Pennsylvania Communication Association
79th Annual Convention
October 5-6, 2018
“Intersections of History, Communication, and Community”

Salon
“Extensions of Stein: Advocacy and Empathy in Philosophy of Communication”

Seton Hill University
Greensburg, 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 79th 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.

About Seton Hill University: Chartered in 1918, Seton Hill University is a leading Catholic coeducational liberal arts university founded by the Sisters of Charity and embraces students of all faiths. Located in southwestern Pennsylvania’s Laurel Highlands (yet only 35 miles from Pittsburgh), Seton Hill educates its more than 2,000 students to “think and act critically, creatively, and ethically as productive members of society committed to transforming the world.” Seton Hill is accredited nationally by the Middle States Commission on Higher Education. In 2018 Seton Hill celebrates 100 Years! What started as a small Catholic women's college has transformed into a thriving coeducational university with students from across the U.S. and around the world, offering over 80 undergraduate and twelve graduate degree programs in a variety of disciplines. A Catholic university, Seton Hill pursues its mission in the tradition of Saint Elizabeth Ann Seton, who pledged her own students: "I would wish to fit you for that world in which you are destined to live.”

**Technology at the Conference**

- Free Wi-Fi Network: SHU-PCA
- Social Media: #shupca

Snap • Instagram • Twitter
Dear Colleagues:

I am delighted to have Seton Hill University host the Pennsylvania Communication Association’s 79th annual conference as we celebrate the centennial year of the University - a place fitting for the conference theme “Intersections of History, Communication, and Community.” Also, with the University housing the National Catholic Center for Holocaust Education, the Salon, with the theme “Extensions of Stein: Empathy and Advocacy in Philosophy of Communication,” finds a grounded welcome place here.

I am honored to have such esteemed keynote speakers share their wisdom at our conference. Arthur P. Bochner, the 2018 Julia T. Wood Awardee, is a Distinguished University Professor at the University of South Florida and author of Coming to Narrative: A Personal History of Paradigm Change in the Human Sciences. Melissa Miller Chastain is Associate Dean of the College of Social Sciences and Humanities, and the Director of the Edith Stein Center at Spalding University.

I look forward to these keynote addresses, along with the many fascinating panels and sessions, and the Saturday banquet where we will honor many outstanding contributors to our field.

This conference would not be possible without the exceptional team of SHU students: Hannah Zunic, Caitlin Srager, Allison Riddle, Amy Podoletz, Lauren Moore, Charlotte Mango, Briana Kupic, Alexandra Kornides, Sadye Eisenhauer, and Morgan Bergman. This conference is also made possible by the wonderful team at Duquesne University, including Executive Director Ronald C. Arnett, Rita McCaffrey, Susan Mancino, Kati Sudnick, and Michael Kearney. I would like to acknowledge and thank PCA President Amanda G. McKendree, members of the PCA Executive Committee, and Interest Council Chairs.

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

Jen Jones, Ph.D.
Vice President
Pennsylvania Communication Association
THE 79th ANNUAL CONFERENCE OF
THE PENNSYLVANIA COMMUNICATION ASSOCIATION

Friday, October 5, 2018

Salon & PCA Conference Registration 9:00 a.m. – 5:45 p.m. Boyle Center Lobby

Hospitality Room (complimentary water, coffee & tea) 9:00 a.m. – 5:45 p.m. Boyle Center 167 A&B

Salon Session 1
Welcome
Empathic Student Leadership: Stein’s Phenomenological Perspective for Experiential Learning
Jen Jones, Communication, Seton Hill University

The Ins & Outs: Service Learning at Small Private Institutions
Marissa Haynes, Coordinator for Service Outreach, Seton Hill University
Kelly King, Director, Service Learning & Community Outreach, St. Vincent College

Liberation Psychology: The Mission Field
Sara McMeekin, Music Therapy, Seton Hill University

PCA Session 1 Graduate School Fair 11:30 – 12:30 p.m. Boyle Center 167 A&B

PCA Session 1.2 Student Posters 11:30 – 12:30 p.m. Boyle Center 167 A&B
Sponsor: Poster Session
Chair: Cem Zeytinoglu, East Stroudsburg University
● An Exploration of Nussbaum’s Theory of Justice
  Charlotte Mango, Seton Hill University
● New Rhetoric and Foucault
  Matthew G. Hyland, East Stroudsburg University of Pennsylvania
● Even the Strongest Have Weaknesses
  Gretchen Shepard, University of Pittsburgh at Johnstown
● We’re All in this Together: Family Communication Challenges in End-of-Life Care
  Dylan Thomson, University of Pittsburgh at Johnstown
● Speech about Modern Life: A Neo-Marxist Critique using Fantasy Theme Analysis
  Peter Rankin, Juniata College
● A Critical Examination of Western Public Relations from an Eastern Buddhist Perspective
  Lauren Moore, Seton Hill University
● A Fantasy Theme Analysis of Bo Burnham’s “Straight White Male” (2006)
  Taylor Smallwood, Juniata College
● Interruptions and Gender in TV Political Commentary
  Allison DeGerlia, Ursinus College
● Scowls, Smiles, & Pantsuits: An Analysis of Nonverbal Communication in the 2016 Presidential Debates
  Adam Knapsnnyder, University of Pittsburgh at Johnstown
● Logan Paul’s Suicide Forest Video Defense
  Hayley Zimmerman, University of Pittsburgh at Greensburg
● Water Under the Bridge?
  Jared Phillip Hoffman, University of Pittsburgh at Greensburg
● A Rhetorical Analysis of “Pink sourcing”
  Tatiana D’Arata, University of Pittsburgh at Greensburg
● Finding Black Twitter: Digital Safe Spaces and the Convergence of Technology and Race
  Jenna Coleman, University of Pittsburgh at Greensburg
Friday, October 5, 2018

Lunch
12:30 – 1:30 p.m.
Lowe Dining Hall & Greensburg Room

On your own; dining hall tickets provided in the registration packet

Note: By-law Review Subcommittee meet together for lunch, tables reserved, Maura 131

Note: Past PCA Presidents, please meet together for lunch, table reserved, Greensburg Room

Salon Session 2
1:40 – 2:55 p.m.
Boyle Center 156

Jewish-Christian Relations: A Challenging Past, But Hope for the Future
Tim Crain, Director, National Catholic Center for Holocaust Education

Utilizing the Heart of Edith Stein’s Empathy in Turbulent Times
Nancy Benton Caroline Parish, Communication, Texas A&M University

Animalizing Edith Stein’s Ethics of Empathy
David Baumeister, Philosophy, Seton Hill University

Salon Session 3
3:05 – 4:20 p.m.
Boyle Center 156

Knowing the Unempathic
Kathleen Haney, University of St. Thomas, Houston

The Empathetic Classroom: Instructional Strategies for Social and Emotional Learning
Daniel Casebeer, Education, Seton Hill University

Empathy and the Other: A Phenomenological Perspective
Kati Sudnick, Communication & Rhetorical Studies, Duquesne University

Salon Session 4
4:30 – 6:00 p.m.
Boyle Center 156

Empathy in the Age of the Machine: Learning from Edith Stein
Ozum Ucok-Sayrak, Khadijah Pettus, and Basak Guven, Communication & Rhetorical Studies, Duquesne University

Empathy as Inquiry: Global Partnerships and Narrative Encounter
Christine Cusick, English, and Director of the Honors Program, Seton Hill University

Edith Stein & The Secret Life of Bees: A Man’s (Hopefully) Empathic Reading of Women’s Fiction
David von Schlichten, Religious Studies, and Coordinator, Gender & Women Studies, Seton Hill University

Aiming for Inclusivity: Workplace Discrimination and How Diversity Benefits Us All
Carissa Kotyuha, Communication & Rhetorical Studies, Duquesne University
Friday, October 5, 2018

Salon Session 5 & PCA Welcome Dinner
6:15 – 7:45 p.m. Greensburg Room

Keynote: Edith Stein: Meeting the Needs of the Times
Dr. Melissa Miller Chastain

Dr. Melissa Miller Chastain is Associate Dean of the College of Social Sciences & Humanities and the Director of the Edith Stein Center at Spalding University in Louisville, Kentucky. Her education includes a PhD in Rhetoric, Duquesne University; MA in English Literature & Theory, Duquesne University; and BA in English Literature from Westminster College.

Dr. Chastain has been at Spalding since 2004, teaching undergraduate courses and graduate courses including Communication Theory; Decision-Making; and Change Acceleration in Organizations. Accomplishments include: past president of National Association for Communication Administration; Lumina Foundation’s National Communication Association Learning Outcomes Project and Teaching Interfaith Understanding Project funded by the Henry Luce Foundation. She holds a govennorial appointment to the state’s PBS affiliated, Kentucky Education Television (KET) Authority Board. Dr. Chastain’s research interests include the philosophy of communication, communication ethics, interreligious dialogue and the work of 20th century German, existential phenomenologist, Edith Stein. Publications include “The Religious Philosophy of Edith Stein: Knowledge and Faith” in Memphis Theological Seminary Journal, Rhetoric and Religion; “Learning Outcomes and the Importance of Stakeholder Feedback,” Communication Education; and “Communication Ethics: Edith Stein,” An Encyclopedia of Communication Ethics.

Ice Cream & Coffee Bar
7:45 – 8:45 p.m. Greensburg Room

Ghost Tour
Campus-wide

About the Dessert and Activity: To honor the “spirit” of the conference theme, “intersections of history, communication, and community” the dessert and activity bring together important local traditions and folklore. A favorite ice-cream treat, the banana split, was invented in the neighboring town of Latrobe. The cappuccino coffee is a nod to Italy, where Saint Elizabeth Ann Seton traveled and was introduced to Catholicism; which became her calling upon return to the United States. The ghost tour will honor those passed who some say continue to speak on our campus. Please enjoy these historical communications that contribute to our community.

Saturday, October 6th
9 a.m. – 5 p.m.
Boyle Center 167 A&B

Fair Trade Gifts on Sale from TEN THOUSAND VILLAGES
A portion of the sales benefit the Seton Hill Communication Club
**Saturday, October 6, 2018**

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<thead>
<tr>
<th>Event</th>
<th>Time</th>
<th>Location</th>
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<tr>
<td>Session 2 PCA Executive Council Meeting I</td>
<td>8:00 – 9:15 a.m.</td>
<td>Greensburg Room</td>
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<td>Note: breakfast provided</td>
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<td>PCA Conference Registration</td>
<td>9:00 a.m. – 5:45 p.m.</td>
<td>Boyle Center Lobby</td>
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<tr>
<td>Hospitality Room</td>
<td>9:00 a.m. – 5:45 p.m.</td>
<td>Boyle Center 167 A&amp;B</td>
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<td>(complimentary water, coffee &amp; tea)</td>
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<tr>
<td>Ten Thousand Villages Fair Trade Gifts Sale</td>
<td>9:00 a.m. – 5:00 p.m.</td>
<td>Boyle Center 167 A&amp;B</td>
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<td>A percentage of the sales benefit the SHU Communication Club</td>
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**Session 3.1**

9:30 – 10:15 a.m.  
Boyle Center 156

*Community & Character: An Exploration of Destruction & Complexities Within Superhero Films*

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

- An Agrarian Application: Marvel Communities  
  Maryl McGinley, University of Pittsburgh at Johnstown

- The Debatable Protagonist: Othering in the Marvel Hero/Villain Dichotomy  
  Paul Lucas, University of Pittsburgh at Johnstown

- Destruction and Renewal of Community: Communicating Human-ness in the Dark Knight Trilogy  
  Jill Burk, Penn State University, Berks

- The Emergence of the Super-Other: An Analysis of the Gray Area between Superhero and Supervillain  
  Abbey McCann, Duquesne University

**Session 3.2**

9:30 – 10:15 a.m.  
Boyle Center 266

*Sponsor: Past Presidents*

The Challenges of Mobilizing a Self-Study for Middle States Accreditation Review  
Chair: Donna S. Weimer, Juniata College

A self-study is a key component of the Middle States Commission on Higher Education (MSCHE) accreditation review process. Continuing an ongoing discussion from prior annual meetings of the Pennsylvania Communication Association, this panel will focus on the challenges specific to a communication department when participating in a campus-wide institutional self-examination and the opportunities for communication faculty involvement in the self-study process. Panelists who have served in various roles in the Middle States peer review process will share their experiences, insights, and lessons learned, and engage the audience in an active discussion.

Roundtable Participants:  
Donna S. Weimer, Juniata College  
Kristen Lynn Majocha, University of Pittsburgh at Johnstown  
Janie Harden Fritz, Duquesne University  
Patty Wharton-Michael, University of Pittsburgh at Johnstown  
Tatyana Dumova, Point Park University
Saturday, October 6, 2018

Session 3.3  9:30 – 10:15 a.m.  Boyle Center 356
Media and Millennials: Film, Journalism, and Financial Industries
Sponsors: Communication Education, Media & Technology, and Interpersonal/Organizational
Chair: Richard Talbert, Geneva College

Critical Communication Pedagogy and Film
Anthony Esposito, Edinboro University
Ron Raymond, Edinboro University

The Effect of Twitter Posts on a Journalist’s Perceived Credibility
Kirsten Johnson, Elizabethtown College

Millennials’ Communication Preferences in the Financial Services Industry: A Qualitative Analysis
Kimberly J. Flanders, Pennsylvania State University, Scranton

Session 4.1  10:30 – 11:45 a.m.  Boyle Center 156
An Interplay of Communication and Place, and the Impact on Community
Sponsor: Languages of Communication, and Rhetoric and Public Address
Chair: Jill Burk, Penn State Berks

Reinventing the City: Rhetoric of Gentrification & Revitalization Efforts in the Urban Environment
Emmalee C. Torisk, Duquesne University

Before and After the Digital Divide as Applied to Rural Communities
Ferris Crane, Robert Morris University

Myth, Place, and the Loss of Culture in Small-Town America: The Communication of Cultural Infringement in Waterloo, Nebraska
Adam Knowlton, Midland University

“Something Wicked This Way Comes”: Witch Hunts and the Western World
Kati Sudnick, Duquesne University

Session 4.2  10:30 – 11:45 a.m.  Boyle Center 266
Navigating Dual-Identities
Sponsor: Interpersonal/Organizational Communication
Chair: Sheryl B. Goodman, Ursinus College

Must It Be Either/Or: How Middle Eastern Americans Navigate their Dual Identities
Sheryl B. Goodman, Ursinus College
Jasmine Lavasani, Ursinus College

When Physical Meets Virtual: Examining the Dual Identities of Students Using Presentation Software
Amanda G. McKendree, University of Notre Dame

The Scholar/Teacher Dual Identity: Navigating Dialectical Tensions
Janie Harden Fritz, Duquesne University

Exploring Teacher/Consultant Dual Identities in Client-Based Projects
Susan B. Malcolm, Robert Morris University
### Saturday, October 6, 2018

**Session 4.3**  
10:30 – 11:45 a.m.  
Boyle Center 356  
Regulating Social Media Rules: A Contextual Approach  
Sponsor: Media & Technology  
Chair and Respondent: Tatyana Dumova, Point Park University

The Motherhood and Social Media Problem: The Intrapersonal Context  
Maryl McGinley, University of Pittsburgh at Johnstown

Messages to the Unknown: Relationship Formation in the Online Dating Context  
Paul Lucas, University of Pittsburgh at Johnstown

Professor-Student Communication in a Digital Age: Friendships, Anxiety, and Power In and Out of the Classroom Context  
Richard Talbert, Geneva College

Physicians and Patients: The Medical Context  
Susan M. Wieczorek, University of Pittsburgh at Johnstown

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**Session 4.4**  
10:30 – 11:45 a.m.  
Boyle Center 358  
Short Course: Card Making for Children and Caregivers in Children’s Hospitals

Bayley Paharik, Hope Alive Executive Director & Jen Jones, Hope Alive Board Member  
Hope Alive is an organization that works with nonprofits such as The Ronald McDonald House Charities. Learn more about the advocacy work of Hope Alive and participate in making cards for upcoming holidays that will be sent to children and caregivers in children’s hospitals.

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**Session 5 Lunch & Business Meeting**  
12:00 – 1:30 p.m.  
Greensburg Room

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**Session 6.1**  
1:45 – 3:00 p.m.  
Boyle Center 156  
Short Course: What I Wish I Knew in Undergraduate School: Digital Technology & Professional Development

Marisa Corona, Smith Brothers Agency & Carissa Kotyuha, Duquesne University  
Two young professionals will share their wisdom about their first job experiences, skills necessary in the field, resources they use, and how to be successful on the job and in graduate school. In addition to sharing tips and stories, they will answer questions about how students can best prepare themselves for a successful future in the field of Communication. This short course is not only valuable to current undergraduate students, but also to the faculty who teach them. Undergraduate students should bring their resumes if they would like to receive professional feedback.
Saturday, October 6, 2018

Session 6.2  1:45 – 3:00 p.m.  Boyle Center 266
Communication Ethics in Contexts: Intersections of Goods and Practices
Sponsor: Communication Ethics
Chair: Maryl McGinley, University of Pittsburgh at Johnstown

Lights and Shadows: Appreciative Inquiry, Communication Ethics Literacy, and the Opioid Epidemic
Craig T. Maier, Duquesne University

Health Communication: Where Do We Go from Here?
Bonnie Reese, Bluefield State College

Free and Defamatory Speech in Tension
David Impellizzeri, Duquesne University

Honesty as Ethical Communicative Practice
Janie Harden Fritz, Duquesne University

Session 6.3  1:45 – 3:00 p.m.  Boyle Center 356
Argumentation in Retrospect: The Intersection of History and the Future of the Debate and Forensics Community
Sponsor: Rhetoric and Public Address
Chair: David DeIuliis, Bethany College

The Junto Rejuvenated: Lessons from Benjamin Franklin’s Scholarly Community for Contemporary Civic Debate
Tim Michaels, Slippery Rock University

Rediscovering Lost Connections between English, Speech, and Debate: William Hawley Davis’ Rhetorical Pedagogy
John J. Rief, Duquesne University

On Responsibility in Speech: Martin Luther, the ‘Great Debate,’ and the Importance of Argumentation and Debate in the Contemporary Curriculum
Sarah M. Deluliss, Duquesne University

Intersections of Politics, Communication, and the Global Community: The Debate over Climate Change in a Trump Administration
Anne Marie Czerwinski, University of Pittsburgh at Greensburg
Incorporating Group Work in Communication Classes: Benefits, Challenges, and Strategies
Sponsor: Communication Education

Given the value placed on being able to work collaboratively and effectively in groups or teams by communities, organizations, and institutions, and that group communication is a sub-field within the communication discipline; this roundtable seeks to explore the benefits and challenges of incorporating group work in our courses and strategies for implementing it, and evaluating/assessing it. Panelists will each present briefly on one or more of these topics and then engage in a discussion about their experiences using group work, considering best practices. Afterwards, the audience will be invited to join the discussion.

Roundtable Participants:
Sheryl B. Goodman, Ursinus College
Amanda G. McKendree, University of Notre Dame
Jill K. Burk, Penn State University, Berks
Susan B. Malcolm, Robert Morris University
Tatyana Dumova, Point Park University

Learning from the Past or Repeating our Mistakes? Considering What Can be Learned from the History of Media Literacy Education in America
Hans C. Schmidt, Penn State University, Brandywine

“History Has Its Eyes on You”: Popular Culture and Collective Memory
Kati Sudnick, Duquesne University

Using the Past to Justify the Future: The 2015 Net Neutrality Debate & the Myth of Democratic Access
Adam Knowlton, Midland University

Remembering Flight 93: Phenomenological Accounts of History, Communication, & Community
Dann Brown, Grove City College, and Susan Mancino, Saint Mary’s College

The Application of Professional Civility to the Journalism Profession
Paige Parise, Seton Hill University

Postures and Conditions of the Heart in Prayer
Brittany Knox, Geneva College

The New Library: John Dewey’s Philosophy of Education and Experience
Amy Podoletz, Seton Hill University

Open Health Conversations
Killie Mullins, Bluefield State College
**Saturday, October 6, 2018**

**Session 7.3** 3:15 – 4:30 p.m.  
Boyle Center 356  
*Intersections of Personal Narrative, Communication, and Community: Neat Ideas for Teaching*  
Sponsor: Communication Education  
Discussion Moderator: Dawn Pfeifer Reitz, Penn State University, Berks

This roundtable discussion will allow participants to learn a few new ideas, as well as form a community via interesting conversations in a "G.I.F.T.S." type style. Professors Burk, Piersol, and Reitz will each share a few ideas that can be adapted and incorporated into your classroom. We invite attendees to 'BYOI' - Bring Your Own Ideas for discussion and distribution as well.

Roundtable Participants:  
Dawn Pfeifer Reitz, Penn State University, Berks  
Jill K. Burk, Penn State University, Berks  
Jesse Piersol, West Chester University of Pennsylvania

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**Session 8.1** 4:45 – 6:00 p.m.  
Boyle Center 156  
*Top Competitive Papers for Graduate and Undergraduate Writing Competition*  
Sponsor: Student Research  
Chair: Donna Weimer, Juniata College

Gadamer's Hermeneutics and the Alien: Playing at Understanding  
Michael R. Kearney, Duquesne University

Examining Morality: Sissela Bok's Contributions to Human Communication  
Carissa Kotyuha, Duquesne University

Understanding Displacement in a Restless World: The Phenomenology of Displacement that Intersects Ethnic, Socioeconomic and Cultural Boundaries  
Erika L. Kauffman, Geneva College

The “Multiplicities” Concept in Pride and Prejudice  
Lindsay Scholten, Juniata College

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**Session 8.2** 4:45 – 6:00 p.m.  
Boyle Center 266  
*Corporate Intersections with Application: Sports, Cyberspace, and Drugs*  
Sponsor: Applied Communication  
Chair: Janie Harden Fritz, Duquesne University

The Fall of an Industry; the Rise of a Nation: A Rhetorical Study of the History and Culture of “Steelers Nation”  
Christopher Bondi, Duquesne University

Corporate Responses to Cyber Attacks: The Practices Engaged  
Matthew P. Mancino, Duquesne University

Wal-Mart’s Opioid Stewardship Initiative  
Rachel S. W. Kaplan, Point Park University
Saturday, October 6, 2018
Session 8.3  4:45 – 6:00 p.m.  Boyle Center 356
Philosophy of Communication: Intersections with Lived Experience
Sponsor: Philosophy of Communication
Chair: Craig T. Maier, Duquesne University

A Banality of Evil: Precarity as the Offspring of Individualism
Ronald C. Arnett, Duquesne University

“We Were Just A Number”: Phenomenology of Trauma and Tattooing
Erin Lionberger, Duquesne University

Andrew Carnegie and Philanthrocapitalism: An Examination of Pittsburgh’s Carnegie Library and Museums
Susan Mancino, Saint Mary’s College
Banquet & Awards Ceremony

Keynote: On the Pleasures and Frustrations of a Life of Learning: Remembering My Life in School

Arthur P. Bochner, 2018 Julia T. Wood Awardee

Arthur P. Bochner is a Distinguished University Professor at the University of South Florida, where he served as Chair for eight years and was the principal architect of that department’s doctoral program. He received a Bachelor’s Degree in Speech Education from California University of Pennsylvania and was on the faculty at Temple University for ten years. Dr. Bochner’s book, Coming to Narrative: A Personal History of Paradigm Change in the Human Sciences, received the best book award from the International Congress of Qualitative Inquiry (2015) and from the National Communication Association’s (NCA) Ethnography Division (2014). He has been the recipient of a host of named awards for scholarship, teaching, and service including NCA’s Charles Woolbert Award, Bernard J. Brommel Award, and Samuel Becker Award, Ohio University’s Elizabeth Andersch Award (2006), SCA’s Michael Osborn Award, ICQI’s Lifetime Achievement Award, and the McKnight Foundation’s William R. Jones Most Valuable Doctoral Mentor Award for mentoring minority students. In 2007, he received the inaugural Alumni of the Year Award from the College of Arts and Sciences at California State University, Pennsylvania (2007). He has been selected as an NCA Distinguished Scholar and served as President of NCA in 2008. Dr. Bochner has given numerous keynotes and workshops on narrative, autoethnography, and qualitative research at international conferences including The Conference on Biography-Autobiography-Narrative in Lodz, Poland; The Qualitative Research Conference and Quality End of Life Care Research Group at the University of Saskatchewan, Canada; the Israeli Center for Qualitative Research of People and Society in Negev, Israel; The University for Humanistics in Utrecht, The Netherlands; Beijing Broadcasting University; and the University of Art and Design in Helsinki, Finland. In addition to his scholarship, teaching, and service to national and international organizations, Dr. Bochner is passionate about his ever-expanding flower garden in the mountains of Western North Carolina where he and Carolyn spend their summers hiking with their two energetic dogs, Buddha and Zen, in the Smokey Mountains and on the Appalachian Trail.

About the Banquet Dinner: The menu tonight was selected in response to the conference theme “Intersections of History, Communication, and Community” where you will find food stations representing cuisine from around the globe. Our dessert tonight is famous to Seton Hill and will be served “family style” in the spirit of communication and community.

Session 10 Executive Council Meeting II

8:15 – 9:00 p.m.  Cecilian Hall
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.
### The Julia T. Wood Teacher/Scholar Award

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<th>Year</th>
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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>2015</td>
<td>Mary Ann Fitzpatrick</td>
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<td>2014</td>
<td>Roderick Hart</td>
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<td>2013</td>
<td>William K. Rawlins</td>
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<td>2012</td>
<td>Carole Blair</td>
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<td>2011</td>
<td>Martin J. Medhurst</td>
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<td>2010</td>
<td>Stephen Lucas</td>
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<td>2009</td>
<td>James C. McCroskey</td>
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<td>2008</td>
<td>Julia T. Wood</td>
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### The Pennsylvania Communication Association Speaker of the Year Award

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<td>2018</td>
<td>Susan Yochum, SC</td>
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<tr>
<td>2017</td>
<td>Kenneth G. Gormley</td>
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<td>Michael Gross</td>
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<td>Sandy Starobin</td>
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<td>Daniel A. Poling</td>
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<td>1953</td>
<td>Benjamin Fairless</td>
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Robert T. Oliver Lifetime Achievement Award

2018   John Lawson  2003   Richard Gregg
2017   Donna S. Weimer  2002   Dennis Gouran
2014   James Tomlinson  2001   Diane Casagrande
2012   Richard Goedkoop  2000   Herman Cohen
2008   Chrys Gabrich  1999   Richard Coffman
2004   Glen Richey

Carroll Arnold Distinguished Service Award

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

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<tr>
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<td>Craig T. Maier</td>
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<tr>
<td>2017</td>
<td>Marianne Dainton</td>
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<tr>
<td>2016</td>
<td>Andrew Smith</td>
</tr>
<tr>
<td>2015</td>
<td>Issaac Catt</td>
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<tr>
<td>2014</td>
<td>John Lyne</td>
</tr>
<tr>
<td>2013</td>
<td>Pat Arnesson</td>
</tr>
<tr>
<td>2012</td>
<td>Debra Eicher-Catt</td>
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<td>Janie Harden Fritz</td>
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<td>2010</td>
<td>Christopher Lyle Johnstone</td>
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<td>Nichola D. Gutgold</td>
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<td>2008</td>
<td>James Dillard</td>
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<td>2007</td>
<td>Alfred G. Mueller, II</td>
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<td>2006</td>
<td>Mary Mino</td>
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<td>2005</td>
<td>Molly Wertheimer</td>
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<td>2004</td>
<td>Calvin L. Troup</td>
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<td>2003</td>
<td>Ronald C. Arnett</td>
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<tr>
<td>2002</td>
<td>John Chapin</td>
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<td>2001</td>
<td>Marilyn Daniels</td>
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### Harvey Kelly Award for Excellence in Teaching

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<td>2018</td>
<td>Dawn Pfeifer Reitz</td>
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<tr>
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<td>Craig T. Maier</td>
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<td>2016</td>
<td>Jennifer Wood</td>
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<td>2015</td>
<td>Hans Schmidt</td>
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<td>2014</td>
<td>Sheryl Baratz Goodman</td>
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<td>2013</td>
<td>Melissa Cook</td>
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<tr>
<td>2012</td>
<td>Cem Zeytinoglu</td>
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<td>2011</td>
<td>Jennifer Snyder-Duch</td>
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### Voices of Tomorrow College Communicator of the Year Award

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<th>Year</th>
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<td>Paige Parise</td>
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<tr>
<td>2017</td>
<td>Molly Mitchell</td>
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<tr>
<td>2016</td>
<td>Alyssa Wharton</td>
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<td>2015</td>
<td>Jacey L. Hunter</td>
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<td>2014</td>
<td>Taylor Coniglio</td>
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<td>2013</td>
<td>Natalie Pertz</td>
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<td>2012</td>
<td>Rosemary Clark</td>
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<table>
<thead>
<tr>
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<tr>
<td>2011</td>
<td>Kelly Matune</td>
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<tr>
<td>2009</td>
<td>Davnese J. Booker</td>
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<tr>
<td>2008</td>
<td>Joshua M. Seacco</td>
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<tr>
<td>2007</td>
<td>Sherrie Dunlap</td>
</tr>
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<td>2006</td>
<td>Ralph Gigliotti</td>
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<td>Heather Papinchak</td>
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### William S. Tacey School of the Year Award

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<td>Greensburg Salem High School</td>
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<td>2016</td>
<td>Richland School District</td>
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<td>2015</td>
<td>Mt. Lebanon High School</td>
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<td>2014</td>
<td>Oakland Catholic High School</td>
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<tr>
<td>2011</td>
<td>North Allegheny High School</td>
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<tr>
<td>2010</td>
<td>Pocono Mountain West High School</td>
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<tr>
<td>2007</td>
<td>St. Bonaventure Parish</td>
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<td>2005</td>
<td>Mechanicsburg High School</td>
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<td>2004</td>
<td>Oakland Catholic High School</td>
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<td>2003</td>
<td>Center Area District Schools</td>
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<td>Danville Area</td>
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<td>1994</td>
<td>Shikellamy High School</td>
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<td>1992</td>
<td>Penncrest High School</td>
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<td>1991</td>
<td>Mercer Area</td>
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<td>1990</td>
<td>Scranton Central High School</td>
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### Jeanne Lutz High School Speaker of the Year Award

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<td>Audrey Johnson</td>
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<td>Ryan Patrick McNelis</td>
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<td>Noah Glatkke</td>
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<td>Alexis Galvis</td>
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<td>Maria Navarro-Gutierrez</td>
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<td>2011</td>
<td>Lilly Zhang</td>
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<td>Joseph LoPresti</td>
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<td>Grace Muller</td>
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<td>Katie Koehler</td>
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<td>Khaldoun Makhoud</td>
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<td>Danielle Buchma</td>
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<td>Anne King</td>
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<td>Brandy Sue Lait</td>
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<td>Julie A. McCabe</td>
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<td>Joshua Decker</td>
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<td>Aileen Green</td>
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### Honorary Life Members

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

2018  Amanda G. McKendree  University of Notre Dame
2017  Kristen L. Majocha  University of Pittsburgh at Johnstown
2016  Joe Downing  Penn State, York
2015  Pat Arneson  Duquesne University
2014  Brent Sleasman  Gannon University
2013  Sheryl Baratz Goodman  Ursinus College
2012  Colleen Burke  Westminster College
2011  Cem Zeytinoglu  East Stroudsburg University
2010  Linda Schifino  Carlow University
2009  Nichola D. Gutgold  Penn State, Lehigh Valley
2008  Melissa A. Cook  Saint Vincent College
2007  Kathleen Glenister Roberts  Duquesne University
2006  Ann Jabro  Robert Morris University
2005  John Lawson  Robert Morris University
2004  Grace Coleman  Crisis Center North
2003  John Chapin  Penn State, Beaver
2002  Janie Harden Fritz  Duquesne University
2001  Sol Obotekudo  Clarion University
2000  Donna Weimer  Juniata College
1999  Ronald C. Arnett  Duquesne University
1998  Chrys Gabrich  Carlow College
1997  Marcia Goodrich  East Stroudsburg University
1996  Priscilla Allison  Penn State, Wilkes-Barre
1995  Myrna Foster-Kuehn  Clarion University
1994  Jean Ann Streiff  Oakland Catholic High School
1993  Robert Leffingwell  Slippery Rock University
1992  Dale Bertelsen  Bloomsburg University
1991  Barbara Uncapher  Penn State, New Kensington
1990  Richard Coffman  Shippensburg University
1989  Glen Richey  North Hills High School
1988  Dennis Klinzing  West Chester University
1987  Harvey Kelly Jr.  Penn State, Beaver
1986  Diane Casagrande  West Chester University
1985  Glenn Cavanaugh  Derry Area High School
1984  Richard Goedkoop  LaSalle University
1983  Warren Richardson  Villanova University
1982  Peggy Ann Madden  North Hills High School
1981  Herman Cohen  Penn State University
1980  Ralph Towne  Temple University
1979  Edwin Kelly  Pennsburg High School
1978  Theodore Walwik  Slippery Rock University
1973  M. I. Kuhr  Slippery Rock University

19
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<th>Year</th>
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<th>Institution</th>
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<td>1972</td>
<td>Rev. Callistus Milan</td>
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<td>Murray Halfond</td>
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<td>Robert Dunham</td>
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<td>Beryl MacLean</td>
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<td>Donald Ecroyd</td>
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<td>Robert Haakenson</td>
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<td>Gordon Hostetler</td>
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<td>Thomas Hopkins</td>
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<td>Katherine McFarland</td>
<td>East Stroudsburg University</td>
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<td>1961</td>
<td>Asa Berlin</td>
<td>Penn State University</td>
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<td>1960</td>
<td>Jack Matthews</td>
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<td>1958-59</td>
<td>Harold Nelson</td>
<td>Penn State University</td>
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<td>1957</td>
<td>Kathryn Polyzou</td>
<td>Farrell, PA</td>
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<td>H. Barrett Davis</td>
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<td>1954</td>
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<td>Robert Oliver</td>
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<td>H. Barrett Davis</td>
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<td>Clayton Schug</td>
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<td>1948</td>
<td>Buell Whitehill Jr.</td>
<td>University of Pittsburgh</td>
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<td>1947</td>
<td>Armand Hunt</td>
<td>Temple University</td>
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<tr>
<td>1946</td>
<td>Joseph Reuwe</td>
<td>William Penn High School</td>
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<td>1942-45</td>
<td>Joseph O'Brien</td>
<td>Penn State University</td>
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<td>1941</td>
<td>Robert Oliver</td>
<td>Penn State University</td>
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<tr>
<td>1939-40</td>
<td>John Henry Frizzell</td>
<td>Penn State University</td>
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</table>
President Mary C. Finger, Ed.D.
welcomes the
79th Annual Conference of the
Pennsylvania Communication Association
to the
Seton Hill University campus,
and congratulates our alumna

Carissa Kotyuha ’17

on being recognized by the PCA
for her outstanding graduate research paper.
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Corporate Communication
Rhetoric
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- Integrated Marketing Communication
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- Communication Studies
Rhetoric & Philosophy of Communication (36 cr.)

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M.A. in Rhetoric & Philosophy of Communication & M.A. in Pastoral Ministry (48 cr.)
M.A. Corporate Communication & M.B.A.

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Integrated Marketing Communication/Corporate Communication
Rhetoric of Technology

For more information, call 412.396.6446 or e-mail:

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<th>B.A. Program Directors</th>
<th>M.A. Program Directors</th>
<th>Ph.D. Directors</th>
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<td>Dr. Janie Harden Fritz</td>
<td>Dr. Janie Harden Fritz</td>
<td>Dr. Pat Arneson</td>
</tr>
<tr>
<td><a href="mailto:harden@duq.edu">harden@duq.edu</a></td>
<td><a href="mailto:harden@duq.edu">harden@duq.edu</a></td>
<td><a href="mailto:arneson@duq.edu">arneson@duq.edu</a></td>
</tr>
<tr>
<td>Dr. Craig T. Maier</td>
<td>Dr. Craig T. Maier</td>
<td>Dr. Janie Harden Fritz</td>
</tr>
<tr>
<td><a href="mailto:maier551@duq.edu">maier551@duq.edu</a></td>
<td><a href="mailto:maier551@duq.edu">maier551@duq.edu</a></td>
<td><a href="mailto:harden@duq.edu">harden@duq.edu</a></td>
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We are so proud of your
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Love, Giavanna & Daniel
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Thank you for all your wonderful work to make
the 2018 Pennsylvania Communication
Association Conference a success!

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Sister Susan Yochum, PhD

Speaker of the Year

Your words inspired by St. Elizabeth Ann Seton have inspired us!

Congratulations!

Well Done!

DR. AMANDA MCKENDREE

2018 Carroll Arnold Distinguished Service Award

We are so proud of the work you do, the person you are, and the differences you make. Congratulations on your achievement!

We love you!
Mom and your family
Juniata College Congratulates Our Student for Outstanding Achievement in the Field of Communication

Lindsay Scholten '19
Integrated Media Arts with Secondary Emphasis in Marketing
2nd Place Undergraduate Writing Competition
“The ‘Multiplicities’ Concept in Pride and Prejudice”
Supervised by Professor Donna S. Weimer, Ph.D.

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First Place Winner - Annual Undergraduate Writing Competition!
“Understanding Displacement in a Restless World: The Phenomenology of Displacement as It Intersects Ethnic, Socioeconomic and Cultural Boundaries”

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The Pennsylvania Communication Association congratulates Dr. Jen Jones and Seton Hill University for a wonderful 2018 PCA program and venue. We thank Jen, her students, and colleagues for making this conference a success.

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