Pennsylvania Communication Association

76th Annual Convention

Translating our Communication Research into Practice

October 9-10, 2015

Penn State University, York Campus
1031 Edgecomb Avenue
York, PA 17403
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 75th year. For more than 22 years, we have recognized important Pennsylvanians such as Fred Rogers (Mister Rogers), Governor William Scranton, Governor Edward G. Rendell, Lieutenant Governor Mark Schweiker, Dr. Sam Hazo (Poet Laureate of Pennsylvania), and others as outstanding speakers of the year. The Association recognizes its own members for their contributions to the field, as well as students and the many educational institutions in the state of Pennsylvania and beyond for their efforts in communication.
Dear Colleagues,

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

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

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

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

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

Joe Downing, Ph.D.
Vice President, Pennsylvania Communication Association
Friday, October 9, 2015

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

Session 1.1 2:00 – 3:15 p.m.  Romano 102

**Short Course Special Session: Conference 101**

**Linda Schifino,** Carlow University

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

**Session 2.1 3:30 – 4:15 p.m.  Romano 102**

**Communicative Practices in Organizational Contexts**

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

*Organizations of Wooden Men: A Thoreauvian Reading of the Total Institution*  
**Timothy Michaels,** Duquesne University
Entry-Level Competencies for Corporate Communicators: A Content Analysis of Entry-Level Job Advertisements

**Abigail Piskel**, Elizabethtown College  
**Tamara L. Gillis**, Elizabethtown College

Communication Competence and Nursing: A Solution for Incivility in Healthcare

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

Session 2.2 3:30 – 4:15 p.m.  
Romano 113

**Envisioning Rhetorical Concepts**

Co-sponsors: Student Interest and Rhetoric and Public Address  
Chair: **Jane S. Sutton**, Penn State York  
Respondent: **Ophelia Chambliss**, Elizabethtown College; Anne Arundel Community College; Penn State Harrisburg

**Defining Religious Extremism**  
* **Kristina King**, Penn State York

**Analysis of Emma Watson’s UN Speech: Identification**  
* **Haley Krebs**, Penn State York

**A Powerful Goodbye**  
* **Emily Freiert**, Penn State York

* Debut

Session 2.3 3:30 – 4:15 p.m.  
Romano 101

**Applying Multiple Translations of Communication Research**

Co-sponsors: Applied Communication  
Chair: **Ken Bohl**, Indiana University of Pennsylvania

**Bakhtin’s Phenomenology and the Co-Creation of Brand Identity**  
**Allison Peiritsch**, Duquesne University

**Acknowledging the Consumer: Consumer Relations and Michael Hyde’s The Life-Giving Gift of Acknowledgement**  
**Xinzhu Li**, Duquesne University

**The Process of Stigma Management: Expectancy Violations, Behavior Modification and the Desire for Normality**  
* **Matthew Bresnahan**, Edinboro University of Pennsylvania

**Smartphones and the Semantic Flat Line**  
**Julian Costa**, East Stroudsburg University
Water, Water Nowhere: Water Policy and Corporate Communication Practice
* Lauren Gogal, Duquesne University

* Debut

Session 2.4 3:30 – 4:15 p.m. Romano 112

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

Sponsor: PCA Vice President
Chair: Chrys Gabrich, Carlow University

From Birmingham to Baltimore: A Look at Leadership Models in the Civil Rights Movement
Linda Schifino, Carlow University

Phenomenological Listening and Transversal Awareness
Pat Arneson, Duquesne University

Women of the Green Politics
Cem Zeytinoglu, East Stroudsburg University

Session 3.1 5:00 – 6:15 p.m. Romano 112

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

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

Video Game Health: Exploring Video Games in Medical Communication
Paul Lucas, University of Pittsburgh at Johnstown

Improving Inter-Professional Communication in Health Care Using a Simulated Electronic Health Record
Elizabeth Katrancha, University of Pittsburgh at Johnstown

Meeting Patient Safety Standards: A Physician Perspective on Communication Challenges Using Electronic Health Records
Carrie Law, University of Pittsburgh

Social Media Risk Factors: Maintaining Patient/Physician Confidentiality through Electronic Medical Messaging
Susan M. Wieczorek, University of Pittsburgh at Johnstown
Session 3.2  5:00 – 6:15 p.m.  Romano 113

Learning through Undergraduate Student Research: Studies of Gender and Race

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

Distancing Moves, Pronoun Shifts, and Kidding Around: The Cultivation of a “We” in Classroom Discussions about Racism
* Chelsea Sayegh, Ursinus College
Sheryl B. Goodman, Ursinus College

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

The Development of a Feminist: An Autoethnography
* Kristin McGillis, Ursinus College

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

Session 3.4  5:00 – 6:15 p.m.  Romano 102

Approaches to Assessment in Communication

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

Assessment Plans: Design and Use
Chrys Gabrich, Carlow University

A Portfolio-Based Communications Curriculum Driven by Holistic Assessment: A Case Study at a Small Communications Program
Tamara L. Gillis, Elizabethtown College

Norming Rubrics on Public Speaking
Donna Weimer, Juniata College

Dinner on Your Own  6:30 – 7:30 p.m.
Saturday, October 10, 2015

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

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

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

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

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

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

Communication Ethics Praxis in Organizational Contexts

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

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

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

Discourse and Organization: The Communicative Constitution of Andy Warhol's Factory
Sarah Flinko, Duquesne University
Communication, Culture & Conflict: Case Studies in Non-Violent Conflict Resolution from South Africa, the Gaza Strip & the Navajo Nation

Sponsor: Communication Education and Student Interest Group
Chair: Cem Zeytinoglu, East Stroudsburg University
Respondent: Cem Zeytinoglu, East Stroudsburg University

Israeli/Palestine Conflict: Seeds that are Not Watered Will Not Grow
* Marina Long, Bloomsburg University of Pennsylvania

Using Conflict Mapping to Shed Light on South African Apartheid
* Koryne Hill, Bloomsburg University of Pennsylvania

Navajo Gender Violence
* Michelle Slusser, Bloomsburg University of Pennsylvania

* Debut

Technological Implications in Changing Environments

Sponsor: Media & Technology
Chair: Amanda McKendree, University of Notre Dame
Respondent: Amanda McKendree, University of Notre Dame

College Radio through the Lens of Fayol’s Management Theory: A Descriptive Study of Noncommercial Student-Led FM College Radio Stations
Ronald K. Raymond, Edinboro University

Story Sourcing Practices and Adherence to Traditional Journalistic Norms on Citizen Journalism Websites
Kirsten A. Johnson, Elizabethtown College
* Kelly Derbes, Elizabethtown College

Apple Pay and Society: Marketing Influence on Technology Adoption Rates
* Brian Allen Miller, Point Park University

Lewis Mumford and the Importance of Technological Discrimination in Technics and Civilization
Andrew Tinker, Duquesne University

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

Sponsor: Applied Communication
Chair: Ken Bohl, Indiana University of Pennsylvania
Respondent: Tatyana Dumova, Point Park University

Social Network Research Methods: Approaches, Key Issues, and Implications
Tatyana Dumova, Point Park University

The Portrayal of Women in Popular Music: A Content Analysis of Top Pop Song Lyrics
* Emily Kolek, Point Park University

Cute Puppies and Funny Business: What Makes Viral Video Go Viral
* Carey McKelvey, Point Park University

A Content Analysis of the Visual Composition of Facebook Ads
Dean Simpson, Point Park University

* Debut

Session 5.3 9:30 – 10:45 a.m. Romano 102

Translating Performance into Practice

Sponsor: Performance Studies
Chair: John Lawson, Robert Morris University

Facework in the Musical “Funny Girl”
Joshua Bachert, Penn State Schuylkill

Scripted Performance versus Improvised Performance: French and Germans in the Theatre of Military Operations in May-June 1940
Andre Moine, Millersville University

Fantasy or Reality: Community Advisory Council Members Describe Automated and Real Experiences of their Service
Ann Jabro, Robert Morris University

Playing the Audience: Genre Cues in Absurdist Drama
John Lawson, Robert Morris University
Session 6.1  11:00 a.m. – 12:15 p.m.  Romano 101

Top Competitive Graduate and Undergraduate Papers

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

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

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

Re-Considering Cyber Attacks  
Matt Mancino, Duquesne University

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

Session 6.2  11:00 a.m. – 12:15 p.m.  Romano 112

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

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

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

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

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

Picture of Sophisticated Grace  
Kristin Cafaro, University of Pittsburgh at Johnstown
Overcoming a Mental or Neurological Disorder: An Interpretive phenomenological Inquiry

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

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

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

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

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

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

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

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

Poster Session

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

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

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

Community Building through the Society of Exploration Geophysicists (SEG) Wiki
* Stamantina Mattie Mylonas, Penn State Brandywine
Judith Smith, Penn State Brandywine
Susan Fredricks, Penn State Brandywine
Laura Guertin, Penn State Brandywine
Defining Online Dating Based Upon the Coordinated Management of Meaning Theory
* Bari Antell, East Stroudsburg University

PR Case on FCKH8.com T-Shirt Brand
Melissa Valentovic, East Stroudsburg University

Understanding Martin Heidegger through Rene Magritte and “The Treachery of Images”
Lisa Enright, Duquesne University

Using Pathos: The Effects of Lovemarks and Emotional Advertising
* Andrew Perrott, Point Park University

* Debut

Session 7.2 1:30 – 2:20 p.m.  Conference Center

Graduate Fair: Indiana University of Pennsylvania, Duquesne University, and Temple University

Coffee 2:30 – 4:30 p.m.  Conference Center

Session 8.1 2:30 – 3:45 p.m.  Romano 101

Interpersonal Communicative Responses to Narcissism and Materialism

Sponsor: Interpersonal/Organizational
Chair: Jen Jones, Seton Hill University
Respondent: Craig T. Maier, Duquesne University

Examining Charles Derber’s Attention-Getting and Attention-Giving Behavior in Informal Conversation
Felix Okeke, Duquesne University

The Game Plan: A Metaphoric Relation between Organization and Sport
* Emma C. Phillips, Duquesne University

Communication and Leisure in a New World: A Case for Eudemonia, Not Hedonism
* Shannon Bork, Seton Hill University

* Debut
Session 8.2  2:30 – 3:45 p.m.  Romano 112

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

Sponsor: Media & Technology
Chair: Hans Schmidt, Pennsylvania State University, Brandywine
Respondent: Hans Schmidt, Pennsylvania State University, Brandywine

Towards a Critical Rhetoric in an Algorithmic Culture
Justin Bonanno, Duquesne University

Michael Polyani and Artificial Intelligence: The Tacit Dimension Reserved
Matthew P. Mancino, Duquesne University

Communication Existential Threats: Nicholas Bostrom’s and Crisis Communication
Robert Foschia, Duquesne University

Session 8.3  2:30 – 3:45 p.m.  Romano 102

Honoring Language: Body, Memory, and Narrative

Sponsor: Language of Communication
Chair: Pat Arneson, Duquesne University

The Language of Honor
Pat Arneson, Duquesne University

Communicating Memory: Antebellum Meanings of Black Womanhood
Tahirah Duncan Walker, Penn State Greater Allegheny

Passing in Reverse: Apprehension and Denial of Black Body Memory
Autumn Redcross, Duquesne University

Caitlyn Jenner’s Coming Out: Translating the Language of the LGBTQ Narrative
Kristen L. Majocha, University of Pittsburgh at Johnstown

Session 9.1  4:00-5:15 p.m.  Romano 112

Theoretical Issues of Health Communication from a Phenomenological Perspective

Sponsor: Health Communication
Chair: Linda Coleman, Duquesne University
Respondent: Lance Strate, Fordham University
**Kesha Morant Williams**, Penn State Berks

Theoretical Issues of Health Communication from a Phenomenological Perspective  
**Bonnie Reese**, Bluefield State College

Session 9.2  4:00-5:15 p.m.  Romano 102

**Contemporary Issues Involving Media and Society**

**Sponsor:** Mass Media and Society  
**Chair:**  **Jen Jones**, Seton Hill University  
**Respondent:**  **Jen Jones**, Seton Hill University

Nielsen’s Qualitative Data Revolution: Enlisting Brains, Tech, and Social Media to Measure TV Audience Engagement  
**Margaret Satterwhite Brown**, University of Pittsburgh at Bradford

Defense of Anime: Magical Contracts in the “Fate” Series  
**Paul A. Lucas**, University of Pittsburgh at Johnstown

Perspectives on Women and Sports Journalism: A Survey of Professional Journalists  
**Hans C. Schmidt**, Penn State Brandywine

Session 9.3  4:00-5:15 p.m.  Romano 101

**Exploring the Corporate ‘Body’: Philosophical Perspectives on Corporate Communication**

**Sponsor:** Philosophy of Communication  
**Chair:**  **Craig T. Maier**, Duquesne University

Nonprofit Corporate Communication in a Moment of Precarity  
**Craig T. Maier**, Duquesne University

When Tradition Meets Change: A Company’s Response to Global Integration, the Digital Revolution, and Individual Empowerment  
**Amanda G. McKendree**, University of Notre Dame

In Good Company with the Other: Managing Stakeholder Relations and Communicating Responsibly in the Corporate Body  
**Beth A. Walter**, Carnegie Mellon University

Corporate Mission and Markets: Managing Organizational Identity within Temporality and Multiplicity  
**Joel Ward**, Geneva College
Banquet Dinner 5:30 – 6:00 p.m.  Conference Center

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

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

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

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

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

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

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

- **Julia T. Wood Teacher/Scholar Award** recognizes achievements of a Pennsylvania related teacher/scholar whose outstanding service and contributions are highly visible and influential on students and fellow scholars alike.

- **The Robert T. Oliver Lifetime Achievement Award** recognizes contributions of an outstanding PCA member at, during, or near retirement. The award honors people in various aspects of communication within which members ordinarily work.

- **The Carroll Arnold Distinguished Service Award** recognizes contributions of a PCA member to the profession and/or to PCA. The award could be for long and faithful service, outstanding teaching, distinctive service, and/or a single outstanding contribution.

- **The Donald Ecroyd Research and Scholarship Award** recognizes a PCA member who has a commitment to and a sustained record of research and publication in the field of communication.

- **The Harvey Kelly Excellence in Teaching Award** recognizes a PCA member who has demonstrated a passion for and a mastery of teaching, both in and out of the classroom. The award could be for innovative methods in the classroom, community-based education, demonstrated impact, lifetime accomplishment, or a single exceptional accomplishment.

- **The Voices of Tomorrow College Communicator of the Year Award** recognizes excellent communicators at the college level. This award is presented to a Pennsylvania college student who excels in curricular and extracurricular communication (including speech or media) work, who uses communication skills in a service capacity, and who demonstrates promise of future leadership through communication.
• **Jeanne Lutz High School Speaker of the Year Award** recognizes excellent communicators and/or role models at the high school level.

• **William S. Tacey School of the Year Award** honors school speech programs other than college or university programs. Qualifying schools have excellent curricular and extracurricular speech opportunities.
PCA Celebrates Communication Excellence
Past Presidents
Pennsylvania Communication Association

1939-40 John Henry Frizzell  Penn State University
1941 Robert Oliver            Penn State University
1942-45 Joseph O’Brien       Penn State University
1946 Joseph Reuwer           William Penn High School
1947 Armand Hunt             Temple University
1948 Buell Whitehill Jr.     University of Pittsburgh
1949 Clayton Schug           Penn State University
1950 William Olson           Bradford, PA
1951 Eugene McDonald         Penn State University
1952 H. Barrett Davis        Lehigh University
1953 Robert Oliver           Penn State University
1954 William Tacey           University of Pittsburgh
1955 Helen Cushman           Slippery Rock University
1956 H. Barrett Davis        Lehigh University
1957 Kathryn Polyzou         Farrell, PA
1958-59 Harold Nelson        Penn State University
1960 Jack Matthews           University of Pittsburgh
1961 Asa Berlin              Penn State University
1962 Katherine McFarland     East Stroudsburg University
1963 Thomas Hopkins          Carlow College
1964 Gordon Hostetler        Temple University
1965 Paul Holtzman           Penn State University
1966 Robert Haakenson        Temple University
1967 Donald Ecroyd           Temple University
1968 Beryl MacLean           Moon Township High School
1969 Robert Dunham           Penn State University
1970 Murray Halfond          Temple University
1971 Thelma Caruso           Charleroi High School
1972 Rev. Callistus Milan    St. Vincent College
1973 M. I. Kuhr              Slippery Rock University
1977 Theodore Walwik         Slippery Rock University
1978 Edwin Kelly             Pennsburg High School
1979 Joan Williams           Harrisburg Community College
1980 Ralph Towne             Temple University
1981 Herman Cohen            Penn State University
1982 Peggy Ann Madden        North Hills High School
1983 Warren Richardson      Villanova University
1984 Richard Goedkoop      LaSalle University
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<th>Year</th>
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<td>1985</td>
<td>Glenn Cavanaugh</td>
<td>Derry Area High School</td>
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<td>1986</td>
<td>Diane Casagrande</td>
<td>West Chester University</td>
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<td>1987</td>
<td>Harvey Kelly Jr.</td>
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<td>Glen Richey</td>
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<td>Richard Coffman</td>
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<td>Barbara Uncapher</td>
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<td>Myrna Foster-Kuehn</td>
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<td>Priscilla Allison</td>
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<td>Marcia Goodrich</td>
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<td>Ronald C. Arnett</td>
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<td>John Chapin</td>
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<td>Grace Coleman</td>
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<td>John Lawson</td>
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<td>Melissa A. Cook</td>
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<td>2014</td>
<td>Brent Sleasman</td>
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<td>2015</td>
<td>Pat Arneson</td>
<td>Duquesne University</td>
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**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.

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

**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.

<table>
<thead>
<tr>
<th>Year</th>
<th>Name</th>
<th>Year</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>Hans C. Schmidt</td>
<td>2009</td>
<td>Janie Harden Fritz</td>
</tr>
<tr>
<td>2014</td>
<td>Sheryl Baratz Goodman</td>
<td>2008</td>
<td>Ann Jabro</td>
</tr>
<tr>
<td>2013</td>
<td>Melissa Cook</td>
<td>2007</td>
<td>Donna s. Weimer</td>
</tr>
<tr>
<td>2012</td>
<td>Cem Zeytinoglu</td>
<td>2006</td>
<td>Kathleen Taylor Brown</td>
</tr>
<tr>
<td>2011</td>
<td>Jennifer Snyder-Duch</td>
<td>2005</td>
<td>Kathleen Glenister Roberts</td>
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<tr>
<td>2010</td>
<td>Alfred G. Mueller, II</td>
<td>2004</td>
<td>Pat Arneson</td>
</tr>
</tbody>
</table>
Donald H. Ecroyd Research and Scholarship Award
The Ecroyd Award recognizes a commitment to and a sustained record of research and publication in the field of communication. The recipient must be currently engaged in research and or publication and have published significant scholarship in professional or academic journals or books.

2015  Isaac E. Catt  1998  Margaret Jones 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
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
2000  Wayne McMullen  1974  Jan Kubicki
1999  Mary Mino

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

2014  James Tomlinson  2002  Dennis Gouran
2012  Richard Goedkoop  2001  Diane Casagrande
2008  Chrys Gabrich  2000  Herman Cohen
2007  Harry Strine  1999  Richard Coffman
2004  Glen Richey  1996  Thomas A. Hopkins
2003  Richard Gregg
PCA Celebrates the Future of Communication Excellence

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

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

William S. Tacey School of the Year Award
This award honors school speech programs other than college or university programs. Qualifying schools have excellent curricular and extracurricular speech opportunities.

2015  Mt. Lebanon High School
2014  Oakland Catholic High School  1983  McKeesport Area High School
2011  North Allegheny High School  1982  Radnor High School
2010  Pocono Mountain West High School  1981  Sacred Heart High School
2007  St. Bonaventure Parish  1980  Shikellamy High School
2005  Mechanicsburg High School  1978  Northern High School
2004  Oakland Catholic High School  1977  Derry Area High School
2003  Center Area District Schools  1976  Scranton Central High School
2000  North Hills High School  1975  Bethel Park High School
1999  Danville Area  1974  Pennsbury High School
1994  Shikellamy High School  1973  Edgewood High School
1992  Penncrest High School  1972  Shamokin Area
1991  Mercer Area  1971  Central District Catholic
1990  Scranton Central High School  1970  Grove City High School
1989  Mechanicsburg High School  1969  Hempfield High School
1988  Cedar Cliff High School  1968  North Hills High School
1987  McCaskey High School  1967  Charleroi Area
1986  Pennbury High School  1966  Cedar Cliff High School
1985  North Hills High School  1965  Moon High School
1984  Harry S. Truman High School  1964  Eisenhower High School
Jeanne Lutz High School Speaker of the Year Award
This award recognizes excellent communicators and/or role models at the high-school level. An attempt will be made to receive nominations from high school teachers.

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

PCA Celebrates Community, Teaching and Practice

The Julia T. Wood Teacher/Scholar Award
This award honors a nationally renowned teacher/scholar in the field of communication.

2015 Mary Anne Fitzpatrick
2014 Roderick Hart
2013 William K. Rawlins
2012 Carole Blair
2011 Martin J. Medhurst
2010 Stephen Lucas
2009 James C. McCroskey
2008 Julia T. Wood
The Pennsylvania Communication Association Speaker of the Year Award
This award honors Pennsylvanians who excel at public speaking.

2010  Michael Gross
2009  Rick Sebak
2008  Glenn Kranzley
2007  Luke Ravenstahl
2006  David Brown
2005  Carol A. Tschop
2004  Edward Rendell
2002  Jane Claire Orie
2001  John Chapin
2000  Graham Spanier
1999  Mark Schweiker
1998  John E. Murray, Jr.
1997  Karen Wiley Sandler
1996  The Young Center for the Study of Anabaptist and Pietest Groups
1994  James H. McCormick
1993  Robert E. Feir
1992  Charles Gray
1991  Senator John Heinz
1990  Dennis S. Gouran
1989  Helen McLain
1989  John Meehan
1987  Carroll C. Arnold
1986  Samuel Hazo
1985  G. Terry Mandonna
1984  Robert C. Wilburn
1983  Wayne Van Dine
1982  Mary J. Purcell
1981  Sandy Starobin
1980  Willie Stargel
1979  Ethel D. Allen
1978  Cyril Wecht
1977  Caryl M. Kline
1976  Martin H. Morand
1975    Herman Cohen
1974    Metropolitan Pittsburgh
1973    K. Leroy Irvis
1972    Richard S. Schweiker
1971    Westinghouse Broadcasting Co., Inc.
1970    Helen D. Wise
1969    Fred Rogers
1968    Robert Lionne DeWitt
1967    Millard E. Gladfelter
1966    William W. Scranton
1965    Emma Guffey Miller
1964    Anne Herr
1963    Robert T. Oliver
1962    David Lawrence
1961    Gerald F. Flood
1960    Josie Carey
1959    Cloyd S. Harkins
1958    Charles Nutting
1957    Janet Blair
1956    Everett Lee Hunt
1955    James Stewart
1954    Daniel A. Poling
1953    Benjamin Fairless
PCA’s Social Media Tools

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

1. Lanyrd
2. Twitter

Tweet! The conference hashtag is #PCA2015York

http://lanyrd.com/

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

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

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

1. Go to lanyrd.com
2. Click on the yellow “Sign up now” button
3. Click “Register”
4. Enter your name, email, and a password
   Alternatively, register with LinkedIn or Twitter (if you have an active account)
   You are now a registered user with Lanyrd
5. The site will redirect you to the “Dashboard”
6. From your dashboard, you can explore the various features of the site
7. In the search bar, search “76th Annual Conference of the Pennsylvania Communication Association”
8. Select the event
9. Indicate your attendance.

Instructions for the Lanyrd App (iPhone or Android):
1. Register your account on lanyrd.com first (see above Instructions 1. through 9.)
2. Download the Lanyrd app from the App Store or Google Play
3. Sign in to the app
4. The conference should appear under “Your Events”
5. If the event does not appear, search for “76th Annual Conference of the Pennsylvania Communication Association” and confirm your attendance.
** Please add the ads and pages for notes as filler, if needed.
Acknowledgements

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

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

Finally, a heartfelt thank you to Ms. Kristina King, my undergraduate research assistant. Every faculty member should be so fortunate to have such a mature and organized individual on their team.
Officers

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Vice President  Joe Downing  Penn State University, York
Vice President-Elect  Kristen Lynn Majocha  University of Pittsburgh, Johnstown
Members at Large  Paul A. Lucas  Penn State University, Johnstown
                  Ferris Crane  Robert Morris University

PA Communication Annual Editor  Cem Zeytinoglu  East Stroudsburg University
PA Scholars Series Managing Editor  Ronald C. Arnett  Duquesne University
Executive Director  Ronald C. Arnett  Duquesne University
Immediate Past President  Brent Sleasman  Winebrenner Theological Seminary
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Communication Education  Sheryl Goodman
Communication Ethics  Amanda McKendree
Health Communication  Linda Coleman
Interpersonal/Organizational Communication  Jen Jones
Languages of Communication  Pat Arneson
Mass Media and Society  Hans Schmidt
Media & Technology  Paul Lucas
Performance Studies  John Lawson
Philosophy of Communication  Brent Sleasman
Poster Session  Tatyana Dumova
Rhetoric and Public Address  Jill Burk
Student Interest Group  Cem Zeytinoglu