



**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**



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 <i>Welcome</i> <i>Empathic Student Leadership: Stein's Phenomenological Perspective for Experiential Learning</i> Jen Jones, Communication, Seton Hill University <i>The Ins & Outs: Service Learning at Small Private Institutions</i> Marissa Haynes, Coordinator for Service Outreach, Seton Hill University Kelly King, Director, Service Learning & Community Outreach, St. Vincent College <i>Liberation Psychology: The Mission Field</i> Sara McMeekin, Music Therapy, Seton Hill University	10:15 a.m. – 11:30 a.m.	Boyle Center 156
PCA Session 1 Graduate School Fair	11:30 – 12:30 p.m.	Boyle Center 167 A&B
PCA Session 1.2 Student Posters Sponsor: Poster Session Chair: Cem Zeytinoglu, East Stroudsburg University	11:30 – 12:30 p.m.	Boyle Center 167 A&B
<ul style="list-style-type: none"> • <i>An Exploration of Nussbaum's Theory of Justice</i> Charlotte Mango, Seton Hill University • <i>New Rhetoric and Foucault</i> Matthew G. Hyland, East Stroudsburg University of Pennsylvania • <i>Even the Strongest Have Weaknesses</i> Gretchen Shepard, University of Pittsburgh at Johnstown • <i>We're All in this Together: Family Communication Challenges in End-of-Life Care</i> Dylan Thomson, University of Pittsburgh at Johnstown • <i>Speech about Modern Life: A Neo-Marxist Critique using Fantasy Theme Analysis</i> Peter Rankin, Juniata College • <i>A Critical Examination of Western Public Relations from an Eastern Buddhist Perspective</i> Lauren Moore, Seton Hill University • <i>A Fantasy Theme Analysis of Bo Burnham's "Straight White Male" (2006)</i> Taylor Smallwood, Juniata College • <i>Interruptions and Gender in TV Political Commentary</i> Allison DeGerla, Ursinus College • <i>Scowls, Smiles, & Pantsuits: An Analysis of Nonverbal Communication in the 2016 Presidential Debates</i> Adam Knopsnyder, University of Pittsburgh at Johnstown • <i>Logan Paul's Suicide Forest Video Defense</i> Hayley Zimmerman, University of Pittsburgh at Greensburg • <i>Water Under the Bridge?</i> Jared Phillip Hoffman, University of Pittsburgh at Greensburg • <i>A Rhetorical Analysis of "Pink sourcing"</i> Tatiana D'Arata, University of Pittsburgh at Greensburg • <i>Finding Black Twitter: Digital Safe Spaces and the Convergence of Technology and Race</i> Jenna Coleman, University of Pittsburgh at Greensburg 		

Friday, October 5, 2018

Lunch	12:30 – 1:30 p.m.	Lowie 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 gubernatorial 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
Ghost Tour

7:45 – 8:45 p.m.

Greensburg Room
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

Session 2 PCA Executive Council Meeting I	8:00 – 9:15 a.m.	Greensburg Room
---	------------------	-----------------

Note: breakfast provided

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
---	-----------------------	----------------------

Ten Thousand Villages Fair Trade Gifts Sale <i>A percentage of the sales benefit the SHU Communication Club</i>	9:00 a.m. – 5:00 p.m.	Boyle Center 167 A&B
--	-----------------------	----------------------

Session 3.1 <i>Community & Character: An Exploration of Destruction & Complexities Within Superhero Films</i> Sponsor: Mass Media and Society Chair: Jen Jones, Seton Hill University	9:30 – 10:15 a.m.	Boyle Center 156
--	-------------------	------------------

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 Sponsor: Past Presidents <i>The Challenges of Mobilizing a Self-Study for Middle States Accreditation Review</i> Chair: Donna S. Weimer, Juniata College	9:30 – 10:15 a.m.	Boyle Center 266
---	-------------------	------------------

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
<i>Media and Millennials: Film, Journalism, and Financial Industries</i>		
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
<i>An Interplay of Communication and Place, and the Impact on Community</i>		
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
<i>Navigating Dual-Identities</i>		
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. Wiczorek, University of Pittsburgh at Johnstown

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.

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

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 Deluliis, 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. Deluliis, 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

Saturday, October 6, 2018

Session 6.4 1:45 – 3:00 p.m. Boyle Center 358
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

Session 7.1 3:15 – 4:30 p.m. Boyle Center 156
History, Communication, and Community
Sponsors: Media & Technology, and Performance Studies
Chair: Paul Lucas, University of Pittsburgh at Johnstown

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

Session 7.2 3:15 – 4:30 p.m. Boyle Center 266
Emerging Scholars
Sponsor: Communication Honor Societies
Chair & Respondent: Joel Ward, Geneva 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

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

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

Saturday, October 6, 2018

Session 9

6:15 – 8:15 p.m.

Cecilian Hall

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), SSCA'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

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
2013	William K. Rawlins		

The Pennsylvania Communication Association Speaker of the Year Award

2018	Susan Yochum, SC	1981	Sandy Starobin
2017	Kenneth G. Gormley	1980	Willie Stargel
2010	Michael Gross	1979	Ethel D. Allen
2009	Rick Sebak	1978	Cyril Wecht
2008	Glenn Kranzley	1977	Caryl M. Kline
2007	Luke Ravenstahl	1976	Martin H. Morand
2006	David Brown	1975	Herman Cohen
2005	Carol A. Tschop	1974	Metropolitan Pittsburgh
2004	Edward Rendell	1973	K. Leroy Irvis
2002	Jane Claire Orie	1972	Richard S. Schweiker
2001	John Chapin	1971	Westinghouse Broadcasting Co., Inc.
2000	Graham Spanier	1970	Helen D. Wise
1999	Mark Schweiker	1969	Fred Rogers
1998	John E. Murray, Jr.	1968	Robert Lionne DeWitt
1997	Karen Wiley Sandler	1967	Millard E. Gladfelter
1996	The Young Center for the Study of Anabaptist and Pietest Groups	1966	William W. Scranton
1994	James H. McCormick	1965	Emma Guffey Miller
1993	Robert E. Feir	1964	Anne Herr
1992	Charles Gray	1963	Robert T. Oliver
1991	Senator John Heinz	1962	David Lawrence
1990	Dennis S. Gouran	1961	Gerald F. Flood
1989	Helen McLain	1960	Josie Carey
1988	John Meehan	1959	Cloyd S. Harkins
1987	Carroll C. Arnold	1958	Charles Nutting
1986	Samuel Hazo	1957	Janet Blair
1985	G. Terry Mandonna	1956	Everett Lee Hunt
1984	Robert C. Wilburn	1955	James Stewart
1983	Wayne Van Dine	1954	Daniel A. Poling
1982	Mary J. Purcell	1953	Benjamin Fairless

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

Carroll Arnold Distinguished Service Award

2018	Amanda G. McKendree	1997	Joseph G. Myers
2017	Cem Zeytinoglu	1996	Myrna Foster-Kuehn
2016	John Lawson	1995	Jean Ann Streiff
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
2007	Terrie Baumgardner	1987	Harvey R. Kelly, Jr.
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

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

Harvey Kelly Award for Excellence in Teaching

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
2011	Jennifer Snyder-Duch		

Voices of Tomorrow College Communicator of the Year Award

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
2012	Rosemary Clark		

William S. Tacey School of the Year Award

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

Jeanne Lutz High School Speaker of the Year Award

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
2005	Kourtney Stone	1991	Aileen Green

Honorary Life Members

 Diane Casagrande	 Beryl MacLean
 Richard A. Coffman	 Joe Meyers
 Herman Cohen	 Charlotte McLain
 Paul Holtzman	 Callistos Milan
 Tom Hopkins	 Robert T. Oliver
 Harvey Kelly	 Glen Richey
 Manuel Kuhr	 Ralph Towne
 Jeanne M. Lutz	 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	Joan Williams	Harrisburg Community College
1978	Edwin Kelly	Pennsburg High School
1977	Theodore Walwik	Slippery Rock University
1973	M. I. Kuhr	Slippery Rock University

Pennsylvania Communication Association Past Presidents (continued)

1972	Rev. Callistus Milan	St. Vincent College
1971	Thelma Caruso	Charleroi High School
1970	Murray Halfond	Temple University
1969	Robert Dunham	Penn State University
1968	Beryl MacLean	Moon Township High School
1967	Donald Ecroyd	Temple University
1966	Robert Haakenson	Temple University
1965	Paul Holtzman	Penn State University
1964	Gordon Hostetler	Temple University
1963	Thomas Hopkins	Carlow College
1962	Katherine McFarland	East Stroudsburg University
1961	Asa Berlin	Penn State University
1960	Jack Matthews	University of Pittsburgh
1958-59	Harold Nelson	Penn State University
1957	Kathryn Polyzou	Farrell, PA
1956	H. Barrett Davis	Lehigh University
1955	Helen Cushman	Slippery Rock University
1954	William Tacey	University of Pittsburgh
1953	Robert Oliver	Penn State University
1952	H. Barrett Davis	Lehigh University
1951	Eugene McDonald	Penn State University
1950	William Olson	Bradford, PA
1949	Clayton Schug	Penn State University
1948	Buell Whitehill Jr.	University of Pittsburgh
1947	Armand Hunt	Temple University
1946	Joseph Reuwe	William Penn High School
1942-45	Joseph O'Brien	Penn State University
1941	Robert Oliver	Penn State University
1939-40	John Henry Frizzell	Penn State University



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.

Seton Hill
UNIVERSITY

DUQUESNE UNIVERSITY
Communication & Rhetorical Studies

Bachelor of Arts Programs:

Integrated Marketing Communication

Corporate Communication

Rhetoric

Communication Studies

Master of Arts Programs:

Corporate Communication (30 cr.)

- *Crisis and Risk Communication*
- *Management Communication*
- *Nonprofit Communication*
- *Integrated Marketing Communication
Communication (30 cr.)*
- *Rhetoric & Philosophy of Technology*
- *Communication Studies*

Rhetoric & Philosophy of Communication (36 cr.)

Master of Arts Dual Degree Programs:

M.A. with Corporate Communication Emphasis & M.S. in Media Arts and Technology (54 cr.)

M.A. with Corporate Communication Emphasis & M.A. in Pastoral Ministry (48 cr.)

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

M.A. Corporate Communication & M.B.A.

Doctor of Philosophy Programs:

Communication Ethics in the Public Sphere

Integrated Marketing Communication/Corporate Communication

Rhetoric of Technology

For more information, call 412.396.6446 or e-mail:

B.A. Program Directors

Dr. Janie Harden Fritz

harden@duq.edu

Dr. Craig T. Maier

maier551@duq.edu

M.A. Program Directors

Dr. Janie Harden Fritz

harden@duq.edu

Dr. Craig T. Maier

maier551@duq.edu

Ph.D. Directors

Dr. Pat Arneson

arneson@duq.edu

Dr. Janie Harden Fritz

harden@duq.edu

Walking the Humanities into the Marketplace

The Ethical Difference

Graduate Programs

at **Seton Hill**
UNIVERSITY

Art Therapy (M.A.)

Elementary/Middle Level Education (M.A.)

Marriage & Family Therapy (M.A.)

M.B.A. – Specializations in
Entrepreneurship, Management – *Online*

Orthodontics (M.S.)

Physician Assistant (M.S.)

Special Education (M.A.) – *Online*

Special Education – Autism
Specialization (M.A.) – *Online*

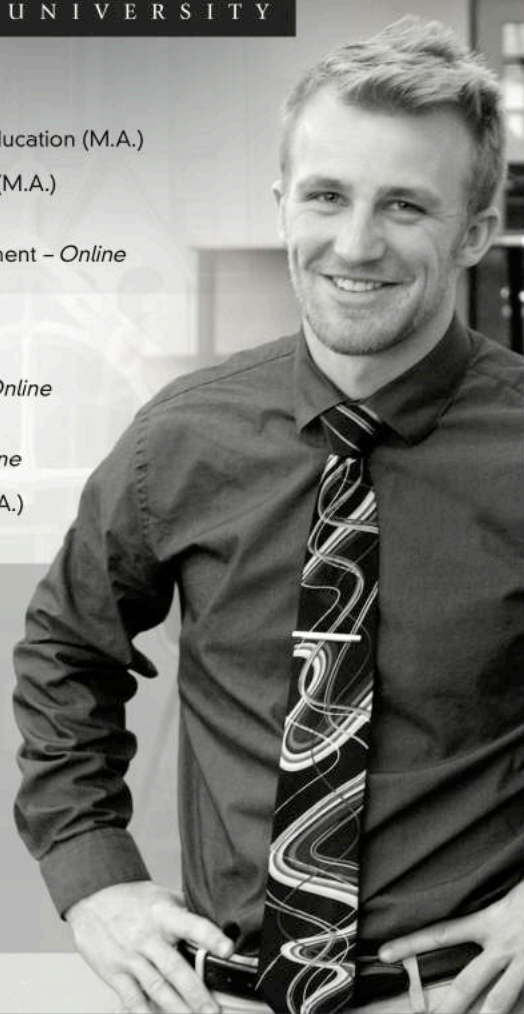
Writing Popular Fiction (M.F.A.)

NEW PROGRAMS!

M.B.A. – Specializations
in Forensic Accounting
& Fraud Examination,
Healthcare Administration
– *Online*

Innovative Instruction
(M.Ed.) – *Online*

Writing Popular Fiction
(M.F.A.) – Earn 2 Degrees
& Study in Scotland



Learn more at setonhill.edu/gradschool.



GRADUATE PROGRAMS IN COMMUNICATIONS MEDIA

- Earn your degree in as few as 14 months
- Start your studies in the summer
- Take up to four classes per semester
- Build your professional network as part of a cohort



Strategic Communication, MS

- Develop tactical communication skills.
- Apply a strategic focus to goal-oriented writing and communication plans.
- Full and part time options available.

STUDENTS CHOOSE BETWEEN TWO TRACKS

- **Applied Track** - Sharpens your media production and writing skills with an internship.
- **Research Track** - Focuses on a comprehensive masters thesis examining strategic communication.

For more information regarding the Masters program contact:

Dr. Mark Piwinsky
mark.piwinsky@iup.edu

The doctoral program requires a minimum of 60 credit hours beyond the master's: 48 credits of classes and 12 credits of dissertation work.

Communications Media and Instructional Technology, PhD

- Communication theory, research, and media production.
- Flexible weekend class schedule.
- Accommodates both full and part-time schedules.

For more information regarding the Doctoral program contact:

Dr. Zachary Stiegler
zachary.stiegler@iup.edu



FINANCIAL SUPPORT FOR GRADUATE STUDENTS

- Research Funding & Support - Financial support for conference travel.
- Teaching Associates - Eligible candidates teach specified courses in the department.
- Graduate Assistants - Work with faculty members on research and scholarly activity.
- Graduate Student Employment - Hourly positions across the department and university.



**CONGRATULATIONS TO
DR. AMANDA MCKENDREE!**

**2018 Carroll Arnold
Distinguished Service Award**

**We are so proud of your
hard work, dedication, and achievement!**

Love, Giavanna & Daniel



TEMPLE
UNIVERSITY

Klein College
of Media and Communication

**Temple University's Klein College of
Media and Communication offers
graduate degrees in:**

- Communication Management
- Globalization and Development Communication
- Journalism
- Media and Communication
- Media Studies and Production
- Strategic Advertising and Marketing

Congratulations, John!



**The Robert T. Oliver Lifetime Achievement Award
reminds us of your teaching, scholarship,
service, and friendship.**



The Fanning Center for Business Communication
and the Department of Management & Organization
at the University of Notre Dame

Congratulate



Amanda G. McKendree, Ph.D.

PCA President

Arthur F. and Mary J. O'Neil Director

Associate Teaching Professor of Management

2018 Carroll Arnold Distinguished Service Award

DUQUESNE UNIVERSITY

Communication & Rhetorical Studies

Congratulations!

Pennsylvania Communication Association Conference

Award Recipient:

The Donald H. Ecroyd Research and Scholarship Award

Craig T. Maier



**DUQUESNE
UNIVERSITY**



Congratulations to the **"SHUdents in Charge"**

Thank you for all your wonderful work to make
the 2018 Pennsylvania Communication
Association Conference a success!



- Susan Yochum, SC, Ph.D.

**Sister Susan
Yochum, PhD**

Speaker of the Year



Your words inspired by
St. Elizabeth Ann Seton
have inspirited 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.

GENEVA COLLEGE congratulates junior Communication major,
Erika Kauffman

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"**



Geneva offers a broad-scoped Communication degree program with specialization in one of five concentration areas: Communication Studies, Public Relations, Writing, Visual Media, Integrated Media.



Geneva.edu/communication

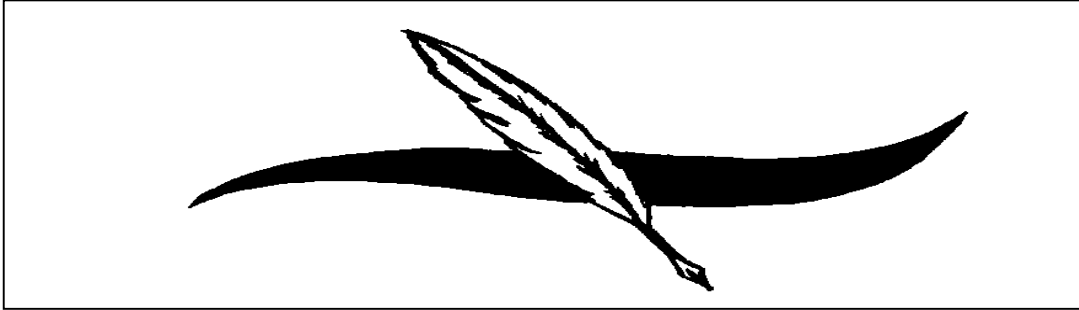
The Pennsylvania Communication Association congratulates Dr. Jen Jones and Seton Hill University for a wonderful 2018 PCA program and venue. We thank Jen, her students, and colleagues for making this conference a success.

Officers

- 🐼 Executive Director, Ronald C. Arnett, Duquesne University
- 🐼 President, Amanda G. McKendree, University of Notre Dame
- 🐼 Immediate Past President, Kristen L. Majocha, University of Pittsburgh at Johnstown
- 🐼 Vice President, Jen Jones, Seton Hill University
- 🐼 Vice President-Elect, Jill K. Burk, Penn State University, Berks
- 🐼 Publicity Chair, Paul A. Lucas, University of Pittsburgh at Johnstown
- 🐼 Member at Large, Dann Brown, Grove City College
- 🐼 Member at Large, Rich Talbert, Geneva College
- 🐼 *PA Communication Annual*, Editor, Cem Zeytinoglu, East Stroudsburg University
- 🐼 *PA Scholars Series*, Managing Editor, Ronald C. Arnett, Duquesne University

Interest Council Chairs

- 🐼 Applied Communication – Janie Harden Fritz, *Duquesne University*
- 🐼 Communication Education – Sheryl Goodman, *Ursinus College*
- 🐼 Communication Ethics – Maryl McGinley, *University of Pittsburgh at Johnstown*
- 🐼 Communication Honor Societies Interest Group – Joel Ward, *Geneva College*
- 🐼 Health Communication – Bonnie Reese, *Bluefield State College*
- 🐼 Interpersonal/Organizational Communication – Naomi Bell O'Neil, *Clarion University*
- 🐼 Languages of Communication – Linda Coleman, *Slippery Rock University*
- 🐼 Mass Media and Society – Richard Talbert, *Geneva College*
- 🐼 Media & Technology – Paul Lucas, *University of Pittsburgh at Johnstown*
- 🐼 Performance Studies – Ozum Ucok-Sayrak, *Duquesne University*
- 🐼 Philosophy of Communication – Craig T. Maier, *Duquesne University*
- 🐼 Poster Session – Cem Zeytinoglu, *East Stroudsburg University*
- 🐼 Rhetoric and Public Address – Dann Brown, *Grove City College*
- 🐼 Undergraduate Student Research Interest Group – Donna Weimer, *Juniata College*



Pennsylvania Communication Association

<https://pcasite.org/>