



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

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

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

Penn State University, Berks
Reading, PA

The Pennsylvania Communication Association, originally called the Speech Communication Association of Pennsylvania, was founded in 1939 to promote teaching, research, service, and development of all areas of human communication. John Henry Frizzell of Pennsylvania State University was the first President. The state journal, *Annual*, is now in its 80th year. We have recognized important Pennsylvanians such as Fred Rogers (Mister Rogers), Governor William Scranton, Governor Edward G. Rendell, Lieutenant Governor Mark Schweiker, Dr. Sam Hazo (Poet Laureate of Pennsylvania), and others as outstanding speakers of the year. The Association recognizes its own members for their contributions to the field, as well as students and the many educational institutions in the state of Pennsylvania and beyond for their efforts in communication.

Dear Colleagues:

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

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

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

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

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

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

Jill K. Burk, Ph.D.
First Vice President, Pennsylvania Communication Association

**THE 80th ANNUAL CONFERENCE OF
THE PENNSYLVANIA COMMUNICATION ASSOCIATION**

Friday, September 27, 2019

Salon & Conference Registration	11:00 a.m. – 5:00 p.m.	Gaige Lobby
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Executive Council Meeting 1 (Lunch is provided)	11:30 a.m. – 12:45 p.m.	Perkins Student Center Penn State Room
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Hospitality Room (coffee, tea, water, and snacks)	1:00 p.m. – 5:00 p.m.	Gaige 122
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Salon Session 1 John Dewey: Application and Extension	1:00 p.m. – 2:15 p.m.	Gaige 246
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Salon Welcome
Jill K. Burk, Penn State University, Berks

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

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

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

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

Friday, September 27, 2019

Salon Session 2

2:30 p.m. – 3:45 p.m.

Gaige 248

John Dewey: Reach and Influence

John Dewey, His Failed Laboratory School, and Hope for the Humanities
Pat Arneson, Duquesne University

Giving Voice to a Female Pragmatist: Ruth Anna Putnam
Jen Jones, Seton Hill University

John Dewey's Communication/Art as Culture/Experience
Jeremy Swartz, University of Oregon

Short Course 2

2:30 p.m. – 3:45 p.m.

Gaige 244

Promoting Student Advocacy and Citizenship

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

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

Salon Session 3

4:00 p.m. – 5:15 p.m.

Gaige 248

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

Aesthetic Experience as Apperceptive Judgment
Joel S. Ward, Geneva College

Exposed and Fully Alive: Aesthetic Experience, Communication, and Mindfulness
Ozum Ucok-Sayrak, Duquesne University

The Duality of the Diver as Both Sacrificed and Sacrificer: A Comparative Study to Dewey's Art as Experience
William Earl Kofmehl, III, Geneva College

Friday, September 27, 2019

Short Course 3

4:00 p.m. – 5:15 p.m.

Gaige 247

Conference 101: The Ins and Outs of an Academic Conference

Kesha Morant Williams, Penn State University, Berks

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

Session 4

5:30 p.m. – 7:00 p.m.

Perkins Student Center
Multi-Purpose Room

PCA Welcome Dinner & Salon Keynote Address

Keynote Address:

The Matrix Beings that We Are: Reading John Dewey Against the Contemporary Romance with Neurobiological Reductionism

Isaac E. Catt

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

Friday, September 27, 2019

Session 5

7:00 p.m. – 8:15 p.m.

Thun Library
Cohen Lounge

Dessert and Discussion

Poster Session 1, Ice Cream & Coffee Bar

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

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

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

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

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

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

Saturday, September 28, 2019

Past Presidents' Breakfast	7:00 a.m. – 8:00 a.m.	Conference Room Fairfield Marriott
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Conference Registration	8:00 a.m. – 2:00 p.m.	Gaige Lobby
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Hospitality Room (coffee, tea, water, and snacks)	9:00 a.m. – 4:00 p.m.	Gaige 122
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Session 6.1 The Undergraduate Curriculum in Communication: Foundations, Structure, and Goals Sponsor: Past Presidents	8:30 a.m. – 9:45 a.m.	Gaige 245
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In this roundtable, participants from institutions across the Commonwealth will consider various aspects of the undergraduate communication curriculum based on their experiences. Along with examining the opportunities and constraints provided by institutional sessions and departmental goals, participants will describe strategies for designing curricula, as well as perspectives on foundational courses and structuring their majors. Success, challenges, and new possibilities will be shared.

Presenters:

Sheryl B. Goodman, Ursinus College
Janie Harden Fritz, Duquesne University
Donna S. Weimer, Juniata College

Cem Zeytinoglu, East Stroudsburg University of Pennsylvania

Session 6.2 Communication Ethics in Application: In Pennsylvania and Beyond Sponsor: Communication Ethics Interest Council Chair: Joel S. Ward, Geneva College	8:30 a.m. – 9:45 a.m.	Gaige 120
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The Civilian Conservation Corps: Communication Ethics in Action
Ronald C. Arnett, Duquesne University

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

"No Man's Land": A Hermeneutic and Phenomenological Study of Pittsburgh's Twenty-First Century Revitalization
Christopher M. Bondi, Duquesne University

Saturday, September 28, 2019

Session 6.3

8:30 a.m. – 9:45 a.m.

Gaige 247

An Exploration of Mass Media Issues and Applications

Sponsor: Mass Media and Society Interest Council

Chair: Paul Lucas, University of Pittsburgh at Johnstown

Snapchat, Affected Publics, and the Young Generation of Saudi Arabia

Yazeed Aljasser,* Indiana University of Pennsylvania

Technology in Post-Secondary Education: A Religious, Anthropologic, and Rhetorical Framework

Benjamin Kennedy,* Geneva College

Finding Intimacy in Digital Spaces: An Examination of Online ASMR Communities

Andrew Shumway, Temple University

*Graduate Student Paper Debut

Session 7.1

10:00 a.m. – 11:15 a.m.

Gaige 245

Experiential and Active Learning in the Communication Classroom: Approaches, Benefits, and Challenges

Sponsor: Communication Education Interest Council

Chair and Moderator: Sheryl B. Goodman, Ursinus College

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

Presenters:

Tatyana Dumova, Point Park University

Kimberly Flanders, Penn State University, Scranton

Sheryl B. Goodman, Ursinus College

Janelle Gruber, Penn State University, Schuylkill

Craig Maier, Duquesne University

Amanda G. McKendree, University of Notre Dame

Dawn Pfeifer Reitz, Penn State University, Berks

Saturday, September 28, 2019

Session 7.2

10:00 a.m. – 11:15 a.m.

Gaige 247

Debatesylvania: Bridging the Past, Present, and Future of Debate and Argumentation in the Keystone State

Sponsor: Rhetoric and Public Address Interest Council

Chair: Tiffany Petricini, Penn State University, Shenango

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

The State of Debate : A "Census" of Pennsylvania Collegiate Debate Programs and Possibilities for Intrastate Cohesion

Tim Michaels, Slippery Rock University

Independence Hall and Virtual Reality: A Glimpse into the Future of Debate

Matt Corr, Shenandoah University

Session 7.3

10:00 a.m. – 11:15 a.m.

Gaige 248

Culture, Language, and Identity: Explorations Beyond the Traveled Road

Sponsor: Languages of Communication and Health Communication Interest Councils

Chair: Janie Harden Fritz, Duquesne University

Undergoing Metamorphosis in the EAL Community through Language

Linda Coleman, Penn State University, Beaver

Working the Trails: A Nonverbal Communicative Phenomenology of Cultural Language

Janie Harden Fritz, Duquesne University

The Narrative of the Self in Between Modernity and Postmodernity: Exemplified in Second Language Identity

Rana Ramadan, Duquesne University

Kubler-Ross's Contribution to Health Communication

Bonnie Reese, Bluefield State College

Saturday, September 28, 2019

Session 7.4 10:00 a.m. – 11:15 a.m. Gaige 120

Top Competitive Graduate and Undergraduate Papers

Sponsor: Student Research

Chair: Donna Weimer, Juniata College

Abduction, Surprise, and the Medical Value of Uncertainty

Michael R. Kearney, Duquesne University

The Appropriation of Sparking Joy: KonMari, Narcissism, and Mistranslation

Kati Sudnick, Duquesne University

A Visual Analysis of BTS Mental Health Narratives

Hannah Fassbender and Xzavior Sweeny, Penn State University, Berks

Text and Subtext in Queen's Symbolic Convergence: Analysis of "Love of My Life" (1975)

Sierra Waite, Juniata College

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

Session 9.1 12:45 p.m. – 2:00 p.m. Gaige 245

A Discussion of the People, Places, and Landscape of the Basic Course

Sponsor: Communication Education Interest Council

Chair and Moderator: Dawn Pfeifer Reitz, Penn State University, Berks

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

Presenters:

Laura K. Davis, Harrisburg Area Community College and Central Pennsylvania College

Maryl R. McGinley, University of Pittsburgh at Johnstown

Dawn Pfeifer Reitz, Penn State University, Berks

Debbie Stover, Harrisburg Area Community College

Saturday, September 28, 2019

Session 9.2

12:45 p.m. – 2:00 p.m.

Gaige 120

Real Versus Fake News in Pennsylvania Documentaries and News

Sponsor: Mass Media and Society Interest Council

Chair: Caroline Fitzpatrick, Alvernia University

Respondent: Ryan Lange, Alvernia University

Coverage (Mis)Representation in Pennsylvania's Environmental News Coverage

Caroline Fitzpatrick, Alvernia University

Un-MOVEd: Why Don't We Remember the MOVE Bombing?

Ryan Lange, Alvernia University

Fact vs. Fiction: Tackling the Documentary and News Coverage of the Penn State Scandal

Jodi Radosh, Alvernia University

Fracking of Fiction: Drilling Through the Cracks in Two Documentaries

Danielle Saad, Alvernia University

Session 9.3

12:45 p.m. – 2:00 p.m.

Gaige 247

Communicating Brands: An Exploration of Peoples and Places

Sponsor: Applied Communication/Rhetoric and Public Address/Comm. Ethics Interest Councils

Chair: Naomi Bell O'Neil, Clarion University of Pennsylvania

Social Media and Influencers' Power: A Study on the Relationship between Brands and Athletes

Yazeed Aljasser,* Indiana University of Pennsylvania

Parents' Perceptions of Children's Advertisements: The Perceived Impact of Brand Loyalty

Kimberly Flanders, Penn State University, Scranton

Hershey's Chocolate World: An Uncanny Retail-Tourist Site

Sarah Kennedy,* Rensselaer Polytechnic Institute

*Graduate Student Debut

Saturday, September 28, 2019

Session 9.4

12:45 p.m. – 2:00 p.m.

Gaige 248

Up-and-coming Voices in Communication: Undergraduate Student Research Panel

Sponsor: Communication Honor Society Interest Council

Chair: Joel S. Ward, Geneva College

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

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

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

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

** Undergraduate Student Paper Debut

Session 10.1

2:15 pm. – 3:30 p.m.

Gaige 248

Communicating Pennsylvania's Past: Public Memory as a Bridge to Interdisciplinary Engagement

Sponsor: Communication Education Interest Council

Chair and Moderator: Heidi Mau, Albright College

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

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

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

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

Stories on the Land: The Communicative Intersections of Cultural Geography, Public History, and Economic Development in Pennsylvania
Carolyn Kitch, Temple University

Participatory Methods as Ethnography for Memory and Place in Pennsylvania's Post-Industrial Anthracite Region
Melissa R. Meade, Villanova University

Saturday, September 28, 2019

Session 10.2

2:15 p.m. – 3:30 p.m.

Gaige 120

Teaching in Pennsylvania: Discussing Challenges and Triumphs

Sponsor: Communication Education Interest Council

Chair and Moderator: Tiffany Petricini, Penn State University, Shenango

Service and Experiential Learning in Impoverished Institutions - Creating Opportunities for Meaning in the Rust Belt

Tiffany Petricini, Penn State University, Shenango

Moderating Debate, Argumentation, and Advocacy in Politically Divided Classrooms

Tim Michaels, Slippery Rock University

Challenges in Critical Instruction: Moving Students Away from Tasks and Towards Qualitative Writing and Thinking

Christopher M. Bondi, Duquesne University

Dialoguing Through Difference

Margaret M. Mullan, East Stroudsburg University

Session 10.3

2:15 p.m. – 3:30 p.m.

Gaige 245

Bullying as a Communicative Practice: A Discussion

Sponsor: Communication Education Interest Council

Co-Chairs and Discussion Leaders:

Tatyana Dumova, Point Park University

Janie Harden Fritz, Duquesne University

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

Saturday, September 28, 2019

Session 10.4

2:15 p.m. – 3:30 p.m.

Gaige 247

Undergraduate Perspectives on Rhetoric: From Renaissance to Contemporary Era

Sponsor: Undergraduate Research Interest Council

Chair: Paul Lucas, University of Pittsburgh at Johnstown

Respondent: Donna Weimer, Juniata College

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

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

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

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

**Undergraduate Student Paper Debut

Session 11.1

3:45 p.m. – 5:00 p.m.

Gaige 120

The Technology Apocalypse: Deconstructing Technology's Presence in the "Un-Present" World

Sponsor: Media and Technology Interest Council

Chair and Respondent: Tatyana Dumova, Point Park University

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

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

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

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

**Undergraduate Student Paper Debut

Saturday, September 28, 2019

Session 11.2 3:45 p.m. – 5:00 p.m. Gaige 247

Philosophy of Communication: Exploring Diverse Contexts

Sponsor: Philosophy of Communication Interest Council

Chair: Joel S. Ward, Geneva College

Richard T. Rives: Philosophy of Judicial Communication

Pat Arneson, Duquesne University

"What They Grow Beyond": Heroes and Myth in Popular Culture

Christopher M. Bondi, Duquesne University

Corporate Communication and Social Theory: The Contribution of Ulrich Beck's Reflexive Social Philosophy

Craig Maier, Duquesne University

A Philosophy of Communication on Credit

M.J. Eberhardinger, Duquesne University

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

Communication Research in Pennsylvania and Beyond

Sponsor: Mass Media and Society/Communication Ethics/Interpersonal Communication Interest Councils

Chair: Dawn Pfeifer Reitz, Penn State University, Berks

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

Scott McCown, Duquesne University

The Difficult Nature of War and Conflict Journalism: Considering Past and Contemporary Challenges Facing War Reporters

Hans C. Schmidt, Penn State University, Brandywine

The Pennsylvania Women's Agricultural Network (PA-WAgN)

Kesha Morant Williams, Penn State University, Berks

Freedom to Speak: Hate Speech and the First Amendment

Carissa Kotyuha, Duquesne University

Graduate Fair

3:45 p.m. – 6:00 p.m.

Thun Library
Cohen Lounge

Saturday, September 28, 2019

Session 12
Research and Reception
Poster Session 2, Graduate Fair, and Hors D'oeuvres

5:00 p.m. – 6:00 p.m.

Thun Library
Cohen Lounge

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

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

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

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

A Kantian Approach to Leadership
Brittaney Pietrangelo, Seton Hill University

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

Session 13
Banquet and Awards Ceremony

6:00 p.m. – 8:00 p.m.

Perkins Student Center
Multi-Purpose Room (MPR)

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

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

Session 14
Executive Council Meeting II

8:00 p.m. – 9:00 p.m.

Perkins Student Center
Lion's Den

Pennsylvania Communication Association Awards

- **Julia T. Wood Teacher/Scholar Award** recognizes achievements of a Pennsylvania related teacher/scholar whose outstanding service and contributions are highly visible and influential on students and fellow scholars alike.
- **The Robert T. Oliver Lifetime Achievement Award** recognizes contributions of an outstanding PCA member at, during, or near retirement. The award honors people in various aspects of communication within which members ordinarily work.
- **The Harvey Kelly Excellence in Teaching Award** recognizes a PCA member who has demonstrated a passion for and a mastery of teaching, both in and out of the classroom. The award could be for innovative methods in the classroom, community-based education, demonstrated impact, lifetime accomplishment, or a single exceptional accomplishment.
- **The Donald Ecroyd Research and Scholarship Award** recognizes a PCA member who has a commitment to and a sustained record of research and publication in the field of communication.
- **The Carroll Arnold Distinguished Service Award** recognizes contributions of a PCA member to the profession and/or to PCA. The award could be for long and faithful service, outstanding teaching, distinctive service, and/or a single outstanding contribution.
- **The Voices of Tomorrow College Communicator of the Year Award** recognizes excellent communicators at the college level. This award is presented to a Pennsylvania college student who excels in curricular and extracurricular communication (including speech or media) work, who uses communication skills in a service capacity, and who demonstrates promise of future leadership through communication.
- **The Jeanne Lutz High School Speaker of the Year Award** recognizes excellent communicators and/or role models at the high-school level.
- **The William H. Tacey High School of the Year Award** honors school speech programs other than college or university programs which have excellent curricular and extracurricular speech opportunities.
- **The Pennsylvania Communication Association Speaker of the Year Award** honors Pennsylvanians who excel at public speaking.

The Julia T. Wood Teacher/Scholar Award

2019	Karen Tracy	2013	William K. Rawlins
2018	Arthur P. Bochner	2012	Carole Blair
2017	Barbara Biesecker	2011	Martin J. Medhurst
2016	Gary Gumpert	2010	Stephen Lucas
2015	Mary Ann Fitzpatrick	2009	James C. McCroskey
2014	Roderick Hart	2008	Julia T. Wood

Robert T. Oliver Lifetime Achievement Award

2019	Linda Schifino	2004	Glen Richey
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
2007	Harry Strine	1998	Harvey R. Kelly, Jr.
2006	Jean Ann Streiff	1997	Jeanne M. Lutz
2005	Joseph G. Meyers	1996	Thomas A. Hopkins

Harvey Kelly Award for Excellence in Teaching

2019	Inci Ozum Ucok-Sayrak	2011	Jennifer Snyder-Duch
2018	Dawn Pfeifer Reitz	2010	Alfred G. Mueller, II
2017	Craig T. Maier	2009	Janie Harden Fritz
2016	Jennifer Wood	2008	Ann Jabro
2015	Hans Schmidt	2007	Donna S. Weimer
2014	Sheryl Baratz Goodman	2006	Kathleen Taylor Brown
2013	Melissa Cook	2005	Kathleen Glenister Roberts
2012	Cem Zeytinoglu	2004	Pat Arneson

Donald H. Ecroyd Research and Scholarship Award

2019	Fadoua Loudiy	2000	Wayne McMullen
2018	Craig T. Maier	1999	Mary Mino
2017	Marianne Dainton	1998	Margaret J. Patterson
2016	Andrew Smith	1993	Marilyn Daniels
2015	Isaac Catt	1991	Eric Zook
2014	John Lyne	1990	Hal Witteman
2013	Pat Arneson	1989	Thomas Rosteck
2012	Deborah Eicher-Catt	1988	Susan Jarboe
2011	Janie Harden Fritz	1987	Stephen Browne
2010	Christopher Lyle Johnstone	1986	Lester Olson
2009	Nichola D. Gutgold	1983	William Rawlins
2008	James Dillard	1983	Karen Tracy
2007	Alfred G. Mueller, II	1982	Randy Hirokawa
2006	Mary Mino	1981	Tony Lentz
2005	Molly Wertheimer	1977	Bonnie Johnson
2004	Calvin L. Troup	1976	Lyle Sussman
2003	Ronald C. Arnett	1975	Art Bochner
2002	John Chapin	1974	Jan Kubicki
2001	Marilyn Daniels		

Carroll Arnold Distinguished Service Award

2019	Donna Weimer	1997	Joseph G. Myers
2018	Amanda G. McKendree	1996	Myrna Foster-Kuehn
2017	Cem Zeytinoglu	1995	Jean Ann Streiff
2016	John Lawson	1994	Richard A. Coffman
2015	Nichola Gutgold	1994	Madeline Boyland
2014	Kristen Lynn Majocha	1993	Glen Richey
2013	Sheryl Baratz Goodman	1992	Richard J. Goedkoop
2012	Linda Schifino	1991	Robert T. Oliver
2011	Ann Jabro	1990	Harriet Rudolph
2010	Dennis S. Gouran	1989	Beryl A. MacLean
2008	Grace Fala	1987	Harvey R. Kelly, Jr.
2007	Terrie Baumgardner	1986	Thomas A. Hopkins
2006	Janie Harden Fritz	1985	Warren O. Richardson
2005	Grace Coleman	1984	Herman Cohen
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		

Voices of Tomorrow College Communicator of the Year Award

2019	Hannah Fassbender	2012	Rosemary Clark
2018	Paige Parise	2011	Kelly Matune
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

Jeanne Lutz High School Speaker of the Year Award

2019	Daisy Qiu	2005	Kourtney Stone
2018	Audrey Johnson	2004	Tim Michaux
2017	Ryan Patrick McNelis	2003	Katie Koehler
2016	Noah Glatkke	1999	Khaldoun Makhoud
2015	Alexis Galvis	1999	Danielle Buchma
2014	Maria Navarro-Gutierrez	1995	Anne King
2011	Lilly Zhang	1994	Brandy Sue Lait
2010	Joseph LoPresti	1993	Julie A. McCabe
2007	Grace Muller	1992	Joshua Decker
		1991	Aileen Green

William S. Tacey School of the Year Award

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

PCA Speaker of the Year Award

2019	Daniel Egusquiza	1981	Sandy Starobin
2018	Susan Yochum, SC	1980	Willie Stargel
2017	Kenneth G. Gormley	1979	Ethel D. Allen
2010	Michael Gross	1978	Cyril Wecht
2009	Rick Sebak	1977	Caryl M. Kline
2008	Glenn Kranzley	1976	Martin H. Morand
2007	Luke Ravenstahl	1975	Herman Cohen
2006	David Brown	1974	Metropolitan Pittsburgh
2005	Carol A. Tschop	1973	K. Leroy Irvis
2004	Edward Rendell	1972	Richard S. Schweiker
2002	Jane Claire Orié	1971	Westinghouse Broadcasting
2001	John Chapin	1970	Helen D. Wise
2000	Graham Spanier	1969	Fred Rogers
1999	Mark Schweiker	1968	Robert Lionne DeWitt
1998	John E. Murray, Jr.	1967	Millard E. Gladfelter
1997	Karen Wiley Sandler	1966	William W. Scranton
1996	The Young Center for the Study of Anabaptist & Pietist Groups	1965	Emma Guffey Miller
1994	James H. McCormick	1964	Anne Herr
1993	Robert E. Feir	1963	Robert T. Oliver
1992	Charles Gray	1962	David Lawrence
1991	Senator John Heinz	1961	Gerald F. Flood
1990	Dennis S. Gouran	1960	Josie Carey
1989	Helen McLain	1959	Cloyd S. Harkins
1989	John Meehan	1958	Charles Nutting
1987	Carroll C. Arnold	1957	Janet Blair
1986	Samuel Hazo	1956	Everett Lee Hunt
1985	G. Terry Mandonna	1955	James Stewart
1984	Robert C. Wilburn	1954	Daniel A. Poling
1983	Wayne Van Dine	1953	Benjamin Fairless
1982	Mary J. Purcell		

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1939-40	John Henry Frizzell	Penn State University
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1946	Joseph Reuwer	William Penn High School
1947	Armand Hunt	Temple University
1948	Buell Whitehill Jr.	University of Pittsburgh
1949	Clayton Schug	Penn State University
1950	William Olson	Bradford, PA
1951	Eugene McDonald	Penn State University
1952	H. Barrett Davis	Lehigh University
1953	Robert Oliver	Penn State University
1954	William Tacey	University of Pittsburgh
1955	Helen Cushman	Slippery Rock University
1956	H. Barrett Davis	Lehigh University
1957	Kathryn Polyzou	Farrell, PA
1958-59	Harold Nelson	Penn State University
1960	Jack Matthews	University of Pittsburgh
1961	Asa Berlin	Penn State University
1962	Katherine McFarland	East Stroudsburg University
1963	Thomas Hopkins	Carlow College
1964	Gordon Hostetler	Temple University
1965	Paul Holtzman	Penn State University
1966	Robert Haakenson	Temple University
1967	Donald Ecroyd	Temple University
1968	Beryl MacLean	Moon Township High School
1969	Robert Dunham	Penn State University
1970	Murray Halfond	Temple University
1971	Thelma Caruso	Charleroi High School
1972	Rev. Callistus Milan	St. Vincent College
1973	M. I. Kuhr	Slippery Rock University
1977	Theodore Walwik	Slippery Rock University
1978	Edwin Kelly	Pennsburg High School
1979	Joan Williams	Harrisburg Community College
1980	Ralph Towne	Temple University
1981	Herman Cohen	Penn State University
1982	Peggy Ann Madden	North Hills High School
1983	Warren Richardson	Villanova University
1984	Richard Goedkoop	LaSalle University
1985	Glenn Cavanaugh	Derry Area High School

1986	Diane Casagrande	West Chester University
1987	Harvey Kelly Jr.	Penn State University, Beaver
1988	Dennis Klinzing	West Chester University
1989	Glen Richey	North Hills High School
1990	Richard Coffman	Shippensburg University
1991	Barbara Uncapher	Penn State, New Kensington
1992	Dale Bertelsen	Bloomsburg University
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1996	Priscilla Allison	Penn State University, Wilkes-Barre
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1998	Chrys Gabrich	Carlow College
1999	Ronald C. Arnett	Duquesne University
2000	Donna Weimer	Juniata College
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2002	Janie Harden Fritz	Duquesne University
2003	John Chapin	Penn State University, Beaver
2004	Grace Coleman	Crisis Center North
2005	John Lawson	Robert Morris University
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2007	Kathleen Glenister Roberts	Duquesne University
2008	Melissa A. Cook	Saint Vincent College
2009	Nichola D. Gutgold	Penn State University, Lehigh
2010	Linda Schifino	Carlow University
2011	Cem Zeytinoglu	East Stroudsburg University
2012	Colleen Burke	Westminster College
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2016	Joe Downey	Penn State University, York
2017	Kristen L. Majocho	University of Pittsburgh, Johnstown
2018	Amanda G. McKendree	University of Notre Dame
2019	Jen Jones	Seton Hill University

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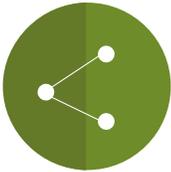


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Acknowledgements

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

Sincerely,

Jill K. Burk, Ph.D.
First Vice President, Pennsylvania Communication Association

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

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