



**Pennsylvania Communication Association**

**76th Annual Convention**

*Translating our Communication  
Research into Practice*

October 9-10, 2015

Penn State University, York Campus  
1031 Edgecomb Avenue  
York, PA 17403

## PCA History

The Pennsylvania Communication Association, originally called the Speech Communication Association of Pennsylvania, was founded in 1939 to promote teaching, research, service, and development of all areas of human communication. John Henry Frizzell of Pennsylvania State University was the first President. The state journal, *Annual*, is now in its 75<sup>th</sup> year. For more than 22 years, we have recognized important Pennsylvanians such as Fred Rogers (Mister Rogers), Governor William Scranton, Governor Edward G. Rendell, Lieutenant Governor Mark Schweiker, Dr. Sam Hazo (Poet Laureate of Pennsylvania), and others as outstanding speakers of the year. The Association recognizes its own members for their contributions to the field, as well as students and the many educational institutions in the state of Pennsylvania and beyond for their efforts in communication.

Dear Colleagues,

Welcome to historic York, Pennsylvania, to Penn State University's York campus. This year, we begin with a pre-conference planned by Dr. Isaac Catt and Dr. Deborah Eicher-Catt. The theme of this year's pre-conference is "Patterns of Connection: Gregory Bateson, American Pragmatism and European Philosophy." The keynote speakers are Dr. Klaus Krippendorff, Annenberg School for Communication, University of Pennsylvania and Dr. Vincent Colapietro, Pennsylvania State University.

The theme for this year's annual conference is "Translating our Communication Research into Practice." The Interest Council Chairs have accepted papers, panels, and posters that represent the diversity of our discipline. We are also excited to have Dr. Mary Anne Fitzpatrick, this year's Julia T. Wood award recipient, deliver our keynote address during the banquet on Saturday night. During the banquet, we will also honor other individuals for their efforts and achievements.

This year, we are trying something different at the conference. We have included two social media channels (Lanyrd and Twitter) into our conference. Please refer to the program for more information.

Kristina King, my research assistant who has also helped tremendously with planning the conference, has created a brochure that includes numerous brew pubs, restaurants, and other favorite hangouts that locals enjoy near the campus and in downtown York. In particular, on Saturday morning, we encourage you to visit the Central Market in downtown York. Central Market is located at 34 West Philadelphia Street, which is only a 10 minute walk from the Yorktown Hotel.

Last, and most importantly, I would ask everyone to take a moment to read the Acknowledgements page at the end of the program. Everyone who planned this conference did so by graciously volunteering his or her time in service to the Pennsylvania Communication Association. This conference could not have been planned without everyone's help, and for that I am thankful.

Joe Downing, Ph.D.  
Vice President, Pennsylvania Communication Association

## 76TH ANNUAL CONFERENCE OF THE PENNSYLVANIA COMMUNICATION ASSOCIATION

“Translating our Communication Research into Practice”  
October 9-10, 2015

Penn State University, York Campus  
1031 Edgecomb Avenue  
York, PA 17403

[www.pcasite.org](http://www.pcasite.org)

Friday, October 9, 2015

Registration	1:00 – 8:00 p.m.	Conference Center
PCA Executive Council Meeting	2:00 – 3:15 p.m.	Romano 101

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Session 1.1	2:00 – 3:15 p.m.	Romano 102
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### Short Course Special Session: Conference 101

**Linda Schifino**, Carlow University

*Highly recommended for undergraduate students. As an undergraduate student, you may find yourself asking: What is this conference all about? Why am I here and what should I be doing? Join other undergraduate students and demystify the academic conference. Former PCA President, Dr. Linda Schifino, will address questions such as: What is an academic conference or convention? Why is it beneficial for me to participate? How can I learn, have fun and get the most out of this experience? Join us for this informal short course where you can ask questions and meet and mingle with other students.*

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Session 2.1	3:30 – 4:15 p.m.	Romano 102
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### Communicative Practices in Organizational Contexts

Sponsor: Interpersonal/Organizational  
Chair: **Jen Jones**, Seton Hill University  
Respondent: **Janie Harden Fritz**, Duquesne University

*Organizations of Wooden Men: A Thoreauvian Reading of the Total Institution*  
**Timothy Michaels**, Duquesne University

*Entry-Level Competencies for Corporate Communicators: A Content Analysis of Entry-Level Job Advertisements*

**Abigail Piskel**, Elizabethtown College

**Tamara L. Gillis**, Elizabethtown College

*Communication Competence and Nursing: A Solution for Incivility in Healthcare*

**Alyssa Wharton**, University of Pittsburgh, Johnstown

Session 2.2

3:30 – 4:15 p.m.

Romano 113

### **Envisioning Rhetorical Concepts**

Co-sponsors: Student Interest and Rhetoric and Public Address

Chair: **Jane S. Sutton**, Penn State York

Respondent: **Ophelia Chambliss**, Elizabethtown College; Anne Arundel Community College; Penn State Harrisburg

*Defining Religious Extremism*

\* **Kristina King**, Penn State York

*Analysis of Emma Watson's UN Speech: Identification*

\* **Haley Krebs**, Penn State York

*A Powerful Goodbye*

\* **Emily Freiert**, Penn State York

\* Debut

Session 2.3

3:30 – 4:15 p.m.

Romano 101

### **Applying Multiple Translations of Communication Research**

Co-sponsors: Applied Communication

Chair: **Ken Bohl**, Indiana University of Pennsylvania

*Bakhtin's Phenomenology and the Co-Creation of Brand Identity*

**Allison Peiritsch**, Duquesne University

*Acknowledging the Consumer: Consumer Relations and Michael Hyde's The Life-Giving Gift of Acknowledgement*

**Xinzhu Li**, Duquesne University

*The Process of Stigma Management: Expectancy Violations, Behavior Modification and the Desire for Normality*

\* **Matthew Bresnahan**, Edinboro University of Pennsylvania

*Smartphones and the Semantic Flat Line*

**Julian Costa**, East Stroudsburg University

*Water, Water Nowhere: Water Policy and Corporate Communication Practice*  
\* **Lauren Gogal**, Duquesne University

\* Debut

Session 2.4

3:30 – 4:15 p.m.

Romano 112

**PCA Past Presidents' Panel: Translating Research Communication in Action Through Speaking and Listening**

Sponsor: PCA Vice President

Chair: **Chrys Gabrich**, Carlow University

*From Birmingham to Baltimore: A Look at Leadership Models in the Civil Rights Movement*

**Linda Schifino**, Carlow University

*Phenomenological Listening and Transversal Awareness*

**Pat Arneson**, Duquesne University

*Women of the Green Politics*

**Cem Zeytinoglu**, East Stroudsburg University

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Session 3.1

5:00 – 6:15 p.m.

Romano 112

**Translating Medical Communication Research, Experience, and Policy into Effective Patient Care**

Sponsor: Health Communication

Chair: **Susan M. Wieczorek**, University of Pittsburgh at Johnstown

*Video Game Health: Exploring Video Games in Medical Communication*

**Paul Lucas**, University of Pittsburgh at Johnstown

*Improving Inter-Professional Communication in Health Care Using a Simulated Electronic Health Record*

**Elizabeth Katrancha**, University of Pittsburgh at Johnstown

*Meeting Patient Safety Standards: A Physician Perspective on Communication Challenges Using Electronic Health Records*

**Carrie Law**, University of Pittsburgh

*Social Media Risk Factors: Maintaining Patient/Physician Confidentiality through Electronic Medical Messaging*

**Susan M. Wieczorek**, University of Pittsburgh at Johnstown

Session 3.2

5:00 – 6:15 p.m.

Romano 113

### **Learning through Undergraduate Student Research: Studies of Gender and Race**

Sponsor: Communication Education  
Chair: **Sheryl B. Goodman**, Ursinus College

*Distancing Moves, Pronoun Shifts, and Kidding Around: The Cultivation of a “We” in Classroom Discussions about Racism*

\* **Chelsea Sayegh**, Ursinus College

**Sheryl B. Goodman**, Ursinus College

*Is Symbolic Double Jeopardy True for Ethnic Minorities and Women on TV?: A Content Analysis of “CSI Miami”*

\* **Kristen Costello**, Ursinus College

*The Development of a Feminist: An Autoethnography*

\* **Kristin McGillis**, Ursinus College

*Walking with Privilege, Black Shadows in a White Cave: An Autoethnography of Perspectives on Race and Racial Relations*

\* **Erin Klazas**, Ursinus College

\* Debut

Session 3.4

5:00 – 6:15 p.m.

Romano 102

### **Approaches to Assessment in Communication**

Sponsor: Communication Education  
Chair: **Donna Weimer**, Juniata College  
Respondent: **Tatyana Dumova**, Point Park University

*Assessment Plans: Design and Use*

**Chrys Gabrich**, Carlow University

*A Portfolio-Based Communications Curriculum Driven by Holistic Assessment: A Case Study at a Small Communications Program*

**Tamara L. Gillis**, Elizabethtown College

*Norming Rubrics on Public Speaking*

**Donna Weimer**, Juniata College

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**Dinner on Your Own**

6:30 – 7:30 p.m.

Saturday, October 10, 2015

<b>Registration</b>	8:00 a.m. – 6:00 p.m.	Conference Center
<b>Past Presidents' Breakfast</b>	7:15 – 8:00 a.m.	Yorktown Hotel Coffee Shop
<b>Coffee</b>	8:00 – 10:00 a.m.	Conference Center

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Session 4.1                                      8:00 – 9:15 a.m.                                      Romano 101

**From Page to Stage: Adapting/Expanding Existing Material to Live Theater**

Sponsor:      Performance Studies  
Chair:          **Jeanne Zingale**, Penn State Shenango

**Erin Stoops**, Penn State Shenango  
**Joyce Howard**, Penn State Shenango  
**Mandy Eagler**, Penn State Shenango  
**Katherine Shacklock**, Penn State Shenango

Session 4.2                                      8:00 – 9:15 a.m.                                      Romano 112

**Communication Ethics Praxis in Organizational Contexts**

Sponsor:      Communication Ethics  
Chair:          **Janie Harden Fritz**, Duquesne University  
Respondent: **Janie Harden Fritz**, Duquesne University

*Corporate Social Responsibility: A Virtue Ethics Approach*  
**G. Blake Plavchak**, Duquesne University

*Mission Statements: An Examination of Organizational Change and Identification*  
**Susan Mancino**, Duquesne University

*Discourse and Organization: The Communicative Constitution of Andy Warhol's Factory*  
**Sarah Flinko**, Duquesne University



Session 4.3

8:00 – 9:15 a.m.

Romano 102

**Communication, Culture & Conflict: Case Studies in Non-Violent Conflict Resolution from South Africa, the Gaza Strip & the Navajo Nation**

Sponsor: Communication Education and Student Interest Group

Chair: **Cem Zeytinoglu**, East Stroudsburg University

Respondent: **Cem Zeytinoglu**, East Stroudsburg University

*Israeli/Palestine Conflict: Seeds that are Not Watered Will Not Grow*

\* **Marina Long**, Bloomsburg University of Pennsylvania

*Using Conflict Mapping to Shed Light on South African Apartheid*

\* **Koryne Hill**, Bloomsburg University of Pennsylvania

*Navajo Gender Violence*

\* **Michelle Slusser**, Bloomsburg University of Pennsylvania

\* Debut

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Session 5.1

9:30 – 10:45 a.m.

Romano 112

**Technological Implications in Changing Environments**

Sponsor: Media & Technology

Chair: **Amanda McKendree**, University of Notre Dame

Respondent: **Amanda McKendree**, University of Notre Dame

*College Radio through the Lens of Fayol's Management Theory: A Descriptive Study of Noncommercial Student-Led FM College Radio Stations*

**Ronald K. Raymond**, Edinboro University

*Story Sourcing Practices and Adherence to Traditional Journalistic Norms on Citizen Journalism Websites*

**Kirsten A. Johnson**, Elizabethtown College

\* **Kelly Derbes**, Elizabethtown College

*Apple Pay and Society: Marketing Influence on Technology Adoption Rates*

\* **Brian Allen Miller**, Point Park University

*Lewis Mumford and the Importance of Technological Discrimination in Technics and Civilization*

**Andrew Tinker**, Duquesne University

\* Debut

Session 5.2

9:30 – 10:45 a.m.

Romano 101

### **From Content Analysis to Social Network Analysis: Issues and Applications**

Sponsor: Applied Communication

Chair: **Ken Bohl**, Indiana University of Pennsylvania

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

*Social Network Research Methods: Approaches, Key Issues, and Implications*

**Tatyana Dumova**, Point Park University

*The Portrayal of Women in Popular Music: A Content Analysis of Top Pop Song Lyrics*

\* **Emily Kolek**, Point Park University

*Cute Puppies and Funny Business: What Makes Viral Video Go Viral*

\* **Carey McKelvey**, Point Park University

*A Content Analysis of the Visual Composition of Facebook Ads*

**Dean Simpson**, Point Park University

\* Debut

Session 5.3

9:30 – 10:45 a.m.

Romano 102

### **Translating Performance into Practice**

Sponsor: Performance Studies

Chair: **John Lawson**, Robert Morris University

*Facework in the Musical "Funny Girl"*

**Joshua Bachert**, Penn State Schuylkill

*Scripted Performance versus Improvised Performance: French and Germans in the Theatre of Military Operations in May-June 1940*

**Andre Moine**, Millersville University

*Fantasy or Reality: Community Advisory Council Members Describe Automated and Real Experiences of their Service*

**Ann Jabro**, Robert Morris University

*Playing the Audience: Genre Cues in Absurdist Drama*

**John Lawson**, Robert Morris University

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Session 6.1

11:00 a.m. – 12:15 p.m.

Romano 101

### **Top Competitive Graduate and Undergraduate Papers**

Sponsor: PCA Writing Competition  
Chair: **Donna Weimer**, Juniata College

Moving from Nel Noddings' Ethic of Care to a Balanced Ethic of Care  
**Bayley Paharik**, Seton Hill

Public Relations for the Benefit of Society  
**Eileen Moffa**, Seton Hill

Re-Considering Cyber Attacks  
**Matt Mancino**, Duquesne University

Voting and Voice: Courageous Political Speech in the 2000 Presidential Election and Its Aftermath  
**Tahirah Duncan Walker**, Duquesne University

Session 6.2

11:00 a.m. – 12:15 p.m.

Romano 112

### **Rhetoric from A-Z: Aristotle to Zarefsky and All Things in Between**

Sponsor: Rhetoric and Public Address  
Chair: **Jill K. Burk**, Penn State Berks  
Respondent: **Jill K. Burk**, Penn State Berks

*The Politician as Stand-Up Comedian: The Birth of a New Genre*  
**Daniel S. Brown, Jr.**, Grove City College  
**Caroline N. Kimpel**, Grove City College

*Hip-Hop as Social Justice: Rapping a Way Out of Comfortable Misery in Jamaica*  
**Gabrielle Morrison**, University of Pittsburgh at Johnstown

*Rhetoric and Virtue Ethics*  
**Janie M. Harden Fritz**, Duquesne University

*Picture of Sophisticated Grace*  
**Kristin Cafaro**, University of Pittsburgh at Johnstown

### **Overcoming a Mental or Neurological Disorder: An Interpretive Phenomenological Inquiry**

Sponsor: Health Communication  
 Chair: **Andrew R. Smith**, Edinboro University of Pennsylvania  
 Respondent: **Deborah Eicher-Catt**, Penn State York

*The Lived Experiences of Symptoms and Impacts*  
**Torie Craven**, Edinboro University of Pennsylvania

*Diagnosis and Treatment in Overcoming a Neurological Disorder*  
**Andrea Velez**, Edinboro University of Pennsylvania

*Management and Acceptance in Overcoming a Neurological Disorder*  
**Taylor Birk**, Edinboro University of Pennsylvania

*How Can Our Stories Help Heal Those Affected?*  
**Jocelyn Blasting**, Edinboro University of Pennsylvania

**Lunch and Business Meeting**      12:20-1:30 p.m.      Conference Center

All PCA members are encouraged to attend the lunch and business meeting. We will discuss matters that shape the future of our organization. PCA President, Dr. Pat Arneson, will preside.

Session 7.1      1:30 – 2:20 p.m.      Conference Center

### **Poster Session**

Sponsor: Poster Session  
 Chair: **Tatyana Dumova**, Point Park University

*Advancing Feminism through Social Media*  
 \* **Ashley Kress**, Point Park University

*Broadening the Scope: Creative Expression as a Tool for Coping with Chronic Illness*  
 \* **Felicia Herder**, Penn State Berks  
**Kesha Morant Williams**, Penn State Berks

*Community Building through the Society of Exploration Geophysicists (SEG) Wiki*  
 \* **Stamatina Mattie Mylonas**, Penn State Brandywine  
**Judith Smith**, Penn State Brandywine  
**Susan Fredricks**, Penn State Brandywine  
**Laura Guertin**, Penn State Brandywine



Session 8.2

2:30– 3:45 p.m.

Romano 112

**Understanding Computer Mediated Technology: Algorithms, Artificial Intelligence and Super Intelligence**

Sponsor: Media & Technology

Chair: **Hans Schmidt**, Pennsylvania State University, Brandywine

Respondent: **Hans Schmidt**, Pennsylvania State University, Brandywine

*Towards a Critical Rhetoric in an Algorithmic Culture*

**Justin Bonanno**, Duquesne University

*Michael Polyani and Artificial Intelligence: The Tacit Dimension Reserved*

**Matthew P. Mancino**, Duquesne University

*Communication Existential Threats: Nicholas Bostrom's and Crisis Communication*

**Robert Foschia**, Duquesne University

Session 8.3

2:30– 3:45 p.m.

Romano 102

**Honoring Language: Body, Memory, and Narrative**

Sponsor: Language of Communication

Chair: **Pat Arneson**, Duquesne University

*The Language of Honor*

**Pat Arneson**, Duquesne University

*Communicating Memory: Antebellum Meanings of Black Womanhood*

**Tahirah Duncan Walker**, Penn State Greater Allegheny

*Passing in Reverse: Apprehension and Denial of Black Body Memory*

**Autumn Redcross**, Duquesne University

*Caitlyn Jenner's Coming Out: Translating the Language of the LGBTQ Narrative*

**Kristen L. Majocha**, University of Pittsburgh at Johnstown

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Session 9.1

4:00–5:15 p.m.

Romano 112

**Theoretical Issues of Health Communication from a Phenomenological Perspective**

Sponsor: Health Communication

Chair: **Linda Coleman**, Duquesne University

Respondent: **Lance Strate**, Fordham University

*But You Look Fine: The Impact of Family Support on African American Women Living with Lupus.*

**Kesha Morant Williams**, Penn State Berks

Theoretical Issues of Health Communication from a Phenomenological Perspective

**Bonnie Reese**, Bluefield State College

Session 9.2

4:00-5:15 p.m.

Romano 102

### **Contemporary Issues Involving Media and Society**

Sponsor: Mass Media and Society

Chair: **Jen Jones**, Seton Hill University

Respondent: **Jen Jones**, Seton Hill University

*Nielsen's Qualitative Data Revolution: Enlisting Brains, Tech, and Social Media to Measure TV Audience Engagement*

**Margaret Satterwhite Brown**, University of Pittsburgh at Bradford

*Defense of Anime: Magical Contracts in the "Fate" Series*

**Paul A. Lucas**, University of Pittsburgh at Johnstown

*Perspectives on Women and Sports Journalism: A Survey of Professional Journalists*

**Hans C. Schmidt**, Penn State Brandywine

Session 9.3

4:00-5:15 p.m.

Romano 101

### **Exploring the Corporate 'Body': Philosophical Perspectives on Corporate Communication**

Sponsor: Philosophy of Communication

Chair: **Craig T. Maier**, Duquesne University

*Nonprofit Corporate Communication in a Moment of Precarity*

**Craig T. Maier**, Duquesne University

*When Tradition Meets Change: A Company's Response to Global Integration, the Digital Revolution, and Individual Empowerment*

**Amanda G. McKendree**, University of Notre Dame

*In Good Company with the Other: Managing Stakeholder Relations and Communicating Response-ably in the Corporate Body*

**Beth A. Walter**, Carnegie Mellon University

*Corporate Mission and Markets: Managing Organizational Identity within Temporality and Multiplicity*

**Joel Ward**, Geneva College

**Banquet Dinner** 5:30 – 6:00 p.m. Conference Center

**Keynote Address** 6:00 – 6:30 p.m. Conference Center

***Translating our Communication Research and Theory into Practice: A View from the (Administrative) Dark Side***

**Mary Anne Fitzpatrick**, University of South Carolina System

Mary Anne Fitzpatrick is an Educational Foundation Distinguished Professor of Psychology and the Vice President of the University of South Carolina System. The University of South Carolina System is a state university system of eight campuses set up in 1957 to expand the educational opportunities of the citizens of South Carolina as well as extend the reach of the University of South Carolina throughout the state. With almost 48,000 students at the eight campuses, the system is the largest institution of higher learning in the state of South Carolina.

Prior to her appointment as Vice President, Mary Anne served as the Dean of the College of Arts and Sciences at the University of South Carolina for ten years, during which time she increased the size of the faculty; opened new centers, institutes and programs, stabilized external research grant funding at about \$42 million a year; and took the college through one of the worst economic downturns in the history of South Carolina. Before arriving at the University of South Carolina, she was the Deputy Dean for the College of Letters and Science (2002-2004), Vice Provost and Special Assistant to the Chancellor (1999-2001) on Distributed Learning, and Senior Associate Dean in L&S (1997-2001) at the University of Wisconsin-Madison where she also held the WARF Kellett Professorship. Fitzpatrick was named (2012) a fellow of the American Association for the Advancement of Sciences (AAAS). A past President of the International Communication Association (ICA), Fitzpatrick received its 2001 Career Achievement Award for sustained excellence in communication research. In 1993, she was elected a Fellow of the same association, one of only 25 in the world at the time. Fitzpatrick also served as the President of the Council of Colleges of Arts and Sciences, the largest Arts and Sciences Deans Association in America (2012-2013). An internationally recognized authority on interpersonal communication, Fitzpatrick is the author of over 100 articles, chapters and books. The NIH, NIMH, and the Spencer Foundation have supported her research. An award winning teacher, she is often invited to give lectures and presentations in this country and abroad, and to consult with government and educational institutions.

**Awards Ceremony** 6:30 – 7:30 p.m. Conference Center

**Executive Council Meeting** 7:30 – 8:30 p.m. Conference Center



## PCA Awards

- **Julia T. Wood Teacher/Scholar Award** recognizes achievements of a Pennsylvania related teacher/scholar whose outstanding service and contributions are highly visible and influential on students and fellow scholars alike.
- **The Robert T. Oliver Lifetime Achievement Award** recognizes contributions of an outstanding PCA member at, during, or near retirement. The award honors people in various aspects of communication within which members ordinarily work.
- **The Carroll Arnold Distinguished Service Award** recognizes contributions of a PCA member to the profession and/or to PCA. The award could be for long and faithful service, outstanding teaching, distinctive service, and/or a single outstanding contribution.
- **The Donald Ecroyd Research and Scholarship Award** recognizes a PCA member who has a commitment to and a sustained record of research and publication in the field of communication.
- **The Harvey Kelly Excellence in Teaching Award** recognizes a PCA member who has demonstrated a passion for and a mastery of teaching, both in and out of the classroom. The award could be for innovative methods in the classroom, community-based education, demonstrated impact, lifetime accomplishment, or a single exceptional accomplishment.
- **The Voices of Tomorrow College Communicator of the Year Award** recognizes excellent communicators at the college level. This award is presented to a Pennsylvania college student who excels in curricular and extracurricular communication (including speech or media) work, who uses communication skills in a service capacity, and who demonstrates promise of future leadership through communication.

- **Jeanne Lutz High School Speaker of the Year Award** recognizes excellent communicators and/or role models at the high school level.
- **William S. Tacey School of the Year Award** honors school speech programs other than college or university programs. Qualifying schools have excellent curricular and extracurricular speech opportunities.

## **PCA Celebrates Communication Excellence**

### **Past Presidents**

#### ***Pennsylvania Communication Association***

1939-40	John Henry Frizzell	Penn State University
1941	Robert Oliver	Penn State University
1942-45	Joseph O'Brien	Penn State University
1946	Joseph Reuwer	William Penn High School
1947	Armand Hunt	Temple University
1948	Buell Whitehill Jr.	University of Pittsburgh
1949	Clayton Schug	Penn State University
1950	William Olson	Bradford, PA
1951	Eugene McDonald	Penn State University
1952	H. Barrett Davis	Lehigh University
1953	Robert Oliver	Penn State University
1954	William Tacey	University of Pittsburgh
1955	Helen Cushman	Slippery Rock University
1956	H. Barrett Davis	Lehigh University
1957	Kathryn Polyzou	Farrell, PA
1958-59	Harold Nelson	Penn State University
1960	Jack Matthews	University of Pittsburgh
1961	Asa Berlin	Penn State University
1962	Katherine McFarland	East Stroudsburg University
1963	Thomas Hopkins	Carlow College
1964	Gordon Hostetler	Temple University
1965	Paul Holtzman	Penn State University
1966	Robert Haakenson	Temple University
1967	Donald Ecroyd	Temple University
1968	Beryl MacLean	Moon Township High School
1969	Robert Dunham	Penn State University
1970	Murray Halfond	Temple University
1971	Thelma Caruso	Charleroi High School
1972	Rev. Callistus Milan	St. Vincent College
1973	M. I. Kuhr	Slippery Rock University
1977	Theodore Walwik	Slippery Rock University
1978	Edwin Kelly	Pennsburg High School
1979	Joan Williams	Harrisburg Community College
1980	Ralph Towne	Temple University
1981	Herman Cohen	Penn State University
1982	Peggy Ann Madden	North Hills High School
1983	Warren Richardson	Villanova University
1984	Richard Goedkoop	LaSalle University

1985	Glenn Cavanaugh	Derry Area High School
1986	Diane Casagrande	West Chester University
1987	Harvey Kelly Jr.	Penn State, Beaver
1988	Dennis Klinzing	West Chester University
1989	Glen Richey	North Hills High School
1990	Richard Coffman	Shippensburg University
1991	Barbara Uncapher	Penn State, New Kensington
1992	Dale Bertelsen	Bloomsburg University
1993	Robert Leffingwell	Slippery Rock University
1994	Jean Ann Streiff	Oakland Catholic High School
1995	Myrna Foster-Kuehn	Clarion University
1996	Priscilla Allison	Penn State, Wilkes-Barre
1997	Marcia Goodrich	East Stroudsburg University
1998	Chrys Gabrich	Carlow College
1999	Ronald C. Arnett	Duquesne University
2000	Donna Weimer	Juniata College
2001	Sol Obotekudo	Clarion University
2002	Janie Harden Fritz	Duquesne University
2003	John Chapin	Penn State, Beaver
2004	Grace Coleman	Crisis Center North
2005	John Lawson	Robert Morris University
2006	Ann Jabro	Robert Morris University
2007	Kathleen Glenister Roberts	Duquesne University
2008	Melissa A. Cook	Saint Vincent College
2009	Nichola D. Gutgold	Penn State, Lehigh Valley
2010	Linda Schifino	Carlow University
2011	Cem Zeytinoglu	East Stroudsburg University
2012	Colleen Burke	Westminster College
2013	Sheryl Baratz Goodman	Ursinus College
2014	Brent Sleasman	Gannon University
2015	Pat Arneson	Duquesne University

### **Honorary Life Members**

#### ***Pennsylvania Communication Association***

Diane Casagrande	Beryl MacLean
Richard A. Coffman	Charlotte McLain
Herman Cohen	Joe Meyers
Paul Holtzman	Callistos Milan
Tom Hopkins	Robert T. Oliver
Harvey Kelly	Glen Richey
Manuel Kuhr	Ralph Towne
Jeanne M. Lutz	Barbara Uncapher

### **Carroll Arnold Distinguished Service Award**

*The Carroll Arnold Award is for long and faithful service, outstanding teaching, distinctive service and/or a single outstanding contribution.*

2015	Nichola D. Gutgold	1995	Jean Ann Streiff
2014	Kristen Lynn Majocha	1994	Richard A. Coffman
2013	Sheryl Baratz Goodman	1994	Madeline Boyland
2012	Linda Schifino	1993	Glen Richey
2011	Ann Jabro	1992	Richard J. Goedkoop
2010	Dennis S. Gouran	1991	Robert T. Oliver
2008	Grace Fala	1990	Harriet Rudolph
2007	Terrie Baumgardner	1989	Beryl A. MacLean
2006	Janie Harden Fritz	1987	Harvey R. Kelly, Jr.
2005	Grace Coleman	1986	Thomas A. Hopkins
2004	John Chapin	1985	Warren O. Richardson
2003	Dennis Woytek	1984	Herman Cohn
2002	Donna Weimer	1982	Ralph Towne
2001	Ronald C. Arnett	1981	Jeanne M. Lutz
2000	Chrys Gabrich	1980	Donald Ecroyd
1999	Dale Bertlesen	1979	Thelma Caruso
1998	Barbara W. Uncapher	1978	William S. Tacey
1997	Joseph G. Myers	1977	Vernon Metz
1996	Myrna Foster-Kuehn		

### **Harvey Kelly Award for Excellence in Teaching**

*The Kelly Award recognizes outstanding teaching inside and outside the classroom, including innovative methods in the classroom, community-based education, demonstrated impact, lifetime accomplishment and/or a single exceptional accomplishment.*

2015	Hans C. Schmidt	2009	Janie Harden Fritz
2014	Sheryl Baratz Goodman	2008	Ann Jabro
2013	Melissa Cook	2007	Donna s. Weimer
2012	Cem Zeytinoglu	2006	Kathleen Taylor Brown
2011	Jennifer Snyder-Duch	2005	Kathleen Glenister Roberts
2010	Alfred G. Mueller, II	2004	Pat Arneson

### **Donald H. Ecroyd Research and Scholarship Award**

*The Ecroyd Award recognizes a commitment to and a sustained record of research and publication in the field of communication. The recipient must be currently engaged in research/and or publication and have published significant scholarship in professional or academic journals or books.*

2015	Isaac E. Catt		
2014	John Lyne	1998	Margaret Jones Patterson
2013	Pat Arneson	1993	Marilyn Daniels
2012	Debra Eicher-Catt	1991	Eric Zook
2011	Janie Harden Fritz	1990	Hal Witteman
2010	Christopher Lyle Johnstone	1989	Thomas Rosteck
2009	Nichola D. Gutgold	1988	Susan Jarboe
2008	James Dillard	1987	Stephen Browne
2007	Alfred G. Mueller, II	1986	Lester Olson
2006	Mary Mino	1983	William Rawlins
2005	Molly Wertheimer	1983	Karen Tracy
2004	Calvin L. Troup	1982	Randy Hirokawa
2003	Ronald C. Arnett	1981	Tony Lentz
2002	John Chapin	1977	Bonnie Johnson
2001	Marilyn Daniels	1976	Lyle Sussman
2000	Wayne McMullen	1975	Art Bochner
1999	Mary Mino	1974	Jan Kubicki

### **Robert T. Oliver Lifetime Achievement Award**

*The Oliver Award is meant to honor an exceptional PCA member at, during, or near (within five years of) retirement. The award honors people in various aspects of communication within which members ordinarily work.*

2014	James Tomlinson	2002	Dennis Gouran
2012	Richard Goedkoop	2001	Diane Casagrande
2008	Chrys Gabrich	2000	Herman Cohen
2007	Harry Strine	1999	Richard Coffman
2006	Jean Ann Streiff	1998	Harvey R. Kelly, Jr.
2005	Joseph G. Meyers	1997	Jeanne M. Lutz
2004	Glen Richey	1996	Thomas A. Hopkins
2003	Richard Gregg		

## PCA Celebrates the Future of Communication Excellence

### **Voices of Tomorrow College Communicator of the Year Award**

*This award recognizes excellent communicators at the college level. It is presented to a Pennsylvania college student who excels in curricular and extracurricular communication (including speech or media) work, who uses communication skills in a service capacity and who demonstrates promise of future leadership through communication.*

2015	Jacey L. Hunter	2009	Davnese J. Booker
2014	Taylor Coniglio	2008	Joshua M. Seacco
2013	Natalie Pertz	2007	Sherrie Dunlap
2012	Rosemary Clark	2006	Ralph Gigliotti
2011	Kelly Matune	2005	Heather Papinchak

### **William S. Tacey School of the Year Award**

*This award honors school speech programs other than college or university programs. Qualifying schools have excellent curricular and extracurricular speech opportunities.*

2015	Mt. Lebanon High School	1983	McKeesport Area High School
2014	Oakland Catholic High School	1982	Radnor High School
2011	North Allegheny High School	1981	Sacred Heart High School
2010	Pocono Mountain West High School	1980	Shikellamy High School
2007	St. Bonaventure Parish	1978	Northern High School
2005	Mechanicsburg High School	1977	Derry Area High School
2004	Oakland Catholic High School	1976	Scranton Central High School
2003	Center Area District Schools	1975	Bethel Park High School
2000	North Hills High School	1974	Pennsbury High School
1999	Danville Area	1973	Edgewood High School
1994	Shikellamy High School	1972	Shamokin Area
1992	Penncrest High School	1971	Central District Catholic
1991	Mercer Area	1970	Grove City High School
1990	Scranton Central High School	1969	Hempfield High School
1989	Mechanicsburg High School	1968	North Hills High School
1988	Cedar Cliff High School	1967	Charleroi Area
1987	McCaskey High School	1966	Cedar Cliff High School
1986	Pennsbury High School	1965	Moon High School
1985	North Hills High School	1964	Eisenhower High School
1984	Harry S. Truman High School		

### **Jeanne Lutz High School Speaker of the Year Award**

*This award recognizes excellent communicators and/or role models at the high-school level. An attempt will be made to receive nominations from high school teachers.*

2015	Alexis Galvis	1999	Khaldoun Makhoud
2014	Maria Navarro-Gutierrez	1999	Danielle Buchma
2011	Lilly Zhang	1995	Anne King
2010	Joseph LoPresti	1994	Brandy Sue Lait
2007	Grace Muller	1993	Julie A. McCabe
2005	Kourtney Stone	1992	Joshua Decker
2004	Tim Michaux	1991	Aileen Green
2003	Katie Koehler		

### **PCA Celebrates Community, Teaching and Practice**

#### **The Julia T. Wood Teacher/Scholar Award**

*This award honors a nationally renowned teacher/scholar in the field of communication.*

2015	Mary Anne Fitzpatrick
2014	Roderick Hart
2013	William K. Rawlins
2012	Carole Blair
2011	Martin J. Medhurst
2010	Stephen Lucas
2009	James C. McCroskey
2008	Julia T. Wood



## **The Pennsylvania Communication Association Speaker of the Year Award**

*This award honors Pennsylvanians who excel at public speaking.*

2010	Michael Gross
2009	Rick Sebak
2008	Glenn Kranzley
2007	Luke Ravenstahl
2006	David Brown
2005	Carol A. Tschop
2004	Edward Rendell
2002	Jane Claire Orie
2001	John Chapin
2000	Graham Spanier
1999	Mark Schweiker
1998	John E. Murray, Jr.
1997	Karen Wiley Sandler
1996	The Young Center for the Study of Anabaptist and Pietest Groups
1994	James H. McCormick
1993	Robert E. Feir
1992	Charles Gray
1991	Senator John Heinz
1990	Dennis S. Gouran
1989	Helen McLain
1989	John Meehan
1987	Carroll C. Arnold
1986	Samuel Hazo
1985	G. Terry Mandonna
1984	Robert C. Wilburn
1983	Wayne Van Dine
1982	Mary J. Purcell
1981	Sandy Starobin
1980	Willie Stargel
1979	Ethel D. Allen
1978	Cyril Wecht
1977	Caryl M. Kline
1976	Martin H. Morand

1975 Herman Cohen  
1974 Metropolitan Pittsburgh  
1973 K. Leroy Irvis  
1972 Richard S. Schweiker  
1971 Westinghouse Broadcasting Co., Inc.  
1970 Helen D. Wise  
1969 Fred Rogers  
1968 Robert Lionne DeWitt  
1967 Millard E. Gladfelter  
1966 William W. Scranton  
1965 Emma Guffey Miller  
1964 Anne Herr  
1963 Robert T. Oliver  
1962 David Lawrence  
1961 Gerald F. Flood  
1960 Josie Carey  
1959 Cloyd S. Harkins  
1958 Charles Nutting  
1957 Janet Blair  
1956 Everett Lee Hunt  
1955 James Stewart  
1954 Daniel A. Poling  
1953 Benjamin Fairless

## PCA's Social Media Tools

At this year's conference, we encourage participants to use two social networking tools:

1. Lanyrd
2. Twitter



Tweet! The conference hashtag is #PCA2015York



<http://lanyrd.com/>

At this year's conference, we will also be using a web tool called Lanyrd. Lanyrd.com and the Lanyrd app represent a free online conference tool for conference attendees and speakers. With Lanyrd, users can find the conference schedule, meet other attendees, and post documents. Lanyrd is user friendly and easy to navigate. Lanyrd.com (online version) offers expanded features not available on the app. The app is useful to view each conference session at PCA. Alternatively, the online version offers added capability to network at our conference. The online version (lanyrd.com) works seamlessly on any smartphone, tablet, or laptop.

Once you have registered (see instructions below) and have indicated your attendance, you can view each panel at our conference. As a speaker, you can upload documents, videos, or slides. When attending a session, you can share your thoughts through Twitter, Facebook, or LinkedIn. Each session in our conference program is exportable to your icalendar, iPhone, Outlook calendar, or Google calendar. After the PCA conference has ended, you can connect with conference attendees through the app for professional social networking.

### Instructions for lanyrd.com (mobile device or computer):

1. Go to lanyrd.com
2. Click on the yellow "Sign up now" button
3. Click "Register"
4. Enter your name, email, and a password  
Alternatively, register with LinkedIn or Twitter (if you have an active account)  
You are now a registered user with Lanyrd
5. The site will redirect you to the "Dashboard"

6. From your dashboard, you can explore the various features of the site
7. In the search bar, search "76th Annual Conference of the Pennsylvania Communication Association"
8. Select the event
9. Indicate your attendance.

Instructions for the Lanyrd App (iPhone or Android):

1. Register your account on lanyrd.com first (see above Instructions 1. through 9.)
2. Download the Lanyrd app from the App Store or Google Play
3. Sign in to the app
4. The conference should appear under "Your Events"
5. If the event does not appear, search for "76th Annual Conference of the Pennsylvania Communication Association" and confirm your attendance.

**\*\* Please add the ads and pages for notes as filler, if needed.**

## **Acknowledgements**

Each year, Pennsylvania Communication Association (PCA) members volunteer their valuable time to make our annual conference a success. This year has proved no exception. In particular, I would like to recognize the time-consuming work of each Interest Council Chair. Further, Dr. Pat Arneson was always gracious with her time and I appreciated her wisdom planning the conference. Dr. Ronald C. Arnett and his team of associates, in particular Mrs. Rita McCaffrey and Mrs. Hannah Karolak provided invaluable administrative assistance throughout the year.

I would also like to thank Dr. David Chown, Chancellor of Penn State York, for his generous financial support for this year's conference.

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## Officers

<b>President</b>	Pat Arneson	Duquesne University
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Interpersonal/Organizational Communication	Jen Jones
Languages of Communication	Pat Arneson
Mass Media and Society	Hans Schmidt
Media & Technology	Paul Lucas
Performance Studies	John Lawson
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Rhetoric and Public Address	Jill Burk
Student Interest Group	Cem Zeytinoglu



**Pennsylvania Communication Association**