



**Pennsylvania Communication Association**  
*Defining Communication Excellence in Teaching and Practice*

**Preconference**

Phenomenology of Crisis

September 29, 2017

**78th Annual Convention**

Disruption, Interruption, and Communication (Im) Possibilities

September 29-30, 2017

Duquesne University  
Pittsburgh, PA

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 78<sup>th</sup> year. 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:

I am pleased to welcome you to Duquesne University to explore the phenomenology of crisis and the rhetoric of disruption and interruption. The conference begins with a philosophy of communication preconference: "Phenomenology of Crisis" that will feature scholarly panels and a keynote address by Dr. Matthew W. Seeger, Professor of Communication and Dean at Wayne State University.

The theme for this year's annual gathering of the Pennsylvania Communication Association, "Disruption, Interruption, and Communication (Im) Possibilities" includes scholarly panels and a keynote address given by this year's recipient of the Julia T. Wood Award, Dr. Barbara Biesecker. Our Banquet and Awards Ceremony on Saturday evening at which we honor award recipients for their efforts and achievements will conclude our conference.

This conference would not be possible without the wonderful team at Duquesne University. I would like to acknowledge and thank members of the PCA Executive Committee, Interest Council Chairs, President Kristen Majocho, Executive Director Ronald C. Arnett, Rita McCaffrey, Susan Mancino, Justin Bonanno, and Nick Milone at Duquesne University for their work and support in creating the 78th Annual Pennsylvania Communication conference.

Thank you for joining us and working to continue the PCA tradition!

Amanda G. McKendree, Ph.D.  
Vice President, Pennsylvania Communication Association

THE 78th ANNUAL CONFERENCE OF  
THE PENNSYLVANIA COMMUNICATION ASSOCIATION

Preconference: Phenomenology of Crisis

Disruption, Interruption, and Communication (Im)Possibilities  
September 29-30, 2017  
Duquesne University

Friday, September 29, 2017

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Preconference Registration	10:00 a.m. – 12:30 p.m.	Shepperson Suite Power Center
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Preconference Session 1	10:30 a.m. – 11:45 a.m.	Ballroom A Power Center
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**Philosophical Perspectives on Crisis**

Sponsor: Preconference "Phenomenology of Crisis"

Chair: Amanda G. McKendree, University of Notre Dame

*The Philosophical Roots of Beck's Risk Society: The Influence of Hannah Arendt*  
Craig Maier, Duquesne University

*Ulrich Beck and Cyberspace: Risk and the Cosmopolitan Outlook*  
Matthew Mancino, Duquesne University

*Considering Corporate Communication Crisis Leadership: Ethics and Advocacy*  
Ronald C. Arnett, Duquesne University  
Sarah Flinko Deluliis, Duquesne University

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Boxed Lunch	11:45 a.m. – 12:30 p.m.	Shepperson Suite Power Center
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Preconference Session 2	12:30 p.m. – 1:45 p.m.	Ballroom A Power Center
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**Crisis Communication: Context, Public Memory, and Intelligent Design**

Sponsor: Preconference "Phenomenology of Crisis"

Chair: Janie Harden Fritz, Duquesne University

*Communicating in the Context of a Crisis Event*  
Lazarus Langbiir, Duquesne University

*Crisis Communication and Public Memory: The Electric Race—Edison vs. Tesla*  
Susan Mancino, Duquesne University

*The Recovery of Discovery: Intelligent Design and the Post-Dover Image Repair Crisis*  
James Begley, Duquesne University

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Preconference Session 3	2:00 p.m. – 3:15 p.m.	Ballroom A Power Center
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**Rethinking Crisis Communication: From Corporations to Human Beings**

Sponsor: Preconference "Phenomenology of Crisis"

Chair: Kristin Roeschenthaler Wolfe, Slippery Rock University

*An Affective Approach to Communication Crisis*

Fadoua Loudiy, Slippery Rock University

*Boundary Management in Interpersonal Crisis Communication*

Kristin Roeschenthaler Wolfe, Slippery Rock University

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<b>PCA Conference Registration</b>	1:00 p.m. – 4:30 p.m.	Shepperson Suite Power Center
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Session 4.1 <b>PCA Executive Council Meeting</b>	2:00 p.m. – 3:15 p.m.	Room 613 Duquesne Union
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Session 4.2 <b>Short Course Special Session: Conference 101</b> Linda Schifino, Carlow University Highly recommended for students	2:00 p.m. – 3:15 p.m.	Ballroom B Power Center
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As a student, you may find yourself asking: What is this conference all about? Why am I here and what should I be doing? Join other students and demystify the academic conference experience. 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 4.3

2:00 p.m. – 3:15 p.m.

Ballroom C  
Power Center

**Debate and Argumentation in the Face of Impossibilities: Possibilities for Pedagogy, Politics, and Practice**

Sponsor: Rhetoric and Public Address Interest Council

Chair: Tim Michaels, Slippery Rock University

Respondent: John J. Rief, Duquesne University

*Competitive Debate and Social Change: The "Preferred" Course of Action?*

Jim Lyle, Clarion University of Pennsylvania

*The Poor as Argument: The Political Obfuscation of the Working Class*

Aaron Swanlek, University of Pittsburgh

*Debate and Argumentation in the Classroom*

Sarah Flinko Delullis, Duquesne University

*From Solitude to Disruption: Reading Thoreau's "Civil Disobedience" as Argumentation Text*

Tim Michaels, Slippery Rock University

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Session 5.1

3:30 p.m. – 4:45 p.m.

Ballroom A  
Power Center

**Perspectives on Disruption in the Classroom**

Sponsor: Communication Education Interest Council

Chair: Jill Burk, Penn State University Berks

*Disruptive Innovation: Badging for Student Engagement in a Blended Classroom*

Tatyana Dumova, Point Park University

*Validating the Communication Degree in the Face of System Disruption: A Case Study*

Andrew R. Smith, Edinboro University

*What's in a Name? The Gap between Student and Professional Interpretations of Common Communication Terminology*

Tamara L. Gillis, Elizabethtown College

*Disruption of the Instructor – Easing the Communication Interruption through Gamification*

Rebecca Elinich, Indiana University of Pennsylvania

*Digital Natives and Millennial Students: Bridging Communication between Professor and Student*

Anthony Esposito and Ronald K. Raymond, Edinboro University of Pennsylvania

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Session 5.2

3:30 p.m. – 4:45 p.m.

Ballroom B  
Power Center

**Moving Beyond Difference and Distance: The Communication Possibilities and Challenges of Professional Civility in a Teleworking Situation**

Sponsor: Interpersonal/Organizational and Philosophy of Communication Interest Councils

Chair: Craig Maier, Duquesne University

Respondent: Janie Harden Fritz, Duquesne University

*Professional Place, Meaning and Identity: Telecommuting and Questions of Communicative Engagement*

Nichole Brazelton, Duquesne University

*The Future of Harassment in the Workplace: Using Professional Civility to Address the Problematic Dimensions of Teleworking*

Mary Wattick, Duquesne University

*Presence and Participation: Implications of Telecommuting for Professional Civility*

Eliana Latterman, Duquesne University

*Telecommunity and Professional Civility: A Conceptual Exploration*

Fiona Smith, Duquesne University

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Session 5.3

3:30 p.m. – 4:45 p.m.

Ballroom C  
Power Center

**Up and Coming Undergraduate Voices in Academia**

Sponsor: Communication Honor Societies Interest Council

Chair: Joel Ward, Geneva College

*Seeking Status Quo: A Triadic Approach to Conflict Management in Couples*

Jennifer Rice, Geneva College

*Perpetuating the Problems of Porn Stars and Prostitutes: Explaining and Analyzing the Stigma toward Sex Workers*

Bridget Rea, Juniata College

*Roommate Conflict Management Strategies: Their Effectiveness and Interactions*

Rachael Piscatello, Geneva College

*Visual Communication through Mythologies of Roland Barthes*

Callista A. Arida, Seton Hill University

*Minority Students' Experiences at a Small Liberal Arts College: A Focus Group Study of Student Perspectives*

Leighnah Perkins, Ursinus College

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Session 5.4    3:30 p.m. – 4:45 p.m.    Room 548  
College Hall

**Short Course Special Session: *Corporate Communication Crisis Leadership: Ethics and Advocacy***

Ronald C. Arnett, Duquesne University  
Sarah Flinko Deluliis, Duquesne University

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Session 6    5:00 p.m. – 6:30 p.m.    Ballroom  
Duquesne Union

**Dinner and Keynote**

Dinner in the Union Ballroom will both cap off the Philosophy of Communication preconference and formally open the 78<sup>th</sup> annual conference of the Pennsylvania Communication Association. Special guest speaker **Dr. Matthew Seeger**, Dean of the College of Fine, Performing, and Communication Arts, and a Professor of Communication at Wayne State University will deliver the keynote address.

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Session 7    6:45 p.m. – 8:00 p.m.    Ballroom  
Duquesne Union

**Poetry Reading and Dessert**

**Christopher Cussat** will perform a reading of his original poetry connecting to the themes of the PCA preconference and conference. Christopher holds undergraduate and graduate degrees from Duquesne University and is currently a freelance writer and adjunct professor of English at American Public University and American Military University.

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**Saturday, September 30, 2017**

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**Conference Registration**    7:30 a.m. – 4:00 p.m.    Shepperson Suite  
Power Center

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Session 8.1    8:00 a.m. – 9:15 a.m.    Ballroom A  
Power Center

**Communication (Im)Possibilities in an Age of Trump**

Sponsor: Communication Education Interest Council  
Chair: Linda Schifino, Carlow University

Participants:

Cem Zeytinoglu, East Stroudsburg University of Pennsylvania  
Jennifer Snyder-Duch, Carlow University,  
Robert McKenzie, East Stroudsburg University of Pennsylvania  
Linda Schifino, Carlow University  
Melissa Cook, Washington & Jefferson College

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Session 8.2

8:00 a.m. – 9:15 a.m.

Ballroom B  
Power Center

**Marketing, Media, and Technology**

Sponsor: Applied Communication Interest Council

Chair: Maryl McGinley, University of Pittsburgh at Johnstown

Respondent: Maryl McGinley, University of Pittsburgh at Johnstown

*Marketing to Individuals*

Justin N. Bonanno,\* Duquesne University

*Individualization and Celebrity Endorsements*

Christopher M. Bondi,\* Duquesne University

*Rethinking Emotion Regulation and Media Use*

Olivia Cohen, Cleveland State University

*More than a Social Media Campaign: Moving Beyond Technology to Engage the Organizational Neighbor*

Mikayla Covington,\* Duquesne University

\*Graduate Student Submission

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Session 8.3

8:00 a.m. – 9:15 a.m.

Ballroom C  
Power Center

**The Disruption of Accreditation Changes and Our Responsiveness to Communication Possibilities**

Sponsor: Past President's Interest Council

Chair: Donna S. Weimer, Juniata College

Participants:

Tatyana Dumova, Point Park University

Kristen Lynn Majocha, University of Pittsburgh at Johnstown

Jen Jones, Seton Hill University

Donna Weimer, Juniata College

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Session 9.1

9:30 a.m. – 10:45 a.m.

Ballroom A  
Power Center

**Community-Engagement Pedagogies and Programs: Disrupting and Adjusting Student Learning Experiences**

Sponsor: Past President's Interest Council

Chair: Donna Weimer, Juniata College

*Utilizing Marshall Welch's O.P.E.R.A. Model to Build Community-Engagement across the Campus: Examples, Challenges, and Future Goals*

Angela M. Balog, St. Francis University

*A Vision for Rural Community Engagement: Promising Directions and Potential Challenges from a Boundary Spanning Perspective*

Jennifer Scott Mobley, Grove City

*Understanding Student Perceptions of and Experiences with Community Engagement through  
Written Reflections and Surveys*  
Sarah Worley, Juniata College

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Session 9.2

9:30 a.m. – 10:45 a.m.

Ballroom B  
Power Center

**Communication Ethics in Practice: Perspectives from Diverse Contexts**

Sponsor: Communication Ethics Interest Council

Chair: Jill Burk, Penn State University Berks

*The Narcotizing Dysfunction of Screens and the Impact on the Elaboration Likelihood Model*  
Robert W. McMahon, Temple University

*Friends Not Food: Confronting Animal Lovers Who Eat Animal Products*  
Olivia Cohen, Cleveland State University

*Media Self-Regulation in Chile*  
Maria Francisca Greene Gonzalez, Universidad Complutense, Spain

*Product Placement Advertising in Romantic Comedy Movies: A Content Analysis*  
Sharon Storch, Indiana University of Pennsylvania

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Session 9.3

9:30 a.m. – 10:45 a.m.

Ballroom C  
Power Center

**Interrupting/Disrupting the Ordinary: Philosophy of Communication, Religion, and Contemplation**

Sponsor: Philosophy of Communication Interest Council

Chair: Janie Harden Fritz, Duquesne University

Respondent 1: Ronald C. Arnett, Duquesne University

Respondent 2: Richard H. Thames, Duquesne University

*Interrupting Mindless Speech and Action: Thich Nhat Hanh's Engaged-Contemplative  
Approach to Communication*  
Ozum Ucok-Sayrak, Duquesne University

*"Misbehaving" Literature: A Postcolonial Philosophy of Communication in The Satanic Verses*  
M. Shivaun Corry, Duquesne University\*

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Session 10

10:50 a.m. – 11:20 a.m.

Ballroom C  
Power Center

**Plenary Session: Relationships and Crisis: Maintenance During Disruption and Interruption**

Marianne Dainton, La Salle University

Donald Ecroyd Research and Scholarship Award Winner

**Dr. Marianne Dainton** is a nationally known communication researcher. She has authored the book *Maintaining Relationships through Communication* and is the lead author of *Applying Communication Theory for Professional Life: A Practical Introduction*.

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Session 11

11:20 a.m. – 12:00 p.m.

Shepperson Suite  
Power Center

**Poster Session, Snacks, and Graduate School Fair**

Sponsor: Student Interest Council

*What Is Real and What Is Made to Be Real in News: Media through the Philosophy of Roland Barthes*

Zuri F. Hodge, Seton Hill University\*\*

*A Mental Illness Masterpiece*

Kylie A. Hogan, University of Pittsburgh at Johnstown\*\*

*Rhetoric in Poetry: Plato and Aristotle's Views on Imitation, Truth, and Knowledge*

Frankie A. Barrett, East Stroudsburg University\*\*

*Heart and Head: Integrating Philosophy and Communication to Become a Better Advocate*

Carissa Kotyuha, Seton Hill University\*\*

*The Value of the Liberal Arts: An Examination of Reality and Representation in Movies*

Leah Grudberg, Ursinus College\*\* (Debut Submission)

Sheryl B. Goodman, Ursinus College

*Two Similar Ancient Rhetoricians with One Big Difference*

Natalie Keller, East Stroudsburg University\*\*

*Polarization & Its Cold Reality*

Jaqualynn Anderson, Washington & Jefferson College\*\*

*Your Fave is Problematic*

Atiya Irvin-Mitchell, Chatham University\*\*

*Post Election Fake News*

Amanda L. Beal, East Stroudsburg University\*\*

\*\*Undergraduate Student Submission

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Session 12

12:15 p.m. – 1:15 p.m.

Africa Room  
Duquesne Union

**Business Meeting Lunch**

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Session 13.1

1:30 p.m. – 2:45 p.m.

Ballroom A  
Power Center

**“G.I.F.T.S. with a Twist” for Public Speaking: Designing Individualized Activities to Engage Students and Achieve Learning Outcomes**

Sponsor: Communication Education Interest Council

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

Student Respondents: Ian J. Wieczorek, Adeel Tanvir, and Kylie Hogan, University of Pittsburgh at Johnstown

Panelists:

Activity 1: Rick Bukoski, Pennsylvania Highlands Community College, University of Pittsburgh at Johnstown

Activity 2: Kimberly Flanders, University of Pittsburgh at Johnstown

Activity 3: Kristen Majocho, University of Pittsburgh at Johnstown

Activity 4: Maryl R. McGinley, University of Pittsburgh at Johnstown

Activity 5: Susan M. Wieczorek, University of Pittsburgh at Johnstown

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Session 13.2

1:30 p.m. – 2:45 p.m.

Ballroom B  
Power Center

**Intertextuality and Performance**

Sponsors: Performance Studies and Communication Honor Societies Interest Councils

Chair: Ferris Crane, Robert Morris University

*The Parent’s Role in the Early Twentieth Century*

Laura Hess, Robert Morris University\*\* (Debut Submission)

*Existentialism in Social Performance Studies: The Freedom to Perform in Everyday Situations*

Jamie Pasquinelli, Seton Hill University\*\* (Debut Submission)

*The Importance of Visual and Musical Intertextuality after a Catastrophe*

Ferris Crane, Robert Morris University

\*\*Undergraduate Student Submission

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Session 13.3

1:30 p.m. – 2:45 p.m.

Ballroom C  
Power Center

**Humanity and the Struggle for Integration and Interaction in a Virtual World**

Sponsor: Media and Technology Interest Council

Chair: Richard L. Talbert, Geneva College

Respondent: Richard L. Talbert, Geneva College

*Man Against the Digital Tide: Ellul’s Rhetorical Theory of Anti-Digital Messages*

Hongchao Qian, Duquesne University\*

*New “Visions of Reality”: A Semiotic Phenomenology of Data Visualization*

Garnet C. Butchart, Duquesne University

M. Shivaun Corry, Duquesne University\*

*Disrupting Cyberterrorism's Wicked Problem: Code's Rebooting of Cyber-behavior*  
Carrie Flickinger, Duquesne University\* (Debut Submission)

*Understanding Neil Postman's "Disappearance of Childhood" through the Young Heroes of "The Hunger Games"*  
Aurora Pinto, Duquesne University\*

*Finding a Model for Virtual Community: An Exploration of Ravelry as Authentic Place*  
Emmalee C. Torisk, Duquesne University\* (Debut Submission)

*News Stories on the Facebook Platform: Millennials' Perceived Credibility of Online News Sponsored by News and Non-News Companies*  
Kirsten A. Johnson, Elizabethtown College  
Burton St. John, Old Dominion University

\*Graduate Student Submission

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Session 13.4

1:30 p.m. – 2:45 p.m.

Room 548  
College Hall

**Nonverbal and Verbal Languages of Communication**

Sponsors: Languages of Communication and Communication Honor Societies Interest Councils

Chair: David Delulliis, University of Pittsburgh

Respondent: David Delulliis, University of Pittsburgh

*Revitalizing Debate Amid Discourse Avoidance*  
Chloe Mortenson, Duquesne University\*\* (Debut Submission)

*The Necessity of Debating Societies*  
Noah Martens, Duquesne University\*\* (Debut Submission)

*Nonverbal Communication between Romantic Partners in Campus Libraries*  
Sarah Dickey, University of Pittsburgh\*\* (Debut Submission)

*The Nonverbal Dynamics of City Bus Ridership*  
Dan Kennedy, University of Pittsburgh\*\* (Debut Submission)

\*\*Undergraduate Student Submission

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Session 14.1

3:00 p.m. – 4:15 p.m.

Ballroom A  
Power Center

**Contemporary Issues Involving Media and Society**

Sponsor: Media & Society Interest Council

Chair: Tatyana Dumova, Point Park University

Respondent: Tatyana Dumova, Point Park University

*Portrayal of Female Country Artists on Magazine Covers*  
Kimberly J. Flanders, Indiana University of Pennsylvania  
Bradley Dutchcot, Indiana University of Pennsylvania

*Sports Media and Social Activism: Understanding How Journalists Cover Sports in an Era of Social Activism*

Hans C. Schmidt, Pennsylvania State University, Brandywine

*Controversial Variant: An Analysis of Alternate Comic Book Cover Art*

Paul A. Lucas, University of Pittsburgh at Johnstown

Abbey McCann, University of Pittsburgh at Johnstown\*\* (Debut Submission)

*Newsroom Moves: Post-Industrial Journalism's Search for Place*

Emmalee C. Torisk, Duquesne University\*

\*Graduate Student Submission

\*\*Undergraduate Student Submission

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Session 14.2

3:00 p.m. – 4:15 p.m.

Ballroom B  
Power Center

**Small Teaching: Using Lang's Principles to Effect Big Change in Student Learning**

Sponsor: Communication Education Interest Council

Chair: Sheryl B. Goodman, Ursinus College

*Applying "Small Teaching" Ideas to Discussion-Based Classes*

Sheryl B. Goodman, Ursinus College

*Facilitating Growth-Language Feedback in the Communication Classroom*

Amanda G. McKendree, University of Notre Dame

*Small Teaching in Activity-Based Learning: Expanding Big Ideas throughout a Communication Research Course*

Jen Jones, Seton Hill University

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Session 14.3

3:00 p.m. – 4:15 p.m.

Ballroom C  
Power Center

**Top Competitive Graduate and Undergraduate Papers**

Sponsor: Student Research Interest Council

Chair: Donna S. Weimer, Juniata College

*Emergence, Origin, and the Revealing of Deus Absconditus: Two Readings of the Communicative Triad*

Michael Kearney, Geneva College\*

*Political Organizational Leadership in the Age of Narcissism*

Christopher Bondi, Duquesne University\*

*Arrhythmic Communication: Efficient or a Deficiency?*

Natalyn Chamberlain, Geneva College\*\*

*Solitude: The Necessity of Reflection and Focus to Enhance Interpersonal Relationships*

Erika Kauffman, Geneva College\*\*

*A Feminist Critique of "Dads Who Play Barbie" (2017): Challenging Stereotypical Masculinity*  
Megan Moroney, Juniata College\*\*

\*Graduate Student Submission

\*\*Undergraduate Student Submission

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Session 14.4

3:00 p.m. – 4:15 p.m.

Room 548  
College Hall

**The Languages of Inertia and Disruption**

Chair: David Deluliis, University of Pittsburgh

Sponsor: Languages of Communication Interest Council

*Considering the Communication of Trans-Black Identity: The Case of Rachel Dolezal*

Pat Arneson, Duquesne University

Nichole Brazelton, Duquesne University\*

*The Disruption of a Student Death on Campus: Exploring Language Choices in Crisis Situations*

Kristen Lynn Majocha, University of Pittsburgh at Johnstown

*Who Dat and All That*

Ferris Crane, Robert Morris University

\*Graduate Student Submission

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Session 15.1

4:30 p.m. – 5:45 p.m.

Ballroom A  
Power Center

**Thinking Through the Positive (and/or Negative) Forces of Disruption: Journalism, New Media, Intercultural Communication, and Philosophy**

Sponsor: Applied Communication Interest Council

Chair: Joseph C. Harry, Slippery Rock University

Respondent: Joseph C. Harry, Slippery Rock University

*Disruption: The Evolutionary Imperative of Digital Media*

David Keppel, Slippery Rock University

*The News is Dead—Long Live the News!: The Digital Disruption and Re-Invention of News*

Joseph C. Harry, Slippery Rock University

*Engaged Learning in the Intercultural Communication Classroom Calls for Disruption*

Christine Pease-Hernandez, Slippery Rock University

*Hoping for Communication Disruption(s)*

Fadoua Loudiy, Slippery Rock University

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Session 15.2

4:30 p.m. – 5:45 p.m.

Ballroom B  
Power Center

**Community Desire, Creation, and Development: An Analysis of Shared Communal Environment**

Sponsor: Communication Ethics Interest Council

Chair: Joel Ward, Geneva College

Respondent: Joel Ward, Geneva College

*Sidewalks: Facilitators of Human Communication*

Jill Burk, Penn State University, Berks

*An Aristotelian Perspective of Place Making and Branding for Community Development*

Jen Jones, Seton Hill University

*An Agrarian Technology: Using Berry for Roots*

Maryl McGinley, University of Pittsburgh at Johnstown

*Twitch Streams: Community in Isolation*

Paul Lucas, University of Pittsburgh at Johnstown

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Session 15.3

4:30 p.m. – 5:45 p.m.

Ballroom C  
Power Center

**Responding to Disruption in Health Communication**

Sponsor: Health Communication Interest Council

Chair: Linda Coleman, Slippery Rock University

Respondent: Sarah Flinko Deluliis, Duquesne University

*Bullying as A Disruptive Force in Women's Development and Mental Health*

Nicole Brazelton, Duquesne University\*

*Dr. Elizabeth Kubler Ross and Health Communication Research*

Bonnie Reese, Bluefield State University

*Professional Civility in the Health Care Context: Disarming Disruption(s) and Interruption(s)*

Janie Harden Fritz, Duquesne University

\*Graduate Student Submission

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Session 15.4

4:30 p.m. – 5:45 p.m.

Room 548  
College Hall

**Managing Problems and Crises in Organizations and Institutions**

Sponsor: Interpersonal/Organizational Interest Council

Chair: Sheryl B. Goodman, Ursinus College

*The (Im)possibility of Hierarchy: Zappos, Holacracy, and Post-Structuralism's Role in Organizational Communication*

Robert Foschia, St. Vincent College

*Nuit Blanche Paris: A Joyous Interruption*

Ferris Crane, Robert Morris University



*The Case Study of Volkswagen Scandal*  
Yin Zhi, Duquesne University\*

*The Importance of the Visual and Verbal in the Living Room Transmogrify of the Disenfranchised After a Catastrophe*  
Ferris Crane, Robert Morris University

\*Graduate Student Submission

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Session 16	6:00 p.m. – 8:00 p.m.	Africa Room Duquesne Union
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Dinner and an awards ceremony in the Africa Room will cap off the 78<sup>th</sup> annual conference of the Pennsylvania Communication Association. Special guest speaker **Dr. Barbara Biesecker**, 2017 Julia T. Wood Award Winner, will present the keynote address.

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Session 17	8:00 p.m. – 9:00 p.m.	Africa Room Duquesne Union
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**Executive Council Meeting II**

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## 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 Pennsylvania Communication Association Speaker of the Year Award** honors Pennsylvanians who excel at public speaking.
- **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.
- **The Jeanne Lutz High School Speaker of the Year Award** recognizes excellent communicators and/or role models at the high-school level.

## 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
2016	Joe Downey	Penn State, York
2017	Kristen L. Majocho	University of Pittsburgh at Johnstown

**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.*

2017	Cem Zeytinoglu	1995	Jean Ann Streiff
2016	John Lawson	1994	Richard A. Coffman
2015	Nikki Gutgold	1994	Madeline Boyland
2014	Kristen Lynn Majocha	1993	Glen Richey
2013	Sheryl Baratz Goodman	1992	Richard J. Goedkoop
2012	Linda Schifino	1991	Robert T. Oliver
2011	Ann Jabro	1990	Harriet Rudolph
2010	Dennis S. Gouran	1989	Beryl A. MacLean
2008	Grace Fala	1987	Harvey R. Kelly, Jr.
2007	Terrie Baumgardner	1986	Thomas A. Hopkins
2006	Janie Harden Fritz	1985	Warren O. Richardson
2005	Grace Coleman	1984	Herman Cohn
2004	John Chapin	1982	Ralph Towne
2003	Dennis Woytek	1981	Jeanne M. Lutz
2002	Donna Weimer	1980	Donald Ecroyd
2001	Ronald C. Arnett	1979	Thelma Caruso
2000	Chrys Gabrich	1978	William S. Tacey
1999	Dale Bertlesen	1977	Vernon Metz
1998	Barbara W. Uncapher		
1997	Joseph G. Myers		
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.*

2017	Craig T. Maier	2009	Janie Harden Fritz
2016	Jennifer Wood	2008	Ann Jabro
2015	Hans Schmidt	2007	Donna S. Weimer
2014	Sheryl Baratz Goodman	2006	Kathleen Taylor Brown
2013	Melissa Cook	2005	Kathleen Glenister Roberts
2012	Cem Zeytinoglu	2004	Pat Arneson
2011	Jennifer Snyder-Duch		
2010	Alfred G. Mueller, II		

### 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.*

2017	Marianne Dainton	2000	Wayne McMullen
2016	Andrew Smith	1999	Mary Mino
2015	Issaac Catt	1998	Margaret J. Patterson
2014	John Lyne	1993	Marilyn Daniels
2013	Pat Arneson	1991	Eric Zook
2012	Debra Eicher-Catt	1990	Hal Witteman
2011	Janie Harden Fritz	1989	Thomas Rosteck
2010	Christopher Lyle Johnstone	1988	Susan Jarboe
2009	Nichola D. Gutgold	1987	Stephen Browne
2008	James Dillard	1986	Lester Olson
2007	Alfred G. Mueller, II	1983	William Rawlins
2006	Mary Mino	1983	Karen Tracy
2005	Molly Wertheimer	1982	Randy Hirokawa
2004	Calvin L. Troup	1981	Tony Lentz
2003	Ronald C. Arnett	1977	Bonnie Johnson
2002	John Chapin	1976	Lyle Sussman

2001	Marilyn Daniels	1975	Art Bochner
		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.*

2017	Donna S. Weimer	2003	Richard Gregg
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

## **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.*

2017	Molly Mitchell	2009	Davnese J. Booker
2016	Alyssa Wharton	2008	Joshua M. Seacco
2015	Jacey L. Hunter	2007	Sherrie Dunlap
2014	Taylor Coniglio	2006	Ralph Gigliotti
2013	Natalie Pertz	2005	Heather Papinchak
2012	Rosemary Clark		
2011	Kelly Matune		

### **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.*

2016	Richland School District	1983	McKeesport Area High School
2015	Mt. Lebanon High School	1982	Radnor High School
2014	Oakland Catholic High School	1981	Sacred Heart High School
2011	North Allegheny High School	1980	Shikellamy High School
2010	Pocono Mountain West High School	1978	Northern High School
2007	St. Bonaventure Parish	1977	Derry Area High School
2005	Mechanicsburg High School	1976	Scranton Central High School
2004	Oakland Catholic High School	1975	Bethel Park High School
2003	Center Area District Schools	1974	Pennsbury High School
2000	North Hills High School	1973	Edgewood High School
1999	Danville Area	1972	Shamokin Area
1994	Shikellamy High School	1970	Grove City High School
1992	Penncrest High School	1969	Hempfield High School
1991	Mercer Area	1968	North Hills High School
1990	Scranton Central High School	1967	Charleroi Area
1989	Mechanicsburg High School	1966	Cedar Cliff High School
1988	Cedar Cliff High School	1965	Moon High School
1987	McCaskey High School	1964	Eisenhower High School
1986	Pennsbury High School		
1985	North Hills 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.*

2017	Ryan Patrick McNelis
2016	Noah Glatkke
2015	Alexis Galvis
2014	Maria Navarro-Gutierrez
2011	Lilly Zhang
2010	Joseph LoPresti
2007	Grace Muller
2005	Kourtney Stone
2004	Tim Michaux



2003	Katie Koehler
1999	Khaldoun Makhoud
1999	Danielle Buchma
1995	Anne King
1994	Brandy Sue Lait
1993	Julie A. McCabe
1992	Joshua Decker
1991	Aileen Green

## 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.*

2017	Barbara Biesecker
2016	Gary Gumpert
2015	Mary Ann 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.*

2017	Kenneth G. Gormley
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

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

## Acknowledgements

I would like to acknowledge and thank members of the PCA Executive Committee, Interest Council Chairs, President Kristen Lynn Majocho, Executive Director Ronald C. Arnett, Rita McCaffrey, Susan Mancino, Justin Bonanno, and Nick Milone at Duquesne University for their work and support in creating the 78th Annual Pennsylvania Communication conference.

Sincerely,

Amanda G. McKendree, Ph.D.  
Vice President, Pennsylvania Communication Association

**The Pennsylvania Communication Association congratulates Dr. Amanda McKendree and Duquesne University for a wonderful 2017 PCA program and venue. We thank Amanda and all of her colleagues for their intellectual generosity and hard work.**

## Officers

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Hans Schmidt	Penn State University, Brandywine
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Janie Harden Fritz	Duquesne University
Cem Zeytinoglu	East Stroudsburg University
Craig Maier	Duquesne University
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Pennsylvania Communication Association