

PCA 2024 Program – First Draft

Friday, September 27, 2024

12:00pm-6:00pm

Health & Wellness Building, Room 201

Registration & Refreshments

12:30pm-1:30pm

Classroom Building, Room 100

Executive Council Meeting

1:45pm-6:00pm

Classroom Building, Room 100

Quiet Space

If you need a place to quietly study, read over your presentation, or simply rest, you are welcome to use this room. We ask that all attendees remain quiet in this space during this time; if you wish to talk and socialize, please go to H&W 201, where there will be refreshments and meet-and-greet space.

1:45pm-3:00pm

Classroom Building, Room 101

**Considering New Ways of Understanding and Approaches to Communication Challenges:
Difficult Dialogues, Boundary Setting, and Ostracism**

Sponsored by: Interpersonal & Organizational Communication

Chair: *Sheryl Goodman, Ursinus College*

Respondent: *Janie Harden Fritz, Duquesne University*

Difficult Dialogues: Student Perspectives on “Really Talking” to People with Whom They Strongly Disagree

Sheryl Goodman, Ursinus College

Boundary Management: The Impact of Social Communities

Maryl McGinley, University of Pittsburgh at Johnstown

The Paradoxes of Social Ostracism: Examining Reports of Social Ostracism as a Learning Experience and the Communication Used to Help Foster Personal Growth

Lukas Pelliccio, Lincoln University of Pennsylvania

1:45pm-3:00pm

Classroom Building, Room 119

Storytelling, Narrative, and Metaphor in Communicative Contexts

Sponsored by: Strategic Communication/IMC and Media, Society & Technology

Chair: *Georgia Bedford, University of Pittsburgh*

Respondent: *Tim Michaels, Penn State University*

Storytelling in Advertising: From *Blair Witch* to *Barbie* and Beyond

John Capo, Lycoming College

Tridents and Whips: The Importance of Signature Weapons

Paul A. Lucas, University of Pittsburgh at Johnstown

Making Science Fiction Real: Marvel's "Iron Man" as a Recurring Metaphor in Mass Media Depictions of Advanced Technologies

Nicholas R. Maradin III, Washington & Jefferson College

Interactive Narrative: A Case Study of Collaborative Storytelling through Interdisciplinary Multimedia Production

Katya Gorker, Chestnut Hill College

1:45pm-3:00pm

Classroom Building, Room 203

Understanding Marketing Strategies and Ethics in Today's Business World

Sponsored by: Undergraduate Student Research

Chair: *Janelle L.H. Gruber, Penn State Schuylkill*

Respondent: *Kim Flanders, St. Francis University*

Consignment Market Research

Allison Kirsch, St. Francis University

Kayley Sossong, St. Francis University

Maximus Rigby, St. Francis University

Julia Breneman, St. Francis University

Social Media Promotional Strategies: How Fast Fashion Advertising Campaigns Interact with Socioeconomic Theories

Madison Butina, Chatham University

Exploration of Customers' Motives to Utilize a Landscaping Supply

Jared Oakes, Saint Francis University

Arianna Keller, Saint Francis University

Carmen Lefoer, Saint Francis University

Kaitlyn Bailey, Saint Francis University

Valeria Vinces, Saint Francis University

Mitigating Conflict in a Diverse Workplace Through the Use of Communication Ethics

Kaitlyn Hughes, Duquesne University

Revolutionizing Ethical Business: A Hermeneutic Exploration of Marx's Communist Manifesto

Sarah Minghini, Seton Hill University

3:15pm-4:30pm

Classroom Building, Room 101

Fairness, Inclusivity, and Vulnerability: Making Improvements in Diverse Communication Contexts

Sponsored by: Health Communication, Intercultural Communication, and Communication Education

Chair: *Richard Talbert, Independent Scholar*

Respondent: *Fadoua Loudiy, Slippery Rock University*

Nouwen's Spirituality of Vulnerability and Health Communication

Andri Kosasih, Duquesne University

Examining the Impact of Fake News on the Mental Health of Residents in Jos

Bapyibi Job Guyson, Universidade Catolica Portuguesa – Lisbon

Kefas Bangripiga, NTA Television College - Jos

Communicating about Fairness: A Study Proposal for Potential Brides in Indian Matrimonial Websites

Sreashi Das, Immaculata University

The Universal Design For Learning Course Syllabus: Pondering the Past, and Forging an Inclusive Future

Jennifer Hennessey-Booth, Eastern University

3:15pm-4:30pm

Classroom Building, Room 119

The Role of Image in Sports Communication and the Shaping of Public Opinion

Sponsored by: Undergraduate Student Research

Chair: *Janie Harden Fritz, Duquesne University*

Respondent: *Paul Lucas, University of Pittsburgh-Johnstown*

Burkean Identification in Jimmy Rollins' "Team to Beat" Statement

Christopher Duffy, Penn State Schuylkill

Breaking the Ice: Navigating Communication Ethics in the NHL's Pursuit of Inclusivity
Ryan Dunne, Duquesne University

Nonverbal Communication of Public Figures in Shaping Public Opinion
Grace Nealy, Eastern University

The Timothy Piazza Case: A Lesson in Rationality and Empathy
Abigail Simpson, Duquesne University

3:15pm-4:30pm

Classroom Building, Room 203

Examining the Role of News as We Remember our Past and Forge our Future

Sponsored by: Media, Society & Technology

Chair: *Sheryl Goodman, Ursinus College*

Pondering Our Past through “Potpourri:” Exploring Public Memory of the Weirton Community through Ruth Plunkett’s Newspaper Column in the Late 1970s
Valerie Lynn Schrader, Penn State Schuylkill

Racism in Country Music: Let the Headlines Speak for Themselves
Kimberly Flanders, St. Francis University

Exploring the Roles of Framing and Agenda Setting in News Coverage of Gaza protests on US college campuses in April/May 2024
Janelle L.H. Gruber, Penn State Schuylkill

AI in News Reporting: Exploring Transparency in Disclosing AI Use to the Audience
Natalya Vodopyanova, Penn State Wilkes-Barre

4:45pm-6:00pm

Classroom Building, Room 101

Philosophy, Religion, Rhetoric, and Ethics

Sponsored by: Philosophy of Communication and Rhetoric & Public Address

Chair: *Joel Ward, Geneva College*

Respondent: *Cem Zeytinoglu, East Stroudsburg University*

Rhetoric is a and “the Faculty:” The Interdisciplinary Implications of Aristotle’s Definition
Georgia M. Bedford, University of Pittsburgh

Presentism, Present Shock, and the False Now: Revisiting Rushkoff After a Decade of Information Affliction
Richard L. Talbert, Independent Scholar

“God Bless You”: The Rhetorical Theology of Keith Lee
Kenneth Avery, Jr., University of Memphis

4:45pm-6:00pm

Classroom Building, Room 119

Debate Coaches Roundtable: Bridging the Past and Future of Debate and Forensics
Sponsored by: Communication Education

Chair and Respondent: *Tim Michaels, Penn State University*

Participants: *Sarah M. DeJuliis, Duquesne University*
Courtney Wright, Penn State University
Alvin J. Primack, University of Pittsburgh
Robert J. Green, Commonwealth University – Bloomsburg

In light of this year’s conference theme, the participants on this roundtable will look to the past of the organizations, institutions, and debate community at large as important piers from which we might better build towards the challenges and difficulties looming ahead for debate and forensics education. The participants are comprised of current and former debate coaches and program directors from a variety of institutions around Pennsylvania, representing debate teams that span a multitude of traditions and histories, including policy debate, public forum, civic debate, Lincoln-Douglas, and limited preparation styles of competition. Collectively, the coaches will be able leverage their own experiences in the tension between being anchored within an institutional legacy while also confronting the inevitable change wrought by technological advancement, institutional conflict, pedagogical philosophies, and economic hardship. In lieu of individual papers—and in the spirit of debate’s embrace of dialogue as a means of scholarly inquiry—the participants will treat the session as a deliberation with one another, using a series of questions regarding debate education as a guide, ultimately resulting in an engaging roundtable with insights not just for debate coaches but for everyone with a stake in communication education.

4:45pm-6:00pm

Classroom Building, Room 203

Pondering our Past to Forge our Future: Reviving the Song Circle at PCA
Sponsored by: Performance Studies

Co-Chairs: *Janie Harden Fritz, Duquesne University*
Valerie Lynn Schrader, Penn State Schuylkill
Janelle L.H. Gruber, Penn State Schuylkill

This sing-along panel invites all PCA participants to join in celebrating music and song, a practice that almost became a PCA ritual over a decade ago but has not resurfaced for some time. With our restored face-to-face gatherings, it seems fitting to ponder this past practice in the

present and forge a way into the future with this wonderful community-building creative practice. Come one, come all! We have song sheets and a guitar!

6:15pm-7:45pm

Hidden Stream Café & Terrace

Garden Party

Sponsored by: Penn State Schuylkill

All attendees are invited to attend a special garden party event where a variety of hot and cold hors d'oeuvres will be served as well as tea and coffee. Don't forget to try our signature mocktail drink, the "Schuylkill Spritzer!"

7:45pm-8:45pm

Hidden Stream Café & Terrace

Ghost Tour

Sponsored by: Penn State Schuylkill and the Alpha Epsilon Lambda Chapter of Lambda Pi Eta

Penn State Schuylkill, which was built on the grounds of the former Schuylkill County Almshouse, is thought to be haunted by the ghosts of its past. Are these stories real, or just the result of very active imaginations? You be the judge! All attendees are invited to join Penn State Schuylkill faculty and students for a "ghost tour" of campus, where they will be regaled with tales of history and mystery!

Saturday, September 28, 2024

8:00am-4:00pm

Hidden Stream Cafe

Registration & Refreshments

8:00am-9:00am

Classroom Building, Room 100

Past Presidents' Breakfast

8:00am-6:00pm

Health & Wellness Building, Room 208

Quiet Space

If you need a place to quietly study, read over your presentation, or simply rest, you are welcome to use this room. We ask that all attendees remain quiet in this space during this time; if you wish to talk and socialize, please go to the Hidden Stream Cafe, where there will be refreshments and meet-and-greet space.

8:00am-11:45am

Classroom Building, Room 202

**Theory Development and the Scientific Process of Communication: An Experimental Study
Workshop**

Sponsored by: Media, Society & Technology

Researcher: *Beatrice Epwene, Penn State Harrisburg*

Come be part of an experimental study in communication! All conference attendees are invited to participate in Dr. Beatrice Epwene's study on media artifacts and cultural communication. Stop in anytime during Saturday morning to take part in this study!

9:00am-10:15am

Classroom Building, Room 101

Feminism, Hegemony, & Power Dynamics in Pop Culture:

Sponsored by: Undergraduate Student Research

Chair: *Georgia Bedford, University of Pittsburgh*

Respondent: *Valerie Lynn Schrader, Penn State Schuylkill*

The Role of Hegemony in *9 to 5: The Musical*
Lily Kreiser, Penn State Schuylkill

Hegemony in the Musical *Allegiance*
Erik Dubbs, Penn State Schuylkill

Migrant Women in Film
Crystal Manion, Washington and Jefferson College

Barbie (2023) and The Paradoxical Reality of Modern Womanhood
My "Millie" Pham, Juniata College

9:00am-10:15am

Classroom Building, Room 119

Infusing Historical Context into the Practice of Public Relations

Sponsored by: Strategic Communication/Integrated Marketing Communication

Chair: *Linda Burkey, Susquehanna University*

Panelists: *David Kaszuba, Susquehanna University*
Linda Burkey, Susquehanna University
Dylan Smith, St. John's University

This panel seeks to spur a discussion about the importance of infusing history into PR course content, to showcase some ways this can be done, and to brainstorm even more ways to accomplish this goal.

9:00am-10:15am

Classroom Building, Room 203

Examining Roles in Institutions through Communication

Sponsored by: Undergraduate Student Research

Chair: *Natalya Vodopyanova, Penn State Wilkes-Barre*
Respondent: *Janelle L.H. Gruber, Penn State Schuylkill*

“Should I Text My Professor?”: Examining How College Students and Professors Adapt to Technology
Lily Bertolet, Eastern University

Explaining How a Higher Education Institution Uses the Information-Transfer and the Transactional-Process Models of Communication and When They Are Most Successful
Amelia Joubert, Penn State Wilkes-Barre

Work and Cultivation: A Reevaluation of Mother and Home
Reagan Shields, Geneva College

Homosexuality Within the Church: A Biblical Analysis
Maria T. Shemer, Geneva College

10:30am-11:45am

Classroom Building, Room 101

Pondering Our Past through Memory Places: Creating Public Memory of Schuylkill County

Sponsored by: Undergraduate Student Research

Chair: *Janelle L.H. Gruber, Penn State Schuylkill*
Respondent: *Valerie Lynn Schrader, Penn State Schuylkill*

Panelists: *Tiffany Bohner, Penn State Schuylkill*
Erik Dubbs, Penn State Schuylkill
Kacey Harper, Penn State Schuylkill

Lily Kreiser, Penn State Schuylkill
Anastasia Rakowsky, Penn State Schuylkill
Carter Strouse, Penn State Schuylkill

Public memory, which is often associated with place has been described as “a body of beliefs and ideas about the past that help a public or society understand both its past and its present, and, by implication, its future” (Bodnar, 1994, p. 76) These “memory places” are “simple and ambiguous, natural and artificial, at once immediately available in concrete sensual experience and susceptible to the most abstract elaboration” (Nora, 1989, p. 18). In this panel, six undergraduate scholars from the host institution, Penn State Schuylkill, will discuss different memory places in Schuylkill County using Blair, Dickinson & Ott’s (2010) six assumptions of public memory. This panel will encourage discussion between the panelists and the audience about public memory and memory places, and conference attendees may wish to visit some of the places discussed after attending this panel.

10:30am-11:45am

Classroom Building, Room 119

**Communication Ethics Pedagogy in Contexts: Pondering Past Perspectives and Forging
Future Frontiers**

Sponsored by: Communication Ethics

Chair: *Richard Talbert, Independent Scholar*
Respondent: *Cem Zeytinoglu, East Stroudsburg University*

From Past to Future: Tracing the Trajectory of Communication Ethics in *Dialogue and
Difference*
Janie Harden Fritz, Duquesne University

Andy Warhol’s Communication Ethics: Pedagogical Implications
Sarah DeJuliis, Duquesne University

Communication Ethics, Intercultural Communication, and Community-Engaged Pedagogy and
Research
Erik Garrett, Duquesne University
Yaroub Al Obaidi, Duquesne University

Communication ethics has a storied past; we can trace our history from Aristotle’s *Nicomachean Ethics* through historical periods up to the postmodern age. This panel offers reflections on understandings of communication ethics as reflected in one of our field’s key scholarly textbooks, a consideration of Andy Warhol’s implications for communication ethics pedagogy in integrated marketing communication, and insights from intercultural communication ethics as dialogic learning in the classroom. After paper presentations, the audience will be invited to contribute insights related to the future of communication ethics in our field.

10:30am-11:45am

Classroom Building, Room 203

It's Still Relevant: Exploring Critical Feminist Media Studies from the Third Wave in Contemporary Classrooms, an Undergraduate Panel and Roundtable

Sponsored by: Undergraduate Student Research

Chair: *Stevie Nova Berberick, Washington and Jefferson College*

Panelists: *Stevie Nova Berberick, Washington and Jefferson College*

Isabella Dipietro-Harvey, Washington and Jefferson College

Liana Kerr Luciano, Washington and Jefferson College

Crystal Manion, Washington and Jefferson College

This panel seeks to highlight the ways in which an upper-level undergraduate course on race and sexuality in the cinema at a small, liberal arts college pondered the legacies left by BIPOC, feminist, and/or queer media scholars, and how those legacies can assist emerging scholars in the building of progressive futures. Ostensibly, this panel presentation applies the scholarship of bell hooks, Richard Dyer, Laura Mulvey, and Kimberlé Crenshaw to undergraduate textual analyses of contemporary films that represent Black lesbians, Puerto Rican women, and migrant women as protagonists. Three students from the course will first present their work from the course to illustrate their applications of an intersectional lens to cinematic analyses. Following the three formalized student presentations (ten minutes each), the students will be joined by their professor (and panel moderator) to discuss, in a roundtable format, how readings for the course were also applied to the critical work of imagining possible futures.

12:00pm-1:15pm

Hidden Stream Cafe

PCA General Business Meeting & Luncheon

All attendees are welcome to join us for the PCA General Business Meeting and Luncheon.

1:30pm-2:45pm

Classroom Building, Room 101

Teaching Diversity: Challenges, Strategies, Methods, and Experiences

Sponsored by: Past President's Interest Council/Communication Education Interest Council

Chair: *Janie Harden Fritz, Duquesne University*

Panelists: *Fadoua Loudiy, Slippery Rock University*

Valerie Lynn Schrader, Penn State Schuylkill

Georgia Bedford, University of Pittsburgh

Tatyana Dumova, Point Park University

On the eve of its Quarter Millennial in 2026, America is changing—demographically, socially, and culturally. From being a part of a national conversation about shared values that unite Americans, diversity turned into a fodder for culture wars. Teaching diversity came under scrutiny, as a number of states had limited or even restricted it. This panel will focus on the challenges of diversity education in a college setting, ranging from affirmative action diversity to intellectual and viewpoint diversity. Panelists—department chairs, program directors, and participating faculty—will share teaching strategies, methods, experiences, and best practices as they apply to teaching diversity-related topics in a communication classroom.

1:30pm-2:45pm

Classroom Building, Room 119

From Burke to Twitter: Rhetorical, Philosophical, and Quantitative Approaches to Communication Questions

Sponsored by: Rhetoric & Public Address and Media, Society & Technology

Chair: *Cem Zeytinoglu, East Stroudsburg University*

Respondent: *Paul Lucas, University of Pittsburgh at Johnstown*

Inoculative Incongruity: The Rhetoric of Comic Relief in Gisele Fetterman's Primary Acceptance Speech

Brian Snee, University of Scranton

Situating Nietzsche in Burke's System

Andri Kosasih, Duquesne University

Communication on X: An Analysis of User Sentiment Towards Race Before and After Musk's Acquisition of Twitter

Keith Massie, Kutztown University

Rebecca Riccardi, Kutztown University

1:30pm-2:45pm

Classroom Building, Room 203

Pondering Our Past and Forging Our Future through Ethnography and Autoethnography

Sponsored by: Undergraduate Student Research

Chair: *Sheryl Goodman, Ursinus College*

Respondent: *Richard Talbert, Independent Scholar*

Beers, Bar Food, and Breasts: "Hooters Girls" in an Industry of Objectification

Jessica Schnur, Ursinus College

Do Not Pet My Sister Please: Applying Cultivation Theory to Beauty Standards

Annika Pickard, Eastern University

From Stigma to Strength: Understanding Mental Illness through the Application of Social Constructionism, and Standpoint Theory
Poetic Session, Penn State Schuylkill

Chernobyl Disaster and the Importance of Historical Narratives
Ana Laska, East Stroudsburg University

3:00pm-4:15pm

Health & Wellness Building, Room 201

PCA Ice Cream Social, Poster Session & Graduate School Fair

Sponsored by: Poster Sessions

Please join us in H&W 201 for the PCA Poster Session, featuring student posters, faculty posters, and student-faculty team posters. This event will also include the Graduate School Fair – if you are an undergraduate student looking to attend graduate school, or a masters student looking for a Ph.D. program, please stop by the event to learn about different graduate programs. All attendees are invited to take part in the Ice Cream Social as well, featuring ice cream from Penn State's Berkey Creamery!

Posters:

Tokenism, (In)visibility, or Presence: A Case Study of Three Memory Spaces in West Chester, PA
Casey R. Schmidt, West Chester University

Climate Change, Greta Thunberg, and Simons' Social Movement Leadership and Strategies Theory
Tiffany Bohner, Penn State Schuylkill

Communication Models in Higher Education: Where They Are Found and Why They Are Successful
Amelia Joubert, Penn State Wilkes-Barre

El Laberinto Del Fauno: Exploring the Horrifically Beautiful Maze of *Pan's Labyrinth* through Bruner's Narrative Theory
Erik Dubbs, Penn State Schuylkill

Bitzer's Rhetorical Situation and the MLB's Crackdown on Foreign Substances
Chris Duffy, Penn State Schuylkill

Burkean Identification and *Hadestown*
Jenalise Muir, Penn State Schuylkill

Music and Messages of Bruce Springsteen
Christopher Crafter, Penn State Brandywine

Understanding Persuasive Tactics Used By Tobacco Companies: A Rhetorical Analysis Using Aristotle's Artistic Proofs

Karandhir Singh Flora, Penn State Schuylkill

Final Poetics of the Porous Self: Piety and the Purification of Idols

Marianna Orth, Duquesne University

Developing & Testing the Parental Nutritional Communication Scale (PNCS): Messages Parents Exchange with Preschool-Aged Children About Healthy & Unhealthy Eating

Vanessa Heeman, Hiram College

Nichole Egbert, Kent State University

"I Made a Private Appeal": Women's Agency and Activism in 19th-Century Reading Newspapers

Kris Lowrey, Alvernia University

Cultural Identity and Intercultural Communication in the Carpatho-Rusyn Shepherd Carolers

Nicole Andel, Penn State Schuylkill

Harold Aurand, Penn State Schuylkill

Energetic Rhetorics in Lithium Extraction

Megan O'Byrne, Kutztown University

Amanda Celantano, Kutztown University

Bridging Education and Community Engagement: The Impact of Organ Donation PR Campaigns and Student Learning

Linda Burkley, Susquehanna University

Katrina Hook, Susquehanna University

Ashlea Oakum, Susquehanna University

Taylor Swift – Princess of Promotion & Publicity: Creating Her Own Communication Strategies

Jodi Radosh, Alvernia University

Happy Learning - Experience the World of Mathematics Through Interactive Stories

Yi Wang, Juniata College

Munire Bozdemir, Juniata College

4:30pm-5:45pm

Classroom Building, Room 101

Top Papers in the Graduate and Undergraduate Writing Competition

Sponsored by: Communication Honor Societies & the PCA Writing Competition

Chair: *Maryl McGinley, University of Pittsburgh at Johnstown*

Respondent: *Valerie Lynn Schrader, Penn State Schuylkill*

Balancing Fire and Water: An Exploration of Relational Dialectics in *Elemental*
Kyla Valerie Guillermo, Penn State Schuylkill
(Graduate Competition – First Place)

“See Me” Through Autoethnography: Invitational Rhetoric and the Importance of Reading Books Together
Tiffany Bohner, Penn State Schuylkill
(Undergraduate Competition – First Place)

Shop Until You Drop: “Fast Fashion” at the Expense of Environmental Pollution
Ava Steneken, Temple University
(Undergraduate Competition – Runner-Up)

Navigating the Labyrinth of Privacy: An Analysis of Communication Privacy Management in *March Comes in Like a Lion*
Karandhir Singh Flora, Penn State Schuylkill
(Undergraduate Competition – Runner-Up)

4:30pm-5:45pm

Classroom Building, Room 119

Pedagogical Capital: Education in an Applied Communication Key to Pondering our Past and Forging our Future

Sponsored by: Applied Communication

Chair: *Janie Harden Fritz, Duquesne University*

Pedagogy and the Marketplace: Past, Present, and Future Implications for Student and Faculty in the Internship Course
Sarah M. DeLuliis, Duquesne University

Toward a Theory of Pedagogical Capital
Janie Harden Fritz, Duquesne University
Linda A. Coleman, University of Pittsburgh

Building Pedagogical Capital Through Undergraduate Research
Sheryl Goodman, Ursinus College

In this panel, we introduce facets of the idea of pedagogical capital, which we consider as rooted generally in Bourdieu's (1986) notions of cultural and social capital. As in Bourdieu's conceptualization, “capital” implies resources that lead to desired personal, social, and/or cultural outcomes. Pedagogical capital results from particular ways of teaching, including structuring learning, engaging students, developing assignments, and evaluating work. Pedagogical capital may accrue from approaches that work for students and take the form of goodwill and likelihood

of recommendations of professors and/or classes based on reputation derived from student experience. In this sense, the past feeds the present and the future. Pedagogical capital may also refer to departmental reputation in the eyes of administrators. The work of Arnett (1992), focused on the importance of conversation about ideas and between persons taking place in an educational institution's mission, provides such insights, suggesting that the notion of pedagogical capital is situated on the narrative ground of a given place. The notion of pedagogical capital resonates with applied communication as philosophically-informed communicative practices (Fritz, Bell McManus, & Kearney, 2023) given life in educational institutions. This panel offers three contributions to explore this concept, each taking a different perspective to inform and develop the idea of pedagogical capital as we ponder our past and forge our future in the communication field, an area traditionally rich with such capital.

4:30pm-5:45pm

Classroom Building, Room 203

Forging Our Future: Using Faculty Learning Communities To Tackle Development and Implementation of Innovative AI in Our Courses

Interest Group: Communication Education

Chair: *Julie Morgan, Eastern University*

Panelists: *Laura Brown, West Chester University*

Dawn Francis, Eastern University

Jennifer Hennessey-Booth, Eastern University

Mary Horchus, JPMorgan Chase & Co.

Faculty Learning Communities (FLCs) often bring cross-disciplinary faculty and professional staff together around a common goal. Many times, that goal is to enhance pedagogy and praxis. We have now entered an unprecedented time where our pedagogy and praxis are being significantly disrupted and reshaped by generative AI tools. How should we respond? This presentation will outline the way a small group of Communication faculty from multiple universities and industry leaders engaged in a collaborative FLC experience that served to demystify AI and facilitate its innovative use in their classrooms. In the process, it also positively impacted participants' productivity and well-being. Tips for developing and implementing an AI-focused FLC will be shared.

6:00pm-7:30pm

Hidden Stream Cafe

PCA Awards Ceremony, Banquet, and Keynote Address

All attendees are invited to attend PCA's annual awards ceremony, banquet, and keynote address.

7:30pm-8:00pm

Hidden Stream Cafe

Executive Council Meeting