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 78th 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 with the wonderful team at Duquesne University. Planning this conference has been an exercise in disruption, interruption, and, at times, communication (im) possibilities. I would like to acknowledge and thank members of the PCA Executive Committee, Interest Council Chairs, President Kristen Majocha, 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
Friday, September 29, 2017

Preconference Registration
10:00 a.m. – 12:30 p.m.
Shepperson Suite
Power Center

Preconference Session 1
10:30 a.m. – 11:45 a.m.
Ballroom A
Power Center

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

Boxed Lunch
11:45 a.m. – 12:30 p.m.
Shepperson Suite
Power Center

Preconference Session 2
12:30 p.m. – 1:45 p.m.
Ballroom A
Power Center

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
Preconference Session 3
2:00 p.m. – 3:15 p.m.
Ballroom A
Power Center

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

PCA Conference Registration
1:00 p.m. – 4:30 p.m.
Shepperson Suite
Power Center

Session 4.1
2:00 p.m. – 3:15 p.m.
Room 613
Duquesne Union

PCA Executive Council Meeting

Session 4.2
2:00 p.m. – 3:15 p.m.
Ballroom B
Power Center

Short Course Special Session: Conference 101
Linda Schifino, Carlow University
Highly recommended for students

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.
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 DeLuliiis, Duquesne University

From Solitude to Disruption: Reading Thoreau’s “Civil Disobedience” as Argumentation Text  
Tim Michaels, Slippery Rock University

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
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
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
Short Course Special Session: Corporate Communication Crisis Leadership: Ethics and Advocacy
Ronald C. Arnett, Duquesne University
Sarah Flinko Deluliss, Duquesne University

Dinner and Keynote
Dinner in the Union Ballroom will both cap off the Philosophy of Communication preconference and formally open the 78th 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.

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.

Saturday, September 30, 2017

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

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
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

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

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

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

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*

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.
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 Stroudsbury 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 Stroudsbury 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 Stroudsbury 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**
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 Majocha, University of Pittsburgh at Johnstown

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

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
Session 13.4
1:30 p.m. – 2:45 p.m.
Room 548
Nonverbal and Verbal Languages of Communication
Sponsors: Languages of Communication and Communication Honor Societies Interest Councils
Chair: David DeIuliis, University of Pittsburgh
Respondent: David DeIuliis, 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

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

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
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

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**

Megan Moroney, Juniata College**

*Graduate Student Submission  
**Undergraduate Student Submission
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

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

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

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

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

Session 16
6:00 p.m. – 8:00 p.m.  Africa Room
Duquesne Union

Dinner and an awards ceremony in the Africa Room will cap off the 78th annual conference of the Pennsylvania Communication Association. Special guest speaker Dr. Barbara Biesecker, 2017 Julia T. Wood Award Winner, will present the keynote address.

Session 17
8:00 p.m. – 9:00 p.m.  Africa Room
Duquesne Union

Executive Council Meeting II
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
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<th>Year</th>
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<td>Paul Holtzman</td>
<td>Penn State University</td>
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<td>Robert Haakenson</td>
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<td>Donald Ecroyd</td>
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<td>1968</td>
<td>Beryl MacLean</td>
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<td>Robert Dunham</td>
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<td>Murray Halfond</td>
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<td>Thelma Caruso</td>
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<td>Rev. Callistus Milan</td>
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<td>Richard Coffman</td>
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<td>Colleen Burke</td>
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<td>Sheryl Baratz Goodman</td>
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<td>2014</td>
<td>Brent Sleasman</td>
<td>Gannon University</td>
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<td>Pat Arneson</td>
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<td>2016</td>
<td>Joe Downey</td>
<td>Penn State, York</td>
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<td>2017</td>
<td>Kristen L. Majocha</td>
<td>University of Pittsburgh at</td>
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</tbody>
</table>

**Honorary Life Members**

*Pennsylvania Communication Association*

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

<table>
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<th>Year</th>
<th>Name</th>
<th>Year</th>
<th>Name</th>
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<td>2017</td>
<td>Cem Zeytinoglu</td>
<td>1995</td>
<td>Jean Ann Streiff</td>
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<td>2015</td>
<td>Nikki Gutgld</td>
<td>1994</td>
<td>Madeline Boyland</td>
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<td>2014</td>
<td>Kristen Lynn Majocha</td>
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<td>2013</td>
<td>Sheryl Baratz Goodman</td>
<td>1992</td>
<td>Richard J. Goedkoop</td>
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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
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
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.
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
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  Pennsby 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  Pennsby 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 Glatkde
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
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

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

Pennsylvania Communication Association Conference
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 Majocha, 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

President        Kristen L. Majocha  University of Pittsburgh at Johnstown
Vice President   Amanda G. McKendree  Univ. of Notre Dame
Vice President-Elect  Jen Jones  Seton Hill University
<table>
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<th><strong>Members at Large</strong></th>
<th>Ferris Crane</th>
<th>Robert Morris University</th>
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<td>Daniel S. Brown</td>
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<td><strong>PA Communication Annual Editor</strong></td>
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<td>Ronald C. Arnett</td>
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<td>Joe Downing</td>
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<td><strong>Publicity Chair</strong></td>
<td>Paul A. Lucas</td>
<td>University of Pittsburgh at Johnstown</td>
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**Interest Council Chairs**

| Paul A. Lucas | University of Pittsburgh at Johnstown |
| Jill Burk | Penn State University, Berks |
| Maryl McGinley | University of Pittsburgh at Johnstown |
| Joel Ward | Geneva College |
| John Lawson | Robert Morris University |
| Linda Coleman | Slippery Rock University |
| Sheryl Goodman | Ursinus College |
| David M. Deluliis | University of Pittsburgh |
| Hans Schmidt | Penn State University, Brandywine |
| Richard Talbert | Geneva College |
| Janie Harden Fritz | Duquesne University |
| Cem Zeytinoglu | East Stroudsburg University |
| Craig Maier | Duquesne University |
| Donna Weimer | Juniata College |