

MARCH 26-30, 2025
BUFFALO, NY

116TH
ECA CONVENTION

CONTEMPORARY PROBLEMS
CREATIVE SOLUTIONS

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KIRSTEN GILLIBRAND
NEW YORK



UNITED STATES SENATOR

February 7, 2025

Dear Friends,

It brings me great joy to send greetings to everyone attending the 116th Eastern Communication Association Convention. I would like to recognize Dr. Jeanne Pursuit for her leadership of the organization.

I am grateful to organizations like the Eastern Communication Association, a leading organization with a history of achievement in research, criticism, communication theory, and the oldest professional communication association in the United States. The work that the Eastern Communication Association does to offer theoretical and practical insights to address contemporary problems is critical in our ever changing media environment. It is my sincere hope that your efforts will inspire others to take part in actions, both big and small, to drive change in their communities.

Please accept my best wishes for a wonderful event and many more years of continued success.

Sincerely,

A handwritten signature in cursive script that reads "Kirsten Gillibrand".

Kirsten Gillibrand
United States Senator

THE SENATE
STATE OF NEW YORK



SENATOR APRIL N.M. BASKIN
63RD DISTRICT

ALBANY OFFICE
612 LEGISLATIVE OFFICE BUILDING
ALBANY, NEW YORK 12247
PHONE: 518-455-2426

DISTRICT OFFICE
37 FRANKLIN ST., SUITE 550
BUFFALO, NEW YORK 14202
PHONE: 716-826-2683

E-MAIL
baskin@nysenate.gov

Dear Leaders and Members of the Eastern Communication Association,

On behalf of the City of Good Neighbors and the New York State Senate, I want to offer my warmest welcome to you all and thank you for your participation in the 116th Annual ECA Convention at the Hyatt Regency Buffalo! It has been 23 years since the last time the ECA held its annual convention in our state, and I could not be more excited that Buffalo was selected as the host city for the 116th Annual Convention.

The ECA has a longstanding history as a distinguished service-oriented organization with a history of achievement in research, criticism, communication theory, and excellence in teaching. To this day, your organization works to bring creative solutions to many of the world's most pressing contemporary issues. The time you spend here will continue to build upon that success and lead to a better world for all.

While you're here, I hope you have time to explore everything our wonderful city has to offer, and may it inspire you throughout this convention and beyond!

Kindest Regards,

A handwritten signature in cursive script that reads 'April Baskin'.

April N.M. Baskin
NYS Senator, District 63



Jordan Atkinson
ECA First Vice President
School of Professional Studies
University of Kansas

Welcome to Buffalo! Thank you for attending the 116th annual convention of the Eastern Communication Association! It has been an incredible honor and joy to plan our 2025 convention. It is with great enthusiasm that we gather in Buffalo, a city known for its resilience, reinvention, and spirit of innovation, an ideal backdrop for this year's theme: *Contemporary Problems, Creative Solutions*.

In a world where communication challenges are more complex than ever—shaped by technological shifts, evolving workplaces, political divides, and global crises—our discipline holds the power to navigate these uncertainties with insight, creativity, and collaboration. This convention is an opportunity to not only identify the pressing issues of our time but to showcase the innovative research, teaching strategies, and practical applications that help us move forward.

Across our paper panels, panel discussions, undergraduate and graduate student poster sessions, Short Courses, Workplace 360° sessions, G.I.F.T.S. sessions, First Vice President's programming, and networking opportunities, you will find scholars, practitioners, and students engaging in meaningful conversations that push boundaries and spark fresh ideas. Whether you are exploring new frontiers in AI and communication, addressing misinformation in public discourse, or reimagining pedagogy, your contributions here will shape the future of our discipline and beyond.

Thank you for bringing your expertise, energy, and curiosity to this year's convention. Together, let's embrace the challenges before us and forge the creative solutions our world so urgently needs. This gathering is an opportunity not only to exchange ideas but to refine them, challenge assumptions, and explore new possibilities. By working together, we can advance scholarship and practice in ways that have a lasting impact on our field and beyond.

Wishing you an inspiring and productive conference!

Jordan Atkinson, Ph.D.
University of Kansas
ECA First Vice President

FIRST VICE PRESIDENT'S ACKNOWLEDGEMENTS

The saying “*it takes a village*” certainly rings true when planning a conference of the size and scope of ECA. This event would not be possible without the dedication, hard work, and ongoing support of so many individuals.

I am deeply grateful for the strong leadership and mentorship provided by members of our executive leadership team. **Jeanne Persuit** has offered invaluable guidance and advice throughout the past year, and I am so appreciative of her availability and support. Jeanne was always a text message or phone call away. I have learned a great deal from **Jennifer Waldeck** over the years and watching her plan ECA 2020 and ECA 2023 was truly inspiring. Jennifer set an impressive standard for future planners, and I have been fortunate to have her support during this process. I would also like to thank **Jessica Papajcik** for her consistent encouragement and innovative ideas. I have no doubt that she will do an exceptional job planning ECA 2026 in Pittsburgh, and I am excited to support her along the way. Our esteemed Executive Director, **Stacy Smulowitz**, has been a constant source of support for me, this conference, and ECA. Whatever was needed, Stacy was there to assist, and I truly could not have done this without her. I am blessed to call each of you a friend.

I extend my deepest gratitude to my incredible conference planning team. Your commitment and expertise have been instrumental in making ECA 2025 a success. Second Vice President, **Stephen Kromka**, provided invaluable support by proofreading the conference program, recruiting participants, and facilitating the awards presentation. Second Vice President for Local Arrangements, **Zachary Carr**, offered outstanding advice and recommendations for the Buffalo area, promoted the conference locally, and ensured engaging entertainment at our President's Reception. Director of Sponsorships, **Katherine Thweatt**, played a crucial role in securing vendors and sponsors, ensuring strong financial support for ECA 2025.

James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference Co-Directors, **Sara Pitts** and **James Baker**, designed a robust and engaging program while ensuring that our undergraduate scholars felt supported and prepared. Planning USC is a significant undertaking, and I truly appreciate their dedication. Graduate Poster Session

Director, **Julia Weiss**, organized two excellent poster sessions that showcase the outstanding work of our graduate students. I would also like to thank **Caroline Waldbuesser** for her excellent work in planning the bi-annual ECA Basic Course Conference. Short Course Co-Directors, **Candice Thomas-Maddox** and **Nikki Blau**, curated a compelling set of professional development opportunities that will undoubtedly enrich attendees' experiences. Past Conference Advisor, **Leeanne Bell McManus**, provided invaluable guidance throughout the planning process. Having led an exceptional ECA conference in 2019, her advice and support were deeply appreciated. Social Media Director, **Colin Kearney**, skillfully managed our digital presence, creating engaging content and promoting ECA 2025 across various platforms.

I also want to extend my sincere appreciation to all Program Planners. Your dedication to ECA is highly valued, and I hope you felt supported throughout the process (even if you grew tired of my training videos!). Your leadership and timeliness made this conference possible. Thank you to each interest group and affiliate organization planner: **Erin Crow, Robert Green, Andrew Herman, Joel Ward, Noura Hajjaj, Linda McCroskey, Alan Heisel, Jenny Warren, Yadong Ji, Catie Clark-Gordon, Rukhsana Ahmed, Meredith Harrigan, Jennifer Shamrock, Evan Schares, Cem Zeytinoglu, Roseann Pluretti, Tanya Powers, Madison Neurohr, Casey Stratton, Robert Stice, Tim Barney, Doran Tucker, Dan Strasser, Ryan McCullough, Thom Gencarelli, and David Hoffman**. A conference of this magnitude relies on the contributions of many, and I am also incredibly grateful to all those who served as **Reviewers, Respondents, and Session Chairs**. Your time and expertise were essential in shaping this program.

Of course, I must also express my heartfelt thanks to my WVU community for their unwavering support throughout this journey. Twelve years ago, as a new doctoral student at West Virginia University, I attended my first ECA conference. I quickly discovered the deep connection between ECA and WVU Communication Studies. My exceptional professors at WVU—**Scott Myers, Matthew Martin, Alan Goodboy, Megan Dillow, Keith Weber, and Christine Kunkel**—played a pivotal role in fostering that connection. I am profoundly grateful for their efforts in introducing graduate students to ECA, socializing us into the discipline of



FIRST VICE PRESIDENT'S ACKNOWLEDGEMENTS *continued*

Communication Studies, and providing ongoing support throughout our careers.

In addition to my professors, I want to acknowledge several graduate students from my time at WVU, all of whom have been a source of encouragement and camaraderie along the way. Thank you to **Mary Donato, Molly Eickholt, Dana Borzea, Hannah Ball, Sara Pitts, Sara LaBelle, Zac Johnson, Julia Weiss, Christine Anzur, James Baker, Stephen Kromka, Kylie Wilson, Cathlin Clark-Gordon, Zac Goldman, Michael Sollitto, and Alex Lancaster**. Over the years, we have shared so many wonderful memories, many of which include ECA adventures. Your friendship and support mean the world to me.

I am deeply grateful to the many Past Presidents and ECA leaders who have offered their support, advice, and encouragement throughout this process. Whether through assistance with tasks or words of inspiration, their contributions have been invaluable. Thank you to **Jennifer Waldeck, Pam Lannutti, Janie Harden Fritz, Leanne Bell McManus, Amanda McKendree, Candice Thomas-Maddox, Sara Weintraub, Tom Flynn, Nancy Willets, Katherine Thweatt, and Mary Kahl** for your generous support.

I would like to express my sincere gratitude to my **administration, colleagues, and students** at the University of Kansas for their unwavering support throughout this past year. Their encouragement has been instrumental, and I am truly grateful to work alongside such dedicated and talented individuals each day.

Our ECA attendees will have the privilege of hearing from three distinguished keynote speakers at this year's conference. **Angela Gist-Mackey** will deliver the keynote address at the ECA Awards Ceremony, **David McMahan** will present the keynote address at the ECA Basic Course Conference, and **Scott Myers** will provide the keynote address at the Undergraduate Scholars Conference Dinner. I am deeply grateful for their willingness to share their expertise and timely insights, which will undoubtedly enrich our members' experience. Thank you for your contributions, your service, and your friendship.

I would like to extend my thanks to **Meghan Fiely** and **Fran Rickenbach** from MEI, our association management company, for their exceptional support of ECA. It has been a pleasure working with you throughout this process, and we deeply appreciate your dedication to supporting ECA members and leaders. Thank you to **Caleb Olson** for creating the ECA 2025 logo, and to **Kishi Rey** for creating the program cover. Thank you to **Tammy Bulger** for her willingness to answer questions and provide advice throughout the planning process. I also wish to thank the staff of the Hyatt Regency Buffalo, particularly **James Zankel** and **Matthew Wolcott**, for their assistance with all hotel and catering-related matters. Additionally, I am grateful to **Matthew Westerling** (Encore), **Allyson Payne** (Core-Apps), **Tom Cavey** (Attendee Interactive), **Donna Cross** (DM Composition), **Christopher Patch** (CSM Group, Inc.), and **Karen Cox** (Visit Buffalo Niagara) for their part in helping to make ECA 2025 successful.

ECA is fortunate to have the support of several generous sponsors each year. The sponsors for our 2025 convention include **University of North Carolina Wilmington, Ohio University, Florida State University, University of Kansas, Stukent, Inc., Fairfield University, Towson University, University at Buffalo, Syracuse University, Kendall Hunt Publishing Company, Dr. Richard Vatz, Villanova University, Soomo Learning, and W.W. Norton & Company**. We sincerely thank each of them for their invaluable contributions to this year's conference.

I would like to express my heartfelt gratitude to my mother, **Janie Marcum**, and my aunt, **Kay Matney**, for their unwavering love and support. Finally, and most importantly, I would like to thank my partner, **Keith Dougherty**. Whether proofreading an email, offering advice, or patiently listening to my constant discussions about ECA over the past year, Keith has been there every step of the way. I am truly fortunate to have him as my partner in life. Thank you!

Planning this conference has been an incredible journey, and I am deeply appreciative of everyone who has played a role in bringing ECA 2025 to life. Thank you for your dedication, passion, and commitment to making our conference a success.

EASTERN COMMUNICATION ASSOCIATION OFFICERS AND STAFF



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Wilmington



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Executive Director
Stacy Smulowitz
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Jeanne Pursuit
President
University of North Carolina Wilmington
601 S. College Road
Wilmington, NC 28403
910-962-2616

Jennifer Waldeck
Immediate Past President
University of Georgia
College of Agricultural and
Environmental Sciences
405 College Station Road
Athens, GA 30602
(706) 542-8913

Jordan Atkinson
First Vice President
University of Kansas Edwards Campus
12600 Quivira Road
Overland Park, KS 66213

Jessica Papajcik
First Vice President-Elect
Stark State College
Communication, Humanities, and Reading
Dept.
6200 Frank Ave NW
North Canton, OH 44720

Colin Kearney
First Vice President Elect-Select
Hampton University
School of Liberal Arts
119 Armstrong Hall
Hampton, VA 23668

Stacy Smulowitz
Executive Director
University of Scranton
Department of Communication & Media
800 Linden St.
Suite 4106
Scranton, PA 18510

STANDING COMMITTEES

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 Thomas Flynn (Elected Representative)
 Hannah Ball, Communication Quarterly Editor (*ex officio*)
 Dave Keating, Communication Research Reports Editor (*ex officio*)
 Angela Putman, Qualitative Research Reports in Communication Editor (*ex officio*)

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 Keith Weber (Immediate Past Editor of Communication Research Reports)
 Inci Ozum Sayrak (Immediate Past Editor of Qualitative Research Reports in Communication)
 Zac Johnson (Immediate Past Editor, Communication Quarterly)
 Rod Carveth (Elected Representative)
 Angela Putman (Elected Representative)
 Hannah Ball, Communication Quarterly Editor (*ex officio*)
 Dave Keating, Communication Research Reports Editor (*ex officio*)
 Angela Putman, Qualitative Research Reports in Communication Editor (*ex officio*)

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Hampton University
 Director of Social Media
 Term: Convention Sunday 2023-Saturday 2026

Hannah Ball

Chapman University
Communication Quarterly - Editor
 Term: January 2025-December 2027

Tracey Quigley Holden

University of Delaware
 ECA Representative to NCA Legislative Assembly
 Convention Sunday 2022-Convention Thursday 2025

Susan Drucker

Hofstra University
 ECA Legal Counsel

Angela L. Putman Penn State University, Brandywine

ECA Representative to NCA Legislative Assembly
 Term: Sunday 2023-Convention Thursday 2026

Meredith Marko Harrigan

SUNY Geneseo
 ECA Representative to NCA Nominating Committee
 Convention Sunday 2023- Convention Thursday 2026

Angela Putman

**Penn State University,
Brandywine**
Qualitative Research Reports in Communication - Editor
 Term: January 2024-December 2026

Mary E. King Bloomsburg University

ECA Representative to NCA Legislative Assembly
 Convention Sunday 2022-Convention Thursday 2025

Trevor Parry-Giles University of Maryland

Archivist

Dave Keating

University of New Mexico
Communication Research Reports - Editor
 Term: January 2023-December 2025

INTEREST GROUP REPRESENTATIVES TO EXECUTIVE COUNCIL

Applied Communication

Mary Donato
Central College
Convention Sun 2024-Thurs 2026

Health Communication

Jennifer Allen-Catellier
Gannon University
Convention Sun 2024-Thurs 2026

Nonverbal Communication

Zachary Carr
University at Buffalo
Convention Sun 2023-Thurs 2025

Argumentation and Forensics

Tim Michaels
Pennsylvania State University
Convention Sun 2023-Thurs 2025

Instructional Communication

Dana Borzea
Grand Rapids Community College
Convention Sun 2024-Thurs 2026

Organizational Communication

Cari Loeffler
Baylor University
Convention Sun 2023-Thurs 2025

Communication Administration

Janie Harden Fritz
Duquesne University
Convention Sun 2024-Thurs 2026

Intercultural Communication

Erin Watley
McDaniel College
Convention Sun 2024-Thurs 2026

Philosophy of Communication

Austin Hestdalen
Purdue University Northwest
Convention Sun 2023-Thurs 2025

Communication Law Ethics

Noura Hajjaj
Duquesne University
Convention Sun 2023-Thurs 2025

Interpersonal Communication

Mary King
Bloomsburg University
Convention Sun 2024-Thurs 2026

Political Communication

Kimberley Hannah-Prater
Community College of Baltimore County
Convention Sun 2023-Thurs 2025

Communication Technology

Rod Carveth
Morgan State University
Convention Sun 2023-Thurs 2025

Interpretation & Performance

Christi Saindon
CUNY-Queensborough Community College
Convention Sun 2024-Thurs 2026

Rhetoric Public Address

Benjamin Bates
Ohio University
Convention Sun 2023-Thurs 2025

Communication Traits

Lynda McCroskey
California State University, Long Beach
Convention Sun 2023-Thurs 2025

Kenneth Burke

Ryan McCullough
West Liberty University
Convention Sun 2024-Thurs 2026

Theory & Methodology

Doran Tucker
George Mason University
Convention Sun 2024-Thurs 2026

Community College

Christi Saindon
CUNY-Queensborough Community College
Convention Sun 2024-Thurs 2026

Media Communication

Roseann Pluretti
Queens University of Charlotte
Convention Sun 2023-Thurs 2025

Voices of Diversity

Dan Strasser
Rowan University
Convention Sun 2024-Thurs 2026

ECA 2025 CONVENTION PLANNING TEAM

First Vice President and Primary Planner

Jordan Atkinson
University of Kansas

Second Vice President

Stephen Kromka
University of Tampa

Second Vice President, Local Arrangements

Zachary Carr
University at Buffalo

Director of Sponsorships

Katherine Thweatt
SUNY Oswego

Basic Course Conference Director

Caroline Waldbuesser
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Short Courses Director

Nicole Blau and Candice Thomas-Mattox
Ohio University-Lancaster

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Julia Weiss
University of Virginia's College at Wise

James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference Directors

James Baker
Mission College

and

Sara Pitts
Alice Lloyd College

Past Planner Advisor

Leeanne Bell McManus
Stevenson University

Social Media Director

Colin Kearney
Hampton University

GENERAL CONVENTION INFORMATION

Convention Conduct/Hotel Policies

Our ability to host rewarding conventions is highly dependent on our relationships with the hotels and other vendors such as technology providers. We request that you treat these relationships with care. And importantly, we ask that you be respectful of colleagues and students at all times.

1. Although housekeeping gratuities are at each guest’s discretion, \$2 per room, per day, is customary. 100% of gratuities left are distributed to the members of the Hyatt’s team servicing our rooms. Please be kind and courteous in your dealings with these service providers. Similarly, we would ask that you be gracious with your gratuities for bell and restaurant staff, and courteous in your interactions with them.
2. Encore (AV/Tech Company) will have tech support staff on-site during the convention. These individuals are available for your convenience to assist with technology and equipment provided by ECA and Encore. They cannot provide support for your personal devices or help with internet connectivity.
3. ECA is intended to be a safe, inclusive, and welcoming experience for all participants. Please be especially aware of our many student participants and their safety and comfort. ECA will not tolerate harassment among convention attendees of any sort, including unwanted sexual attention, stalking, or non-consensual physical contact. Please be especially mindful of behavior when alcohol is present and/or when there are power imbalances among the parties involved. **If you see or experience something, say something: Please report concerns to Jeanne Pursuit, President, or Jordan Atkinson, First Vice President.** The hotel reserves the right to refuse to serve alcoholic beverages to anyone who appears to be underage and cannot produce proper identification, or to anyone who appears to be intoxicated.
4. ECA is responsible for any damage to hotel premises. Please act responsibly in your guest room and meeting rooms. The hotel does not permit anything nailed, tacked, taped, or otherwise attached to floors, walls, furniture, or any other part of the building. You will be responsible for any damages charged to ECA as a result of your actions. Further, the hotel has the right to regulate noise levels in guest rooms and event spaces.
5. The Hyatt Regency Buffalo is a non-smoking facility. No smoking of any type is permitted in guest rooms, foyers, hallways, meeting rooms, restaurants, and restrooms. You will incur cleaning charges for smoking.

6. Pets are permitted in designated guest rooms with a payment of a \$100 pet fee (non-refundable). Contact the hotel directly for details of the pet policy. Note that pets are not allowed in the restaurants, bars, lounges, or health club. They must be on a leash at all times in public areas, and kenneled when in the guest room unattended. Guests will be billed for any damages caused by pets. Service animals are welcome under the provisions of the Americans with Disabilities Act.
7. Check-in time is 4:00 PM and check-out time is 11:00 AM. Early check-ins or late check-outs are subject to availability and must be arranged with the front desk.
8. An early departure fee of one night’s room and tax will be charged for early check-outs. By registering for the 2025 ECA convention, participants agree that they are responsible for providing their own insurance. They assume responsibility for all risks associated with participating, and thereby hold harmless the Eastern Communication Association, its Executive Council, and other sponsors of this event.
9. Quiet Room Policy: the ECA Planning Team has provided Board Room (2nd floor) as a room where conference attendees can have a quiet place to relax and recharge. Please do not hold conversations, talk on the phone, or otherwise disrupt others in the quiet room. You will be asked to leave the quiet room if you cannot abide by this policy. We hope that everyone can use this room for their health and wellbeing.

Registration Hours—Coat Check/Registration

Wednesday, March 26	8:00 AM – 6:00 PM
Thursday, March 27	7:30 AM – 5:30 PM
Friday, March 28.....	7:30 AM – 5:00 PM
Saturday, March 29.....	8:00 AM – 2:00 PM

Exhibit Hours/List of Exhibitors

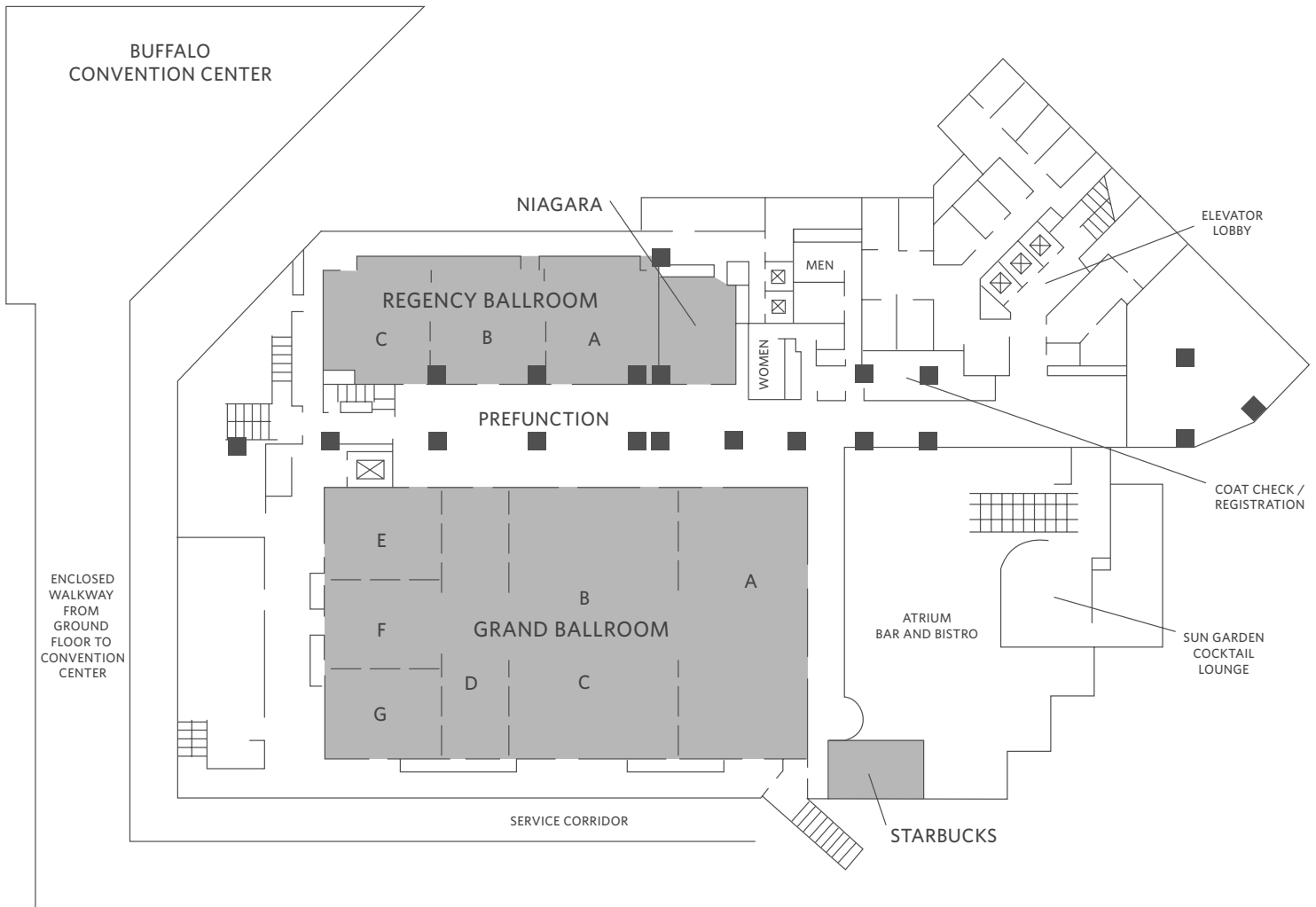
Exhibit Area—Grand Foyer

Thursday, March 27	9:00 AM – 5:30 PM
Friday, March 28.....	9:00 AM – 5:00 PM
Saturday, March 29.....	9:00 AM – 3:00 PM

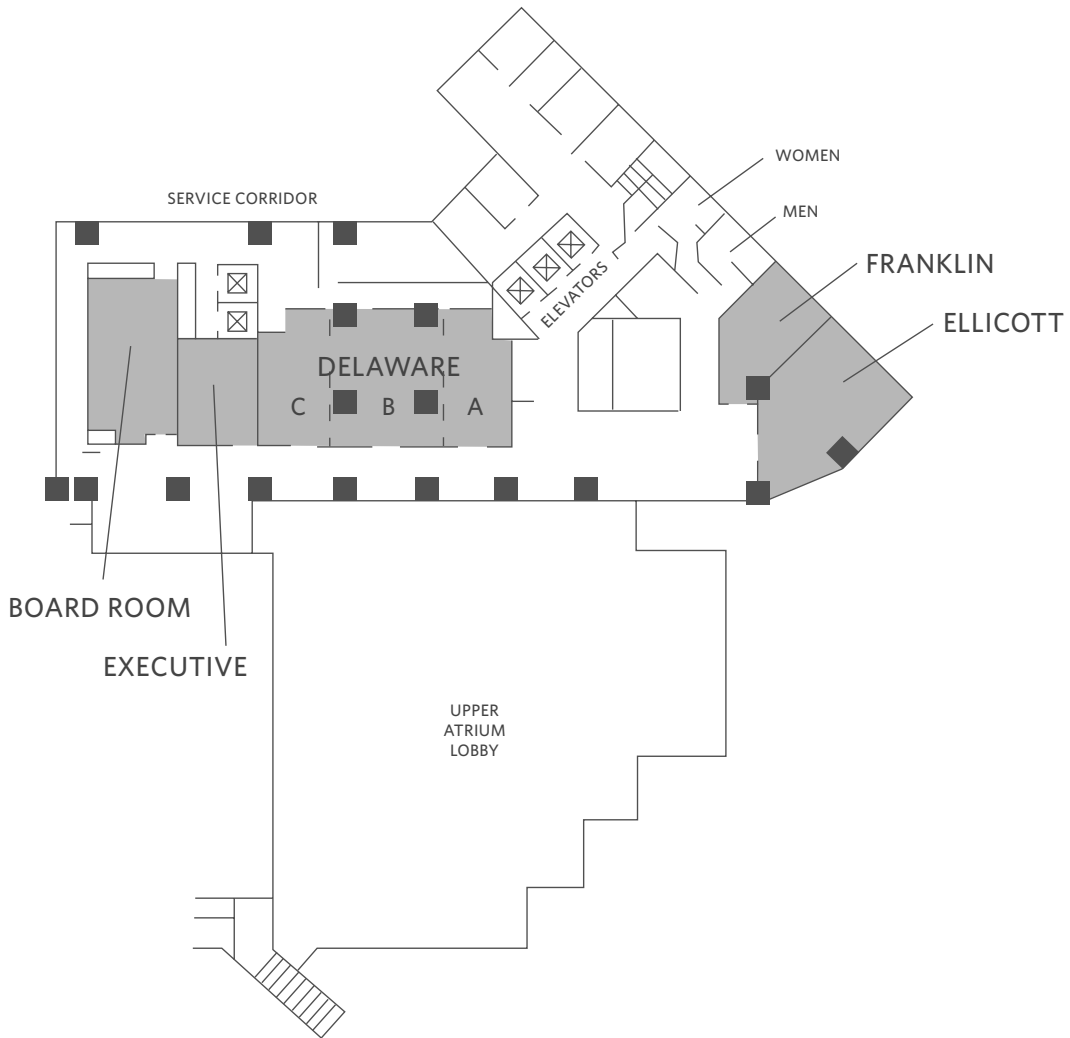
Be smart. When you leave the hotel, do not walk alone, and be aware of your surroundings at all times.

FOR IMMEDIATE SECURITY ASSISTANCE, DIAL ZERO FROM ANY HOUSE PHONE, OR CALL 911.

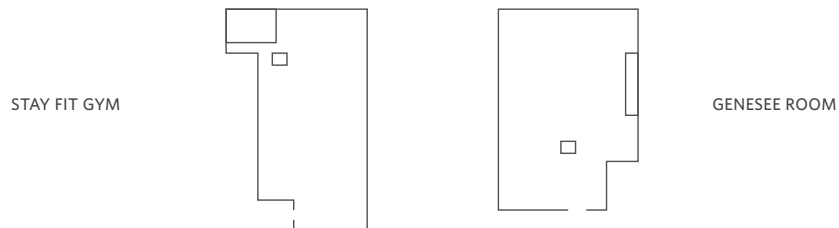
HYATT REGENCY Mezzanine



HYATT REGENCY Second Floor



Lobby Level



ECA 2025

INTEREST GROUP AND AFFILIATE ORGANIZATION PLANNERS AND REVIEWERS

American Society for the History of Rhetoric (ASHR)

Planner: David Hoffman
Ekaterina Haskins
Mary Anne Trasciatti

Applied Communication

Planner: Erin Crow
Jordan Atkinson
Mary Donato
Cora Farra
Janie Harden Fritz
Cailin Kuchenbecker
Robin Smith Mathis
Rana Ramadan

Argumentation and Forensics

Planner: Robert Green
Jordan Atkinson
Robert Green

Basic Course Conference

Planner: Caroline Waldbuesser

Communication Administration

Planner: Andrew Herman
Meredith Marko Harrigan
Ming Lei

Communication Law & Ethics

Planner: Noura Hajjaj
Joshua Clements
Amanda Damiano
Donna Flayhan
Tiffany Gilliam
D.L. Stephenson

Communication Technology

Planner: Joel Ward
Jeffrey Bogaczyk
Rod Carveth
Cathlin Clark-Gordon
Ryan McCullough
Tiffany Petricini
Anthony Wachs
Joel Ward

Communication Traits

Planners: Lynda McCroskey and Alan Heisel
Alan Heisel
Corey Liberman
Lynda McCroskey

Community College

Planner: Jenny Warren
Kerry Byrnes-Loinette
Donica O'Malley
Jessica Papajcik
Nancy Rosen
Christina Saindon
Susan Ward

G.I.F.T.S.

Planner: Victoria Nabors
Jordan Atkinson
Kerry Byrnes-Loinette
Laura O'Connell
Donica O'Malley
Jessica Papajcik
Nancy Rosen
Christina Saindon
Jenny Warren
Nancy Willets

Graduate Poster Sessions

Planner: Julia Weiss
Christine Anzur
Jordan Atkinson
Alysse Baker
Elizabeth Cohen
Sara Pitts
Rachel Tighe
Julia Weiss

Health Communication

Planner: Yadong Ji
Comfort Adebayo
Benjamin Bates
Jennifer Catellier
Nancin Dadem
Amanda Damiano
Satarupa Dasgupta
Paula Hopeck
Yadong Ji
Ming Lei
Athar Memon
Shatakshi Semwal

Institute of General Semantics

Planner: Thom Gencarelli

Instructional Communication

Planner: Cathlin Clark-Gordon
Katherine Armstrong
James Baker
Dana Borzea
Maria Hannah
Zac Johnson
Stephen Kromka
Sara LaBelle
Scott Myers
Sara Pitts
Casey Stratton
Sara Weintraub

Intercultural Communication

Planner: Rukhsana Ahmed
Idris Alghazali
Jordan Atkinson
Doreen Jowi
Yuping Mao
Angela Putman

Interpersonal Communication

Planner: Meredith Harrigan
Elizabeth Glowacki
Andrew Herman
Mary King
Angela La Valley
Ellie Weaver

Interpretation & Performance

Planners: Jennifer Shamrock and Evan Schares
Shauna MacDonald
Christina Saindon
Evan Schares
Julie-Ann Scott-Pollock
Jennifer Shamrock

James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Planners: Sara Pitts and James Baker

Arshia Answer
Kathering Armstrong
Jordan Atkinson
James Baker
Nancy Bressler
Rebekah Chiasson
Cathlin Clark-Gordon
Anne Czerwinski
Amanda Damiano
Mary Donato
Scott Dunn
Eric Fife
Ebuka Ifeanyichukwu
Zac Johnson
Mildred Komey
Stephen Kromka
Sara LaBelle
Susan Mancino
Matthew Martin
Anne Mattina
Ryan McCullough
Athar Memon
Dolapo Oyedokun
Sara Pitts
Emily Reagan
Brent Saindon
Cecilia Salomone
Valerie Schrader
Casey Stratton
Kati Sudnick
Atsushi Tajima
Caroline Waldbuesser
Jenny Warren
Ashley Watson
Matthew Witkowski
Catherine Wright
Melissa Yang

Kenneth Burke Society

Planner: Cem Zeytinoglu

Anne Czerwinski
Erik Garrett
Paul Lucas
Ryan McCullough
Tim Michaels
Valerie Schrader
Cem Zeytinoglu

Media Communication

Planners: Roseann Pluretti and Tanya Powers

Gordon Alley-Young
Beth Bonnstetter
Chris Garcia
Danielle Mehlman-Brightwell
Leigh Nelson
Lukas Pelliccio
Lora Smith
Christine Willingham
Yiyi Yang

Media Ecology

Planner: Ryan McCullough

Erik Garrett
Thom Gencarelli
Austin Hestdalen
Tim Michaels
Lance Strate
Anthony Wachs

Nonverbal Communication

Planner: Madison Neurohr

Zachary Carr
Tahleen Lattimer

Organizational Communication

Planner: Casey Stratton

Cathlin Clark-Gordon
Angie Corbo
Maxine Gesualdi
Miwa Ito
Corey Liberman
Tamutswa Mahari
Felicia Murphy
Uchenna Onuzulike
Casey Stratton
Candice Thomas-Maddox

Philosophy of Communication

Planner: Joel Ward

Preston Carmack
Sarah Deluliis
Janie Harden Fritz
Erik Garrett
Michael Kearney
Inci Ozum Sayrak
Joel Ward
Natalia Wohar

Political Communication

Planner: Robert Stise

Tracey Quigley Holden
Ebuka Ifeanyichukwu
Erin Oittinen
Robert Stise

Rhetoric and Public Address

Planner: Timothy Barney

Timothy Barney
Benjamin Bates
Guillermo Caliendo
Anne Czerwinski
Abbe Depretis
Trevor Parry-Giles
Valerie Schrader

Short Courses

Planners: Nicole Blau and Candice Thomas-Maddox

Leeanne Bell McManus
Nicole Blau
Kerry Byrnes-Loinette
Ann Bainbridge Frymier
Steve Granelli
Anne Mattina
Candice Thomas-Maddox
Sally Vogl-Bauer
Sara Weintraub
Nancy Willets

Theory and Methodology

Planner: Doran Tucker

Kimberly Meltzer
Sergei Samoilenko
Doran Tucker

Voices of Diversity

Planner: Dan Strasser

Nancy Bressler
Timothy Brown
Angie Corbo
Carla Richards
Jennifer Shamrock
Claude Taylor

GRADUATE AND UNDERGRADUATE POSTER SESSIONS & AWARDS

**Please arrive at least ten minutes early to check in and display your poster.
Push pins and binder clips will be provided.**

James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Poster Session I

Friday, March 28 1:00-2:15 Grand B/C

James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Poster Session II

Friday, March 28 4:00-5:15 Grand B/C

Undergraduate Scholars Conference poster awards will be given at the Friday evening dinner

Graduate Poster Session I

Friday, March 28 10:00-11:15 Grand B/C

Graduate Poster Session II

Friday, March 28 4:00-5:15 Grand B/C

Graduate Poster awards will be given at the Saturday afternoon General Business Meeting

The Graduate Programs Showcase will take place from 4:00-6:00 in Grand B/C

ECA MEETINGS AT A GLANCE

Wednesday, March 26

11:00 AM-12:30 PM	Finance Committee Business Meeting I	Ellicott
12:45-1:45 PM	Publications Committee Business Meeting	Ellicott
2:00-3:00 PM	Site Selection Committee Business Meeting	Ellicott
3:15-6:00 PM	ECA Executive Council Business Meeting I	Ellicott

Thursday, March 27

8:30-9:45 AM	Communication Administration Business Meeting	Delaware B
8:30-9:45 AM	ECA Research Fellows Business Meeting	Ellicott
8:30-9:45 AM	Rhetoric and Public Address Business Meeting	Grand E
10:00-11:15 AM	Media Communication Business Meeting	Delaware A
11:30 AM-12:45 PM	Nonverbal Communication Business Meeting	Grand G
1:00-2:15 PM	ECA Teaching Fellows Business Meeting	Delaware B
4:00-5:15 PM	Argumentation and Forensics Business Meeting	Delaware B
4:00-5:15 PM	Health Communication Business Meeting	Delaware C
4:00-5:15 PM	Institute of General Semantics Business Meeting	Franklin

Friday, March 28

8:30-9:45 AM	Communication Law and Ethics Business Meeting	Regency A
8:30-9:45 AM	Media Ecology Business Meeting	Franklin
8:30-9:45 AM	New York State Communication Association Business Meeting	Delaware B
8:30-9:45 AM	Philosophy of Communication Business Meeting	Regency C
10:00-11:15 AM	ECA 2026 Planners Meeting I	Delaware C
11:30 AM-12:45 PM	Intercultural Communication Business Meeting	Niagara
1:00-2:15 PM	Maryland Communication Association Business Meeting	Delaware B
1:00-2:15 PM	New Jersey Communication Association Business Meeting	Delaware C
2:30-3:45 PM	Instructional Communication Business Meeting	Regency A
4:00-5:15 PM	Communication Traits Business Meeting	Regency B
4:00-5:15 PM	Kenneth Burke Society Business Meeting	Grand G
4:00-5:15 PM	Organizational Communication Business Meeting	Niagara
4:00-5:15 PM	Political Communication Business Meeting	Delaware B

Saturday, March 29

8:30-9:45 AM	American Society for the History of Rhetoric (ASHR) Business Meeting	Delaware B
8:30-9:45 AM	Communication Technology Business Meeting	Regency C
8:30-9:45 AM	Interpersonal Communication Business Meeting	Ellicott
8:30-9:45 AM	Interpretation and Performance Business Meeting	Regency B
10:00-11:15 AM	Community College Business Meeting	Regency B
10:00-11:15 AM	ECA Nominating Committee	Grand G
1:00-2:15 PM	Pennsylvania State Communication Association Business Meeting	Delaware B
4:00-5:15 PM	Applied Communication Business Meeting	Regency B
4:00-5:15 PM	ECA 2026 Planners Meeting II	Delaware B
4:00-5:15 PM	Theory and Methodology Business Meeting	Grand F
4:00-5:15 PM	Voices of Diversity Business Meeting	Grand E
5:30-6:45 PM	ECA General Business Meeting	Grand B/C

Sunday, March 30

8:30-9:30 AM	Finance Committee Business Meeting II	Ellicott
9:45-11:30 AM	ECA Executive Council Business Meeting II	Ellicott

ECA provides space for a Twelve Step meeting nightly, Wednesday-Saturday, in the Ellicott Room from 8:00-9:00 PM.

REFRESHMENT BREAKS, MEALS, AND RECEPTIONS

Wednesday, March 26

12:00-1:00 PM	Basic Course Conference Luncheon	Regency B
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Thursday, March 27

8:00-10:00 AM	ECA Morning Perk-Up Coffee Station	Niagara Foyer
11:30 AM-1:30 PM	Administrators' and Academic Leaders' Lunch & Learn	Grand A
2:00-3:00 PM	Afternoon Break in the Sungarden	Sungarden
5:15-6:00 PM	Newcomers and Undergraduate Scholars Welcome Reception	Grand A
6:00-7:30 PM	ECA Welcome Reception	Grand A

Friday, March 28

8:00-10:00 AM	ECA Morning Perk-Up Coffee Station	Niagara Foyer
11:30 AM-1:00 PM	ECA Past Officers Club Luncheon	Grand A
2:00-3:00 PM	Afternoon Break in the Sungarden	Sungarden
6:00-8:00 PM	James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference Dinner	Grand A
6:00-8:00 PM	Wine and Spots	Regency C
8:30-10:30 PM	ECA Pub Trivia!	Regency B

Saturday, March 29

8:00-10:00 AM	ECA Morning Perk-Up Coffee Station	Niagara Foyer
11:15 AM-1:00 PM	ECA Convention Luncheon, Awards, and Keynote	Grand A
2:00-3:00 PM	Afternoon Break in the Sungarden	Sungarden
5:30-6:45 PM	Happy Hour Snacks at the ECA General Business Meeting	Grand B/C
7:00-10:00 PM	President's Reception	Grand A

Sunday, March 30

9:30-10:00 AM	Executive Council Breakfast	Ellicott Room
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SHORT COURSES

Short courses require preregistration or on-site registration

Time	Session Title	Location
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Thursday, March 27

8:30-9:45 AM	From Theory to Practice: Slow Media as a Creative Solution for Mindful Learning and Assessment	Grand F
10:00-11:15 AM	Historical Narratives and Theoretical Foundations: A Storyteller's Approach to Critical Health Communication	Grand F
1:00-2:15 PM	Building the Business Acumen of Communication Students: A Case Approach	Grand F
2:30-3:45 PM	Contemporary Problems in Journalism: Finding Solutions Through News-Academic Partnerships	Grand F

Friday, March 28

8:30-9:45 AM	Solving Contemporary Issues by Applying Theory to Practice: Strategies for Fostering Translation	Grand F
10:00-11:15 AM	How Hard Can It Be?: Getting Started with Faculty-Led Study Abroad Programs	Grand F
10:00-11:15 AM	Framing, Agenda, and Spin: [Manufacturing] Contemporary Rhetorical Problems and [Maybe Some] Creative Solutions	Franklin
11:30 AM-12:45 PM	Discovering Creative Solutions to Contemporary Problems Using Media Literacy and Critical Pedagogy	Grand F
1:00-2:15 PM	Addressing the Contemporary Problems of AI: Creative Solutions for Active Learning in Introductory Theory Courses	Grand F
4:00-5:15 PM	AI Literacy: Policy, Pedagogy, and Prompt Engineering	Grand F

Saturday, March 29

8:30-9:45 AM	Leveraging Generative AI for Backward Design in Curriculum Development and Course Design	Grand F
1:00-2:15 PM	Integrating AI into the Public Speaking Classroom: Contemporary Problem, Creative Solutions	Grand F

MEMORIAL PANELS

Thursday, March 27

2:30-3:45 PM	Honoring Shirlee Levin and Michelle Simpson	Delaware A
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Friday, March 28

4:00-5:15 PM	Remembering Gary Gumpert: A Force of Nature	Ellicott
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Saturday, March 29

2:30-3:45 PM	A Tribute in Memoriam to Dr. Andrew S. Rancer	Regency B
4:00-5:15 PM	Honoring Jean Ann Streiff: A Gentle Force of Reason	Delaware C

FIRST VICE PRESIDENT'S PROGRAMMING

Thursday, March 27

8:30-9:45 AM	Truth in the Age of Misinformation: Communication Strategies for Combating Disinformation	Grand G
10:00-11:15 AM	Meet the Editors: Insights into ECA's Academic Journals	Regency B
1:00-2:15 PM	Creatively Addressing the Contemporary Problem of Connection: Relationship Building, Mentoring, and ECA's Orientation Towards Building a Culture of Wayfinding	Regency C
1:00-2:15 PM	Our Skills as Communication Scholars and Teachers are Relevant Outside of the Classroom: An Oncology Case Study	Regency B
2:30-3:45 PM	Presidential Election 2024: A Boon or Bane for America?	Niagara
4:00-5:15 PM	Expressive Dancing to Cultivate Personal and Planetary Peace: A Humble Tribute	Grand G

Friday, March 28

8:00-8:30 AM	Morning Conversation with Buffalo Deputy Mayor, Brian A. Gould	Grand G
9:30-11:30 AM	VIP AI: Vision, Innovation, and Possibilities with Artificial Intelligence	Grand G
10:00-11:15 AM	Money Talks: Workplace Negotiation, Strategy, and Skill	Ellicott
1:00-2:15 PM	Addressing Today's Challenges: Creative Solutions Through Campus-Community Service Partnerships	Franklin
2:30-3:45 PM	Revamping Our Mindset and Approach to Workplace Bullying	Regency C
2:30-3:45 PM	Enhancing the Undergraduate Communication Studies Collegiate Experience: Student Participation in Extra-Curricular Activities, Events, and Programs	Grand G

Saturday, March 29

8:30-9:45 AM	Ask Us Anything: Learning about the Discipline of Communication and Becoming More Engaged from Those with Decades of Experience in the Discipline	Delaware C
1:00-2:15 PM	Undergraduate Student Organizations as a Creative Solution to Student Engagement	Niagara
2:30-3:45 PM	Bridging Theory and Care: Applying Communication Research to Transform Clinical Practice	Regency A

Wednesday • March 26, 2025

8:00 AM

003017

8:00 AM to 6:00 PM
Convention Registration

Coatroom

As you arrive at the convention, be sure to stop by the registration area (Mezzanine Level) to check in with Meghan and Fran. They will be there daily to welcome you and get you all set for a great experience!

9:30 AM

005010

9:30 AM to 4:30 PM
ECA 2025 Basic Course Conference

Regency B

Chair: Caroline Waldbuesser, University of Missouri

We will gather on Wednesday, March 26, for the bi-annual ECA Basic Course Conference. Our theme for the 2025 Basic Course Conference is Contemporary Issues in the Basic Communication Course. The conference will include sessions and workshops focused on contemporary issues in the basic communication courses, including student challenges, instructor and director considerations, updating assessments and rubrics, how to approach training instructors, and a G.I.F.T.S. session. The planner for the 2025 ECA Basic Course Conference is Dr. Caroline Waldbuesser, Basic Course Director at the University of Missouri.



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The keynote speaker for the 2025 Basic Course Conference is Dr. David McMahan. Dr. McMahan is the Interim Department Chair and a Professor of Communication at Missouri Western State University. He received his Ph.D. from the University of Iowa in 2001, with research focusing on the social aspects of media and technology, personal relationships, and rhetorical criticism. He has published over ten books, including *Internet Communication*, *Introduction to Communication Criticism*, *Relational Communication*, *The Basics of Communication*, and the bestselling *Communication in Everyday Life* series. His research and other works have been published in numerous academic journals and anthologies, and he was named a Centennial Scholar by the Eastern Communication Association. His extensive record of service includes President of the National Communication Association, President of the Central States Communication Association, Editor of the *Iowa Journal of Communication*, and Consulting Editor of the *Journal of Communication Pedagogy*, along with membership and activity on a vast number of academic committees, executive boards, and editorial boards. He has taught courses which span the discipline of communication and has received several awards for his work in the classroom.

Beverages and snacks will be served in the morning. Lunch will be served. Preregistration or on-site registration is required. The 2025 ECA Basic Course Conference is generously sponsored by W. W. Norton, Inc.

11:00 AM

008006

11:00 AM to 12:30 PM
Finance Committee Business Meeting I

Ellicott

Chair: Jeanne Pursuit, UNC Wilmington

Presenters:

Jordan T. Atkinson, University of Kansas
Jessica Papajcik, Stark State College
Jennifer Waldeck, University of Georgia
Stacy Smulowitz, University of Scranton

Angela L. Putman, Penn State Brandywine
Dave Keating, University of New Mexico
Hannah Ball, Chapman University
Thomas Richard Flynn, Slippery Rock University

The Finance Committee is responsible for reviewing the financial health of the Association, evaluating proposals coming before the Executive Council which may have an economic impact on the Association, and making appropriate recommendations concerning financial issues to the Executive Council.

12:45 PM**011006****12:45 PM to 1:45 PM****Ellicott****Publications Committee Business Meeting**

Chair: Jeanne Pursuit, UNC Wilmington

Presenters:

Jessica Papajcik, Stark State College
 Stacy Smulowitz, University of Scranton
 Angela L. Putman, Penn State Brandywine
 Dave Keating, University of New Mexico
 Hannah Ball, Chapman University

Rod Carveth, Central Connecticut State University
 Zac Johnson, California State University, Fullerton
 Inci Ozum Sayrak, Duquesne University
 Keith Weber, Chapman University

The Publications Committee is responsible for the general supervision of all publications of the Association, evaluating proposals coming before the Executive Council which may impact the Association's publications, and making appropriate recommendations concerning publication issues and nominations for editorial positions to the Executive Council.

2:00 PM**013006****2:00 PM to 3:00 PM****Ellicott****Site Selection Committee Business Meeting**

Chair: Jeanne Pursuit, UNC Wilmington

Presenters:

Pamela Lannutti, Widener University
 Jennifer Waldeck, University of Georgia
 Jordan T. Atkinson, University of Kansas
 Jessica Papajcik, Stark State College
 Stacy Smulowitz, University of Scranton

The Convention Site Selection Committee is responsible for investigating potential sites for Association conventions and making appropriate recommendations concerning convention site selections to the Executive Council.

3:15 PM**015006****3:15 PM to 6:00 PM****Ellicott****ECA Executive Council Business Meeting I**

Chair: Jeanne Pursuit, UNC Wilmington

Presenters:

Stacy Smulowitz, University of Scranton
 Jennifer Waldeck, University of Georgia
 Jordan T. Atkinson, University of Kansas
 Jessica Papajcik, Stark State College
 Colin Kearney, Hampton University
 Susan Drucker, Hofstra University
 Angela L. Putman, Penn State Brandywine
 Dave Keating, University of New Mexico
 Hannah Ball, Chapman University
 Mary E. King, Bloomsburg University
 Tracey Quigley Holden, University of Delaware
 Meredith Marko Harrigan, State University of New York, Geneseo
 Trevor Parry-Giles, University of Maryland
 Mary E. Donato, Central College
 Noura Hajjaj, Duquesne University
 Christina E. Saindon, Queensborough Community College, CUNY

Dana Borzea, Grand Rapids Community College
 Ryan P. McCullough, West Liberty University
 Zachary Carr, University at Buffalo (SUNY)
 Cari Loeffler, Baylor University
 Austin D. Hestdalen, Purdue University Northwest
 Benjamin R. Bates, Ohio University
 Doran Tucker, George Mason University
 Lynda L. McCroskey, California State University, Long Beach
 Tim Michaels, Penn State University
 Dan Strasser, Rowan University
 Rod Carveth, Central Connecticut State University
 Janie Harden Fritz, Duquesne University
 Roseann Pluretti, Queens University of Charlotte
 Jennifer Allen Catellier, Gannon University
 Kimberley J. Hannah-Prater, Community College of Baltimore County
 Erin Watley, McDaniel College

8:00 PM**021006****8:00 PM to 9:00 PM****Ellicott****Twelve Step Meeting**

This space is available nightly from 8:00-9:00 pm for Twelve Step Meetings.

Thursday • March 27, 2025

7:00 AM

101025 **7:00 AM to 8:00 AM** **Lobby**
Morning Momentum: A Morning Walk, Jog, or Run

Start your day with energy and connection! Join Dr. Dan Strasser and fellow conference attendees for a rejuvenating morning run, jog, or walk around downtown Buffalo. This casual and inclusive activity is perfect for all fitness levels and offers a refreshing way to network while enjoying the local scenery. Whether you're looking to break a sweat or simply stretch your legs, Morning Momentum is a great opportunity to set a positive tone for the day ahead. Don't forget to bring your running shoes and a smile!

If you are interested in participating, please email Dr. Dan Strasser at strasser@rowan.edu, or simply show up in the hotel lobby at 7:00 a.m.

7:30 AM

102017 **7:30 AM to 5:30 PM** **Coatroom**
Convention Registration

As you arrive at the convention, be sure to stop by the registration area (Mezzanine Level) to check in with Meghan and Fran. They will be there daily to welcome you and get you all set for a great experience!

8:00 AM

103021 **8:00 AM to 10:00 AM** **Niagara Foyer**
ECA Morning Perk-Up Coffee Station

Start your day at the ECA conference with a quick stop at our Morning Perk-Up Coffee Station! This convenient grab-and-go coffee station offers a selection of coffee and tea to help you recharge and refuel for the day ahead. Whether you're heading to an early session or just need a moment to energize, the Morning Perk-Up Coffee Station is here to ensure you're ready for a productive and inspiring conference experience. Stop by, pick up your beverage of choice, and get ready to make the most of your day!

8:30 AM

104003 **8:30 AM to 9:45 AM** **Delaware B**
Communication Administration Business Meeting

Sponsor: Communication Administration
 Chair: Andrew Herman, State University of New York, Geneseo

The Communication Administration Interest Group Business Meeting is open to all ECA members and individuals with an interest in communication administration. The meeting will provide a collaborative space for members to reflect on the past year's activities, share insights, and plan for future initiatives. The agenda includes officer reports, highlighting key accomplishments and updates from the past year, and a review of old business. Members will also discuss new business and upcoming opportunities. This meeting aims to foster community and strategic planning, ensuring the Interest Group continues to advance scholarly and practical contributions to communication administration.

Congratulations!



The Faculty and Students of the Department of Communication Studies at the University of North Carolina Wilmington wish to congratulate our colleague and professor, Dr. Jeanne M. Persuit, for serving as President of the Eastern Communication Association.

The Department of Communication Studies at UNCW offers a B.A. in Communication Studies and an M.A. Integrated Marketing Communication (IMC).

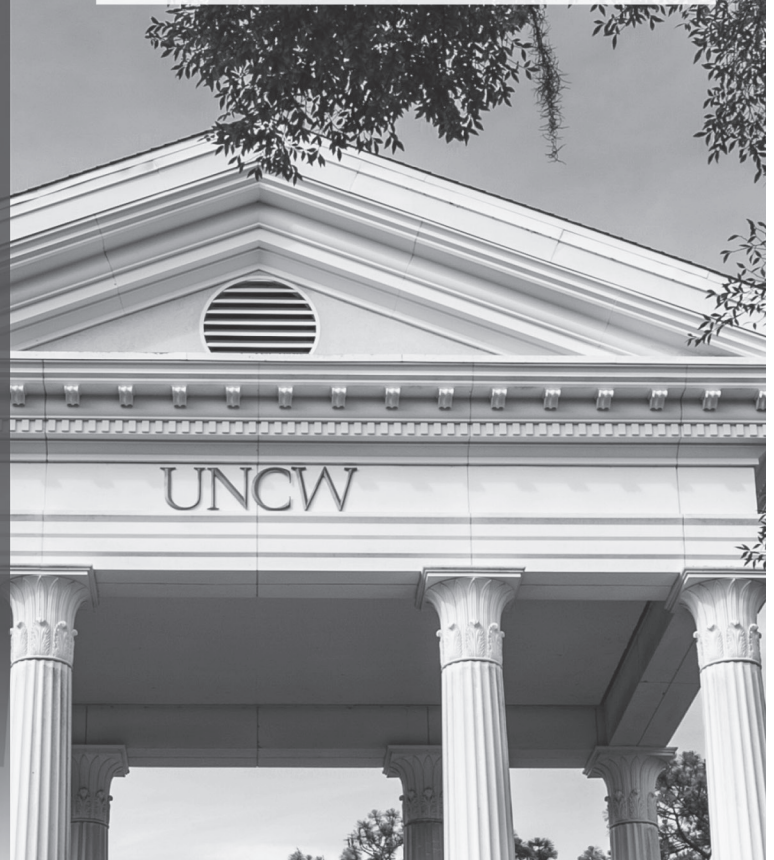
Our undergraduate curriculum includes media production, performance studies, interpersonal/organizational communication, rhetoric, and IMC.

Our fully online M.A. in IMC focuses on praxis, diversity and inclusion, research, and ethics.

Visit us at

www.uncw.edu/com

or email imc@uncw.edu



8:30 AM

104004

8:30 AM to 9:45 AM

Delaware C

**HIV/AIDS, COVID-19, Commercial Sex Work, Abortion Rights, and Water Justice:
Exploring Contemporary Issues through Voices of Diversity**

Sponsor: Voices of Diversity

Chair: Jennifer L. Shamrock, Monmouth University

Respondent: Claude Taylor, Middlesex College

"Queer Bodies, Queer Speech: LGBTQIA+ Oppression as a First Amendment Violation" M. Elizabeth Thorpe, SUNY Brockport

"The Rhetoric Surrounding Commercial Sex Work in India and Sex Workers' Voices: The Complex Intersection of Silence, Agency and Resistance" Satarupa Dasgupta, Ramapo College of New Jersey

"The Right to Abortion: Deeply Rooted in the Democratic Traditions of the United States" Christine Marie Willingham, UNC Wilmington

"Water Access and Justice: The Struggle for Equitable Access in Baltimore, Maryland and Jackson, Mississippi" Carla Rae Richards, Rowan University

In this panel offered by the Voice of Diversity Interest Group, panelists will present their contemporary work exploring HIV/AIDS denial and disinformation during COVID-19, the rhetoric surrounding sex workers agency in India, the right to abortion, and the struggle for water access and justice. In each of the presentations, scholars will offer their unique methodological and theoretical perspectives in addressing these critical communicative phenomena. Join us for great scholarship and conversation!

104005

8:30 AM to 9:45 AM

Franklin

Navigating the Legal Landscape of ChatGPT: Challenges and Opportunities

Sponsor: Communication Law and Ethics

Chair: Susan Drucker, Hofstra University

Presenters:

Amanda D. Damiano, Marist College

Tiffany Gilliam, Duquesne University

Sanae Elmoudden, St. John's University

Erik Garrett, Duquesne University

Thomas Richard Flynn, Slippery Rock University

Noura Hajjaj, Duquesne University

Thom Gencarelli, Manhattan University

This roundtable discussion will explore the rapidly evolving legal framework surrounding generative AI models, with a focus on ChatGPT. As organizations increasingly integrate AI into their products and services, addressing legal concerns such as intellectual property, privacy, liability, and ethics becomes crucial. Generative AI models like ChatGPT have revolutionized industries, offering innovative applications in higher education, public relations, healthcare, and entertainment. However, their rise has also sparked significant debate over the legal and ethical implications of their use in relatively uncharted legal territory. Key issues include data protection, copyright infringement, and the potential misuse of AI-generated content, posing new challenges for lawmakers, businesses, and users.

104006

8:30 AM to 9:45 AM

Ellicott

ECA Research Fellows Business Meeting

Chair: Jennifer Waldeck, University of Georgia

This meeting is reserved for members of the 2025 Distinguished Research Fellows program committee.

104010

8:30 AM to 9:45 AM

Regency B

Rhetorical Sensitivity: An Underutilized Yet Applicable Trait for Real Life 2025 and Beyond

Sponsor: Communication Traits

Chair: Charles J. Wigley III, Canisius University

Presenters:

Elizabeth Glowacki, Northeastern University

Corey Jay Liberman, Marymount Manhattan College

David E. Schneider, Saginaw Valley State University

Alan D. Heisel, University of Missouri-St. Louis

Lynda L. McCroskey, California State University, Long Beach

Theodore A. Avtgis, Western Illinois University-Quad Cities

These CTIG panelists extend the 2024 ECA debate as to whether Rhetorical Sensitivity (RHETSEN2) should or could be examined from an ideological, trait, or situational perspective. This year, in conjunction with our conference theme, we have panelists identify three current research efforts in their applied specialty area/context and explain how Rhetorical Sensitivity, the construct and/or RHETSEN2 measure, might enhance communication outcomes or processes in that area/context.

8:30 AM

104011

8:30 AM to 9:45 AM
Existential Ethics in the Modern Age

Regency C

Sponsor: Philosophy of Communication

Chair: Joel Scott Ward, Geneva College

"Arendt's "Space of Appearance" and the Ghostliness of the World in the 21st Century" Inci Ozum Sayrak, Duquesne University

"Karl Jaspers as a Philosopher of Communication: An Operationalization of the Theory of Existential Communication" Nolan Bowers, Ohio University

"The Last Kropotkin Centenary: Lightly Biological Thinking and the Significance of the Evolution of Ethics" Tom Duncanson, Green Citizen Diplomacy Project

Our modern age, plagued by broad and deep social problems requires a revival of publicly deliberated ethics. As each of these papers discuss, the existence of humanity faces pressure from a variety of forces, primarily the application of technique to every aspect of our lives. As the very question of what it means to be human is raised by technologists, we must ask what future does existentialism as a school of thought or as ground for philosophy face? In addition, we must ask what defenses an existential philosophy might raise to preserve a genuine notion of human communication, which can be thought of as distinctly and dialogically human.

104013

8:30 AM to 9:45 AM
Rhetoric and Public Address Business Meeting

Grand E

Sponsor: Rhetoric and Public Address

Chair: Timothy Barney, University of Richmond

The Rhetoric and Public Address Interest Group Business Meeting is open to all ECA members and individuals with an interest in rhetoric and public address. The meeting will provide a collaborative space for members to reflect on the past year's activities, share insights, and plan for future initiatives. The agenda includes officer reports, highlighting key accomplishments and updates from the past year, and a review of old business. Members will also discuss new business and upcoming opportunities. This meeting aims to foster community and strategic planning, ensuring the Interest Group continues to advance scholarly and practical contributions to rhetoric and public address.

104014

8:30 AM to 9:45 AM
From Theory to Practice: Slow Media as a Creative Solution for Mindful Learning and Assessment

Grand F

Sponsor: Short Courses

Presenters:

Ryan P. McCullough, West Liberty University

Jennifer L. Adams, DePauw University

For the past several years, students, faculty and administrators in higher education have reported feeling increased stress and anxiety in both work and social life (for example, see the special issue of Liberal Education published by the American Association of Colleges and Universities titled "The Mental Health Crisis," Summer 2024). While there are no easy answers to this contemporary problem, we suggest that one small creative solution relevant to communication faculty is the practice of Slow Media.

Slow Communication emphasizes mindful engagement, thoughtful expression, and active listening to foster deeper connections and meaningful interactions. This short course will introduce the concept of Slow Media, outlining its underlying principles and exploring how it can be integrated into the communication curriculum. Using group discussion, examples, and hands-on activities, attendees will learn how to incorporate Slow Media. From individual student assignments to program-wide assessments, we'll discuss practical applications and strategies for implementing 'Slow Media' in your teaching.

104015

8:30 AM to 9:45 AM
Truth in the Age of Misinformation: Communication Strategies for Combating Disinformation

Grand G

Sponsor: First Vice President's Programming

Presenter:

Kylie J. Wilson, Northwest Missouri State University

FIRST VP SESSION
ECA 2025

In an era where misinformation spreads rapidly across digital platforms, effective communication is more critical than ever. This session explores evidence-based strategies for identifying, addressing, and mitigating the impact of false or misleading information. Topics include media literacy, crisis communication, and strategic messaging, with a focus on how organizations, educators, and individuals can build trust, enhance message credibility, and counteract disinformation in professional and public spheres. Join us for an engaging discussion on safeguarding truth in an increasingly complex information landscape.

10:00 AM**107002****10:00 AM to 11:15 AM**
Media Communication Business Meeting**Delaware A**

Sponsor: Media Communication

Chairs: Roseann Pluretti, Queens University of Charlotte; Tanya Powers, 2025 Media Communication Co-Planner

The Media Communication Interest Group Business Meeting is open to all ECA members and individuals with an interest in media communication. The meeting will provide a collaborative space for members to reflect on the past year's activities, share insights, and plan for future initiatives. The agenda includes officer reports, highlighting key accomplishments and updates from the past year, and a review of old business. Members will also discuss new business and upcoming opportunities. This meeting aims to foster community and strategic planning, ensuring the Interest Group continues to advance scholarly and practical contributions to media communication.

107003**10:00 AM to 11:15 AM**
More than Efficiency: Reconsidering the Call of Communication Administration**Delaware B**

Sponsor: Communication Administration

Chair: Ryan P. McCullough, West Liberty University

Presenters:

Janie Harden Fritz, Duquesne University

Angie Corbo, Widener University

Heather Marie Stassen, Daemen University

Danielle R. Mehlman-Brightwell, University of Pittsburgh at Greensburg

Jennifer L. Adams, DePauw University

Higher education demands that administrators focus on efficient allocation of resources. As a result, many of the contemporary problems that communication administrators face are framed as problems of inefficiency. When problems are only articulated as problems of efficiency, success can only be articulated in terms of improving efficiency. However, so much of communicative life and the lives of communication administrators exist beyond the idea of efficiency. The individuals on this panel, representing public and private institutions, discuss the creative solutions grounded in a communicative lifeworld that valorizes goods other than efficiency, hoping to find dialogue and creative output within scholarly communities.

107004**10:00 AM to 11:15 AM**
Mosaics of Grief: Creative Conversations in Grief Communication**Delaware C**

Sponsor: Health Communication

Chair: Caroline Wilson, SUNY Oneonta

"Exploring the Ongoing Immediacy of Loss" Elvera Berry, Roberts Wesleyan College

"Grief and Placemaking in the Age of Climate Change" Bryan Picciotto, SUNY Oneonta

"Griefbots, Grief Tech, and Prolonged Grief Disorder" Emma Bedor Hiland, University of Virginia

"Re-Storying Grief through Creative Autoethnography" Caroline Wilson, SUNY Oneonta

"The Value of Literature as a Form of Health Communication: Camus and COVID-19" Matthew P. Mancino, Indiana University South Bend

This panel explores conceptions of grief and grief communication from a variety of angles within health communication. Drawing together research related to substance use and recovery narratives, artificial intelligence, mental health diagnostic tools, wellness culture, existentialist literature, and environmental health, the presenters on this panel offer a well-rounded discussion of the daunting, amorphous concept of grief.

107005**10:00 AM to 11:15 AM**
Navigating Tensions: Governance, Ethics, and Social Change**Franklin**

Sponsor: Communication Law and Ethics

Chair: LeeAnne M. Bell McManus, Stevenson University

"Reckless Intimidation: Does Counterman v. Colorado Threaten Hate Speech Protection?" Jason Zenor, SUNY-Oswego

"Technoethics: Mario Bunge" Lina Erekat, Duquesne University

"Privacy at Risk: The Facebook Cambridge Analytica Crisis" Donald A. Fishman, Boston College; Clark Newlove, Boston College

"The First Amendment's Characterization and Regulation of the Breasted Body" David R. Dewberry, Rider University; Kate Zittlow-Rogness, Minneapolis College

"Environmental Protest, Statutory Costs, and Jury Nullification" Tom Duncanson, Green Citizen Diplomacy Project

This competitive paper session assembles diverse and rigorous research, emphasizing shared themes of legal and ethical tensions in a rapidly evolving world. It positions the session as a platform for engaging dialogue on the limits and adaptability of contemporary governance and moral frameworks.

10:00 AM**107006****10:00 AM to 11:15 AM****Ellicott****From Nietzsche to Petronio: Exploring Theory's Role in Problem Solving**

Sponsor: Interpersonal Communication

Chair: Mary E. King, Bloomsburg University

Respondent: Angela G. La Valley, Commonwealth University of Pennsylvania - Bloomsburg

"Interpersonal Communication Theories at the Heart of Family Dynamics: Creative Solutions for Enhancing Support for Children with Disabilities" Dious Joseph, Ohio University

"Nietzsche and Interpersonal Communication: The Significance of Self-Knowing in Interpersonal Justice" Andri Kosasih, Duquesne University

The competitively selected papers on this panel position theory as a powerful tool for addressing and enriching interpersonal communication in diverse contexts. From examining how interpersonal communication theories can enhance support for children with disabilities within family dynamics to exploring Nietzsche's philosophy and its implications for self-awareness and interpersonal justice, these studies underscore the transformative potential of theory in fostering understanding, connection, and equitable relationships. This panel invites attendees to consider how theoretical insights can inspire creative solutions to real-world interpersonal challenges.

107009**10:00 AM to 11:15 AM****Regency A****Creative Solutions for Contemporary Challenges of Generative AI in Communication Education**

Sponsor: Instructional Communication

Chair: Maureen Ebben, University of Southern Maine

"Cutting Through the Clutter: Generative AI Tools for Swift Research and Organized Outlines" Patricia Sokolski, LaGuardia Community College

"Ethical AI in Service-Learning: Generative AI as a Tool for Inclusive (Strategic) Communication Education" Mark Congdon, Sacred Heart University

"Navigating Generative AI in the Communication Classroom: Balancing Innovation and Responsibility" Jennifer Hennessey-Booth, Eastern University

"Using University Resources to Create Generative AI Tools for Peer Feedback" Abbe S. Depretis, Carnegie Mellon University

Generative artificial intelligence (Gen AI) presents contemporary challenges that require creative solutions in communication pedagogy. Should we allow it, ban it, or co-teach and learn with it? Communication instructors share how they incorporate Gen AI into their classes including students' perspectives about using Gen AI. Additionally, the panel addresses the cultivation of critical thinking along with ethical implications of Gen AI use.

107010**10:00 AM to 11:15 AM****Regency B****Meet the Editors: Insights into ECA's Academic Journals**

Sponsor: First Vice President's Programming

Chair: Zac Johnson, California State University, Fullerton

Presenters:

Hannah Ball, Chapman University

Angela L. Putman, Penn State Brandywine

FIRST VP SESSION
ECA 2025

Join this engaging panel to learn more about the three flagship journals of the Eastern Communication Association: Qualitative Research Reports in Communication, Communication Quarterly, and Communication Research Reports. This session offers attendees the opportunity to meet the editors, gain insights into each journal's scope and areas of interest, and explore the types of research and methodologies that align with their missions. Panelists will also discuss the review process, including what editors and reviewers look for in a successful submission, and provide valuable advice and best practices for preparing manuscripts for publication. Whether you are an early-career scholar or an experienced researcher, this session will equip you with actionable insights to enhance your publishing success and contribute meaningfully to the field of Communication Studies.

10:00 AM**107012****10:00 AM to 11:15 AM****Niagara****Continuing the Conversation of Communication, Policy, and Power in Complex Organizations**

Sponsor: Organizational Communication

Chair: Maxine Gesualdi, West Chester University of Pennsylvania

"Independent Mindedness, Patient Safety, and Interprofessional Communication: Communication within a Rural Medicine Team"

Theodore A. Avtgis, Western Illinois University-Quad Cities

"Labor and Learning: The Complex Role of Adjunct Faculty in Academia" Nicole M. Westrick, Morgan State University

"You Can(not) Bring Firearms Here: Present and Future Organizational Issues of Campus Carry" Alexander Lindon Lancaster, Weber State University

This panel explores the critical role of communication in addressing complex organizational challenges across diverse contexts. From the nuanced dynamics of interprofessional collaboration in rural medicine to the evolving roles of adjunct faculty in higher education, these studies highlight how communication shapes professional identities, workplace safety, and organizational efficacy. Additionally, the panel examines the broader implications of controversial policies, such as campus carry, and their impact on organizational culture and policy discourse. Together, these papers reveal the ways communication serves as both a tool and a battleground for navigating organizational tensions and fostering effective solutions.

107013**10:00 AM to 11:15 AM****Grand E****Top Papers in Rhetoric & Public Address**

Sponsor: Rhetoric and Public Address

Chair: Timothy Barney, University of Richmond

Respondent: Trevor Parry-Giles, University of Maryland

"A Great Deceleration? Narrativizing the Degrowth Future" Eric C. Miller, Bloomsburg University

"Sad!; or, Bathos and the Rhetorical Failures of Donald Trump" Mark LaVoie, Harrisburg Area Community College

"Walking Through Memory: The Role of Personal Narrative in Activating the Hector Pieterse Memorial" Cora G. Farra, Ohio University

These three papers represent the top competitive submissions in Rhetoric & Public Address. The authors engage in contemporary debates around economics, electoral politics, and public memory, using both classic and cutting edge methods in rhetorical criticism.

107014**10:00 AM to 11:15 AM****Grand F****Historical Narratives and Theoretical Foundations:
A Storyteller's Approach to Critical Health Communication**

Sponsor: Short Courses

Presenter:

Henneh Kwaku Kyereh, Chapman University

Storytelling can be crucial for health communicators to inspire empathy, create a sense of connection, and even spur behavior change. We will explore critical health communication through storytelling techniques, theoretical considerations, and historical narratives. In this session, we will examine the intersection of health messaging, power structures, creative writing techniques, and social determinants that shape health discourse and inclusive health messaging.

107015**10:00 AM to 11:15 AM****Grand G****Great Ideas for Teaching Basic Course Communication Concepts**

Sponsor: G.I.F.T.S. (Great Ideas for Teaching Students)

Chair: Carolyn M. Hurley, Northern Virginia Community College

""Stalk" Yourself!" Madeline Jupina, Penn State University

"Breaking Down Trust" Nina Marie Fielding, Suffolk County Community College

"Group Volunteering vs. Community Engaged Learning" Katie Neary Dunleavy, La Salle University

"Rope Exercise" Robert Edward Rosenthal, Suffolk University

"Storytelling Charades Challenge: Enhancing Empathy through Nonverbal Communication" Shatakshi Semwal, Ohio University

"The Connective Power Of an 8-Minute Phone Call: A Creative Solution to a Contemporary Problem" Laura Hamilton Brown, West Chester University

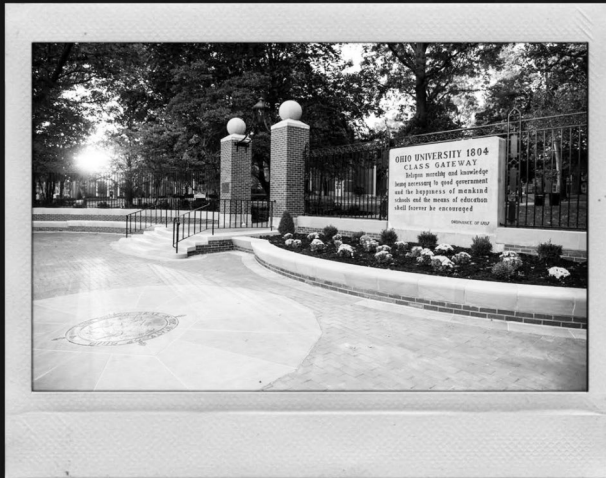
""There Comes a Point in Every Relationship When Romance Gives Way to Reality": Creative Solutions to Solving the Problem of Dialectical Tensions" Nancy Bressler, West Virginia Wesleyan College

In this competitively selected panel, presenters will share their authentic, unique, and innovative "Great Ideas" for teaching students. G.I.F.T.S. includes activities, projects, or simulations toward undergraduate courses that help students understand, apply, and appreciate communication skills, concepts, and theories relevant to the discipline.



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11:30 AM

110009

11:30 AM to 12:45 PM

Regency A

Early Career and End of Life Scholars: Students Expressions of Grief

Sponsor: Instructional Communication

Chair: Jessica Cherry, Fairfield University

Presenters:

Kandice Green, Fairfield University
 Bonnie McCracken Nickels, University at Buffalo
 Carly Densmore, University of Idaho
 Jessica Cherry, Fairfield University
 Tahleen Lattimer, University at Buffalo

Grief is an emotion that will enter the classroom at any time. This panel seeks to explore early career scholars and end of life scholars experiences of grief in the classroom. By engaging in discussion about early career and end of life scholars' experience with student expressions of grief in the classroom, it may better prepare us for the various ways in which we can support and provide meaningful solutions to student grief. We invite the audience to join the roundtable conversation and share their own experiences with student grief.

110011

11:30 AM to 12:45 PM

Regency C

AI Interference: Implications of LLMs as Disruptive of Human Communication Norms

Sponsor: Communication Technology

Chair: Cathlin Clark-Gordon, Seton Hill University

"ChatGPT: Innovation and Ethical Dilemmas in Higher Education" Noura Hajjaj, Duquesne University
 "The Intersection of Technology and Theory: A Brief Review of Communication Research in Relation to Artificial Intelligence"
 Margaret Sullivan Wise, George Mason University
 "Truth, Lies, and Algorithms: Exploring AI's Role in Trust and Credibility" Zachary R. Glowacki, University at Buffalo; Gavin C. Raffloer,
 University at Buffalo; Shivin Li, University at Buffalo; Mark G. Frank, University at Buffalo, SUNY

The advent of LLMs and their subsequent use in generative AI has operated as a disrupter in many different fields. In the area of education, this technology has raised considerable concern about the preservation of integrity while also being lauded as a means of enhancing instruction efficiency. The question remains whether such a technology will revise and improve our current forms of education, or if these new technologies totally reconfigure our education systems and what we consider the academic enterprise.

110015

11:30 AM to 12:45 PM

Grand G

Nonverbal Communication Business Meeting

Sponsor: Nonverbal Communication

Chair: Madison Neurohr, University of Buffalo (SUNY)

The Nonverbal Communication Interest Group Business Meeting is open to all ECA members and individuals with an interest in nonverbal communication. The meeting will provide a collaborative space for members to reflect on the past year's activities, share insights, and plan for future initiatives. The agenda includes officer reports, highlighting key accomplishments and updates from the past year, and a review of old business. Members will also discuss new business and upcoming opportunities. This meeting aims to foster community and strategic planning, ensuring the Interest Group continues to advance scholarly and practical contributions to nonverbal communication.

110018

11:30 AM to 1:30 PM

Grand A

Administrators' and Academic Leaders' Lunch & Learn

Sponsor: Communication Administration

Presenter:

Andrew Herman, State University of New York, Geneseo

Academic leaders and administrators serving (or aspiring to serve) their units in any capacity are invited to this lunch and learn networking session hosted by the Communication Administration Interest Group. Join your colleagues to discuss challenges and opportunities, best practices, and other issues facing higher education in general, and communication programs in particular.

Preregistration is required. Lunch will be served. Feel free to come and leave early if your schedule requires you to be in an overlapping session.

1:00 PM

112002

1:00 PM to 2:15 PM

Delaware A

The Essential Link: How Communication Studies Prepares Students for Success

Sponsor: Community College

Chair: Carolyn M. Hurley, Northern Virginia Community College

Respondent: Lauren Johnson, University at Buffalo

“I Just Can’t Find a Quality Position”: Revising Processes for the Communication Internship Requirement” Donica O’Malley, Bunker Hill Community College

“Bridging the Gap: Integrating Micro-Credentials in Communication Studies for Career Readiness” Carol Quade, Northern Virginia Community College

“Communicating about Communication Skills in Career Settings” Nancy Rosen, Rockland Community College-SUNY

“Communication for Business Students: Creating Strong Professional Connections” Amanda Lohiser, University of Rochester

For many years, employer surveys have consistently ranked communication skills as a top priority when hiring new graduates (NACE, 2024; Wright & Hall, 2019). Educators, administrators, and organizations alike recognize the vital role communication plays in developing strong leaders, collaborative employees and coworkers, and shaping well-rounded individuals. In our courses, we strive to equip students with the knowledge, skills, and abilities to lead teams, think critically, and communicate with verbal and nonverbal fluency. However, students still struggle to articulate these competencies to employers. In this panel, we share concrete strategies for empowering students to clearly convey the practical value of their communication skills. Additionally, we will explore methods for advocating for the importance of Communication Studies within the broader educational landscape, reinforcing the discipline’s role in preparing students for career success.

112003

1:00 PM to 2:15 PM

Delaware B

ECA Teaching Fellows Business Meeting

Chair: Anne F. Mattina, Stonehill College

This meeting is reserved for members of the 2025 Distinguished Teaching Fellows program committee.

112004

1:00 PM to 2:15 PM

Delaware C

CONNECT Networking and Brainstorming Session

Sponsor: Community College

Chairs: Jenny Warren, Collin College; Jessica Papajcik, Stark State College

CONNECT SESSION
ECA 2025

Join us for this interactive brainstorming and networking session designed to foster connections and spark new ideas among ECA attendees. The next CONNECT Conference will be held at ECA 2026 in Pittsburgh, but join leaders for this interactive session focused on planning next year’s event.

112005

1:00 PM to 2:15 PM

Franklin

Urban Design and Memorable City Experiences

Sponsor: Media Ecology (Affiliate Organization)

Chair: Erik Garrett, Duquesne University

“Millvale’s Ecodistrict; Examining Sustainable Development through the Lens of Lewis Mumford” Robert Foschia, Kutztown University

“Sidewalks in the City: Affordances and Meanings” Lewis Freeman, Fordham University

“Storyed Places: Urban Design Ethics for a Complex World” Austin D. Hestdalen, Purdue University Northwest

“The City as Home” Erik Garrett, Duquesne University

“The Concert Hall and the City: The Problems and Solutions of Modern Symphony Spaces” Susan Drucker, Hofstra University

Everything in a city has been designed with a plan and a purpose in mind. These designs are meant to communicate all sorts of messages on the part of planners, designers, and architects. Yet, the intersection of design and communication, or architecture and rhetoric are too often unexplored. This panel intends to delve into the interdisciplinary site of urban spaces to explore the communicative meanings that are often taken for granted in our built spaces of the urban landscape.

1:00 PM

112006

1:00 PM to 2:15 PM

Ellicott

“Can You Feel the Love Tonight?”:**Examining How Contemporary Romantic Relationships Are Taught and Researched**

Sponsor: Interpersonal Communication

Chair: Danica Paige Propst, West Virginia Wesleyan College

Respondent: Jack Banks, University of Hartford

““Married People Fight All the Time, Right?”: Exploring the Portrayal of Romance in Contemporary Sitcoms.” Nancy Bressler, West Virginia Wesleyan College

““Maybe If You Just Lose Some Weight, Boys Will Like You:” Reflecting on Personal Experiences Dating as a “Plus-Sized” Woman, and Exploring How Being “Plus-Size” Can Impact Romantic Relationships” Faith Renee Yoho, West Virginia Wesleyan College

““This Is Us”: Engaging First-Year Students in Difficult Dialogues about Race Through an Evaluation of Mediated Representations of Interracial Relationships” Erin Brummett, Commonwealth University of Pennsylvania - Bloomsburg

““You Left Your Typewriter at My Apartment:” Public Memory and Grieving Relationships in Taylor Swift Songs” Jessica Neu, Carlow University

““You Up?”: The Effects of Sexting in Long-Distance Relationships” Elisha Taylor, West Virginia Wesleyan College

In celebration of ECA’s theme of “Contemporary Problems, Creative Solutions”, this panel analyzes contemporary examples of the challenges of initiating and sustaining romantic relationships, as well as how we must sometimes deal with the termination of those relationships. Panelists examine real life relationship experiences and current mediated examples from television and music to explore how communication provides innovative awareness, perceptions, and solutions to the problems and conflicts that arise within romantic relationships.

112009

1:00 PM to 2:15 PM

Regency A

**Creating Inclusive and Effective Learning Environments:
Innovative Approaches in Instructional Communication**

Sponsor: Instructional Communication

Chair: Sara Pitts, Alice Lloyd College

“An Examination of Instructor Self-Disclosure Dimensions and their Relationships to Instructional Outcomes” Stephen M. Kromka, The University of Tampa

“COVID-19 Impacts on Vulnerable Student Populations: A Model for Assessing Communication Course Effectiveness During Crisis” Rania Zaied, George Mason University; Melissa A. Broeckelman-Post, George Mason University

“Impacting College Student Retention and Academic Performance: A Longitudinal Study of the Basic Communication Course” David E. Schneider, Saginaw Valley State University; Jennifer Dane McCullough, Saginaw Valley State University

This session explores innovative approaches to contemporary educational challenges, highlighting the intersection of communication strategies, inclusivity, and academic success. The first paper investigates the critical role of instructor self-disclosure relevance in fostering cognitive learning, clarity, and affective outcomes, presenting creative pedagogical solutions for improving student engagement. The second paper examines the experiences of vulnerable student groups in online learning settings during the COVID-19 pandemic, demonstrating how inclusive course designs can mitigate disparities and foster communication competence. The final study offers a longitudinal analysis of basic communication course formats and their impact on retention and performance, particularly for historically underrepresented students. Together, these papers align with the conference theme, “Contemporary Problems, Creative Solutions,” by showcasing data-driven insights and practices for fostering equitable and effective learning environments.

112010

1:00 PM to 2:15 PM

Regency B

**Our Skills as Communication Scholars and Teachers are Relevant Outside of the Classroom:
An Oncology Case Study**

Sponsor: First Vice President’s Programming

Presenter:

Melissa Wanzer, Canisius University; Great Lakes Integrated Network (GLIN IPA)

FIRST VP SESSION
ECA 2025

Have you ever thought about accepting a job outside of the university setting? If you spent much of your academic career teaching and researching health communication, could you work in healthcare? If any of these questions resonate with you, then you might be interested in attending this session to learn about how communication research and teaching skills have helped me transition from the university setting for almost thirty years to working full time in oncology.

1:00 PM

112011

1:00 PM to 2:15 PM

Regency C

**Creatively Addressing the Contemporary Problem of Connection:
Relationship Building, Mentoring, and ECA's Orientation Towards Building a Culture of Wayfinding**

Sponsor: First Vice President's Programming

Chair: Dan Strasser, Rowan University

Presenters:

Dan Strasser, Rowan University
Jordan T. Atkinson, University of Kansas
Katherine Thweatt, University
Dana Borzea, Grand Rapids Community College

Claude Taylor, Middlesex College
Rikishi T. Rey, Clemson University
Timothy J. Brown, Eastern University

FIRST VP SESSION
ECA 2025

This panel responds to the Eastern Communication Association's (ECA) call to remain relevant, cutting-edge, unique, and future-focused by exploring mentorship as a foundational mechanism for fostering innovative and inclusive academic communities. For decades, ECA has provided a collegial environment where scholars across career stages connect, collaborate, and grow. By examining how mentorship can address contemporary challenges such as inclusivity, career uncertainties, and balancing personal and professional goals, this session will highlight mentorship as a critical tool for empowering members and driving innovative solutions. The panel will also explore actionable strategies to ensure ECA remains a hub for mentorship and growth.

Mentorship, rooted in strong communication and authentic connection, plays a vital role in addressing the evolving challenges of academia. From navigating the demands of research and career advancement to fostering a sense of belonging, mentorship acts as both a guide and a catalyst for change. By reimagining mentorship relationships through the experiences of the panelists, this panel will discuss how intentional, relationship-oriented, value-driven mentoring practices can foster creativity, resilience, and adaptability within our academic community. These approaches will help ECA members thrive at all stages of their professional journeys, contributing to the association's broader mission - creating solutions to our (un)seen association futures.

This interactive discussion panel will feature panelists in various iterations of their academic careers. In crafting creative solutions through dialogue, the panel will address topics pertaining to accessible mentorship pathways for first-generation students and early-career scholars, developing research pipelines, mentoring through challenges, finding your voice in a room full of noise, co-mentoring, and aligning mentorship with personal and professional values, in addition to best practices for fostering balance and well-being. The session aims to generate creative solutions and actionable recommendations to support ECA's role as a central catalyst in crafting a culture of wayfinding while fostering mentorship and innovation within the Communication Studies discipline.

112012

1:00 PM to 2:15 PM

Niagara

**Contemporary Problems with Internship Access:
Creative Solutions to Experiential Learning through Classroom-Client Engagement**

Sponsor: Organizational Communication

Chair: Maxine Gesualdi, West Chester University of Pennsylvania

"Detroit Neighborhood Planning Project" Nina Kelly, Wayne State University
"NYC Public Relations Firm Project" Corey Jay Liberman, Marymount Manhattan College
"University Institutional Advancement Office Oral History Project" Angie Corbo, Widener University
"University Office of Sustainability Promotional Project" Maxine Gesualdi, West Chester University of Pennsylvania

This workshop provides the framework for conducting experiential learning in the classroom through client engagement with the goal of helping students gain practical experience, especially those who are unable to complete an internship. Presenters will review their client projects and share steps to implement similar efforts including how to locate clients, structure projects, craft templates for deliverables, ensure students stay on task, and develop ongoing relationships with the client.

112014

1:00 PM to 2:15 PM

Grand F

Building the Business Acumen of Communication Students: A Case Approach

Sponsor: Short Courses

Presenter:

Amanda G. McKendree, University of Notre Dame

A contemporary problem facing communication faculty is building the business acumen of students (Ragas & Culp, 2014; 2018). This short course offers a creative solution through the use of case method teaching and applied learning pedagogies. Participants will gain practical expertise in the case method and receive access to Business Ethics: A Case Approach (Kendall Hunt Publishing Company) along with a repository of case study resources. This text introduces students to business concepts including ethical influence, corporate reputation, codes of conduct, environmental and social sustainability, the role of business education, and inclusive economics. The featured case studies highlight authentic business problems at some of the most popular brands (Wendy's; H&M; Starbucks Corporation) and encourage students to apply their knowledge in new contexts (Ellet, 2007). By bringing the language of business into the communication classroom, faculty can directly address these underdeveloped skills in communication students. Preparing future strategic communicators to influence the companies and organizations that employ them begins with honing their business literacy skills in the communication classroom.

1:00 PM**112015****1:00 PM to 2:15 PM****Grand G****Kenneth Burke On Human Nature: A Gathering While Everything Flows**

Sponsor: Kenneth Burke Society

Chair: Cem Zeytinoglu, East Stroudsburg University

Presenters:

Ryan P. McCullough, West Liberty University

Cem Zeytinoglu, East Stroudsburg University

This insightful roundtable explores Kenneth Burke's late work, *On Human Nature*, which examines the symbolic systems shaping human identity, action, and purpose. ECA's Kenneth Burke Interest Group members will gather to discuss how Burke's insights into language, identity, and motivation continue to shape our understanding of what it means to be human.

2:00 PM**113020****2:00 PM to 3:00 PM****Sungarden****Afternoon Break in the Sungarden**

Take a moment to unwind and recharge during the "Afternoon Break in the Sungarden." This open-air space offers a tranquil atmosphere perfect for mingling with colleagues, reflecting on the day's sessions, or simply enjoying a peaceful pause amidst the conference's lively energy. Light refreshments will be available, and the serene surroundings provide the ideal backdrop for informal networking and relaxation. Join us to refresh your mind and reconnect before the next round of events!

2:30 PM**114002****2:30 PM to 3:45 PM****Delaware A****Honoring Shirlee Levin and Michelle Simpson**

Sponsor: Community College

Chair: Nancy J. Willets, Cape Cod Community College

Presenters:

Isa Engleberg, Prince George's Community College

Jessica Papajcik, Stark State College

Sara C. Weintraub, Regis College

Susan Ward, Delaware County Community College

The Community College Interest Group has had wonderful leadership over the years. There have been key individuals who have dedicated themselves with enthusiasm and energy to grow the membership and allow us to continue to make meaningful contributions to the association.

Sadly, we recently lost two of those stalwart leaders, Shirlee Levin and Michelle Simpson. Both Shirlee and Michelle were from the College of Southern Maryland. Join us as we honor these two women and their contributions to ECA.

114003**2:30 PM to 3:45 PM****Delaware B****ECA Distinguished Teaching Fellows Panel Discussion**

Chair: Anne F. Mattina, Stonehill College

Presenters:

Dan Strasser, Rowan University

Amanda G. McKendree, University of Notre Dame

Lisa Gring-Pemble, George Mason University/Political Communication Division

This panel will feature a conversation with the recent ECA Distinguished Teaching Fellows. All are invited to this special event to hear the Distinguished Teaching Fellows reflect on their past, present, and future teaching. Audience questions for these distinguished teachers are especially encouraged.

2:30 PM

114004

2:30 PM to 3:45 PM

Delaware C

Top Papers in Health Communication

Sponsor: Health Communication

Chair: Yadong Ji, Western Washington University

“Navigating Narratives: Impacts of Social Comparison Orientation on Narrative Selection and Processing” Melissa Robinson, Penn State Fayette; Silvia Knobloch-Westerwick, Technische Universität Berlin, Germany

“Social Media Screening: Racial Disparities in Pap Test Content on TikTok” Emily J. Pfender, University of Delaware; Claire Victoria Wanzer, University of Delaware; Katelynn Lousie Kuijpers, University of Delaware; Amy Bleakley, University of Delaware

“The Transgender Population in India: Health Disparities, Structural Challenges and the Road Ahead” Satarupa Dasgupta, Ramapo College of New Jersey

“‘I’d be Scared of Getting it Stuck’: Understanding Perceptions of Menstrual Cups Among U.S. Menstruators” Stephanie Jane Gillis, University at Buffalo (SUNY); Tahleen Lattimer, University at Buffalo; Kelly Tenzek, University at Buffalo

These four papers, the highest-scored submissions to the Health Communication Interest Group, highlight diverse and critical issues in health communication. The panel explores the role of social comparison orientation in narrative selection and processing, racial disparities in Pap test content on TikTok, and health disparities and structural challenges faced by the transgender population in India. Additionally, it examines perceptions of menstrual cups among U.S. menstruators, shedding light on barriers to menstrual health adoption. Together, these studies offer valuable insights into the intersection of health, communication, and social equity.

114006

2:30 PM to 3:45 PM

Ellicott

Creative Solutions Grounded in Media Ecology: A Discussion of Neil Postman’s Scholarship

Sponsor: Media Ecology (Affiliate Organization)

Chair: Ryan P. McCullough, West Liberty University

Presenters:

Ryan Eisenhuth, Ohio University

Gerald Erion, Daemen University

Salvatore Fallica, New York University

Thom Gencarelli, Manhattan University

Noura Hajjaj, Duquesne University

Tim Michaels, Penn State University

Lance Strate, Fordham University

Many of our contemporary communication, language, and education problems result from shifting media environments and emerging media systems. Media ecology, specifically Neil Postman’s media ecology, helps communication scholars and educators understand and articulate these problems with clarity and prescience. Moreover, one can find within Neil Postman’s scholarship the creative resources to help us move through these media environments. The individuals on this panel discuss the creative solutions offered within Neil Postman’s writings to help scholars and students rationally and humanely navigate our complex environment in this historical moment.

114009

2:30 PM to 3:45 PM

Regency A

Enhancing the Competitive Edge:**Innovative Professional Growth Initiatives for Communication Majors**

Sponsor: Instructional Communication

Chair: Candice Elaine Thomas-Maddox, Ohio University Lancaster

“Baking Professional Development into the Curriculum” Lindsay Morris-Neuberger, West Virginia University

“Equipping Future Leaders: SPARK’s Transformative Approach” Candice Elaine Thomas-Maddox, Ohio University Lancaster

“Navigating the Students to Professional Pathway through Mentoring” Ann Bainbridge Frymier, Ohio University

“Study Abroad, Community Engagement and Professional Development” Heidi Mau, Albright College; Cheryl Nicholas, Penn State Berks

This panel will explore opportunities to significantly enhance the professional development of communication majors. Presenters will share innovative strategies for providing students with opportunities that go beyond the classroom, such as leadership development programs, networking experiences, career planning guidance, and self-assessment training modules. The panel will also cover strategies to help students make informed curriculum decisions that align with their career goals and explore the benefits of study abroad programs for expanding global perspectives. By offering these extracurricular opportunities, we aim to equip students with practical skills and experiences that give them a competitive edge in the job market.

2:30 PM

114010

2:30 PM to 3:45 PM

Regency B

Top Papers in Applied Communication

Sponsor: Applied Communication

Chair: Mary E. Donato, Central College

Respondent: Robin Smith Mathis, Kennesaw State University

"Attracting Students of Color to a Communication Program: Story vs Argument-Based Recruitment Messages, Authenticity, and Narrative Believability" Piyawan Charoensap-Kelly, Southern Methodist University; De'Anna White, Southern Methodist University; Ava Iversen, Independent Scholar; Na'Ni Caliste, Southern Methodist University

"Telling It Like It Is: Narratives of Hope in the Pruitt-Igoe Housing Crisis" Austin D. Hestdalen, Purdue University Northwest; Sarah Constant, Penn State University

"Your share could make a difference": Facilitating Social Media Engagement of Missing Person Posts Through Timeliness, Empathy, and Respect" Cailin M. Kuchenbecker, Chapman University; Hannah Ball, Chapman University

The papers presented on this panel, representing the top competitive submissions to the Applied Communication Interest Group, explore how strategic communication can address pressing social issues and foster meaningful engagement. Topics include examining the effectiveness of story versus argument-based recruitment messages in attracting students of color to communication programs, analyzing narratives of hope during the Pruitt-Igoe housing crisis, and investigating how timeliness, empathy, and respect can enhance social media engagement with missing person posts. Together, these studies demonstrate the practical power of applied communication to inspire action, build trust, and create positive social impact.

114011

2:30 PM to 3:45 PM

Regency C

Creative Solutions for Contemporary Problems on Social Media

Sponsor: Philosophy of Communication

Chair: Matthew P. Mancino, Indiana University South Bend

"Always Be Grateful: Communication Ethics, Motherhood, and Social Spaces" Maryl McGinley, University of Pittsburgh - Johnstown

"Dorothy Day as a Model for Media Engagement" Natalia Wohar, Duquesne University; Susan Mancino, Saint Mary's College

"No Good Deed Goes Unposted: Virtue Signaling, Communication Ethics, and Social Media" Abbey Nicole McCann, Duquesne University

"Sharing is Caring? Blurring the Personal and Corporate Online" Kati Elizabeth Sudnick, UNC Wilmington

"Solitary Community or Solidarity in Community?: No Sense of Bowling Together" Matthew P. Mancino, Indiana University South Bend

The contemporary moment faces numerous problems across a variety of sectors. In an article for the BBC, Bryan Lufkin (2017) names 50 challenges society will confront in the twenty-first century. This list of challenges includes concerns such as artificial intelligence, urban development, health, energy, the internet, and democracy. Note that this was three years prior to the additional challenges exacerbated by COVID-19. Following the coronavirus pandemic, Dominika Maison, Diana Jaworska, Dominika Adamczyk, and Daria Affeltowicz (2021), writing for the National Library of Medicine, identify five challenges of "limitations of direct contact with people, restrictions on movement and travel, change in active lifestyle, boredom and monotony, and...uncertainty about the future" (para. 43). Of particular concern to the panelists gathered here are the challenges presented by the internet and accelerated by social media. In response to the vast uncertainty and instability of the near future, the panelists take a philosophy of communication approach that articulates background goods contextualizing foreground issues on social media in order to provide temporal clarity for constructive engagement amidst these challenges.

Sudnick brings the work of Neil Postman to understand a blurring of personal information within corporate contexts; Mancino explores the manner in which text-based social media alters public and private interaction; McCann explores the implications of "virtue signaling" on TikTok; McGinley engages the prevalence and meaning of contemporary memes; and Mancino and Wohar turn to Dorothy Day as a voice who can offer coordinates for constructive social influence today.

114012

2:30 PM to 3:45 PM

Niagara

Presidential Election 2024: A Boon or Bane for America?

Sponsor: First Vice President's Programming

Chairs: Thomas Richard Flynn, Slippery Rock University; Mary Mino, Penn State DuBois;

Mary L. Kahl, The Pennsylvania State University, the Behrend College

Presenters:

Richard Eugene Vatz, Towson University

D.L. Stephenson, Western Connecticut State University

Rod Carveth, Central Connecticut State University

Scott Wilson Dunn, Radford University

FIRST VP SESSION

ECA 2025

Participants in this debate session will argue the following resolution: "Resolved: The Outcome of the 2024 Presidential Election was Salutary for the United States."

The Affirmative and Negative will argue whether Republicans former President Donald Trump and Ohio Senator J.D. Vance's electoral victory over Democratic nominees Vice President Kamala Harris and Minnesota Governor Tim Walz will have beneficial effects for the country in minimizing post-election disputes over the outcome and will pave the way for positive changes for the economy, foreign policy, democracy and the style of American political discourse for the next four years.

This debate will be chaired by Tom Flynn. This debate will be judged by Mary Mino and Mary L. Kahl.

2:30 PM

114013

2:30 PM to 3:45 PM

Grand E

The Problems of Grind Culture: Rest as Fugitivity in a Graduate Classroom

Sponsor: Voices of Diversity

Chair: Melissa Wood Aleman, James Madison University

Presenters:

Sophia Nicole Bates, James Madison University

Eriona Hoti, James Madison University

Thandwa Maphalala, James Madison University

Leonita Morina, James Madison University

DaNae Peterson, James Madison University

Alexis Williamson, James Madison University

Alena Yoder, James Madison University

As a group of women who occupy diverse social locations, this roundtable discussion is an opportunity for us to share the lessons learned about rest as fugitivity and resistance in an experimental graduate course entitled "Rest, Advocacy and Justice." We offer that rest encompasses a set of creative solutions to the problems of grind culture. Specifically, we will talk about the value and challenges of upending white, masculinist, capitalist frameworks that guide the traditional graduate classroom and how constructions of "productivity" create the normal subject in both education and work. We will invite audience members to engage with us discussing how we can "unlearn" carceral outlooks on learning and interrogate the very educational systems that socialize grind culture and its resultant ideologies of productivity and still participate and thrive in academia. Panelists will also share a diverse set of projects that interrogate the intersections of rest, advocacy, and justice. With the spirit of community care and an invitation to start with rest, we hope to continue the (un)learning in conversation with audience members and together consider creative solutions to resist grind culture.

114014

2:30 PM to 3:45 PM

Grand F

Contemporary Problems in Journalism: Finding Solutions Through News-Academic Partnerships

Sponsor: Short Courses

Presenter:

Lara Salahi, Endicott College

This course will explore the growing importance of news-academic partnerships, particularly in fostering solutions to contemporary challenges in media education and journalism practice.

Participants will learn about successful models of news-academic partnerships, their benefits for students, faculty, and local communities, and strategies for implementing such programs. The course will cover practical aspects of establishing partnerships, designing curricula, and navigating institutional challenges. Attendees will gain insights into how these collaborations can address contemporary problems in journalism education and local news while providing creative solutions for workforce development and community engagement.

This course addresses the convention theme by exploring how news-academic partnerships can tackle contemporary problems in journalism education, local news ecosystems, and community engagement. It demonstrates how communication studies can contribute to solving societal challenges by bridging the gap between academia and professional practice. Participants will examine practical strategies to prepare students for the evolving media landscape and innovative approaches to journalism and community storytelling.

114015

2:30 PM to 3:45 PM

Grand G

G.I.F.T.S.: Great Ideas in Progress

Sponsor: G.I.F.T.S. (Great Ideas for Teaching Students)

Chair: Jenny Warren, Collin College

Do you have a teaching idea that needs tweaking or an outsider's perspective? Then this session is for you! Attendees are invited to this roundtable workshop to improve and update their teaching activities. Those attending are encouraged to come prepared to discuss any current assignments or activities you want to update. As a collective, we will brainstorm ideas and suggest innovative solutions.

4:00 PM

116002

4:00 PM to 5:15 PM

Delaware A

**Fashion Forward?: Contemporary Problems and Creative Solutions
in Roblox's Dress To Impress Game**

Sponsor: Media Communication

Chair: Valerie Schrader, Penn State University - Schuylkill Campus

Respondent: Heather Marie Stassen, Daemen University

"Dressed, But Not Impressed: Bullying in Roblox's Dress to Impress" Lily Kay Kreiser, Penn State Schuylkill

"Five Stars or Bust: Digital Validation in Roblox's Dress to Impress" Jenalise Emily Muir, Penn State Schuylkill

"Look At Me! I'm VIP!: Applying Facework to the Pressure for Prestige in Roblox's Dress To Impress" Erik Matthew Dubbs, Penn State University - Schuylkill Campus

"Rating on the Runway: Social Judgment Theory in Dress to Impress" Madison Butina, Chatham University

Since its release in November of 2023, Roblox's Dress to Impress game has become one of the platform's most popular games. The game requires players to design an outfit in five minutes that will then garner the most positive votes from other players. Using autoethnography and rhetorical analysis as research methods, the panelists on this panel apply a number of communication theories to Dress to Impress and explore contemporary problems in the game in order to better understand it as a cultural phenomenon.

116003

4:00 PM to 5:15 PM

Delaware B

Argumentation and Forensics Business Meeting

Sponsor: Argumentation and Forensics

Chair: Robert J. Green, Commonwealth University Bloomsburg

The Argumentation and Forensics Interest Group Business Meeting is open to all ECA members and individuals with an interest in argumentation and forensics. The meeting will provide a collaborative space for members to reflect on the past year's activities, share insights, and plan for future initiatives. The agenda includes officer reports, highlighting key accomplishments and updates from the past year, and a review of old business. Members will also discuss new business and upcoming opportunities. This meeting aims to foster community and strategic planning, ensuring the Interest Group continues to advance scholarly and practical contributions to argumentation and forensics.

116004

4:00 PM to 5:15 PM

Delaware C

Health Communication Business Meeting

Sponsor: Health Communication

Chair: Yadong Ji, Western Washington University

The Health Communication Interest Group Business Meeting is open to all ECA members and individuals with an interest in health communication. The meeting will provide a collaborative space for members to reflect on the past year's activities, share insights, and plan for future initiatives. The agenda includes officer reports, highlighting key accomplishments and updates from the past year, and a review of old business. Members will also discuss new business and upcoming opportunities. This meeting aims to foster community and strategic planning, ensuring the Interest Group continues to advance scholarly and practical contributions to health communication.

116005

4:00 PM to 5:15 PM

Franklin

Institute of General Semantics Business Meeting

Sponsor: Institute of General Semantics (Affiliate Organization)

Chair: Thom Gencarelli, Manhattan University

The Institute of General Semantics Business Meeting is open to all ECA members and individuals with an interest in semantics. The meeting will provide a collaborative space for members to reflect on the past year's activities, share insights, and plan for future initiatives. The agenda includes officer reports, highlighting key accomplishments and updates from the past year, and a review of old business. Members will also discuss new business and upcoming opportunities. This meeting aims to foster community and strategic planning, ensuring the group continues to advance scholarly and practical contributions to semantics.

4:00 PM

116006

4:00 PM to 5:15 PM
Conversation, Connection, and More!

Ellicott

Sponsor: Interpersonal Communication

Chair: Meredith Marko Harrigan, State University of New York, Geneseo

Conversations are argued to be one of the most meaningful forms of interpersonal communication. Through conversation we create connection, build social realities, co-construct meanings, negotiate identities, inspire ideas and so much more. Please join us for a cascade of conversations about a variety of topics ranging from graduate school struggles to professional pursuits and everything in between. We invite you to bring a topic!

116009

4:00 PM to 5:15 PM
**Artificial Intelligence as a Contemporary Problem:
 Exploring Creative Legal and Ethical Solutions**

Regency A

Sponsor: Communication Law and Ethics

Chair: Susan Drucker, Hofstra University

Presenters:

Thomas Richard Flynn, Slippery Rock University

Sanae Elmoudden, St. John's University

Noura Hajjaj, Duquesne University

Nicholas D. Bowman, Syracuse University

It doesn't seem that long ago that, tones of wonder in our voices, we talked about the rapid growth of social media and the need for ethical codes and law to catch up. We have certainly witnessed developments regarding the ethical and legal status of social media. We now face a new technologically created ethical and legal abyss--artificial intelligence. Currently, we seek clarity regarding the ethics and law of AI. We are just beginning to identify the areas to be addressed. We know there are distinct issues associated with copyrights, freedom of speech, defamation, privacy, data protection, negligence, platform liability etc. While relatively new, AI is not "unregulated." The creation, and operation of AI systems currently is subject to an ever-growing array of codes, laws and regulations all over the world. This roundtable will examine questions regarding ethical and legal issues and developments needed to understand the use of artificial intelligence. It will address such questions as:

--Can AI programs themselves be responsible actors or are they agents of humans?

--How are areas of current civil and criminal law being applied to AI?

--What codes and laws are emerging specific to the use of AI?

--What ethical and legal issues are arising day-to-day in our academic lives?

116010

4:00 PM to 5:15 PM
**Top Competitive Papers in Communication Traits Interest Group:
 Blame Your Parents or Genetics, Just Do Not Blame Me!**

Regency B

Sponsor: Communication Traits

Chair: Lynda L. McCroskey, California State University, Long Beach

Respondent: Lynda L. McCroskey, California State University, Long Beach

"Conformity, Communication Apprehension, and Self-Compassion: A Retrospective with Prospective Communication Implications"

Alan D. Heisel, University of Missouri-St. Louis

"How Much Does Race Matter to Gen Z? Discovering the Variations in Argumentativeness and Verbal Aggressiveness Across Racial Groups within Generation Z" Xu Song, Stockton University; Suya Yin, Stockton University

The papers presented on this panel, representing the top competitive submissions to the Communication Traits Interest Group, explore the complex interplay between individual traits and communication behaviors. One study examines the relationships between conformity, communication apprehension, and self-compassion, offering insights into their implications for future communication practices. The other investigates how argumentativeness and verbal aggressiveness vary across racial groups within Generation Z, providing a nuanced understanding of how race shapes communication tendencies in this generation. Together, these papers deepen our understanding of communication traits and their broader social and interpersonal impacts.

4:00 PM

116011

4:00 PM to 5:15 PM

Regency C

Tackling Authenticity in the Contemporary Public Speaking Course

Sponsor: Community College

Chair: Jenny Warren, Collin College

“Authenticity of Audience Engagement: How Does a Speaker Authentically Connect with an Audience?” Talia Lipton, SUNY Rockland Community College

“Authenticity of the Course: How do we Define “Public” in “Public Speaking”?” Susan Ward, Delaware County Community College

“Authenticity of the Speaker: What Does it Mean to be an Authentic Speaker?” Jenny Warren, Collin College

Throughout history, public speaking has played a central role in civic life. While its centrality is ever present, public speaking in the modern age takes place against a complex background of ever-changing technology. In terms of communication pedagogy, we are prompted to consider the role of authenticity in teaching the introductory course in public speaking as these technological shifts continue to occur. This session will not pit online courses against face-to-face courses. Instead, it will specifically address the idea of “authenticity” in the introductory public speaking course and consider, via examination of contemporary research, how “public” is the “public” in “public speaking”, what defines an authentic speaker, and how a speaker might authentically connect with an audience. These topics will be used to prompt discussion about how to ensure that the introductory public speaking course is taught in an authentic way.

116012

4:00 PM to 5:15 PM

Niagara

Exploring Ways to Integrate Artificial Intelligence Into the Organizational Communication Classroom: Answers to the How’s, What’s, and Why’s and Their Links to Pedagogical Approaches

Sponsor: Organizational Communication

Chair: Corey Jay Liberman, Marymount Manhattan College

“Contemporary Problems and Creative Solutions: Conversations Among Competing Stakeholder Voices” Angie Corbo, Widener University

“Forward-Thinking Curriculum: Integrating AI Content and Assignments in Organizational Communication Classes” Candice Elaine Thomas-Maddox, Ohio University Lancaster

“Navigating AI Use in Organizational Communication Courses” Maxine Gesualdi, West Chester University of Pennsylvania

“Teaching Students the Utility and Ethics of Artificial Intelligence in the Workplace: Introducing Generative AI Into the Organizational Communication Curriculum” Corey Jay Liberman, Marymount Manhattan College

It has become increasingly more important for students to understand the ethical implications posed by artificial intelligence, as well as implement AI in ways that promote critical thinking. This panel features four presentations about how to pedagogically incorporate AI into organizational communication curricula, where faculty members will discuss their experiences with classroom activities, which will be followed by an explanation of how said activities translate into practical workplace communication.

116013

4:00 PM to 5:15 PM

Grand E

Brainstorming Session for Voices of Diversity, Interpretation and Performance, and Intercultural Communication

Sponsors: Intercultural Communication; Interpretation Performance; Voices of Diversity

Chair: Dan Strasser, Rowan University

“Brainstorming Session for Voices of Diversity, Interpretation and Performance, and Intercultural Communication” Dan Strasser, Rowan University

This session brings together members of the Voices of Diversity, Interpretation and Performance, and Intercultural Communication Interest Groups to brainstorm about future plans and ideas.

4:00 PM

116015

4:00 PM to 5:15 PM

Grand G

Expressive Dancing to Cultivate Personal and Planetary Peace: A Humble Tribute

Sponsor: First Vice President's Programming

Chair: Lois Einhorn, Binghamton University

Presenters:

Lois Einhorn, Binghamton University

Cleone Reed, Robert D. Reed Publishers

FIRST VP SESSION
ECA 2025

This panel showcases my personal journey. I took my first dance class over two decades ago at age 51 with a body bruised by sexual and physical abuse and nine abdominal surgeries, never expecting dance to provide "creative solutions" to "past and contemporary problems." The program is not a performance but a "teachable moment" and an opportunity to pay tribute to some of the many people who've made me describe myself for the past two years as "Born Again Blessed, with Bling and Butterflies."

Part 1: Past and Contemporary Problems

"Never Again-Remember"-- #12 of Eric Bogle, "Mirrors," 4.45

"Christmas in the Trenches," John McDermott, #8 of "Remembrance," 5:23

"Walking Down Death Row," Pete Seeger, #10 of "Sowing the Seeds – the 10th Anniversary," 3.38

"The Ignorance that Kills" and "Sink or Shrink Blues," #4 and #11 of Marshall Rosenberg, "Live Compassionately," 4.05

"Study War No More," #14 of Pete Seeger, "If I Had a Hammer: Songs of Hope & Struggle," 3.10

Intermission: Play "Wonderful Friends," #6 of "Pete Seeger at 89," 3.17

Part 2: Creative Solutions

"You Raise Me Up," Josh Groban, #12

"A Simple Prayer - Lord, Make Me an Instrument of Your Peace," #8 of Roma Downey's "Healing Angel," 2.44

"Your Dream Will Be My Dream," #8 of "Music to Dance to," Vol. 2, 4.14

"Dreamcatcher," #4 of Secret Garden, "The Ultimate Secret Garden," 4.35

"Do You Dream" and "See Me Beautiful," #15 and #18 of Marshall Rosenberg, "Live Compassionately," 3.50

"My Uncle Terwilliger Waltzes with Bears," by Dr. Seuss, sung in a personal CD by my Daddy, Eric Loeb, who adopted me as his daughter in a Native American ceremony many moons ago, 2:41

"How Could Anyone," Shaina Noll, #1 of "Songs for the Inner Child," 5.30

5:15 PM

117018

5:15 PM to 6:00 PM

Grand A

Newcomers and Undergraduate Scholars Welcome Reception

Start your ECA experience with this warm and inviting gathering designed to welcome newcomers and undergraduate scholars to our community. ECA leadership will extend a special greeting to first-time attendees and provide a brief orientation to help newcomers navigate and make the most of their time at the conference. Connect with peers, meet association leaders, and set the stage for an enriching convention experience. Stay afterward to continue the conversation at the Welcome Reception!

6:00 PM

119018

6:00 PM to 7:30 PM

Grand A

ECA Welcome Reception

Kick off the convention in style at the ECA Welcome Reception! Reconnect with friends and colleagues, forge new connections, and plan your adventures for the days ahead. Enjoy a vibrant atmosphere with a cash bar and delicious appetizers, courtesy of ECA. Whether you're catching up with colleagues or diving into fresh conversations, this event sets the perfect tone for an exciting and enriching conference. Don't miss the chance to mingle, relax, and toast to the start of a memorable experience!

7:00 PM

120

7:00 PM to 9:00 PM
Game On: Penguins vs. Sabres at ECA 2025

Get ready for an unforgettable night of excitement and camaraderie as we head to the hockey rink! The Pittsburgh Penguins face off against the Buffalo Sabres in what promises to be a thrilling game. Whether you're a die-hard hockey fan or just looking to enjoy a fun evening with fellow conference attendees, this event offers the perfect mix of action, networking, and local Buffalo spirit. Don't miss this chance to experience the energy of a live NHL game and create lasting memories with colleagues and friends!

The Key Bank Center is located about 1 mile south of the Hyatt Regency Buffalo. If attendees choose to walk, it will be a 20 to 25-minute walk. Otherwise, you are advised to use a ride-share service. The game begins at 7:00 p.m.

To reserve and pay for your seat, please visit the following link, which is designed for ECA members and includes a special group discount rate: <https://fevo-enterprise.com/event/Easterncommunication2>

8:00 PM

121006

8:00 PM to 9:00 PM
Twelve Step Meeting

Ellicott

This space is available nightly from 8:00-9:00 pm for Twelve Step Meetings.

“Our current students represent a variety of professional backgrounds, including professionals in higher education, training and development, internal or external communications, nonprofit management, event management, and several corporate roles. A graduate degree in organizational communication might be just what you need to take your career to the next level!”

Jordan Atkinson, Ph.D.
Program Director



MASTER OF ARTS IN **Organizational Communication**

Program overview

The Master of Arts in organizational communication equips business professionals with the skills, tools, and methodologies needed to support a wide spectrum of organizational goals through effective communications.

Professionals in every field must be skilled at communicating across boundaries and uniting people around new ideas and business imperatives. Organizational communication offers valuable insights into today’s most relevant concerns, such as engaging a virtual workforce and communicating across workplace generations.

Developing an advanced understanding of how communication and workplace relationships fuel organizational culture, team productivity, and managerial effectiveness will help you navigate your career, especially as you move into management and leadership positions.

Program format

Online. Offered in eight-week sessions.

To apply

gradapply.ku.edu/apply

The School of Professional Studies at the University of Kansas wishes to congratulate Dr. Jordan Atkinson for serving as First Vice President of ECA and the Primary Planner for the 2025 ECA convention!



Friday • March 28, 2025

7:00 AM

201025 **7:00 AM to 8:00 AM** **Lobby**
Morning Momentum: A Morning Walk, Jog, or Run

Start your day with energy and connection! Join Dr. Dan Strasser and fellow conference attendees for a rejuvenating morning run, jog, or walk around downtown Buffalo. This casual and inclusive activity is perfect for all fitness levels and offers a refreshing way to network while enjoying the local scenery. Whether you're looking to break a sweat or simply stretch your legs, Morning Momentum is a great opportunity to set a positive tone for the day ahead. Don't forget to bring your running shoes and a smile!

If you are interested in participating, please email Dr. Dan Strasser at strasser@rowan.edu, or simply show up in the hotel lobby at 7:00 a.m.

7:30 AM

202017 **7:30 AM to 5:00 PM** **Coatroom**
Convention Registration

As you arrive at the convention, be sure to stop by the registration area (Mezzanine Level) to check in with Meghan and Fran. They will be there daily to welcome you and get you all set for a great experience!

8:00 AM

203015 **8:00 AM to 8:30 AM** **Grand G**
Morning Conversation with Buffalo Deputy Mayor, Brian A. Gould

Chair: Jordan T. Atkinson, University of Kansas

Presenter:

Brian Gould, City of Buffalo

FIRST VP SESSION
ECA 2025

Start your day with an engaging conversation featuring Buffalo Deputy Mayor Brian A. Gould. This special morning session offers attendees the opportunity to hear insights from Deputy Mayor Gould about Buffalo's vibrant community, ongoing initiatives, and vision for the future. Join us for this unique chance to connect with local leadership and explore the dynamic relationship between communication and civic engagement in the City of Good Neighbors.

203021 **8:00 AM to 10:00 AM** **Niagara Foyer**
ECA Morning Perk-Up Coffee Station

Start your day at the ECA conference with a quick stop at our Morning Perk-Up Coffee Station! This convenient grab-and-go coffee station offers a selection of coffee and tea to help you recharge and refuel for the day ahead. Whether you're heading to an early session or just need a moment to energize, the Morning Perk-Up Coffee Station is here to ensure you're ready for a productive and inspiring conference experience. Stop by, pick up your beverage of choice, and get ready to make the most of your day!

8:30 AM

204002 **8:30 AM to 9:45 AM** **Delaware A**
A Round Robin Approach to Solving Contemporary Problems when Teaching Online

Sponsor: Community College

Chair: Jessica Papajcik, Stark State College

Presenters:

Jenny Warren, Collin College

Christina E. Saindon, Queensborough Community College, CUNY

Susan Ward, Delaware County Community College

Jessica Papajcik, Stark State College

Teaching online can be an extremely rewarding experience. It can also present many challenges for faculty and students alike. This session will take a round robin approach to solving the most common problems when teaching online. During this interactive session, attendees will discuss these problems in small groups. Group facilitators will debrief common themes and present what current research says about managing these challenges. Groups will reform to explore and deliberate creative solutions to apply best practices.

8:30 AM

204003

8:30 AM to 9:45 AM

Delaware B

New York State Communication Association Business Meeting

The New York State Communication Association (NYSCA) Business Meeting provides an opportunity for members to connect, discuss association updates, and collaborate on future initiatives. Join us to hear about NYSCA's recent accomplishments, ongoing projects, and plans for the coming year. Members will have the chance to share feedback, contribute ideas, and engage in discussions that support the growth and success of the association. All NYSCA members and those interested in learning more about the organization are encouraged to attend.

204004

8:30 AM to 9:45 AM

Delaware C

Communicate to Influence: Campaigns and Behavior-Understanding for Contemporary Issues

Sponsor: Health Communication

Chair: Paula Hopeck, Commonwealth University - Bloomsburg University

"Awareness of Genetic Testing and its Impact on Changing Behavior Among General Population of U.S." Athar Memon, Ohio University; Zahid Wali, Ohio University

"Cultural Adaptation and Creativity in Health Communication: Analyzing the 'Ecuador Libre de Poliomielitis, Sarampión y Rubeola 2023' Vaccination Campaign" Carolina Herrera, Ohio University

"Depiction or Text: A Comparison of Graphics and Non-Graphic Labels" Naessiamba Eab Aggrey, George Mason University

"Talking Can Lead to Healing: An Analysis of Talking PPD Campaign Videos" Shatakshi Semwal, Ohio University

This panel features a diverse collection of papers that explore creative and evidence-based approaches to addressing contemporary health issues. From raising awareness about genetic testing and its behavioral impacts to culturally adapting vaccination campaigns in Ecuador, these studies examine the intersection of health, behavior, and communication. Additional topics include comparing the effectiveness of graphic versus non-graphic warning labels and analyzing the impact of the Talking PPD campaign videos in fostering dialogue around postpartum depression. These papers collectively contribute valuable insights into the design and evaluation of impactful health communication strategies.

204005

8:30 AM to 9:45 AM

Franklin

Media Ecology Business Meeting

Sponsor: Media Ecology (Affiliate Organization)

Chair: Ryan P. McCullough, West Liberty University

The Media Ecology Business Meeting is open to all ECA members and individuals with an interest in media ecology. The meeting will provide a collaborative space for members to reflect on the past year's activities, share insights, and plan for future initiatives. The agenda includes officer reports, highlighting key accomplishments and updates from the past year, and a review of old business. Members will also discuss new business and upcoming opportunities. This meeting aims to foster community and strategic planning, ensuring the group continues to advance scholarly and practical contributions to media ecology.

204006

8:30 AM to 9:45 AM

Ellicott

Bringing Interpersonal Theory and Scholarship to Practice: Supporting Campus and Local Communities

Sponsor: Interpersonal Communication

Chair: Andrew Herman, State University of New York, Geneseo

Presenters:

Ashley Watson, SUNY Geneseo

Elizabeth Glowacki, Northeastern University

Bonnie McCracken Nickels, University at Buffalo

Participants will share steps they have taken and struggles they have faced when using interpersonal theory or scholarship to serve and support their campus or local communities. Individuals seeking to expand their scholarship from journals to practice will find this roundtable informative.

8:30 AM

204009

8:30 AM to 9:45 AM

Regency A

Communication Law and Ethics Business Meeting

Sponsor: Communication Law and Ethics
 Chair: Noura Hajjaj, Duquesne University

The Communication Law and Ethics Interest Group Business Meeting is open to all ECA members and individuals with an interest in communication law and ethics research and teaching. The meeting will provide a collaborative space for members to reflect on the past year's activities, share insights, and plan for future initiatives. The agenda includes officer reports, highlighting key accomplishments and updates from the past year, and a review of old business. Members will also discuss new business and upcoming opportunities. This meeting aims to foster community and strategic planning, ensuring the Interest Group continues to advance scholarly and practical contributions to communication law and ethics.

204010

8:30 AM to 9:45 AM

Regency B

ECA Distinguished Research Fellows Panel Discussion

Chair: Keith Weber, Chapman University
 Presenter:
 Rukhsana Ahmed, University at Albany, SUNY

This panel will feature a conversation with the 2024 ECA Distinguished Research Fellows. All are invited to this special event to hear the Distinguished Research Fellows discuss how their past, present, and future research. Audience questions for these distinguished researchers are especially encouraged.

204011

8:30 AM to 9:45 AM

Regency C

Philosophy of Communication Business Meeting

Sponsor: Philosophy of Communication
 Chair: Joel Scott Ward, Geneva College

The Philosophy of Communication Interest Group Business Meeting is open to all ECA members and individuals with an interest in the philosophy of communication. The meeting will provide a collaborative space for members to reflect on the past year's activities, share insights, and plan for future initiatives. The agenda includes officer reports, highlighting key accomplishments and updates from the past year, and a review of old business. Members will also discuss new business and upcoming opportunities. This meeting aims to foster community and strategic planning, ensuring the Interest Group continues to advance scholarly and practical contributions to philosophy of communication.

204013

8:30 AM to 9:45 AM

Grand E

"It's Showtime!": Using Rhetorical Criticism and Communication Theory to Explore Messages in Different Adaptations of "Beetlejuice"

Sponsor: Rhetoric and Public Address
 Chair: Valerie Schrader, Penn State University - Schuylkill Campus
 Respondent: Jessica Neu, Carlow University
 "Discussing Death: "Beetlejuice," Invitational Rhetoric, and Engaging in Conversations about Death" Sarah Ailene Tran, Penn State University - Schuylkill
 "Every Family Has Its Flaws: Facework, Family Values, and Teenage Angst in "Beetlejuice"" Erik Matthew Dubbs, Penn State University - Schuylkill Campus
 ""All You Gotta Do is Say His Name:" Burkean Identification in "Beetlejuice: The Musical"" Jenalise Emily Muir, Penn State Schuylkill
 ""I'm the Ghost with the Most, Babe:" Relational Dialectics in "Beetlejuice, Beetlejuice"" Lily Kay Kreiser, Penn State Schuylkill

The popularity of the "Beetlejuice" franchise and the 2024 sequel "Beetlejuice, Beetlejuice" makes it an intriguing rhetorical text to study. This panel features research that explores the various messages in different adaptations of "Beetlejuice," including the original 1988 film, the 2019 Broadway musical, and the 2024 sequel. Each panelist uses a different communication or rhetorical theory as a theoretical lens in order to better understand "Beetlejuice" as a popular phenomenon.

8:30 AM

204014

8:30 AM to 9:45 AM

Grand F

Solving Contemporary Issues by Applying Theory to Practice: Strategies for Fostering Translation

Sponsor: Short Courses

Presenters:

Sean M. Horan, Fairfield University
 Chris Wernecke, University of North Carolina, Wilmington
 Erin Sheila Craw, Fairfield University

Today, the importance of communication skills is increasingly emphasized, yet concurrently, organizations report a gap in effective communication from recent graduates entering the workforce. Therefore, there is a critical need for students to understand the role of communication theory and translate their skills in professional contexts. The authors of Communication Theory and Practice: From Classroom to Boardroom will share their innovative approach to the textbook and instructional materials, focusing on teaching students the utility of communication theory and research in driving creative solutions to problems. The short course will highlight strategies for enhancing engagement among communication theory students, going beyond understanding to prompt theory-to-practice connections. The course combines discussion, examples, and interactive activities to foster ideas for teaching communication theory through a contemporary, applied lens. The workshop will also explore ways to help students translate their communication skills and the utility of communication research in excelling across diverse career paths.

9:30 AM

205012

9:30 AM to 11:30 AM

Grand G

VIP AI: Vision, Innovation, and Possibilities with Artificial Intelligence

Sponsor: First Vice President's Programming

Presenters:

M.E. Yancosek Gamble, Fairmont State University
 Danielle R. Mehlman-Brightwell, University of Pittsburgh at Greensburg

FIRST VP SESSION

ECA 2025

Join us for an engaging workshop on the transformative power of Artificial Intelligence (AI). Participants will explore the ethical implications, practical applications, and visionary possibilities of AI, with opportunities for hands-on activities and real-world examples. Whether you're new to AI or an experienced practitioner, you'll gain valuable insights into how AI can drive innovation and create impact in your field, while connecting with peers and experts to discuss strategies for integrating AI into policy and communication efforts.

10:00 AM

207002

10:00 AM to 11:15 AM

Delaware A

Calling all 2-year & 4-year Faculty! "From College to Career, Tik Tok to Teams: Preparing Students for Workplace Communication"

Sponsor: Community College

Chair: Laura O'Connell, Nassau Community College

Presenters:

Laura O'Connell, Nassau Community College
 Olivia Battinelli, New York University

This roundtable provides a dynamic platform for participants to address student deficits arising from digital communication practices and explores effective strategies for improvement. Communication educators from both community colleges and four-year institutions will collaborate to tackle these hot-button issues. Facilitators, drawing from their professional experiences as internship coordinators and authors, will share real-world examples to guide the discussion and foster innovative solutions. Key topics will include email etiquette, resourcefulness, proofreading, professional attire, cell phone use, and considerations for both employers and professors. This hands-on session includes active audience participation, allowing attendees to work alongside presenters to brainstorm and develop creative solutions tailored to their unique contexts. Join us to enhance the communication skills of our students and better prepare them for success in today's workplace.

10:00 AM

207003

10:00 AM to 11:15 AM

Delaware B

The 2024 Political Campaign Debates in Review: A Round Table Discussion

Sponsor: Argumentation and Forensics

Chair: Paula Hopeck, Commonwealth University - Bloomsburg University

Presenters:

Charles J. Wigley III, Canisius University

Doreen M. S. Jowi, Bloomsburg University of Pennsylvania

Tim Michaels, Penn State University

Robert J. Green, Commonwealth University Bloomsburg

Erin Brummett, Commonwealth University of Pennsylvania - Bloomsburg

This round table discussion assembles Communication Scholars from a range of specialties to analyze and evaluate the political campaign debates of the 2024 elections. A range of topics will be discussed, including the intersection of argumentation with global perspectives and broader discourses of sex, race, and gender. Participants will select and present excerpts from the debates (or excerpts about the debates) to develop collaborative lines of inquiry. Audience participation will be encouraged.

207004

10:00 AM to 11:15 AM

Delaware C

ECA 2026 Planners Meeting I

Chair: Jessica Papajcik, Stark State College

Are you a 2026 Interest Group Planner? Join us for the ECA 2026 Planner Meeting I, an essential session designed to help you prepare for the Eastern Communication Association's 2026 Conference in Pittsburgh. This meeting will provide crucial information about the planning process, including deadlines, procedures, and best practices for organizing engaging sessions. Connect with fellow planners, ask questions, and ensure you have the tools and resources needed to make ECA 2026 a success. Your role is vital to shaping a dynamic and impactful conference—don't miss this important opportunity to get started!

If you are not able to attend this session, please attend ECA 2026 Planner Meeting II on Saturday at 4:00 p.m. These two sessions include the same information, so please select the session that best fits your schedule.

207005

10:00 AM to 11:15 AM

Franklin

"Framing, Agenda, and Spin: [Manufacturing] Contemporary Rhetorical Problems and [Maybe Some] Creative Solutions"

Sponsor: Short Courses

Presenters:

Richard Eugene Vatz, Towson University

D.L. Stephenson, Western Connecticut State University

This short course focuses on the process of how powerful speakers, writers, and communicators shape public discourse, make meaning, create salience, and frame and spin facts and events in order to shape public perceptions and opinions. The agenda/spin model of persuasion assumes that knowledge, information, and public discourse, generally, come from sources that have the authority to control, create, and shape current public discourse. The agenda/spin model assumes that all communication comes from a source with a particular agenda. However, an agenda needs to bear little or no relationship to its inherent importance. In other words, problems literally can be created or manufactured, while others can be minimized or ignored, depending on the agendas of those who hold the power to control public discourse.

The agenda/spin model provides a framework for interpreting persuasion in public discourse. Persuasion is always grounded in some world view, some ideological perspective, regardless of the politics of the communicator, no matter the agenda, politics, or motives of those who have stakes in controlling public discourse. What we pay attention to, dispute, challenge, and accept is always a matter of persuasion, always a matter of promoting certain ideas while dismissing or diminishing others. The Agenda/Spin model of rhetorical analysis makes explicit how problems are framed and then spun in order to create salience and meaning for audiences. While Spin is always a matter of interpreting what the "facts" or events mean, "framing" is always about the selection of certain aspects of an issue or problem (real or manufactured) to generate a specific response. As well, the agenda/spin model of persuasion always makes central the agenda and ideological perspective(s) that inspire what will be considered important problems requiring solutions.

This year's seminar/short course begins with a brief overview (lecture) of *The Only Authentic Book of Persuasion: The Agenda Spin Model*. Both co-presenters will take turns explaining the agenda/spin model and providing clear examples of its use and relevance to the study of persuasion.

10:00 AM**207006****10:00 AM to 11:15 AM****Ellicott****Money Talks: Workplace Negotiation, Strategy, and Skill**

Sponsor: First Vice President's Programming

Presenter:

Angela Gist-Mackey, University of Kansas

WORKPLACE 360°
ECA 2025

This Workplace 360 session will lay the groundwork for attendees to understand occupational wage disparities that exist in contemporary U.S. workplaces. Along with developing an understanding of wage gaps, attendees will explore how to address such disparities in their own careers using negotiation communication. The session will address multiple contexts for workplace negotiation including job offers, promotions, roles, and responsibilities. Attendees will learn common pitfalls and apply best practices during this session. This workshop will be interactive and practical while also informed by contemporary research on strategic workplace negotiations.

207009**10:00 AM to 11:15 AM****Regency A****Contemporary Problems in Instructional Communication Research:
The Role of Identity-Focused Research as a Creative Solution**

Sponsor: Instructional Communication

Chair: Sara LaBelle, Chapman University

Presenters:

Zac Johnson, California State University, Fullerton

Dare Akinloye, Chapman University

Denise Alonso-Pecora, Chapman University

Henneh Kwaku Kyereh, Chapman University

Crystal Hoang Nguyen, Chapman University

In this roundtable discussion, panelists will lead a discussion with attendees regarding the current state of identity-focused research in instructional communication. Each panelist has a particular emphasis (i.e., nontraditional student experiences, international instructor and students, disability in the classroom, and clarity) on which they will share a brief review of current research, followed by creative suggestions for future research and application in the teaching-learning environment. A respondent will provide summative comments.

207010**10:00 AM to 11:15 AM****Regency B****Applying Communication Theory to Practice: Shaping the Future**

Sponsor: Applied Communication

Chair: Robin Smith Mathis, Kennesaw State University

"50-Year Review of the Door-in-the-Face Message Strategy" Thomas Hugh Feeley, University at Buffalo

"Exploring Engineering Communication Pedagogy" Paul Ziek, Pace University; Paul Hockett, Johns Hopkins University

"LEGO's Sustainability To-Come: Intergenerational Co-Creation in the Climate Emergency" Robert Foschia, Kutztown University

This panel explores how communication theory can be used to address contemporary challenges, offering creative and strategic solutions to shape a better future. The papers review previous literature to highlight progress and future focus as well as provide new perspectives on needed change. These papers illuminate the relevance and effectiveness of applied communication frameworks in advancing modern approaches to persuasion, engineering, and sustainability.

207011**10:00 AM to 11:15 AM****Regency C****Collaborative Performance Research: A Spotlight on Microaggressions in Higher Education**

Sponsor: Interpretation Performance

Chair: Jennifer L. Shamrock, Monmouth University

Respondent: Evan Mitchell Schares, Villanova University

"Microaggressions in Higher Education Contexts: A Performance Approach" Peter M. Kellett, UNC Greensboro; Ja'Nylah Johnson, University of North Carolina at Greensboro; Shauna Kaplan, University of North Carolina at Greensboro; Sierra Kaplan, Bradley University; Peri Lapp, University of North Carolina at Greensboro; Kaylah Perry, University of North Carolina at Greensboro

In current conceptions, the term "microaggression(s)" refers to casual or even unconscious disparagements of marginalized groups. In recent decades in the US, the student body in higher education (college and graduate school) has become increasingly diverse, making it an important context to explore microaggressions and their related power dynamics. This paper develops a performance approach to understanding, learning from, and creatively responding to, contemporary contexts where microaggressions have impacted student experiences in higher education contexts in asynchronous power relationships (professor/student, research supervisor/graduate student). Specifically, this paper (1) presents a staged performance script based on three interweaving personal narratives of race, neurodivergence, and religious microaggressions, (2) critically interprets/explores how this performance approach can be used to imagine "solutions" to this contemporary problem as exemplified by the three identity groups represented, and (3) contextualizes the discussion in related scholarship.

10:00 AM

207013

10:00 AM to 11:15 AM

Grand E

**“Music Can Change the World, Because It Can Change People”:
How Musical Artists Address Contemporary Social Issues**

Sponsor: Voices of Diversity

Chair: Nancy Bressler, West Virginia Wesleyan College

Respondent: Jack Banks, University of Hartford

“Only Certain Cowboys Allowed in This Saloon: An Exploration of Beyoncé’s “Cowboy Carter” and African American Representation in Country Music” Jessica Neu, Carlow University

“So I Say Thank You for the Music: How Music Artists are Making Their Work More Accessible” Danica Paige Propst, West Virginia Wesleyan College

“Social Media Exposure, Family Communication Patterns, and Accommodating Communication Regarding Diversity-Themed Topics” Leigh Nelson, James Madison University; Eric Fife, James Madison University

““I’m a Rebel, I’m a Menace, I’m a One-Girl Riot”: Analyzing Gender Roles in Descendants: The Rise of Red” Nancy Bressler, West Virginia Wesleyan College

““Your Favorite Artist’s Favorite Artist:” Exploring the Rise of Chappell Roan and Its Impact on Queer Communities and Queer Representation” Faith Renee Yoho, West Virginia Wesleyan College

As current musical artists give a voice to groups that have been historically marginalized, this panel questions how these contemporary artists are able to communicate messages about race, gender, sexual orientation, and class. In celebration of ECA’s theme, panelists analyze artists such as Chappell Roan, Beyoncé, Taylor Swift, and other new artists to explore how these musical artists are creatively discussing our social inadequacies and questioning what impact these conversations have on our society.

207014

10:00 AM to 11:15 AM

Grand F

How Hard Can It Be?: Getting Started with Faculty-Led Study Abroad Programs

Sponsor: Short Courses

Presenter:

Mary E. Donato, Central College

Thinking about adding a travel abroad component to one of your existing courses? Ever wondered, “Just how complicated is it to travel abroad with students?” Or perhaps you find that your institution is lacking in resources to help faculty study abroad with students? This may just be the short course for you! Faculty-led study abroad trips can look different across institutions but, in common, they are short-term study abroad experiences, led by faculty, where students earn credit hours either through a pre-trip classroom experience or classroom experience on the trip. Having facilitated two faculty-led study abroad experiences (Greece in 2019 and Iceland in 2023) with an accompanying pre-trip course, I have learned helpful tips and tricks I believe others looking to participate in faculty-led study abroad would benefit from. From designing and/or aligning a course with a travel experience to finding the proper partners and completing the appropriate forms – all will be addressed in this open discussion about the benefits, challenges, and rewarding nature of faculty-led study abroad trips.

207015

10:00 AM to 11:15 AM

Niagara

Competitively Selected Papers: Kenneth Burke Society

Sponsor: Kenneth Burke Society

Chair: Cem Zeytinoglu, East Stroudsburg University

Respondent: Valerie Schrader, Penn State University - Schuylkill Campus

“A Song of Psychology of Information and Psychology of Form: A Burkean Analysis of HBO’s Game of Thrones” Brian Gilchrist, Pennsylvania College of Technology

“Reading On the Genealogy of Morals Using Burke’s Negative” Andri Kosasih, Duquesne University

This panel showcases the continued relevance and application of Kenneth Burke’s work through innovative analyses of literature and media. One paper offers a Burkean analysis of HBO’s Game of Thrones, exploring the interplay between the psychology of information and the psychology of form in the series. The other applies Burke’s concept of the negative to a reading of Nietzsche’s On the Genealogy of Morals, providing a fresh perspective on this philosophical text. Together, these papers highlight the enduring influence of Burke’s theories in examining complex cultural and rhetorical artifacts.

10:00 AM

207026

10:00 AM to 11:15 AM
Graduate Poster Session I

Grand B/C

Sponsor: Graduate Poster Sessions

Chair: Julia K. Weiss, University of Virginia's College at Wise

Respondent: Joshua Parcha, Penn State Hazleton

"A Literature Review of the Theory of Motivated Information Management in Studies of Fat People in Health Care" Mars Marshall, Towson University

"AI in Business Communication: Usage, Benefits, and Challenges for Professionals" Michael Linder, William Paterson University; Kyung-Hyan Angie Yoo, William Paterson University

"Alice, Ethics, and Ambiguity: Narrative Ethics in Lewis Carroll's Alice's Adventures in Wonderland" Anthony Joseph Luchini, Duquesne University

"Analysis of Hateful Comments on Facebook Against Viral Women: Bangladesh Perspective" Md Nazmul Hasan Shajib, University of Arkansas

"Analyzing The Boycott, Divest, Sanction Movement Through The Lens of Organizational Dissent" Adeena Syed, Towson University

"Artistic Skills, Impostor Syndrome, and the Factor of Race" Abobo Kumbalonah, West Virginia University

"Exploring the Impact of Healthcare System Responsiveness on Patient Satisfaction and Trust Among Culturally and Linguistically Diverse Population" Zahid Wali, Ohio University; Athar Memon, Ohio University

"Gender and Music: Representations of the Gendered Body" Eamon T. Hardy, Ramapo College

"International Student Experiences through Identity Negotiation Theory" Zorica Stamenkovska, Towson University

"Leadership Arbitration and Social Media Dissatisfaction" Natalie Lasky, Youngstown State University

"Manifestations of Stigma in Electronic Health Records of Individuals with Chronic Pain: A Mixed-Methods Content Analysis" Deirdre Jane Prigge, George Mason University

"Misdiagnosis of ADHD in Women 18-25" Connor McKay Feustle, Towson University

"News Consumption on Social Media in the Age of AI-Generated Fake News" Susmita Majumder, William Paterson University; Kyung-Hyan Angie Yoo, William Paterson University

This dynamic session showcases the innovative and diverse research of graduate students, competitively selected for their scholarly rigor and unique contributions to the field. Through an interactive poster format, attendees can explore a wide range of topics, methodologies, and perspectives, reflecting the breadth of interests within our academic community. This session offers an engaging platform for graduate students to share their work, receive valuable feedback, and foster connections with scholars and practitioners. Join us to celebrate emerging voices and exchange ideas that advance the conversation in our discipline.

11:30 AM

210002

11:30 AM to 12:45 PM

Delaware A

Exploring Campus Dynamics: Engagement, Storytelling, Digital Influence, and Motivation

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Anne M. Czerwinski, University of Pittsburgh at Greensburg

"Social Media Motivation: How Influencers Shape College Students' Academic Success" CaraLynn Teresa Caulfield, Boston College

"Sports and Community: Assessing Student Engagement and Campus Satisfaction" Kelley Marie Knox, Boston College

"The Relationship Between Voluntary, Non-Professional, Competitive Running and Motivation in Undergraduate Coursework" Paul Criado, Boston College

"Trees as Rhetorical Resources in Creative Organizational Storytelling: The Public Memory of Saint Mary's College Dedicated Tree Program" Sarah Elizabeth Jannings, Saint Mary's College

This paper session explores the diverse ways in which sports, public memory, social media, and extracurricular activities influence college students' engagement and well-being. The first paper examines the role of sports in fostering campus satisfaction, emphasizing student-athlete involvement and school spirit. The second delves into the rhetorical significance of tree commemoration at Saint Mary's College, exploring how trees function as tools for organizational storytelling and public memory. The third paper analyzes the impact of motivational influencers on students' academic performance and personal development. Lastly, the session concludes with a study on how voluntary, non-professional competitive running motivates students in their coursework, highlighting the connection between physical activity and academic motivation. Together, these papers offer valuable insights into the multifaceted nature of student engagement.

11:30 AM**210004****11:30 AM to 12:45 PM****Delaware C****Diverse Health Issues and Contributory Communication**

Sponsor: Health Communication

Chair: Shatakshi Semwal, Ohio University

"Alzheimer's Disease and Related Dementias in the Deaf Community: A Scoping Review" Tahleen Lattimer, University at Buffalo; Kelly Tenzek, University at Buffalo

"Comparative Analysis of Formal and Informal Caregivers' Mental Well-Being: Exploring TRRL in HINTS 6" Denise Alonso-Pecora, Chapman University; Tate Renville, Chapman University; Kayla Loeb, Chapman University; Baylee Crummett, Chapman University; Hannah Ball, Chapman University; Merrill Buczek, Chapman University

"Eco-Anxiety and College Students: The Relationship to Perceived Environmental Activism Identity, Pro-Environmental Behaviors, and Pro-Environmental Attitudes" Jessica K. McCarthy, Florida State University; Paula Hopeck, Commonwealth University - Bloomsburg University

"Parental Perceptions of Pediatric Counseling on Firearm Safety and Intentions to Follow Through with Recommendations" Elizabeth A. Johnson-Young, University of Mary Washington

This panel brings together a collection of competitive papers that explore diverse health communication challenges and opportunities. Topics include a scoping review of Alzheimer's disease and related dementias in the Deaf community, a comparative analysis of mental well-being among formal and informal caregivers, and the role of eco-anxiety in shaping college students' environmental behaviors and attitudes. Additionally, the panel examines parental perceptions of pediatric counseling on firearm safety and their intentions to act on such recommendations. Together, these papers highlight the critical role of communication in addressing complex health issues and promoting well-being across varied contexts.

210012**11:30 AM to 12:45 PM****Niagara****Intercultural Communication Business Meeting**

Sponsor: Intercultural Communication

Chair: Rukhsana Ahmed, University at Albany, SUNY

The Intercultural Communication Interest Group Business Meeting is open to all ECA members and individuals with an interest in intercultural communication. The meeting will provide a collaborative space for members to reflect on the past year's activities, share insights, and plan for future initiatives. The agenda includes officer reports, highlighting key accomplishments and updates from the past year, and a review of old business. Members will also discuss new business and upcoming opportunities. This meeting aims to foster community and strategic planning, ensuring the Interest Group continues to advance scholarly and practical contributions to intercultural communication.

210014**11:30 AM to 12:45 PM****Grand F****Discovering Creative Solutions to Contemporary Problems Using Media Literacy and Critical Pedagogy**

Sponsor: Short Courses

Presenters:

Jack Banks, University of Hartford

Nancy Bressler, West Virginia Wesleyan College

In celebration of ECA's theme, this Short Course demonstrates how students can creatively engage in social awareness, through the analysis and production of media. Since media consumes so much of our students' time, presenters exhibit how instructors can utilize that desire to illustrate critical thinking, media literacy skills, and a greater engagement in diversity and inclusion. Rather than see students' desire for media as a problem, presenters discuss how media immersion can be a solution.

210015**11:30 AM to 12:45 PM****Grand G****Emotions Through Life: The Critical Role of Emotions in School, Work, Security, and Death**

Sponsor: Nonverbal Communication

Chair: Madison Neurohr, University of Buffalo (SUNY)

Respondents: Mark G. Frank, University at Buffalo, SUNY; Zachary Carr, University at Buffalo (SUNY); Zachary R. Glowacki, University at Buffalo; Chloe A. Milbrand, University at Buffalo, SUNY

"Artificial Intelligence: Decoding the Unspoken" Zachary R. Glowacki, University at Buffalo

"Emotion and Engagement in the Classroom: Theoretical and Practical Considerations" Zachary Carr, University at Buffalo (SUNY)

"The Critical Role of Nonverbal Communication in Threat Detection" Mark G. Frank, University at Buffalo, SUNY

"The Role of Nonverbal Cues in the Hybrid Workplace" Chloe A. Milbrand, University at Buffalo, SUNY

"Understanding Emotion to Help Facilitate Meaningful Conversations" Madison Neurohr, University of Buffalo (SUNY)

This panel will engage in a discussion on the vital role of nonverbal communication in expressing and interpreting emotions across various contexts, including public safety, education, remote work, end-of-life discussions, and how advancements like AI can improve connections. This discussion aims to deepen the audience's understanding of nonverbal cues and provide practical insights for everyday interactions, ultimately fostering better relationships and helping individuals navigate emotional exchanges more effectively.

11:30 AM
210018
11:30 AM to 1:00 PM
ECA Past Officers Club Luncheon
Grand A

This private invitation-only luncheon honors past ECA leaders.

1:00 PM
212002**1:00 PM to 2:15 PM****Delaware A**
Media, Identity, and Influence: Examining Narratives, Technologies, and Communities

Sponsor: Media Communication

Chair: Roseann Pluretti, Queens University of Charlotte

Respondent: Gordon Alley-Young, Kingsborough Community College - CUNY

“And You are Not a Terrorist’: A Rhetorical Analysis of My Name is Khan (2010)” Rania Zaid, George Mason University

“Beyond the Game: Gender Disparities in NCAA Athletes’ Social Media Sponsorships” Claire Victoria Wanzer, University of Delaware;

Nicole Patricia Travis, University of Delaware; Emily J. Pfender, University of Delaware; Amy Bleakley, University of Delaware

“Metajournalism, Affirmation, and Parasocial Relationships: Exploring the Effects of Media Practices of Right-Wing Political Podcast Hosts” Julia K. Weiss, University of Virginia’s College at Wise; Alli M. Jones, University of Virginia’s College at Wise

“Not Just Us: Appodlachia and the Creation of Progressive Appalachian Media Community” Cecilia Salomone, West Liberty University

“Trends in Big Data and AI Research in South Korean Media Studies” Jeusun Baek, Korea University; Sung Tae Kim, Korea University

This panel explores the dynamic intersections of media, identity, and influence across diverse contexts, revealing how media shapes and reflects cultural, political, and social landscapes. From the rhetorical narratives in My Name is Khan that challenge stereotypes about Muslim identity, to the rapidly evolving trends in Big Data and AI research in South Korean media studies, these papers examine how media practices influence societal perceptions and innovation. The session also delves into the role of metajournalism and parasocial relationships in affirming right-wing political ideologies through podcasts, while highlighting the gendered disparities in social media sponsorships among NCAA athletes. Finally, the emergence of Appodlachia demonstrates the potential for media to foster progressive communities and reshape regional identities. Together, these papers underscore media’s transformative power in defining identities and creating both opportunities and challenges in communication.

212003**1:00 PM to 2:15 PM****Delaware B**
Maryland Communication Association Business Meeting

The Maryland Communication Association (MCA) Business Meeting provides an opportunity for members to connect, discuss association updates, and collaborate on future initiatives. Join us to hear about MCA’s recent accomplishments, ongoing projects, and plans for the coming year. Members will have the chance to share feedback, contribute ideas, and engage in discussions that support the growth and success of the association. All MCA members and those interested in learning more about the organization are encouraged to attend.

212004**1:00 PM to 2:15 PM****Delaware C**
New Jersey Communication Association Business Meeting

The New Jersey Communication Association (NJCA) Business Meeting provides an opportunity for members to connect, discuss association updates, and collaborate on future initiatives. Join us to hear about NJCA’s recent accomplishments, ongoing projects, and plans for the coming year. Members will have the chance to share feedback, contribute ideas, and engage in discussions that support the growth and success of the association. All NJCA members and those interested in learning more about the organization are encouraged to attend.

212005**1:00 PM to 2:15 PM****Franklin**
Addressing Today’s Challenges:
Creative Solutions Through Campus-Community Service Partnerships
FIRST VP SESSION
 ECA 2025

Sponsor: First Vice President’s Programming

Author:

Donell C. Murray, Morehead State University

Community-based service projects are integral to fostering meaningful connections between universities, students, and the broader community. These initiatives not only enhance the educational experience for students by providing hands-on learning opportunities but also address critical needs within the community, creating a mutually beneficial relationship. This panel will focus on the process of selecting and implementing a campus-wide service initiative that ensures equitable satisfaction for both community members and students. Drawing from research and practical experience, this session will present a comprehensive framework for establishing successful partnerships among all stakeholders. Attendees will gain insights into best practices for collaboration, sustainability, and maximizing the impact of service projects, ultimately strengthening the bond between campus and community.

1:00 PM

212009

1:00 PM to 2:15 PM

Regency A

Creative Teaching Solutions for Contemporary Students

Sponsor: Instructional Communication

Chair: Ann Bainbridge Frymier, Ohio University

Presenters:

Alan K. Goodboy, West Virginia University
 Stephen M. Kromka, The University of Tampa
 Candice Elaine Thomas-Maddox, Ohio University Lancaster
 Megan A. Vendemia, West Virginia University
 Ann Bainbridge Frymier, Ohio University

This roundtable discussion brings together instructional communication scholars to discuss three key teaching innovations: Team-Based Learning, Generative AI in the classroom, and classroom storytelling. The goal is to share ideas, tips, and experiences in implementing these approaches, fostering inspiring conversations among educators. Audience members are encouraged to contribute their own innovations, enhancing the collective knowledge and effectiveness of teaching strategies.

212010

1:00 PM to 2:15 PM

Regency B

Applied Communication Pedagogy: Creative Solutions to Contemporary Problems

Sponsor: Applied Communication

Chair: Janie Harden Fritz, Duquesne University

"A Creative Solution to a Contemporary Interdisciplinary Problem: Public Speaking for Physical Therapy Ph.D. Students as Applied Communication Pedagogy" Andri Kosasih, Duquesne University; Erik Garrett, Duquesne University; Richard H. Thames, Duquesne University
 "Classroom Conversations Between Instructor and Teaching Assistants: Objectives and Outcomes" Alex Fagin, Duquesne University; Garnet C. Butchart, Duquesne University
 "Contemporary Problems in Class Engagement" Angie Corbo, Widener University
 "Creative Collaboration in Applied Communication Pedagogy" Leeanne M. Bell McManus, Stevenson University
 "Dialogue and Confession in the Public Sphere: Applied Pedagogical Opportunities for Response" Michael R. Kearney, Dordt University
 "Enhancing Student Learning in the Crisis Communication Classroom: Best Practices and Lessons Learned" Amanda G. McKendree, University of Notre Dame
 "Implicit Theory-Based Curriculum as a Creative Solution to a Contemporary Problem" Khaddijah Pettus, Duquesne University
 "Loving Resistance in the Communication Classroom: Creating Space for Creative Responses" Ryan P. McCullough, West Liberty University
 "Mentoring Undergraduate Student Research as a Creative Solution to the Contemporary Problem of Student Engagement and Involvement" Valerie Schrader, Penn State University - Schuylkill Campus

This high-density paper panel (nine presentations), which includes educators from multiple institutions and approaches, explores contemporary problems of student learning and engagement and offers creative solutions, including innovative instructional practices, cross-departmental collaboration, curricular innovation to support marginalized groups, respect for varied perspectives, and more, all moving theory to practice directed toward student learning, to address these challenges in an applied key. Applied communication pedagogy moves ideas into action in the communication classroom to bolster learning, to meet student needs for market-ready skills, and to enhance the practice of inclusive education that offers multiple touch points for engagement, all directed toward the hope of supporting all stakeholders in the educational enterprise: institutions, instructors, students, and the larger world of work and service into which students will walk with their degrees. Audience members are invited to share their experiences, as well.

1:00 PM

212012

1:00 PM to 2:15 PM

Niagara

The Power of Persuasion: Rhetoric, Misinformation, Propaganda, and Influence in Modern Society

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Amanda D. Damiano, Marist College

"Genuine or Green Marketing? Climate Change Misinformation Influencing the Public" Matthew Domenic Martini, State University of New York Geneseo

"Mapping Social Disparities: An Analysis of Grocery Store Redlining and Organic Discourse in Richmond" Zubing Guo, University of Richmond

"The Art of Influence: A Personal Theory of Rhetoric in Modern Discourse" Caitlyn Anne DeLuca, SUNY Brockport

"Why Won't My Parlays Hit?: An Analysis of the American Sports Betting Industry" Ian Anthony Palmieri, State University of New York at Geneseo

"Wonder Woman: A Form of Propaganda" Taylor Boehm, SUNY Brockport

This paper session delves into the powerful intersection of rhetoric, media, and public perception in modern discourse. The first paper explores a personal theory of rhetoric, examining how language and communication shape contemporary conversations. The second paper addresses the growing issue of climate change misinformation, specifically within the realm of green marketing, highlighting its impact on public understanding and attitudes toward environmental issues. The third paper analyzes the portrayal of Wonder Woman as a form of propaganda, investigating how media can be used to influence public opinion. The session concludes with an examination of the American sports betting industry, analyzing the motivations and frustrations behind the widespread popularity of sports betting. Together, these papers explore how influence, persuasion, and misinformation play key roles in shaping modern society.

212014

1:00 PM to 2:15 PM

Grand F

**Addressing the Contemporary Problems of AI:
Creative Solutions for Active Learning in Introductory Theory Courses**

Sponsor: Short Courses

Presenter:

Maxine Gesualdi, West Chester University of Pennsylvania

This short course presents a combination of in-class, active learning techniques designed for introductory theory courses to address the contemporary problem of students' prohibited use of AI on assessments. Using in-class activities related to inter-teaching, active learning summarizing techniques, group work, and applied examples, this short course will provide participants with tools to enact creative assessment solutions that avoid the ability for students to use AI on their assessments. The course will present the framework of active learning methods for use in an introductory theory course. The short course will then walk participants through example lessons to simulate a week's worth of class meetings. Participants will leave the short course with a framework to assess learning in the classroom to avoid the problematic AI tools that students are using to complete assessments such as essays, speech outlines, papers, and online quizzes outside of class.

212015

1:00 PM to 2:15 PM

Grand G

Great Ideas for Teaching Public Speaking

Sponsor: G.I.F.T.S. (Great Ideas for Teaching Students)

Chair: Kerry Byrnes-Loinette, Collin College

"Co-Constructing and Co-Editing an OER about Environmental Justice (EJ)" Matt Brigham, James Madison University; Doreen Philip, James Madison University; Grace Smith, James Madison University

"Exploring the Polyvocality of Argumentation: A Critical Approach" Robert J. Green, Commonwealth University Bloomsburg

"French Fry Goodness and Relationship Closeness: Teaching the Conceptualization Process in Research Methods Using The Big Bang Theory" Elizabeth A. Johnson-Young, University of Mary Washington

"How-To, How-To: The First Video Speech" Jenny Warren, Collin College

"Special Occasion Speaking Exercise" Rita Rosenthal, Boston College

"The CDC & Social Media" Kelly Leahy Ellerton, Syracuse University

"The Spatial Speech: An Informative Speech About Historical Landmarks" Leigh Nelson, James Madison University; Eric Fife, James Madison University

In this competitively selected panel, presenters will share their authentic, unique, and innovative "Great Ideas" for teaching students. G.I.F.T.S. includes activities, projects, or simulations toward undergraduate courses that help students understand, apply, and appreciate communication skills, concepts, and theories relevant to the discipline.

1:00 PM

212026

1:00 PM to 2:15 PM

Grand B/C

James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference Poster Session I

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Sara Pitts, Alice Lloyd College

Respondents: David Roach, Texas Tech University; Kara Starnes, University of Missouri; Caroline Waldbuesser, University of Missouri; Kylie J. Wilson, Northwest Missouri State University

“Have a Seat, Mr. Soprano:” Listening Styles in “The Sopranos” Daniel Lopez, Northeastern University; Charles Ramsey, Northeastern University; Andrew Gonzales, Northeastern University

“A Content Analysis of Partisan Journalism: 2024 Presidential Election” Danica Paige Propst, West Virginia Wesleyan College

“ACRI Applied Research Project: Development of a Plan for Community Engagement and Business Growth in the City of Greensburg” Teresa Haigh, Seton Hill University; Elizabeth Kubancek, Seton Hill University; Corinne Eisner, Seton Hill University

“Application of Co-Cultural Theory: The Lived Experiences of a Black Girl Across Continents” Rose Marika Mkasafari Mwansa, Towson University

“Black Mirror, Clear Reflections: Narrative Theory and Dystopian Storytelling in the TV Series Black Mirror” Joe Freeston, Pennsylvania State University

“Butker Up: Rebuilding Society One Catholic Vocation at a Time” Olivia Watson, Northeastern University; Sophia Press, Northeastern University; Ellie Wilens, Northeastern University

“Conditions in Loving Thy Neighbor: Approach to Autism in Christianity and Potential Campaign” Sara Hosbach, Ramapo College of New Jersey

“CSU Dashboard Spotlights Higher Education Equity Gaps: A Preliminary Exploration of Rhetorical Sensitivity and First-Generation Student Success” Viviana Hernandez, California State University, Long Beach

“Digital Gateways to Sustainability: How Government Websites Drive Transparency in Environmental Policy” Michelle Surine, Penn State Berks

“Examining Hegemony in Medical Ethics through a Rhetorical Analysis of “Miss Evers’ Boys”” Lily Kay Kreiser, Penn State Schuylkill

“Fantasy Versus Reality: The Effects of Romance Novels on Romantic Interpersonal Communication” Elisha Taylor, West Virginia Wesleyan College

“Is it Tough Love or Jealousy? Unpacking the Complex Bond Between Black Moms and Their Daughters” Soma Nicole Alachebe, Towson University

“It’s Part of the Game. Just Deal with it: Confronting Toxicity in Video Games” Kimberly Nicholas, Pennsylvania State University, Berks

“Oral Contraceptives and Mental Health: Exploring the Association by Studying College Student Experience” Kaitlyn Victoria Camerlengo, Ramapo College of New Jersey

“Rhetoric vs. Reason: Testing the Pragma-Dialectical Soundness of The Perils of Indifference as a Contemporary Call to Action” Camille Fei, Northeastern University; Julia Besterman, Northeastern University; Noa Russo, Northeastern University; Kira Briggs, Northeastern University

“Seeking Support Through The Pain: Injured Athletes’ Transparasocial Relationship with Social Media Influencers During Extraordinary Times” Lucy R. Kratman, Endicott College; Stephanie Moreau, Endicott College

“Socially Constructing the Devil and his Mistresses: A Rhetorical Analysis of The Witch” Lily Teresa McDonald, Penn State University Schuylkill

“The Effect of Relational Maintenance Behaviors on the Psychosocial Well-Being of Glass Children in Adolescence and Adulthood” Jaymie Cohen, James Madison University

“The Impact of Vlogging Rhetoric on Communication and Self-Objectification: Analyzing How Diverse Vlogs on Bilibili Influence Personal Agency” JiaYi Wu, Davidson College

“The Power of Advocacy: The Cystic Fibrosis Foundation’s Teen Advocacy Day” Katherine Black, Temple University

“The Pursuit of Perfection: Nina’s Struggle with Identity in Black Swan” Haley Lane, West Virginia Wesleyan College

“The Strength of Bonds: A Rhetorical Analysis of Friendship in ‘Dead Poets Society’ through Rawlins’ Relational Dialectics” Sarah Ailene Tran, Penn State University - Schuylkill

“Your Brain on Drugs: The Campaign to Understand DTC Advertisements of Prescription Drugs” Joseph Santana, Ramapo College

“All Alone in Your Busyhead”: How Burkean Identification Fosters a Sense of Community in Noah Kahan’s “Stick Season - Forever” Album” Isabella Frederick, Penn State University - Schuylkill Campus

“Never Again!”: Analyzing an Abortion Rally Sign Through Bitzer’s Rhetorical Situation” Julia J. Klement, SUNY Fredonia

This poster session highlights the outstanding research of undergraduate students participating in the James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference. Representing a variety of topics and methodologies, these competitively selected projects demonstrate the creativity, dedication, and intellectual curiosity of emerging scholars in the field. Attendees are invited to engage with the presenters in this interactive format, offering feedback and fostering discussions that inspire future academic and professional pursuits. Celebrate the achievements of these promising undergraduate researchers and gain insight into the next generation of scholarly contributions.

2:00 PM
213020

2:00 PM to 3:00 PM
Afternoon Break in the Sungarden

Sungarden

Take a moment to unwind and recharge during the “Afternoon Break in the Sungarden.” This open-air space offers a tranquil atmosphere perfect for mingling with colleagues, reflecting on the day’s sessions, or simply enjoying a peaceful pause amidst the conference’s lively energy. Light refreshments will be available, and the serene surroundings provide the ideal backdrop for informal networking and relaxation. Join us to refresh your mind and reconnect before the next round of events!

2:30 PM
214002

2:30 PM to 3:45 PM
Generation Gap Between Students and Faculty: The Ever-Present Contemporary Problem

Delaware A

Sponsor: Community College

Chair: Christina E. Saindon, Queensborough Community College, CUNY

Presenters:

Kerry Byrnes-Loinette, Collin College

Susan Ward, Delaware County Community College

Dan Strasser, Rowan University

Donica O’Malley, Bunker Hill Community College

Christina E. Saindon, Queensborough Community College, CUNY

Regardless of geography, students today are differently motivated, engaged, and committed than in years past, and of course, many also are balancing professional, personal, and academic life. In this discussion panel, presenters address their experience with ever-present academic concerns - generation and age gaps between instructors and students - and creative solutions to reducing the gap. Audience participation will be invited during all stages of the discussion, and panelists will share a curated list of resources to assist audience members as they navigate this contemporary challenge.

214003

2:30 PM to 3:45 PM
Top Papers in Political Communication

Delaware B

Sponsor: Political Communication

Chair: Robert W. Stise, University of Delaware

“Discourse, Incivility and Language Aggression in Social Media Debates on Biafra Separatist Agitation: Implications for Nigeria’s Democratic Future” Ebuka Ifeanyichukwu, University of Delaware

“Framing Women in Politics: News Media Representations of a Vice-Presidential Candidate in Ghana’s 2020 Elections” Wunpini Fatimata Mohammed, Cornell University; Dorothy Takyiakwaa, Pennsylvania State University; Ama Boatemaa Appiah-Kubi, Howard University; Najatu Umar, University for Development Studies, Tamale

“Global-Dialogic Satyagraha: Mahatma Gandhi’s Call for a Culture of Care Within Difference” Reshmi Sen, Waubensee Community College

“Hashtivism Against Authoritarianism: Analyzing Key Mediators, Geospatial Trends, and Narratives in the #StepDownHasina Hashtag in Social Media” Md. Sayeed Al-Zaman, Jahangirnagar University; Zahedur Rahman Arman, Framingham State University; Hasan Faisal, University of Southern Mississippi; Rubaiya Zannat, University of Southern Mississippi

“The Era of Populism: The Role of Binding Ethics and Partisan Press in South Korea” KyuJin Shim, IE University; Sung Yoon Ri, YTN

This Top Paper Panel explores critical intersections of political communication, media representation, and social movements across diverse geopolitical contexts. Papers examine how discourse, incivility, and language aggression shape social media debates on Biafra separatism in Nigeria, and how news media frames women in politics through the case of Ghana’s 2020 vice-presidential candidate. Other studies delve into global narratives, such as Mahatma Gandhi’s advocacy for care within cultural differences, and the role of social media activism in challenging authoritarianism, focusing on the #StepDownHasina movement. Lastly, the panel addresses the influence of populism, binding ethics, and partisan media in shaping political discourse in South Korea. Together, these works illuminate the dynamics of political messaging, media influence, and public resistance in contemporary democracies.

2:30 PM

214004

2:30 PM to 3:45 PM

Delaware C

Mental Health in Focus: Social Media, Student-Athletes, and Vulnerable Populations

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Jenny Warren, Collin College

"A Content Analysis of Student-Athletes' TikTok Posts About Mental Health" Madeleine Sipos, Mercyhurst University; Ellie Schau, Mercyhurst University

"New York's Most Vulnerable Population: Housing First for New York's Mentally Ill Homeless" Carli Seigelstein, Northeastern University

"Portrayal Analysis: Mental Health and Social Media" Sophia Rose D'Elia, University of Connecticut

"We're Losing Humanity to AI: How Copyright Can Save the Day" Carli Seigelstein, Northeastern University

This paper session explores critical issues surrounding mental health, its portrayal on social media, and its intersection with public policy. The first paper analyzes how mental health is represented on social media and its impact on public perceptions and stigma. The second paper focuses on student-athletes' TikTok posts, examining how they use the platform to share their mental health struggles and promote awareness. The third study evaluates New York's "Housing First" initiative, assessing its effectiveness in addressing homelessness and mental health among the state's most vulnerable populations. Finally, the session concludes with an analysis of the ethical and legal challenges posed by AI in creative industries, offering insights into how copyright can preserve humanity in the face of technological advancement. Together, these papers provide a comprehensive view of the complex interplay between mental health, media, policy, and technology.

214006

2:30 PM to 3:45 PM

Ellicott

Using Creativity to Manage Classroom Disengagement

Sponsor: Interpersonal Communication

Chair: Angela G. La Valley, Commonwealth University of Pennsylvania - Bloomsburg

Presenters:

Mary E. King, Bloomsburg University

Erin Brummett, Commonwealth University of Pennsylvania - Bloomsburg

Meredith Marko Harrigan, State University of New York, Geneseo

Bonnie McCracken Nickels, University at Buffalo

This roundtable will provide an opportunity for participants to share the creative methods they have used to manage the problem of disengagement in the interpersonal classroom and beyond. The goal of the roundtable is to inspire conference attendees to embrace creativity as a resource that can reinvigorate engagement and catalyze a new energy. We encourage attendees to bring their creative initiatives and contribute to the conversation.

214009

2:30 PM to 3:45 PM

Regency A

Instructional Communication Business Meeting

Sponsor: Instructional Communication

Chair: Cathlin Clark-Gordon, Seton Hill University

The Instructional Communication Interest Group Business Meeting is open to all ECA members and individuals with an interest in instructional communication. The meeting will provide a collaborative space for members to reflect on the past year's activities, share insights, and plan for future initiatives. The agenda includes officer reports, highlighting key accomplishments and updates from the past year, and a review of old business. Members will also discuss new business, upcoming opportunities, and resources. This meeting aims to foster community and strategic planning, ensuring the Interest Group continues to advance scholarly and practical contributions to instructional communication.

214010

2:30 PM to 3:45 PM

Regency B

Contemporary & Creative Autoethnographic Performance

Sponsor: Interpretation Performance

Chair: Evan Mitchell Schares, Villanova University

Respondent: Jennifer L. Shamrock, Monmouth University

"Pregnancy in Academia: Graduate Student and Advisor Autoethnography" Jessica Cherry, Fairfield University; Angela Hosek, Ohio University

"Translation, Education, Help: An Autoethnography" Rania Zaied, George Mason University

This panel offers contemporary and creative entries into the established field of autoethnographic performance. The panelists critically engage topics such as: motherhood, pregnancy, academia, translation, and mentorship.

2:30 PM

214011**2:30 PM to 3:45 PM****Regency C****Revamping Our Mindset and Approach to Workplace Bullying**

Sponsor: First Vice President's Programming

Presenters:

Sally Vogl-Bauer, University of Southern Indiana

Garry Bailey, Abilene Christian University

Stacy Smulowitz, University of Scranton

WORKPLACE 360°
 ECA 2025

People often falsely assume many things about workplace bullying. As a result, the mindset and approaches taken to combat workplace bullying are often outdated or incomplete. Yet, workplace bullying is costly for the parties directly and indirectly involved, as well as for organizations. Thus, the primary goals of this Workplace 360 session are to (a) dispel various myths about workplace bullies and targets, (b) highlight how bystanders impact workplace bullying, and (c) offer recommendations on how to be better prepared to combat workplace bullies.

214012**2:30 PM to 3:45 PM****Niagara****Top Papers in Organizational Communication**

Sponsor: Organizational Communication

Chair: Felicia Murphy, University of Tampa

Respondent: Corey Jay Liberman, Marymount Manhattan College

“We’re Glad You’re Here”: A Reinvestigation of Memorable Messages During Socialization” Victoria Bertram, James Madison University; Emily P. Nicholson, James Madison University

“This Bud (May Not Be) for You: An Examination of Perceptions of the Budweiser Brand in the Wake of the Crisis Involving Transgender Influencer Dylan Mulvaney” Amanda D. Damiano, Marist College; Wenjing Xie, Marist College

“Women in Law Mentoring Messages: It Takes a Creative Solution When Perceived Solutions to Contemporary Problems Contradict” Robin Smith Mathis, Kennesaw State University; Emma Claire Smalley, Kennesaw State University; Erin Sheila Crow, Fairfield University

This top paper session features three papers exploring key aspects of organizational communication. Victoria Bertram and Emily P. Nicholson’s “We’re Glad You’re Here” revisits memorable messages during employee socialization, uncovering 14 new themes that can enhance onboarding experiences. Amanda D. Damiano and Wenjing Xie’s “This Bud (may not be) for You” analyzes the public’s reaction to Budweiser’s collaboration with transgender influencer Dylan Mulvaney, shedding light on brand perception in crisis communication. Robin Smith Mathis, Emma Smalley, and Erin Crow’s “Women in Law Mentoring Messages” examines the contradictory messages women in law enforcement face, highlighting implications for mentorship and retention in male-dominated fields. These papers offer fresh perspectives on communication strategies shaping organizational culture and identity.

214013**2:30 PM to 3:45 PM****Grand E****New Pathways in Rhetoric & Public Address**

Sponsor: Rhetoric and Public Address

Chair: Valerie Schrader, Penn State University - Schuylkill Campus

Respondent: Abbe S. Depretis, Carnegie Mellon University

“You wanted to condemn the wild mob when it’s on the left side. What are you going to do when it’s on our side?”: An Examination of the Defense Discourse Surrounding the Disinformation Campaign in the 2020 Presidential Election” Anne M. Czerwinski, University of Pittsburgh at Greensburg

“Intersectional Identity: Barbie, Hyperreality, and the Contestation of (Re)Signification” Gui G. Caliendo, Carnegie Mellon University

“Tale as Old as Time: Boasting of Inevitable Decline (or, Trying One’s Best to Will it Be So)” Matt Brigham, James Madison University

The papers collected in this session make innovative contributions to the study of rhetoric and public address by analyzing fundamental and important debates around the constructions of gender and identity in popular film, discourses in higher education around MOOCs (Massive Open Online Courses) and ChatGPT, and the effects of disinformation on American democracy.

2:30 PM

214014

2:30 PM to 3:45 PM

Grand F

Theory and Methods: Engines for Creative Problem Solving

Sponsor: Theory and Methodology

Chair: Doran Tucker, George Mason University

“Organizational Communication and Workplace Communication: A Contemporary Theoretical Problem and a Creative Applied Solution” Janie Harden Fritz, Duquesne University

“Theorizing the Unity of Contraries: Dialectic, Dialogue, and the Power of Opposition” Michael R. Kearney, Dordt University

“Theory and Methods as Paths to Graduate Student and Early Career Scholar Success” Doran Tucker, George Mason University

This panel session centers theoretical and methodological perspectives as key to solving contemporary issues. The panelists approach the topic from a range of vantages including organizational communication, an exploration of unity of contraries, and the role of methods and theory focused scholarship for early career scholars. While divergent in topic, the panel collectively articulates a vision of the importance of communication theory and methods as an engine for creative solutions.

214015

2:30 PM to 3:45 PM

Grand G

**Enhancing the Undergraduate Communication Studies Collegiate Experience:
Student Participation in Extra-Curricular Activities, Events, and Programs**
FIRST VP SESSION
ECA 2025

Sponsor: First Vice President’s Programming

Chair: Scott Allan Myers, West Virginia University

Presenters:

Nathaniel Beer, West Virginia University

Audra L. Cook, West Virginia University

Katie A. Kuykendall, West Virginia University

Ainsley R. Skrinjorich, West Virginia University

As instructional communication scholars have noted, undergraduate student participation in extra-curricular activities, events, and programs is one way in which the collegiate experience can be enhanced. Panelists will share how participation in department-, college-, and university-sponsored clubs, activities, and events positively affected their academic, social, and emotional growth and facilitated the development of their in- and out-of-class relationships with peers, faculty, and staff. Undergraduate and graduate students are encouraged to attend this panel and share their perspectives.

4:00 PM

216002

4:00 PM to 5:15 PM

Delaware A

Top Papers in Media Communication

Sponsor: Media Communication

Chair: Roseann Pluretti, Queens University of Charlotte

Respondent: Atsushi Tajima, State University of New York Geneseo

““See, now the ghost is very upset”: How Short-Form Videos on a Social Media Platform Present Paranormal Phenomena” Paul R. Brewer, University of Delaware; Avi Holtz, University of Delaware; Clara Mey, University of Delaware; Erin Oittinen, University of Delaware; Scott E. Caplan, University of Delaware; Holly Wright, University of Delaware

“How Online Dating Motivations and Social Networks Affect Warranting Value and Interpersonal Impressions” Megan A. Vendemia, West Virginia University

“Rethinking Goffman for Post-Gender Media: A Rhetorical Content Analysis of Billie’s Project Body Hair” Kelsey Elizabeth Dux, Freelance

“The Racialized Cultural Revisionism of Celebrity Trainwrecks” Michelle L. Flood, St. John Fisher University

This panel showcases top papers in media communication, examining how media shapes and reflects social phenomena, identities, and cultural narratives. Topics include the portrayal of paranormal phenomena in short-form social media videos, the interplay of online dating motivations and social networks in shaping interpersonal impressions, and a critical analysis of Goffman’s theories in the context of post-gender media, focusing on Billie’s “Project Body Hair.” Additionally, the panel explores the racialized cultural revisionism surrounding celebrity “trainwrecks,” offering insights into the complex intersections of media, identity, and societal perceptions. Together, these papers highlight the evolving dynamics of media communication in contemporary contexts.

4:00 PM

216003

4:00 PM to 5:15 PM

Delaware B

Political Communication Business Meeting

Sponsor: Political Communication

Chair: Robert W. Stise, University of Delaware

The Political Communication Interest Group Business Meeting is open to all ECA members and individuals with an interest in political communication. The meeting will provide a collaborative space for members to reflect on the past year's activities, share insights, and plan for future initiatives. The agenda includes officer reports, highlighting key accomplishments and updates from the past year, and a review of old business. Members will also discuss new business and upcoming opportunities. This meeting aims to foster community and strategic planning, ensuring the Interest Group continues to advance scholarly and practical contributions to political communication.

216004

4:00 PM to 5:15 PM

Delaware C

The Role of Media in Contemporary Health Issues

Sponsor: Health Communication

Chair: Satarupa Dasgupta, Ramapo College of New Jersey

"Exploring Social Media Engagement on Iron Deficiency Anemia: Insights from Individual Experiences" Sandra Djaba, George Mason University

"Learning about Heart Failure from the News: A Social Cognitive Approach on the Effects of Health Attitude, Healthy Lifestyle, and Health Efficacy" Hsiang-Ann Liao, Buffalo State University

"Seeking Mental Health Information Online Through Parasocial Interactions" Alexandra McNamara, University of Connecticut; Laura Uzar, University of Connecticut; Zienab Shoieb, University of Connecticut; Lili Romann, University of Connecticut

"Social Media and Social Support for Health: Understanding Support Across Facebook, Instagram, and TikTok" Jennifer Allen Catellier, Gannon University; Lindsey J. DiTirro, Gannon University

This panel explores the pivotal role of media in shaping and influencing health understandings and behaviors. The papers examine diverse topics, including how individuals engage with social media to share experiences with iron deficiency anemia and seek mental health information through parasocial interactions. Other studies investigate the effects of health attitudes, lifestyles, and efficacy on learning about heart failure from news media, as well as the unique ways social support manifests across platforms like Facebook, Instagram, and TikTok. Together, these papers provide valuable insights into the intersection of media, communication, and health behaviors.

216005

4:00 PM to 5:15 PM

Franklin

**Creative Engagements with Wicked Problems:
Invention, Climate Change, and Environmental Rhetoric**

Sponsor: Communication Law and Ethics

Chair: Kati Elizabeth Sudnick, UNC Wilmington

"Building A Narrative for The Green New Deal: Integrated Marketing Communication and Social Change" Alex Fagin, Duquesne University

"Environmental Communication in Wilderness Pedagogy: A Study of Camps Kahdalea and Chosatonga's "Leave No Trace" Praxis" Marianna Orth, Duquesne University

"Rachel Carson and the Creative Power of Wonder" Susan Mancino, Saint Mary's College

"The Plasticity of Probability: Corporate Narratives in the Rhetoric of Sustainability, 1962-2020" Robert Foschia, Kutztown University

The climate emergency presents a critical challenge requiring not just technological solutions but also innovative communication strategies. This panel explores the language, framing, and epistemology of climate communication, emphasizing the need for creativity, storytelling, and hope to inspire action. The papers examine diverse perspectives, from Rachel Carson's use of wonder to corporate sustainability rhetoric, policy-focused storytelling, and wilderness pedagogy. Together, they highlight how communication can serve as a powerful tool for addressing the interconnected crises of our time.

This session provides resources and strategies for communicators to engage diverse audiences and foster a holistic dialogue on the climate emergency. By tracing historical, cultural, and practical approaches, the panel underscores the vital role of human creativity in navigating these global challenges.

4:00 PM

216006

4:00 PM to 5:15 PM

Ellicott

Remembering Gary Gumpert: A Force of Nature

Chair: Peter Haratonik, School of The Art Institute of Chicago

Presenters:

Peter Haratonik, School of The Art Institute of Chicago
 Susan Drucker, Hofstra University
 Lance Strate, Fordham University
 Lewis Freeman, Fordham University
 Thom Gencarelli, Manhattan University

Mary L. Kahl, The Pennsylvania State University,
 the Behrend College
 Erik Garrett, Duquesne University
 Thomas Richard Flynn, Slippery Rock University
 Donald A. Fishman, Boston College

This panel honors the life and work of Gary Gumpert, of Great Neck, NY and Cotignac, France, who passed away at the age of 91 in November 2024. Gary was a valued member of the Communication discipline for nearly seven decades. He was a respected member of the Department of Communication Arts and Science at Queens College of the City University of New York, retiring from the university at a young age. In retirement he continued teaching and mentoring, often in more informal ways and through his consistent participation at many conferences around the world, rarely missing ECA.

A Holocaust survivor, Gary emigrated to the United States at the age of 6, settling with his parents and sister in Philadelphia. He earned his undergraduate degree from Temple University and his MA degree from Michigan State University, with majors in Speech. Following a two-year tour of duty in the United States Army, Gary began doctoral work at the University of Iowa and completed his Ph.D. degree at Wayne State University. His early television directing career included serving as the Producer/Director of "The Gutenberg Galaxy" with Marshall McLuhan: thus began a long-standing relationship with McLuhan.

A prolific author, Gary published several significant works that informed media studies within the discipline including *Inter/Media: Interpersonal Communication in a Media World* (with Robert S. Cathcart), which enjoyed three printings with Oxford University Press and *Talking Tombstones and Other Tales of the Media Age*, with Oxford (1987). He also co-edited an impressive series of books with Susan Drucker under the imprints of Hampton Press and Peter Lang including *Voices in the Streets: Gender, Media and Public Space* (1997); *The Huddled Masses: Immigration and Communication* (1998); *Take Me Out to the Ballgame: Communicating Baseball* (2002); *Urban Communication* (2007), and *Regulating Social Media: Legal and Ethical Considerations* (2013, 2019). Gary was also a frequent contributor to academic journals both inside and outside the discipline, publishing over 200 articles. He never stopped writing with multiple projects still in progress.

Gary founded the Urban Communication Foundation in 2006, serving as its President from its inception until 2021, when he became President Emeritus and remained on the board. His vision and work on behalf of the UCF established an entirely new area of study within the Communication discipline, bringing together disparate foci and fields to promote more nuanced explorations of urban populations, spaces, and traditions. Gary was a passionate traveler, photographer, sports fan, and cook. Throughout, Gary promoted his vision of our discipline based on the centrality of communication to the human condition. His work, mentorship, and friendship influenced many generations.

216009

4:00 PM to 5:15 PM

Regency A

Top Papers in Instructional Communication

Sponsor: Instructional Communication

Chair: Cathlin Clark-Gordon, Seton Hill University

Respondent: Zac Johnson, California State University, Fullerton

"It was something I didn't quite feel prepared for, because nothing ever prepares you for grief and whatnot:" Grief Education in Graduate Teacher Training" Jessica Cherry, Fairfield University; Carly Densmore, University of Idaho
 "Sustaining Students' Attention to Facilitate Deep Processing: Clear Teaching and the Moderating Role of Intrinsic Load" San Bolkan, California State University - Long Beach; Alan K. Goodboy, West Virginia University
 "Colorblindness in the Classroom is a Microaggression: A Dual Autoethnographic Exploration of Identity and Pedagogy" Crystal Hoang Nguyen, Chapman University; Jovannie Belmudez, San Diego State University

This session showcases the highest-rated papers submitted to the Instructional Communication Interest Group, each tackling pressing issues in communication education through diverse methodological approaches. Together, these studies embody the convention theme, "Contemporary Problems, Creative Solutions," offering transformative insights into instructional practices that foster inclusion, engagement, and care.

4:00 PM

216010**4:00 PM to 5:15 PM****Regency B****Communication Traits Business Meeting**

Sponsor: Communication Traits

Chairs: Lynda L. McCroskey, California State University, Long Beach; Alan D. Heisel, University of Missouri-St. Louis

The Communication Traits Interest Group Business Meeting is open to all ECA members and individuals with an interest in communication traits. The meeting will provide a collaborative space for members to reflect on the past year's activities, share insights, and plan for future initiatives. The agenda includes officer reports, highlighting key accomplishments and updates from the past year, and a review of old business. Members will also discuss new business and upcoming opportunities. This meeting aims to foster community and strategic planning, ensuring the Interest Group continues to advance scholarly and practical contributions to communication traits.

216012**4:00 PM to 5:15 PM****Niagara****Organizational Communication Business Meeting**

Sponsor: Organizational Communication

Chairs: Casey Michael Stratton, Salisbury University; Robin Smith Mathis, Kennesaw State University

The Organizational Communication Interest Group Business Meeting is open to all ECA members and individuals with an interest in organizational communication. The meeting will provide a collaborative space for members to reflect on the past year's activities, share insights, and plan for future initiatives. The agenda includes officer reports, highlighting key accomplishments and updates from the past year, and a review of old business. Members will also discuss new business and upcoming opportunities. This meeting aims to foster community and strategic planning, ensuring the Interest Group continues to advance scholarly and practical contributions to organizational communication.

216013**4:00 PM to 5:15 PM****Grand E****The Marathon Don't Stop - The Life and Times of Black Men in the Academy: Contemporary Problems, Creative Solutions**

Sponsor: Voices of Diversity

Chair: Timothy J. Brown, Eastern University

Presenters:

Todd Allen, Messiah College

Timothy J. Brown, Eastern University

David T. Lindenmuth, Rowan University

Jeremy McCool, West Chester University

Claude Taylor, Middlesex College

Marathons: They are defined by their endurance. It is an event that tests runners not only against their competition but the elements. When athletes complete a marathon they are physically and emotionally spent but reinvigorated-their accomplishment is a testament to their ability to control their mind, body, and soul. What happens, however, when the marathon doesn't stop? The late rapper Nipsey Hussle expressed how the hurdles and obstacles that black men face represent a marathon not a race (Hawkins, 2021). For black men, it's a reminder that opting out of the marathon of racism is not an option (Hopson & Petin, 2022).

How do black men in the midst of the "backlash" against DEI and anti-"woke" initiatives find the strength to run their marathon? By bringing together a group of distinguished black men from a range of University/College positions, this panel addresses the conference theme of "Contemporary Problems, Creative Solutions." Forged by over 120 years of their collective experience, panelists will offer both "theoretical and practical insight" when discussing the challenges, triumphs, and burdens they face in the academy. Each will share their journey in the effort to not only inform but to reimagine themselves and others. Furthermore, panelists will discuss strategies and solutions for transforming higher education so its ideals become real. The creative solutions offered might not bring the marathon to an end but their ideas will give all of us the strength to endure.

216014**4:00 PM to 5:15 PM****Grand F****AI Literacy: Policy, Pedagogy, and Prompt Engineering**

Sponsor: Short Courses

Presenters:

M.E. Yancosek Gamble, Fairmont State University

Danielle R. Mehlman-Brightwell, University of Pittsburgh at Greensburg

This workshop introduces educators to generative AI by providing a foundational understanding of AI policy, personalized learning pedagogy for students, and prompt engineering techniques for professors.

4:00 PM

216015

4:00 PM to 5:15 PM

Grand G

Kenneth Burke Society Business Meeting

Sponsor: Kenneth Burke Society

Chair: Cem Zeytinoglu, East Stroudsburg University

The Kenneth Burke Society Interest Group Business Meeting is open to all ECA members and individuals with an interest in research and teaching pertaining to Kenneth Burke. The meeting will provide a collaborative space for members to reflect on the past year's activities, share insights, and plan for future initiatives. The agenda includes officer reports, highlighting key accomplishments and updates from the past year, and a review of old business. Members will also discuss new business and upcoming opportunities. This meeting aims to foster community and strategic planning, ensuring the Interest Group continues to advance scholarly and practical contributions.

216026

4:00 PM to 5:15 PM

Grand B/C

Graduate Poster Session II

Sponsor: Graduate Poster Sessions

Chair: Julia K. Weiss, University of Virginia's College at Wise

Respondent: Megan R. Dillow, West Virginia University

"Health Literacy as a Mediator between Providers' Communication Accommodative Behavior, Teach-Back Method, and Illness Uncertainty among Patients with Chronic Diseases" Athar Memon, Ohio University; Shatakshi Semwal, Ohio University; Zahid Wali, Ohio University

"Organizational Dissent and its Role in Reclaiming Public Higher Education's Purpose" Charis Lawson, Towson University

"Post-Election Analysis Report: Highlighting Key Moments in How the Trump Campaign Won the 2024 U.S. Presidential Race" Ashley Alexander, University of Missouri-St. Louis

"Sensitivity & Social Media Cases" Patrick Harvey, East Stroudsburg University

"The Ethics of Identity: Company Pressure and Personal Integrity in Public Relations" Alivea Justine Vento, East Stroudsburg University

"The Impact of Algorithmic Personalization on User Engagement on Instagram" James Kwaku Kwarteng, University of Connecticut

"The Role of Communication in Addressing Human Trafficking: A Systematic Review of the Literature" Athar Memon, Ohio University; Sonali Jha, Ohio University

"Understanding Uncertainty Reduction Theory as it Applies to Marketing for Recruiting Diverse Students and Faculty in Higher Education" Jamie Ardella Abell, Towson University

"Unpacking Political Propaganda and Misinformation in Ghana's Contemporary Media: Reflections on the 2020 General Election" Ernest Darkwa, University of Maine, Orono

"You've Been Gilmored; Age Identity and Role Complexity in Gilmore Girls" Lily Anna Poteet, Northeastern University; Zara Peele, Northeastern University; Ella Dunbury, Northeastern University

This dynamic session showcases the innovative and diverse research of graduate students, competitively selected for their scholarly rigor and unique contributions to the field. Through an interactive poster format, attendees can explore a wide range of topics, methodologies, and perspectives, reflecting the breadth of interests within our academic community. This session offers an engaging platform for graduate students to share their work, receive valuable feedback, and foster connections with scholars and practitioners. Join us to celebrate emerging voices and exchange ideas that advance the conversation in our discipline.

216026

4:00 PM to 6:00 PM

Grand B/C

Graduate Programs Showcase

Graduate program representatives and current students from both Master's and/or Ph.D. programs will be on hand to meet with interested prospective students. Come and mingle with our graduate program representatives and check out the concurrent student poster session!

4:00 PM

216026

4:00 PM to 5:15 PM

Grand B/C

James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference Poster Session II

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: James P. Baker, Mission College

Respondents: Mary E. Donato, Central College; Stephen M. Kromka, The University of Tampa; Katherine Elizabeth Armstrong, Missouri Valley College

““Recycling for Change”: A Campaign to Promote Recycling and Enhance Sustainability Engagement on a College Campus” Rebecca Leigh Bleich, Ramapo College of New Jersey

“A Critical Autoethnography Analysis of the “Strong Black Woman” Collective” Eron Pope, Towson University

“Beyond the Spotlight: Unpacking the Authenticity of Rare Beauty” Sarah Paige McCall, West Virginia Wesleyan College

“Burkean Identification and “The Ballad of Songbirds and Snakes”” Jenalise Emily Muir, Penn State Schuylkill

“Drag Battles in Schuylkill County: A Discussion of Public Memory” Erik Matthew Dubbs, Penn State University - Schuylkill Campus

“Examining Festinger’s Cognitive Dissonance Theory in the Prevention of Suicide in “Call the Midwife:” A Rhetorical Analysis” Mikayla Lynn Kupstas, Penn State University - Schuylkill Campus

“Expanding the High School Sexual Education Curricula: The Importance of Including Transgender and Non-Binary Topics” William Jackson, Ramapo College of New Jersey

“Impact of Social Stigmatization of Cleft Lip and Palate” Alyssa Marie Curto, Ramapo College

“I’m a Homo! A Rhetorical Analysis of But I’m a Cheerleader” Kae E. Woodring, University of Pittsburgh at Greensburg

“Knapp’s Stage Model and Religious Identity in Nobody Wants This” Angelina Lawlor, Northeastern University; Georgia Richman, Northeastern University; Abigail Schwartz, Northeastern University

“Love is in the Hair: Ratatouille and the Turning Point Model” Emma Gershman, Northeastern University; Gabriella Mehraban, Northeastern University; Ethan Chen, Northeastern University

“Prepare not Scare: An Examination on the Communication of Gun Violence to Kids” Erin May Acerno, Towson University

“Social Exchange Theory in “Little Women”” Isamar Martinez, Northeastern University; Maeve Gallagher, Northeastern University; Alahna Vallone, Northeastern University

“The Power of Touch: An Auto-Ethnographic Look of African American Cultural In-Group’s Nonverbal Experience with Haptics” Ashlynn Toppin, Stevenson University

“The Role Commodity Audience Plays in Establishing Gender Norms and Stereotypes” Genesis Lee Flores, State University of New York College at Geneseo

“Turning Point Model Exemplified in Fantastic Mr. Fox” Ava Sacco, Northeastern University; Kia Matt, Northeastern University; Bridget Donlon, Northeastern University

“Understanding the Complex Relationship Between Attention Deficit Hyperactivity Disorder (ADHD) and Substance Use Disorders (SUDs)” Joseph George Bennis, Ramapo College of New Jersey

““I’m Not Like Other Girls:” Exploring Internalized Misogyny and How Women Suppress Their Femininity” Faith Renee Yoho, West Virginia Wesleyan College

This poster session highlights the outstanding research of undergraduate students participating in the James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference. Representing a variety of topics and methodologies, these competitively selected projects demonstrate the creativity, dedication, and intellectual curiosity of emerging scholars in the field. Attendees are invited to engage with the presenters in this interactive format, offering feedback and fostering discussions that inspire future academic and professional pursuits. Celebrate the achievements of these promising undergraduate researchers and gain insight into the next generation of scholarly contributions.

6:00 PM

219011

6:00 PM to 8:00 PM

Regency C

Wine and Spots

Sponsor: Political Communication

Join us for an evening of wine, appetizers, and engaging discussion at Wine and Spots, a cherished ECA tradition. Hosted by the Political Communication Interest Group and generously sponsored by Dr. Richard Vatz, this event invites attendees to view thought-provoking political spots and explore their significance in a relaxed, collegial setting. Connect with fellow scholars, share insights, and enjoy an intellectually stimulating and convivial experience that celebrates the intersection of politics and communication.

6:00 PM**219018****6:00 PM to 8:00 PM****Grand A****James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference Dinner**

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chairs: James P. Baker, Mission College; Sara Pitts, Alice Lloyd College; Scott Allan Myers, West Virginia University; Jordan T. Atkinson, University of Kansas

This celebratory dinner will feature awards for our top undergraduate scholars. All are invited and preregistration is required. This dinner is complimentary for accepted USC presenters and one representative from each Graduate Programs Showcase exhibitor.

The keynote speaker for the 2025 James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference is Dr. Scott Myers. Dr. Myers is a Professor and Peggy Rardin McConnell Endowed Teaching Chair of Communication Studies at West Virginia University, where he also serves as Director of Undergraduate Studies. Dr. Myers has made a profound impact through his innovative teaching and mentorship, shaping the next generation of communication scholars and practitioners. His research, which focuses on family and instructional communication, has earned widespread recognition for advancing our understanding of relational dynamics and effective pedagogy. Known for his engaging and humorous approach, Dr. Myers offers valuable perspectives that resonate with scholars, educators, and students alike. This keynote speech is sure to entertain, inspire, and leave attendees with fresh insights to carry forward.

8:00 PM**221006****8:00 PM to 9:00 PM
Twelve Step Meeting****Ellicott**

This space is available nightly from 8:00-9:00 pm for Twelve Step Meetings.

8:30 PM**222010****8:30 PM to 10:30 PM
ECA Pub Trivia!****Regency B**

Chair: Angela L. Putman, Penn State Brandywine

Come out and join your fellow ECA members for an evening of Pub Trivia, planned and emceed by your fearless Trivia Hostess Angela Putman! The theme for our trivia night is: DECADES. This should be a big hint that an age-diverse team is a GREAT idea for achieving trivia success! There will be drinks (cash bar), snacks, fantastic trivia questions, laughs, and camaraderie. We hope that you'll join us for this special evening of fun and shenanigans!!



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Saturday • March 29, 2025

7:00 AM

301025

7:00 AM to 8:00 AM

Lobby

Morning Momentum: A Morning Walk, Jog, or Run

Start your day with energy and connection! Join Dr. Dan Strasser and fellow conference attendees for a rejuvenating morning run, jog, or walk around downtown Buffalo. This casual and inclusive activity is perfect for all fitness levels and offers a refreshing way to network while enjoying the local scenery. Whether you're looking to break a sweat or simply stretch your legs, Morning Momentum is a great opportunity to set a positive tone for the day ahead. Don't forget to bring your running shoes and a smile!

If you are interested in participating, please email Dr. Dan Strasser at strasser@rowan.edu, or simply show up in the hotel lobby at 7:00 a.m.

8:00 AM

303017

8:00 AM to 2:00 PM

Coatroom

Convention Registration

As you arrive at the convention, be sure to stop by the registration area (Mezzanine Level) to check in with Meghan and Fran. They will be there daily to welcome you and get you all set for a great experience!

303021

8:00 AM to 10:00 AM

Niagara Foyer

ECA Morning Perk-Up Coffee Station

Start your day at the ECA conference with a quick stop at our Morning Perk-Up Coffee Station! This convenient grab-and-go coffee station offers a selection of coffee and tea to help you recharge and refuel for the day ahead. Whether you're heading to an early session or just need a moment to energize, the Morning Perk-Up Coffee Station is here to ensure you're ready for a productive and inspiring conference experience. Stop by, pick up your beverage of choice, and get ready to make the most of your day!

8:30 AM

304003

8:30 AM to 9:45 AM

Delaware B

American Society for the History of Rhetoric (ASHR) Business Meeting

Sponsor: American Society for the History of Rhetoric (ASHR), (Affiliate Org)

Chair: David Carl Hoffman, Baruch College, CUNY

The American Society for the History of Rhetoric Business Meeting is open to all ECA members and individuals with an interest in the history of rhetoric. The meeting will provide a collaborative space for members to reflect on the past year's activities, share insights, and plan for future initiatives. The agenda includes officer reports, highlighting key accomplishments and updates from the past year, and a review of old business. Members will also discuss new business and upcoming opportunities. This meeting aims to foster community and strategic planning, ensuring the group continues to advance scholarly and practical contributions to the history of rhetoric.

304004

8:30 AM to 9:45 AM

Delaware C

Ask Us Anything: Learning about the Discipline of Communication and Becoming More Engaged from Those with Decades of Experience in the Discipline

Sponsor: First Vice President's Programming

Chair: Jordan T. Atkinson, University of Kansas

Presenters:

- David McMahan, Missouri Western State University
- Scott Allan Myers, West Virginia University
- Candice Elaine Thomas-Maddox, Ohio University Lancaster
- Sara C. Weintraub, Regis College

FIRST VP SESSION
ECA 2025

Featuring panelists with a vast range and history of experience, service, and leadership, this panel focuses on engagement and leadership in the discipline of communication. Audience members will learn more about the discipline and discover strategies, challenges, and opportunities in becoming more involved and assuming leadership roles. Ideal for students, early-career professionals, individuals seeking more involvement, and anyone just looking to learn inside information about the discipline and have a good time doing so, audience members will be able to ask questions to panelists with unique insights in an interactive and spirited format.

8:30 AM

304005

8:30 AM to 9:45 AM

Franklin

Exploring the Past and Future from a Media Ecology Approach

Sponsor: Media Ecology (Affiliate Organization)

Chair: Ryan Eisenhuth, Ohio University

Respondent: Lance Strate, Fordham University

“A Balanced Approach to Studying Artificial Intelligence: Ruminations on Walter Ong and Neil Postman” Ryan P. McCullough, West Liberty University

“Critique of the Theory of Social Design” Sheldon Richmond, Independent Scholar

The competitively selected papers of this panel explore how media environments inform the contours of the past, present, and future. Understanding contemporary problems and creative solutions demands the exploration of media environments. The papers on this panel consider how our theories, the social world, and approaches to media ecology scholarship shape the way in which we frame problems and solutions.

304006

8:30 AM to 9:45 AM

Ellicott

Interpersonal Communication Business Meeting

Sponsor: Interpersonal Communication

Chair: Meredith Marko Harrigan, State University of New York, Geneseo

The Interpersonal Communication Interest Group Business Meeting is open to all ECA members and individuals with an interest in interpersonal communication. The meeting will provide a collaborative space for members to reflect on the past year's activities, share insights, and plan for future initiatives. The agenda includes officer reports, highlighting key accomplishments and updates from the past year, and a review of old business. Members will also discuss new business and upcoming opportunities. This meeting aims to foster community and strategic planning, ensuring the Interest Group continues to advance scholarly and practical contributions to interpersonal communication.

304009

8:30 AM to 9:45 AM

Regency A

Top Papers in the Intercultural Communication Interest Group

Sponsor: Intercultural Communication

Chair: Rukhsana Ahmed, University at Albany, SUNY

“Voices of Resilience: Understanding How Less Educated Infertile Women in Ghana Define Infertility to Foster Creative Solutions to Overcome Structural Challenges (TOP PAPER)” Freda Akosua Lekey, Salisbury University

“Examining Relationships between Hofstede's Cultural Dimensions and GLOBE's Global Leadership Dimensions (TOP THREE PAPER)” Ming-Yi Wu, Northeastern University

“Understanding the Practice of Child Marriage in Amhara and Oromia regions of Ethiopia: A Qualitative Analysis (TOP THREE PAPER)” Narges Ghafary, George Mason University; Iccha Basnyat, George Mason University

This panel showcases the top three competitively selected papers from the Intercultural Communication Interest Group. The authors of these papers approach intercultural communication scholarship across a variety of topics, contexts, theoretical perspectives, and research methodologies. Collectively, the papers represent the highest quality submissions and are deserving of recognition.

304010

8:30 AM to 9:45 AM

Regency B

Interpretation and Performance Business Meeting

Sponsor: Interpretation Performance

Chairs: Jennifer L. Shamrock, Monmouth University; Evan Mitchell Schares, Villanova University

The Interpretation and Performance Interest Group Business Meeting is open to all ECA members and individuals with an interest in interpretation and performance. The meeting will provide a collaborative space for members to reflect on the past year's activities, share insights, and plan for future initiatives. The agenda includes officer reports, highlighting key accomplishments and updates from the past year, and a review of old business. Members will also discuss new business and upcoming opportunities. This meeting aims to foster community and strategic planning, ensuring the Interest Group continues to advance scholarly and practical contributions to interpretation and performance.

8:30 AM

304011

8:30 AM to 9:45 AM

Regency C

Communication Technology Business Meeting

Sponsor: Communication Technology
Chair: Joel Scott Ward, Geneva College

The Communication Technology Interest Group Business Meeting is open to all ECA members and individuals with an interest in communication technology. The meeting will provide a collaborative space for members to reflect on the past year's activities, share insights, and plan for future initiatives. The agenda includes officer reports, highlighting key accomplishments and updates from the past year, and a review of old business. Members will also discuss new business and upcoming opportunities. This meeting aims to foster community and strategic planning, ensuring the Interest Group continues to advance scholarly and practical contributions to communication technology.

304012

8:30 AM to 9:45 AM

Niagara

Student Papers in Organizational Communication

Sponsor: Organizational Communication
Chair: Tamutswa Mahari, University of Arizona
Respondent: Angie Corbo, Widener University

“Assimilation, Ideals, and Toxicity”: Case Analysis of Andrea Sachs’ Character in the Film “The Devil Wears Prada” Sarra Ben Slama, University of Wisconsin Milwaukee

“Decolonizing the Cycle Track: Communicating Difference in Rotterdam, the Netherlands” Michael Auria Tahmoressi, University of Minnesota

“Interviews on Student Perspectives of Mentoring and Agricultural Feminism” Ash Denchfield, University of Kansas

This session highlights three student papers that challenge conventional norms in organizational communication. Michael Auria Tahmoressi’s “Decolonizing the Cycle Track” explores how Muslim women in Rotterdam use cycling to navigate cultural tensions. Ash Denchfield’s “Mentoring and Agricultural Feminism” examines how agricultural students perceive diversity and feminism in their field. Sarra Ben Slama’s “Assimilation, Ideals, and Toxicity” analyzes “The Devil Wears Prada” to explore the impact of media portrayals on workplace culture and work-life balance. These papers provide fresh insights into identity, mentorship, and organizational dynamics.

304013

8:30 AM to 9:45 AM

Grand E

Works in Progress in Theatre, Film, and Television Rhetorics

Sponsor: Rhetoric and Public Address
Chair: Trevor Parry-Giles, University of Maryland
Respondent: Timothy Barney, University of Richmond

“They’re Eating the Cats and Dogs!”: An Analysis of the Use of Horror Genre Aesthetics in Contemporary White Supremacist Rhetoric” Clifford T. Manlove, Penn State Greater Allegheny

“It’s Not Just for Kids: Teachable Moments and Burkean Identification for Adult Viewers of the Television Program Bluey” Janelle Gruber, Penn State Schuylkill

“Rewriting Women’s Stories in Musical Theatre: Empowerment, Revisionism, and Changing the Victimhood Narrative in *Juliet, Redwood, and Six*” Jessica Neu, Carlow University; Valerie Schrader, Penn State University - Schuylkill Campus

The collected projects in this panel are works in progress that use the media of musical theatre, children’s television, and the horror film genre to assess rhetorical theories of identification, gender, and race.

304014

8:30 AM to 9:45 AM

Grand F

Leveraging Generative AI for Backward Design in Curriculum Development and Course Design

Sponsor: Short Courses
Presenters:

Jana Duckett, Morgan State University

Nicole M. Westrick, Morgan State University

This 75-minute course equips media and communication professors with practical strategies to use generative artificial intelligence in supporting backward design for curriculum development. In this Short Course, faculty will explore generative artificial intelligence (genAI) with an overview of the tools available and an introduction to the value and importance of backward design (Wiggins & McTighe, 2005). After a review of Bloom’s revised taxonomy of learning (Anderson & Krathwohl, 2001), faculty will complete hands-on exercises to explore the benefits and limitations of various genAI tools. All exercises will rely on Fitzpatrick, Fox, and Weinstein’s (2023) PREP and EDIT prompt engineering approach. Each exercise will begin with PREP, “Prompt the machine, give it a Role or a voice, be Explicit in your instructions and set the Parameters for the answer” (Fitzpatrick et al., 2023, p. 90). Following generation of the results, participants will work in small groups or pairs to apply the EDIT framework of “Evaluate the content for language, facts, and structure...Determine accuracy and corroborate sources...Identify biases and misinformation...[and] Transform the content to reflect any of your own adjustments” (Fitzpatrick et al., 2023, p. 100). The PREP and EDIT approaches allow faculty to utilize a structured framework to explore how genAI can support curriculum design and create courses that are both pedagogically sound and innovative. Finally, the debrief discussion will include suggestions on to adapt the PREP and EDIT approach to course activities.

10:00 AM

307002

10:00 AM to 11:15 AM

Delaware A

"The Brat Effect": Gen Z's Production and Influence on Contemporary Media Creations

Sponsor: Media Communication

Chair: Nancy Bressler, West Virginia Wesleyan College

Respondent: Jack Banks, University of Hartford

"Airplane Habits and Cassette Shopping: How Gen Z is Repurposing Nostalgia into Viral Trends" Jessica Neu, Carlow University

"She's in Her Economic Era: Analyzing the Economic Effects of Taylor Swift's The Era's Tour, and Its Impact on Gen Z" Faith Renee Yoho, West Virginia Wesleyan College

"I Never Watched Saltburn, But I Know About the Bath Water": Analysis of Video Essay Analysis" Danica Paige Propst, West Virginia Wesleyan College

"Sir, This Is a Menswear Account": @dieworkwear's Social Media Fashion Commentary as Effective Public Intellectual Practice" Brent Allen Saindon, Mercy Univeristy

"When Humor Goes, There Goes Civilization": Teaching Students Through Power of Critical Analysis Through Video Production" Nancy Bressler, West Virginia Wesleyan College

Inspired by the ECA theme "Contemporary Problems Creative Solutions," this panel explores how Gen Z is creating and recreating media to showcase their experiences about the world around them. By examining YouTube, TikTok, Snapchat, and Twitter/X, panelists investigate how contemporary topics are discussed, created, and transformed through a variety of media platforms. As current social media trends gain more widespread exposure, this panel analyzes the impact that Gen Z has on innovative conversations.

307003

10:00 AM to 11:15 AM

Delaware B

Movement Framing and Collective Identity Formation in the Rhetoric of Social Movements

Sponsor: American Society for the History of Rhetoric (ASHR), (Affiliate Org)

Chair: David Carl Hoffman, Baruch College, CUNY

Presenters:

David Carl Hoffman, Baruch College, CUNY

Akwasi Agyeman, Baruch College, CUNY

Zoe-Brianne Clarke, Baruch College, CUNY

Samuel Ofosu, Baruch College, CUNY

Kaela Strayhorn, Baruch College, CUNY

Alondra Gutierrez, Baruch College, CUNY

Patrick Hughes, University of Pittsburgh

This roundtable discussion will address the challenges of movement framing and collective identity formation in past and present social movements. Questions to be discussed may include the strategic use of frames in social movements, and the self-naming and self-historicizing activities of social movements. Participants will address such questions in the context of historical social movements such as abolition and free thought, and also in the context of contemporary social movements such as Black Lives Matter and environmental justice.

307004

10:00 AM to 11:15 AM

Delaware C

Redefining Relationships and Realities: Exploring Identity, Class, and Inclusivity in Contemporary Media

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Kati Elizabeth Sudnick, UNC Wilmington

"Applying Burkean Identification to "Modern Family"" Ivy Kathrine Daniels, Penn State University - Schuylkill Campus

"It's You. It's Me. It's "Us": Applying Social Constructionism to Jordan Peele's Horror Flick Us" Erik Matthew Dubbs, Penn State University - Schuylkill Campus

"I'm nothing like my mom": The Relational Disconnect Between Mother and Daughter in Ginny and Georgia" Elliot Gatoff, Northeastern University

This panel explores how contemporary media tackles complex issues of identity, social class, and familial relationships, offering creative solutions to pressing societal concerns. Through analyses of Ginny and Georgia, Us, and Modern Family, the panel delves into how non-traditional family structures, social constructs, and inclusive representations in television and film reveal new perspectives on the challenges of modern life. These studies provide innovative approaches to understanding relational dynamics, societal divisions, and the evolution of media representations in a rapidly changing world.

307005

10:00 AM to 11:15 AM

Franklin

Navigating the Digital Frontier: Legal and Ethical Challenges in Marketing and PR

Sponsor: Communication Law and Ethics

Chair: Thomas Richard Flynn, Slippery Rock University

Presenters:

Heather Marie Stassen, Daemen University

Janie Harden Fritz, Duquesne University

Mary L. Kahl, The Pennsylvania State University, the Behrend College

Susan Drucker, Hofstra University

Noura Hajjaj, Duquesne University

Thomas Richard Flynn, Slippery Rock University

The rapid growth of digital marketing and the rise of artificial intelligence have triggered a series of pressing legal and ethical challenges for public relations and marketing professionals. With fraudulent activities and ethical missteps increasingly undermining consumer trust, the digital side of integrated marketing communications (IMC) is facing critical threats. While the digital ecosystem continues to evolve at an unprecedented pace, the legal frameworks designed to regulate it have struggled to keep up. This panel will delve into the most significant legal and ethical issues confronting today's communication professionals.

10:00 AM**307006****10:00 AM to 11:15 AM****Ellicott****Top Papers in Interpersonal Communication**

Sponsor: Interpersonal Communication

Chair: Erin Brummett, Commonwealth University of Pennsylvania - Bloomsburg

"Communication Privacy Management and Messages about Sex Safety in Extradysadic Sexual Encounters in Consensually Non-monogamous Partnerships" Rachael E. Purtell, National Communication Association; Megan R. Dillow, West Virginia University

"COVID Robbed Me of That": Navigating Final Conversations and Grief in the Time of COVID-19" Bonnie McCracken Nickels, University at Buffalo; Kelly Tenzek, University at Buffalo; Rachel A. Coley, University at Buffalo

"Older Adults' Narrative Sensemaking of Romantic Love: 'The central core of what keeps the couple weathering the passing of time together'" Madison Martin, West Virginia University; Hailey Scherer, West Virginia University

"Trump as a 'Contemporary Problem' Affecting Family Communication: How Christian Feminists Navigate Relationship Turning Points in the Current Sociopolitical Climate" Eryn Bostwick, Cleveland State University; Bobbi Van Gilder, Suffolk University

This panel highlights the top competitively selected papers in Interpersonal Communication, exploring the intricate ways individuals navigate relational dynamics and make sense of shared experiences. Topics include communication privacy management in consensually non-monogamous partnerships, the impact of COVID-19 on final conversations and grief processes, and older adults' narrative sensemaking of romantic love over time. Additionally, the panel examines how Christian feminists navigate family communication turning points in the context of sociopolitical tensions. Together, these papers offer diverse perspectives on the complexities of interpersonal communication across unique relational and cultural contexts.

307009**10:00 AM to 11:15 AM****Regency A****Contemporary Methodological Problems and Creative Solutions for Instructional Communication Researchers**

Sponsor: Instructional Communication

Chair: Zac Johnson, California State University, Fullerton

Respondent: Matthew M. Martin, West Virginia University

"Addressing Contemporary Issues in Higher Education: The Need for Instructional Communication Scholars to Account for Retention and Persistence in their Research Designs" Sara LaBelle, Chapman University

"Navigating Experimental Issues in Instructional Communication Research" Stephen M. Kromka, The University of Tampa

"Oversaturated: Reexamining Convenience Sampling in Instructional Communication and Reestablishing Programmatic Momentum Outside Traditional College Classrooms" Zachary W. Goldman, University of Louisville

"Practical and Statistical Challenges and Potential Solutions of Longitudinal Research" Zac Johnson, California State University, Fullerton

As the field of instructional communication has grown and developed, scholars have continually explored new concepts and ideas to gain deeper and more meaningful insight into communication's role in teaching and learning. Each of these new explorations presents researchers with a new set of contemporary challenges, which in turn require creative solutions. Through this panel each participant will discuss unique contemporary problems and how they have creatively addressed these issues.

307011**10:00 AM to 11:15 AM****Regency C****Interactive Media as Relational Modifier: Cyberbullying, Multimodal Instruction, Co-playing and Emoji Use**

Sponsor: Communication Technology

Chair: Joel Scott Ward, Geneva College

"Exploring Emojis in the Landscape of Digital Discourse" Brett Williams, University of Connecticut; John Christensen, University of Connecticut

"Social Robots Increase Perceived Effort at Video Games: Exploratory Study of Perceived Demands of Co-playing Video Games" Janaki Riji Nair, Syracuse University; Nicholas D. Bowman, Syracuse University; Jaime Banks, Syracuse University

"Student-Instructor Multimodal Communication: Media Multiplexity Outside the Classroom" Cathlin Clark-Gordon, Seton Hill University; Nicholas D. Bowman, Syracuse University

"Unveiling Cyberbullying: Instagram's Impact on Malaysian University Students" Adrian Tam, University of North Texas

This panel highlights the nature of computer mediated communication as a modifier in human relationships. As a medium of interaction, each panelist will discuss implications regarding the mediation of human communication using different forms of human-computer communication models.

10:00 AM

307012

10:00 AM to 11:15 AM

Niagara

Social Impact and Nonprofit Communications: Broadening the Curriculum

Sponsor: Organizational Communication

Chair: Yvette Sterbenk, Ithaca College

Respondents: Kelly C. Gaggin, Michigan State University; Lindsay M. McCluskey, State University of New York, Oswego; Danielle Eisemann, Cornell University

"Social Impact and Nonprofit Communications: Broadening the Curriculum" Kelly C. Gaggin, Michigan State University; Lindsay M. McCluskey, State University of New York, Oswego; Danielle Eisemann, Cornell University; Yvette Sterbenk, Ithaca College

The field of Corporate Social Responsibility (CSR) is rapidly evolving. This panel will offer perspectives about the kinds of topics that should be incorporated into modern social impact and CSR communication courses. Hear from professors who currently research and teach about nonprofit communications, corporate sociopolitical activism, community relations, and sustainability communication. Each panelist will discuss the must-includes in PR and CSR-related curriculum and answer questions about the latest best practices in these focus areas.

307013

10:00 AM to 11:15 AM

Grand E

Intercultural Narratives: Education, Displacement, Faith, and Risk

Sponsor: Intercultural Communication

Chair: Rukhsana Ahmed, University at Albany, SUNY

"A Culture-Centered, Arts-Based Approach to Defining "Quality Education" in a Rural Ecuadorian Community" Cora G. Farra, Ohio University; Benjamin R. Bates, Ohio University

"Displaced Diversity, Self-Serving Saviors, and Standardized Knowledge: The Popular Education Film in France" Gordon Alley-Young, Kingsborough Community College - CUNY

"Exploring the Experiences of Single, Practicing Muslim Women in a Non-Muslim Majority Country: An Autoethnographic Study" Rania Zaied, George Mason University

"International War and U.S. Risk? A Content Analysis of Posts on X/Twitter about the Israel-Hamas War Using a Risk Communication Framework" Amanda D. Damiano, Marist College; Wenjing Xie, Marist College

This panel offers a dynamic exploration of intercultural communication through diverse lenses. One paper presents a culture-centered, arts-based approach to understanding "quality education" in a rural Ecuadorian community. Another examines the portrayal of displaced populations and educational narratives in French popular education films, critiquing the standardization of knowledge. An autoethnographic study provides intimate insights into the lives of single, practicing Muslim women navigating their identities in a non-Muslim majority country. The final paper analyzes posts on X/Twitter about the Israel-Hamas war, using a risk communication framework to explore international conflict and U.S. perceptions of risk. Together, these studies shed light on critical global and local intercultural issues.

307014

10:00 AM to 11:15 AM

Grand F

Empowering Voices: Exploring Gender, Identity, and Rhetoric in Society

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Anne F. Mattina, Stonehill College

"A Woman's Glory: The Past, Present, and Future of Feminist Rhetoric" Cara Michelle M Arnoldi, The Pennsylvania State University

"Revisiting Conversational Rituals: Gender Dynamics in American Workplace Communication" Madeline Jade Klun, Saint Vincent College

"The Natural Persecution: A Discourse on Hair Discrimination Against Black Women" Maya Danielle Townsend, Stevenson University

This paper session examines the intersection of gender, race, and communication in contemporary society. The first paper explores the pervasive issue of hair discrimination against Black women, unpacking the societal and cultural implications of this form of prejudice. The second paper traces the evolution of feminist rhetoric, reflecting on its historical roots and envisioning its future directions in shaping gender equality. The session concludes with a study of gender dynamics in American workplace communication, analyzing how conversational rituals reflect and reinforce power structures and influence professional interactions. Together, these papers provide a critical lens on the ways gender and race shape discourse and identity in various contexts.

307015

10:00 AM to 11:15 AM

Grand G

ECA Nominating Committee

Chair: Jennifer Waldeck, University of Georgia

This meeting is reserved for members of the 2025 ECA Nominating Committee. The Nominating Committee shall be composed of representatives of all recognized Interest Groups. The Interest Group representatives will be the Chairperson of that group or such person as the Interest Group shall delegate. Annually, the Nominating Committee shall prepare a slate of nominees for the open elected positions of ECA.

10:00 AM**314002****10:00 AM to 11:15 AM**
Community College Business Meeting**Regency B**Sponsor: Community College
Chair: Jenny Warren, Collin College

The Community College Interest Group Business Meeting is open to all ECA members and individuals with an interest in community college teaching and research. The meeting will provide a collaborative space for members to reflect on the past year's activities, share insights, and plan for future initiatives. The agenda includes officer reports, highlighting key accomplishments and updates from the past year, and a review of old business. Members will also discuss new business and upcoming opportunities. This meeting aims to foster community and strategic planning, ensuring the Interest Group continues to advance scholarly and practical contributions.

11:15 AM**309018****11:15 AM to 1:00 PM**
ECA Convention Luncheon, Awards, and Keynote**Grand A**

Join us for this special convention-wide luncheon as we honor the exceptional achievements of ECA award winners and fellows. This year, we are thrilled to celebrate our 2025 honorees and feature an inspiring keynote address by the esteemed Dr. Angela Gist-Mackey from the University of Kansas. Don't miss this opportunity to connect, celebrate, and be inspired! Dr. Angela N. Gist-Mackey (Ph.D., University of Missouri) is an Associate Professor in the Department of Communication Studies at the University of Kansas with an expertise in organizational communication. She is an interpretive critical scholar who largely researches issues of social mobility and power in organized contexts. Much of Dr. Gist-Mackey's research is engaged scholarship partnering with local, regional, and campus organizations to provide insightful recommendations for improving their programming.

We will also be celebrating the wonderful achievements of our award winners for the following awards: Distinguished Service Award; Article of the Year Award; Everett Lee Hunt Award; Applied Urban Communication Research Grant; ECA Centennial Scholarships; Ecroyd Teaching Excellence Award; Past Officers' Award; ECA Research Fellows; ECA Teaching Fellows; Richard E. Vatz Agenda-Spin Persuasion Award; Dr. James W. Chesebro Marginalized Community Scholarship Fund; and the ECA Legacy Award for Distinguished IDEA Scholarship.

Preregistration is required.

11:30 AM**310014****11:30 AM to 12:45 PM**
Media Relationships: Exploring Power, Social Norms, Engagement, and Identity**Grand F**Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference
Chair: Eric Fife, James Madison University

"Nonconformity and Romance: An Analysis of Pride and Prejudice on Film" Bella Rose Molseed, University of Mary Washington
 "Rise of the Rose: The Bachelor as a Part of Popular Culture" Emma Lapena, Northeastern University
 "The Game: Chuck and Blair's Toxic Relationship Dynamic" Catherine Caley, Northeastern University

This panel examines how media adaptations, reality TV, and relationship dynamics shape cultural narratives and societal norms. Papers analyze the evolution of Pride and Prejudice adaptations, the cultural impact of The Bachelor franchise, and the portrayal of unhealthy relationships in Gossip Girl. Through these studies, the panel explores how popular media influences audience engagement, identity formation, and the normalization of complex, sometimes problematic, social behaviors.

1:00 PM**312002****1:00 PM to 2:15 PM**
"Mind the Gap": The Outcomes of Demographic Demarcations and Divisions in the 2024 Presidential Election**Delaware A**

Sponsor: Political Communication

Chair: Scott Wilson Dunn, Radford University

"Between the Lines: Visual Depictions of the 'Fact Gap' during Election 2024" Christina M. Knopf, SUNY Cortland
 "Divided in Faith: The Impact of Religious Polarization on the 2024 Presidential Election" Thomas Richard Flynn, Slippery Rock University
 "Double Gender Gap Politics: How Presidential Preference and Voter Turnout Impacted the 2024 Election" Mary L. Kahl, The Pennsylvania State University, the Behrend College
 "Educational and Information Disparities in the 2024 Election" Heather Marie Stassen, Daemen University
 "Political Polarization and Coded Language in Campaign 2024: The Urban-Rural Divide" Susan Drucker, Hofstra University

We have rarely witnessed such a polarized electorate, nor have we encountered the results of such political dissent as have occurred with the U.S. 2024 presidential election. The demographic demarcations and divisions within the country are many and varied, making for a tumultuous, even toxic, political environment. The papers on this panel examine some of the most profound disparities in the U.S. citizenry, including a truth/fact gap, an urban/rural gap, a religious gap, a dual-level gender gap, and an education gap. While some demographic considerations are linked inextricably, parsing discourses associated with these variables promises to shed light on our understanding of the 2024 election.

1:00 PM

312003

1:00 PM to 2:15 PM

Delaware B

Pennsylvania State Communication Association Business Meeting

The Pennsylvania State Communication Association (PSCA) Business Meeting provides an opportunity for members to connect, discuss association updates, and collaborate on future initiatives. Join us to hear about PSCA's recent accomplishments, ongoing projects, and plans for the coming year. Members will have the chance to share feedback, contribute ideas, and engage in discussions that support the growth and success of the association. All PSCA members and those interested in learning more about the organization are encouraged to attend.

312004

1:00 PM to 2:15 PM

Delaware C

Promoting Diversity, Equity, Inclusion, and Belonging in Communication Courses

Sponsor: Community College

Chair: Nancy J. Willets, Cape Cod Community College

Presenters:

Jessica Papajcik, Stark State College

Jenny Warren, Collin College

Dan Strasser, Rowan University

Angela L. Putman, Penn State Brandywine

Andrea Vickery, SUNY Oswego

This roundtable will explore how we can promote diversity, equity, inclusion, and belonging in our communication courses. Presenters will discuss the importance of and how to: design equity centered courses, create inclusive learning environments, and address imposter syndrome. This session will also include a discussion on how our own identities and the identities of our students impact our teaching. Presenters will share data from their institutions' DEIB efforts, contemporary research and best practices, as well as implementation resources.

312006

1:00 PM to 2:15 PM

Ellicott

Challenging Inequities: Gender, Health, and Social Disparities in Modern Communication

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Thom Gencarelli, Manhattan University

"Diverse Minds, Equal Attention: Break Gender Bias, Embrace Awareness! A Health Communication Campaign" Melissa Glasson, Ramapo College

"The Ozempic Craze: Advertising the Blurred Lines Between Medicine and Beauty" Grace Kathryn Terhune, State University of New York at Geneseo

This paper session explores critical health and social issues through the lens of communication, inequality, and advertising. The first paper presents a health communication campaign aimed at breaking gender bias and fostering awareness, addressing the need for more inclusive healthcare messaging. The second paper analyzes social disparities in Richmond, focusing on the phenomenon of grocery store redlining and its connection to organic food discourse, shedding light on access inequalities. The session concludes with an exploration of the Ozempic craze, examining how advertising blurs the lines between medicine and beauty, and the implications of this trend on societal perceptions of health and appearance. Collectively, these papers provide valuable insights into how communication strategies influence public health and social equity.

312009

1:00 PM to 2:15 PM

Regency A

Using Contemporary Classroom Assessment Techniques to Creatively Assess Student Learning

Sponsor: Instructional Communication

Chair: Scott Allan Myers, West Virginia University

Respondent: Scott Allan Myers, West Virginia University

"Assessing Knowledge, Skill, and Application in Graduate Studies for Working Professionals" Kylie J. Wilson, Northwest Missouri State University

"Assessing Students' Understanding and Application of Interpersonal Communication Theories and Skills" James P. Baker, Mission College

"Assessing Students' Understanding of Concepts in Communication Theory" Sara Pitts, Alice Lloyd College

"Assessing Students' Understanding of Concepts in Persuasion & Conflict Resolution" Stephen M. Kromka, The University of Tampa

"Classroom Assessment in Family Communication" Mary E. Donato, Central College

Aside from traditional forms of instructional assessment such as examinations, papers, and projects, classroom assessment techniques (CATs) offer an alternative way in which instructors can assess student learning. Based on Angelo and Cross's (1994) and Angelo and Zakrajsek's (2024) works, the purpose of this panel is to demonstrate how CATs can be implemented into any undergraduate course. Panelists will illustrate how they used and assessed a series of CATs across a variety of undergraduate and graduate communication courses.

1:00 PM

312010

1:00 PM to 2:15 PM

Regency B

Exploring the Role of Applied Communication Theory and Research in Addressing Contemporary Ethical Problems

Sponsor: Applied Communication

Chair: Erin Sheila Crow, Fairfield University

"Association Between Online and Offline Dating Violence and Abuse Among Generation Z Individuals in Intimate Partner Relationships" Satarupa Dasgupta, Ramapo College of New Jersey; Emily Christina Melvin, Ramapo College of New Jersey
 "Co-Inherence in the Marketplace: How to Bring the Humanity Back" Marianna Orth, Duquesne University

This panel examines the importance of applying communication theory and research to address ethical issues across various contexts. The papers highlight the relevance of communication scholarship in promoting ethical practices in business and online dating, focusing on fostering a stronger humanitarian perspective and addressing critical contemporary issues such as a lack of human-centered approaches in the marketplace and domestic violence.

312011

1:00 PM to 2:15 PM

Regency C

Shifting Narratives: Representation, Gender, and Power in Contemporary Television Shows and Movies

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Brent Allen Saindon, Mercy Univeristy

"Gender Performance in Encanto: How the Female Characters Challenge Traditional Social Standards for Femininity and Masculinity" Olivia Watson, Northeastern University
 "Race, Gender, and Sexual Orientation in Euphoria: "Is This Fucking Play About Us?!" Danica Paige Propst, West Virginia Wesleyan College
 "Shifting Stereotypes: The Representation of Race and Gender in Grey's Anatomy and Its Impact on Television Content" Emma Elizabeth Bagatelle, Ramapo College of New Jersey
 "Stereotypes and Power Dynamics of Hollywood: How Heteronormative Gender Roles in Romantic Comedies Influence Women in Romantic Relationships" Cailleigh Schroeder, Fordham University

This panel explores how contemporary media challenges traditional gender norms and stereotypes through diverse representations in film and television. Papers analyze shows like Grey's Anatomy and Euphoria, and films such as Encanto and recent rom-coms, focusing on how they reshape family dynamics, race, gender identity, and societal expectations. Together, these studies highlight the evolving landscape of media representation and its impact on cultural perceptions of gender and identity.

312012

1:00 PM to 2:15 PM

Niagara

**Undergraduate Student Organizations
as a Creative Solution to Student Engagement****FIRST VP SESSION**
ECA 2025

Sponsor: First Vice President's Programming

Chair: Jeanne Pursuit, UNC Wilmington

Respondents: Peyton Fields, University of North Carolina Wilmington; Katelyn Schrock, University of North Carolina Wilmington; Leeanne M. Bell McManus, Stevenson University; Maya Danielle Townsend, Stevenson University; Ashlynn Toppin, Stevenson University; Abbey Nicole McCann, Duquesne University
 "Lambda Pi Eta and Communication Studies Student Organizations Creating Solutions" Leeanne M. Bell McManus, Stevenson University; Jeanne Pursuit, UNC Wilmington

Local and national student organizations such as Lambda Pi Eta can provide opportunities for students to organize and solve contemporary problems with creative solutions. This panel will discuss the benefits of a communication department organization from a faculty and student perspective.

312013

1:00 PM to 2:15 PM

Grand E

**Confronting Discrimination and Power Differentials:
Conducting Community Research as Cis White Women**

Sponsor: Intercultural Communication

Chair: Anna Elise Lindner, Nazareth University

Respondent: M. Elizabeth Thorpe, SUNY Brockport

"Creating Safe(r) Classrooms: Trauma-Informed Pedagogy in Higher Education" Shannon Pappas, University of Connecticut
 "Decentering Cis-bodies in Theory and Practice" Sarah Price, New York City College of Technology
 "Decolonization of Academia: When Words Don't Match Actions" Farah Harb, Wayne State University
 "Resisting and Confronting Toxic White Feminism in the Academy" Rachael E. Purtell, National Communication Association

We are a group of cis white women engaged in research, teaching, and activism related to trans/gender concerns, and issues relating to race, ethnicity, and culture. We must constantly contend with questions of power and privilege that arise due to our multiple and complex positionalities. Utilizing community-grounded approaches to research and teaching, our goal is to confront white supremacist and heteropatriarchal norms when attempting to ensure that racialized, marginalized, and dispossessed groups thrive.

1:00 PM**312014****1:00 PM to 2:15 PM****Grand F****Integrating AI into the Public Speaking Classroom: Contemporary Problem, Creative Solutions**

Sponsor: Short Courses

Presenters:

Eryn Travis, West Chester University

Laura Hamilton Brown, West Chester University

Although generative AI's presence doesn't justify its integration into higher education, generative AI's adoption across a variety of industries necessitates that our undergraduates develop generative AI literacy. They need to understand how this technology works, its strengths and weaknesses, and when and how to use it. Generative AI works best in public speaking development when the technology is used to refine student created content--content that is accurate and designed to engage the audience. While generative AI can help students with parts of their speech, the core skills of effective communication--speaker authenticity, engagement, mastery of the topic, audience connection--must be honed by the speaker.

To that end, this Short Course will cover:

Part 1: AI 101: How Large Language Models work; strengths & weaknesses

Part 2: "Tech how-tos:" Using AI to generate engaging speech topics; Using AI to gauge audience knowledge & interest in topic of choice; Using AI to refine thesis statements; Using AI to practice delivery; Using AI to provide rapid peer evaluations

312015**1:00 PM to 2:15 PM****Grand G****Strategic Equipment for Living Amid Contemporary Problems**

Sponsor: Kenneth Burke Society

Chair: Ryan P. McCullough, West Liberty University

Respondent: Cem Zeytinoglu, East Stroudsburg University

"Burke's Definition of Man as a Creative Solution to a Contemporary Problem" Matthew P. Mancino, Indiana University South Bend

"Creative Solutions: What Happened to Our "Equipment"?" Elvera Berry, Roberts Wesleyan College

"Ecocritical Rhetoric: A Burkean Perspective of Climate Change" Bryan Picciotto, SUNY Oneonta

"Strategic Discourse: Navigating Meaning through Kenneth Burke's Framework" Sherinne Cauwels, Purdue University

Rhetoric as a discipline has long been associated with probability, uncertainty, and change. Panelists address the challenges of the contemporary moment through the rhetoric of Kenneth Burke, who offers unique insights responsive to the demands of the historical moment. Picciotto explores the relevance of Burke to the immediacy of ever-increasing environmental problems; Cauwels infuses strategic corporate communication with a humanizing Burkean perspective; Mancino examines Burke's definition of "man" as an existential answer to technology's troubling effects on human life; and Berry reconsiders Burke's relevance and viability in our tenuous times.

2:00 PM**313020****2:00 PM to 3:00 PM****Sungarden****Afternoon Break in the Sungarden**

Take a moment to unwind and recharge during the "Afternoon Break in the Sungarden." This open-air space offers a tranquil atmosphere perfect for mingling with colleagues, reflecting on the day's sessions, or simply enjoying a peaceful pause amidst the conference's lively energy. Light refreshments will be available, and the serene surroundings provide the ideal backdrop for informal networking and relaxation. Join us to refresh your mind and reconnect before the next round of events!

2:30 PM

314003

2:30 PM to 3:45 PM

Delaware B

Defending the Establishment Clause: The Past, Present, and Future of the Separation of Church and State

Sponsor: American Society for the History of Rhetoric (ASHR), (Affiliate Org)

Chair: David Carl Hoffman, Baruch College, CUNY

Presenters:

David Carl Hoffman, Baruch College, CUNY

Annie Laurie Gaylor, Freedom From Religion Foundation

Madeline Hatcher, Baruch College

Patrick Hughes, University of Pittsburgh

In his 1947 *Everson v. Board of Education* decision, US Supreme Court Justice Hugo Black cited the language of Thomas Jefferson's "Letter to the Danbury Baptists" in support of the idea that the Establishment Clause of the First Amendment was intended to create "a wall of separation between Church and State." This paved the way for a series of SCOTUS decisions that ended religious instruction and prayer in public schools, religious tests for public office, and blasphemy prosecutions. In recent years the principle of church/state separation has come under increasingly intense attack by religious conservatives, with one legal scholar even claiming that "the constitutional authority" of church/state separation "is without historical foundation." This roundtable discussion will examine the contested history of the "separation of church and state" and the rhetoric it has given rise to.

314004

2:30 PM to 3:45 PM

Delaware C

Top Four Papers in the James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: James P. Baker, Mission College

"Caffeine Curfew: A Health Communication Campaign to Address Sleep Hygiene and Caffeine Consumption in Undergraduate College Students" Kaitlyn Mary Khoury, Northeastern University; Jason Bloomenthal, Northeastern University

"Coming Together, Turbulence, and Queer Relationships in *Glee*" Leila Allen, Northeastern University

"Steps to Inclusivity and Correcting Harmful Stereotypes in Televised Drag Shows: A Rhetorical Analysis of Relational Dialectics and Burkean Identification in 'Dragula'" Sarah Ailene Tran, Penn State University - Schuylkill

"The Potential of Dynamic, Romantic Relationships Between Individuals on the Autism Spectrum" Sophia Amanda Milla, Northeastern University

This panel will include the top four competitively selected papers submitted to the Undergraduate Scholars Conference. During this session you will hear research using a rhetorical analysis of televised drag shows, a mixed method approach to analyze health campaigns focused on sleep hygiene and caffeine consumption, interpersonal communication theories to analyze the intersection of queer representation and relational dynamics in popular media, and an analysis of Netflix's show *Love on the Spectrum* to explore how romantic relationships are cultivated between individuals with Autism Spectrum Disorder.

314005

2:30 PM to 3:45 PM

Franklin

**General Semantics Solutions to Contemporary Problems:
A Review of Recent Books from the Institute of General Semantics**

Sponsor: Institute of General Semantics (Affiliate Organization)

Chair: Thom Gencarelli, Manhattan University

Respondent: Lance Strate, Fordham University

"Alfred Korzybski's General Semantics Seminar 1937: Olivet College Lectures (4th ed.)" Ryan P. McCullough, West Liberty University

"Alfred Korzybski's Science and Sanity: An Introduction to Non-aristotelian Systems and General Semantics (6th ed.)" Tiffany Petricini, Penn State University - Shenango

"Corey Anton and Thom Gencarelli's General Semantics and Politics" Susan Drucker, Hofstra University

"Lance Strate's Not A, Not Be, &c" Peggy Cassidy, Adelphi University

This panel is presented by members of the Institute of General Semantics, and discusses recent books that have been published by the Institute and their contributions to the discipline.

2:30 PM

314006

2:30 PM to 3:45 PM

Ellicott

Media, Identity, and Influence: Examining Trust, Representation, and Consumer Behavior

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Kerry Byrnes-Loinette, Collin College

"Ad Sense: A Comparison Between Parental Mediation of Media and College Student's Trust in Advertising" Clare Wagner, Boston College

"Investigating the Response to Marketing Shifts through the Lens of the Consumer Journey" Sterling Adanne Grant, Manhattan University

"Momfluencers and Trans Parasocial Relationships" Jewel Farrin, Endicott College; Lucy R. Kratman, Endicott College

"Who Owns "Representing Self?" Global Construction of the Image of a Country Through Post-Colonial Senegalese Media" Genesis Lee Flores, State University of New York College at Geneseo

This paper session explores the complex dynamics of media, advertising, and representation in contemporary society. The first paper compares parental mediation of media and college students' trust in advertising, examining how generational differences shape media consumption. The second paper addresses the global construction of national identity through post-colonial Senegalese media, investigating the complexities of self-representation. The third paper delves into the rise of "momfluencers" and their role in shaping trans parasocial relationships, while the final paper analyzes how marketing shifts impact consumer behavior through the evolving consumer journey. Collectively, these papers offer critical insights into media influence, identity, and the changing landscape of advertising.

314009

2:30 PM to 3:45 PM

Regency A

Bridging Theory and Care:**Applying Communication Research to Transform Clinical Practice****FIRST VP SESSION**

ECA 2025

Sponsor: First Vice President's Programming

Presenter:

Heather J. Carmack, The Mayo Clinic

This session examines how communication theory and research practice is used to address clinical practice problems in healthcare. In this session, Dr. Heather Carmack, a communication and health services research professor in the Robert D. and Patricia E. Kern Center for the Science of Health Care Delivery at Mayo Clinic, discusses how she uses communication theories, principles, and research skills to address communication-related practice problems. She discusses several of her current projects related to adverse events, cultural competence and humility, integration of emerging technologies and AI into communication workflows, workplace stress and burnout, and reimagining the use of current technologies to improve patient care. She also provides insights into the logistics of transitioning into clinical research settings, offering recommendations and advice to help communication students and faculty who want to move from higher education into health care industries.

314010

2:30 PM to 3:45 PM

Regency B

A Tribute In Memoriam to Dr. Andrew S. Rancer

Sponsor: Communication Traits

Chair: Theodore A. Avtgis, Western Illinois University-Quad Cities

Presenters:

Paul B. Carty, Kendall Hunt Publishing Partnerships

Thomas Richard Flynn, Slippery Rock University

Cristina González Alcalá, University of Akron

Alan K. Goodboy, West Virginia University

Elizabeth E. Graham, Kent State University, Retired

Alan D. Heisel, University of Missouri-St. Louis

Bonnie S. Jefferson, Boston College, Retired

Roberta S. Kosberg, Curry College, Retired

Corey Jay Liberman, Marymount Manhattan College

Matthew M. Martin, West Virginia University

Anne F. Mattina, Stonehill College

Lynda L. McCroskey, California State University, Long Beach

Sally Vogl-Bauer, University of Southern Indiana

Heather L. Walter, University of Akron

Keith Weber, Chapman University

Sara C. Weintraub, Regis College

Charles J. Wigley III, Canisius University

Dr. Andrew S. Rancer passed away April 11, 2024. Andy was ECA Distinguished Research Fellow (1997), ECA Distinguished Teaching Fellow (2017), named to ECA Committee of Scholars (1989-90 again 2009-2010), Editor, Communication Research Reports (1999-2001), recipient Past Presidents' / Officers' Award (1990). As a memorial tribute, attendees will discuss Andy's substantial continuing personal and disciplinary influence. NOTE: Audience Active Participation is Welcome.

2:30 PM

314012

2:30 PM to 3:45 PM

Niagara

Rhetoric and Ideology in Politics: Analyzing Speech, Ideology, and Social Division

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Mary Mino, Penn State DuBois

"Breaking the Ice: Political Disclosures and Privacy Management Theory" Marisa Joan Hooper, Saint Vincent College

"A Neo-Aristotelian Criticism of Donald Trump's 2020 State of The Union Address" Daniel Joseph Flynn, SUNY Brockport

"Phenomenistic Theory and the Rise of White Christian Nationalism" Paige Kingsley, SUNY Brockport

"The Power of Words to Change the World: A Pentadic Analysis of George W. Bush's "Address to Joint Session of Congress Following 9/11 Attacks"" Jady Leigh Brummert, SUNY Brockport

"Where Do We Go From Here: Biden's Constitutive Call to the American Democracy" Erin Harris, James Madison University

This panel explores the role of rhetoric in shaping political discourse and ideological divides in contemporary society. Papers analyze key political speeches, including those by George W. Bush, Donald Trump, Joe Biden, and the rhetoric surrounding white Christian nationalism, using frameworks like Aristotelian criticism, constitutive rhetoric, and communication privacy management theory. Together, these studies examine how political leaders and movements use rhetoric to influence public opinion, navigate social polarization, and construct national identities.

314013

2:30 PM to 3:45 PM

Grand E

Top Papers in Voices of Diversity Interest Group

Sponsor: Voices of Diversity

Chair: Timothy J. Brown, Eastern University

Respondent: Angie Corbo, Widener University

"Breaking the Silence: A Narrative and Thematic Exploration of Male Intimate Partner Violence in Egypt and the Communicative Barriers to Advocacy and Inclusion" Ahmed Aly, Ohio University

"Native American's Memorable Messages Related to Lacrosse" Zac Johnson, California State University, Fullerton; Erik Little Cloud Sandoval, California State University, Fullerton

"Representing Reality, Denial, and Disinformation: HIV/AIDS Era in Dramas Viewed During COVID" Gordon Alley-Young, Kingsborough Community College - CUNY

In this panel, the top papers from the Voices of Diversity will be presented. Across various theoretical and methodological perspectives, the panelists will offer contemporary insights as they present and critically interrogate communicative phenomena while exploring issues across varied identities and contexts. Join us for great papers and conversation!

314014

2:30 PM to 3:45 PM

Grand F

Top Papers in Theory and Methodology

Sponsor: Theory and Methodology

Chair: Doran Tucker, George Mason University

"A Theory of Dialogue as Care for Institutions" Michael R. Kearney, Dordt University

"Process Model Creation: How to Build and Use a Process Model for Communication Research" Joshua Parcha, Penn State Hazleton

"The Constitutive Metamodel of Research on the Self and Communication (1955-2020): Meta-theorizing a Fragmented Theoretical Landscape" Xuewei Zhang, State University of New York, University at Albany; Timothy Stephen, State University of New York, University at Albany

This session exhibits the top papers submitted to the Theory and Methodology interest group. Collectively the papers represent the diversity of the Interest Group ranging from practical guidance on methodological implementation, theoretical analysis, and evaluation of the field.

2:30 PM

314015

2:30 PM to 3:45 PM

Grand G

Great Ideas for Teaching Students Technology and Media Concepts

Sponsor: G.I.F.T.S. (Great Ideas for Teaching Students)

Chair: Christina E. Saindon, Queensborough Community College, CUNY

"AI Is Bad at Context but So Are We: The Complexities of Establishing a Shared Code" Mackenzie Krzmarzick, University of Wisconsin - Stout

"AI-Enhanced Feedback for Nonverbal Communication in Public Speaking" Dious Joseph, Ohio University

"Argumentative Writing Revision Using GenAI" Latisha D. Haag, Fort Hays State University

"Business Ethics and AI: Considering Cases for Creating Belonging" Cathlin Clark-Gordon, Seton Hill University

"Creative Synergy: Exploring AI-Generated Art and Design Ethics through Prompt Engineering" Jana Duckett, Morgan State University; Nicole M. Westrick, Morgan State University

"Generative AI Group Problem Solving Exercise" Mark Stine, Wilkes University

"Integrate AI in Students' Research Projects: Enhancing AI Literacy and Ethical Application" Sun-A Park, Robert Morris University

"The Strengths and Weaknesses of Using AI in the Creation of A Risk Campaign: Effectively Using ChatGPT as an Idea Generator in Risk Communication Campaign Design" Steven Kubitzka, UC Santa Barbara

In this competitively selected panel, presenters will share their authentic, unique, and innovative "Great Ideas" for teaching students. G.I.F.T.S. includes activities, projects, or simulations toward undergraduate courses that help students understand, apply, and appreciate communication skills, concepts, and theories relevant to the discipline.

4:00 PM

316002

4:00 PM to 5:15 PM

Delaware A

Contemporary Problems, Creative Solutions:**The Unique Political and Rhetorical Challenges of the Current Hyper-Polarized America**

Sponsor: Political Communication

Chair: Richard Eugene Vatz, Towson University

"They're eating the dogs:" Polarizing Campaign Rhetoric in the 2024 Election" Paula Youra, University of Lynchburg

"Polarization in Political Advertising" Scott Wilson Dunn, Radford University

"The Irresponsible Rhetorical Contributions to Polarization by Democratic and Republican Leaders" Richard Eugene Vatz, Towson University

"What's Next: How the 2024 Election Outcome Will Impact the Future of the Democratic and Republican Parties for the Next Election Cycle" Colin Kearney, Hampton University

We shall analyze political and rhetorical challenges from the perspective of the presidential election of 2024, before and beyond, and the particular issues that surround the national elections: the border, the economy, the violence in America, the candidate craziness and any additional major sub-topic that needs to be added. The focus is how the new polarization in America has made the country unable to unite on problems and solutions in a way that characterized pre-polarization United States.

316003

4:00 PM to 5:15 PM

Delaware B

ECA 2026 Planners Meeting II

Chair: Jessica Papajcik, Stark State College

Are you a 2026 Interest Group Planner? Join us for the ECA 2026 Planner Meeting II, an essential session designed to help you prepare for the Eastern Communication Association's 2026 Conference in Pittsburgh. This meeting will provide crucial information about the planning process, including deadlines, procedures, and best practices for organizing engaging sessions. Connect with fellow planners, ask questions, and ensure you have the tools and resources needed to make ECA 2026 a success. Your role is vital to shaping a dynamic and impactful conference—don't miss this important opportunity to get started!

If you are not able to attend this session, please attend ECA 2026 Planner Meeting I on Friday at 10:00 a.m. These two sessions include the same information, so please select the session that best fits your schedule.

4:00 PM

316004

4:00 PM to 5:15 PM

Delaware C

Honoring Jean Ann Streiff: A Gentle Force of Reason

Chair: Mary L. Kahl, The Pennsylvania State University, the Behrend College

Presenters:

Susan Drucker, Hofstra University
 Thomas Richard Flynn, Slippery Rock University
 Bonnie S. Jefferson, Boston College, retired
 Mary Mino, Penn State DuBois
 Nancy J. Willets, Cape Cod Community College

Jean Ann Streiff, a cherished wife, mother, grandmother and dedicated educator, passed away in August of 2024. Born and raised in Greensburg, PA, Jean Ann earned her undergraduate degree at Duquesne University and completed a Master's Degree in Rhetoric from the University of Pittsburgh. With this strong academic foundation, Jean Ann embarked on a remarkable teaching career that spanned 44 years. From 1970 to 1989, she taught at Sacred Heart High School in Pittsburgh before joining the faculty at Oakland Catholic High School. She dedicated the final 25 years of her career there, retiring in 2014. At Oakland Catholic, Jean Ann served as the English Department Chair, guiding students and colleagues with her intelligence, high standards, and unwavering commitment to education.

Jean Ann was a highly-regarded member of NCA, ECA, and the Pennsylvania Communication Association. Within NCA she was often recognized for her insightful participation in the Elementary and Secondary Education Section. In 2006, Jean Ann was awarded the Marcella E. Oberle Award for Outstanding Teaching in Grades K-12.

Jean Ann's service to ECA was long and varied. She served as Second Vice President in 2000, acting as a wonderful ambassador for all things Pittsburgh. She sat on the Executive Council for many years and spearheaded a committee that created the Association's inaugural code of ethics. In 2007 she was named a Distinguished Teaching Fellow and, in 2010, she was honored with the Distinguished Service Award. Additionally, Jean Ann served as chair of several interest groups. Jean Ann was also active in the Pennsylvania Communication Association, where she served as PCA President and was honored with both the Carroll Arnold Distinguished Service Award and the Robert T. Oliver Lifetime Achievement Award. To know Jean Ann was to understand she was a gentle force of reason.

316006

4:00 PM to 5:15 PM

Ellicott

Cultural Icons and Fan Engagement: Analyzing Music, Identity, and Global Fandoms

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Ashley Watson, SUNY Geneseo

""Jojo Pose"": Jojo's Bizarre Adventure and its Prevailing Mark on Popular Culture" McKenzie Hosey, Northeastern University
 "Kendrick Lamar: Fan Interpretations of Social and Political Narratives in Hip-Hop" Caroline Stefanak, Manhattan University
 "Sabrina Carpenter and Intersectionality Within Feminism" Delaney Curry, Towson University
 "She's in Her Rebrand Era: Analyzing Taylor Swift's Rebrands and Their Impacts on her Career" Faith Renee Yoho, West Virginia Wesleyan College

This panel explores the impact of music, fandom, and cultural identity on contemporary popular culture. Papers analyze how fans engage with Kendrick Lamar's social commentary, Taylor Swift's evolving career strategies, and Sabrina Carpenter's feminist messaging, while also examining the global cultural phenomenon of JoJo's Bizarre Adventure. Together, these studies highlight the intersection of music, media, and fan communities in shaping both personal identities and collective cultural movements.

316010

4:00 PM to 5:15 PM

Regency B

Applied Communication Business Meeting

Sponsor: Applied Communication

Chair: Erin Sheila Craw, Fairfield University

The Applied Communication Interest Group Business Meeting is open to all ECA members and individuals with an interest in applied communication. The meeting will provide a collaborative space for members to reflect on the past year's activities, share insights, and plan for future initiatives. The agenda includes officer reports, highlighting key accomplishments and updates from the past year, and a review of old business. Members will also discuss new business and upcoming opportunities. This meeting aims to foster community and strategic planning, ensuring the Interest Group continues to advance scholarly and practical contributions to applied communication.

4:00 PM

316011

4:00 PM to 5:15 PM

Regency C

Formal Cause as Creative Solution for Theorizing our New Media Environment

Sponsor: Communication Technology

Chair: Joel Scott Ward, Geneva College

"Expanding Aristotle's Four Causes: From Literacy to AI Literacy through the Lens of McLuhan and Ong" Tiffany Petricini, Penn State University - Shenango

"Formal Cause and the Restoration of Rhetoric as the Ornament of Dialectic" Joel Scott Ward, Geneva College

"Print as the Cause of Reading: Thinking through Our Contemporary Literacy Problem" Ryan P. McCullough, West Liberty University

"The Consequentiality of Formal Cause Reasoning: Exploring The Re-Formation of Protestant Worship Music" Ryan Eisenhuth, Ohio University

This panel examines the concept of formal cause reasoning as a reemergent form of rationality influenced by the rise of modern communication technologies. Through topics ranging from AI literacy and rhetorical restoration to literacy challenges and the evolution of worship music, the papers provide a multidisciplinary exploration of how media and technology shape human thought and communication.

316012

4:00 PM to 5:15 PM

Niagara

**Navigating Ideologies, Power, and Identity in Popular Culture:
Critical Perspectives on Media, Myth, and Morality**

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Katherine Elizabeth Armstrong, Missouri Valley College

"Changing the Pattern of Maleficence Using Festinger's Cognitive Dissonance Theory in "Avatar: The Last Airbender"" Mikayla Lynn Kupstas, Penn State University - Schuylkill Campus

"Daenerys Targaryen's Use of Radical Feminism and Social Movement Strategies in "Game of Thrones"" Scarlet Tejada Rodriguez, Penn State University - Schuylkill Campus

"Dexter Morgan: Morning Routine" Alyssa Julianne Kocon, The University of Pittsburgh at Greensburg

"The Timeless Appeal of Charlie Brown and the Peanuts" Lauren Witt, Northeastern University

This panel explores how popular media reflects and shapes ideologies, power dynamics, and identity through critical analyses of iconic television series and cultural artifacts. Papers examine the subtle social commentary in Peanuts and Dexter, the rise and fall of Daenerys Targaryen in Game of Thrones through feminist and social movement lenses, and the moral lessons in Avatar: The Last Airbender using cognitive dissonance theory. Together, these papers highlight how media navigates complex themes of justice, violence, and personal transformation, offering insights into the ways popular culture influences societal values and individual choices.

316013

4:00 PM to 5:15 PM

Grand E

Voices of Diversity Business Meeting

Sponsor: Voices of Diversity

Chair: Dan Strasser, Rowan University

The Voices of Diversity Interest Group Business Meeting is open to all ECA members and individuals with an interest in the research and teaching of Voices of Diversity. The meeting will provide a collaborative space for members to reflect on the past year's activities, share insights, and plan for future initiatives. The agenda includes officer reports, highlighting key accomplishments and updates from the past year, and a review of old business. Members will also discuss new business and upcoming opportunities. This meeting aims to foster community and strategic planning, ensuring the Interest Group continues to advance scholarly and practical contributions to Voices of Diversity.

316014

4:00 PM to 5:15 PM

Grand F

Theory and Methodology Business Meeting

Sponsor: Theory and Methodology

Chair: Doran Tucker, George Mason University

The Theory and Methodology Interest Group Business Meeting is open to all ECA members and individuals with an interest in communication theory and methodology. The meeting will provide a collaborative space for members to reflect on the past year's activities, share insights, and plan for future initiatives. The agenda includes officer reports, highlighting key accomplishments and updates from the past year, and a review of old business. Members will also discuss new business and upcoming opportunities. This meeting aims to foster community and strategic planning, ensuring the Interest Group continues to advance scholarly and practical contributions to communication theory and methodology.

4:00 PM

316015 **4:00 PM to 5:15 PM** **Grand G**
Navigating the Digital Frontier: AI, Copyright, and the Evolving Landscape of Rhetoric and Literacy

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference
 Chair: Erin Brummett, Commonwealth University of Pennsylvania - Bloomsburg
 “Digital Natives on the Brink of Web 3.0: The Rhetorical Significance of Digital Literacy Confidence in First-Year College Students”
 Jayda Capellan, St. Mary’s College
 “Once Upon a Prompt: AI Storytelling Reveals Gender Bias” Samantha Acker, Penn State Berks

This panel examines the evolving dynamics of rhetoric and literacy in the digital age, with a focus on AI, digital literacy, and the implications for education and equity. The first paper explores the rhetorical significance of digital literacy confidence among first-year college students, particularly as they navigate the transition to Web 3.0 and an increasingly digital academic environment. The second paper investigates gender bias in AI-generated storytelling, revealing how prompts and outputs reinforce or challenge societal stereotypes. Together, these papers provide critical insights into how technology shapes rhetorical practices, literacy development, and perceptions of identity in the digital frontier.

5:30 PM

318026 **5:30 PM to 6:45 PM** **Grand B/C**
ECA General Business Meeting

Join ECA Leadership for this year-in-review of the association, to learn about the incoming President’s initiatives for the year to come, and to hear about ECA 2026 in Pittsburgh. We encourage all members to attend this important meeting to stay informed, share your thoughts, and help shape the future of ECA.

Light snacks will be available as you arrive. The meeting will be called to order at 5:45 p.m.

7:00 PM

320018 **7:00 PM to 10:00 PM** **Grand A**
President’s Reception Sponsored by Kendall Hunt



Join ECA President Jeanne Pursuit and your colleagues for a celebration of the 2025 convention and the year’s accomplishments. This lively event is a perfect opportunity to connect with fellow attendees, celebrate our successes, and look ahead to the future of the association.

Enjoy a cash bar, hors d’oeuvre stations, and great conversation. Adding to the festive atmosphere, the evening will feature live music to set the perfect tone for the celebration. Don’t miss the opportunity to capture memories of the night at our photo booth, complete with fun props and backdrops to help you commemorate the occasion.

The 2025 President’s Reception is generously sponsored by Kendall Hunt Publishing Company.

8:00 PM

321006 **8:00 PM to 9:00 PM** **Ellicott**
Twelve Step Meeting

This space is available nightly from 8:00-9:00 pm for Twelve Step Meetings.



Sunday • March 30, 2025

8:30 AM

404006

8:30 AM to 9:30 AM

Ellicott

Finance Committee Business Meeting II

Chair: Jordan T. Atkinson, University of Kansas

Presenters:

Jeanne Pursuit, UNC Wilmington

Jessica Papajcik, Stark State College

Jennifer Waldeck, University of Georgia

Stacy Smulowitz, University of Scranton

Dave Keating, University of New Mexico

Hannah Ball, Chapman University

Thomas Richard Flynn, Slippery Rock University

The Finance Committee shall be responsible for reviewing the financial health of the Association, evaluating proposals coming before the Executive Council which may have an economic impact on the Association, and making appropriate recommendations concerning financial issues to the Executive Council.

9:45 AM

406006

9:45 AM to 11:30 AM

Ellicott

ECA Executive Council Business Meeting II

Chair: Jordan T. Atkinson, University of Kansas

Presenters:

Jeanne Pursuit, UNC Wilmington

Jennifer Waldeck, University of Georgia

Jessica Papajcik, Stark State College

Colin Kearney, Hampton University

Stacy Smulowitz, University of Scranton

Susan Drucker, Hofstra University

Angela L. Putman, Penn State Brandywine

Dave Keating, University of New Mexico

Hannah Ball, Chapman University

Meredith Marko Harrigan, State University of New York, Geneseo

Trevor Parry-Giles, University of Maryland

Mary E. Donato, Central College

D.L. Stephenson, Western Connecticut State University

Christina E. Saindon, Queensborough Community College, CUNY

Mary E. King, Bloomsburg University

Janie Harden Fritz, Duquesne University

Dan Strasser, Rowan University

Dana Borzea, Grand Rapids Community College

Erin Watley, McDaniel College

Doran Tucker, George Mason University

Jennifer Allen Catellier, Gannon University

Ryan P. McCullough, West Liberty University

Casey Michael Stratton, Salisbury University

Abbe S. Depretis, Carnegie Mellon University

Alan D. Heisel, University of Missouri-St. Louis

Robert J. Green, Commonwealth University Bloomsburg

This is the meeting for ECA Executive Council II. The following Interest Groups need to identify/designate their Executive Council representative for this session: Communication Technology; Media Communication; Nonverbal Communication; Philosophy of Communication; and Political Communication.

EASTERN COMMUNICATION ASSOCIATION PRESIDENTS

1910	Paul M Pearson, <i>Swarthmore College</i> Albert E Hancock, <i>Haverford College</i> Frederic A Child, <i>University of Pennsylvania</i> (Organizers; No President)	1977	Andrew D Wolvin, <i>University of Maryland</i>
1911	Paul M Pearson, <i>Swarthmore College</i>	1978	John F Wilson, <i>Herbert H Lehman College, SUNY</i>
1912-1913	Erasthus Palmer, <i>City College, New York</i>	1979	James C McCroskey, <i>West Virginia University</i>
1914-1915	James A Winans, <i>Cornell University</i>	1980	Dan F Hahn, <i>Queens College, CUNY</i>
1916-1919	Wilbur Jones Kay, <i>Washington & Jefferson College & Swarthmore College</i>	1981	Jeanne Lutz, <i>Pennsylvania State University</i>
1920	Horace G McKean, <i>Union College</i>	1982	W. Barnett Pearce, <i>University of Massachusetts</i>
1921	Daniel W Redmond, <i>City College, New York</i>	1983	James W Chesebro, <i>Queens College, CUNY</i>
1922	John Dolman, Jr., <i>University of Pennsylvania</i>	1984	Linda C Lederman, <i>Rutgers University</i>
1923	Everett L Hunt, <i>Cornell University</i>	1985	Floyd D Anderson, <i>State University of New York, Brockport</i>
1924-1927	G. Rowland Collins, <i>New York University</i>	1986	Raymie E McKerrow, <i>University of Maine</i>
1928	Elizabeth Avery, <i>Smith College</i>	1987	Darlyn R Wolvin, <i>Prince George's Community College</i>
1929-1930	Hoyt H Hudson, <i>Princeton College</i>	1988	Virginia P Richmond, <i>West Virginia University</i>
1931	Herbert A Wichelns, <i>Cornell University</i>	1989	Barbara M Montgomery, <i>University of New Hampshire</i>
1932-1933	Arleigh B Williamson, <i>New York University</i>	1990	Sandra L (Fish) Herndon, <i>Ithaca College</i>
1934-1935	Wayland Maxfield Parish, <i>University of Pittsburgh</i>	1991	Deborah F Atwater, <i>Pennsylvania State University</i>
1936-1937	Jane Dorsey Zimmerman, <i>Columbia University</i>	1992	Gerald Lee Ratliff, <i>Montclair State University</i>
1938-1939	J. Walter Reeves, <i>The Peddle School</i>	1993	Alison Alexander, <i>University of Massachusetts</i>
1940-1941	W. Hayes Yaeger, <i>George Washington University</i>	1994	Thomas L Veenendall, <i>Montclair State University</i>
1942	Arthur L Woehl, <i>Hunter College</i>	1995	Harvey R Kelly, Jr., <i>Pennsylvania State University</i>
1943-1946	John H Frizzell, <i>Pennsylvania State University</i>	1996	Dale A Bertelsen, <i>Bloomsburg University</i>
1947	Joseph F O'Brien, <i>Pennsylvania State University</i>	1997	Deborah Borisoff, <i>New York University</i>
1948	Russell H Wagner, <i>University of Virginia</i>	1998	Melanie Booth-Butterfield, <i>West Virginia University</i>
1949	Wilbur E Gilman, <i>Queens College</i>	1999	Jerry L Allen, <i>University of New Haven</i>
1950	Agnes I Allardyce, <i>Syracuse University</i>	2000	Janette Kenner Muir, <i>George Mason University</i>
1951	Robert B Huber, <i>University of Vermont</i>	2001	Susan J Drucker, <i>Hofstra University</i>
1952	Earl H Ryan, <i>City College, New York</i>	2002	Don M Boileau, <i>George Mason University</i>
1953	James H Henning, <i>West Virginia University</i>	2003	Ann Bainbridge Frymier, <i>Miami University</i>
1954	Marvin G Bauer, <i>Brooklyn College</i>	2004	Mary L Kahl, <i>State University of New York, New Paltz</i>
1955	David C Phillips, <i>University of Connecticut</i>	2005	Donald A Fishman, <i>Boston College</i>
1956	H. Barrett Davis, <i>Lehigh University</i>	2006	John Courtright, <i>University of Delaware</i>
1957	Evelyn Kongisberg, <i>Washington Irving High School, NY</i>	2007	Ronald L Jackson II, <i>Pennsylvania State University</i>
1958	J. Calvin Callahan, <i>Syracuse University</i>	2008	Richard West, <i>Emerson College</i>
1959	Magdalene Kramer, <i>Teachers College, Columbia University</i>	2009	Sara Chudnovsky-Weintraub, <i>Regis College</i>
1960	Paul D Holtzman, <i>Pennsylvania State University</i>	2010	Candice E Thomas-Maddox, <i>Ohio University - Lancaster</i>
1961	Eleanor M Luse, <i>University of Vermont</i>	2011	Janie M Harden Fritz, <i>Duquesne University</i>
1962	Sam Boyd, Jr., <i>West Virginia University</i>	2012	Cindy M Lont, <i>George Mason University</i>
1963	Ray E Keeseey, <i>University of Delaware</i>	2013	Nancy J Willets, <i>Cape Cod Community College</i>
1964	Carroll C Arnold, <i>Pennsylvania State University</i>	2014	Danette Ifert Johnson, <i>Ithaca College</i>
1965	Wofford C Gardner, <i>University of Maine</i>	2015	Thomas R Flynn, <i>Slippery Rock University</i>
1966	Harold M Scholl, <i>Montclair State College</i>	2016	J. Kanan Sawyer, <i>West Chester University</i>
1967	Robert T Oliver, <i>Pennsylvania State University</i>	2017	Jason S. Wrench, <i>SUNY, New Paltz</i>
1968	Joseph D Batcheller, <i>University of New Hampshire</i>	2018	Benjamin R. Bates, <i>Ohio University</i>
1969	Thomas Hopkins, <i>Carlow College</i>	2019	Leeanne Bell McManus, <i>Stevenson University</i>
1970	Ronald F Reid, <i>University of Massachusetts</i>	2020-2021	Katherine Thweatt, <i>SUNY Oswego</i> (served an additional year by EC vote due to pandemic circumstances)
1971	Paul L Brownstone, <i>Long Island University</i>	2022	Amanda McKendree, <i>University of Notre Dame</i>
1972	Donald H Ecroyd, <i>Temple University</i>	2023	Pamela Lannutti, <i>Widener University</i>
1973	Howard Schwartz, <i>Rider College</i>	2024	Jennifer H. Waldeck, <i>University of Georgia</i>
1974	Jane Blankenship, <i>University of Massachusetts</i>	2025	Jeanne Persuit, <i>University of North Carolina Wilmington</i>
1975	Philip P Amato, <i>Emerson College</i>		
1976	Agnes G Doody, <i>University of Rhode Island</i>		

SECOND VICE PRESIDENTS

1950	Lillian M O'Conner, <i>Wadleigh High School, NY</i>	1997	Brenda Logue, <i>Towson State University</i>
1951	Samuel B Gould, <i>Boston University</i>	1998	Joan O'Mara, <i>University of Hartford</i>
1952	Lindsey S Perkins, <i>Brooklyn College</i>	1999	Bill Denman, <i>Marshall University</i>
1953	Evelyn Kongisberg, <i>Board of Education, NYC</i>	2000	Jean Ann Streiff, <i>Oakland Catholic High School</i>
1954	H. Barrett Davis, <i>Lehigh University</i>	2001	Richard West, <i>University of Southern Maine</i>
1955	Richard F Clemo, <i>Adelphi University</i>	2002	Kelly Rocca, <i>St. John's University</i>
1956	Ruth Damon, <i>Russell Sage College</i>	2003	Carole Blair, <i>University of California-Davis, Washington Center</i>
1957	Muriel G Leahy, <i>Grover Cleveland High School, NY</i>	2004	Anne Mattina, <i>Stonehill College</i>
1958	Wiley C Bowyer, <i>Mineola Public Schools</i>	2005	Janie Harden Fritz, <i>Duquesne University</i>
1959	Harold M Scholl, <i>Montclair State College</i>	2006	Timothy Brown, <i>West Chester University</i>
1960	Helen M Donovan Fuelner, <i>Board of Education, NYC</i>		Anita Foeman, <i>West Chester University</i>
1961	Domis Plugge, <i>Hunter College</i>		Maurice Hall, <i>Villanova University</i>
1962	William A Behl, <i>Brooklyn College, CUNY</i>	2007	Kevin Pearce, <i>Bryant College</i>
1963	Paul L Brownstone, <i>Brooklyn College, CUNY</i>	2008	Janie Harden Fritz, <i>Duquesne University</i>
1964	Audrey O'Brien, <i>St. John's University</i>	2009	William Cowen, <i>Villanova University</i>
1965	John E Lent, <i>Bureau of Sp. Improvement, New York City</i>		Bryan Cable, <i>Villanova University</i>
1966	Bernard McCabe, <i>St. John's University</i>		Joy Cypher, <i>Rowan University</i>
1967	Thomas D Houchin, <i>St. John's University</i>	2010	Leeanne M Bell, <i>Stevenson University</i>
1968	Beatrice G Ferrante, <i>St. John's University</i>	2011	Monica Brasted, <i>The College at Brockport, SUNY</i>
1969	James R Johnson, <i>Brooklyn College, CUNY</i>		Catherine Karl Wright, <i>George Mason University</i>
1970	Fergus G Currie, <i>Knoxville, Tennessee</i>		Kristen Willett, <i>George Mason University</i>
1971	Mary Pettas, <i>New York University</i>	2012	Tobi Mackler, <i>Montgomery County Community College</i>
1972	Philip P Amato, <i>Emerson College</i>		Rita Rosenthal, <i>Boston College</i>
1973	Geraldine Chapey, <i>Bureau of Sp. Improvement, New York City</i>	2013	Monica Waugh-Benton, <i>Duquesne University</i>
1974	Andrew D Wolvin, <i>University of Maryland</i>	2014	Christopher Morse, <i>Bryant University</i>
1975	Peggy Rypsam, <i>Iona College</i>	2015	Hans C Schmidt, <i>Brandywine University</i>
1976	Gladys I Ritchie, <i>Pennsylvania State University</i>	2016	Leeanne Bell McManus, <i>Stephenson University</i>
1977	Charles E Parkhurst, <i>Brooklyn College, CUNY</i>		Katherine S Thweatt, <i>State University of New York, Oswego</i>
1978	Marilyn Lewis-Scott, <i>Emerson College</i>	2017	Jason Edwards, <i>Bridgewater State University</i>
1979	Warren O Richardson, <i>Villanova University</i>		Angela Cooke-Jackson, <i>Emerson College</i>
1980	Marlene S Cowan, <i>Towson State University</i>	2018	Janie Harden Fritz, <i>Duquesne University</i>
1981	Peggy Ann Madden, <i>North Hills High School, PA</i>		Chip Rouse, <i>Stevenson University</i>
1982	Paul Wenger, <i>Central Connecticut State College</i>	2019	Mary C Toale, <i>State University of New York, Oswego</i>
1983	Paul Scovell, <i>Salisbury State University</i>		Julie Volkman, <i>Bryant University</i>
1984	Murray M Halfond, <i>Temple University</i>	2020	Sara LaBelle, <i>Chapman University</i>
1985	Beatrice Schultz, <i>University of Rhode Island</i>		Leeanne Bell McManus, <i>Stevenson University</i>
1986	Edward Streb, <i>Glassboro State College</i>	2021	Susan Mancino, <i>St. Mary's University</i>
1987	Jack A Barwind, <i>Syracuse University</i>	2022	Melanie Laliker, <i>Bridgewater College</i>
1988	Brenda Logue, <i>Towson State University</i>		Tracey Holden, <i>University of Delaware</i>
1989	Peggy Klein, <i>Salisbury State University</i>	2023	Jordan Atkinson, <i>University of Kansas</i>
1990	Teresa L Nance, <i>Villanova University</i>		Leeanne Bell McManus, <i>Stevenson University</i>
1991	Harvey R Kelly, Jr., <i>Pennsylvania State University, Beaver</i>	2024	Tammy Bulger, <i>University of North Carolina Wilmington</i>
1992	Rebecca Lockridge, <i>University of Southern Maine</i>		Dawn Pfeifer Reitz, <i>Penn State Berks</i>
1993	Joan O'Mara, <i>University of Hartford</i>		Celeste Wells, <i>Boston College</i>
1994	Janette Kenner Muir, <i>George Mason University</i>	2025	Stephen Kromka, <i>University of Tampa</i>
1995	Ruth Ann Zupan, <i>Westmoreland County Community College</i>		Zachary Carr, <i>University at Buffalo</i>
1996	Judythe Isserlis, <i>Iona College</i>		



SECRETARIES & TREASURERS

Secretary

1911-1912 Frederic A Child, *University of Pennsylvania*

Secretary-Treasurer

1913 John W Wetzel, *Yale University*

1914 James M O'Neil, *Dartmouth College & University of Wisconsin*

1915 Wilbur Jones Kay, *Washington & Jefferson College*

1916-1919 Warren C Shaw, *Dartmouth College*

1920-1921 John Dolman Jr., *University of Pennsylvania*

1922 Elizabeth Avery, *Smith College*

1923-1924 Brother Bonaventure Thomas, *Manhattan College*

1925-1927 Mary B Cochran, *Vassar College*

1928-1929 Mary Thornton Harvey, *Hunter College*

1930 Sarah M Stinchfield, *Mount Holyoke College*

1931 Charles Kenneth Thomas, *Columbia University*

1932 Jane Dorsey Zimmerman, *Columbia University*

1933-1934 Margaret Mary McCarthy, *Brooklyn College*

1935-1936 Charles A Fritz, *New York University*

1937-1938 Joseph F O'Brien, *Pennsylvania State College*

1939-1940 Agnes Allardyce, *Queens College*

1941-1942 Lester Thonssen, *City College, New York*

1943-1946 George V Gohman, *Dartmouth College*

1947-1948 Marvin G Bauer, *Brooklyn College*

1949-1950 Earl H Ryan, *City College, New York*

EXECUTIVE SECRETARIES

1951-1952	Ralph N Schmidt, <i>Syracuse University</i>	1980-1983	Caroline Drummond Ecroyd, <i>Temple University</i>
1953-1954	Gordon F Hostettler, <i>Temple University</i>	1983-1986	Warren O Richardson, <i>Villanova University</i>
1955-1958	Paul D Holtzman, <i>Pennsylvania State University</i>	1986-1989	Gerald Lee Ratliff, <i>Montclair State University</i>
1958-1960	Wiley C Bowyer, <i>Mineola N.Y. Public Schools</i>	1989-1991	John J Makay, <i>State University of New York, Geneseo</i>
1961-1963	Thoburn V Barker, <i>Lehigh University</i>	1991-1992	Joseph A Bulsys, <i>State University of New York, Geneseo</i>
1964-1965	Burton H Byers, <i>Queens College, CUNY</i>	1992-1995	Jerry L Allen, <i>University of New Haven</i>
1966-1967	Harold E Nelson, <i>Pennsylvania State University</i>	1995-1998	Kathleen M Long, <i>West Virginia Wesleyan College</i>
1968-1969	Coleman C Bender, <i>Emerson College</i>	1998-1999	Paul E Scovell, <i>Salisbury State University</i>
1970	Thomas D Houchin, <i>St. John's University</i>	2000-2001	Candice Thomas Maddox, <i>Ohio University, Lancaster</i>
1971-1973	William K Price, <i>University of Massachusetts</i>		
1974-1977	Richard Bailey, <i>University of Rhode Island</i>		
1978-1980	Carolyn Del Polito, <i>West Chester University</i>		

EXECUTIVE DIRECTORS

2001-2004	Candice Thomas-Maddox, <i>Ohio University-Lancaster</i>	2010-2016	Ronald C Arnett, <i>Duquesne University</i>
2004-2007	Danette Ifert Johnson, <i>West Virginia Wesleyan College/Ithaca College</i>	2016-2020	Cheryl Casey, <i>Champlain College</i>
2008-2010	Alfred G Mueller, <i>Pennsylvania State University, Mont Alto</i>	2020-present	Stacy Smulowitz, <i>University of Scranton</i>

JOURNAL EDITORS

Today's Speech

1953-1960	Robert T Oliver, <i>Pennsylvania State University</i>
1960-1964	William S Tacey, <i>University of Pittsburgh</i>
1964-1966	David C Phillips, <i>University of Connecticut</i>
1966-1968	Allan Kerstetter, <i>Syracuse University</i>
1968-1970	Michael Prosser, <i>State University of New York, Buffalo</i>
1971-1972	Eugene Vasilew, <i>State University of New York, Binghamton</i>
1972-1975	Herman Stelzner, <i>University of Massachusetts</i>

Communication Quarterly

1976-1978	Thomas W Benson, <i>Pennsylvania State University</i>
1979-1981	Lawrence R Wheeless, <i>West Virginia University</i>
1982-1984	Gerald M Phillips, <i>Pennsylvania State University</i>
1985-1987	James W Chesebro, <i>Queens College, CUNY</i>
1988-1990	Linda C Lederman, <i>Rutgers University</i>
1991-1993	Virginia P Richmond, <i>West Virginia University</i>
1994-1996	Raymie E McKerrow, <i>University of Maine</i>
1997	Melanie Booth-Butterfield, <i>West Virginia University</i>
1998-2000	John A Courtright, <i>University of Delaware</i>
2001-2003	Dale A Bertelsen, <i>Bloomsburg University</i>
2004-2006	Jerry L Allen, <i>University of New Haven</i>
2007-2009	Janette Kenner Muir, <i>George Mason University</i>
2010-2013	Trevor Parry-Giles, <i>University of Maryland</i>
2013-2015	Benjamin Bates, <i>Ohio University</i>
2015-2018	Pam Lanutti, <i>LaSalle University</i>
2018-2021	Chris Morse, <i>Bryant University</i>
2020-2024	Zac Johnson, <i>California State University, Fullerton</i>
2025-present	Hannah Ball, <i>Chapman University</i>

Communication Research Reports

1995	James C McCroskey, <i>West Virginia University</i>
1996-1998	Jerry L Allen, <i>University of New Haven</i>
1999-2001	Andrew S Rancer, <i>University of Akron</i>
2002-2004	John C Sherblom, <i>University of Maine</i>
2005-2007	Lisa Sparks, <i>George Mason University</i>
2008-2010	Wendy Samter, <i>Bryant University</i>
2011-2013	Theodore Avtgis, <i>Ashland University</i>
2014-2016	Don Stacks, <i>University of Miami</i>
2017-2019	Nicholas D Bowman, <i>West Virginia University</i>
2020-2022	Keith Weber, <i>Chapman University</i>
2023-present	Dave Keating, <i>University of New Mexico</i>

Qualitative Research Reports in Communication

2000-2002	Deborah Borisoff, <i>New York University</i>
	Dan F Hahn, <i>New York University</i>
2002-2005	Michael J Hostettler, <i>St. John's University</i>
2006-2009	Susan J Drucker, <i>Hofstra University</i>
2009-2011	Mark Hickson, III, <i>University of Alabama at Birmingham</i>
2012-2014	Janie Harden Fritz, <i>Duquesne University</i>
2015-2017	Annette Holba, <i>Plymouth State University</i>
2018-2020	Kristen Lynn Majocha, <i>University of Pittsburgh-Johnstown</i>
2020-2023	Inci Ozum Ucok-Sayrak, <i>Duquesne University</i>
2024-present	Angela Putman, <i>Penn State Brandywine</i>

ASSOCIATION AWARDS

Distinguished Service Award

1979	Carroll C Arnold, <i>Pennsylvania State University</i>
1980	Woffard G Gardner, <i>University of Maine</i>
1981	Wilbur E Gilman, <i>Queens College, CUNY</i>
1982	Robert T Oliver, <i>Pennsylvania State University</i>
1983	Everett Lee Hunt, <i>Swarthmore College</i>
1984	John F Wilson, <i>Herbert H Lehman College, CUNY</i>
1985	Paul D Holtzman, <i>Pennsylvania State University</i>
1986	Donald H Ecroyd, <i>Temple University</i>
1987	Jane Blankenship, <i>University of Massachusetts</i>
1988	Gerald M Phillips, <i>Pennsylvania State University</i>
1989	James W Chesebro, <i>SCA National Office</i>
1990	James C McCroskey, <i>West Virginia University</i>
1991	Raymie E McKerrow, <i>University of Maine</i>
1992	Linda C Lederman, <i>Rutgers University</i>
1993	Gerald Lee Ratliff, <i>Montclair State University</i>
1994	Virginia P Richmond, <i>West Virginia University</i>
1995	Jeanne M Lutz, <i>Pennsylvania State University</i>
1996	Dan F Hahn, <i>Florida Atlantic University</i>
1997	Thomas L Veenendall, <i>Montclair State University</i>
1998	Dale A Bertelsen, <i>Bloomsburg University</i>
1999	Sandra L Herndon, <i>Ithaca College</i>
2000	Jerry L Allen, <i>University of New Haven</i>
2001	Deborah Borisoff, <i>New York University</i>
2002	Gary Gumpert, <i>Communication Landscapers</i>
2003	Kathleen M Long, <i>West Virginia Wesleyan College</i>
2004	Jannette Kenner Muir, <i>George Mason University</i>
2005	Susan J Drucker, <i>Hofstra University</i>
2006	S. Diane McFarland, <i>Buffalo State College, SUNY</i>
2008	Nancy J Willets, <i>Cape Cod Community College</i>
2009	Mary L Kahl, <i>State University of New York, New Paltz</i>
2010	Jean Ann Strieff, <i>Oakland Catholic High School, PA</i>
2011	Donald A Fishman, <i>Boston College</i>
2012	Don M Boileau, <i>George Mason University</i>
2013	Candice Thomas-Maddox, <i>Ohio University</i>
2014	Tobi Mackler, <i>Montgomery County Community College</i>
2015	Richard West, <i>Emerson College</i>
2016	No award given
2017	Mary C Toale, <i>State University of New York, Oswego</i>
2018	No award given
2019	Ronald C. Arnett, <i>Duquesne University</i>
2020	Trevor Parry-Giles, <i>University of Maryland</i>
2021	Sara Chudnovsky-Weintraub, <i>Regis College</i>
2022	Janie Harden Fritz, <i>Duquesne University</i>
2023	Stacy Smulowitz, <i>University of Scranton</i>
2024	Katherine S. Thweatt, <i>SUNY, Oswego</i>

Past Presidents' / Officers' Award

1984	Kathleen Hall Jamieson, <i>University of Pennsylvania</i>
1984	Virginia P Richmond, <i>West Virginia University</i>
1985	Lois J Einhorn, <i>State University of New York, Binghamton</i>
1986	Joshua Meyrowitz, <i>University of New Hampshire</i>
1987	Lea P Stewart, <i>Rutgers University</i>
1988	Christopher L Johnstone, <i>Pennsylvania State University</i>
1989	Lynne Kelly, <i>University of Hartford</i>
1990	Andrew S Rancer, <i>Emerson College</i>
1990	Robert L Duran, <i>University of Hartford</i>
1991	Kristin Langellier, <i>University of Maine</i>
1991	Eric Peterson, <i>University of Maine</i>
1992	Melanie Booth-Butterfield, <i>West Virginia University</i>
1993	Deborah Borisoff, <i>New York University</i>
1994	Teresa A Nance, <i>Villanova University</i>
1995	Dale Herbeck, <i>Boston College</i>
1996	Molly Wertheimer, <i>Pennsylvania State University, Hazleton</i>
1997	Susan J Drucker, <i>Hofstra University</i>
1998	Star A Muir, <i>George Mason University</i>
1999	Richard L West, <i>University of Southern Maine</i>
2000	Mari Boor Tonn, <i>University of New Hampshire</i>
2001	Danette Ifert Johnson, <i>West Virginia Wesleyan College</i>
2002	Matthew M Martin, <i>West Virginia University</i>
2003	Lisa Marie Cuklanz, <i>Boston College</i>
2003	Ronald L Jackson, <i>Pennsylvania State University</i>
2004	Thomas Flynn, <i>Slippery Rock University</i>
2004	Timothy P Mottet, <i>Southwest Texas State University</i>
2005	No award given
2006	No award given
2007	Trevor Parry-Giles, <i>University of Maryland</i>
2008	Charles Morris, III, <i>Boston College</i>
2009	Timothy J Brown, <i>West Chester University</i>
2010	Mariam L Houser, <i>Texas State University- San Marcos</i>
2010	Theodore Avtgis, <i>West Virginia University</i>
2011	Benjamin R Bates, <i>Ohio University</i>
2012	Annette M Holba, <i>Plymouth State University</i>
2013	Keith Weber, <i>West Virginia University</i>
2014	No award given
2015	No award given
2016	No award given
2017	Kristen Campbell Eichhorn, <i>State University of New York, Oswego</i>
2018	Corey Liberman, <i>Marymount Manhattan College</i>
2019	No award given
2020	Christina Knopf, <i>State University of New York, Cortland</i>
2020	Susan Ward, <i>Delaware County Community College</i>
2021	Megan Dillow, <i>West Virginia University</i>
2022	Alan Goodboy, <i>West Virginia University</i>
2023	Timothy Barney, <i>University of Richmond</i>
2024	No award given

ASSOCIATION AWARDS

Article of the Year Award

- 2011** Greene, K., Campo, S., & Banerjee, S. C. (2010). Comparing normative, anecdotal, and statistical risk evidence to discourage tanning bed use. *Communication Quarterly*, 58, 111–132.
- 2012** DeTurk, Sara (2011). Allies in Action: The Communicative Experiences of People Who Challenge Social Injustice on Behalf of Others. *Communication Quarterly*, 59, 569 - 590.
- 2013** Cisneros, Josue David (2012). Reclaiming the Rhetoric of Reies López Tijerina: Border Identity and Agency in “The Land Grant Question”. *Communication Quarterly*, 60, pages 561-587
- 2014** Horan, Sean M. Horan & Melanie Booth-Butterfield (2013). Understanding the Routine Expression of Deceptive Affection in Romantic Relationships. *Communication Quarterly*, 61, pages 195-216.
- 2015** Annette Holba, *Plymouth State University*
- 2016** Sean M Horan & Peter Jesus Cruz Raposo, *Texas State University*
- 2017** Mary E. King (Bloomsburg University) & Jennifer A. Theiss (Rutgers University) "The Communicative and Physiological Manifestations of Relational Turbulence During the Empty-Nest Phase of Marital Relationships," *Communication Quarterly* 64(5)
- 2018** Heather J. Carmack, Zoey Bouchelle, Yasmin Rawlins, Jennifer Bennet, Caterina Hill & Nancy E. Oriol's "Mobilizing a Narrative of Generosity: Patient Experiences on an Urban Mobile Health Clinic" *Communication Quarterly* 65(4)
- 2019** Ryan Neville-Shepard (University of Arkansas) for "Containment Rhetoric and the Redefinition of Third Parties in the Equal Time Debates of 1959" (2018, *Communication Quarterly*, 66).
- 2020** Sara LaBelle & Hannah Ball (Chapman University) "College Student Goals in the Context of Prescription Stimulant Misuse: An Application of Goals-Plans-Action Theory" *Communication Quarterly* 67(1)
- 2021** Heather M. Stassen, *Cazenovia College*, and Benjamin R. Bates, *Ohio University* "Renewing Vows: A Diachronic Analysis of an Ideograph" *Qualitative Research Reports in Communication*, 21:1
- 2022** No Award Given
- 2023** Freddie J. Jennings, Kelsey Wexler, Gabrielle Willingham (University of Arkansas) & Kate Kenski (University of Arizona) "Fostering learning among women: The democratic outcomes of elaborative primes" *Communication Quarterly* 70(5)
- 2024** Gregory A. Cranmer, Spencer Peltz, Brandon Boatwright, Jimmy Sanderson, & Angeline Scheinbaum (Clemson University) "Athletes' Displaced Dissent on Social Media: Triggering Agents, Message Strategies, and User-Generated Responses" *Communication Quarterly* 71(4)

Applied Urban Communication Research Grant

- 2008** Lewis I Freeman, *Fordham University*
- 2009** No award given
- 2010** Alfred G Mueller II, *Mount Saint Mary College*
- 2011** Erik Garrett, *Duquesne University*
- 2012** Mary L Kahl, *State University of New York, New Paltz*
Douglas J Marshall, *Duquesne University*
- 2013** Allison Burr-Miller, *University of Massachusetts*
- 2014** Kristin Scott, *George Mason University*
- 2015** Susan Carr Mancino, *Duquesne University*
Hannah Cherico Karolak, *Duquesne University*
Rebecca Townsend, *Manchester Community College*
- 2016** No award given
- 2017** Caitlin Bruce, *University of Pittsburgh*
- 2018** Rebecca Townsend, *University of Hartford*
- 2019** Anna Pryzblyska, *University of Warsaw*
- 2020** Rachel Clancy, *Duquesne University*
- 2021** Max Renner, *Malloy College*
- 2022** Benjamin R. Bates, *Ohio University*
- 2023** Yongjun Shin, *Bridgewater State University*
- 2024** Megan L. Pietruszewski Norman, *Pennsylvania State University*

Centennial Scholarship

- 2009** Amanda Gresens, *University of Memphis*
Sean Horan, *West Virginia University*
- 2010** Timothy Barney, *University of Maryland*
Jennifer Tyrawski, *University of Delaware*
Kaylea Livingston, *Ohio University*
- 2011** Theresa Donofrio, *University of Maryland*
Sean Luechtefeld, *University of Maryland*
- 2012** Alison Novak, *Drexel University*
- 2013** Michael Steudeman, *University of Maryland*
- 2014** Stephanie Madden, *University of Maryland*
- 2015** Candace Parrish *Virginia Commonwealth University*
- 2016** T. Jake Dionne, *Syracuse University*
- 2017** Donica O'Malley, *University of Pittsburgh*
- 2018** Nicole Hudak, *Ohio University*
- 2019** Trevor Kauer, *Texas State University*
- 2020** None awarded
- 2021** Hannah Jones, *Rutgers University*
- 2022** Victoria Ledford, *University of Maryland*
- 2023** Michael Kearney, *Duquesne University*
Hanna Birenbaum, *Fairfield University*
- 2024** Cailin M. Kuchenbecker, *Chapman University*
Sophie Bates, *James Madison University*

James W. Chesebro Award

- 2022** Dr. Ololade Afolabi, *Sacred Heart University*
- 2023** No Award Given
- 2024** No Award Given

Richard E. Vatz Agenda-Spin Award

- 2023** Paula Youra, *University of Lynchburg*
- 2024** Nwoko Onyinyechi Beatrice, *Texas Tech University*

ECA Legacy Award for Distinguished IDEA Scholarship

- 2023** Ronald L. Jackson, II, *University of Cincinnati*
- 2024** No Award Given

ASSOCIATION AWARDS

Donald Ecroyd and Caroline Drummond Ecroyd Award

1989	Diane O Casagrande, <i>West Chester University</i>
1990	Marlene Cowan, <i>Towson State University</i>
1991	C. Jack Orr, <i>West Chester University</i>
1992	Linda C Lederman, <i>Rutgers University</i>
1993	Virginia P Richmond, <i>West Virginia University</i>
1994	Anita K Foeman, <i>West Chester University</i> Thomas L Veenendall, <i>Montclair State University</i>
1995	Teresa A Nance, <i>Villanova University</i>
1996	Mary Mino, <i>Pennsylvania State University, DuBois</i>
1997	Melanie Booth-Butterfield, <i>West Virginia University</i>
1998	Deborah Borisoff, <i>New York University</i>
1999	Sandra L Herndon, <i>Ithaca College</i>
2000	Theodore Otto Windt, Jr., <i>University of Pittsburgh</i>
2001	Floyd D Anderson, <i>State University of New York, Brockport</i>
2002	Mari Boor Tonn, <i>University of Maryland</i>
2003	Candice Thomas-Maddox, <i>Ohio University, Lancaster</i>
2004	Lawrence J Prelli, <i>University of New Hampshire</i>
2005	Donna Kowal, <i>State University of New York, Brockport</i>
2006	Bonnie Jefferson, <i>Boston College</i>
2007	Ann Bainbridge Frymier, <i>Miami University</i>
2008	James Chesebro, <i>Ball State University</i>
2009	Melissa Bekelja Wanzer, <i>Canisius College</i>
2010	Janette Kenner Muir, <i>George Mason University</i>
2011	Susan Drucker, <i>Hofstra University</i>
2012	No award given
2013	Alfred G Mueller, II, <i>Mount St. Mary's University</i>
2014	Sara Chudnovsky Weintraub, <i>Regis College</i>
2015	No award given
2016	Andrew Wolvin, <i>University of Maryland</i>
2017	Kristen Lynn Majocha, <i>University of Pittsburgh at Johnstown</i>
2018	No Award Given
2019	Tim Barney, <i>University of Richmond</i> Nancy Willets, <i>Cape Cod Community College</i>
2020	None awarded
2021	Mark Hickson, <i>University of Alabama, Birmingham</i>
2022	Leeanne Bell McManus, <i>Stevenson University</i> Susan Wiczorek, <i>University of Pittsburgh at Johnstown</i>
2023	Janie M. Harden Fritz, <i>Duquesne University</i>
2024	No Award Given

Everett Lee Hunt Award

1986	W. Barnett Pearce, <i>University of Massachusetts</i>
1987	Peter Kane, <i>State University of New York, Brockport</i>
1988	Takis Poulakos, <i>University of Iowa</i>
1989	James W Chesebro, <i>SCA National Office</i>
1990	Lawrence Prelli, <i>University of New Hampshire</i>
1991-1992	Theodore Otto Windt, Jr., <i>University of Pittsburgh</i>
1993	Lois J Einhorn, <i>State University of New York, Binghamton</i>
1994	John C Adams and Stephen Yarbrough, <i>Syracuse University</i>
1995	Herman Cohen, <i>Pennsylvania State University</i>
1996	John Poulakos, <i>University of Pittsburgh</i> Aaron Gresson, III, <i>Pennsylvania State University</i>
1997	James W Chesebro, <i>Indiana State University</i> Dale A Bertelsen, <i>Bloomsburg University</i>
1998	Dan F Hahn, <i>New York University</i>
1999	Robert T Oliver, <i>Pennsylvania State University</i>
2000	Ronald L Jackson, II, <i>Pennsylvania State University</i> Richard A Katula, <i>Northeastern University</i>
2001	Lisa M Cuklanz, <i>Boston College</i>
2002	Nola J Heidlebaugh, <i>State University of New York, Oswego</i>
2003	Shawn Parry-Giles, <i>University of Maryland</i> Trevor Parry-Giles, <i>University of Maryland</i>
2004	Thomas Benson, <i>Pennsylvania State University</i>
2005	Ekaterina Haskins, <i>Rensselaer Polytechnic Institute</i>
2006	Ronald C Arnett, <i>Duquesne University</i>
2007	Ronald L Jackson, <i>Pennsylvania State University</i>
2008	Charles Morris, III, <i>Boston College</i>
2010	Christopher L Johnstone, <i>Pennsylvania State University</i>
2011	Ronald J Zboray and Mary Saracino Zboray, <i>University of Pittsburgh</i>
2012	Samuel McCormick, <i>Purdue University</i>
2013	Ronald C Arnett, <i>Duquesne University</i> Annette M Holba, <i>Plymouth State University</i>
2014	Janie Harden Fritz, <i>Duquesne University</i>
2015	Jim A Kuypers, <i>Virginia Tech</i>
2016	Thomas Benson, <i>Pennsylvania State University</i>
2017	Donna M Kowal, <i>State University of New York, Brockport</i>
2018	Jessica M Fishman, <i>University of Pennsylvania</i>
2019	Michele Kennerly, <i>Penn State University</i>
2020	Ozum Ucok-Sayrak, <i>Duquesne University</i>
2021	None awarded
2022	Annette Holba, <i>Plymouth State University</i>
2023	James L. Kastely, <i>University of Houston</i>
2024	No Award Given

ECA DISTINGUISHED RESEARCH FELLOWS

1996	Carroll C Arnold, <i>Pennsylvania State University</i> Jane Blankenship, <i>University of Massachusetts</i> James W Chesebro, <i>Indiana State University</i> Dan F Hahn, <i>New York University</i> James C McCroskey, <i>West Virginia University</i> Virginia P Richmond, <i>Kent State University</i>	2008	Lynne Kelly, <i>University of Hartford</i> Richard West, <i>Emerson College</i>
1997	Deborah Borisoff, <i>New York University</i> Raymie E McKerrow, <i>Ohio University</i> Andrew S Rancer, <i>University of Akron</i>	2009	Judith Trent, <i>University of Cincinnati</i> Lester Olson, <i>University of Pittsburgh</i> Matt Marlin, <i>West Virginia University</i> No award given
1998	Thomas W Benson, <i>Pennsylvania State University</i> Herman Cohen, <i>Pennsylvania State University</i> Richard B Gregg, <i>Pennsylvania State University</i> Gary Gumpert, <i>Queens College, CUNY</i> Kathleen H Jamieson, <i>University of Pennsylvania</i> Robert P Newman, <i>University of Pittsburgh</i> Herman Stelzner, <i>University of Massachusetts</i> Theodore O Windt, Jr, <i>University of Pittsburgh</i>	2010 2011 2012 2013	Theodore A Avtgis, <i>Ashland University</i> Benjamin R Bates, <i>Ohio University</i> Judy C Pearson, <i>North Dakota State University</i> Melissa Bekelja Wanzer, <i>Canisius College</i> Keith Weber, <i>West Virginia University</i> Janie Harden Fritz, <i>Duquesne University</i> Rebecca Chory, <i>West Virginia University</i> John Courtright, <i>University of Delaware</i> Pamela Lannutti, <i>La Salle University</i> Marian L Houser, <i>Texas State University - San Marcos</i> Alan K Goodboy, <i>West Virginia University</i> No award given
1999	Robert T Oliver, <i>Pennsylvania State University</i> Ronald F Reid, <i>University of Massachusetts</i> Eugene White, <i>Pennsylvania State University</i>	2014 2015 2016	Jason Edwards, <i>Bridgewater State University</i> Sean Horan, <i>Fairfield University</i> Scott A Myers, <i>West Virginia University</i>
2000	James F Klumpp, <i>University of Maryland</i>	2017 2018	Timothy J. Brown, <i>Queens University of Charlotte</i> Lance Strate, <i>Fordham University</i> Timothy Barney, <i>University of Richmond</i> Megan Dillow, <i>West Virginia University</i> Christina Knopf, <i>SUNY, Cortland</i> Thomas Nakayama, <i>Northeastern University</i>
2001	Lois Einhorn, <i>State University of New York, Binghamton</i> Linda C Lederman, <i>Rutgers University</i>	2019 2020	Marianne Dainton, <i>La Salle University</i> Annette Holba, <i>Plymouth State University</i> Lisa Gring-Premble, <i>George Mason University</i> Kenneth Lachlan, <i>University of Connecticut</i> Jennifer Waldeck, <i>University of Georgia</i> Charles J. Wigley III, <i>Canisius College</i>
2002	Jerry L Allen, <i>University of New Haven</i> Susan J Drucker, <i>Hofstra University</i> Mark L Hickson, III, <i>University of Alabama</i>	2021 2022	Rukhsana Ahmed, <i>University at Albany, SUNY</i> Theodore Sheckels, <i>Randolph-Macon College</i>
2003	No award given	2023 2024	
2004	William J Starosta, <i>Howard University</i>		
2005	Melanie Booth-Butterfield, <i>West Virginia University</i> Kathleen Kendall, <i>University of Maryland</i> Lea P Stewart, <i>Rutgers University</i>		
2006	Ronald L Jackson II, <i>Pennsylvania State University</i>		
2007	Mari Borr Tonn, <i>University of Maryland</i> Don Stacks, <i>University of Miami</i> Ronald C Arnett, <i>Duquesne University</i>		

ECA DISTINGUISHED TEACHING FELLOWS

1996	Deborah Borisoff, <i>New York University</i> Linda C Lederman, <i>Rutgers University</i> Teresa A Nance, <i>Villanova University</i> Robert T Oliver, <i>Pennsylvania State University</i> Virginia P Richmond, <i>West Virginia University</i> Theodore O Windt, Jr., <i>University of Pittsburgh</i> Darlyn R Wolvin, <i>Prince George's Community College</i>	2012	Jason S Wrench, <i>State University of New York, New Paltz</i> Janie Harden Fritz, <i>Duquesne University</i>
1997	Jerry L Allen, <i>University of New Haven</i> Dale Bertelsen, <i>Bloomsburg University</i> Dan F Hahn, <i>New York University</i> James C McCroskey, <i>West Virginia University</i> Mary Mino, <i>Pennsylvania State University, DuBois</i>	2013	Theodore A Avtgis, <i>Ashland University</i> Cindy M Lont, <i>George Mason University</i> Judy C Pearson, <i>North Dakota State University</i>
1998	Jane Blankenship, <i>University of Massachusetts</i> James W Chesebro, <i>Indiana State University</i> Joseph DeVito, <i>Hunter College</i> Jeanne M Lutz, <i>Pennsylvania State University</i> Raymie E McKerrow, <i>Ohio University</i> Gerald Lee Ratliff, <i>SUNY Potsdam</i>	2014	Ann Bainbridge Frymier, <i>Miami University</i> Matthew J Smith, <i>Wittenberg University</i> Lynne Kelly, <i>University of Hartford</i>
1998	Andrew D Wolvin, <i>University of Maryland</i>	2015	Joy M Cypher, <i>Rowan University</i> Trevor S Parry-Giles, <i>University of Maryland</i>
1999	Sandra L Herndon, <i>Ithaca College</i> Agnes Doody, <i>University of Rhode Island</i> Lois J Einhorn, <i>State University of New York, Binghamton</i> Don M Boileau, <i>George Mason University</i>	2016	Mary C Toale, <i>State University of New York, Oswego</i> Benjamin R Bates, <i>Ohio University</i> Gary Gumpert, <i>Urban Communication Foundation</i> Dale Herbeck, <i>Northeastern University</i> Andrew Rancer, <i>University of Akron</i> Ted Sheckels, <i>Randolph-Macon College</i> Sara Weintraub, <i>Regis University</i> Nancy Willets, <i>Cape Cod Community College</i>
2000	Kathleen M Long, <i>West Virginia Wesleyan College</i> Mary L Kahl, <i>State University of New York, New Paltz</i>	2017	Anne F Mattina, <i>Stonehill College</i> Scott A Myers, <i>West Virginia University</i> Keith Weber, <i>Chapman University</i> Kristen Campbell Eichhorn, <i>State University of New York, Oswego</i>
2001	Mark L Hickson, III, <i>University of Alabama</i>	2018	Timothy J. Brown, <i>Queens University of Charlotte</i> Thom Gencarelli, <i>Manhattan College</i> Leeanne Bell McManus, <i>Stevenson University</i> Star Muir, <i>George Mason University</i> Richard West, <i>Emerson College</i>
2002	Floyd D Anderson, <i>State University of New York, Brockport</i> Joan O'Mara, <i>University of Hartford</i>	2019	Kerry Byrnes-Loinette, <i>Collin College</i> Sean Horan, <i>Fairfield University</i> Steve Granelli, <i>Northeastern University</i> Corey Liberman, <i>Marymount Manhattan College</i> Annette Madlock Gatison, <i>Liberty University</i> Rebecca Townsend, <i>University of Hartford</i> Susan Ward, <i>Delaware County Community College</i>
2003	Mary Boor Tonn, <i>University of Maryland</i>	2020	Timothy Barney, <i>University of Richmond</i> Alan Goodboy, <i>West Virginia University</i> Tracey Holden, <i>University of Delaware</i> Andrew Spiedlenner, <i>California State University, San Marcos</i>
2004	Susan Drucker, <i>Hofstra University</i> Lea Stewart, <i>Rutgers University</i> Richard Vatz, <i>Towson University</i>	2021	Megan Dillow, <i>West Virginia University</i> Stephanie Verni, <i>Stevenson University</i> Valerie Schrader, <i>Penn State University, Schuylkill</i> Robin Smith Mathis, <i>Kennesaw State University</i> Jessica Papajcik, <i>Stark State College</i>
2005	Melanie Booth-Butterfield, <i>West Virginia University</i> Kathleen Kendall, <i>University of Maryland</i> Valerie Endress, <i>Rhode Island College</i>	2022	Megan Dillow, <i>West Virginia University</i> Stephanie Verni, <i>Stevenson University</i> Amanda McKendree, <i>University of Notre Dame</i> Lisa Gring-Pemle, <i>George Mason University</i> Dan Strasser, <i>Rowan University</i>
2006	No Award Given	2022	
2007	Jean Ann Streiff, <i>Oakland Catholic High School, PA</i> James Klumpp, <i>University of Maryland</i>	2023	
2008	Ronald C Arnett, <i>Duquesne University</i> Janette Kenner Muir, <i>George Mason University</i> Don W Stacks, <i>University of Miami</i>	2024	
2009	Michael Hostetler, <i>St. John's University</i> Danette Ifert Johnson, <i>Ithaca College</i> Candice Thomas-Maddox, <i>Ohio University, Lancaster</i> Melissa Wanzer, <i>Canisius College</i>		
2010	Thomas R Flynn, <i>Slippery Rock University</i> Ronald L Jackson, <i>University of Illinois at Urbana-Champaign</i>		
2011	Timothy Mottet, <i>University of Texas – Pan American</i> Bonnie Jefferson, <i>Boston College</i>		

ECA COMMITTEE OF SCHOLARS: 1980-2009

- 1980-1981** Dan F Hahn, *Queens College CUNY*
Jane Blankenship, *University of Massachusetts*
Donald H Ecroyd, *Temple University*
James C McCroskey, *West Virginia University*
- 1981-1982** Jeanne Lutz, *Pennsylvania State University*
Jane Blankenship, *University of Massachusetts*
Donald H Ecroyd, *Temple University*
James C McCroskey, *West Virginia University*
- 1982-1983** W. Barnett Pearce, *University Of Massachusetts*
Thomas W Benson, *Pennsylvania State University*
John F Wilson, *Herbert H Lehman College*
Donald P Cushman, *SUNY Albany*
Mark L Knapp, *University of Texas*
- 1983-1984** James W Chesebro, *Queens College CUNY*
Arthur P Bochner, *Temple University*
Herman Stelzner, *University of Massachusetts*
Andrew D Wolvin, *University of Maryland*
- 1984-1985** Linda C Lederman, *Rutgers University*
Raymond L Falcione, *University of Maryland*
Ron Johnson, *University of Massachusetts*
Gerald M Phillips, *Pennsylvania State University*
- 1985-1986** Floyd D Anderson, *State University of New York, Brockport*
Wilbur Samuel Howell, *Princeton University*
Christopher L Johnstone, *Pennsylvania State University*
Eric W Skopec, *Syracuse University*
- 1986-1987** Raymie E McKerrow, *University of Maine*
Sandra L (Fish) Herndon, *Ithaca College*
Gerard A Hauser, *Pennsylvania State University*
Theodore Otto Windt, Jr., *University of Pittsburgh*
- 1987-1988** Darlyn R Wolvin, *Prince George's Community College*
Jerry L Allen, *University of New Haven*
Lois J Einhorn, *State University of New York, Binghamton*
- 1988-1989** Virginia P Richmond, *West Virginia University*
Lynne Kelly, *University of Hartford*
James F Klumpp, *University of Maryland*
Jack A Barwind, *Syracuse University*
- 1989-1990** Barbara M Montgomery, *University of New Hampshire*
Andrew S Rancer, *University of Akron*
Robert E Sanders, *SUNY Albany*
Lea P Stewart, *Rutgers University*
- 1990-1991** Sandra L Herndon, *Ithaca College*
Gary Gumpert, *Queens College CUNY*
Kathleen E Kendall, *State University of New York, Albany*
Lyndrey A Niles, *Howard University*
- 1991-1992** Deborah F Atwater, *Pennsylvania State University*
John Poulakis, *University of Pittsburgh*
Lawrence Prelli, *University of New Hampshire*
Orlando Taylor, *Howard University*
- 1992-1993** Gerald Lee Ratliff, *Montclair State University*
Joseph DeVito, *Hunter College*
Robert L Duran, *University of Hartford*
Joan Gorham, *West Virginia University*
- 1993-1994** Alison Alexander, *University of Georgia*
Carolyn Anderson, *University of Massachusetts*
Susan Drucker, *Hofstra University*
Stuart Sigman, *University of Albany, SUNY*
- 1994-1995** Thomas L Veenendall, *Montclair State University*
Marjorie C Feinstein, *College of St. Elizabeth*
Richard West, *University of Southern Maine*
Rod Carveth, *Worcester State College*
- 1995-1996** Harvey R Kelly Jr., *Pennsylvania State University, Beaver*
Diane O Casagrande, *West Chester University*
Myrna Foster-Kuehn, *Clarion University*
Janette Kenner Muir, *George Mason University*
- 1996-1997** Dale A Bertelsen, *Bloomsburg University*
Jodi Cohen, *Ithaca College*
Anita K Foeman, *West Chester University*
Joe Gow, *Alfred University*
- 1997-1998** Deborah Borisoff, *New York University*
Steve Booth-Butterfield, *West Virginia University*
Raymie E McKerrow, *Ohio University*
Theodore O Windt Jr., *University of Pittsburgh*
- 1998-1999** Melanie Booth-Butterfield, *West Virginia University*
James Chesebro, *Indiana State University*
Ann Bainbridge Frymier, *Miami University*
John C Sherblom, *University of Maine*
- 1999-2000** Jerry L Allen, *University of New Haven*
Robert A Barraclough, *West Virginia University*
Danette E Ifert, *West Virginia Wesleyan College*
Mary Mino, *Pennsylvania State University DuBois*
- 2000-2001** Janette Kenner Muir, *George Mason University*
Mary L Kahl, *State University of New York, New Paltz*
James F Klumpp, *University of Maryland*
Mari Boor Tonn, *University of New Hampshire*
- 2001-2002** Susan J Drucker, *Hofstra University*
Donald Fishman, *Boston College*
Michael L Hecht, *Pennsylvania State University*
Alan M Rubin, *Kent State University*
- 2002-2003** Don M Boileau, *George Mason University*
Ronald C Arnett, *Duquesne University*
Alan M Rubin, *Kent State University*
Sara Weintraub Chudnovsky, *Regis College*
- 2003-2004** Ann Bainbridge Frymier, *Miami University*
James F Klumpp, *University of Maryland*
Mari Boor Tonn, *University of Maryland*
Keith D Weber, *West Virginia University*
- 2004-2005** Mary L Kahl, *State University of New York, New Paltz*
Michael J Hostetler, *St. John's University*
Rebecca B Rubin, *Kent State University*
Sandra J Sarkela, *SUNY Postdam*
- 2005-2006** Donald A Fishman, *Boston College*
Dale A Herbeck, *Boston College*
Elizabeth M Perse, *University of Delaware*
Lance Strate, *Fordham University*
- 2006-2007** John A Courtright, *University of Delaware*
Cary Wecht Horvath, *Youngstown State University*
Alfred G Mueller II, *Pennsylvania State-Mont Alto*
Wendy Samter, *Bryant University*
- 2007-2008** Ronald L Jackson, II, *University of Illinois*
Kathleen Glenister Roberts, *Duquesne University*
- 2008-2009** Richard West, *Emerson College*
Valerie Swarts, *Slippery Rock University*
Kristin Roesenthaler Wolfe, *Duquesne University*
Catherine Wright, *George Mason University*

ECA COMMITTEE OF SCHOLARS: 2009-2026

2009-2010	Sara Chudnovsky Weintraub, <i>Regis College</i> Don Boileau, <i>George Mason University</i> Janie Harden Fritz, <i>Duquesne University</i> Jeanne Pursuit, <i>University of North Carolina, Wilmington</i> Andrew Rancer, <i>University of Akron</i>	2016-2017	Mary C Toale, <i>State University of New York, Oswego</i> Nicholas David Bowman, <i>West Virginia University</i> Thom Gencarelli, <i>Manhattan College</i>
2010-2011	Candice Thomas-Maddox, <i>Ohio University, Lancaster</i> Theodore A Avtgis, <i>West Virginia University</i> Marian L Houser, <i>Texas State University-San Marcos</i> Matthew J Smith, <i>Wittenberg University</i>	2018-2019	Heather Stassen, <i>Cazenovia College</i> Jason Edwards, <i>Bridgewater State University</i> Hannah Ball, <i>Chapman University</i> Timothy J. Brown, <i>Queens University of Charlotte</i> Kerry Byrnes-LoINETTE, <i>Collin College</i>
2011-2012	Janie Harden Fritz, <i>Duquesne University</i> Benjamin R Bates, <i>Ohio University</i> Leeanne M Bell McManus, <i>Stevenson University</i> Timothy J Brown, <i>West Chester University</i> Annette M Holba, <i>Plymouth State University</i>	2019-2020	Janie Harden Fritz, <i>Duquesne University</i> Mathew Mancino, <i>Duquesne University</i> Chip Rouse, <i>Duquesne University</i> Stephanie Verni, <i>Stevenson University</i>
2012-2013	Cindy Lont, <i>George Mason University</i> Dale Herbeck, <i>Boston College</i> Lea P Stewart, <i>Rutgers University</i> Jason S Wrench, <i>State University of New York, New Paltz</i>	2020-2021 - 2021-2022 (served an additional year due to pandemic)	Cheryl Casey, <i>Champlain College</i> Angela Putman, <i>Penn State, Brandywine</i> Susan Mancino, <i>St. Mary's University</i> Matthew P. Mancino, <i>Indiana University South Bend</i> Dawn Pfeifer Reitz, <i>Penn State Berks</i>
2013-2014	Nancy J Willets, <i>Cape Cod Community College</i> Tobi Mackler, <i>Montgomery County Community College</i> Anne Mattina, <i>Stonehill College</i> Mary C Toale, <i>West Virginia Wesleyan College</i>	2022-2023	Megan Dillow, <i>West Virginia University</i> Kenneth Lachlan, <i>University of Connecticut</i> Charles Morris III, <i>Syracuse University</i>
2014-2015	Danette Ifert Johnson, <i>Ithaca College</i> Shinsuke Eguchi, <i>University of New Mexico</i> Christopher House, <i>Ithaca College</i> Colleen Malachowski, <i>Regis College</i>	2023-2024	Timothy J. Brown, <i>Eastern University</i> Amanda McKendree, <i>University of Notre Dame</i> Dan Strasser, <i>Rowan University</i>
		2024-2025	Leeanne Bell McManus, <i>Stevenson University</i> Tammy Bulger, <i>University of North Carolina Wilmington</i> Katherine Thweatt, <i>SUNY Oswego</i>
		2025-2026	



ECA ARCHIVISTS

1951-1978	Magdalene Emma Kramer, <i>Columbia University</i>	1992-2011	James W Chesebro, <i>Ball State University</i>
1978-1986	Clark S Marlor, <i>Adelphi University</i>	2012-Present	Trevor S Parry-Giles, <i>University of Maryland</i>
1987-1991	John F Wilson, <i>Herbert H Lehman College, CUNY</i>		

LIFE MEMBERS

Rukhsana Ahmed	Katie Dunleavy	Carrie Kennedy-Lightsey	Nora Radway Moore
Shaun Anderson	James Durbin	Mary King	Rana Ramadan
Katherine Armstrong	Gary Eckles	Christina Knopf	Virginia Richmond McCroskey
Ronald Arnett	Kristen Eichhorn	Kevin Knoster	Charles Roberts
Alberta Arnold	Lois Einhorn	Stephen Kromka	Rita Rosenthal
Jordan Atkinson	Isa Engleberg	Christine Kunkle	Katherine Rowan
Deborah Atwater	Lauren Fellers	Alexander Lancaster	Sarah Ryan
Anita Atwell Seate	Vicki Freimuth	Linda Costigan Lederman	Christina Saindon
Alysse Baker	Brandi Frisby	Samantha Leggett-Bradley	Zachary Sapienza
James Baker	Janie Harden Fritz	Bill Levering	Valerie Schrader
Benjamin Bates	Roger Gatchet	Paul Madlock	Matt Shin
Leeanne Bell McManus	Maxine Gesualdi	Annette Madlock Gatison	Robert Sidelinger
Jim Benjamin	Samaha Ghani	Jimmie Manning	Brent Sleasman
Thomas Benson	Lynn Gibbard	Daniel Mansson	Jason Snyder
Dale Bertelsen	Cerise Glenn	Matthew Martin	Xu Song
Jane Blankenship	Zachary Goldman	Calum Matheson	Lisa Sparks
Nicole Blau	Alan Goodboy	Robin Smith Mathis	John Splaine
Deborah Borisoff	Steven Granelli	Lynda McCroskey	Sydney Staggers
Dana Borzea	Robert Green	Rory McGloin	Casey Stratton
Maria Brann	Lisa Gring-Pemble	David McMahan	Jasmine Tan
Shannon Brogan	Kathleen Hall Jamieson	Robin Means Coleman	Candice Thomas-Maddox
Kathleen Brown	Maria Hannah	Matthew Meier	Mary Toale
Neil Butt	Beth Bonniwell Haslett	Maryann Messano-Ciesla	Rebecca Townsend
Kerry Byrnes-Loinette	Fran Hassencahl	Mary Mino	Sally Vogl-Bauer
Jacob Cayanus	Alan Heisel	Isabel Mirsky	Jennifer Waldeck
Kathleen Cesa	Sandra Herndon	Timothy Mottet	Michael Wallinger
Rebekah Chiasson	Tracey Holden	Alfred Mueller	Susan Ward
Jeffrey Child	Paula Hopeck	Janette Muir	Joe Wasserman
Andy Kai-chun Chuang	Sean Horan	Scott Myers	Keith Weber
Cathlin Clark-Gordon	Heath Howard	Tom Nakayama	Stephen Weinstock
Elizabeth Cohen	Danette Ifert Johnson	Marnel Niles Goins	Eric Weisman
Herman Cohen	Ronald Jackson II	Laura O'Connell	Julia Weiss
John Cole	Zac Johnson	Roxanne O'Connell	Molly Wertheimer
John Courtright	Doreen Jowi	Lester Olson	Richard West
Gregory Cranmer	Mary Kahl	Jessica Papajcik	Nancy Willets
Andrew Critchfield	Peter Kane	Trevor Parry-Giles	Kylie Wilson
Frank Dance	Katie Kang	Judy Pearson	David Woods
Warren Decker	Richard Katula	Jeanne Pursuit	Jason Wrench
Joseph DeVito	Ileen Kaufman	Dorman Picklesimer	Catherine Wright
L. Patrick Devlin	Colin Kearney	Sara Pitts	
Megan Dillow	Allan Kennedy	Rachael Purtell	

CONVENTION SITES 1959-2026

1959-71	New York, NY	1991	Pittsburgh, PA	2011	Arlington, VA
1972	Boston, MA	1992	Portland, ME	2012	Cambridge, MA
1973	New York, NY	1993	New Haven, CT	2013	Pittsburgh, PA
1974	Washington, DC	1994	Washington, DC	2014	Providence, RI
1975	New York, NY	1995	Pittsburgh, PA	2015	Philadelphia, PA
1976	Philadelphia, PA	1996	New York, NY	2016	Baltimore, MD
1977	New York, NY	1997	Baltimore, MD	2017	Boston, MA
1978	Boston, MA	1998	Saratoga Springs, NY	2018	Pittsburgh, PA
1979	Philadelphia, PA	1999	Charleston, WV	2019	Providence, RI
1980	Ocean City, MD	2000	Pittsburgh, PA	2020	<i>Canceled due to COVID-19 shutdowns (scheduled for Baltimore)</i>
1981	Pittsburgh, PA	2001	Portland, ME		<i>Virtual convention due to COVID-19 shutdowns (scheduled for Cambridge)</i>
1982	Hartford, CT	2002	New York, NY	2021	
1983	Ocean City, MD	2003	Washington, DC		
1984	Philadelphia, PA	2004	Boston, MA		
1985	Providence, RI	2005	Pittsburgh, PA		
1986	Atlantic City, NJ	2006	Philadelphia, PA	2022	Philadelphia, PA
1987	Syracuse, NY	2007	Providence, RI	2023	Baltimore, MD
1988	Baltimore, MD	2008	Pittsburgh, PA	2024	Cambridge, MA
1989	Ocean City, MD	2009	Philadelphia, PA	2025	Buffalo, NY
1990	Philadelphia, PA	2010	Baltimore, MD	2026	Pittsburgh, PA

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Call for Submissions

117th Eastern Communication Association Annual Convention

“Emergence”

Sheraton Station Square, Pittsburgh, PA

April 9 – April 12, 2026

Submission Deadline: October 19, 2025, 11:59pm PST

“The Steel City.” “The City of Bridges.” “The City of Champions.” “The Burgh.” “Dionde:gâ.” These phrases all name the place where the three rivers meet. This vibrant metropolis, now known as Pittsburgh, Pennsylvania has transformed countless times over thousands of years. The collapse of the steel industry in the 70s and 80s devastated the area. Tens of thousands of manufacturing jobs were lost, families left in droves looking for better opportunities, and widespread economic depression took hold. Over recent decades, however, Pittsburgh has emerged anew as a bustling hub for technology, healthcare, and education. Its affordability; robust sports culture; and bustling arts, entertainment, and food scenes have now made it one of the country’s “most livable” cities.

In recognition of the city’s rich history and evolution, “**Emergence**” has been chosen as the theme for the 2026 ECA Convention. This theme invites reflection on the emergence of new perspectives, enlightenment, or awakening; the rise of cultural or societal trends, movements, or norms; and the emergence of creative ideas, movements, or transformative works. I encourage submissions that creatively, innovatively, and openly engage with this theme, drawing on your unique experiences. I also encourage exploration of the following:

- How can/will/must our discipline emerge in the context of the current political landscape?
- What ideas, transformative works, and best practices are emerging in teaching, learning, practicing, researching, and theorizing? How should we respond?
- How can we best support our students as they emerge from academics?
- In what ways is our emergence as communication educators, researchers, and practitioners nurtured, encouraged, or strengthened? How can this be celebrated? Alternatively, in what ways is our emergence as communication educators, researchers, and practitioners impeded, stifled, or silenced? How should we respond?
- How can we encourage our own emergence within ourselves?
- What is *not emerging* that should, and what should we do about it?

The 2026 Convention will also feature CONNECT sessions. These sessions will be embedded in the program and are free and open to all members and attendees looking to build or strengthen connections within our association and membership. CONNECT sessions are sponsored by the Community College Interest Group. I am also excited to share that the 2026 Convention will be at a new venue. The Sheraton Station Square is situated on the Monongahela River in the South Shore neighborhood of Pittsburgh and offers impressive river and skyline views. Many restaurants and shops are within steps of the front door along with a parking garage, the Duquesne Incline, and the Station Square “T” stop.

I am honored to serve as your Primary Convention Planner and look forward to working with Interest Group planners, my Conference Planning team, and ECA leadership to offer a meaningful, beneficial, and invigorating convention. I hope to see you there!

Jessica L. Papajcik
Stark State College
ECAemergence2026@gmail.com

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