Pennsylvania Communication Association
80th Annual Convention
September 27-28, 2019

“Communicating Pennsylvania:
An Exploration of People, Places, and Land”

Philosophy of Communication Salon
“The Interwoven Thread:
Communication in the Work of John Dewey”

Penn State University, Berks
Reading, 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 80th 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:

Welcome to Penn State University, Berks! We are honored to host the 80th Pennsylvania Communication Association convention. This year’s conference theme, *Communicating Pennsylvania: An Exploration of People, Places, and Land*, recognizes PCA’s milestone anniversary by dedicating the conference to the teaching, scholarship, and service that occurs in the state of Pennsylvania and about the state of Pennsylvania. Penn State University, Berks is a commonwealth campus of Penn State University. Founded in 1855, Penn State University is Pennsylvania’s only land-grant institution, whose mission is to provide access to education and public service to support the citizens of the commonwealth of Pennsylvania.

In an effort to connect the ideas of citizenship, education, and communication, this year’s conference begins with the Philosophy of Communication Salon titled, *The Interwoven Thread: Communication in the Work of John Dewey*, featuring the work of John Dewey.

Isaac E. Catt, visiting scholar with the Simon E. Silverman Phenomenology Center and Department of Communication & Rhetorical Studies at Duquesne University, will provide the keynote address on Friday evening. Karen Tracy, Professor Emeritus of Communication and Faculty Associate in the Office of Faculty Relations at the University of Colorado, will speak on Saturday evening.

I am excited to learn from our keynote speakers and share in the scholarship of our many panels and presenters. In addition, I look forward to our Saturday awards banquet, which celebrates the scholarship, teaching, and service of our colleagues.

This conference would not be possible without the hands of many. I would like to acknowledge and thank members of the PCA Executive Committee, Interest Council Chairs, President Jen Jones, Immediate Past President Amanda G. McKendree, Executive Director Ronald C. Arnett, and Rita McCaffrey, Kati Sudnick, and Michael Kearney at Duquesne University. I would also like to acknowledge and thank Dawn Pfeifer Reitz for her outstanding work and support, and all of my colleagues at Penn State Berks for creating the 80th Annual Pennsylvania Communication conference.

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

Jill K. Burk, Ph.D.
First Vice President, Pennsylvania Communication Association
THE 80th ANNUAL CONFERENCE OF
THE PENNSYLVANIA COMMUNICATION ASSOCIATION

Friday, September 27, 2019

Salon & Conference Registration 11:00 a.m. – 5:00 p.m. Gaige Lobby

Executive Council Meeting 1 11:30 a.m. – 12:45 p.m. Perkins Student Center
   (Lunch is provided) Penn State Room

Hospitality Room 1:00 p.m. – 5:00 p.m. Gaige 122
   (coffee, tea, water, and snacks)

Salon Session 1 1:00 p.m. – 2:15 p.m. Gaige 246
   John Dewey: Application and Extension

Salon Welcome
Jill K. Burk, Penn State University, Berks

Saturday Night Live’s Citizen Journalists and the Nature of Democracy
Kati Sudnick and Erik Garrett, Duquesne University

Third Spaces and the Library: John Dewey’s Philosophy of Education and Experience
Amy Podoletz, Clarion University

Short Course 1 1:00 p.m. – 2:15 p.m. Gaige 245
   Serving the People, Places, and Land in Pennsylvania Through Civic Engagement

Anne Walsh, West Chester University of Pennsylvania

The understanding of corporate responsibility, persuasion, teamwork, and speaking skills are keystones for preparing students to be civically engaged in their professional and personal futures. Service learning is a meaningful pedagogical approach, which can incorporate all of these keystones. Participants in this short course will learn more about service learning, the benefits and challenges of this pedagogical approach, and ways to create meaningful relationships with community partners. The intended audience for this short course is basic course faculty and graduate students.
### Friday, September 27, 2019

#### Salon Session 2  
**2:30 p.m. – 3:45 p.m.  Gaige 248**

**John Dewey: Reach and Influence**

- **John Dewey, His Failed Laboratory School, and Hope for the Humanities**  
  Pat Arneson, Duquesne University
- **Giving Voice to a Female Pragmatist: Ruth Anna Putnam**  
  Jen Jones, Seton Hill University
- **John Dewey’s Communication/Art as Culture/Experience**  
  Jeremy Swartz, University of Oregon

#### Short Course 2  
**2:30 p.m. – 3:45 p.m.  Gaige 244**

**Promoting Student Advocacy and Citizenship**

- Angela M. Corbo, Widener University
- J. Wesley Leckrone, Widener University

College instructors have tried to bridge the gap between community and political engagement through experiential learning courses. These activities have proven to increase interest in politics and help students understand the importance in engaging in the political system. Angela Corbo and J. Wesley Leckrone have had their communication and political science students collaborate on interdisciplinary endeavors since 2014. In this short course, Corbo and Leckrone will present a model that faculty can adapt and incorporate in their classrooms to engage with elected officials in the Commonwealth of Pennsylvania. The intended audience for this short course is faculty who hope to increase interdisciplinary collaboration on their campuses, increase advocacy efforts, and increase the impact of their experiential learning courses.

#### Salon Session 3  
**4:00 p.m. – 5:15 p.m.  Gaige 248**

**Mindfulness, Material, and Judgment: Dewey’s Art as Experience in the Event of Communication**

- **Aesthetic Experience as Apperceptive Judgment**  
  Joel S. Ward, Geneva College
- **Exposed and Fully Alive: Aesthetic Experience, Communication, and Mindfulness**  
  Ozum Ucok-Sayrak, Duquesne University
- **The Duality of the Diver as Both Sacrificed and Sacrificer: A Comparative Study to Dewey’s Art as Experience**  
  William Earl Kofmehl, III, Geneva College
Friday, September 27, 2019

Short Course 3  4:00 p.m. – 5:15 p.m.  Gaige 247
Conference 101: The Ins and Outs of an Academic Conference

Kesha Morant Williams, Penn State University, Berks

Attending an academic conference can be an overwhelming experience. As a student or first-time attendee, you may be asking yourself: What is this conference all about? Why am I here and what should I be doing? Join other students and first-time attendees to demystify the academic conference experience, ask questions, and network with others. This short course will address: 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? The intended audience for this short course is undergraduate students, graduate students, and first-time conference attendees.

Session 4  5:30 p.m. – 7:00 p.m.  Perkins Student Center
PCA Welcome Dinner & Salon Keynote Address

Keynote Address:
The Matrix Beings that We Are: Reading John Dewey Against the Contemporary Romance with Neurobiological Reductionism
Isaac E. Catt

Isaac E. Catt, Ph.D., Philosophy of Communication, Southern Illinois University at Carbondale, is a Visiting Scholar with the Simon E. Silverman Phenomenology Center and Department of Communication & Rhetorical Studies at Duquesne University. Dr. Catt has more than 50 publications and presented in excess of 150 conference papers, keynote addresses, and public lectures presented in several countries. His award winning publications include: author of Embodiment in the Semiotic Matrix: Communicology in Peirce, Dewey, Bateson, and Bourdieu (2017), co-editor with Andrew R. Smith and Igor E. Klyukanov Communicology for the Human Sciences: Lanigan and the Philosophy of Communication (2018), and co-editor of Communicology: The New Science of Embodied Discourse with Deborah Eicher-Catt (2010). He is past President, Semiotic Society of America, Fellow and Founding Member of the International Communicology Institute. He achieved the rank of full professor 8 years after obtaining his Ph.D., chaired four large academic departments, was tenured in three universities, and is in his 48th year of teaching (as adjunct faculty Penn State York).
Session 5    7:00 p.m. – 8:15 p.m.    Thun Library
Dessert and Discussion    Cohen Lounge
Poster Session 1, Ice Cream & Coffee Bar

We Hold Up Half the Sky: Global and U.S. Women’s Rhetoric
Weiming Gorman, The University of Pittsburgh

Teaching Students Who Experience Communication Apprehension
Mary K. High, Penn State University

Metaphors for Western Thought: Assessing the Rhetoric of One World “Freedom Tower”
Thomas Monahan, East Stroudsburg University of Pennsylvania

My Shot: Ideological and Interpretative Analysis of a Double Narrative
Laura Jean Null, East Stroudsburg University of Pennsylvania

The Role of Communication in the De-escalation of Violence in Reading, Pennsylvania
Candace P. Parish, Sacred Heart University
Demetrius L. Profic, Community Activist, Triumph Over Poverty

The Land-Grant Library: A Rhetorical Analysis of Historical Organizational Discourse
Christina L. Wissinger, Penn State University
**Saturday, September 28, 2019**

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<tr>
<th>Event</th>
<th>Time</th>
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<tr>
<td><strong>Past Presidents’ Breakfast</strong></td>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Conference Room</td>
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<td>Fairfield Marriott</td>
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<td><strong>Conference Registration</strong></td>
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<td><strong>Hospitality Room</strong></td>
<td>9:00 a.m. – 4:00 p.m.</td>
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**Session 6.1**  
*8:30 a.m. – 9:45 a.m.*  
*Gaige 245*

**The Undergraduate Curriculum in Communication: Foundations, Structure, and Goals**  
Sponsor: Past Presidents

In this roundtable, participants from institutions across the Commonwealth will consider various aspects of the undergraduate communication curriculum based on their experiences. Along with examining the opportunities and constraints provided by institutional sessions and departmental goals, participants will describe strategies for designing curricula, as well as perspectives on foundational courses and structuring their majors. Success, challenges, and new possibilities will be shared.

Presenters:  
Sheryl B. Goodman, Ursinus College  
Janie Harden Fritz, Duquesne University  
Donna S. Weimer, Juniata College  
Cem Zeytinoglu, East Stroudsburg University of Pennsylvania

**Session 6.2**  
*8:30 a.m. – 9:45 a.m.*  
*Gaige 120*

**Communication Ethics in Application: In Pennsylvania and Beyond**  
Sponsor: Communication Ethics Interest Council  
Chair: Joel S. Ward, Geneva College

The Civilian Conservation Corps: Communication Ethics in Action  
Ronald C. Arnett, Duquesne University

An Exploratory Study in Lancaster, Pennsylvania: Recognizing Humanity in the Refugee through Levinas’s Face-to-Face Communication Ethics  
Lindsey Laverty, Duquesne University

“No Man’s Land”: A Hermeneutic and Phenomenological Study of Pittsburgh’s Twenty-First Century Revitalization  
Christopher M. Bondi, Duquesne University
Saturday, September 28, 2019

Session 6.3  8:30 a.m. – 9:45 a.m.  Gaige 247
An Exploration of Mass Media Issues and Applications
Sponsor: Mass Media and Society Interest Council
Chair: Paul Lucas, University of Pittsburgh at Johnstown

Snapchat, Affected Publics, and the Young Generation of Saudi Arabia
Yazeed Aljasser,* Indiana University of Pennsylvania

Technology in Post-Secondary Education: A Religious, Anthropologic, and Rhetorical Framework
Benjamin Kennedy,* Geneva College

Finding Intimacy in Digital Spaces: An Examination of Online ASMR Communities
Andrew Shumway, Temple University

*Graduate Student Paper Debut

Session 7.1  10:00 a.m. – 11:15 a.m.  Gaige 245
Experiential and Active Learning in the Communication Classroom: Approaches, Benefits, and Challenges
Sponsor: Communication Education Interest Council
Chair and Moderator: Sheryl B. Goodman, Ursinus College

Given that there are many ways to foster experiential learning and student engagement in the communication classroom, this roundtable seeks to explore the variety of approaches taken by instructors. Panelists will present one or more of their approaches and then engage in a discussion about their experiences, considering best practices. The use of case-studies, scavenger hunts, student-run dialogues, and the creation of a public relationship campaign will be considered, along with rethinking and reinventing active learning.

Presenters:
Tatyana Dumova, Point Park University
Kimberly Flanders, Penn State University, Scranton
Sheryl B. Goodman, Ursinus College
Janelle Gruber, Penn State University, Schuylkill
Craig Maier, Duquesne University
Amanda G. McKendree, University of Notre Dame
Dawn Pfeifer Reitz, Penn State University, Berks
Saturday, September 28, 2019

Session 7.2    10:00 a.m. – 11:15 a.m.  Gaige 247
Debatesylvania: Bridging the Past, Present, and Future of Debate and Argumentation in the Keystone State
Sponsor: Rhetoric and Public Address Interest Council
Chair: Tiffany Petricini, Penn State University, Shenango

Learning from Derrick Bell: Implications for Civic Education and Debate in Today’s Classroom
Sarah M. Deluliis, Duquesne University

The State of Debate: A “Census” of Pennsylvania Collegiate Debate Programs and Possibilities for Intrastate Cohesion
Tim Michaels, Slippery Rock University

Independence Hall and Virtual Reality: A Glimpse into the Future of Debate
Matt Corr, Shenandoah University

Session 7.3    10:00 a.m. – 11:15 a.m.  Gaige 248
Culture, Language, and Identity: Explorations Beyond the Traveled Road
Sponsor: Languages of Communication and Health Communication Interest Councils
Chair: Janie Harden Fritz, Duquesne University

Undergoing Metamorphosis in the EAL Community through Language
Linda Coleman, Penn State University, Beaver

Working the Trails: A Nonverbal Communicative Phenomenology of Cultural Language
Janie Harden Fritz, Duquesne University

The Narrative of the Self in Between Modernity and Postmodernity: Exemplified in Second Language Identity
Rana Ramadan, Duquesne University

Kubler-Ross’s Contribution to Health Communication
Bonnie Reese, Bluefield State College
Saturday, September 28, 2019

Session 7.4  10:00 a.m. – 11:15 a.m.  Gaige 120
Top Competitive Graduate and Undergraduate Papers
Sponsor: Student Research
Chair: Donna Weimer, Juniata College

Abduction, Surprise, and the Medical Value of Uncertainty
Michael R. Kearney, Duquesne University

The Appropriation of Sparking Joy: KonMari, Narcissism, and Mistranslation
Kati Sudnick, Duquesne University

A Visual Analysis of BTS Mental Health Narratives
Hannah Fassbender and Xzavior Sweeney, Penn State University, Berks

Text and Subtext in Queen’s Symbolic Convergence: Analysis of “Love of My Life” (1975)
Sierra Waite, Juniata College

Session 8  11:30 a.m. – 12:30 p.m.  Perkins Student Center
Lunch & Business Meeting
Multi-purpose Room (MPR)

Session 9.1  12:45 p.m. – 2:00 p.m.  Gaige 245
A Discussion of the People, Places, and Landscape of the Basic Course
Sponsor: Communication Education Interest Council
Chair and Moderator: Dawn Pfeifer Reitz, Penn State University, Berks

The Basic Course encompasses many different versions of a communication course designed to foster the development of student’s communication skills. Course structures can vary in content and modality. Because of the varied nature of the basic course, those that teach it often find the need to discuss concerns and trending topics with others. This roundtable is designed to introduce and explore some of these trending topics and serve as a resource connection for participants.

Presenters:
Laura K. Davis, Harrisburg Area Community College and Central Pennsylvania College
Maryl R. McGinley, University of Pittsburgh at Johnstown
Dawn Pfeifer Reitz, Penn State University, Berks
Debbie Stover, Harrisburg Area Community College
Saturday, September 28, 2019

Session 9.2    12:45 p.m. – 2:00 p.m.   Gaige 120
Real Versus Fake News in Pennsylvania Documentaries and News
Sponsor: Mass Media and Society Interest Council
Chair: Caroline Fitzpatrick, Alvernia University
Respondent: Ryan Lange, Alvernia University

Coverage (Mis)Representation in Pennsylvania’s Environmental News Coverage
Caroline Fitzpatrick, Alvernia University

Un-MOVEd: Why Don’t We Remember the MOVE Bombing?
Ryan Lange, Alvernia University

Fact vs. Fiction: Tackling the Documentary and News Coverage of the Penn State Scandal
Jodi Radosh, Alvernia University

Fracking of Fiction: Drilling Through the Cracks in Two Documentaries
Danielle Saad, Alvernia University

Session 9.3     12:45 p.m. – 2:00 p.m.   Gaige 247
Communicating Brands: An Exploration of Peoples and Places
Sponsor: Applied Communication/Rhetoric and Public Address/Comm. Ethics Interest Councils
Chair: Naomi Bell O’Neil, Clarion University of Pennsylvania

Social Media and Influencers’ Power: A Study on the Relationship between Brands and Athletes
Yazeed Aljasser,* Indiana University of Pennsylvania

Parents’ Perceptions of Children’s Advertisements: The Perceived Impact of Brand Loyalty
Kimberly Flanders, Penn State University, Scranton

Hershey’s Chocolate World: An Uncanny Retail-Tourist Site
Sarah Kennedy,* Rensselaer Polytechnic Institute

*Graduate Student Debut
Saturday, September 28, 2019

Session 9.4    12:45 p.m. – 2:00 p.m.   Gaige 248
Up-and-coming Voices in Communication: Undergraduate Student Research Panel
Sponsor: Communication Honor Society Interest Council
Chair: Joel S. Ward, Geneva College

The Importance of Freirean Pedagogy: Problem-Posing Education for Political Action
Alyese Bolton,** Seton Hill University

The Perceptions of Females’ Body Hair
Rowan Haldeman,** DeSales University

The Aesthetics and Ethics of Memorials: An Analysis of the Oklahoma City Bombing Memorial
Erika Kauffman, Geneva College

Adolescent Autism Representation in the Media
Margo McGeehan,** Kutztown University of Pennsylvania

** Undergraduate Student Paper Debut

Session 10.1    2:15 pm. – 3:30 p.m.   Gaige 248
Communicating Pennsylvania’s Past: Public Memory as a Bridge to Interdisciplinary Engagement
Sponsor: Communication Education Interest Council
Chair and Moderator: Heidi Mau, Albright College

The participants in this roundtable discussion have conducted research into how Pennsylvania history is communicated, all through the theoretical lens of public memory. Brief presentations of each participant’s research will be followed by discussion about the unique disciplinary perspective they bring to public memory, as well as pathways to public engagement.

Deradicalizing Suffrage: Alice Paul and Memory from a Public History and Communication Perspective
Dana Dabek, Temple University

The Not Forgotten War in Pennsylvania Public Memory: Keystone Korea Monuments and Exhibits
Levi Fox, Stockton University and Monmouth University

What’s Left Behind and How to Talk About It: Pathways for Public Engagement in the History of Deinstitutionalization in Pennsylvania
Kelly C. George, Immaculata University

Carolyn Kitch, Temple University

Participatory Methods as Ethnography for Memory and Place in Pennsylvania’s Post-Industrial Anthracite Region
Melissa R. Meade, Villanova University
Saturday, September 28, 2019

Session 10.2    2:15 p.m. – 3:30 p.m.   Gaige 120
Teaching in Pennsylvania: Discussing Challenges and Triumphs
Sponsor: Communication Education Interest Council
Chair and Moderator: Tiffany Petricini, Penn State University, Shenango

Service and Experiential Learning in Impoverished Institutions - Creating Opportunities for Meaning in the Rust Belt
Tiffany Petricini, Penn State University, Shenango

Moderating Debate, Argumentation, and Advocacy in Politically Divided Classrooms
Tim Michaels, Slippery Rock University

Challenges in Critical Instruction: Moving Students Away from Tasks and Towards Qualitative Writing and Thinking
Christopher M. Bondi, Duquesne University

Dialoguing Through Difference
Margaret M. Mullan, East Stroudsburg University

Session 10.3    2:15 p.m. – 3:30 p.m.   Gaige 245
Bullying as a Communicative Practice: A Discussion
Sponsor: Communication Education Interest Council

Co-Chairs and Discussion Leaders:
Tatyana Dumova, Point Park University
Janie Harden Fritz, Duquesne University

In 2015 - 2018, the National Communication Association made a concerted effort to tackle bullying as a communicative practice. NCA launched an Anti-Bullying Project and the NCA Anti-Bullying Task Force was appointed. A digital repository of anti-bullying research and resources was created and anti-bullying summits, workshops, and engagement occurred. Additionally, The Routledge Handbook of Communication and Bullying was published. This roundtable brings the conversation from the national to the local level with the aim to internalize the outcomes of the NCA Anti-Bullying Project and further delineate the role of the Communication discipline in tackling bullying on the front line.
Saturday, September 28, 2019

Session 10.4  2:15 p.m. – 3:30 p.m.  Gaige 247
Undergraduate Perspectives on Rhetoric: From Renaissance to Contemporary Era
Sponsor: Undergraduate Research Interest Council
Chair: Paul Lucas, University of Pittsburgh at Johnstown
Respondent: Donna Weimer, Juniata College

Women of Renaissance into Men of Enlightenment: Christine de Pisan, Vico, Campbell
Brianna Carty,** East Stroudsburg University of Pennsylvania

Ingenium, Scientific Rhetoric, and Belletristic Movement: Enlightenment Rhetoric
Emily Eder,** East Stroudsburg University of Pennsylvania

Please Make Yourself Uncomfortable: Habermas and Derrida in Conversation
Elizabeth Reeves,** East Stroudsburg University of Pennsylvania

Beyond Labels, Identity, and Exclusion: Foucault’s Rhetorical Escape
Irvin Zuzic,** East Stroudsburg University of Pennsylvania

**Undergraduate Student Paper Debut

Session 11.1  3:45 p.m. – 5:00 p.m.  Gaige 120
The Technology Apocalypse: Deconstructing Technology’s Presence in the “Un-Present” World
Sponsor: Media and Technology Interest Council
Chair and Respondent: Tatyana Dumova, Point Park University

Pilgrim at Tinker Creek: Discovery in the Natural World
Maryl McGinley, University of Pittsburgh at Johnstown

Surviving Outside the Forest: Technology, Tools, and the Downfall of Money
Paul Lucas, University of Pittsburgh at Johnstown

Under His Eye: A Rhetorical Analysis of Hulu’s The Handmaid’s Tale and the Reconstruction of Technology as Means of Oppression
Abbey McCann, Duquesne University

The 100 Interactive: The Characterization of Use of Technology in Critical Times
Joshua Chapman**, University of Pittsburgh at Johnstown

**Undergraduate Student Paper Debut
Session 11.2  3:45 p.m. – 5:00 p.m.  Gaige 247

**Philosophy of Communication: Exploring Diverse Contexts**
Sponsor: Philosophy of Communication Interest Council
Chair: Joel S. Ward, Geneva College

Richard T. Rives: Philosophy of Judicial Communication  
Pat Arneson, Duquesne University

“What They Grow Beyond”: Heroes and Myth in Popular Culture  
Christopher M. Bondi, Duquesne University

Corporate Communication and Social Theory: The Contribution of Ulrich Beck’s Reflexive Social Philosophy  
Craig Maier, Duquesne University

A Philosophy of Communication on Credit  
M.J. Eberhardinger, Duquesne University

Session 11.3  3:45 p.m. – 5:00 p.m.  Gaige 248

**Communication Research in Pennsylvania and Beyond**
Sponsor: Mass Media and Society/Communication Ethics/Interpersonal Communication Interest Councils
Chair: Dawn Pfeifer Reitz, Penn State University, Berks

Reviving the Ancient Playbook: How Can the Aristotelian Treatment of Emotions Help Us Understand Why Voters in Appalachian Pennsylvania Support Donald Trump  
Scott McCown, Duquesne University

The Difficult Nature of War and Conflict Journalism: Considering Past and Contemporary Challenges Facing War Reporters  
Hans C. Schmidt, Penn State University, Brandywine

The Pennsylvania Women’s Agricultural Network (PA-WAgN)  
Kesha Morant Williams, Penn State University, Berks

Freedom to Speak: Hate Speech and the First Amendment  
Carissa Kotyuha, Duquesne University

Graduate Fair  3:45 p.m. – 6:00 p.m.  Thun Library
Cohen Lounge
Saturday, September 28, 2019

Session 12  5:00 p.m. – 6:00 p.m.  Thun Library
Research and Reception  Cohen Lounge
Poster Session 2, Graduate Fair, and Hors D’oeuvres

Deconstructing Justice in Death Note
Shane Hamar, East Stroudsburg University of Pennsylvania

Friedrich Nietzsche’s Influence of Perspectivism on Political Affirmation
Hannah Long, Seton Hill University

Serving Zachary’s Mission: 360 Degree Non-Profit IMC
Jacob Mercer, Chace Truex, William Cook, Briget Fertal, and Meghan Zwicke
Saint Vincent College

Zooming into Music Videos: A Breakdown of Female Representation
Angela Pender, East Stroudsburg University of Pennsylvania

A Kantian Approach to Leadership
Brittaney Pietrangelo, Seton Hill University

Is the Smoky City Really Now the Most Livable City? Pittsburgh’s Sustainability Rhetoric vs. Practice
Carla R. Richards, Chatham University

Session 13  6:00 p.m. – 8:00 p.m.  Perkins Student Center
Banquet and Awards Ceremony  Multi-Purpose Room (MPR)

Keynote Address: Reflections on a Life in Communication
Karen Tracy, Recipient of the 2019 Julia T. Wood Teacher/Scholar Award

Karen Tracy is Professor Emeritus of Communication and Faculty Associate in the Office of Faculty Relations at the University of Colorado. She is a native Pennsylvanian who attended Penn State University and taught at Temple University for nine years following her PhD at the University of Wisconsin in Communication. Dr. Tracy is a Distinguished Scholar at the National Communication Association and a Fellow in the International Communication Association. She has studied and taught about institutional talk, particularly in justice, academic, and governance sites. She is the author of many journal articles and chapters, as well as six books, including Challenges of Ordinary Democracy: A Case Study in Deliberation and Dissent, Everyday Talk: Building and Reflecting Identities and a soon-to-appear book, coauthored with Bob Craig, titled Grounded Practical Theory: Investigating Communication Problems.

Session 14  8:00 p.m. – 9:00 p.m.  Perkins Student Center
Executive Council Meeting II  Lion’s Den
Pennsylvania Communication Association 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 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 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 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 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.

- **The William H. Tacey High School of the Year Award** honors school speech programs other than college or university programs which have excellent curricular and extracurricular speech opportunities.

- **The Pennsylvania Communication Association Speaker of the Year Award** honors Pennsylvanians who excel at public speaking.
### The Julia T. Wood Teacher/Scholar Award

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<td>2019</td>
<td>Karen Tracy</td>
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<td>2018</td>
<td>Arthur P. Bochner</td>
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<td>2017</td>
<td>Barbara Biesecker</td>
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<td>2016</td>
<td>Gary Gumpert</td>
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<td>Mary Ann Fitzpatrick</td>
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<td>Roderick Hart</td>
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<td>William K. Rawlins</td>
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<td>Martin J. Medhurst</td>
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<td>Stephen Lucas</td>
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<td>2009</td>
<td>James C. McCroskey</td>
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<tr>
<td>2008</td>
<td>Julia T. Wood</td>
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### Robert T. Oliver Lifetime Achievement Award

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<th>Year</th>
<th>Winner</th>
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<tr>
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### Harvey Kelly Award for Excellence in Teaching

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## Donald H. Ecroyd Research and Scholarship Award

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Carroll Arnold Distinguished Service Award

2019  Donna Weimer
2018  Amanda G. McKendree
2017  Cem Zeytinoglu
2016  John Lawson
2015  Nichola Gutgold
2014  Kristen Lynn Majocha
2013  Sheryl Baratz Goodman
2012  Linda Schifino
2011  Ann Jabro
2010  Dennis S. Gouran
2008  Grace Fala
2007  Terrie Baumgardner
2006  Janie Harden Fritz
2005  Grace Coleman
2004  John Chapin
2003  Dennis Woytek
2002  Donna Weimer
2001  Ronald C. Arnett
2000  Chrys Gabrich
1999  Dale Bertlesen
1998  Barbara W. Uncapher
1997  Joseph G. Myers
1996  Myrna Foster-Kuehn
1995  Jean Ann Streiff
1994  Richard A. Coffman
1994  Madeline Boyland
1993  Glen Richey
1992  Richard J. Goedkoop
1991  Robert T. Oliver
1990  Harriet Rudolph
1989  Beryl A. MacLean
1987  Harvey R. Kelly, Jr.
1986  Thomas A. Hopkins
1985  Warren O. Richardson
1984  Herman Cohen
1982  Ralph Towne
1981  Jeanne M. Lutz
1980  Donald Ecroyd
1979  Thelma Caruso
1978  William S. Tacey
1977  Vernon Metz

Voices of Tomorrow College Communicator of the Year Award

2019  Hannah Fassbender
2018  Paige Parise
2017  Molly Mitchell
2016  Alyssa Wharton
2015  Jacey L. Hunter
2014  Taylor Coniglio
2013  Natalie Pertz
2012  Rosemary Clark
2011  Kelly Matune
2009  Davnese J. Booker
2008  Joshua M. Seacco
2007  Sherrie Dunlap
2006  Ralph Gigliotti
2005  Heather Papinchak
Jeanne Lutz High School Speaker of the Year Award

2019 Daisy Qiu
2018 Audrey Johnson
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

William S. Tacey School of the Year Award

2019 Unionville High School
2018 Greensburg Salem High School
2016 Richland School District
2015 Mt. Lebanon High School
2014 Oakland Catholic High School
2011 North Allegheny High School
2010 Pocono Mountain West High School
2007 St. Bonaventure Parish
2005 Mechanicsburg High School
2004 Oakland Catholic High School
2003 Center Area District Schools
2000 North Hills High School
1999 Danville Area
1994 Shikellamy High School
1992 Penncrest High School
1991 Mercer Area
1990 Scranton Central High School
1989 Mechanicsburg High School
1988 Cedar Cliff High School
1987 McCaskey High School
1986 Pennsbury High School
1985 North Hills High School
1984 Harry S. Truman High School
1983 McKeesport Area H.S.
1982 Radnor High School
1981 Sacred Heart High School
1980 Shikellamy High School
1978 Northern High School
1977 Derry Area High School
1976 Scranton Central H.S.
1975 Bethel Park High School
1974 Pennsbury High School
1973 Edgewood High School
1972 Shamokin Area
1970 Grove City High School
1969 Hempfield High School
1968 North Hills High School
1967 Charleroi Area
1966 Cedar Cliff High School
1965 Moon High School
1964 Eisenhower High School
## PCA Speaker of the Year Award

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1986   Diane Casagrande   West Chester University
1987   Harvey Kelly Jr.   Penn State University, 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 University, 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 University, 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 University, Lehigh
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 University, York
2017   Kristen L. Majocha   University of Pittsburgh, Johnstown
2018   Amanda G. McKendree   University of Notre Dame
2019   Jen Jones   Seton Hill University

Honorary Life Members

Diane Casagrande  Harvey Kelly  Calistos Milan  Glen Richey
Richard A. Coffman  Manual Kuhr  Harvey Kelly  Ralph Towne
Herman Cohen  Jeanne M. Lutz  Manual Kuhr  Barbara Uncapher
Paul Holtzman  Charlotte McLain  Jeanne M. Lutz  Robert T. Oliver
Tom Hopkins  Joe Meyers
Bachelor of Arts Programs:
Integrated Marketing Communication
Corporate Communication
Rhetoric
Communication Studies

Master of Arts Programs:
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- Crisis and Risk Communication
- Management Communication
- Nonprofit Communication
- Integrated Marketing Communication
Communication (30 cr.)
- Rhetoric & Philosophy of Technology
- Communication Studies
Rhetoric & Philosophy of Communication (36 cr.)

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Integrated Marketing Communication/Corporate Communication
Rhetoric of Technology

For more information, call 412.396.6446 or e-mail:

B.A. Program Directors  M.A. Program Directors  Ph.D. Directors
Dr. Janie Fritz          Dr. Janie Fritz          Dr. Pat Arneson
harden@duq.edu          harden@duq.edu          arneson@duq.edu
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CONTACT Rob McKenzie, Ph.D.
Chair of the Department of Communication
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Juniata College Congratulates Donna S. Weimer, Ph.D. for Outstanding Achievement in the Field of Communication

The Carroll Arnold Distinguished Service Award

Professor Weimer, Thornbury Professor of Communication, is recognized for her dedication to her discipline and for her faithful service to the Pennsylvania Communication Association.
Carlow University's Department of Communication and College of Leadership and Social Change congratulate

DR. LINDA SCHIFINO

for being awarded the Robert T. Oliver Lifetime Achievement Award

CARLOW UNIVERSITY

Duquesne University
Communication & Rhetorical Studies

Congratulations!

Pennsylvania Communication Association Conference Award Recipient:

Inci Ozum Ucok-Sayrak
The Harvey Kelly Excellence in Teaching Award

DUQUESNE UNIVERSITY
Change the conversation

Chatham University’s Master of Communication (MComm) is a flexible, year-long graduate program that fosters the skills needed to share information persuasively and reliably in an everchanging media landscape. Students relate theory to practice, developing a toolset around communication research and ethics.

Specialize in one of our three tracks—health communication, environmental communication, and strategic communication—and gain a deeper expertise in the content area of your choice. Not to mention, our small classes and experienced faculty make it easy to flourish in the field.

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Juniata College Congratulates Our Student for Outstanding Achievement in the Field of Communication

Sierra B. Waite ’21
Communication

2nd Place Undergraduate Writing Competition
“Text and Subtext in Queen’s Symbolic Convergence: Analysis of ‘Love of My Life’ (1975) Using a Fantasy Theme Approach”

Supervised by Donna S. Weimer, Ph.D., Professor of Communication
Recipient of the 2019 PCA COLLEGE COMMUNICATOR OF THE YEAR AWARD!

Hannah is a senior CAS major from Exeter, PA. She plans on doing graduate work in Intercultural/Globl Commm.

The Communication Arts and Sciences program at Penn State Berks congratulates HANNAH FASSBENDER.

Congratulates Our Students on Presenting at the Pennsylvania Communication Association Annual Convention.

Seton Hill UNIVERSITY
Congratulations to

Dr. Fadona Loundy

Winner of the 2019 PCA Donald Ecroyd Research & Scholarship Award, from your colleagues at Slippery Rock University.
Acknowledgements

I would like to acknowledge and thank the PCA Executive Officers, Interest Council Chairs, President Jen Jones, Immediate Past President Amanda McKendree, Executive Director Ronald C. Arnett, Dawn Pfeifer Reitz, Kathy Cavanaugh, and Rita McCaffrey, Kati Sudnick, and Michael Kearney of Duquesne University for their work and support in creating the 80th Annual Pennsylvania Communication conference.

Sincerely,

Jill K. Burk, Ph.D.
First Vice President, Pennsylvania Communication Association
The Pennsylvania Communication Association congratulates Dr. Jill Burk and Penn State University, Berks for a wonderful 2019 PCA program and venue. We thank Jill and all of her colleagues for making this conference a success.

**Officers**

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Philosophy of Communication ~ Amanda McKendree, University of Notre Dame

Poster Session ~ Cem Zeytinoglu, East Stroudsburg University

Rhetoric and Public Address ~ Paul Lucas, University of Pittsburgh at Johnstown

Undergraduate Student Research ~ Donna Weimer, Juniata College