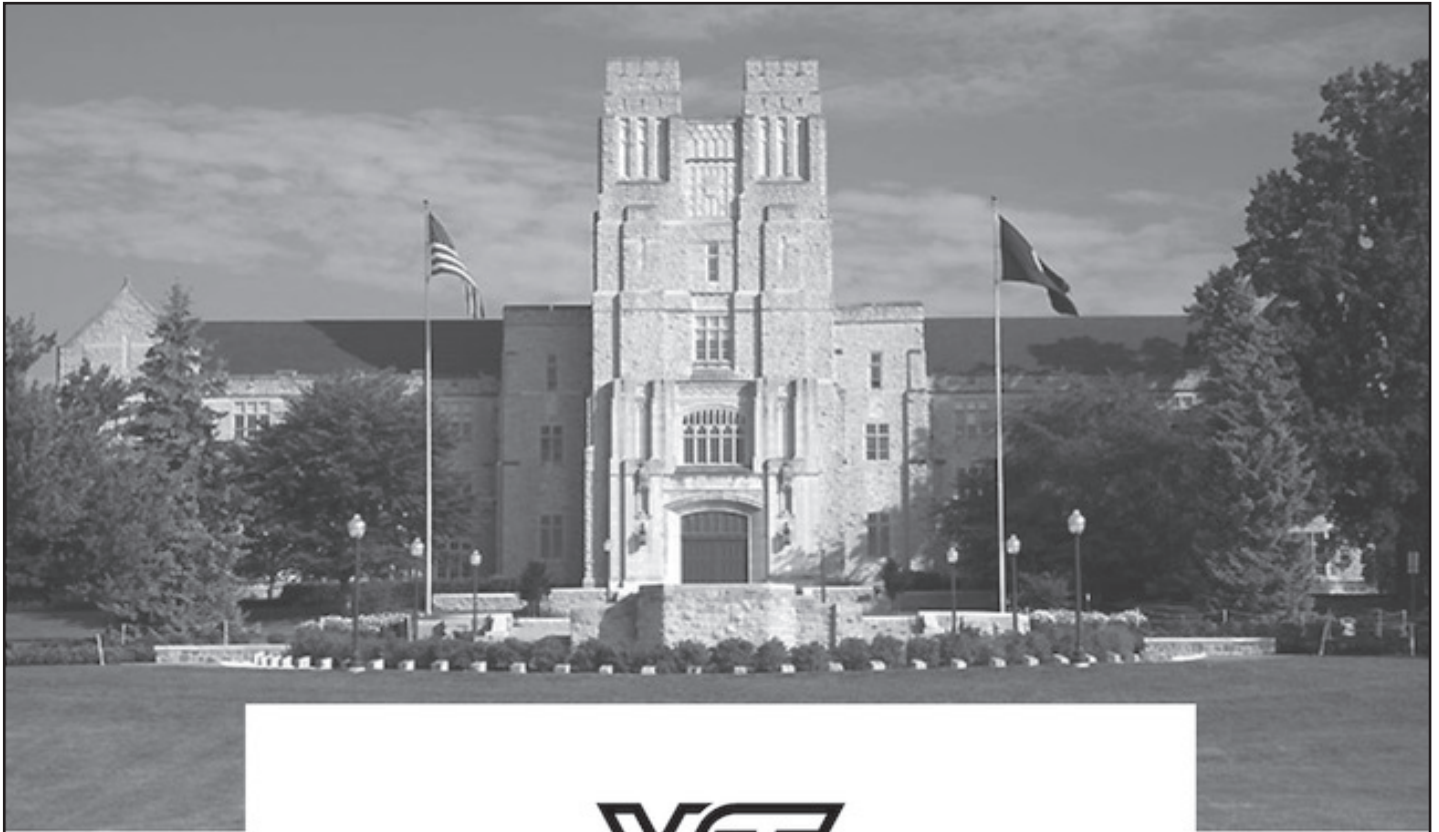
**216020** **4:00 PM to 5:15 PM** **Frederick - Second Floor**  
**Leading the Way: ECA Distinguished Teaching Fellows Deliberate Necessary Innovations in Teaching Communication**

Sponsor: Innovations in Teaching and Learning

Chair: Andrea Weber, Chapman University

- "Historical Communication Should Inform Contemporary Social Justice Efforts" Bonnie S. Jefferson, Boston College
- "Listening Should be at the Core of the Communication Curriculum to Improve Societal Discourse" Andrew Wolvin, University of Maryland
- "Onboarding for Online Learning: Preparing Students and Instructors for Success" Candice Elaine Thomas-Maddox, Ohio University Lancaster

An innovative session format: "Leading the Way" sessions are intended to stimulate discussion, deliberation, and brainstorming about ideas that will keep communication courses and teaching and mentoring practices at the forefront of innovation. ECA Distinguished Teaching Fellows were given the question "In what specific way do instructors in the communication field need to innovate to ensure our students' learning experience remains valuable, relevant, cutting-edge, and unique?" and prepared a compelling five-minute "lightening" position that they will present during the session. After the brief position statements, we will open the floor for moderated discussion, audience responses, and brainstorming around the topics offered by the Teaching Fellows. The hope is that participants will collaborate and/or launch projects inspired by the session.



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Jim A. Kuypers • Nneka Logan • Jenn Burleson Mackay • Natalia Mielczarek  
M. Cayce Myers • Stephanie Smith • Dan Tamul • John C. Tedesco  
Beth M. Waggenpack • Brandi Watkins • Chelsea Woods*

6:00 PM

**219013** **6:00 PM to 8:00 PM** **Constellation CD - Second Floor**  
**James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference Awards Dinner**

This celebratory dinner will feature awards for our top undergraduate scholars, and a fun and informative keynote by Dr. Dannagal Young entitled "Communication Theory Saves the World." Dr. Young (Ph.D., UPenn Annenberg) is associate professor at the University of Delaware, where she studies media and political psychology. Her book "Irony and Outrage" examines the genres of satire and outrage as the logical extensions of political ideology. Her research has been covered by the popular press, including The Atlantic, The New York Times, Variety, and National Public Radio. She is a Distinguished Fellow of the University of Pennsylvania's Annenberg Public Policy Center and a Researcher with the National Institute for Civil Discourse (NICD). Young received the University of Delaware's Excellence in Teaching Award in 2014.

All are invited and must preregister. This dinner is free for accepted USC presenters and one representative from each Graduate Programs Showcase exhibitor.

**219021** **6:00 PM to 8:00 PM** **Frederick/Columbia - Second Floor**  
**Wine & Spots**

Sip, enjoy appetizers, view provocative political spots, and discuss with your colleagues. Sponsored by Professor Richard Vatz, Towson University (author of *The Only Authentic Book of Persuasion: The Agenda/Spin Model* (c) McGraw Hill) and hosted by the Political Communication Interest Group of ECA.

8:00 PM

**221018** **8:00 PM to 9:00 PM** **Douglass - Third Floor**  
**Twelve Step Meeting**

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# Saturday • April 4, 2020

## 8:00 AM

**301022** **8:00 AM to 9:00 AM** **Harborview - Second Floor**  
**ECA Morning Coffee**

ECA is pleased to provide hot coffee and tea to start your day.

## 8:30 AM

**302001** **8:30 AM to 9:45 AM** **Annapolis - Second Floor**  
**Reaching Beyond our Journals: Innovative Outlets for Creating Impact**

Sponsor: Innovations in Service and Leadership

"Expanding Our Research Influence through Podcasts and Radio Shows" Steve Granelli, Northeastern University; Stephen Stifano, University of Connecticut

"In a Car with IPR: Video Series" Tina McCorkindale, President & CEO, The Public Relations Institute; Marcia DiStaso, University of Florida

"Rethinking Impact: Partnering with Media Outlets" Sean M Horan, Fairfield University

"Using YouTube to Reach and Teach: 40,000 Subscribers and Counting" Alex Lyon, The College at Brockport, State University of New York

These panelists are engaged in innovative forms of outreach that contribute to how others understand our field of study. Panelists will share how they have utilized media and leveraged technology to share communication research. Topics will include podcasts, radio shows, streaming video, and partnering with publications outside of communication studies.

**302004** **8:30 AM to 9:45 AM** **Baltimore - Second Floor**  
**Examining Social Issues Through a Rhetorical Lens**

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Brent Allen Saindon, Mercy College

Respondent: Beth Waggenpack, Virginia Tech

"A Rhetorical Feminist Analysis on Slasher Films: Halloween 2018 and Scream 4" Javier Diaz, Student

"Know the Signs: A Rhetorical Analysis on Irony's Transformational Role in Gun Violence PSAs" Victoria Specht, Northeastern University Student; Alys Olmstead, Northeastern University; Adriana Kattan, Northeastern University

"Safely Spectacularized: PETA's Hegemonic Approach to Communicating Vegetarianism" Grace Van Cleef, Rowan University

"The Animal Liberation Front: An Extremist Social Movement" Katherine O'Brien, Boston College Student

This competitive paper session examines current social issues through a rhetorical lens.

**302005** **8:30 AM to 9:45 AM** **Calvert - Third Floor**  
**Intercultural Communication Interest Group Business Meeting**

Chair: Rukhsana Ahmed, University at Albany, SUNY

**302006** **8:30 AM to 9:45 AM** **Camden - Third Floor**  
**Social Media and the Coming Dark Age: An 'Internal' Debate and Discussion on Technology, Habits of Mind, Political Echo Chambers, Divisive Discourse, and Innovation Needed to Solve the Problems of our Time**

Sponsor: Communication Technology

Presenter:

Star Muir, George Mason University

Have social media platforms, the sole source of political news for many, balkanized diverse viewpoints and created echo chambers that impoverish productive public discussion? In an environment of 'continuous partial attention' and tethered devices, is our societal attention wavering, undermining the lessons of history and a cultural memory of innovative and collective action? This debate features a discussion torn between worldviews, reflecting on both the contested ground of mental habits in the modern milieu and on isolated publics alienated by rhetorical implications of discursive technologies. The presenter will provide pro/con positions, and the audience will have cross-examination time as well as extensive time for discussion; copies of an annotated bibliography will be available.

**8:30 AM**

**302010** **8:30 AM to 9:45 AM** **Chesapeake B - Third Floor**  
**Top Papers in Theory and Methodology**

Sponsor: Theory and Methodology

Chair: Kati Elizabeth Sudnick, Duquesne University

Respondent: Janie Harden Fritz, Duquesne University

"Explicating Stigma" Victoria Ann Ledford, University of Maryland

"The Undergraduate Subject Pool: Assessing the Quality of Data Across 4 Time-points in an Academic Year" Alyce Viens, University of Connecticut; Aditi Rao, University of Connecticut; Kenneth Lachlan, University of Connecticut

"Topophilia and Topodysphoria in Chinese Communicative Cities: A Theoretical and Phenomenological Approach" Erik Garrett, Duquesne University; Lin Gu, Duquesne University

"What Is An Interpersonal Ostracism Message?: Bringing Ostracism Into Communication Studies" Lukas Pelliccio, Lincoln University

This session showcases the top papers in Communication Theory and Methodology.

**302011** **8:30 AM to 9:45 AM** **Columbia - Second Floor**  
**Influencing and Innovating: Communication and the Power of Social Media**

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Melissa Rizzo Weller, College of Wooster

"Contribution of E-Commerce to Thin Ideals in China: A Case Study of Taobao" XuYan Jiang, University of Connecticut

"Instagram Use and Adolescent Male Body Image" Ashley Rose Chenery, Fordham University

"The Fault in Our Stars: The Present Shock of YouTube Vloggers" Ryan Woodruff, Mount St. Mary's University

"The Finsta Paradox: Performing an Authentic Identity on a Fake Account" Grace Marie Petterson, Kutztown University; Morgan Lorraine Santee, Kutztown University

"The Illusion of YouTuber-Audience Relationships" Samantha Jo-Ann Shuma, Student

This competitive paper panel addresses current communication issues in online and mediated settings, including issues of identity, body image, YouTube presence, and international e-commerce.

**302017** **8:30 AM to 9:45 AM** **Conway - First Floor**  
**How Should the Story Be Told? Health Narratives at Odds**

Sponsor: Health Communication

Chair: Annette Madlock Gatison, Liberty University

"Rounding the Bases Backward: Journalists Mark the Death of Jimmy Piersall" Ron Bishop, Drexel University; Maggie Fedorocsko, Drexel University

"The Choice is Yours (Or Should Be): Voices of Women 'Going Flat' After Mastectomy" Heather Alyn Smith, George Mason University

The papers on this panel examine the conflicting perceptions in media narratives of key health issues.

**302018** **8:30 AM to 9:45 AM** **Douglass - Third Floor**  
**Political Communication Interest Group Business Meeting**

Chair: Sean Luechtefeld, Johns Hopkins University

**302019** **8:30 AM to 9:45 AM** **Executive Boardroom - Third Floor**  
**Nonverbal Communication Interest Group Business Meeting**

Chair: Zachary Carr, University at Buffalo

**302020** **8:30 AM to 9:45 AM** **Frederick - Second Floor**  
**Innovations in the Basic Course: Making Public Speaking Relevant to Our Students**

Sponsor: Community College

Chair: Patricia Sokolski, LaGuardia Community College

Respondent: Susan Ward, Delaware County Community College

"Innovation in Outlining: A Response to Speech Anxiety" Sumanth Inukonda, LaGuardia Community College

"Public Speaking 2.0: Using Digital Tools to 'Speak Up'" Jaime Riccio, LaGuardia Community College

"Re-imagining Public Speaking From a Student-Centered Perspective" Christina Saindon, Queensborough Community College

This panel will offer innovative ways of increasing student engagement with learning public speaking preparation and delivery. With little previous experience students our two-year urban minority-serving institutions find the tasks related to public speaking daunting. Each presentation focuses on an easy- to-replicate pedagogical approach that will facilitate student learning and experience with all aspects of public speaking.





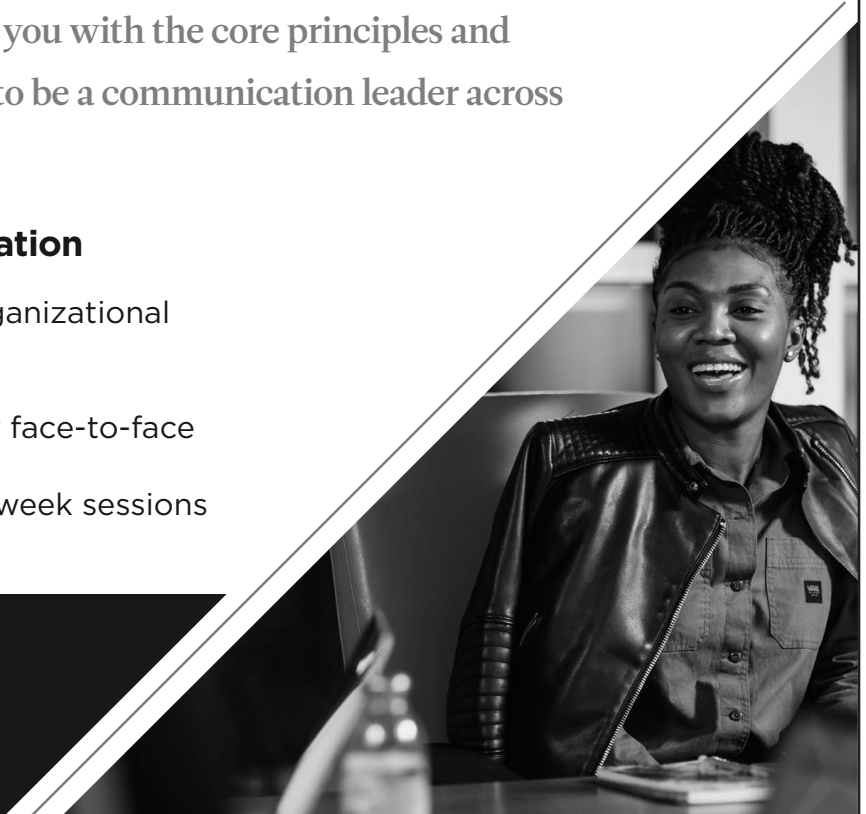
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## 8:30 AM

**302024** **8:30 AM to 9:45 AM** **Lombard - Third Floor**  
**Creating, Rewarding, and Incentivizing Professional Development Opportunities  
as Course Assignments that Promote Student Choice**

Sponsor: Short Course

Presenter:

Lindsay M. McCluskey, State University of New York, Oswego

This course is intended for undergraduate journalism, broadcasting, public relations, and communication studies educators who want to incorporate hands-on learning, service learning, and leadership and communication skills development into their courses in a substantive and cohesive manner.

**302026** **8:30 AM to 9:45 AM** **Pratt - Third Floor**  
**Darkly Doing Family: Exploring Family Communication Surrounding Deception, Death, and Difference**

Sponsor: Interpersonal Communication

Chair: Christine Elizabeth Rittenour, West Virginia University

Respondent: Meredith Marko Harrigan, State University of New York, Geneseo

"Family's Communication Patterns and Grief Behaviors Surrounding Stigmatic Deaths" Rachael E Purtell, West Virginia University; Cory Taylor, West Virginia University; Carae Wagner, West Virginia University; Morgan Winner, West Virginia University; Erin Shelton, West Virginia University; Stephanie Elizabeth Buggs, West Virginia University

"Lie Acceptability and Propensity in Relational to Faith and Family" Alexia C. S. Boswell, West Virginia University; C. Shaun Trump II, West Virginia University; Donald Noah Varner, West Virginia University; Brandon Rhett Ritter, West Virginia University; Heath A. Howard, West Virginia University; Janine R Beer, West Virginia University

"Memorable Family Messages about Difference" Christine Elizabeth Rittenour, West Virginia University

While families commonly assist individuals with difficult interpersonal experiences, families themselves are commonly a source of painful and problematic experiences. Panelists will employ a dark side approach to address some of the complexity of family communication surrounding three common, consequential, and understudied topics: lying, stigmatic deaths, and difference.

## 10:00 M

**305001** **10:00 AM to 11:15 AM** **Annapolis - Second Floor**  
**ECA 2021 Planners Meeting II**

Chair: Amanda G McKendree, University of Notre Dame

**305004** **10:00 AM to 11:15 AM** **Baltimore - Second Floor**  
**G.I.F.T.S.: Great Ideas for Teaching Students II**

Sponsors: Community College; G.I.F.T.S. (Great Ideas for Teaching Students)

Chair: Jessica Papajcik, Stark State College

"Number of Nonverbal Delivery Techniques: Constructing Innovative Approaches to Gestures, Movement, and Vocal Delivery" Nancy Bressler, West Virginia Wesleyan College

"Active Learning in the Communication Theory Classroom with Jigsaw" Daniel Hunt, Worcester State University; Gerard Jalette, University of Rhode Island

"Conversation Games: Managing Anxiety and Uncertainty in Intercultural Communication" Sachiyo M Shearman, East Carolina University

"Mix Tape the Class: Using Love Songs and Break-Up Songs to Increase Awareness of Knapp's Relational Model" James Steele, George Mason University; Henri K. Huber, George Mason University

"Oh! So That's What Criteria Are!" Tom Donlan, Montgomery County Community College

"Processing Persuasive Messages using the Elaboration Likelihood Model" Danielle Mehlman-Brightwell, West Liberty University

"Using Group Improvisation to Teach Family Communication Patterns Theory" Jordan Atkinson, Missouri Western State University

In this competitively selected panel, presenters will share their authentic, unique, and innovative "Great Ideas" for teaching students. G.I.F.T.S. include activities, games, or simulations geared toward entry-level, undergraduate courses that can be completed in one class period or less and connect to specific communication skills, concepts, or theories relevant to the discipline.

**305005** **10:00 AM to 11:15 AM** **Calvert - Third Floor**  
**Institutional Change Management as Communicative Praxis: Innovating a Pragmatic Response**

Sponsor: Theory and Methodology

Chair: Janie Fritz, Duquesne University

"Beyond Church Walls: Augustine, Social Change and Harboring Innovation" William Burgess, Duquesne University

"The Task at Hand: Explorations in Making a Living, Together" Austin D Hestdalen, Duquesne University

"National Broken Covenants: Presidential Impeachment and Institutional Change" Kati Elizabeth Sudnick, Duquesne University

"Totally Kafkaesque: Franz Kafka and the Malaise of Organizational Communication" Matthew P. Mancino, Indiana University South Bend

This panel will re-interpret theories of change management as pragmatic communicative responses to issues emergent within social, political, and economic institutions in public life.

**10:00 AM**

**305006** **10:00 AM to 11:15 AM** **Camden - Third Floor**  
**Innovating Through Association Service: A Conversation with Past and Present ECA Leaders**

Sponsor: Innovations in Service and Leadership

Chair: Leeanne M Bell McManus, Stevenson University

Presenters:

Benjamin R Bates, Ohio University

Thomas Richard Flynn, Slippery Rock University

Janie Harden Fritz, Duquesne University

Leeanne M Bell McManus, Stevenson University

Candice Elaine Thomas-Maddox, Ohio University Lancaster

Katherine S Thweatt, State University of New York, Oswego

Jason S Wrench, State University of New York, New Paltz

These panelists will reflect on their service to ECA and the ways in which they innovated. Through dialogue with the audience, they will help others determine what characteristics and resources are necessary for significant service and transformative leadership. Come to this panel if you are curious how to begin or continue your leadership journey within ECA or the larger field.

**305007** **10:00 AM to 11:15 AM** **Charles - Third Floor**  
**Theory & Methodology Interest Group Business Meeting**

Chair: Mathew P. Mancino, Indiana University South Bend

**305008** **10:00 AM to 11:15 AM** **Chesapeake A - Third Floor**  
**Harboring Innovation in the Communication Classroom:**  
**Using Classroom Assessment Techniques (CATs) to Assess Student Learning**

Sponsor: Instructional Communication

Chair: Scott Allan Myers, West Virginia University

"Assessing Instruction in an Organizational Communication Course" Heath A. Howard, West Virginia University

"Assessing Students' Understanding of Concepts in Persuasion" Stephen M Kromka, West Virginia University

"Classroom Triple A: Assessing Awareness of Attitudes" Kylie J. Wilson, West Virginia University

"Raining CATs (not Dogs): Using Classroom Assessment Techniques to Assess Instruction" Mckay Steven West, West Virginia University

"Soliciting Student Feedback in a Research Methods Course" Kevin C Knoster, West Virginia University

Aside from traditional forms of instructional assessment such as examinations, papers, and projects, classroom assessment techniques (CATs) offer an alternative way in which instructors can assess student learning. Based on Angelo and Cross's (1994) work, the purpose of this panel is to demonstrate how CATs can be implemented into any undergraduate course. Panelists will illustrate how they used and assessed a series of CATs in gender, organizational communication, research methods, persuasion, and social media courses.

**305010** **10:00 AM to 11:15 AM** **Chesapeake B - Third Floor**  
**Changing Tides: A Special BYOD (Bring Your Own Device) Workshop on Innovation in Curriculum and Teaching**

Sponsor: Innovations in Teaching and Learning

Chair: Melissa Wanzer, Canisius College

Presenter:

Leah MacVie, D'Youville College

Bring your device to this interactive session where you will build your own innovation plan to positively impact student interest, learning, and success.

To remain relevant, rigorous, and engaging, we must innovate our teaching practices and curriculum in response to shifts in the economy, education, and technology. Using the lens of innovation, we can visualize potential areas of disruption and improvement in our teaching and create a strategic plan for enhancing our curriculum and instructional practices for heightened student engagement and learning.

Leah MacVie is Clinical Professor of Educational Leadership, Associate Vice President for Institutional Effectiveness & Planning, and Director of The Institute for Teaching Innovation at D'Youville College in Buffalo, NY. Her research interests include higher education innovation, systems thinking, and futures thinking. This hands-on session will engage your thinking about higher levels of innovation in your teaching practices.

**305011** **10:00 AM to 11:15 AM** **Columbia - Second Floor**  
**Recognizing the Career of Judith S. Trent: Disciplinary Leader, Administrator, Researcher, Teacher, Scholar**

Sponsor: Communication Administration

Chair: Raymie E McKerrow, Ohio University

Respondent: Judith S. Trent, University of Cincinnati

"Juddi as a Champion of Women in Communication Administration" Anita Taylor, George Mason University

"Juddi as Dissertation Director" Cady Short-Thompson, Hope College

"Juddi as Intrepid New Hampshire Researcher" Kathleen E. Kendall, U of Maryland

"Juddi as Mentor and Co-Author" Robert E Denton, Jr., Virginia Tech University

"Juddi as NCA President" Sherwyn Morreale, University of Colorado, Colorado Springs

"Juddi as Regional Association President" Mary L Kahl, The Pennsylvania State University, The Behrend College

This panel celebrates the multiple and varied contributions of an outstanding leader in the Communication discipline--Juddi Trent. Those assembled on this panel address the many ways the she has influenced them and the direction of the field; as a disciplinary leader, university administrator, researcher, and teacher-scholar.

## 10:00 AM

**305014** **10:00 AM to 11:15 AM** **Constellation E - Second Floor**

**James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference Poster Session II**

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chairs: Angeline Sangalang, University of Dayton; Stephanie Tikkanen, Ohio University

"#GoGreen: An Examination of Identity Among Environmental Activists on Social Media" Lindsey Elliott, Roger Williams University

"Media Literacy, YouTube, and Parent Mediation" Carmen Francis Pickard, George Mason University

"Reasons for Social Media Breaks: Exploring How and Why College Students Take Breaks" Sallie Anne Edwards, Canisius College; Deanna Garwol, Canisius College

"Women of Artificial Intelligence" Julia Harrington, Northeastern University

"Ladies' Choice: An Exploration of Female Audience Readings of Shōnen Anime" Amy Lenihan, Roger Williams University

"Representation of Females in Sports Broadcasting: Has the Playing Field Really Been Leveled?" Sabrina Rose Thomas, Eastern University

"English with a Chinese Accent: Perception, Stigmatization, and Bias" Yunzi Bai, Boston College

"I Did Not Feel Useful Anymore': Injured College Athletes' Experiences with Autonomy and Connection" Logan Wade, Saint Vincent College; Blake Wade, Saint Vincent College

"Mental Health Within Minorities: How Does Mentality Diminish When One Is Trapped In The Spiral Of Silence?" Emel Rasim, Xi Omega Chapter, Bloomsburg University

"Relational Dialectics and the Musical Chicago" Adam Clayton Moyer, Penn State Schuylkill

"Zuko, Iroh, and Interpersonal Dynamics: Exploring Intimacy and Identity in Avatar: The Last Airbender" Hannah Wong, Northeastern University

"Homelessness in Online News Media" Madison Irwin, University of Pittsburgh at Johnstown; Madison Nicole Eppley, University of Pittsburgh; Emily Kennell, University of Pittsburgh at Johnstown

"What Makes a Movie Worth it Today?" Liam Behan, George Mason University

"The Geographical Imaginary of an Alt-Right White Supremacist" Sydney Martinez Muraoka, Ithaca College

"Making Sense of the 'Senseless': An Analysis of The El Paso Shooter Manifesto" Hope Gardner, Ithaca College

"Don't Criminalize My Family" Inika Naik Shetty, Northeastern University; Madison Lily, Northeastern University

"Social Media's Effect on the Public's Perception of Athletes After Scandals" Mallory Cadell, West Virginia Wesleyan College

"A Qualitative Content Analysis on Chemical Exposure Tracking Applications" emma paige ledesma, Northeastern University

**305017** **10:00 AM to 11:15 AM** **Conway - First Floor**

**Innovating Urban Places: Aspiration, Rhetoric, Policy, Design**

Sponsor: Rhetoric and Public Address

Chair: Rebecca M. Townsend, University of Hartford

Respondent: Susan Drucker, Hofstra University

"Baltimore's Inner Harbor and What It Can Mean to Be Urban in the 21st Century" Carl T Hyden, Morgan State University

"How Is Ein El Hilweh an Urban Site" Noura Ahmad Hajjaj, State University of New York at New Paltz

"Washington, DC's Anacostia in the Context of the City's History with Gentrification" Theodore Sheckels, Randolph-Macon College

Urban areas are rhetorically created, and not just through speeches by prominent politicians. The rhetorical process is far more complex, and this session will explore urban rhetoric through three case studies. One focuses on a community that does not yet exist, and explores why and how it might be created. This case study deals with a rhetoric that envisions urban places with an emphasis on justice. The second deals with an urban revitalization project that transformed the city of Baltimore, the now multi-faceted Inner Harbor. An emphasis is on matters of politics and commerce, but the study also raises questions of urban identity. The third deals with an urban revitalization project that is in the offing in Washington, DC. This case study puts the project in the context of other such projects in the city and the positive and negative effects they had. The emphasis is on how those involved, directly or on the side, are trying to strike a balance between economic and political gains and matters of community and justice that previously were (inadvertently) ignored by those involved in policy-making and urban design. The session seeks to develop what "urban rhetoric" might be and to consider what philosophical or ethical or moral issues need to be an important part of urban planning.

**305018** **10:00 AM to 11:15 AM** **Douglass - Third Floor**

**Top Three Papers in Health Communication**

Sponsor: Health Communication

Chair: Kelly Daily, La Salle University

Respondent: Julie Volkman, Bryant University

"The Side Effects of Seeking Information about Preexposure Prophylaxis (PrEP): A Study of Risk Compensation Intention among Men Who Have Sex with Men after Learning about PrEP (Top Paper)" Yadong Ji, Ohio University

"Up in Smoke: A Content Analysis of Tweets during the Vaping-Related Illness Epidemic" Amanda Damiano, Marist College; Jennifer Allen Catellier, Gannon University

"Testing the Integrative Model of Behavioral Prediction to Identify the Lack of Work-life Balance and Gender Role Beliefs" Wen Zhao, Fairfield University; Alicia Booth, Washington State University; Kalai Lee, Washington State University; Soojung Kang, Washington State University; Xizhu Xiao, Washington State University; Stacey Hust, Washington State University

This paper panel showcases the top three competitive papers from the Health Communication Interest Group.

# The Only Authentic Book of Persuasion: the Agenda-Spin Model

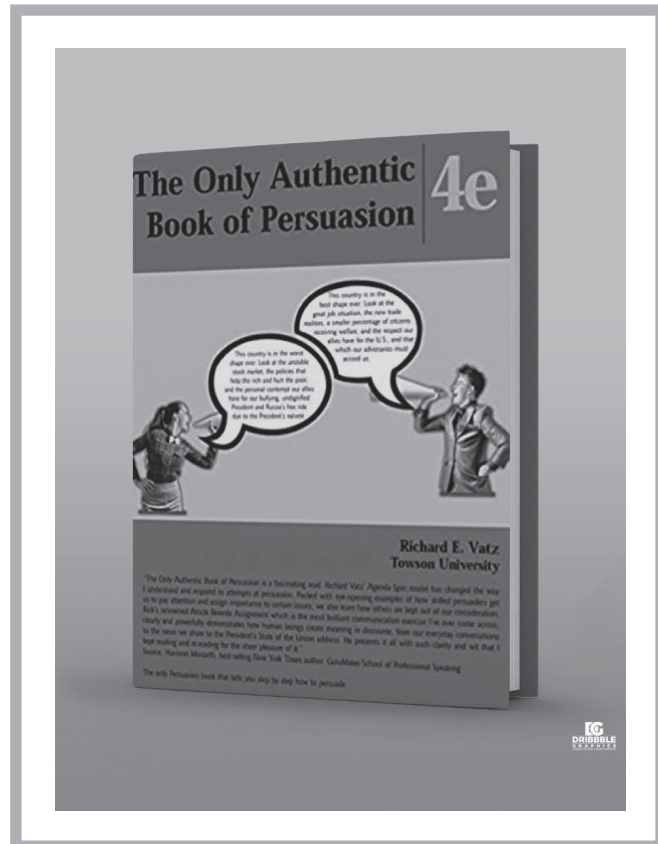
Colleagues, here is the book explaining the Agenda-Spin method of political and general persuasion. I hope you will use the book in your classes on rhetoric and communication. (I make no profit from its sales.)

It is the book on persuasion that informs the reader step by step how to persuade; it includes "The Article Rewrite Assignment," an assignment that has earned practically by itself the tremendous support that my Persuasion course has had for almost forty-five years, making it the most popular elective course on my campus. The book includes analyses of President Donald Trump's persuasion and an earnest tribute to Speaker Nancy Pelosi, who has spoken in my class.

The Agenda-Spin method is the only method of persuasion analysis that explains success and/or lack of success of all manner of efforts to move audiences to support or reject principals, principles, goals and policies, whether the audience is individuals, families, groups, cities, states, or nations. The struggle for what persuaders, including all media, talk about and what it means is everything in persuasion. It comprises effect, ethics and short-term and long-term outcomes.

The book includes blurbs of support from Mr. Bill Owens, the Executive Editor of "60 Minutes," my late professor-hero, Trevor Melia, of the University of Pittsburgh, my late mentor and friend, Dr. Thomas Szasz, the world's pre-eminent psychiatrist-critic, Mr. Harrison Monarth, the best-selling New York Times author, and a host of rhetorical experts including Stephen D. Cooper, John Ware and, from the field of English and Humanities, Marlana Portolano.

The new edition of The Only Authentic Book of Persuasion: the Agenda-Spin Model (4e, LAD Custom Publishing, 2020) is now available. The book may be ordered at 877. 318. 8800 or [rdockett@ladcustompun.com](mailto:rdockett@ladcustompun.com) or at Amazon.com. Its cost is about \$26.



**10:00 AM**

**305024** **10:00 AM to 11:15 AM** **Lombard - Third Floor**  
**Teaching the Strategic Communication Research Course**

Sponsor: Short Course

Presenter:

Marianne Dainton, La Salle University

Many vocationally-oriented students struggle to see the relevance of research methods to their professional lives. This short course presents an approach that assists students in seeing how research is used in careers in public relations, marketing, corporate communication, social media management, and the like. The focus is on leveraging instructors' existing academic research expertise to prepare students for conducting strategic research in the communication professions. Attendees will receive a free copy of the textbook Strategic Communication Research.

**305026** **10:00 AM to 11:15 AM** **Pratt - Third Floor**  
**Translating Interpersonal Communication Research in Innovative Ways to the Public**

Sponsor: Interpersonal Communication

Chair: Mary E. King, Bloomsburg University

Presenters:

Sean M Horan, Fairfield University

Meredith Marko Harrigan, State University of New York, Geneseo

Lukas Pelliccio, Lincoln University

Erin Brummett, Bloomsburg University

The focus of this panel is to discuss how scholars find ways in their teaching and research to make interpersonal communication scholarship accessible to a public audience.

**11:30 AM**

**306012** **11:30 AM to 1:30 PM** **Constellation AB - Second Floor**  
**ECA Awards Luncheon and Keynote Address: "Managing a Meaningful Academic Career" with Dr. Andrew F. Hayes**

Join us for this celebratory convention-wide luncheon, honoring 2019 ECA award winners and fellows. Our keynote speech will be presented by Dr. Andrew F. Hayes, who will discuss his reflections and advice on managing a meaningful academic career across the lifespan, from graduate school to retirement. His advice will be aimed at everyone, regardless of research interests or methodological orientation. Hayes (Ph.D., Cornell University) is Professor of Psychology and Communication at The Ohio State University. He is author of numerous publications and books and is well-known for his outstanding teaching and national workshops on research methods and statistics. The session will end with time for Q&A with Dr. Hayes.

**1:45 PM**

**310001** **1:45 PM to 3:00 PM** **Annapolis - Second Floor**  
**Top Competitive Papers in Rhetoric and Public Address**

Sponsor: Rhetoric and Public Address

Chair: Kathleen Torrens, University Of Rhode Island

Respondent: Heather M Stassen, Cazenovia College

"Staring Down a Weeping Angel: The Rhetoric of Visuality in a Horrifying Doctor Who" Cynthia Rosenfeld, North Carolina State University

"When a Beer is Flat and Lifeless: Condemnatory Eulogy and the Death of Watney's Red Barrel" Benjamin R Bates, Ohio University

"A Rhetoric of Counter-Monumentality: Banal Memory and the Stolpersteine Project" Natalie Bennie, Penn State University

"End of History/End of Geography: Time, Space, and the Meaning of 1989 in President George H.W. Bush's Post-Cold War Foreign Policy Rhetoric" Timothy Barney, Associate Professor, University of Richmond

This panel features the top four competitive papers in the Rhetoric and Public Address Interest Group.

**310004** **1:45 PM to 3:00 PM** **Baltimore - Second Floor**  
**Our Best Scholarship: Top Papers in Interpersonal Communication**

Sponsor: Interpersonal Communication

Chair: Aimee E. Miller-Ott, Illinois State University

Respondent: Christine Elizabeth Rittenour, West Virginia University

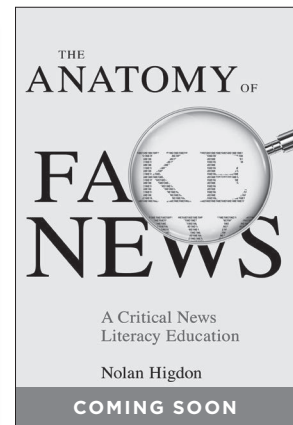
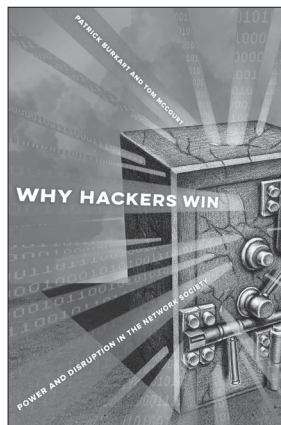
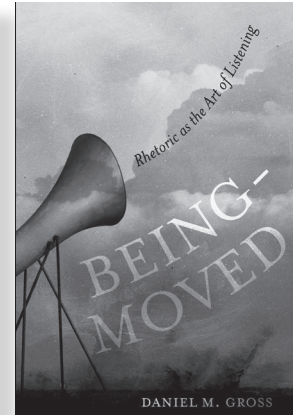
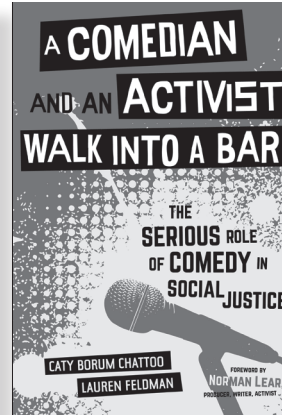
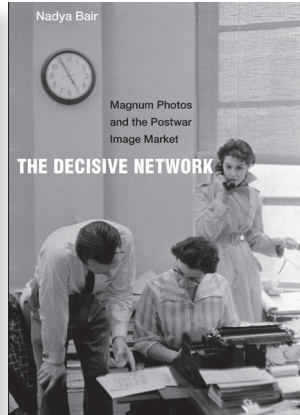
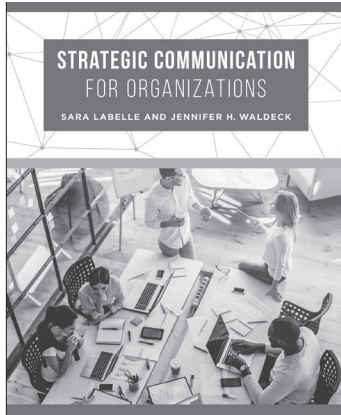
"Exploring the Relational Nature of Identity Gap Management in Sexual Communication" Valerie Rubinsky, University of Maine at Augusta

"Attachment, Relational Maintenance, and Satisfaction in Relationships between Parents and Adult Children: An Exploratory Analysis of the 'Maintenance Gap'" Angela G La Valley, Bloomsburg University

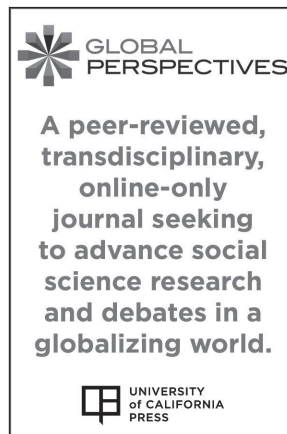
"I don't look at it as being a father. I look at it more as being a parent." Analyzing the Competing Discourses for Fatherhood in Gay Parents' Dyadic Relational Talk" Benjamin Michael Alex Baker, Columbus State University

This panel represents the top-ranked competitive paper submissions in Interpersonal Communication.

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1:45 PM

310005 1:45 PM to 3:00 PM Calvert - Third Floor

**Oh, the Humanity! Innovative Courses that Move Digitally Mediated People from Conceptions to Ethical Practices**

Sponsors: Philosophy of Communication; Theory and Methodology

Chair: Todd Kelshaw, Monclair State University

Respondent: Thom Gencarelli, Manhattan College

"Being a Person in the Age of Big Data" Todd Kelshaw, Monclair State University

"Competence or Charity? Communication Education for Honesty, Integrity and Faithfulness" Joel Scott Ward, Geneva College

"Global Strategic Communication: How Digital Technologies Help and Hinder Globalization" Amanda Damiano, Marist College

"Reclaiming the Human through Reflection on Civility and Empathy: Theoretical Considerations from Media Ecology" Basak Guven, Duquesne University; Ronald C. Arnett, Duquesne University; Janie Harden Fritz, Duquesne University; Kati Elizabeth Sudnick, Duquesne University

This panel convenes educators who have developed courses that aim to inculcate habits of mutual personhood in interpersonal, organizational, societal, and global contexts, with concerns for the challenges and opportunities of this digitally mediated Social Age. Presenters will discuss annotated syllabi that explicate their courses' issues, theoretical concepts, and practices, answering the questions: What does it mean to be a person today, and what novel communication practices are required to actualize this?

310006 1:45 PM to 3:00 PM Camden - Third Floor

**The Rhetorical and Political Trump Watch 2020: Re-Election, Impeachment (and Conviction), or a One-Term President?**

Sponsor: Political Communication

Chair: Richard Eugene Vatz, Towson University

"Agenda and Spin in the Trump Watch" Richard Eugene Vatz, Towson University

"Debating While Female: An Analysis of the 2020 Democratic Primary Debates" Paula Youra, University of Lynchburg

"President Donald J. Trump Calling: Fortunately One of a Kind" Judith S. Trent, University of Cincinnati

"Public and Political Angling for (and Against) Impeachment" J Kanan Sawyer, West Chester University of Pennsylvania

"Remembering the Forgotten: Will the Democrats Do So?" Theodore Sheckels, Randolph-Macon College

In 2020, the prospects out of context of a second term for President Trump seem utterly dismal, as he is inarguably the most polarizing president that the United States has had in the last 100 years. On one hand, he has never acquired majority support in any of the major polls. On the other hand, the economy and unemployment figures are indisputably positive and the prospects of foreign policy successes with North Korea and China at least look promising. This panel will examine, from diverse perspectives, the innovative 2020 presidential campaign and its rhetorical and political possibilities.

310007 1:45 PM to 3:00 PM Charles - Third Floor

**Attitudes, Public Opinion, and Listening: Applied Analysis for Modern Concerns**

Sponsor: Applied Communication

Chair: Elizabeth Jeter, High Point University

Respondent: Chip Rouse, Stevenson University

"Analysis of the Attitudes Toward Refugee Resettlement among the Residents of the Economically Distressed Rural Regions of the United States" Sachiyo M Shearman, East Carolina University; Susan Husson, Interfaith Refugee Ministry

"Established Theories, Innovative Applications: Toward a New Unified Model of Public Opinion on Facebook" Michelle Morin Rego, Johnson &amp; Wales University

"The Relationship Between the Big Five Personality Traits and Listening Style" Elizabeth Somerville, Canisius College; Rosanne L Hartman, Canisius College

The papers on this panel further the discussion of modern problems and platforms by examining gaps in existing research through an applied lens.

310008 1:45 PM to 3:00 PM Chesapeake A - Third Floor

**Innovative Research Centers and Initiatives: Advancing the Communication Discipline through Scholarship in Action**

Sponsor: Innovations in Service and Leadership

Chair: Kristen Campbell Eichhorn, State University of New York, Oswego

"Engaging Social Media Conversations: The Social Media Listening Center at Clemson University" Joseph Mazer, Clemson University

"Improving Health Outcomes: Translational Health Research Initiative at Texas State University" Melinda Villagran, Texas State University

"Interpreting Research for Clients: Communication Consulting that Matters" Jennifer Waldeck, Chapman University

"Training Researchers in Storytelling: The Alan Alda Center at Stony Brook University" Laura Lindenfeld, Stony Brook University

This session brings together several innovative panelists who are actively engaged in the reciprocal relationship between scholarship and practice through university-sponsored research centers, outreach initiatives, and external consulting. This panel will provide insight into how communication programs have used our field's scholarship to address real-world needs of diverse external audiences. Panelists will discuss the genesis of these specific initiatives and the impact of their work. Discussion and Q&A will focus on ways others might initiate similar programs and projects.



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**1:45 PM**


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**310010** **1:45 PM to 3:00 PM** **Chesapeake B - Third Floor**  
**Teaching Listening Across the Communication Curriculum**

Sponsor: Short Course

Presenter:

Molly Stoltz, Frostburg State University

This short course will offer tips and resources on how to teach listening as a module in several different communication courses. Dr. Stoltz is a long-time member of the International Listening Association and editor of the book *Listening Across Lives*. Participants will receive a free copy of that book.

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**310011** **1:45 PM to 3:00 PM** **Columbia - Second Floor**  
**Teaching the Introductory Communication Theory Course: Sustaining Innovation with a Foundational Course**

Sponsor: Short Course

Presenters:

Lynn H Turner, Marquette University

Richard West, Emerson College

This course is for instructors who have little or no experience in teaching the introductory course in communication theory. It is aimed at helping teachers prepare or reinvigorate their theory class. As the field of communication continues to expand, communication theory has (fast) become an integral part of (communication) curricula across the country. This "Intro" course attracts a demographic that has changed considerably over the years, a demographic necessitating innovative and creative pedagogy and discussions about our field's multi- and interdisciplinarity.

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**310014** **1:45 PM to 3:00 PM** **Constellation E - Second Floor**  
**Graduate Poster Session II**

Sponsor: Graduate Poster Sessions

"'Something Ricked This Way Comes': The Smith Family System and their Alcoholic Destruction" Ejenavi Okolosi, West Chester University

"Breaking News with Agenda Setting, Fake News, and Mistrust" Karen S Smith Hupp, Stevenson University/College of Southern Maryland

"Changing the Game: The Categorization of the Modern Sports Fan" Dylan Michael Houseworth, Highpoint University

"Secret-Keepers Keeping Secrets: Harry Potter and Privacy Management Theory" Brenna Jean Baker, West Chester University

"Status Consumption Via Social Media: An Analysis of Millennial Consumers' Experience-Driven Consumerism" Ashley Paintsil, University of Delaware

"The Oreo Cookie 'Twist, Lick, Dunk' Advergame" Jill L Bodnar, Duquesne University

"The Problem with Civility: A Challenge to Invitational Rhetoric" Casey Tobias, West Chester University

"Touring Tragedy: A Rhetorical Analysis of Zak Bagans' Haunted Museum" Lora Smith, Indiana University

"Towards a More Conscientious Consumerism: The Case of the Coffee Shop Versus the Tavern" Gregory Scott McCown, Duquesne University

"Transmedia Narratology: Museum of the Bible Case Study" Abigail Winter Lane, Liberty University; Andres Salvador, Liberty University

"Violent Activism Under the First Amendment" Destiny Lee Ramos, East Stroudsburg University

"Visual Brand Communication: A Content Analysis of Nike and Lululemon Instagram Posts" Pallavi Khurana, Miss; Thora Knight, University at Albany

"Wrestling With Attachment Theory: An Exposition of Sibling Attachments in Fighting With My Family" Alexandria Nicole Hatchett, West Chester University of Pennsylvania

"You Never Want to Be That Student: Formative Research for a Social Norms-based Campus Alcohol Intervention" Allie White, University of Delaware; Michele Hanigan, University of Delaware

Competitively selected graduate student posters. Content and methodology are varied and represent a diverse selection of interests.

## 1:45 PM

**310016** **1:45 PM to 3:00 PM** **Constellation F - Second Floor**

**Exploring Relational Stages and Maintenance in Interpersonal Relationships**

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Heather Lorraine Matthys, Ohio University

"Anti-Social: The Relationships Among Young Adults' Family Communication Patterns, Perceptions of Social Approval, and Social Media Use" Lauryn T. Saldana, Student

"Knapp's Stage Model of Relationships and Relational Maintenance on Workin' Moms" Alexandra Askenazi Marcus, Northeastern University

"Nonverbal Signifiers of Attraction" Geara Leigh Catania, Bloomsburg University of Pennsylvania; Nick Frycklund, Bloomsburg University of Pennsylvania; Rob Rhoades, Bloomsburg University of Pennsylvania

"Understanding the Impact of Anxiety and Depression on Communication through Rawlins' Theory of Relational Dialectics: An Autoethnography" Paige Marie Waddell, Penn State Schuylkill

"When I Stop Talking and Look at You: An Analysis of the Relationship Between Eye Gaze and Pause in Interaction" Yiting Ma, Northeastern University

This competitive paper session explores interpersonal communication concepts through influential interpersonal theories such as relational dialectics, Knapp's Stage Model, and family communication patterns.

**310017** **1:45 PM to 3:00 PM** **Conway - First Floor**

**Addressing the Importance and Utilization of Physiological Measurements in Nonverbal Communication:  
A Practical and Theoretical Approach**

Sponsor: Nonverbal Communication

Chair: Jordan Atkinson, Missouri Western State University

"Assessing the Utilization of Physiological Tools to Measure Nonverbal Behavior: An Experimental Lens" Zachary Glowacki, University at Buffalo

"Exploring Physiological Measures in Nonverbal Communication: Why Use Them?" Zachary Carr, University at Buffalo

"The Aid and Development of Nonverbal Responses to Other Fields and Scholars" Melissa Moore, University at Buffalo

This discussion panel will explore the utilization of physiological tools to measure nonverbal responses to social stimuli. Panelists will focus on how and why physiological measures should be used to study nonverbal behavior, and recent technological developments for measurement. Panelists will speak on a variety of experiences discussing the use of physiological measures in experimental settings, trying to better understand the link that nonverbal cues may have to our biological composition, and how these nonverbal responses can be applied and extended to additional fields and scholars.

**310018** **1:45 PM to 3:00 PM** **Douglass - Third Floor**

**Instructional Communication Interest Group Business Meeting**

Chair: Sara LaBelle, Chapman University

**310019** **1:45 PM to 3:00 PM** **Executive Boardroom - Third Floor**

**Igniting Innovation in Communication Courses: Post-Connect Conference Conversation**

Sponsor: First Vice President's Programming

Chair: Jessica Papajcik, Stark State College

Presenters:

Isa Engleberg, Prince George's Community College

Andy Kai-chun Chuang, LaGuardia Community College, CUNY

Susan Ward, Delaware County Community College

Nancy Willets, Cape Cod Community College

This discussion will provide an opportunity for Connect Conference participants to extend the conversation and set goals after time for reflection on conference content.

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# MARIST

**1:45 PM**

**310020** **1:45 PM to 3:00 PM** **Frederick - Second Floor**  
**Top Papers in Media Communication**

Sponsor: Media Communication

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

Respondent: Lance Strate, Fordham University

"The Stories Behind the Numbers: The Role of Mediated Narratives in Evoking Empathy Toward Stigmatized Individuals and Groups"

Stefne Lenzmeier Broz, Wittenberg University; Kelly P. Dillon, Wittenberg University

"Amended, Redacted, and Distracted: Distinguishing First-Person Reports from Fantasy Fiction" Gordon Alley-Young, Kingsborough Community College – CUNY

"Examining Players' Permadeath Experiences through Player-Avatar Relationships and Video Game Demands" McKay Steven West, West Virginia University; Nicholas David Bowman, West Virginia University; Elizabeth Cohen, West Virginia University

"A Comparative Analysis of American and China Coverage of the Territorial Dispute in the Asia-Pacific Region, 2012-16" Won Yong Jang, University of Wisconsin at Eau Claire

The competitively selected papers examine in depth issues pertaining to narratives of social media networks and digital storytelling, mediated communication and fake journalism, player avatar relationships and interactions in video game, and online news coverage and propaganda in both national and international contexts. The four panelists have received the highest scoring papers among this year's submissions to the Media Communication Interest Group, and their scholarly innovations contribute to the advancement of the discipline.

**310024** **1:45 PM to 3:00 PM** **Lombard - Third Floor**  
**Connecting Theory and Practice: Innovative Approaches to Integrated Marketing Communication**

Sponsor: Applied Communication

Chair: Arshia Anwer, Manhattan College

"'I'm so Indecisive!': A Classroom Exploration of the Theoretical and Practical Underpinnings of Consumer Response and Behavior"

Jenna Lo Castro, Point Park University

"Self as Consumer: Learning About Consumer-Centricity Through Self Analysis" Allison Peiritsch, Slippery Rock University

"Translating Theory into IMC Practice: A Case Study in Effective Fear-Based Messaging" Thomas Richard Flynn, Slippery Rock University

"Warhol's Pop Art as a Lens for Integrated Marketing Communication" Rachel Kaplan, Pennsylvania State University, Fayette

"Pop Culture Wins': Using HBO's Succession to Illustrate Crisis Response Strategies" Robert Foschia, University of Pittsburgh

The notion of "harboring innovation" is not only applicable to how the communication discipline may be approached by researchers and scholars, but also extends to how educators can provide opportunities to transform students into innovators. This panel will explore best practices and methodologies for teaching Integrated Marketing Communication (IMC) in the classroom and argue that the preservation and growth of the discipline is contingent upon educators' willingness and dedication to link its theoretical underpinnings with practical applications. Sustained tropes of IMC include collaboration, synthesis, and co-creation. This panel will present various strategies for bridging the gap between theory and practice through classroom activities/exercises. A portion of the presentation will offer instructional takeaways.

**310026** **1:45 PM to 3:00 PM** **Pratt - Third Floor**  
**Using Wikipedia to Benefit Students in Initial Research and Improve the Online Presence of the Communication Field**

Sponsor: Innovations in Teaching and Learning

Chair: Kevin C Knoster, West Virginia University

"Best Practices for Creating and Pedagogically Utilizing Wikimedia" Jeanine Turner, Georgetown University

"Impetus for a Regional or National Effort to Utilize Wikimedia to Improve the Presence of the Communication Discipline While Using New Media in the College Classroom" Brian Patterson, West Virginia University

"Myths and Realities of CMC Forums" Kevin Wright, George Mason University

"Using Wikimedia to Teach Research Skills: A Librarian's View" Alyssa Wright, West Virginia University Research Services Library

This discussion panel will consider the application of Wikimedia to research in the communication field. Pedagogical use of Wikimedia (such as Wikipedia) serves the dual purpose of exposing students to principles of research and giving the discipline much-needed digital promotion of what we do.

## 1:45 PM

310027 1:45 PM to 3:00 PM President - First Floor

**Innovations in Open Science: What is It, Exactly?****How Does it Benefit Authors and the Discipline? Do I Have to Share My Data?**

Sponsor: Innovations in Research and Publishing

Chair: Madison Murphy, Chapman University

Presenters:

Chris Morse, Bryant University

Keith Weber, Chapman University

Jillian O'Hara, Taylor &amp; Francis

Hannah Ball, Chapman University

Taylor & Francis Group  
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ECA has emerged as the leader in the communication field for open science publishing, with *Communication Research Reports* pioneering the use of this innovation. Come to this session to learn about the concept of open science. Discussion will focus on myths and misconceptions about open science (e.g., open science does not require data sharing), how authors can benefit in terms of enhanced citation and wider reach of their work, and what opting in to open science means within the context of the publication process. Panelists will discuss how open science allows for sharing of resources and materials that include data but much more. Finally, this panel will introduce participants to "pre-registration" of their papers, and explain how authors can take advantage of this unique and innovative publishing model. This panel is generously sponsored by Taylor & Francis, ECA's publishing partner.

## 3:15 PM

314001 3:15 PM to 4:30 PM Annapolis - Second Floor

**Innovating the Publishing Process:****A Conversation with ECA Journal Editors and Taylor & Francis's Communication Portfolio Manager**

Sponsor: Innovations in Research and Publishing

Chair: Mark L Hickson, III, University of Alabama, Birmingham

Presenters:

Kristen L Majocha, California University of Pennsylvania

Chris Morse, Bryant University

Keith Weber, Chapman University

Jillian O'Hara, Taylor &amp; Francis

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This panel will have something to offer authors, reviewers, and anyone tentatively interested in one day editing a journal. The discussion will feature varied perspectives from ECA's three journal editors, Taylor & Francis portfolio manager Jillian O'Hara, and a veteran former editor. In a moderated Q & A format, panelists will identify some of the mistakes authors make that obstruct the publication process, and the qualities of reviews that improve the substance and quality of journal contents. They will discuss important aspects of how the journals operate, and ultimately publish high quality work. There will be time for audience questions, as well. This panel is generously sponsored by Taylor & Francis.

314004 3:15 PM to 4:30 PM Baltimore - Second Floor

**Making Your Presence Known: Innovative Practices for Creating Nonverbal Immediacy in the Online Classroom**

Sponsors: Community College; Nonverbal Communication

Chair: Zachary Carr, University at Buffalo

"Being Immediate in a Seemingly Non-Immediate Environment: Translating Classroom Nonverbal Immediacy Behaviors to Online Teaching" Sara C. Weintraub, Regis College

"Effective Online Feedback: Moving Away from a Top-Down Protocol Toward a More Dialogic Approach" Jenny Warren, Collin College

"Infusing Immediacy Through Audio: Using Podcast-Style Lectures to Combine Paralinguistics with Narrative in an Online-Only Course" Steve Granelli, Northeastern University

"Mind the Design: Using Effective Formatting to Shrink the Distance Between Instructor and Student in the Online Classroom" Susan Ward, Delaware County Community College

"Using Chronemics to Enhance Perceptions of Immediacy in the Online Classroom" Kerry Byrnes-Loinette, Collin College

How instructors enact nonverbal immediacy behaviors in the online classroom is important to explore, given that these behaviors influence students' engagement in the course and their perceptions of the instructor. This session focuses on ways in which instructors can effectively use nonverbal immediacy behaviors such as response time, tone, aesthetics, and feedback to make their presence known in the online classroom.

"Using Chronemics to Enhance Perceptions of Immediacy in the Online Classroom" Kerry Byrnes-Loinette, Collin College

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314005 3:15 PM to 4:30 PM Calvert - Third Floor

**Media Communication Interest Group Business Meeting**

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

314007 3:15 PM to 4:30 PM Charles - Third Floor

**Applied Communication Interest Group Business Meeting**

Chair: Mary E Donato, Buena Vista University

**3:15 PM**

**314010** **3:15 PM to 4:30 PM** **Chesapeake B - Third Floor**  
**Leading the Way: ECA Distinguished Research Fellows Deliberate Needed Innovations in Communication Scholarship**

Sponsor: Innovations in Research and Publishing

Chair: Melissa Wanzer, Canisius College

- "Advancing Instructional Communication Research Through Measurement Triangulation" Ann Bainbridge Frymier, Ohio University
- "Advancing Interpersonal and Family Communication Research by Diversifying Samples and Publication Outlets" Pamela Lannutti, La Salle University
- "Advancing Rhetorical Criticism by Diversifying Methods, Voices, and Media" Trevor Parry-Giles, National Communication Association/University of Maryland

An innovative session format: "Leading the Way" sessions are intended to stimulate discussion, deliberation, and brainstorming about ideas that will keep the communication discipline at the forefront of innovation. ECA Distinguished Research Fellows were given the question "In what specific way do you believe the field (or your area of the field) needs to innovate to remain relevant, cutting-edge, and forward-moving?" and prepared a compelling five-minute "lightening" position that they will present during the session. After the position statements, we will open the floor for moderated discussion, audience responses, and brainstorming around the topics offered by the Research Fellows. The hope is that participants will collaborate and/or launch projects inspired by the session.

**314011** **3:15 PM to 4:30 PM** **Columbia - Second Floor**  
**Top Competitive Papers in Instructional Communication**

Sponsor: Instructional Communication

Chair: Jordan Atkinson, Missouri Western State University

Respondent: Candice Elaine Thomas-Maddox, Ohio University Lancaster

- "Choose Your Own Lecture: Students' Motivational Resources as a Consequence of Autonomy-Supportive Instruction" James P. Baker, Bakersfield College; Alan K Goodboy, West Virginia University
- "Exploring Bullying in the College Context" Kevin C Knoster, West Virginia University; Matthew Mullin, WVU; Megan R. Dillow, West Virginia University
- "Instructional Dissent as an Expression of Students' Class-Related Achievement Emotions" Alan K Goodboy, West Virginia University; San Bolkan, California State University - Long Beach; Kevin C Knoster, West Virginia University; Stephen M Kromka, West Virginia University
- "Speech Assignments and Plagiarism in First Year Public Speaking Classes: An Investigation of Students' Moral Attributes in Relation to Their Behavioral Intention" Yang Lin, School of Communication, The University of Akron; Kathleen D Clark, School of Communication, The University of Akron

This panel features the top four competitively selected papers submitted to the Instructional Communication Interest Group. Topics covered in these papers include autonomy-supportive instruction, bullying in the college context, instructional dissent, and ethical decision-making in the public speaking classroom. Together, these papers are a fine representation of the diversity and quality of contemporary instructional communication research.

**314016** **3:15 PM to 4:30 PM** **Constellation F - Second Floor**  
**Top Papers of the James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference**

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chairs: Stephanie Tikkanen, Ohio University; Angeline Sangalang, University of Dayton

Respondent: Linda L. McCroskey, California State University, Long Beach

- "We Post Pictures to Prove We Are Best Friends': iGen Friendship Characteristics and Maintenance Strategies" Mackenzie Regen, Christopher Newport University; Riley Redd, Christopher Newport University; Alyssa Cole, Christopher Newport University; Margaret McPherson, Christopher Newport University; Kennedy Johnson, Christopher Newport University; Sydney Shaw, Christopher Newport University
- "Female Fashion: A Form of Empowerment and Exploitation" Arisa Tanai, State University of New York at Geneseo
- "Female Figure Skating: A Unique Communicative Arena Against Hegemonic Masculine Sport World" Gabriella Olivia Dignitti, State University of New York at Geneseo
- "The Political is Personal: The Rhetoric of Social Intervention in the Women's March of 2017" Jennifer Woolley, Messiah College

These are the top-ranked competitively selected submissions to the James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference.

## Faculty

**Richard Buttny, Ph.D.**

*University of Massachusetts*  
Discourse analysis, environmental communication, intercultural communication

**Kathleen E. Feyh, Ph.D.**

*University of Texas*  
Social movements, resistance, racecraft, Slavic languages and rhetoric, Russia

**Lyndsay Michalik Gratch, Ph.D.**

*Louisiana State University*  
Embodied and digital performance, remix culture, digital and internet cultures, adaptation, reception theory

**Lynn Greenky, J.D.**

*Emory University School of Law*  
Advocacy, argumentation, presentational speaking skills

**Diane Grimes, Ph.D.**

*Purdue University*  
Contemplative communication, critical organizational communication, managing diversity, race and gender in communication

**Rachel Hall, Ph.D.**

*University of North Carolina, Chapel Hill*  
Feminist surveillance studies, visual culture, security studies, risk management

**Amos Kiewe, Ph.D.**

*Ohio University*  
Rhetorical theory and criticism, presidential rhetoric, public memory, rhetoric of hate (Anti-Semitism)

**Charles E. Morris III, Ph.D., Chair**

*Pennsylvania State University*  
Rhetorical criticism, LGBTQ history and discourse, public memory

**Kendall Phillips, Ph.D.**

*Pennsylvania State University*  
Contemporary rhetorical theory and criticism, rhetoric of film, public memory

**Whitney Phillips, Ph.D.**

*University of Oregon*  
Media manipulation, feminist media studies, digital ethics, journalism ethics, folklore studies

**Erin J. Rand, Ph.D.**

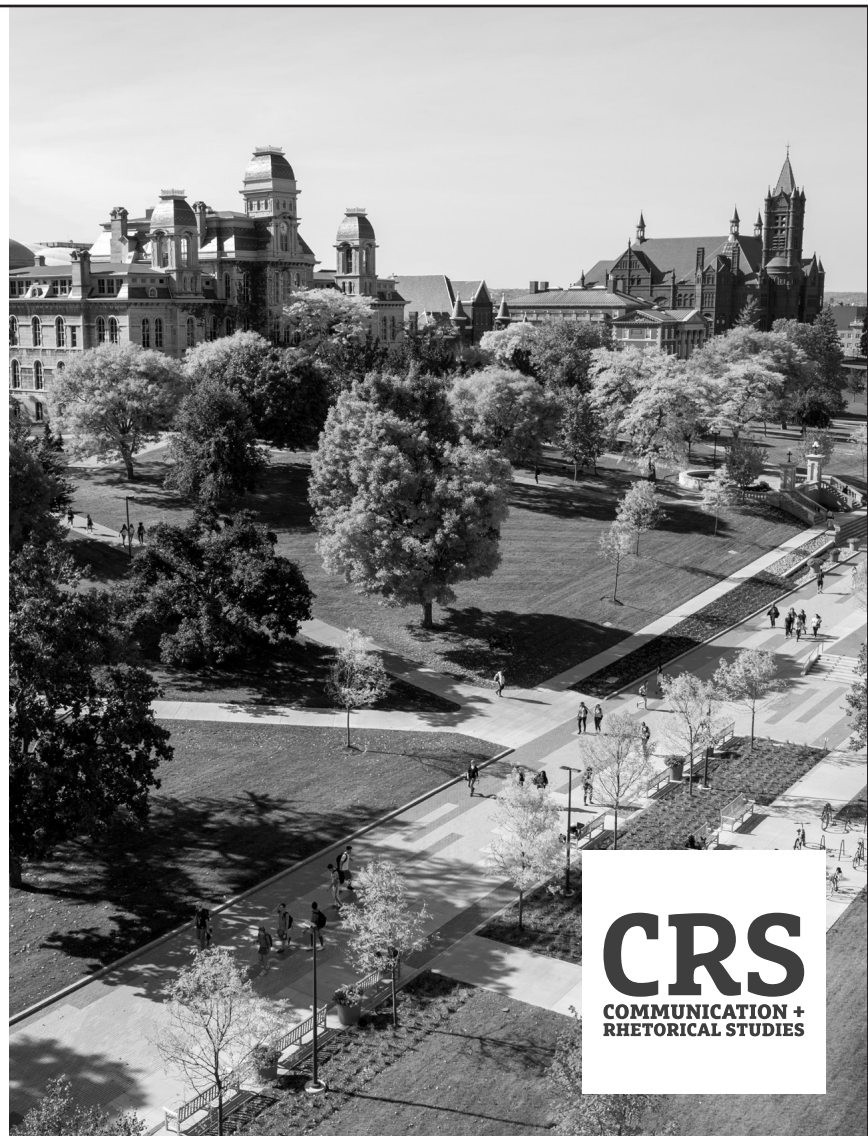
*University of Iowa*  
Queer theory and feminism, rhetorical theory and criticism, social movements and activism, affect studies

**Amaro Rodriguez, Ph.D.**

*Howard University*  
Communication theory, dialogue and mediation, emerging organizational models, post-colonial theory

**Sylvia Sierra, Ph.D.**

*Georgetown University*  
Language and social interaction, discourse analysis, knowledge and identity in conversation and online



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**Syracuse University**  
College of Visual and Performing Arts

**3:15 PM**

**314020** **3:15 PM to 4:30 PM** **Frederick - Second Floor**  
**Outside the Academy: Putting Political Communication Insights to Work**

Sponsor: Political Communication

"And So It Begins: A Profile of the Entry-Level Job" Caroline Kouneski, Legislative Offices, State of Maryland

"Careers in Political Communication Really Can Be For Anyone: Experiences in Local and State Government" Carl T Hyden, Morgan State University

"Consulting and Campaigning: Ben Nelson in Nebraska, John McCain in Virginia" Robert Patterson, University of Virginia

"Fun and Gains: Playing Politics on the Side" Theodore Sheckels, Randolph-Macon College

Political communication research and teaching have an obvious connection to "real world" experiences in politics. This session will explore that connection by offering four very different profiles. The first is of a researcher who, along with first graduate school and then professional academic employment, pursued consulting and campaign work, first in Nebraska for Ben Nelson and then in Virginia for John McCain's presidential campaign. The second is of an academic administrator who preceded that career with a fifteen-year one working on communication tasks for Baltimore Mayor and then Maryland Governor William Donald Schaefer. The third is of a researcher who has occasionally stepped outside academe to do either speech writing or campaign consulting. The fourth is one a 2019 BA, who is beginning her career in political communication in an entry-level job as an aide to a state legislator. The four presenters will tell their stories, but they will also stress the academic-professional link, a link that is mutually beneficial. Research and instruction benefits practice, and practice enriches research and instruction.

**314024** **3:15 PM to 4:30 PM** **Lombard - Third Floor**  
**Intercultural Communication Scholarship across Various Contexts**

Sponsor: Intercultural Communication

Chair: Rukhsana Ahmed, University at Albany, SUNY

Respondent: Doreen M. S. Jowi, Bloomsburg University of Pennsylvania

"Is an American Story Better? A Comparison of the Effectiveness of Domestic versus Foreigner Narratives in the Context of Chinese Air Pollution" Yadong Ji, Ohio University; Benjamin R Bates, Ohio University

"The Effect of Relational Environment and Relationship Strength on Long-Term Romantic Relationship Schemas in India and the United States" Sreashi Das, University of Maryland; Anita Atwell Seate, University of Maryland; Edward L Fink, Temple University

"Benefits of Intercultural Contacts: How does Intercultural Contacts impact American students' Ethnocentrism, Intercultural Sensitivity, and Willingness to Interact with International Students?" Erin Taylor, East Carolina University; Sachiyo M Shearman, East Carolina University

The papers on this panel showcase the diversity of scholarship in intercultural communication by focusing on public health, interpersonal, and pedagogical contexts. This panel also includes the Top Paper in Intercultural Communication.

**314026** **3:15 PM to 4:30 PM** **Pratt - Third Floor**  
**Interpersonal Communication Interest Group Business Meeting**

Chair: Aimee E. Miller-Ott, Illinois State University

**5:00 PM**

**317015** **5:00 PM to 6:00 PM** **Constellation EF - Second Floor**  
**ECA General Business Meeting**

Chair: Katherine S Thweatt, State University of New York, Oswego

Join ECA leadership for this year-in-review of the association and to learn about the incoming President's initiatives for the year to come. Bring issues of concern or interest for discussion and enjoy light appetizers before moving to the 15th floor for the President's Reception.

**6:00 PM**

**319025** **6:00 PM to 8:00 PM** **Pisces - Fifteenth Floor**  
**President's Reception**

Join outgoing ECA President Katherine Thweatt and your colleagues for a gala celebration of the 2020 convention and the year's accomplishments. Enjoy a cash bar, elegant hors d'oeuvre stations, and great conversation with sweeping 15th floor views of the Inner Harbor. Generously sponsored by Kendall Hunt Publishing Company.

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**8:00 PM**

**321018** **8:00 PM to 9:00 PM** **Douglass - Third Floor**  
**Twelve Step Meeting**



# Sunday • April 5, 2020

## 8:30 AM

**402019** **8:30 AM to 9:30 AM** **Executive Boardroom - Third Floor**  
**Finance Committee Business Meeting II**  
Chair: Jennifer Waldeck, Chapman University

## 9:45 AM

**404004** **9:45 AM to 12:45 PM** **Baltimore - Second Floor**  
**Executive Council Business Meeting II**  
Chair: Jennifer Waldeck, Chapman University

## 10:00 AM

**405008** **10:00 AM to 12:00 PM** **Chesapeake A - Third Floor**  
**External Funding and Community Partnerships as Paths to Research Innovation**

Sponsor: Innovations in Research and Publishing

Presenters:

Kami Silk, University of Delaware  
Sandi W. Smith, Michigan State University  
Lisa Sparks, Chapman University  
Heather Stuckey, Penn State Milton S. Hershey College of Medicine

Are you interested in seeking external funding and partnerships to support your quantitative, qualitative, or mixed methods research? This team of veteran researchers has a long history of successful funding from federal government, private foundation, and local sources. Their workshop-style round table will deliver insights and coaching on where to start, how to improve your efforts, and learning lessons from unfunded proposals.

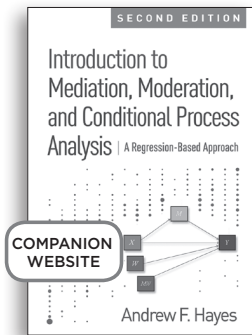
# Books by ECA Workshop Instructor Andrew F. Hayes

## from GUILFORD



**Dr. Hayes** is Professor of Quantitative Psychology at The Ohio State University. He teaches data analysis, primarily at the graduate level, and frequently conducts workshops on statistical analysis throughout the world. His website is [www.afhayes.com](http://www.afhayes.com).

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## Introduction to Mediation, Moderation, and Conditional Process Analysis, SECOND EDITION

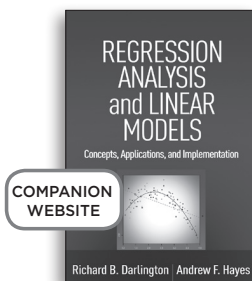
*A Regression-Based Approach*

**Andrew F. Hayes, PhD**

“Since I began using the first edition of this text in my graduate statistics classes in 2014, the number of theses and dissertations that include mediation and/or moderation analysis in our department has increased dramatically....I highly recommend this book for statistics classes that include OLS mediation and moderation. It is also a terrific resource for researchers wishing to keep up with advances in moderation and mediation analysis.”

—Karl L. Wuensch, East Carolina University

Lauded for its easy-to-understand, conversational discussion of the fundamentals of mediation, moderation, and conditional process analysis, this book has been fully revised with 50% new content, including sections on working with multicategorical antecedent variables, the use of PROCESS version 3 for SPSS and SAS for model estimation, and annotated PROCESS v3 outputs. Using the principles of ordinary least squares regression, Andrew F. Hayes carefully explains procedures for testing hypotheses about the conditions under and the mechanisms by which causal effects operate, as well as the moderation of such mechanisms. Hayes shows how to estimate and interpret direct, indirect, and conditional effects; probe and visualize interactions; test questions about moderated mediation; and report different types of analyses. Data for all the examples are available on the companion website ([www.afhayes.com](http://www.afhayes.com)), along with links to download PROCESS.



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## Regression Analysis and Linear Models

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“A terrific addition to the regression literature. I am often asked, ‘How do I determine which regressor(s) is/are the most important?’ The treatment of this topic is excellent.... The applied nature of the text and the interweaving of software syntax and output are major improvements over similar books.” —Scott C. Roesch, San Diego State University

Emphasizing conceptual understanding over mathematics, this user-friendly text introduces linear regression analysis to students and researchers across the social, behavioral, consumer, and health sciences. The companion website ([www.afhayes.com](http://www.afhayes.com)) provides datasets for the book's examples as well as the RLM macro for SPSS and SAS.



**Professors:** Visit [www.guilford.com/p/darlington](http://www.guilford.com/p/darlington) to request a free copy of this title for course adoption consideration.

## EASTERN COMMUNICATION ASSOCIATION PRESIDENTS

<b>1910</b>	Paul M Pearson, <i>Swarthmore College</i> Albert E Hancock, <i>Haverford College</i> Frederic A Child, <i>University of Pennsylvania</i> (Organizers; No President)	<b>1974</b>	Jane Blankenship, <i>University of Massachusetts</i>
<b>1911</b>	Paul M Pearson, <i>Swarthmore College</i>	<b>1975</b>	Philip P Amato, <i>Emerson College</i>
<b>1912-1913</b>	Erasthus Palmer, <i>City College, New York</i>	<b>1976</b>	Agnes G Doody, <i>University of Rhode Island</i>
<b>1914-1915</b>	James A Winans, <i>Cornell University</i>	<b>1977</b>	Andrew D Wolvin, <i>University of Maryland</i>
<b>1916-1919</b>	Wilbur Jones Kay, <i>Washington &amp; Jefferson College &amp; Swarthmore College</i>	<b>1978</b>	John F Wilson, <i>Herbert H Lehman College, SUNY</i>
<b>1920</b>	Horace G McKean, <i>Union College</i>	<b>1979</b>	James C McCroskey, <i>West Virginia University</i>
<b>1921</b>	Daniel W Redmond, <i>City College, New York</i>	<b>1980</b>	Dan F Hahn, <i>Queens College, CUNY</i>
<b>1922</b>	John Dolman, Jr., <i>University of Pennsylvania</i>	<b>1981</b>	Jeanne Lutz, <i>Pennsylvania State University</i>
<b>1923</b>	Everett L Hunt, <i>Cornell University</i>	<b>1982</b>	W. Barnett Pearce, <i>University of Massachusetts</i>
<b>1924-1927</b>	G. Rowland Collins, <i>New York University</i>	<b>1983</b>	James W Chesebro, <i>Queens College, CUNY</i>
<b>1928</b>	Elizabeth Avery, <i>Smith College</i>	<b>1984</b>	Linda C Lederman, <i>Rutgers University</i>
<b>1929-1930</b>	Hoyt H Hudson, <i>Princeton College</i>	<b>1985</b>	Floyd D Anderson, <i>State University of New York, Brockport</i>
<b>1931</b>	Herbert A Wichelns, <i>Cornell University</i>	<b>1986</b>	Raymie E McKerrow, <i>University of Maine</i>
<b>1932-1933</b>	Arleigh B Williamson, <i>New York University</i>	<b>1987</b>	Darlyn R Wolvin, <i>Prince George's Community College</i>
<b>1934-1935</b>	Wayland Maxfield Parish, <i>University of Pittsburgh</i>	<b>1988</b>	Virginia P Richmond, <i>West Virginia University</i>
<b>1936-1937</b>	Jane Dorsey Zimmerman, <i>Columbia University</i>	<b>1989</b>	Barbara M Montgomery, <i>University of New Hampshire</i>
<b>1938-1939</b>	J. Walter Reeves, <i>The Peddle School</i>	<b>1990</b>	Sandra L (Fish) Herndon, <i>Ithaca College</i>
<b>1940-1941</b>	W. Hayes Yaeger, <i>George Washington University</i>	<b>1991</b>	Deborah F Atwater, <i>Pennsylvania State University</i>
<b>1942</b>	Arthur L Woehl, <i>Hunter College</i>	<b>1992</b>	Gerald Lee Ratliff, <i>Montclair State University</i>
<b>1943-1946</b>	John H Frizzell, <i>Pennsylvania State University</i>	<b>1993</b>	Alison Alexander, <i>University of Massachusetts</i>
<b>1947</b>	Joseph F O'Brien, <i>Pennsylvania State University</i>	<b>1994</b>	Thomas L Veenendall, <i>Montclair State University</i>
<b>1948</b>	Russell H Wagner, <i>University of Virginia</i>	<b>1995</b>	Harvey R Kelly, Jr., <i>Pennsylvania State University</i>
<b>1949</b>	Wilbur E Gilman, <i>Queens College</i>	<b>1996</b>	Dale A Bertelsen, <i>Bloomsburg University</i>
<b>1950</b>	Agnes I Allardyce, <i>Syracuse University</i>	<b>1997</b>	Deborah Borisoff, <i>New York University</i>
<b>1951</b>	Robert B Huber, <i>University of Vermont</i>	<b>1998</b>	Melanie Booth-Butterfield, <i>West Virginia University</i>
<b>1952</b>	Earl H Ryan, <i>City College, New York</i>	<b>1999</b>	Jerry L Allen, <i>University of New Haven</i>
<b>1953</b>	James H Henning, <i>West Virginia University</i>	<b>2000</b>	Janette Kenner Muir, <i>George Mason University</i>
<b>1954</b>	Marvin G Bauer, <i>Brooklyn College</i>	<b>2001</b>	Susan J Drucker, <i>Hofstra University</i>
<b>1955</b>	David C Phillips, <i>University of Connecticut</i>	<b>2002</b>	Don M Boileau, <i>George Mason University</i>
<b>1956</b>	H. Barrett Davis, <i>Lehigh University</i>	<b>2003</b>	Ann Bainbridge Frymier, <i>Miami University</i>
<b>1957</b>	Evelyn Kongsberg, <i>Washington Irving High School, NY</i>	<b>2004</b>	Mary L Kahl, <i>State University of New York, New Paltz</i>
<b>1958</b>	J. Calvin Callahan, <i>Syracuse University</i>	<b>2005</b>	Donald A Fishman, <i>Boston College</i>
<b>1959</b>	Magdalene Kramer, <i>Teachers College, Columbia University</i>	<b>2006</b>	John Courtright, <i>University of Delaware</i>
<b>1960</b>	Paul D Holtzman, <i>Pennsylvania State University</i>	<b>2007</b>	Ronald L Jackson II, <i>Pennsylvania State University</i>
<b>1961</b>	Eleanor M Luse, <i>University of Vermont</i>	<b>2008</b>	Richard West, <i>Emerson College</i>
<b>1962</b>	Sam Boyd, Jr., <i>West Virginia University</i>	<b>2009</b>	Sara Chudnovsky-Weintraub, <i>Regis College</i>
<b>1963</b>	Ray E Keeseey, <i>University of Delaware</i>	<b>2010</b>	Candice E Thomas-Maddox, <i>Ohio University - Lancaster</i>
<b>1964</b>	Carroll C Arnold, <i>Pennsylvania State University</i>	<b>2011</b>	Janie M Harden Fritz, <i>Duquesne University</i>
<b>1965</b>	Wofford C Gardner, <i>University of Maine</i>	<b>2012</b>	Cindy M Lont, <i>George Mason University</i>
<b>1966</b>	Harold M Scholl, <i>Montclair State College</i>	<b>2013</b>	Nancy J Willets, <i>Cape Cod Community College</i>
<b>1967</b>	Robert T Oliver, <i>Pennsylvania State University</i>	<b>2014</b>	Danette Ifert Johnson, <i>Ithaca College</i>
<b>1968</b>	Joseph D Batcheller, <i>University of New Hampshire</i>	<b>2015</b>	Thomas R Flynn, <i>Slippery Rock University</i>
<b>1969</b>	Thomas Hopkins, <i>Carlow College</i>	<b>2016</b>	J. Kanan Sawyer, <i>West Chester University</i>
<b>1970</b>	Ronald F Reid, <i>University of Massachusetts</i>	<b>2017</b>	Jason S Wrench, <i>State University of New York, New Paltz</i>
<b>1971</b>	Paul L Brownstone, <i>Long Island University</i>	<b>2018</b>	Leeanne Bell McManus, <i>Stevenson University</i>
<b>1972</b>	Donald H Ecroyd, <i>Temple University</i>	<b>2019</b>	Katherine Thweatt, <i>State University of New York, Oswego</i>
<b>1973</b>	Howard Schwartz, <i>Rider College</i>		

## SECOND VICE PRESIDENTS

1950	Lillian M O'Conner, <i>Wadleigh High School, NY</i>	1992	Rebecca Lockridge, <i>University of Southern Maine</i>
1951	Samuel B Gould, <i>Boston University</i>	1993	Joan O'Mara, <i>University of Hartford</i>
1952	Lindsey S Perkins, <i>Brooklyn College</i>	1994	Janette Kenner Muir, <i>George Mason University</i>
1953	Evelyn Kongisberg, <i>Board of Education, NYC</i>	1995	Ruth Ann Zupan, <i>Westmoreland County Community College</i>
1954	H. Barrett Davis, <i>Lehigh University</i>	1996	Judythe Isserlis, <i>Iona College</i>
1955	Richard F Clemo, <i>Adelphi University</i>	1997	Brenda Logue, <i>Towson State University</i>
1956	Ruth Damon, <i>Russell Sage College</i>	1998	Joan O'Mara, <i>University of Hartford</i>
1957	Muriel G Leahy, <i>Grover Cleveland High School, NY</i>	1999	Bill Denman, <i>Marshall University</i>
1958	Wiley C Bowyer, <i>Mineola Public Schools</i>	2000	Jean Ann Streiff, <i>Oakland Catholic High School</i>
1959	Harold M Scholl, <i>Montclair State College</i>	2001	Richard West, <i>University of Southern Maine</i>
1960	Helen M Donovan Fuelner, <i>Board of Education, NYC</i>	2002	Kelly Rocca, <i>St. John's University</i>
1961	Domis Plugge, <i>Hunter College</i>	2003	Carole Blair, <i>University of California-Davis, Washington Center</i>
1962	William A Behl, <i>Brooklyn College, CUNY</i>	2004	Anne Mattina, <i>Stonehill College</i>
1963	Paul L Brownstone, <i>Brooklyn College, CUNY</i>	2005	Janie Harden Fritz, <i>Duquesne University</i>
1964	Audrey O'Brien, <i>St. John's University</i>	2006	Timothy Brown, <i>West Chester University</i>
1965	John E Lent, <i>Bureau of Sp. Improvement, New York City</i>		Anita Foeman, <i>West Chester University</i>
1966	Bernard McCabe, <i>St. John's University</i>		Maurice Hall, <i>Villanova University</i>
1967	Thomas D Houchin, <i>St. John's University</i>	2007	Kevin Pearce, <i>Bryant College</i>
1968	Beatrice G Ferrante, <i>St. John's University</i>	2008	Janie Harden Fritz, <i>Duquesne University</i>
1969	James R Johnson, <i>Brooklyn College, CUNY</i>	2009	William Cowen, <i>Villanova University</i>
1970	Fergus G Currie, <i>Knoxville, Tennessee</i>		Bryan Cable, <i>Villanova University</i>
1971	Mary Pettas, <i>New York University</i>		Joy Cypher, <i>Rowan University</i>
1972	Philip P Amato, <i>Emerson College</i>	2010	Leeanne M Bell, <i>Stevenson University</i>
1973	Geraldine Chapey, <i>Bureau of Sp. Improvement, New York City</i>	2011	Monica Brasted, <i>The College at Brockport, SUNY</i>
1974	Andrew D Wolvin, <i>University of Maryland</i>		Catherine Karl Wright, <i>George Mason University</i>
1975	Peggy Rypsam, <i>Iona College</i>		Kristen Willett, <i>George Mason University</i>
1976	Gladys I Ritchie, <i>Pennsylvania State University</i>	2012	Tobi Mackler, <i>Montgomery County Community College</i>
1977	Charles E Parkhurst, <i>Brooklyn College, CUNY</i>		Rita Rosenthal, <i>Boston College</i>
1978	Marilyn Lewis-Scott, <i>Emerson College</i>	2013	Monica Waugh-Benton, <i>Duquesne University</i>
1979	Warren O Richardson, <i>Villanova University</i>	2014	Christopher Morse, <i>Bryant University</i>
1980	Marlene S Cowan, <i>Towson State University</i>	2015	Hans C Schmidt, <i>Brandywine University</i>
1981	Peggy Ann Madden, <i>North Hills High School, PA</i>	2016	Leeanne Bell McManus, <i>Stephenson University</i>
1982	Paul Wenger, <i>Central Connecticut State College</i>		Katherine S Thweatt, <i>State University of New York, Oswego</i>
1983	Paul Scovell, <i>Salisbury State University</i>	2017	Jason Edwards, <i>Bridgewater State University</i>
1984	Murray M Halfond, <i>Temple University</i>		Angela Cooke-Jackson, <i>Emerson College</i>
1985	Beatrice Schultz, <i>University of Rhode Island</i>	2018	Janie Harden-Fritz, <i>Duquesne University</i>
1986	Edward Streb, <i>Glassboro State College</i>		Chip Rouse, <i>Stevenson University</i>
1987	Jack A Barwind, <i>Syracuse University</i>	2019	Mary C Toale, <i>State University of New York, Oswego</i>
1988	Brenda Logue, <i>Towson State University</i>		Julie Volkman, <i>Bryant University</i>
1989	Peggy Klein, <i>Salisbury State University</i>		
1990	Teresa L Nance, <i>Villanova University</i>		
1991	Harvey R Kelly, Jr., <i>Pennsylvania State University, Beaver</i>		



## SECRETARIES & TREASURERS

<b>Secretary</b>		1928-1929	Mary Thornton Harvey, <i>Hunter College</i>
1911-1912	Frederic A Child, <i>University of Pennsylvania</i>	1930	Sarah M Stinchfield, <i>Mount Holyoke College</i>
<b>Secretary-Treasurer</b>		1931	Charles Kenneth Thomas, <i>Columbia University</i>
1913	John W Wetzel, <i>Yale University</i>	1932	Jane Dorsey Zimmerman, <i>Columbia University</i>
1914	James M O'Neil, <i>Dartmouth College &amp; University of Wisconsin</i>	1933-1934	Margaret Mary McCarthy, <i>Brooklyn College</i>
1915	Wilbur Jones Kay, <i>Washington &amp; Jefferson College</i>	1935-1936	Charles A Fritz, <i>New York University</i>
1916-1919	Warren C Shaw, <i>Dartmouth College</i>	1937-1938	Joseph F O'Brien, <i>Pennsylvania State College</i>
1920-1921	John Dolman Jr., <i>University of Pennsylvania</i>	1939-1940	Agnes Allardyce, <i>Queens College</i>
1922	Elizabeth Avery, <i>Smith College</i>	1941-1942	Lester Thonssen, <i>City College, New York</i>
1923-1924	Brother Bonaventure Thomas, <i>Manhattan College</i>	1943-1946	George V Gohman, <i>Dartmouth College</i>
1925-1927	Mary B Cochran, <i>Vassar College</i>	1947-1948	Marvin G Bauer, <i>Brooklyn College</i>
		1949-1950	Earl H Ryan, <i>City College, New York</i>

## EXECUTIVE SECRETARIES

<b>1951-1952</b>	Ralph N Schmidt, <i>Syracuse University</i>	<b>1980-1983</b>	Caroline Drummond Ecroyd, <i>Temple University</i>
<b>1953-1954</b>	Gordon F Hostettler, <i>Temple University</i>	<b>1983-1986</b>	Warren O Richardson, <i>Villanova University</i>
<b>1955-1958</b>	Paul D Holtzman, <i>Pennsylvania State University</i>	<b>1986-1989</b>	Gerald Lee Ratliff, <i>Montclair State University</i>
<b>1958-1960</b>	Wiley C Bowyer, <i>Mineola N.Y. Public Schools</i>	<b>1989-1991</b>	John J Makay, <i>State University of New York, Geneseo</i>
<b>1961-1963</b>	Thoburn V Barker, <i>Lehigh University</i>	<b>1991-1992</b>	Joseph A Bulsys, <i>State University of New York, Geneseo</i>
<b>1964-1965</b>	Burton H Byers, <i>Queens College, CUNY</i>	<b>1992-1995</b>	Jerry L Allen, <i>University of New Haven</i>
<b>1966-1967</b>	Harold E Nelson, <i>Pennsylvania State University</i>	<b>1995-1998</b>	Kathleen M Long, <i>West Virginia Wesleyan College</i>
<b>1968-1969</b>	Coleman C Bender, <i>Emerson College</i>	<b>1998-1999</b>	Paul E Scovell, <i>Salisbury State University</i>
<b>1970</b>	Thomas D Houchin, <i>St. John's University</i>	<b>2000-2001</b>	Candice Thomas Maddox, <i>Ohio University, Lancaster</i>
<b>1971-1973</b>	William K Price, <i>University of Massachusetts</i>		
<b>1974-1977</b>	Richard Bailey, <i>University of Rhode Island</i>		
<b>1978-1980</b>	Carolyn Del Polito, <i>West Chester University</i>		

## EXECUTIVE DIRECTORS

<b>2001-2004</b>	Candice Thomas-Maddox, <i>Ohio University-Lancaster</i>	<b>2010-2016</b>	Ronald C Arnett, <i>Duquesne University</i>
<b>2004-2007</b>	Danette Ifert Johnson, <i>West Virginia Wesleyan College/Ithaca College</i>	<b>2016-2019</b>	Cheryl Casey, <i>Champlain College</i>
<b>2008-2010</b>	Alfred G Mueller, <i>Pennsylvania State University, Mont Alto</i>	<b>Incoming</b>	Stacy Smulowitz, <i>University of Scranton</i>

## JOURNAL EDITORS

### Today's Speech

<b>1953-1960</b>	Robert T Oliver, <i>Pennsylvania State University</i>
<b>1960-1964</b>	William S Tacey, <i>University of Pittsburgh</i>
<b>1964-1966</b>	David C Phillips, <i>University of Connecticut</i>
<b>1966-1968</b>	Allan Kerstetter, <i>Syracuse University</i>
<b>1968-1970</b>	Michael Prosser, <i>State University of New York, Buffalo</i>
<b>1971-1972</b>	Eugene Vasilew, <i>State University of New York, Binghamton</i>
<b>1972-1975</b>	Herman Stelzner, <i>University of Massachusetts</i>

### Communication Quarterly

<b>1976-1978</b>	Thomas W Benson, <i>Pennsylvania State University</i>
<b>1979-1981</b>	Lawrence R Wheelless, <i>West Virginia University</i>
<b>1982-1984</b>	Gerald M Phillips, <i>Pennsylvania State University</i>
<b>1985-1987</b>	James W Chesebro, <i>Queens College, CUNY</i>
<b>1988-1990</b>	Linda C Lederman, <i>Rutgers University</i>
<b>1991-1993</b>	Virginia P Richmond, <i>West Virginia University</i>
<b>1994-1996</b>	Raymie E McKerrow, <i>University of Maine</i>
<b>1997</b>	Melanie Booth-Butterfield, <i>West Virginia University</i>
<b>1998-2000</b>	John A Courtright, <i>University of Delaware</i>
<b>2001-2003</b>	Dale A Bertelsen, <i>Bloomsburg University</i>
<b>2004-2006</b>	Jerry L Allen, <i>University of New Haven</i>
<b>2007-2009</b>	Janette Kenner Muir, <i>George Mason University</i>
<b>2010-2013</b>	Trevor Parry-Giles, <i>University of Maryland</i>
<b>2013-2015</b>	Benjamin Bates, <i>Ohio University</i>
<b>2015-2018</b>	Pam Lanutti, <i>LaSalle University</i>
<b>2018-2021</b>	Chris Morse, <i>Bryant University</i>

### Communication Research Reports

<b>1995</b>	James C McCroskey, <i>West Virginia University</i>
<b>1996-1998</b>	Jerry L Allen, <i>University of New Haven</i>
<b>1999-2001</b>	Andrew S Rancer, <i>University of Akron</i>
<b>2002-2004</b>	John C Sherblom, <i>University of Maine</i>
<b>2005-2007</b>	Lisa Sparks, <i>George Mason University</i>
<b>2008-2010</b>	Wendy Samter, <i>Bryant University</i>
<b>2011-2013</b>	Theodore Avtgis, <i>Ashland University</i>
<b>2014-2016</b>	Don Stacks, <i>University of Miami</i>
<b>2017-2019</b>	Nicholas D Bowman, <i>West Virginia University</i>
<b>2020-2022</b>	Keith Weber, <i>Chapman University</i>

### Qualitative Research Reports in Communication

<b>2000-2002</b>	Deborah Borisoff, <i>New York University</i> Dan F Hahn, <i>New York University</i>
<b>2002-2005</b>	Michael J Hostetler, <i>St. John's University</i>
<b>2006-2009</b>	Susan J Drucker, <i>Hofstra University</i>
<b>2009-2011</b>	Mark Hickson, III, <i>University of Alabama at Birmingham</i>
<b>2012-2014</b>	Janie Harden Fritz, <i>Duquesne University</i>
<b>2015-2017</b>	Annette Holba, <i>Plymouth State University</i>
<b>2018-2020</b>	Kristen Lynn Majocha, <i>University of Pittsburgh-Johnstown</i>

## ASSOCIATION AWARDS

### Distinguished Service Award

1979	Carroll C Arnold, <i>Pennsylvania State University</i>
1980	Woffard G Gardner, <i>University of Maine</i>
1981	Wilbur E Gilman, <i>Queens College, CUNY</i>
1982	Robert T Oliver, <i>Pennsylvania State University</i>
1983	Everett Lee Hunt, <i>Swarthmore College</i>
1984	John F Wilson, <i>Herbert H Lehman College, CUNY</i>
1985	Paul D Holtzman, <i>Pennsylvania State University</i>
1986	Donald H Ecroyd, <i>Temple University</i>
1987	Jane Blankenship, <i>University of Massachusetts</i>
1988	Gerald M Phillips, <i>Pennsylvania State University</i>
1989	James W Chesebro, <i>SCA National Office</i>
1990	James C McCroskey, <i>West Virginia University</i>
1991	Raymie E McKerrow, <i>University of Maine</i>
1992	Linda C Lederman, <i>Rutgers University</i>
1993	Gerald Lee Ratliff, <i>Montclair State University</i>
1994	Virginia P Richmond, <i>West Virginia University</i>
1995	Jeanne M Lutz, <i>Pennsylvania State University</i>
1996	Dan F Hahn, <i>Florida Atlantic University</i>
1997	Thomas L Veenendall, <i>Montclair State University</i>
1998	Dale A Bertelsen, <i>Bloomsburg University</i>
1999	Sandra L Herndon, <i>Ithaca College</i>
2000	Jerry L Allen, <i>University of New Haven</i>
2001	Deborah Borisoff, <i>New York University</i>
2002	Gary Gumpert, <i>Communication Landscapers</i>
2003	Kathleen M Long, <i>West Virginia Wesleyan College</i>
2004	Jannette Kenner Muir, <i>George Mason University</i>
2005	Susan J Drucker, <i>Hofstra University</i>
2006	S. Diane McFarland, <i>Buffalo State College, SUNY</i>
2008	Nancy J Willets, <i>Cape Cod Community College</i>
2009	Mary L Kahl, <i>State University of New York, New Paltz</i>
2010	Jean Ann Strieff, <i>Oakland Catholic High School, PA</i>
2011	Donald A Fishman, <i>Boston College</i>
2012	Don M Boileau, <i>George Mason University</i>
2013	Candice Thomas-Maddox, <i>Ohio University</i>
2014	Tobi Mackler, <i>Montgomery County Community College</i>
2015	Richard West, <i>Emerson College</i>
2016	No award given
2017	Mary C Toale, <i>State University of New York, Oswego</i>
2018	No award given
2019	Ronald C. Arnett, <i>Duquesne University</i>

### Past Presidents' / Officers' Award

1984	Kathleen Hall Jamieson, <i>University of Pennsylvania</i>
1984	Virginia P Richmond, <i>West Virginia University</i>
1985	Lois J Einhorn, <i>State University of New York, Binghamton</i>
1986	Joshua Meyrowitz, <i>University of New Hampshire</i>
1987	Lea P Stewart, <i>Rutgers University</i>
1988	Christopher L Johnstone, <i>Pennsylvania State University</i>
1989	Lynne Kelly, <i>University of Hartford</i>
1990	Andrew S Rancer, <i>Emerson College</i>
1990	Robert L Duran, <i>University of Hartford</i>
1991	Kristin Langellier, <i>University of Maine</i>
1991	Eric Peterson, <i>University of Maine</i>
1992	Melanie Booth-Butterfield, <i>West Virginia University</i>
1993	Deborah Borisoff, <i>New York University</i>
1994	Teresa A Nance, <i>Villanova University</i>
1995	Dale Herbeck, <i>Boston College</i>
1996	Molly Wertheimer, <i>Pennsylvania State University, Hazleton</i>
1997	Susan J Drucker, <i>Hofstra University</i>
1998	Star A Muir, <i>George Mason University</i>
1999	Richard L West, <i>University of Southern Maine</i>
2000	Mari Boor Tonn, <i>University of New Hampshire</i>
2001	Danette Ifert Johnson, <i>West Virginia Wesleyan College</i>
2002	Matthew M Martin, <i>West Virginia University</i>
2003	Lisa Marie Cuklanz, <i>Boston College</i>
	Ronald L Jackson, <i>Pennsylvania State University</i>
2004	Thomas Flynn, <i>Slippery Rock University</i>
2005	Timothy P Mottet, <i>Southwest Texas State University</i>
2006	No award given
2007	Trevor Parry-Giles, <i>University of Maryland</i>
2008	Charles Morris, III, <i>Boston College</i>
2009	Timothy J Brown, <i>West Chester University</i>
2010	Mariam L Houser, <i>Texas State University- San Marcos</i>
2011	Theodore Avtgis, <i>West Virginia University</i>
2012	Benjamin R Bates, <i>Ohio University</i>
2013	Annette M Holba, <i>Plymouth State University</i>
2014	Keith Weber, <i>West Virginia University</i>
2015	No award given
2016	No award given
2017	Kristen Campbell Eichhorn, <i>State University of New York, Oswego</i>
2018	Corey Liberman, <i>Marymount Manhattan College</i>
2019	No award given

### Article of the Year Award\*

2019	Ryan Neville-Shepard, <i>University of Arkansas</i> "Containment Rhetoric and the Redefinition of Third Parties in the Equal Time Debates of 1959," <i>Communication Quarterly</i> 66.
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\*This award has not previously been listed in the program. We are working on compiling the complete list of winners so that they can be properly acknowledged in 2021 and future years.

### Richard E. Vatz Agenda-Spin Persuasion Award

2019	D. L. Stephenson, <i>Western Connecticut State University</i>
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## ASSOCIATION AWARDS

### Everett Lee Hunt Award

1986	W. Barnett Pearce, <i>University of Massachusetts</i>
1987	Peter Kane, <i>State University of New York, Brockport</i>
1988	Takis Poulakos, <i>University of Iowa</i>
1989	James W Chesebro, <i>SCA National Office</i>
1990	Lawrence Prelli, <i>University of New Hampshire</i>
1991-1992	Theodore Otto Windt, Jr., <i>University of Pittsburgh</i>
1993	Lois J Einhorn, <i>State University of New York, Binghamton</i>
1994	John C Adams and Stephen Yarbrough, <i>Syracuse University</i>
1995	Herman Cohen, <i>Pennsylvania State University</i>
1996	John Poulakos, <i>University of Pittsburgh</i> Aaron Gresson, III, <i>Pennsylvania State University</i>
1997	James W Chesebro, <i>Indiana State University</i> Dale A Bertelsen, <i>Bloomsburg University</i>
1998	Dan F Hahn, <i>New York University</i>
1999	Robert T Oliver, <i>Pennsylvania State University</i>
2000	Ronald L Jackson, II, <i>Pennsylvania State University</i> Richard A Katula, <i>Northeastern University</i>
2001	Lisa M Cuklanz, <i>Boston College</i>
2002	Nola J Heidlebaugh, <i>State University of New York, Oswego</i>
2003	Shawn Parry-Giles, <i>University of Maryland</i> Trevor Parry-Giles, <i>University of Maryland</i>
2004	Thomas Benson, <i>Pennsylvania State University</i>
2005	Ekaterina Haskins, <i>Rensselaer Polytechnic Institute</i>
2006	Ronald C Arnett, <i>Duquesne University</i>
2007	Ronald L Jackson, <i>Pennsylvania State University</i>
2008	Charles Morris, III, <i>Boston College</i>
2010	Christopher L Johnstone, <i>Pennsylvania State University</i>
2011	Ronald J Zboray and Mary Saracino Zboray, <i>University of Pittsburgh</i>
2012	Samuel McCormick, <i>Purdue University</i>
2013	Ronald C Arnett, <i>Duquesne University</i> Annette M Holba, <i>Plymouth State University</i>
2014	Janie Harden Fritz, <i>Duquesne University</i>
2015	Jim A Kuypers, <i>Virginia Tech</i>
2016	Thomas Benson, <i>Pennsylvania State University</i>
2017	Donna M Kowal, <i>State University of New York, Brockport</i>
2018	Jessica M Fishman, <i>University of Pennsylvania</i>
2019	Michele Kennerly, <i>Penn State University</i>

### Centennial Scholarship

2009	Amanda Gresens, <i>University of Memphis</i> Sean Horan, <i>West Virginia University</i>
2010	Timothy Barney, <i>University of Maryland</i> Jennifer Tyrawski, <i>University of Delaware</i>
2011	Kaylea Livingston, <i>Ohio University</i> Theresa Donofrio, <i>University of Maryland</i>
2012	Sean Luechtefeld, <i>University of Maryland</i>
2013	Alison Novak, <i>Drexel University</i>
2014	Michael Steudeman, <i>University of Maryland</i>
2015	Stephanie Madden, <i>University of Maryland</i>
2016	Candace Parrish, <i>Virginia Commonwealth University</i> T. Jake Dionne, <i>Syracuse University</i>
2017	Donica O'Malley, <i>University of Pittsburgh</i>
2018	Nicole Hudak, <i>Ohio University</i>
2019	Trevor Kauer, <i>Texas State University</i>

### Urban Communication Foundation Award

2008	Lewis I Freeman, <i>Fordham University</i>
2009	No award given
2010	Alfred G Mueller II, <i>Mount Saint Mary College</i>
2011	Erik Garrett, <i>Duquesne University</i>
2012	Mary L Kahl, <i>State University of New York, New Paltz</i> Douglas J Marshall, <i>Duquesne University</i>
2013	Allison Burr-Miller, <i>University of Massachusetts</i>
2014	Kristin Scott, <i>George Mason University</i>
2015	Susan Carr Mancino, <i>Duquesne University</i> Hannah Cherico Karolak, <i>Duquesne University</i> Rebecca Townsend, <i>Manchester Community College</i>
2016	No award given
2017	Caitlin Bruce, <i>University of Pittsburgh</i>
2018	Rebecca Townsend, <i>University of Hartford</i>
2019	Anna Pryzblyska, <i>University of Warsaw</i>

### Donald Ecroyd and Caroline Drummond Ecroyd Award

1989	Diane O Casagrande, <i>West Chester University</i>
1990	Marlene Cowan, <i>Towson State University</i>
1991	C. Jack Orr, <i>West Chester University</i>
1992	Linda C Lederman, <i>Rutgers University</i>
1993	Virginia P Richmond, <i>West Virginia University</i>
1994	Anita K Foeman, <i>West Chester University</i> Thomas L Veenendall, <i>Montclair State University</i>
1995	Teresa A Nance, <i>Villanova University</i>
1996	Mary Mino, <i>Pennsylvania State University, DuBois</i>
1997	Melanie Booth-Butterfield, <i>West Virginia University</i>
1998	Deborah Borisoff, <i>New York University</i>
1999	Sandra L Herndon, <i>Ithaca College</i>
2000	Theodore Otto Windt, Jr., <i>University of Pittsburgh</i>
2001	Floyd D Anderson, <i>State University of New York, Brockport</i>
2002	Mari Boor Tonn, <i>University of Maryland</i>
2003	Candice Thomas-Maddox, <i>Ohio University, Lancaster</i>
2004	Lawrence J Prelli, <i>University of New Hampshire</i>
2005	Donna Kowal, <i>State University of New York, Brockport</i>
2006	Bonnie Jefferson, <i>Boston College</i>
2007	Ann Bainbridge Frymier, <i>Miami University</i>
2008	James Chesebro, <i>Ball State University</i>
2009	Melissa Bekelja Wanzer, <i>Canisius College</i>
2010	Janette Kenner Muir, <i>George Mason University</i>
2011	Susan Drucker, <i>Hofstra University</i>
2012	No award given
2013	Alfred G Mueller, II, <i>Mount St. Mary's University</i>
2014	Sara Chudnovsky Weintraub, <i>Regis College</i>
2015	No award given
2016	Andrew Wolvin, <i>University of Maryland</i>
2017	Kristen Lynn Majocho, <i>University of Pittsburgh at Johnstown</i>
2018	No Award Given
2019	Tim Barney, <i>University of Richmond</i> Nancy Willets, <i>Cape Cod Community College</i>

## ECA DISTINGUISHED RESEARCH FELLOWS

<p><b>1996</b> Carroll C Arnold, <i>Pennsylvania State University</i> Jane Blankenship, <i>University of Massachusetts</i> James W Chesebro, <i>Indiana State University</i> Dan F Hahn, <i>New York University</i> James C McCroskey, <i>West Virginia University</i> Virginia P Richmond, <i>Kent State University</i></p> <p><b>1997</b> Deborah Borisoff, <i>New York University</i> Raymie E McKerrow, <i>Ohio University</i> Andrew S Rancer, <i>University of Akron</i></p> <p><b>1998</b> Thomas W Benson, <i>Pennsylvania State University</i> Herman Cohen, <i>Pennsylvania State University</i> Richard B Gregg, <i>Pennsylvania State University</i> Gary Gumpert, <i>Queens College, CUNY</i> Kathleen H Jamieson, <i>University of Pennsylvania</i> Robert P Newman, <i>University of Pittsburgh</i> Herman Stelzner, <i>University of Massachusetts</i> Theodore O Windt, Jr, <i>University of Pittsburgh</i></p> <p><b>1999</b> Robert T Oliver, <i>Pennsylvania State University</i> Ronald F Reid, <i>University of Massachusetts</i> Eugene White, <i>Pennsylvania State University</i></p> <p><b>2000</b> James F Klumpp, <i>University of Maryland</i></p> <p><b>2001</b> Lois Einhorn, <i>State University of New York, Binghamton</i> Linda C Lederman, <i>Rutgers University</i></p> <p><b>2002</b> Jerry L Allen, <i>University of New Haven</i> Susan J Drucker, <i>Hofstra University</i> Mark L Hickson, III, <i>University of Alabama</i></p> <p><b>2003</b> No award given</p> <p><b>2004</b> William J Starosta, <i>Howard University</i></p> <p><b>2005</b> Melanie Booth-Butterfield, <i>West Virginia University</i></p>	<p><b>2006</b> Kathleen Kendall, <i>University of Maryland</i> Lea P Stewart, <i>Rutgers University</i></p> <p><b>2007</b> Ronald L Jackson II, <i>Pennsylvania State University</i> Mari Borr Tonn, <i>University of Maryland</i> Don Stacks, <i>University of Miami</i> Ronald C Arnett, <i>Duquesne University</i></p> <p><b>2008</b> Lynne Kelly, <i>University of Hartford</i> Richard West, <i>Emerson College</i></p> <p><b>2009</b> Judith Trent, <i>University of Cincinnati</i> Lester Olson, <i>University of Pittsburgh</i></p> <p><b>2010</b> Matt Marlin, <i>West Virginia University</i></p> <p><b>2011</b> No award given</p> <p><b>2012</b> Theodore A Avtgis, <i>Ashland University</i></p> <p><b>2013</b> Benjamin R Bates, <i>Ohio University</i> Judy C Pearson, <i>North Dakota State University</i> Melissa Bekelja Wanzer, <i>Canisius College</i> Keith Weber, <i>West Virginia University</i></p> <p><b>2014</b> Janie Harden Fritz, <i>Duquesne University</i> Rebecca Chory, <i>West Virginia University</i></p> <p><b>2015</b> John Courtright, <i>University of Delaware</i> Pamela Lannutti, <i>La Salle University</i></p> <p><b>2016</b> Marian L Houser, <i>Texas State University - San Marcos</i> Alan K Goodboy, <i>West Virginia University</i></p> <p><b>2017</b> No award given</p> <p><b>2018</b> Jason Edwards, <i>Bridgewater State University</i> Sean Horan, <i>Fairfield University</i> Scott A Myers, <i>West Virginia University</i></p> <p><b>2019</b> Timothy J. Brown, <i>Queens University of Charlotte</i> Lance Strate, <i>Fordham University</i></p>
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## ECA DISTINGUISHED TEACHING FELLOWS

<b>1996</b>	Deborah Borisoff, <i>New York University</i> Linda C Lederman, <i>Rutgers University</i> Teresa A Nance, <i>Villanova University</i> Robert T Oliver, <i>Pennsylvania State University</i> Virginia P Richmond, <i>West Virginia University</i> Theodore O Windt, Jr., <i>University of Pittsburgh</i> Darlyn R Wolvin, <i>Prince George's Community College</i>	<b>2008</b>	Ronald C Arnett, <i>Duquesne University</i> Janette Kenner Muir, <i>George Mason University</i> Don W Stacks, <i>University of Miami</i>
<b>1997</b>	Jerry L Allen, <i>University of New Haven</i> Dale Bertelsen, <i>Bloomsburg University</i> Dan F Hahn, <i>New York University</i> James C McCroskey, <i>West Virginia University</i> Mary Mino, <i>Pennsylvania State University, DuBois</i>	<b>2009</b>	Michael Hostetler, <i>St. John's University</i> Danette Ifert Johnson, <i>Ithaca College</i> Candice Thomas-Maddox, <i>Ohio University, Lancaster</i> Melissa Wanzer, <i>Canisius College</i>
<b>1998</b>	Jane Blankenship, <i>University of Massachusetts</i> James W Chesebro, <i>Indiana State University</i> Joseph DeVito, <i>Hunter College</i> Jeanne M Lutz, <i>Pennsylvania State University</i> Raymie E McKerrow, <i>Ohio University</i> Gerald Lee Ratliff, <i>SUNY Potsdam</i>	<b>2010</b>	Thomas R Flynn, <i>Slippery Rock University</i> Ronald L Jackson, <i>University of Illinois at Urbana-Champaign</i>
<b>1998</b>	Andrew D Wolvin, <i>University of Maryland</i>	<b>2011</b>	Timothy Mottet, <i>University of Texas – Pan American</i> Bonnie Jefferson, <i>Boston College</i>
<b>1999</b>	Sandra L Herndon, <i>Ithaca College</i> Agnes Doody, <i>University of Rhode Island</i> Lois J Einhorn, <i>State University of New York, Binghamton</i> Don M Boileau, <i>George Mason University</i>	<b>2012</b>	Jason S Wrench, <i>State University of New York, New Paltz</i> Janie Harden Fritz, <i>Duquesne University</i> Theodore A Avtgis, <i>Ashland University</i> Cindy M Lont, <i>George Mason University</i> Judy C Pearson, <i>North Dakota State University</i>
<b>2000</b>	Kathleen M Long, <i>West Virginia Wesleyan College</i> Mary L Kahl, <i>State University of New York, New Paltz</i>	<b>2013</b>	Ann Bainbridge Frymier, <i>Miami University</i> Matthew J Smith, <i>Wittenberg University</i>
<b>2001</b>	Mark L Hickson, III, <i>University of Alabama</i>	<b>2014</b>	Lynne Kelly, <i>University of Hartford</i>
<b>2002</b>	Floyd D Anderson, <i>State University of New York, Brockport</i> Joan O'Mara, <i>University of Hartford</i>	<b>2015</b>	Joy M Cypher, <i>Rowan University</i>
<b>2003</b>	Mary Boor Tonn, <i>University of Maryland</i>	<b>2016</b>	Trevor S Parry-Giles, <i>University of Maryland</i> Mary C Toale, <i>State University of New York, Oswego</i>
<b>2004</b>	Susan Drucker, <i>Hofstra University</i> Lea Stewart, <i>Rutgers University</i> Richard Vatz, <i>Towson University</i>	<b>2017</b>	Benjamin R Bates, <i>Ohio University</i> Gary Gumpert, <i>Urban Communication Foundation</i> Dale Herbeck, <i>Northeastern University</i> Andrew Rancer, <i>University of Akron</i> Ted Sheckels, <i>Randolph-Macon College</i> Sara Weintraub, <i>Regis University</i> Nancy Willets, <i>Cape Cod Community College</i>
<b>2005</b>	Melanie Booth-Butterfield, <i>West Virginia University</i> Kathleen Kendall, <i>University of Maryland</i> Valerie Endress, <i>Rhode Island College</i>	<b>2018</b>	Anne F Mattina, <i>Stonehill College</i> Scott A Myers, <i>West Virginia University</i> Keith Weber, <i>Chapman University</i> Kristen Campbell Eichhorn, <i>State University of New York, Oswego</i>
<b>2006</b>	No Award Given	<b>2019</b>	Timothy J. Brown, <i>Queens University of Charlotte</i> Thom Gencarelli, <i>Manhattan College</i> Leeanne Bell McManus, <i>Stevenson University</i> Star Muir, <i>George Mason University</i> Richard West, <i>Emerson College</i>
<b>2007</b>	Jean Ann Streiff, <i>Oakland Catholic High School, PA</i> James Klumpp, <i>University of Maryland</i>		

## ECA COMMITTEE OF SCHOLARS: 1980-2009

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|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1980-1981</b> | Dan F Hahn, <i>Queens College CUNY</i><br>Jane Blankenship, <i>University of Massachusetts</i><br>Donald H Ecroyd, <i>Temple University</i><br>James C McCroskey, <i>West Virginia University</i>                                                    | <b>1994-1995</b> | Thomas L Veenendall, <i>Montclair State University</i><br>Marjorie C Feinstein, <i>College of St. Elizabeth</i><br>Richard West, <i>University of Southern Maine</i><br>Rod Carveth, <i>Worcester State College</i>            |
| <b>1981-1982</b> | Jeanne Lutz, <i>Pennsylvania State University</i><br>Jane Blankenship, <i>University of Massachusetts</i><br>Donald H Ecroyd, <i>Temple University</i><br>James C McCroskey, <i>West Virginia University</i>                                         | <b>1995-1996</b> | Harvey R Kelly Jr., <i>Pennsylvania State University, Beaver</i><br>Diane O Casagrande, <i>West Chester University</i><br>Myrna Foster-Kuehn, <i>Clarion University</i><br>Janette Kenner Muir, <i>George Mason University</i> |
| <b>1982-1983</b> | W. Barnett Pearce, <i>University Of Massachusetts</i><br>Thomas W Benson, <i>Pennsylvania State University</i><br>John F Wilson, <i>Herbert H Lehman College</i><br>Donald P Cushman, <i>SUNY Albany</i><br>Mark L Knapp, <i>University of Texas</i> | <b>1996-1997</b> | Dale A Bertelsen, <i>Bloomsburg University</i><br>Jodi Cohen, <i>Ithaca College</i><br>Anita K Foeman, <i>West Chester University</i><br>Joe Gow, <i>Alfred University</i>                                                     |
| <b>1983-1984</b> | James W Chesebro, <i>Queens College CUNY</i><br>Arthur P Bochner, <i>Temple University</i><br>Herman Stelzner, <i>University of Massachusetts</i><br>Andrew D Wolvin, <i>University of Maryland</i>                                                  | <b>1997-1998</b> | Deborah Borisoff, <i>New York University</i><br>Steve Booth-Butterfield, <i>West Virginia University</i><br>Raymie E McKerrow, <i>Ohio University</i><br>Theodore O Windt Jr., <i>University of Pittsburgh</i>                 |
| <b>1984-1985</b> | Linda C Lederman, <i>Rutgers University</i><br>Raymond L Falcione, <i>University of Maryland</i><br>Ron Johnson, <i>University of Massachusetts</i><br>Gerald M Phillips, <i>Pennsylvania State University</i>                                       | <b>1998-1999</b> | Melanie Booth-Butterfield, <i>West Virginia University</i><br>James Chesebro, <i>Indiana State University</i><br>Ann Bainbridge Frymier, <i>Miami University</i><br>John C Sherblom, <i>University of Maine</i>                |
| <b>1985-1986</b> | Floyd D Anderson, <i>State University of New York, Brockport</i><br>Wilbur Samuel Howell, <i>Princeton University</i><br>Christopher L Johnstone, <i>Pennsylvania State University</i><br>Eric W Skopec, <i>Syracuse University</i>                  | <b>1999-2000</b> | Jerry L Allen, <i>University of New Haven</i><br>Robert A Barraclough, <i>West Virginia University</i><br>Danette E Ifert, <i>West Virginia Wesleyan College</i><br>Mary Mino, <i>Pennsylvania State University DuBois</i>     |
| <b>1986-1987</b> | Raymie E McKerrow, <i>University of Maine</i><br>Sandra L (Fish) Herndon, <i>Ithaca College</i><br>Gerard A Hauser, <i>Pennsylvania State University</i><br>Theodore Otto Windt, Jr., <i>University of Pittsburgh</i>                                | <b>2000-2001</b> | Janette Kenner Muir, <i>George Mason University</i><br>Mary L Kahl, <i>State University of New York, New Paltz</i><br>James F Klumpp, <i>University of Maryland</i><br>Mari Boor Tonn, <i>University of New Hampshire</i>      |
| <b>1987-1988</b> | Darlyn R Wolvin, <i>Prince George's Community College</i><br>Jerry L Allen, <i>University of New Haven</i><br>Lois J Einhorn, <i>State University of New York, Binghamton</i>                                                                        | <b>2001-2002</b> | Susan J Drucker, <i>Hofstra University</i><br>Donald Fishman, <i>Boston College</i><br>Michael L Hecht, <i>Pennsylvania State University</i><br>Alan M Rubin, <i>Kent State University</i>                                     |
| <b>1988-1989</b> | Virginia P Richmond, <i>West Virginia University</i><br>Lynne Kelly, <i>University of Hartford</i><br>James F Klumpp, <i>University of Maryland</i><br>Jack A Barwind, <i>Syracuse University</i>                                                    | <b>2002-2003</b> | Don M Boileau, <i>George Mason University</i><br>Ronald C Arnett, <i>Duquesne University</i><br>Alan M Rubin, <i>Kent State University</i><br>Sara Weintraub Chudnovsky, <i>Regis College</i>                                  |
| <b>1989-1990</b> | Barbara M Montgomery, <i>University of New Hampshire</i><br>Andrew S Rancer, <i>University of Akron</i><br>Robert E Sanders, <i>SUNY Albany</i><br>Lea P Stewart, <i>Rutgers University</i>                                                          | <b>2003-2004</b> | Ann Bainbridge Frymier, <i>Miami University</i><br>James F Klumpp, <i>University of Maryland</i><br>Mari Boor Tonn, <i>University of Maryland</i><br>Keith D Weber, <i>West Virginia University</i>                            |
| <b>1990-1991</b> | Sandra L Herndon, <i>Ithaca College</i><br>Gary Gumpert, <i>Queens College CUNY</i><br>Kathleen E Kendall, <i>State University of New York, Albany</i><br>Lyndrey A Niles, <i>Howard University</i>                                                  | <b>2004-2005</b> | Mary L Kahl, <i>State University of New York, New Paltz</i><br>Michael J Hostetler, <i>St. John's University</i><br>Rebecca B Rubin, <i>Kent State University</i><br>Sandra J Sarkela, <i>SUNY Postdam</i>                     |
| <b>1991-1992</b> | Deborah F Atwater, <i>Pennsylvania State University</i><br>John Poulakis, <i>University of Pittsburgh</i><br>Lawrence Prelli, <i>University of New Hampshire</i><br>Orlando Taylor, <i>Howard University</i>                                         | <b>2005-2006</b> | Donald A Fishman, <i>Boston College</i><br>Dale A Herbeck, <i>Boston College</i><br>Elizabeth M Perse, <i>University of Delaware</i><br>Lance Strate, <i>Fordham University</i>                                                |
| <b>1992-1993</b> | Gerald Lee Ratliff, <i>Montclair State University</i><br>Joseph DeVito, <i>Hunter College</i><br>Robert L Duran, <i>University of Hartford</i><br>Joan Gorham, <i>West Virginia University</i>                                                       | <b>2006-2007</b> | John A Courtright, <i>University of Delaware</i><br>Cary Wecht Horvath, <i>Youngstown State University</i><br>Alfred G Mueller II, <i>Pennsylvania State-Mont Alto</i><br>Wendy Samter, <i>Bryant University</i>               |
| <b>1993-1994</b> | Alison Alexander, <i>University of Georgia</i><br>Carolyn Anderson, <i>University of Massachusetts</i><br>Susan Drucker, <i>Hofstra University</i><br>Stuart Sigman, <i>University of Albany, SUNY</i>                                               | <b>2007-2008</b> | Ronald L Jackson, II, <i>University of Illinois</i><br>Kathleen Glenister Roberts, <i>Duquesne University</i>                                                                                                                  |
|                  |                                                                                                                                                                                                                                                      | <b>2008-2009</b> | Richard West, <i>Emerson College</i><br>Valerie Swarts, <i>Slippery Rock University</i><br>Kristin Roeschenthaler Wolfe, <i>Duquesne University</i><br>Catherine Wright, <i>George Mason University</i>                        |

## ECA COMMITTEE OF SCHOLARS: 2009-2020

<b>2009-2010</b>	Sara Chudnovsky Weintraub, <i>Regis College</i> Don Boileau, <i>George Mason University</i> Janie Harden Fritz, <i>Duquesne University</i> Jeanne Pursuit, <i>University of North Carolina, Wilmington</i> Andrew Rancer, <i>University of Akron</i>	<b>2013-2014</b>	Nancy J Willets, <i>Cape Cod Community College</i> Tobi Mackler, <i>Montgomery County Community College</i> Anne Mattina, <i>Stonehill College</i> Mary C Toale, <i>West Virginia Wesleyan College</i>
<b>2010-2011</b>	Candice Thomas-Maddox, <i>Ohio University, Lancaster</i> Theodore A Avtgis, <i>West Virginia University</i> Marian L Houser, <i>Texas State University-San Marcos</i> Matthew J Smith, <i>Wittenberg University</i>	<b>2014-2015</b>	Danette Ifert Johnson, <i>Ithaca College</i> Shinsuke Eguchi, <i>University of New Mexico</i> Christopher House, <i>Ithaca College</i> Colleen Malachowski, <i>Regis College</i>
<b>2011-2012</b>	Janie Harden Fritz, <i>Duquesne University</i> Benjamin R Bates, <i>Ohio University</i> Leeanne M Bell McManus, <i>Stevenson University</i> Timothy J Brown, <i>West Chester University</i> Annette M Holba, <i>Plymouth State University</i>	<b>2016-2017</b>	Mary C Toale, <i>State University of New York, Oswego</i> Nicholas David Bowman, <i>West Virginia University</i> Thom Gencarelli, <i>Manhattan College</i>
<b>2012-2013</b>	Cindy Lont, <i>George Mason University</i> Dale Herbeck, <i>Boston College</i> Lea P Stewart, <i>Rutgers University</i> Jason S Wrench, <i>State University of New York, New Paltz</i>	<b>2018-2019</b>	Janie Harden Fritz, <i>Duquesne University</i> Mathew Mancino, <i>Duquesne University</i> Chip Rouse, <i>Duquesne University</i> Kayla Kuppertz, <i>Slippery Rock University</i>
		<b>2019-2020</b>	Heather Stassen, <i>Cazenovia College</i> Jason Edwards, <i>Bridgewater State University</i> Hannah Ball, <i>Chapman University</i> Timothy J. Brown, <i>Queens University of Charlotte</i> Kerry Byrnes-Loinette, <i>Collin College</i>



## ECA ARCHIVISTS

<b>1951-1978</b>	Magdalene Emma Kramer, <i>Columbia University</i>	<b>1992-2011</b>	James W Chesebro, <i>Ball State University</i>
<b>1978-1986</b>	Clark S Marlor, <i>Adelphi University</i>	<b>2012-Present</b>	Trevor S Parry-Giles, <i>NCA National Office</i>
<b>1987-1991</b>	John F Wilson, <i>Herbert H Lehman College, CUNY</i>		

## LIFE MEMBERS

Rukhsana Ahmed	Isa Engleberg	Annette Madlock Gatison	John Splaine
Shaun Anderson	Vicki Freimuth	Jimmie Manning	Sydney Staggers
Ronald Arnett	Brandi Frisby	Daniel Mansson	Jasmine Tan
Alberta Arnold	Janie Fritz	Matthew Martin	Candice Thomas-Maddox
Deborah Atwater	Roger Gatchet	Robin Smith Mathis	Mary Toale
James Baker	Maxine Gesualdi	Linda McCroskey	Rebecca Townsend
Benjamin Bates	Cerise Glenn	Rory McGloin	Sally Vogl-Bauer
Leeanne Bell McManus	Zachary Goldman	David McMahan	Jennifer Waldeck
Jim Benjamin	Alan Goodboy	Robin Means Coleman	Michael Wallinger
Thomas Benson	Lynn Gregory	Matthew Meier	Joe Wasserman
Dale Bertelsen	Lisa Gring-Pemble	Maryann Messano-Ciesla	Keith Weber
Jane Blankenship	Kathleen Hall Jamieson	Mary Mino	Stephen Weinstock
Deborah Borisoff	Beth Bonniwell Haslett	Isabel Mirsky	Eric Weisman
Dana Borzea	Fran Hassencahl	Timothy Mottet	Julia Weiss
Maria Brann	Dale Herbeck	Alfred Mueller	Molly Wertheimer
Shannon Brogan	Sandra Herndon	Janette Muir	Richard West
Kathleen Brown	Sean Horan	Scott Myers	Nancy Willets
Neil Butt	Heath Howard	Tom Nakayama	Kylie Wilson
Kerry Byrnes-Loinette	Danette Ifert Johnson	Roxanne O'Connell	David Woods
Jacob Cayanus	Ronald Jackson	Lester Olson	Jason Wrench
Jeffrey Child	Zac Johnson	Jessica Papajcik	Catherine Wright
Cathlin Clark-Gordon	Doreen Jowi	Trevor Parry-Giles	
Elizabeth Cohen	Mary Kahl	Judy Pearson	
Herman Cohen	Peter Kane	Dorman Picklesimer	
John Cole	Richard Katula	Sara Pitts	
John Courtright	Ileen Kaufman	Gerald Lee Ratliff	
Gregory Cranmer	Kathleen Kendall	Virginia Richmond McCroskey	
Andrew Critchfield	Allan Kennedy	Christine Rittenour	
Frank Dance	Carrie Kennedy-Lightsey	Charles Roberts	
Warren Decker	Mary King	Rita Rosenthal	
Joseph DeVito	Christina Knopf	Katherine Rowan	
L. Patrick Devlin	Kevin Knoster	Sarah Ryan	
Katie Dunleavy	Stephen Kromka	Valerie Schrader	
James Durbin	Alexander Lancaster	Robert Sidelinger	
Gary Eckles	Linda Costigan Lederman	Brent Sleasman	
Kristen Eichhorn	Bill Levering	Jason Snyder	
Lois Einhorn	Paul Madlock	Lisa Sparks	

## CONVENTION SITES 1959-2022

<b>1959-71</b>	New York, NY	<b>1989</b>	Ocean City, MD	<b>2007</b>	Providence, RI
<b>1972</b>	Boston, MA	<b>1990</b>	Philadelphia, PA	<b>2008</b>	Pittsburgh, PA
<b>1973</b>	New York, NY	<b>1991</b>	Pittsburgh, PA	<b>2009</b>	Philadelphia, PA
<b>1974</b>	Washington, DC	<b>1992</b>	Portland, ME	<b>2010</b>	Baltimore, MD
<b>1975</b>	New York, NY	<b>1993</b>	New Haven, CT	<b>2011</b>	Arlington, VA
<b>1976</b>	Philadelphia, PA	<b>1994</b>	Washington, DC	<b>2012</b>	Cambridge, MA
<b>1977</b>	New York, NY	<b>1995</b>	Pittsburgh, PA	<b>2013</b>	Pittsburgh, PA
<b>1978</b>	Boston, MA	<b>1996</b>	New York, NY	<b>2014</b>	Providence, RI
<b>1979</b>	Philadelphia, PA	<b>1997</b>	Baltimore, MD	<b>2015</b>	Philadelphia, PA
<b>1980</b>	Ocean City, MD	<b>1998</b>	Saratoga Springs, NY	<b>2016</b>	Baltimore, MD
<b>1981</b>	Pittsburgh, PA	<b>1999</b>	Charleston, WV	<b>2017</b>	Boston, MA
<b>1982</b>	Hartford, CT	<b>2000</b>	Pittsburgh, PA	<b>2018</b>	Pittsburgh, PA
<b>1983</b>	Ocean City, MD	<b>2001</b>	Portland, ME	<b>2019</b>	Providence, RI
<b>1984</b>	Philadelphia, PA	<b>2002</b>	New York, NY	<b>2020</b>	Baltimore, MD
<b>1985</b>	Providence, RI	<b>2003</b>	Washington, DC	<b>2021</b>	Cambridge, MA
<b>1986</b>	Atlantic City, NJ	<b>2004</b>	Boston, MA	<b>2022</b>	Buffalo, NY
<b>1987</b>	Syracuse, NY	<b>2005</b>	Pittsburgh, PA		
<b>1988</b>	Baltimore, MD	<b>2006</b>	Philadelphia, PA		

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## Call for Papers

**ECA 2021 • Wednesday, March 24 - Sunday, March 28, 2021**

**Cambridge, Massachusetts**

**Resilience**

**Submission Deadline: October 15, 2020 11:59 PST**

Our vision for the 2021 ECA conference in Cambridge, Massachusetts, is to engage “Resilience” thoughtfully as a persistent response to overcoming obstacles, thriving despite challenges, and adapting to an ever-changing global landscape. As we are embedded in a historical moment marked by “wicked problems,” we look forward to the opportunity to explore resilience for global communities and share possibilities for teaching, research, civic engagement, as well as in our professional and personal endeavors. We recognize that inherent within resilience are conflict and struggle. However, from this discomfort, resilience brings a power and a responsibility to share with the larger global community.

As we respond to global concerns ranging from climate change and terrorism to concerns within higher education and our discipline, we find resilience in ways that attend to both the community and the individual. Despite the challenges we face in our classrooms, on our campuses, and in the world, we have a choice to preserve what is available and find opportunities for growth.

Viewed as a symbol of American culture and history, our conference location, Cambridge stands as an icon of resilience. Prior to the colonial era, this region was home to the Algonquin people who cultivated the land of the well-watered region that was conducive to growing their crops. The tribe’s resilience allowed them to nurture the land while facing disease and tribal warfare. When 700 Puritans arrived in 1630, they developed a thriving community and later renamed the town after Cambridge, England in 1638.

Cambridge is part of the Greater Boston area of Massachusetts and situated on the North Bank of the Charles River. Known as the “City of Squares,” Cambridge is home to fine dining, eclectic shopping, theaters, museums, and historical sites.

Some historical milestones include the following:

- Cambridge is considered the birthplace of the American Revolution.
- Cambridge is home to the oldest institution of higher learning in the United States, which held its first commencement in 1642.
- The first Massachusetts Constitutional Convention met in Cambridge in 1779–80.
- Cambridge is the site of the first printing press and the first books printed in America.
- Cambridge is home to the first and most complete public transit system.
- Cambridge is one of the first places to integrate schools.
- Cambridge’s Main Street was once referred to as Confectioner’s Row, featuring candies that we know as Junior Mints, Charleston Chews, Sugar Daddies, and NECCO wafers.
- Cambridge is the site of the first Fig Newtons that were made in 1891.

Our Cambridge convention and the “Resilience” theme encourage us to learn from what the city has to offer communication scholars. We invite ECA interest groups and members to develop programming for the 2021 convention that focuses on “Resilience” across communication contexts and the ways that we...

*Share Resilience*

*Communicate Resilience*

*Foster Resilience*

*Initiate Resilience*

*Find hope in Resilience*

*Inspire Resilience*

*Make sense of Resilience*

*Celebrate Resilience*

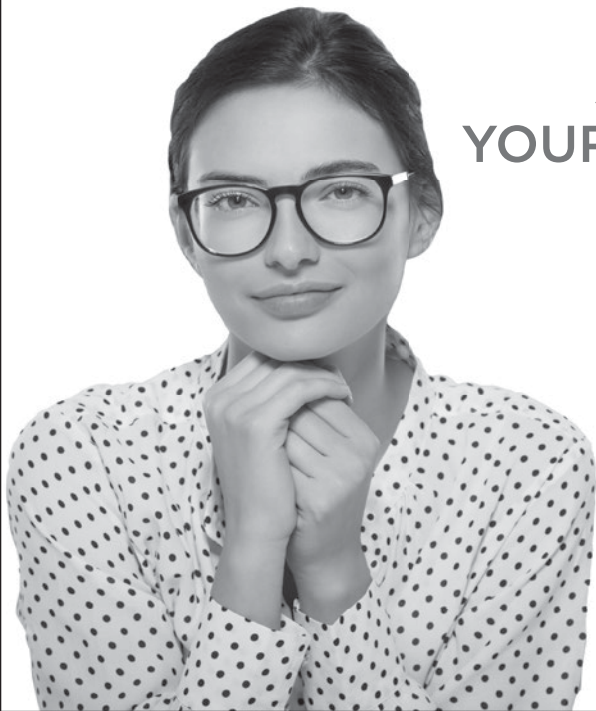
*Critique Resilience*

*Learn Resilience*

Our hope is that through the conference experience, we will contribute to the ongoing “Resilience” conversation and reveal our persistence as we respond to the challenges of the 21st century.

Amanda G. McKendree  
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