Accentuate The Positive

86th Annual Convention
Spokane, Washington
February 20-24
RED LION HOTEL AT THE PARK
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WSCA Officers, 2014-2015

President
Patricia O’Keefe

President-Elect
Paul Mongeau

First Vice-President
Mark Bergstrom

Second Vice-President
Brian Heisterkamp

Immediate Past President
Brian L. Ott

Executive Director
Heather Hundley
Welcome to Western!

“Eventually, all things merge into one, and a river runs through it. The river was cut by the world’s great flood and runs over rocks from the basement of time. On some of the rocks are timeless raindrops. Under the rocks are the words, and some of the words are theirs.”

Norman Maclean, A River Runs Through It.

The Western States Communication Association converges this year in the winter wonderland of Spokane, Washington. The roar of the Spokane River reminds us we commune with each other, we are guests in this moment of time. May our words create meaning and give voice to our thoughts that they too may become timeless raindrops.

President-Elect Paul Mongeau, Second Vice-President Brian Heisterkamp, the Interest Group Planners, and the local hosts from Gonzaga University work tirelessly to Spread joy up to the maximum and Bring gloom down to the minimum to serve up the theme of Accentuate the Positive. As Spokane translates to “Children of the Sun,” perhaps we can warm our souls in their playful banquet of offerings.

For those well-schooled in Western’s convention calendar as well as newcomers, the back of this program contains The Spokane Conference Trail, a space to record personal conference choices against the backdrop of the larger program of events. To embrace our informal credo of Work Hard, Play Hard, pencil in opportunities to create many Happy Trails. Exciting panels and events this year include a reflection of Charles R. Berger’s Uncertainty Reduction Theory, a celebration of Dawn O. Braithwaite’s scholarship, and a celebration of this year’s B. Aubrey Fisher Award (i.e., outstanding articles published in the Western Journal of Communication).

As you peruse this program I know you will find the depth and breadth of the field of communication represented. I also hope to see each of you dancing at the sock hop, dining at the convention luncheon, and joining me at the President’s Reception.

Here’s to gathering timeless raindrops at our 86th gathering in Spokane.

Cheers,

Patty O, WSCA President
(oh yeah, Zhe P. Gavel too!)
Special Thanks From
President-Elect and Primary Program Planner
Paul A. Mongeau

Although the epigram of *it takes a village to raise a child* is somewhat controversial, I know that it is absolutely true regarding putting on a conference. Considerable time and effort from many individuals goes into putting on a conference that goes unseen or unnoticed by most who attend it.

If you hang around WSCA long enough, you hear stories of how putting the program together works, but there’s nothing like experiencing it yourself. It has been my joy to work with a wonderful group of people to plan the program for WSCA’s 86th annual meeting in beautiful Spokane, Washington. First, many thanks go to the interest group program planners listed below. Without their hard work, this would be largely an empty program. Great thanks go also to the cadre of ASU graduate students (Lori Bednarchik, Mark Generous, James Stein, and Lisa van Raalte) who helped tremendously in the initial stages of developing this program. I also can’t express enough thanks to WSCA President, and last year’s primary program planner, Patty O’Keefe, for keeping me informed about the various stages of the program planning process. The same goes for the WSCA Executive Directors, both former (John Reinard) and current (Heather Hundley). Together, Patty, John, and Heather never tired of my endless program and conference questions (or never seemed to tire of them at least). The information and counsel they provided was consistently prompt, prodigious, and extremely helpful. The team of Zags from Gonzaga University and other local schools played a critically important role in putting on the conference. They deserve not only my thanks, but everyone’s. Finally, great thanks also go to my director at ASU’s Hugh Downs School of Human Communication, Linda Lederman, for her understanding of how much time it takes to produce the program.

Of course, there is much more to any WSCA conference than panels and academic discussion. Consistent with our credo of *Work Hard, Play Hard*, there are ample opportunities to commune with colleagues (past, present, and future) from the Opening Reception on Saturday evening to the Sock Hop on Sunday night, to the Conference Luncheon and President’s Reception on Monday, there are many opportunities to socialize, talk shop, and get to know new friends.

So here’s to #86. I hope that you enjoy the conference. All the best,

Paul Mongeau, WSCA President-Elect
General Information

REGISTRATION
Lobby Level

Friday 4:00pm - 8:00pm
Saturday 7:00am - 6:00pm
Sunday 7:00am - 6:00pm
Monday 7:00am - 11:30am

EXHIBIT AREA
Lobby Level

Saturday 12:00pm - 5:00pm
Sunday 8:00am - 5:00pm
Monday 8:00am - 5:00pm
# Convention Synopsis

## FRIDAY, FEBRUARY 20

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>PUBLICATIONS COMMITTEE</td>
<td>11:00am - 2:00pm</td>
<td>Boardroom I</td>
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<tr>
<td>FINANCE COMMITTEE</td>
<td>11:00am - 2:00pm</td>
<td>Boardroom II</td>
</tr>
<tr>
<td>EXECUTIVE COUNCIL</td>
<td>2:30pm - 10:00pm</td>
<td>Finch</td>
</tr>
<tr>
<td>REGISTRATION</td>
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## SATURDAY, FEBRUARY 21

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>REGISTRATION</td>
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<tr>
<td>UNDERGRADUATE SCHOLARS RESEARCH CONFERENCE</td>
<td>8:45am - 1:45pm</td>
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<td>WORKSHOPS</td>
<td>9:00am - 12:00pm</td>
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<td>WORKSHOPS</td>
<td>1:00pm - 4:00pm</td>
<td>Various</td>
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<tr>
<td>GRADUATE STUDENT WORKSHOP</td>
<td>2:00pm - 3:30pm</td>
<td>Ballroom B</td>
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<tr>
<td>GRADUATE PROGRAMS OPEN HOUSE</td>
<td>3:45pm - 5:00pm</td>
<td>Ballroom C</td>
</tr>
<tr>
<td>CONVENTION KICK-OFF</td>
<td>5:15pm - 6:30pm</td>
<td>Ballroom B</td>
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<tr>
<td>WELCOME RECEPTION</td>
<td>6:30pm - 8:00pm</td>
<td>Skyline I and II</td>
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<tr>
<td>EXECUTIVES CLUB SOCIAL</td>
<td>8:30pm - 10:00pm</td>
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## SUNDAY, FEBRUARY 22

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<tr>
<td>REGISTRATION</td>
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<tr>
<td>SUNDAY SUNRISE YOGA</td>
<td>7:30am - 8:30am</td>
<td>Cesare’s</td>
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<tr>
<td>BUSINESS MEETINGS</td>
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<tr>
<td>EDITORS’ REVIEW</td>
<td>8:30am-9:45am</td>
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<td>PANEL SESSION #2</td>
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<td>BUSINESS MEETINGS</td>
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<td>OFFICERS’ LUNCH</td>
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<td>MEMBERS SERVICES COMMITTEE</td>
<td>5:00pm-6:00pm</td>
<td>Boardroom I</td>
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<tr>
<td>SOCK HOP</td>
<td>9:00pm - 1:00am</td>
<td>Skyline I and II</td>
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**MONDAY, FEBRUARY 23**

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<td>MONDAY MORNING YOGA</td>
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<td>Cesare’s</td>
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<td>TIME &amp; PLACE COMMITTEE</td>
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<td>PANEL SESSION #7</td>
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<td>CONVENTION LUNCHEON</td>
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<td>Ballrooms B and C</td>
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<td>OFFICERS’ REVIEW</td>
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<td>Riverhaus</td>
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<td>PANEL SESSION #9</td>
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<td>LEGISLATIVE ASSEMBLY</td>
<td>7:00pm - 8:15pm</td>
<td>Ballroom A</td>
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<tr>
<td>PRESIDENT’S RECEPTION</td>
<td>9:00pm - 11:00pm</td>
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**TUESDAY, FEBRUARY 24**

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<td>EXECUTIVE COUNCIL</td>
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<tr>
<td>PANEL SESSION #11</td>
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Program Panels by Interest Group

Communication and Instruction: 3212, 3312, 3405, 3605, 3706, 3707, 3802, 4209, 4605, 4702, 4709, 5306

Communication Theory and Research: 3204, 3302, 3402, 3604, 4610, 5104

Community College: 3105, 3205, 3209, 3305, 3606, 3705, 3801, 3905, 4201, 4310, 4606, 5106, 5312

Environmental Communication: 3203, 3306, 3403, 3603, 3805, 4305, 4611, 4711, 5110, 5302

Freedom of Expression/Legal Communication: 3206, 3806, 3906, 4207

Health Communication: 3608, 3712, 3804, 3904, 4607

Intercultural Communication: 3212, 3309, 3609, 3701, 3808, 3908, 4208, 4306, 4308, 4603, 4703, 5307

Interpersonal Communication: 3207, 3311, 3411, 3608, 3811, 4208, 4210, 4308, 4612, 4710, 5105

Language and Social Interaction: 3111, 3211, 3304, 3602, 4211, 4311, 4609

Media Studies: 3208, 3308, 3408, 3601, 3711, 3807, 3810, 4202, 4212, 4301, 4608, 4712, 5107, 5111, 5303, 5311

Organizational Communication: 3102, 3202, 3306, 3712, 4206, 4304, 4701, 5109

ORWAC: 3307, 3607, 3702, 3710, 3712, 3812, 3912, 4704, 5103, 5309

Performance Studies: 3210, 3310, 3412, 3612, 3703, 3803, 4203, 4307, 4707, 5304, 5310

President-Elect: 3114, 3615, 3708, 3811, 4114, 4208, 4308, 4312, 4604

Rhetoric and Public Address: 3101, 3201, 3301, 3610, 3611, 3704, 3805, 3809, 4204, 4205, 4303, 4309, 4601, 4705, 4708, 5101, 5112, 5301, 5305

Western Forensics Association: 3303, 3709, 3907
Convention Program Planners

Primary Program Planner
Paul Mongeau, Arizona State University

Assistant Program Planners
Lori Bednarchik, Arizona State University
Mark Generous, Arizona State University
Lisa van Raalte, Arizona State University
James Stein, Arizona State University

Executive Director
Heather Hundley, California State University, San Bernardino

Assistant to the Executive Director
Jennifer Fowlie, California State University, San Bernardino

Undergraduate Scholars Research Conference
Brian Heisterkamp, California State University, San Bernardino

Communication and Instruction Interest Group
Heather Crandall, Gonzaga University

Communication Theory and Research Interest Group
Elizabeth Richard, St. Louis University

Community College Interest Group
Angela Holland, College of Southern Nevada, Charleston Campus

Environmental Communication Interest Group
Deborah Cox Callister, University of California, Berkeley

Executives Club
Janis Andersen, Emerson College and San Diego State University

Freedom of Expression and Legal Communication Interest Group
Joe Sery, Christopher Newport University

Health Communication Interest Group
Leslie Ramos Salazar, West Texas A&M University

Intercultural Communication Interest Group
Elizabeth Root, Oregon State University
Convention Program Planners (Continued)

Interpersonal Communication Interest Group
Colin Hesse, Oregon State University

Language and Social Interaction Interest Group
Jelena Petrovic, Stetson University

Media Studies Interest Group
Aaron Hess, Arizona State University

Organizational Communication Interest Group
Heather Canary, University of Utah

Organization for Research on Women and Communication
Katie Gibson, Colorado State University

Performance Studies Interest Group
Jeanine Mingè, California State University, Northridge

Rhetoric and Public Address Interest Group
Dana Cloud, University of Texas, Austin

Western Forensics Association Interest Group
Nicholas Russell, California State University, Long Beach
We are excited to offer you all the tantalizing things that Spokane has to offer for a great WSCA 2015 including art house theaters, bakeries and organic-type stores, micro-breweries, multiple college and professional sports, skiing, skating, *Auntie’s* (a fantastic bookstore), many great restaurants, and a mall with 20 theaters and lots of good shopping just across a bridge and through the park. Don't miss the fabulous Spokane Falls or catch a Zags or the Chiefs game. Downtown marks the beginning of a lot of wine-tasting tours, and the more recent brew tour called the Ale Trail. Spokane is also a communication hub for multiple media and other organizations. We are, of course, looking forward to meeting as many of you as we can so stop by and say hi!

We would like to thank the following schools, departments, groups, and individuals:

North Idaho College, Spokane Community College, Lewis and Clark State College, Eastern Washington University, and the Departments of Communication and Leadership Studies, Integrated Media Studies, Communication Studies, the Knights and Setons and Lambda Pi Eta Chapters at Gonzaga University, and Amy Cabe at Spokane Visitors Bureau.

**Local Host Committee Members:**

Jacqueline Batchelor  
Claudia Buccifiero  
Mike Carey and the Carey Family Players  
Teresa Crane  
Carolyn Cunningham  
Susan English  
Glenn Frappier  
David Givens  
Kathy Gustafson  
Mike Hazel  
Shelly Hepler  
Maureen Mahoney  
Josh Misner  
Kris Morehouse  
Tony Osborne  
Kipp Preble  
Dominique Scott  
Pavel Shlossberg  
Jeff Stafford  
Megan Taylor  
Rob Vogle

Also, the great musical talent of Broken Whistle and Spare Parts.
WSCA Executive Council, 2014-2015

President
Patricia O’Keefe, College of Marin

President-Elect
Paul Mongeau, Arizona State University

First Vice-President
Mark Bergstrom, University of Utah

Second Vice-President
Brian Heisterkamp, California State University, San Bernardino

Immediate Past President
Brian L. Ott, University of Colorado Denver

Executive Director
Heather Hundley, California State University, San Bernardino

Members-at-Large
Daniel R. DeChaine, California State University, Los Angeles
Tenzin Dorjee, California State University, Fullerton
Deanna Dannels, North Carolina State University
Robert G. Leonard, Sinclair College

Editor, Western Journal of Communication
Sharon Downey, California State University, Long Beach

Editor, Communication Reports
Rodney A. Reynolds, California Lutheran University
Jennifer Bevan - Editor Select, Chapman University

Editor, WSCA News
Christina G. Yoshimura, University of Montana

Speech Activities Coordinator
Robert Becker, Northwest College

President, Executives Club
Janis Andersen, Emerson College and San Diego State University

Publications Committee Chair
Leah Ceccarelli, University of Washington

Finance Committee Chair
Audrey Deterding, Northern Arizona University
WSCA Committees, 2014-2015

**Nominating Committee:** Brian L. Ott (Chair), Richie Neil Hao, Tara G. McManus, Amy Edwards, Michelle Holling, Stephanie E. Bor, Patrick Barton, Perry M. Pauley, Julia Khrebtan, and Richard Besel

**Finance Committee:** Audrey Deterding (Chair), Randy Lake, Lisa A. Flores, Mark Bergstrom, and Heather Hundley

**Publications Committee:** Leah Ceccarelli (Chair), Heather Canary, Kurt Lindemann, Sharon Downey, Rodney Reynolds, Christina Yoshimura, and Jennifer Bevan

**Time and Place Committee:** Stephen Littlejohn (Chair), Robert Stockton, San Bolkan, Robert Becker, and Heather Hundley

**Member Services Committee:** Jo Anna Grant (Chair), Sara Hayden, J. Jacob Jenkins, and Brian Heisterkamp

**Distinguished Service Award Committee:** Daniel R. DeChaine (Chair), Deanna Dannels, Janis Andersen, and Brian L. Ott

**Distinguished Teaching Award Committee:** Tenzin Dorjee (Chair), Toniesha Taylor, Robert G. Leonard, and Patrick Barton

**Model Communication Program Award Committee:** Robert G. Leonard (Chair), Tenzin Dorjee, Angela Holland, and Heather Crandall

**B. Aubrey Fisher Award Committee:** Bill Eadie (Chair), Eric Aoki, Heather Canary, Stephen John Hartnett, Sara Hayden, Josina Makau, and Sandra Metts

**Distinguished Scholar Award Committee:** Deanna Dannels (Chair), Kent A. Ono, Julie Delaney Shields, Dawn O. Braithwaite, and William F. Sharkey


**Representatives to the NCA Legislative Council:** Matthew Petrunia, Dana Cloud, and Robert Stockton.

**NCA Nominating Committee Representative:** Brian L. Ott

**NCA Spectra Advisory Board:** Greg Dickinson
WSCA Departmental Members
(as of December 2014)

Arizona State University
California State University, Bakersfield
California State University, Fresno
California State University, Fullerton
California State University, San Bernardino
California State University, San Marcos
Colorado State University
El Camino Community College
Saint Peter's University
San Jose State University
Santa Rosa Junior College
Texas State University San Marcos
University of Colorado, Boulder
University of New Mexico
University of Puget Sound
University of the Pacific
University of Texas at El Paso
University of Utah
Western State Colorado University
WSCA Life Members
(as of December 2014)

Katherine Adams, California State University, Fresno
Dennis Alexander, University of Utah
James A. Anderson, University of Utah
Robert K. Avery, University of Utah
Mark Bergstrom, University of Utah
Dawn O. Braithwaite, University of Nebraska-Lincoln
William Bray, San Francisco State University
Nancy Burroughs, California State University, Stanislaus
  Daniel Canary, Arizona State University
  Hilda Carpenter, Carpenter Consulting Associates
  David Chimovitz, Colorado Mountain College
  Robert Clark, University of Oregon
  Audrey Deterding, Indiana University Southeast
  Qingwen Dong, University of the Pacific
  Lisa Flores, University of Colorado
Douglas Fraleigh, California State University, Fresno
  Patricia M. Ganer, Cypress College
  James M. Gelwicks, Western College of Colorado
  Kimberly Barnett Gibson, St. Mary's University
Donna Gotch, California State University, San Bernardino
Jo Anna Grant, California State University, San Bernardino
Brian Heisterkamp, California State University, San Bernardino
  Susan A. Hellweg, San Diego State University
  Major John M. Hinck
  Tracey Quigley Holden, University of Delaware
  K.B. Hom, University of Utah
Heather Hundley, California State University, San Bernardino
  Ronald Jackson II, University of Illinois
Jeanne Krause, California State University, San Bernardino
  Erin D. McClellan, Boise State University
  John McClellan, Boise State University
  Suzanne McCorkle, Boise State University
  Paul A. Mongeau, Arizona State University
Shane Moreman, California State University, Fresno
Chevelle Newsome, California State University, Sacramento
  Patricia O'Keefe, College of Marin
  Brian L. Ott, University of Colorado Denver
Douglas Parry, University of Alaska, Anchorage
Sue D. Pendell, Colorado State University
Sandra Petronio, Indiana University-Purdue University Indianapolis
WSCA Life Members (continued)
(as of December 2014)

Rodney Reynolds, California Lutheran University
David R. Seibold, University of California, Santa Barbara
William Sharkey, University of Hawai‘i at Manoa
Malcolm O. Sillars, University of Utah
Stacey Sowards, University of Texas at El Paso
Robert Stockton, Katella High School
Marlene M. von Friederichs-Fitzwater, California State University, Sacramento
John L. Williams, California State University, Sacramento
Christina Yoshimura, University of Montana
Stacy Young, California State University, Long Beach
# WSCA Past Presidents

<table>
<thead>
<tr>
<th>Name</th>
<th>Year</th>
<th>School</th>
<th>Convention City</th>
<th>Conv. Date</th>
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<tbody>
<tr>
<td>Heather L. Hundley</td>
<td>2010</td>
<td>CSU San Bernardino</td>
<td>Monterey</td>
<td>Feb. 2011</td>
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<tr>
<td>Daniel J. Canary</td>
<td>2009</td>
<td>Arizona St.</td>
<td>Anchorage</td>
<td>Mar. 2010</td>
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<tr>
<td>Sue D. Pendell</td>
<td>2008</td>
<td>Colorado St.</td>
<td>Anchorage</td>
<td>Mar. 2010</td>
</tr>
<tr>
<td>Mary Jane Collier*</td>
<td>2006</td>
<td>U New Mexico</td>
<td>Seattle</td>
<td>Feb. 2007</td>
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<td>Mary Jane Collier</td>
<td>2005</td>
<td>U New Mexico</td>
<td>Palm Springs</td>
<td>Feb. 2006</td>
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<td>Myron W. Lustig</td>
<td>2004</td>
<td>San Diego St.</td>
<td>San Francisco</td>
<td>Feb. 2005</td>
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<tr>
<td>Connie Bullis</td>
<td>2003</td>
<td>U Utah</td>
<td>Albuquerque</td>
<td>Feb. 2004</td>
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<tr>
<td>Katherine Adams</td>
<td>2002</td>
<td>CSU Fresno</td>
<td>Salt Lake City</td>
<td>Feb. 2003</td>
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<tr>
<td>Sandra Petronio</td>
<td>2001</td>
<td>Wayne St.</td>
<td>Long Beach</td>
<td>Mar. 2002</td>
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<td>Dawn O. Braithwaite</td>
<td>2000</td>
<td>U Nebraska</td>
<td>Coeur d’Alene</td>
<td>Feb. 2001</td>
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<td>Dennis C. Alexander</td>
<td>1999</td>
<td>U Utah</td>
<td>Sacramento</td>
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<td>Jo Sprague</td>
<td>1986</td>
<td>San José St.</td>
<td>Salt Lake City</td>
<td>Feb. 1987</td>
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<td>John C. Hammerback</td>
<td>1983</td>
<td>CSU Hayward</td>
<td>Seattle</td>
<td>Feb. 1984</td>
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<tr>
<td>Name</td>
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<td>Carmendale Fernandes R. Wayne Pace</td>
<td>1978</td>
<td>Brigham Young</td>
<td>Los Angeles</td>
<td>Feb. 1979</td>
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<td>Lucy M. Keele</td>
<td>1977</td>
<td>CSU Fullerton</td>
<td>Phoenix</td>
<td>Nov. 1977</td>
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<td>Robert D. Kully</td>
<td>1976</td>
<td>CSU LA</td>
<td>San Francisco</td>
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<td>Eldon E. Baker</td>
<td>1975</td>
<td>U Montana</td>
<td>Seattle</td>
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<td>Walter R. Fisher</td>
<td>1974</td>
<td>USC</td>
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<td>John W. Keltner</td>
<td>1972</td>
<td>Oregon St.</td>
<td>Honolulu</td>
<td>Nov. 1972</td>
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<td>Donald J. Cameron</td>
<td>1971</td>
<td>CSU Northridge</td>
<td>Fresno</td>
<td>Nov. 1971</td>
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<td>James McBath</td>
<td>1969</td>
<td>USC</td>
<td>San Diego</td>
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<td>Harold Livingston</td>
<td>1968</td>
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<td>Salt Lake City</td>
<td>Nov. 1968</td>
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<td>Milton Dobkin</td>
<td>1967</td>
<td>Humboldt St.</td>
<td>Sacramento</td>
<td>Nov. 1967</td>
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<tr>
<td>Earl Cain</td>
<td>1966</td>
<td>CSU Long Beach</td>
<td>Seattle</td>
<td>Nov. 1966</td>
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<td>Halbert Greaves</td>
<td>1965</td>
<td>U Utah</td>
<td>Los Angeles</td>
<td>Mar. 1966</td>
</tr>
<tr>
<td>Ruth Jackson</td>
<td>1964</td>
<td>Palo Alto P. S.</td>
<td>Boulder</td>
<td>Apr. 1965</td>
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<tr>
<td>Joseph Wagner</td>
<td>1963</td>
<td>CSU Long Beach</td>
<td>San Francisco</td>
<td>Mar. 1964</td>
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<tr>
<td>John Wright</td>
<td>1962</td>
<td>CSU Fresno</td>
<td>Long Beach</td>
<td>Nov. 1962</td>
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<tr>
<td>Theodore O. H. Karl</td>
<td>1961</td>
<td>Pacific Lutheran</td>
<td>Fresno</td>
<td>Nov. 1961</td>
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<td>Lawrence Mouat</td>
<td>1960</td>
<td>San José St.</td>
<td>Corvallis</td>
<td>Nov. 1960</td>
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<tr>
<td>Johnnye Akin</td>
<td>1959</td>
<td>U Denver</td>
<td>Palo Alto</td>
<td>Nov. 1959</td>
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<tr>
<td>Upton Palmer</td>
<td>1958</td>
<td>UCSB</td>
<td>Salt Lake City</td>
<td>Nov. 1958</td>
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<tr>
<td>Kathleen Pendergast</td>
<td>1957</td>
<td>U Washington</td>
<td>Santa Barbara</td>
<td>Nov. 1957</td>
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<tr>
<td>Milton Dickens</td>
<td>1956</td>
<td>USC</td>
<td>Eugene</td>
<td>Aug. 1956</td>
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<tr>
<td>Wayne Eubank</td>
<td>1955</td>
<td>U New Mexico</td>
<td>Los Angeles</td>
<td>Dec. 1955</td>
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<tr>
<td>Alonzo Morley</td>
<td>1954</td>
<td>Brigham Young</td>
<td>Tucson</td>
<td>Nov. 1954</td>
</tr>
<tr>
<td>William McCoard</td>
<td>1953</td>
<td>USC</td>
<td>Fresno</td>
<td>Nov. 1953</td>
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## WSCA Past Presidents (continued)

<table>
<thead>
<tr>
<th>Name</th>
<th>Year</th>
<th>School</th>
<th>Convention City</th>
<th>Conv. Date</th>
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<tbody>
<tr>
<td>Susie S. Niles</td>
<td>1952</td>
<td>SLC P. S.</td>
<td>Denver</td>
<td>Nov. 1952</td>
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<tr>
<td>Roy D. Mahaffey</td>
<td>1951</td>
<td>Linfield College</td>
<td>San José</td>
<td>Nov. 1951</td>
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<tr>
<td>Norman Freestone</td>
<td>1950</td>
<td>Occidental</td>
<td>Santa Barbara</td>
<td>Nov. 1950</td>
</tr>
<tr>
<td>Virgil A. Anderson</td>
<td>1949</td>
<td>Stanford</td>
<td>San José</td>
<td>Nov. 1949</td>
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<td>Joseph H. Baccus</td>
<td>1948</td>
<td>U Redlands</td>
<td>Seattle</td>
<td>Nov. 1948</td>
</tr>
<tr>
<td>Robert D. Clark</td>
<td>1947</td>
<td>U Oregon</td>
<td>Salt Lake City</td>
<td>Dec. 1947</td>
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<tr>
<td>Mabel F. Gifford</td>
<td>1946</td>
<td>CA Dept of Education</td>
<td>San Francisco</td>
<td>Nov. 1946</td>
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<tr>
<td>Alan Nichols</td>
<td>1945</td>
<td>USC</td>
<td>Los Angeles</td>
<td>Apr. 1946</td>
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<tr>
<td>Horace G. Rahskopf</td>
<td>1944</td>
<td>U Washington</td>
<td>Divisional</td>
<td>Nov. 1944</td>
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<td>Earl W. Wells</td>
<td>1943</td>
<td>Oregon St.</td>
<td>Denver/Salem</td>
<td>Feb. 1944</td>
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<tr>
<td>T. Earl Pardoe</td>
<td>1942</td>
<td>Brigham Young</td>
<td>No Convention</td>
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<tr>
<td>Charles F. Lindsley</td>
<td>1941</td>
<td>Occidental</td>
<td>Salt Lake City</td>
<td>Nov. 1941</td>
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<tr>
<td>J. Richard Bietry</td>
<td>1940</td>
<td>U Colorado</td>
<td>Los Angeles</td>
<td>Nov. 1940</td>
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<tr>
<td>Elvena Miller</td>
<td>1939</td>
<td>Seattle P. S.</td>
<td>San Francisco</td>
<td>Nov. 1939</td>
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<tr>
<td>John L. Casteel</td>
<td>1938</td>
<td>U Colorado</td>
<td>Seattle</td>
<td>Nov. 1938</td>
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<tr>
<td>Elwood Murray</td>
<td>1937</td>
<td>U Denver</td>
<td>Denver</td>
<td>Nov. 1937</td>
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<td>Edward Z. Rowell</td>
<td>1936</td>
<td>U California</td>
<td>Pasadena</td>
<td>Nov. 1936</td>
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<tr>
<td>Joseph F. Smith</td>
<td>1935</td>
<td>U Utah</td>
<td>San Francisco</td>
<td>Nov. 1935</td>
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<td>E. Ray Nichols</td>
<td>1934</td>
<td>U Redlands</td>
<td>Salt Lake City</td>
<td>Nov. 1934</td>
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<td>Frederick W. Orr</td>
<td>1933</td>
<td>U Washington</td>
<td>Portland</td>
<td>Nov. 1933</td>
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<td>Ray K. Immel</td>
<td>1932</td>
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<td>Dec. 1932</td>
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<td>Lee Emerson Basset</td>
<td>1931</td>
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<td>Nov. 1931</td>
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<td>W. Arthur Cable</td>
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<td>San Francisco</td>
<td>Nov. 1930</td>
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<tr>
<td>W. Arthur Cable</td>
<td>1929</td>
<td>U Arizona</td>
<td>San Francisco</td>
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*But for her untimely death, Leah Vande Berg would have served as President in 2006.*
<table>
<thead>
<tr>
<th>Year</th>
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<th>Institution</th>
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<tr>
<td>2014</td>
<td>Sue D. Pendell</td>
<td>Colorado State University</td>
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<tr>
<td>2013</td>
<td>Janis Andersen</td>
<td>Emerson College</td>
</tr>
<tr>
<td>2012</td>
<td>Betsy W. Bach</td>
<td>University of Montana</td>
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<tr>
<td>2011</td>
<td>Robert K. Avery</td>
<td>University of Utah</td>
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<tr>
<td>2010</td>
<td>Myron W. “Ron” Lustig</td>
<td>San Diego State University</td>
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<tr>
<td></td>
<td>John Cagle</td>
<td>California State University, Fresno</td>
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<tr>
<td>2009</td>
<td>Jo Sprague</td>
<td>San José State University</td>
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<tr>
<td>2008</td>
<td>Peter A. Andersen</td>
<td>San Diego State University</td>
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<tr>
<td>2007</td>
<td>Dawn O. Braithwaite</td>
<td>University of Nebraska Lincoln</td>
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<tr>
<td>2006</td>
<td>Sandra Petronio</td>
<td>Indiana University-Purdue University Indianapolis</td>
</tr>
<tr>
<td>2005</td>
<td>Leah Vande Berg</td>
<td>California State University, Sacramento</td>
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<tr>
<td>2004</td>
<td>Kenneth Frandsen</td>
<td>University of New Mexico</td>
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<td>2003</td>
<td>Dennis Alexander</td>
<td>University of Utah</td>
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<td>2002</td>
<td>Lynn K. Wells</td>
<td>Saddleback College</td>
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<td>2001</td>
<td>William W. Wilmot</td>
<td>University of Montana</td>
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<td>2000</td>
<td>Jody Nyquist</td>
<td>University of Washington</td>
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<td>1999</td>
<td>David Natharius</td>
<td>California State University, Fresno</td>
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<td>1998</td>
<td>Robert Boren</td>
<td>Boise State University</td>
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<td>1997</td>
<td>Lucy Keele</td>
<td>California State University, Fullerton</td>
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<td>1996</td>
<td>John “Sam” Keltner</td>
<td>Oregon State University</td>
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<td>1995</td>
<td>Nancy G. McDermid</td>
<td>San Francisco State University</td>
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<td>1994</td>
<td>Thomas M. Scheidel</td>
<td>University of Washington</td>
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<td>1993</td>
<td>Jack A. Samosky</td>
<td>California State University, Hayward</td>
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<td>Malcolm O. Sillars</td>
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<td>Walter Fisher</td>
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<td>Gale Richards</td>
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<td>Robert Kully</td>
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<td>1987</td>
<td>B. Aubrey Fisher</td>
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<td>1986</td>
<td>Carmendale Fernandes</td>
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<td>Gertrude Baccus</td>
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<td>1985</td>
<td>Milton Dobkin</td>
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<td>Marcella Oberle</td>
<td>California State University, Los Angeles</td>
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<td>Year</td>
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<tr>
<td>1984</td>
<td>Fred McMahon</td>
<td>California State University, Northridge</td>
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<td>1983</td>
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<td>1982</td>
<td>Janet Bolton</td>
<td>University of Southern California</td>
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<tr>
<td>1981</td>
<td>Anthony Hillbruner</td>
<td>California State University, Los Angeles</td>
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<td>1980</td>
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<td>1979</td>
<td>Thorrell Fest</td>
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**Distinguished Teaching Award Recipients**

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<th>Year</th>
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<tr>
<td>2014</td>
<td>Jonathan Bowman</td>
<td>University of San Diego</td>
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<tr>
<td>2013</td>
<td>Stacey Sowards</td>
<td>University of Texas at El Paso</td>
</tr>
<tr>
<td>2012</td>
<td>Stephen John Hartnett</td>
<td>University of Colorado Denver</td>
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**WSCA Scholar Award Recipients**

<table>
<thead>
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<tr>
<td>2014</td>
<td>Dawn O. Braithwaite</td>
<td>University of Nebraska</td>
</tr>
<tr>
<td>2013</td>
<td>William R. Cupach</td>
<td>Illinois State University</td>
</tr>
<tr>
<td>2012</td>
<td>Peter A. Andersen</td>
<td>San Diego State University</td>
</tr>
<tr>
<td>2011</td>
<td>Sonja K. Foss</td>
<td>University of Colorado Denver</td>
</tr>
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<td>2010</td>
<td>Walter R. Fisher</td>
<td>University of Southern California</td>
</tr>
<tr>
<td>2009</td>
<td>Brian Spitzberg</td>
<td>San Diego State University</td>
</tr>
<tr>
<td>2008</td>
<td>Leslie Baxter</td>
<td>University of Iowa</td>
</tr>
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</table>
Friday
February 20, 2015
4:00 pm - 8:00 p.m.  REGISTRATION  Lobby Level

1115  PUBLICATIONS COMMITTEE
11:00 -2:00  Friday, February 20, 2015  Boardroom I

1116  FINANCE COMMITTEE
11:00 - 2:00  Friday, February 20, 2015  Boardroom II

1208  EXECUTIVE COUNCIL
2:30 - 10:00  Friday, February 20, 2015  Finch
2101 UNDERGRADUATE SCHOLARS RESEARCH CONFERENCE
8:45 - 1:45 Saturday, February 21, 2015 Ballrooms A, B, and D Audubon Manito

Sponsored by the Second Vice-President

Coordinator: Brian Heisterkamp, California State University, San Bernardino

Schedule:

8:45 - 9:00 – Welcome
9:15 - 10:15 – Panel Session 1
10:30 - 11:30 – Panel Session 2
11:30 - 12:15 - Break
12:15 - 1:15 – Panel Session 3
1:15 - 1:45 – Awards

2209 OPEN EDUCATION RESOURCES: THE NEW STUDENT LIBERATION MOVEMENT!
9:00 - 12:00 Saturday, February 21, 2015 Comstock

Presented by the President-Elect

The costs of education are rising. Many instructors would like to reduce textbook expense to make education more accessible. This workshop focuses on how adoption and adaptation of open education resources (OERs) can lower textbook costs without sacrificing student learning or quality of learning opportunities. Discussion will center on the development and adaptation of reading materials; assignment ideas and examples; and other instructor resources. The audience will receive public links to course materials that are customizable and ready to adopt in whole or in part. All levels of experience with OER are welcome, from novice to expert.

Workshop Leaders
Brent Adrian, Central Community College - Grand Island
Christie Fierro, Tacoma Community College

25
This workshop highlights lessons learned from our four-year communication- and community-based project focused both on coursework and community advocacy among a new immigrant community. Drawing from scholarship in intercultural, interpersonal, rhetoric and ethics, direct and highly personal activities will illustrate the power of language on self-concept as a springboard to discuss validation, forgiveness, and positive communication and coping skills. In this workshop, we seek to demonstrate the power of our discipline in adding to the capacity of a traditionally underserved community.

Workshop Leader:
Rebecca Avalos, University of Colorado, Boulder

This workshop invites participants to explore internatural communication in an environmental setting that invites human-animal interaction. We will travel to nearby River’s Wish Animal Sanctuary to provide service to the organization and engage in discussion and reflection both before and after the service. A van will depart from the conference hotel at noon and return by 4:00 p.m.

Workshop Leaders
Emily Plec, Western Oregon University
Julie Kalil Schutten, Northern Arizona University
Jennifer Schneider, Boise State University

Graduate teaching assistants and lecturers are increasingly becoming spokespeople for the communication discipline and, as such, face a number of challenges. Dannels (2014) encapsulated these challenges in 8 essential questions that new teachers ask. This workshop uses narratives from Dannels’ book to facilitate conversations about TA development and new TAs’
questions. Participants will be invited to articulate their own questions about teaching and TA development that will be discussed in the context of Dannels’ book. Discussion will also center on how instructional communication research can addressing these questions.

**Workshop Leaders:**

Deanna P. Dannels, North Carolina State University  
Ann Darling, University of Utah

2310  FROM DRAFTED TO CRAFTED: ACCENTUATING THE POSITIVE IN YOUR SCHOLARLY WRITING  
1:00 - 4:00  Saturday, February 21, 2015  
Corbin  
Presented by the President-Elect

In moving toward publication, it is difficult to transform text from readable to exemplary. Whether or not you desire that dissertation or top-paper award, this hands-on workshop will help you craft coherent and compelling work by becoming a more effective editor of your own writing. Specifically, this workshop will cover characteristics of effective writing within scholarly subfields (and how this varies across venues); changes that can improve writing at the vocabulary and paragraph levels; and a personalized list of steps to editing. Bring a copy of your written work to this workshop. The teacher-scholar presenter is also an editor of scholarly writing.

**Workshop Leader:**  
Dr. Nancy R. Bixler, Skagit Valley College

2402  GRADUATE STUDENT WORKSHOP  
2:00 - 3:30  Saturday, February 21, 2015  
Ballroom B  
Presented by the Second Vice-President

Coordinator: Brian Heisterkamp, California State University, San Bernardino

Panelists:  
Kurt Lindemann, San Diego State University  
Anthony Roberto, Arizona State University  
Mark Callister, Bringham Young University  
Mary Claire Morr Serewicz, University of Denver

2513  GRADUATE PROGRAMS OPEN HOUSE  
3:45 - 5:00  Saturday, February 21, 2015  
Ballroom C  
Presented by the Second Vice-President  
Host: Brian Heisterkamp, California State University, San Bernardino
The band *Broken Whistle* plays traditional Irish music as you enter the room holding a wake. A coffin at the front of the room holds the remains of the recently passed Liberal Arts. Fellow mourners will reminisce and then four people will provide soliloquies why they are glad that Liberal Arts have "passed on."

2711  **WSCA 2015 WELCOME RECEPTION**
6:30 - 8:00  Saturday, February 21, 2015  Skyline I and II

2899  **EXECUTIVES CLUB SOCIAL**
8:30pm - 10:00pm  Saturday, February 21, 2015  Off Site
Sponsored by the Executives Club
Sunday
February 22, 2015
SUNDAY SUNRISE YOGA: ACCENTUATING THE POSITIVE IN MIND AND BODY
7:30 - 8:30 Sunday, February 22, 2015 Cesare’s 7th Floor
Presented by the President-Elect

Chair: Jessica Baty McMillan, California State University, Northridge

Yoga awakens, invigorates, relaxes, and centers the mind and body. Come join us for an hour of yoga to accentuate a positive tone for the day and conference. Open to all levels of experience. Bring a towel or yoga mat and wear comfortable, stretchy, clothes.

BUSINESS MEETINGS
7:30 - 8:30 Sunday, February 22, 2015

3101 Rhetoric and Public Address Ballroom A
3102 Organizational Communication Ballroom B
3105 Community College #1 Manito
3109 Interest Group Planners (2016) Meeting Comstock
3111 Language and Social Interaction Skyline I

THEORY MATTERS: PAPERS IN RHETORICAL THEORY AND CRITICISM
8:30 - 9:45 Sunday, February 22, 2015 Ballroom A
Presented by the Rhetoric and Public Address Interest Group

Chair: Lisa A. Flores, University of Colorado, Boulder

(Re)Defining Rhetoric: Why Matter Matters *
Brian L. Ott, University of Colorado Denver
Greg Dickinson, Colorado State University

Circled Wagons and Swinging Bridges: Sophia, Sunesis, and Phronesis in Rhetorical Criticism
erin daina mcclellan, Boise State University
Aaron Hess, Arizona State University
Rhetoric and Capitalism: A Critique of Starbucks’ Use of Biopolitics and Communicative Labor
Keely M. Buehler Hunter, University of Denver

The Gregory Brothers, the Sublime, and the *Epaesthetic* Rhetoric of Auto-tune
Scott H. Church, University of Utah

Respondent: Lisa A. Flores, University of Colorado, Boulder

*Top Paper in Rhetoric and Public Address*

**TOP THREE PAPERS IN ORGANIZATIONAL COMMUNICATION**
8:30 - 9:45 Sunday, February 22, 2015 Ballroom B
Presented by the Organizational Communication Interest Group

Chair: Heather E. Canary, University of Utah

“It Makes Me a Better Person”: Communicating Agentic Identities in Narratives of Volunteering *
  Shannah Crane, San Diego State University
  Kurt Lindemann, San Diego State University
  Perry M. Pauley, San Diego State University

Contradictions in Health Care Work Teams **
  Valerie Seamons, University of Utah

Towards a Postmodern Ethnography: Identity, Voice, and Qualitative Inquiry***
  Nicholas Burk, University of Colorado, Boulder

Respondent: Hamilton Bean, University of Colorado Denver

* Top Paper
**Top Debut Paper
***Top Student Paper
ENVIRONMENTAL JUSTICE IN UNEXPECTED PLACES: NOVEL DEPLOYMENTS OF ENVIRONMENTAL DISCOURSE

8:30 - 9:45 Sunday, February 22, 2015 Ballroom D

Presented by the Environmental Communication Interest Group

This panel examines unexpected ways in which environmental justice discourse is deployed, appropriated, and theorized. Panelists investigate alternative uses and benefits of queering environmental justice discourse through novel theoretical topoi and case studies to find new definitions and possibilities for environmental justice.

Chair: Jennifer Schneider, Boise State University

Panelists:
- Pete Bsumek, James Madison University
- Alex Davenport, James Madison University
- Kathleen Hunt, University of Utah
- Christian Kolesar, Northern Arizona University
- Jennifer Peeples, Utah State University
- Julie Kalil Schutten, Northern Arizona University
- Steve Schwarze, The University of Montana

ACTIVISM, PROTEST, AND REVOLUTION

8:30 - 9:45 Sunday, February 22, 2015 Audubon

Presented by the Communication Theory and Research Interest Group

Chair and Respondent: Matthew Petrunia, Fashion Institute of Technology, New York

Citizen Meme: Hashtag Activism and Memes as Everyday Talk in the (Digital) Public Sphere
- Heidi E. Huntington, Colorado State University

Revolution in a Spray Can: Egyptian Women’s Graffiti Disrupting Patriarchal Paradigms of the 2011 Egyptian Revolution
- Kelsey Beers Caldwell, California State University, Chico

The Counter-Hegemonic Spectacle of Occupy Wall Street: Integral State and Integral Struggle
- Marco Briziarelli, University of New Mexico
#StandWithWendy: The Sedimentation of Meaning in Social Movement Protest Art
Susan Pullen, Arizona State University

The Rhetoric of Hate: A Pedantic Criticism of Westboro Baptist Church
Lindsay D. Scott, University of New Mexico

3205 ACCENTUATING THE POSITIVE FOR STUDENTS WITH DISABILITIES: STRATEGIES FOR ENHANCING OPPORTUNITIES AND EXPERIENCES
8:30 - 9:45 Sunday, February 22, 2015 Manito
Presented by the Community College Interest Group

Many students enter communication classes with disabilities that can inhibit their comfort, participation, interactions and activities within the course, which can often catch the instructor by surprise. This panel covers approaches for identifying and working with challenges faced by students with disabilities in a variety of courses.

Chair: Colleen McGoff Dean, Whatcom Community College & Kwantlen Polytechnic University

Tales from the Classroom: Communicating and Preserving Integrity for Challenged Students in Developing Strategies for Teaching Core Communication Classes
Charmaine Kaimikaua, Cypress College

Voices Within: Reflections of Autistic Students on Learning and Education
Theresa Ford, Bellevue College

Teaching Autistic Students through the Lens of the Social Model of Disability
Sara Gardner, Bellevue College

Creating Positive Learning and Communication Experiences for Students with 'Silent' Disabilities: PTSD, Bipolar Disorder, Depression and Addiction Recovery
Colleen McGoff Dean, Whatcom Community College & Kwantlen Polytechnic University
3206  PROBLEMS AND POSSIBILITIES FOR PRISON REFORM: PCARE AND THE ROLE OF SCHOLARLY INTERVENTION
8:30 - 9:45  Sunday, February 22, 2015  Willow I
Presented by the Freedom of Expression and Legal Communication Interest Group

Chair: Joseph Sery, Christopher Newport University

Roundtable Discussion Participants:
Bryan McCann, Louisiana State University
Stephen Hartnett, University of Colorado, Denver
Emily Plec, Western Oregon University

3207  CHALLENGING COMMUNICATION CONTEXTS: EVALUATING THE CONSEQUENCES OF COMPETENT COMMUNICATION
8:30 - 9:45  Sunday, February 22, 2015  Willow II
Presented by the Interpersonal Communication Interest Group

Chair: Jennifer A. Cummings, University of Utah

Re-Examining the Nature, Function, and Scope of Interpersonal Communication Competence Skills
Brian H. Spitzberg, San Diego State University

“Blessed Are the Peacemakers:” Investigating the Relationship Between Communication, Religiosity, and Student Conflict Management Style
Paige Sandberg, Point Loma Nazarene University
G. L. Forward, Point Loma Nazarene University
Charis Branch, Point Loma Nazarene University
Nicole Robbins, Point Loma Nazarene University
Elizabeth Womack, Point Loma Nazarene University

Missing Out on “The Talk”: Daughters Reflect on the Influence of Their Parent’s [Non]Communication During the Sex Education Process
Julia Schneiderman, California State University, Fullerton
Gary Ruud, California State University, Fullerton

3208  SUBVERTING HEGEMONY OR UPHOLDING OPPRESSION? CASE STUDIES IN FILM CRITICISM
8:30 - 9:45  Sunday, February 22, 2015  Finch
Presented by the Media Studies Interest Group:
Chair: Sara Holmes, University of New Mexico

*Forrest Gump*: A Contradictory Narrative of American Dream and Civic Solidarity
Sakina Jangbar, University of Texas, Austin

Longing Relations: The Rhetoric of Glamour and Possibility
Erin O’Connor, University of Texas, Austin

Pasolini and the Women of *Accattone*
Carl R. Burgchardt, Colorado State University
Julia Khrebtan-Hoerhager, Colorado State University

Respondent: Hillary A. Jones, California State University, Fresno

**3209**

**FROM NOTHING TO AMAZING! ESTABLISHING AND MAINTAINING A SUCCESSFUL COMMUNITY COLLEGE COMMUNICATION LAB**
8:30 - 9:45 Sunday, February 22, 2015 Comstock
Presented by the Community College Interest Group

Directors and coordinators from several community colleges will share their ideas and best practices for establishing a Communication Center or Lab, including laying the groundwork, funding, budgeting, staffing, and training.

Chair: April C. Hebert, College of Southern Nevada

Creating a Communication Lab Out of Thin Air!
Linda Carvalho Cooley, Reedley College

Improving Student Success on a Budget: Using the COM Lab
Robert Leonard, Sinclair Community College

Using Online Modules for Initial Tutor Training and Continuing Tutor Education
April C. Hebert, College of Southern Nevada

Fundamentals of Fun and Feedback: Positivity Training for Tutors
Brenda Ahntholz, Ohlone College

Connection and Recognition: The Path to Positive tutor Training
Veronica Martinez, Chabot College
GENDERED SITES AND SITES OF GENDER:
COMPETITIVE PERFORMANCE STUDIES PAPERS
8:30 - 9:45 Sunday, February 22, 2015 Corbin
Presented by the Performance Studies Interest Group

Chair and Respondent: Bernardo Attias, California State University, Northridge

Queering the Wedding Ceremony
Naomi Bennett, California State University Los Angeles

Soysage Fests & The Fragile Sex: Paranoid Eating in Men’s Health Magazine
Jaclyn Carroll, James Madison University

The Giant Pink Sex Club in the Room: Haunting Fragments on the Dance Floor
Eddie Gamboa Jr., Northwestern University

TOP PAPERS IN LANGUAGE AND SOCIAL INTERACTION
8:30 - 9:45 Sunday, February 22, 2015 Skyline I
Presented by the Language and Social Interaction Interest Group

Chair: Jelena Petrovic, Stetson University

Getting Belayed: An Ethnographic Investigation of Rock-Climbing and Communication *
Kevin D. Corcoran Jr., San Diego State University

Therapeutic Texts and Narratives of Recovery: Recovery Through New Identities **
Kristen Lindblom, University of California, Los Angeles

“Let’s Respect Each Other”: Morality, Transgressions and Account Stories in a Heritage Language Classroom ***
Ekaterina Moore, University of Southern California.

* Top Debut Paper
** Top Student Paper
*** Top Paper
CRITICAL INTERCULTURAL COMMUNICATION PEDAGOGY: ACCENTUATING THE POSITIVE IN PEDAGOGICAL DEVELOPMENT

8:30 - 9:45  Sunday, February 22, 2015  Skyline II

Presented by the Communication and Instruction Interest Group and Intercultural Communication Interest Group

Chair: Brandi Lawless, University of San Francisco

This panel advances critical pedagogy in Intercultural Communication by exploring challenges, barriers, and opportunities related to critically- and contextually-conscious classroom practices. Participants describe theories relevant to teaching dialogue, reflexivity, and critical consciousness. The panel assists teachers on how to engage students on issues of, e.g., race, class, ethnicity, sexuality, nationality, and ability, while encouraging exploration of contexts in which subjectivities are (re)produced.

Participants:
Brandi Lawless, University of San Francisco
Mary Jane Collier, University of New Mexico
Sachi Sekimoto, Minnesota State University, Mankato
Erin Watley, University of New Mexico
Christopher Brown, Minnesota State University, Mankato

EDITORS’ REVIEW

8:30 - 9:45  Sunday, February 22, 2015  Boardroom I

TRUTH TO POWER:
THE MEDIATION OF TERRORISM AND POLITICS IN NEWS, HUMOR, AND DRAMATIC TEXTS

10:00 - 11:15  Sunday, February 22, 2015  Ballroom A

Presented by the Rhetoric and Public Address Interest Group

Chair: J. Jacob Jenkins: California State University, Channel Islands

Painting the New Face of Terrorism: An Ethical Evaluation of Rolling Stone’s Feature on Boston Marathon Bomber Dzhokhar Tsarnaev *
Miles Sari, Washington State University

Spectacular Resilience: Styles of Endurance in TIME Magazine’s “Beyond 9/11: Portraits of Resilience”
Marnie Ritchie, University of Texas, Austin
The Death of Journalism: *House of Cards* as Psychosocial Allegory
Kellie Marin, University of Colorado Denver

*The Daily Show*: Revising the Status Quo of News-Content Centered Satirical Infotainment—A Co-Constructed Narrative Driven by Critical Analysis
Audrey Livakis, Loyola Marymount University

Respondent: J. Jacob Jenkins, California State University, Channel Islands

*Top Student Paper

**TOP FOUR PAPERS IN COMMUNICATION THEORY AND RESEARCH**

10:00 - 11:15 Sunday, February 22, 2015 Ballroom B
Presented by the Communication Theory and Research Interest Group

Chair and Respondent: Elizabeth Richard, Saint Louis University

Toward the Scientific Study of Dynamic Communication Process *
John L. Sherry, Michigan State University
David M. Keating, Michigan State University
Joshua C. Nelson, Michigan State University
Jihyun Esther Paik, University of Wisconsin-Madison

Earth First!: A Relational Rhetorical Approach to Studying Global Social Movements
erin daina mcclellan, Boise State University
Norell Conroy, Boise State University

Courage and Science Communication in the New Media Age
Miles C. Coleman, University of Washington

Romancing the Chinese Identity: Rhetorical Strategies Used to Facilitate Identification in the Handover of Hong Kong **
Andrew Gilmore, University of Colorado Denver

*Top Paper
**Top Student Paper
Chair: Michael Middleton, University of Utah

Debate Team Assimilation: Communicating Support to New Members  
Aaron Zamora, California State University, Fullerton  
Cynthia Nguyen, California State University, Fullerton  
Gary Ruud, California State University, Fullerton

The Switchside Gender: Taboo Identity in the Debate Space  
Andrew Tinker, Pacific Lutheran University

The Reflection Ballot: Narrative Use in Communal Identity Construction  
Brock Ingmire, Kansas State University

Chair: Brian Heisterkamp, California State University, San Bernardino

Negotiating Differential Belonging via the Linguistic Landscape of Taipei  
Melissa L. Curtin, University of California, Santa Barbara

A Politics of (In)dependence: Marginal Discourses of (Personal) Independence (National) Dependence  
Megan Elizabeth Morrissey, University of North Texas

Online Discourse and Identity (Ethnic, Multi-cultural, and Inter/national) Among Learners Engaging Across Borders  
Catherine F. Brooks, University of Arizona  
Margaret J. Pitts, University of Arizona

There is no Cure for Fanhood: Perceptions, Expectations, and Motivations of American College Students Who Watch Doctor Who  
Krystal Fogle, Abilene Christian University
G.I.F.T.S. (GREAT IDEAS FOR TEACHING STUDENTS)
10:00 - 11:15 Sunday, February 22, 2015 Manito
Presented by the Community College Interest Group

Chair: Charlene S. Gibson, College of Southern Nevada

Dehumanizing Your Enemy: Differentiating between Animalistic and Mechanistic Metaphors
Matthew D. Petrunia, Fashion Institute of Technology, SUNY
Margret A. McCue-Enser, St. Catherine University

Accentuate the Positive through Student Interactions
Jensen Chung, San Francisco State University
Jennifer Kammeyer, San Francisco State University

Zombie Apocalypse: Positive Group Decision Making in the Face of Disaster
Krista L. Phair, Ohlone College

COM Dollars: Promoting Performance, Not Procrastination
Charlene S. Gibson, College of Southern Nevada

EMPOWERING ENVIRONMENTAL ENGAGEMENTS:
ACCENTUATING THE POSITIVE IN ENVIRONMENTAL ORGANIZATIONS, ORGANIZING, AND COLLABORATION
10:00 - 11:15 Sunday, February 22, 2015 Willow I
Presented by the Organizational Communication Interest Group and Environmental Communication Interest Group

Complex modern environmental challenges necessitate cooperation and coordination between scholars, practitioners, and communities to facilitate change. This panel explores positive collaborations between environmental organizations, community partners, and myriad agents working to facilitate environmental awareness and engagement. Panelists will briefly explore key factors that enable positive collaboration and enduring challenges created by such collaboration. An open-ended discussion among panelists and audience members will follow.

Chair: Carlos A. Tarin, University of Utah

Taking Pride in the Environment: Rare and Localized Conservation Organizing
Carlos A. Tarin, University of Utah
“We are Building this Lodge Together!”: How Woman’s Way Red Lodge Teaches Alternative Symbolics
Julie Kalil Schutten, Northern Arizona University

Reimagining the College Campus (as) Food Swamp: Food Justice as Environmental Communication Praxis
Kathleen P. Hunt, University of Utah

Hug a Child, Hug a Tree: How Student Collaboration with Grassroots Groups Creates Sustainable Environmental Partnerships
Caitlyn Burford, Northern Arizona University

Protect Our Winters: Collaborative Innovation to Combat Climate Change
Maria Blevins, Utah Valley University

3307 IDEA TO ARTICLE: PART ONE
10:00 - 11:15 Sunday, February 22, 2015 Willow II
Presented by the Organization for Research on Women and Communication

This panel focuses on helping scholars move a research project through the necessary steps to generate a publication. Panelists will discuss what they have learned from diverse scholarly experiences. Panelists will discuss the different stages of the publishing process and answer questions from the audience.

Chair: Joan Faber McAlister, Drake University

Conducting Research
Supriya Karudapuram, University of Colorado Denver

The Writing Process
Dana Cloud, University of Texas Austin

Submitting and Reading Reviews
Lisa A. Flores, University of Colorado, Boulder

Revising and Publishing
Jimmie Manning, Northern Illinois University

3308 FEMINISM, RURALISM, AND MEDIA EXPOSURE: TOP PAPERS IN MEDIA STUDIES
10:00 - 11:15 Sunday, February 22, 2015 Finch
Presented by the Media Studies Interest Group
Chair: Julia Khrebtan-Hoerhager, Colorado State University
Pinning the Feminine User: Gender Scripts in Pinterest's Sign-Up Interface *
  Amanda Friz-Siska, University of Wisconsin-Madison
  Robert W. Gehl, University of Utah

“That is So Gay”: An Experiment Testing the Link between Exposure to Gay-Related Content and Resulting Attitudes and Behaviors
  Veronica Hefner, Chapman University
  Torri Galaviz, Chapman University
  Victoria Morse, Chapman University
  Rachel-Jean C. Firchau, Chapman University
  Cassi Basile, Chapman University
  Rachel Todd, Chapman University

Camoface: A Study of Performances of Ruralism in Duck Dynasty **
  Jason Jordan, University of Utah

Rhetorical Representations of Choice and Lifestyle Feminism in Grey’s Anatomy ***
  Jennifer Roche Barnett, San Diego State University

Respondent/Facilitator: Brian L. Ott, University of Colorado, Denver

* Top Paper
** Top Student Paper
*** Top Debut Paper

3309 LEARNING AS AN OTHER: INTERNATIONAL SCHOLARS LEARNING AND TEACHING INTERCULTURAL COMMUNICATION IN THE U.S.
10:00 - 11:15 Sunday, February 22, 2015 Comstock
Presented by the Intercultural Communication Interest Group

Chair: Godfried Agyeman Asante, University of New Mexico

Presenters will explore the complex positionality(ies) of international scholars as they study and teach intercultural communication from the perspective of an Other. Specifically, they discuss subjectivities in relation to knowledge acquired and how this process has influenced their academic careers and created potential research ideas. Panelists intend to illuminate challenges and complexities involved in learning and teaching how to relate to Others when you are one.
Panelists:

Yusaku Yajima, Southern Illinois University, Carbondale
Noorie Baig, University of New Mexico
Eric Karikari, University of New Mexico
Shafiq Rahman, Chadron State College
Dennis Leoutsakas, Salisbury University
Jose Castro, University of New Mexico
Consulata Mutua, Kean University

Respondent: Sachi Sekimoto, Minnesota State University, Mankato

3310  “DON’T TELL ME TO SMILE”: RESISTING CULTURAL PERFORMANCES OF POSITIVITY - PART ONE: TROUBLING POSITIVITY IN PUBLIC SPACES
10:00 - 11:15  Sunday, February 22, 2015  Corbin

Presented by the Performance Studies Interest Group

This high-density interactive ensemble performance is the ninth in a series that engages shared conference space, among performers and audience, as a collaborative site of embodied inquiry. Such an approach follows the charge to build and test theory through/in/with bodies. This panel both acknowledges the conference theme to Accentuate the Positive and troubles the invitation. Performances interrogate how being encouraged to look on the bright side may reinforce repressive cultural expectations of what is acceptable. Using a variety of performance types, panelists work with specific themes and experiences to contextualize, problematize, and performatively theorize the connections and disconnections of Accentuating the Positive in the academy.

Chair: Suzanne Pullen, Arizona State University

#StopTellingWomenToSmile
Suzanne Pullen, Arizona State University

"Lighten Up Little Lady:" An Autoethnographic (Re)tail
Lindsey Ayotte, San Francisco State University

Queering Body Positivity Through Fat Shame
Miranda Olzman, University of Denver

The Nice One
Sage Russo, San Francisco State University

Make It ‘Til You Fake It
Positive Emotion Prevails Over Positivity at Bereavement Camps for Children
Lou Clark, Arizona State University

Respondent/Facilitator: Jennifer Linde, Arizona State University

3311 TOP FOUR PAPERS IN
INTERPERSONAL COMMUNICATION
10:00 - 11:15 Sunday, February 22, 2015 Skyline I
Presented by the Interpersonal Communication Interest Group

Chair/Facilitator: Colin Hesse, Oregon State University

A Longitudinal Test of the Serial Argument Process Model: Implications for Stress and Physical Health Symptoms
Jennifer L. Bevan, Chapman University
Megan B. Cummings, Chapman University
Lisa Sparks, Chapman University/University of California, Irvine

The “Dos and Don’ts” of Friends With Benefits Relationships: A Dialectical Analysis of Relational Rules
Lisa J. van Raalte, Arizona State University
Lori A. Bednarchik, Arizona State University
Mark Alan Generous, Arizona State University

Affection Deprivation is Associated With Physical Pain and Poor Sleep Quality
Kory Floyd, Arizona State University

Examining Individual and Relational Identities in Stressful Courtship Narratives Through the Relational Turbulence Model: Exploring Movement and Intensity of Identity
Leah LeFebvre, University of Wyoming

3312 TERMINAL: THE 21ST CENTURY COMMUNICATION MASTER’S DEGREE
10:00 - 11:15 Sunday, February 22, 2015 Skyline II
Presented by the Communication and Instruction Interest Group

As demand for master’s degrees in Communication grows, a variety of institutional and pedagogical questions cloud the future of the terminal degree. Faculty often encourage academically-talented undergraduates to attend graduate school, but are they doing protégés a disservice? Do MA programs
adequately help students meet professional and personal goals? This roundtable will address such questions and, more generally, converse about what master’s-level education is and should be.

Participants:
- Brianna Broady, California State University, Northridge
- Denise Ferguson, Pepperdine University
- Patricia Geist-Martin, San Diego State University
- Gina Giotta, California State University, Northridge
- John Kephart III, California State University, Northridge
- Kurt Lindemann, San Diego State University
- Alexis Litzky, San Francisco State University
- William Snavely, San Diego State University

**BUSINESS MEETINGS**
11:30 - 12:30  Sunday, February 22, 2015

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**OFFICERS’ LUNCH**
12:00 - 2:00  Sunday, February 22, 2015  Riverhaus

**3601**  Sunday, February 22, 2015  Ballroom A

**IMAGING PROTEST, PARADISE, DESTRUCTION, AND THE AMERICAN DREAM: VISUAL ANALYSES OF MULTIPLE MEDIA**
Presented by the Media Studies Interest Group

Chair: Jessica Neumann, University of Denver

The American Dream to Promote Individualism
Nina Kotelyan, California State University, Northridge

Positively Protestando: Powerful Protest Images in News Coverage of Arizona’s 2010 Senate Bill 1070
Clariza Ruiz De Castilla, California State University, Long Beach
“The Rush for Life” from the Great Chicago Fire of 1871: Rhetorical Re-Circulation of an Eyewitness Illustration
Ashley Wheeler, Texas A&M University

Paradise and Colonialism: A Visual Analysis of Mediated Luxury Hotel Images
Tanya Oishi, University of Washington

Respondent/Facilitator: Harry W. Haines, Montclair State University

3602 (RE)CONSTRUCTION OF POSITIVE IDENTITIES AND RELATIONSHIPS ACROSS CONTEXTS
12:30 - 1:45 Sunday, February 22, 2015 Ballroom B
Presented by the Language and Social Interaction Interest Group

Chair: Jacqueline Bruscella, University of Oklahoma

The “Positive” of Communication: Long Overdue
Elizabeth Smith, The University of Southern Mississippi

Narrative, Object Performance, and the Community of ‘All Souls’ Artists in Tucson, Arizona
Diane Daly, University of Arizona
Catherine F. Brooks, University of Arizona

Click!: Communicating Motivation, Memories, and Conformity of the Modern Tourist
Daniela Solano, San Diego State University

Stigma: Examining Socially Constructed Perspectives
Ashley M. Archiopoli, University of Houston-Downtown

3603 TOP FOUR PAPERS IN ENVIRONMENTAL COMMUNICATION
12:30 - 1:45 Sunday, February 22, 2015 Ballroom D
Presented by the Environmental Communication Interest Group

Chair: Deborah Cox Callister

The Darkest of Greens: Measuring the Incidence and Character of Eco-depression in Undergraduates *
Sean J. Hernandez, University of Southern California
Natalie C. Grecu, Washington State University

Becoming Edible
Joshua Trey Barnett, University of Utah

Forging the Trail Through Discourse: Vernacular Description and Nature Place Construction
Casey R. Schmitt, University of Wisconsin-Madison

Respondent: Jennifer Schneider, Boise State University

*Top Student Debut Paper and Top Paper

3604 MASS MEDIA AND THE WORLD
12:30 - 1:45 Sunday, February 22, 2015
Audubon
Presented by the Communication Theory and Research Interest Group

Chair and Respondent: Alexis Olds, University of La Verne and Cuesta College

A New Model of Mass Media Gatekeeping
Danny Paskin, California State University, Long Beach

Religious Broadcasting in Uganda: An Investigation of the Use of Radio and Television by Indigenous Pentecostal Pastors
Fred Jenga, San Francisco State University

Taliban, Civilians, & Enemy Threat Bomb Patrol: Afghanistan
Kelsey Beers Caldwell, California State University, Chico

Sovereign Matrices: The Disposition Matrix and the State of Exception
Zachary Parker, Whitman College

3605 TOP PAPERS IN COMMUNICATION AND INSTRUCTION
12:30 - 1:45 Sunday, February 22, 2015
Manito
Presented by the Communication and Instruction Interest Group

Chair: Heather Crandall, Gonzaga University

Justice is Critical: Critical Pedagogy and Prison Learning*
Amanda Mina, California State University, Sacramento
Culture in Participatory Classroom: A Survey Regarding Cold Calling, Communication Apprehension, and Co-Cultures**
Kimberly Aguilar, University of Utah

Teach, Transform, Empower: A Literature Review of Transformational Leadership and Learner Empowerment
Kevin Corcoran, San Diego State University

Respondent/Facilitator: Juliane Mora, Indiana University, Bloomington

* Top Debut Paper
** Top Student Paper

3606 OFFICE HOURS: BUFFERING STUDENTS WITH ONE-TO-ONE POSITIVE COMMUNICATION
12:30 - 1:45 Sunday, February 22, 2015 Willow I
Presented by the Community College Interest Group

This panel explores how office hours can, through one-to-one communication, accentuate the positive and provide students with social support. Roundtable participants will discuss incentives to encourage attendance, present best practices during office hours, and the use of technology for online office hours.

Chair: Michael Brydges, Cypress College

Participants:
Marie Arcidiacono, Los Medanos College
Polly A. Begley, Fresno City College
Jessi Farmer, Grand Canyon College
Patricia Ganer, Cypress College
Matthew Petrunia, Fashion Institute of Technology, SUNY
Matthew S. Richards, University of Utah

3607 IDEA TO ARTICLE: PART TWO
12:30 - 1:45 Sunday, February 22, 2015 Willow II
Presented by the Organization for Research on Women and Communication

In this workshop, scholars will provide practical advice by sharing their diverse publication experiences. After presenting lessons they have learned about scholarly publications, each panelist will provide a small-group session to assist attendees with current projects.

Chair: Joan Faber McAlister, Drake University
Panelists:
Sara Hayden, University of Montana
Toneisha Taylor, Prairie View A & M University
Marnel Niles Goins, California State University, Fresno
Greg Dickinson, Colorado State University
Sarah Projansky, University of Utah

3608  ACCENTUATING CONNECTIONS BETWEEN INTERPERSONAL AND HEALTH COMMUNICATION
12:30 - 1:45  Sunday, February 22, 2015  Finch
Presented by the Interpersonal Communication and Health Communication Interest Groups

Chairs: Colin Hesse, Oregon State University
Leslie Ramos Salazar, West Texas A&M University

Panelists:
Linda Lederman, Arizona State University
Kory Floyd, Arizona State University
Heather Canary, University of Utah
Jody Koenig Kellas, University of Nebraska
Julie Delaney Shields, University of New Mexico

3609  ACCENTUATE THE POSITIVE:
AN INTERCULTURAL ODE TO MR. IN-BETWEEN AND PANDEMONIUM WALKING ON THE SCENE
12:30 - 1:45  Sunday, February 22, 2015  Comstock
Presented by the Intercultural Communication Interest Group

Presenters will examine the conference theme of accentuate the positive in various intercultural communication contexts. Complicated and contested nuances of positive and negative thinking are challenged, problematized, and interrogated. Panelists intend to create a space of reflexive dialogue to develop understandings of intercultural complexities and sensitivities.

Chairs:  Shinsuke Eguchi, University of New Mexico
Mary Jane Collier, University of New Mexico
Panelists:
Bernadette Marie Calafell, University of Denver
Hsin-I Cheng, Santa Clara University
Mary Jane Collier, University of New Mexico
Shinsuke Eguchi, University of New Mexico
Richie Hao, Columbia College Hollywood
Kathryn Sorrells, California State University, Northridge

Respondent: Sachi Sekimoto, Minnesota State University, Mankato

3610 PRESSING QUESTIONS IN RHETORICAL CRITICISM: A ROUNDTABLE CONVERSATION
12:30 - 1:45 Sunday, February 22, 2015 Corbin
Presented by the Rhetoric and Public Address Interest Group

Chair and Moderator: Daniel C. Brouwer, Arizona State University

Restoring Pedagogy
Carl Burgchardt, Colorado State University

The Rhetorical Logic(s) of Race
Lisa A. Flores, University of Colorado, Boulder

Feminist Criticism and Intersectionality
Katie L. Gibson, Colorado State University

Text and Context
Kent A. Ono, University of Utah

Accounting for Digitality
Damien S. Pfister, University of Nebraska, Lincoln

3611 RHETORIC AND THE CONSTITUTION OF BODIES
12:30 - 1:45 Sunday, February 22, 2015 Skyline I
Presented by the Rhetoric and Public Address Interest Group

Panel Chair: Nathan Wilson, Northwest Missouri University

Constituting Bio-Parents: Charland’s Constitutive Rhetoric and Anti-Vaccination Discourse
Jena Schwake, Colorado State University
Locating Stigmatized Reproductive Bodies: Exploring Testimony as a Convergence of Rhetorical Criticism and Performance Scholarship
Suzanne Pullen, Arizona State University

AIDS Affliction? The Emotional Capture of Affective Potential Through Artistic Expressions of Suffering
Pascal Gagné, University of Colorado, Boulder

Bodies, Spaces, and Radical Style: Making the Mega-Church a Place to Remember
Eric Netterlund, University of Colorado, Boulder

Respondent: Leah Ceccarelli, University of Washington

3612 TOP THREE PAPERS IN PERFORMANCE STUDIES
12:30 - 1:45 Sunday, February 22, 2015 Skyline II
Presented by the Performance Studies Interest Group

Chair and Respondent: Benny LeMaster, Southern Illinois University, Carbondale

121 Ann Street: Exploring the Everyday Function of the Home in Families Organizing around Domestic and Sexual Violence*
Kirstin Wagner, Indiana University—Bloomington

Problematising the Reliance on Sex as a Biological Binary: Gender as Communication and Performance in TSA’s Advanced Imaging Technology **
George F. McHendry Jr., Creighton University

Pain as a Positive: A Cross-Cultural Dialogue Exploring Abandonment and Guilt in Mother-Daughter Relationships
Jessica Baty McMillan, California State University, Northridge
Jong Sook Ahn, California State University, Northridge

* Top Student Paper
**Top Paper
This panel features NCA National Office staff and elected leadership who will highlight the resources available through NCA to support teaching, research, and career development in communication. Among other topics, the panel will provide a forum for discussing the Learning Outcomes in Communication project, proposed changes to NCA's governance documents, and other NCA initiatives. The panel will dedicate time for attendees to share input and ask questions about NCA.

NCA Representatives:
LaKesha Anderson, Assistant Director of Academic and Professional Affairs
Christina S. Beck, First Vice-President
Stephen Hartnett, Second Vice-President

Disrupting Privileged and Oppressed Spaces: Reflecting Ethically on my Arabness through Feminist Personal Narratives and Poetic Inquiry*
Haneen Al-Ghabra, University of Denver

Life as a Whitewashed Sista: A Narrative of Interracial Friendships
Bailey M. Oliver, Arizona State University

Experience in Denver Hillcrest Church: Analyzing the “Family Sense” Embedded by Chinese Culture
Michael Li, University of Denver

Respondent: Eric Aoki, Colorado State University

*Top Student Paper
**3702  FEMINIST EXPLORATIONS OF THEORY AND PRACTICE**
2:00 - 3:15 Sunday, February 22, 2015 Ballroom B
Presented by the Organization for Research on Women and Communication

Chair: Marnel Niles Goins, California State University, Fresno

Feminism for the Next Generation: Teaching Interpretive Agency  
Sonja K. Foss, University of Colorado Denver  
Karen A. Foss, University of New Mexico

Searching for the Root of the Problem: An Auto-Ethnographic Exploration of Family Communication about Domestic Violence  
Ariana Hernandez, San Diego State University

From Jamaica to Cuba: A Feminist Narrative Analysis of Assata Shakur’s Feminist Development  
Marie Eszenyi, James Madison University

Respondent: Diane Keeling, University of San Diego

**3703  SPOTLIGHT PERFORMANCE PANEL: A CITY DIVIDED**
2:00 - 3:15 Sunday, February 22, 2015 Ballroom D
Presented by the Performance Studies Interest Group

This performance uses performance ethnography to explore racial segregation in Chicago. The script was developed by underrepresented public high school students in a course at an urban private university. Students focused on segregation in school; relationship among gangs, gun violence, and the Chicago Police Department; as well as segregated communities and neighborhoods. Narratives come verbatim from personal narratives and ethnographic interviews of gang members, police officers, grandparents, siblings, and friends.

Chair and Respondent: Kurt Lindemann, San Diego State University

Performer: Elena Esquibel, University of Utah

**3704  CRIMINALS AND WARRIORS: DISCOURSES OF VIOLENCE, CRIME, AND PUNISHMENT**
2:00 - 3:15 Sunday, February 22, 2015 Audubon
Presented by the Rhetoric and Public Address Interest Group

Chair and Respondent: Stephen Croucher, University of Jyväskylä
“Good Guys” and “Free Kill Zones”: Arming Schools in the United States
Jason Jordan, University of Utah

The Whole Truth and Nothing But the Truth—A Narrative Critique of the
Murder of Meredith Kercher: The Untold Story of Amanda Knox
Kathryn McCoy, California State University, Fresno

Loosening the Looks and Feels of Combat Trauma’s Mythic Textures and
Redressing PTSD’snWarrior Project with a Mythopoetic Vision
Jeremy G. Gordon, Indiana University

Praying the Crime Away: Michael Bloomberg’s Constabulary Constitutive
Rhetoric in Reconstructing New Yorkers
Alvin Primack, California State University, Long Beach
Kevin Johnson, California State University, Long Beach

3705 G.I.F.T.S. (GREAT IDEAS FOR TEACHING STUDENTS)
2:00 - 3:15 Sunday, February 22, 2015 Manito
Presented by the Community College Interest Group

Chair: Mark Staller, Bakersfield College

Engaged Journaling: Using Experiential Learning Theory (ELT) to Employ
Multiple Learning Styles
J. Jacob Jenkins, California State University, Channel Islands
Tracylee Clarke, California State University, Channel Islands

Millennial Milieu: Tech Savvy Assignments for Millennial College Students
Polly A. Begley, Fresno City College

Evaluating C.R.A.P.: A Lesson in Research
Sherry Simkins, North Idaho College

3706 CLASSROOM CRED:
ACCENTUATING THE POSITIVES OF BEING RELEVANT
2:00 - 3:15 Sunday, February 22, 2015 Willow I
Presented by the Communication and Instruction Interest Group

Chair: Nick Tatum, Abilene Christian University

Developing classroom credibility is a complex task, especially when the
instructor and students are nearly the same age. This panel focuses on the
unique benefits that stem from being a young instructor. Panelists will discuss
the advantages that budding professionals have in cultivating classroom credibility.

Participants:
- Nick Tatum, Abilene Christian University
- Zac Gershberg, Idaho State University
- Godfried Agyeman Asante, University of New Mexico
- Caitlin Ring, Seattle University

3707 COMMUNICATION AND INSTRUCTION WORKING PANEL
2:00 - 3:15 Sunday, February 22, 2015 Willow II
Presented by the Communication and Instruction Interest Group

Chair: Heather Crandall, Gonzaga University

This panel focuses on applications of teaching techniques. Topics include technology, student engagement, and gender. Interactive components illustrate Slow Pedagogy which stems from frustrations with traditional classroom (where space and time are routinized, instructors cram forgettable material into short periods, and students don’t know what matters) and focuses on creativity, well-being, and community vitality. We will practice and learn how slowing the classroom helps generate both cognitive and embodied knowledge.

Participants:
- Brandi Lawless, University of San Francisco
- Carolyn Cunningham, Gonzaga University
- Alexa Dare, University of Portland

3708 2014 B. AUBREY FISHER AWARD RECIPIENTS
2:00 - 3:15 Sunday, February 22, 2015 Finch
Presented by the President-Elect

This panel honors recipients of the 2014 B. Aubrey Fisher Award for the outstanding article published in the Western Journal of Communication. Each author will describe the award-winning article and place it into their scholarly program. Respondents, all award committee members, will discuss the articles’ deserving qualities, describe their significance for Communication scholarship, and consider how they can be used in undergraduate courses.

Chair: Bill Eadie, San Diego State University and Immediate Past Editor, Western Journal of Communication
Relational and Health Correlates of Affection Deprivation (WJC, 78, 383-403)
Kory Floyd Arizona State University

Bryan McCann, Louisiana State University

Respondents:
Sandra Metts, Illinois State University
Stephen John Hartnett, University of Colorado, Denver
Patricia O'Keefe, College of Marin

3709 INDIVIDUAL EVENTS SYMPOSIUM
2:00 - 3:15 Sunday, February 22, 2015
Comstock
Presented by the Western Forensics Association

This panel features students who have won competitive events at the WSCA tournament that runs concurrent with the conference. Participants will present award-winning performances followed by a discussion of modern competitive forensics. The panel will be moderated by coaches attending the tournament.

Chair: Robert Becker, Northwest College

3710 FROM AMERICAN HORROR STORY TO ORANGE IS THE NEW BLACK: FEMINIST CRITIQUE OF POPULAR CULTURE
2:00 - 3:15 Sunday, February 22, 2015
Corbin
Presented by the Organization for Research on Women and Communication

Chair: Jena Schwake, Colorado State University

A Feminist Critique of Televisual Terror in American Horror Story
Rebekah Gutierrez, California State University, Long Beach

Authenticating Feminist Comedy: Queer Connections in Broad City
Amani Husain, University of Colorado, Boulder

Bow Down: A Black Feminist Critique of Beyoncé’s Music Video Flawless
Aaron Weathers, California State University, Fresno
Repetition or Innovation? : Finding Space for Under-represented Voices in Orange is the New Black
Jazmyne A. Sutton, San Diego State University

Respondent: Lisa A. Flores, University of Colorado, Boulder

3711 IDENTITY MATTERS: GENDER AND RACE IN MEDIA STUDIES
2:00 - 3:15 Sunday, February 22, 2015 Skyline I
Presented by the Media Studies Interest Group

Chair: Aaron Hess, Arizona State University

The ‘Tyra Tyrade’: Carnival, Parody, and the Reinforcement of the Sapphire Stereotype
Tracey Owens Patton, University of Wyoming
Julie Snyder-Yuly, University of Utah

It’s Not Really a New Kind of Family: ABC Family’s The Fosters and the Commodification of Diversity
Sarah Lindsey Beck, University of New Mexico

Original Plumbing: A Narrative Blueprint for Transgender Futures
Hayley Thayer, California State University, Long Beach

Boys Over Flowers: Korean Soap Opera and the Blossoming of a New Masculinity
Colby Miyose, University of Nevada, Las Vegas
Erika Engstrom, University of Nevada, Las Vegas

Respondent/Facilitator: Teresa Bergman, University of the Pacific

3712 ACCENTUATING THE POSITIVE THROUGH LEADERSHIP: CONVERSING WITH WOMEN DISCIPLINARY LEADERS
2:00 - 3:15 Sunday, February 22, 2015 Skyline II
Presented by the Organizational Communication Interest Group, ORWAC, Health Communication Interest Groups

This panel allows several women, who lead at multiple levels in the Communication discipline, to share challenges and opportunities. These women accentuating the positive as they share leadership successes (and some failures). This conversation encourages women to strive for leadership positions and provide them with advice for managing difficult situations. Our purpose is to look to women leaders in our discipline, hear their stories, learn
from them, and engage in conversation that will be meaningful for all people who seek, or currently hold, leadership positions.

Chair: Anne P. Hubbell, New Mexico State University
Panelists:
  - Dawn O. Braithwaite, University of Nebraska-Lincoln
  - Betsy Wackernagel Bach, University of Montana
  - Sara E. Hayden, University of Montana
  - Michele H. Jackson, University of Colorado at Boulder
  - Sandra Petronio, Indiana University-Purdue University

3801  CHALLENGES OF TEACHING PUBLIC SPEAKING AT THE COMMUNITY COLLEGE
3:30 - 4:45  Sunday, February 22, 2015  Ballroom A
Presented by the Community College Interest Group

Challenges of teaching public speaking at the community college level include diversity in students’ learning abilities, cultural backgrounds, language abilities, and age. Panelists will discuss their interests to facilitate discussions on these challenges.

Chair: Scott Ku, Highline College

Public Speaking For a Change: Encouraging Advocacy in Community College Populations
  - Patrick Barton, Lone Star College-Cyfair

No More Robotic Reading or Swaying Statues: Coaching Students in Dynamic Delivery from Speech #1 and Beyond
  - Ellen Bremen, Highline College

Accessibility, Accommodation, and Disability in the Public Speaking Environment
  - Scott Ku, Highline College
  - Julie Jine, Highline College
  - Jenni Sandler, Highline College

Paralanguage in the Classroom
  - Colleen McGoff Dean, Kwantlen Polytechnic University and Whatcom Community College

Reducing Fear and Anxiety in Public Speaking Courses
  - Christina Shaw, Miami University

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Using Games to Overcome Speech Anxiety and Reinforce Skill Development in Public Speaking Courses
Guy Smith, Whatcom Community College
Andi Zamora, Whatcom Community College

3802 HARNESSING IDEAS WORTH SPREADING: USING TED TALKS FOR COMMUNICATION INSTRUCTION
3:30 - 4:45 Sunday, February 22, 2015 Ballroom B
Presented by the Communication and Instruction Interest Group
Chair: Lauren Lemley, Abilene Christian University

TED Talks are establishing standards for public speaking in business and professional contexts. This panel focuses on classroom uses of TED Talks to accentuate the positives of authentic public speaking. Through presentations and discussion, we seek to create dialogue concerning this increasingly popular platform for sharing ideas worth spreading.

Participants:
Janet Jacobsen, Arizona State University
Jamilah Spears, Abilene Christian University
Armeda Reitzel, Humboldt State University
Caroline Rabinovitsi, Abilene Christian University
Haley Velinga, The University of Kansas

3803 FEMME FATale: DEMYSTIFYING THE F WORD
3:30 - 4:45 Sunday, February 22, 2015 Ballroom D
Presented by the Performance Studies Interest Group
Chair and Respondent: Amy Kilgard, San Francisco State University
Performer: Miranda Olzman, University of Denver
3804   TOP FOUR PAPERS IN HEALTH COMMUNICATION
3:30 - 4:45     Sunday, February 22, 2015     Audubon
Presented by the Health Communication Interest Group

Chair: Wendy L. Hine, University of New Mexico

Managing Contradictions to Create a New Normal: Family Communication During and After Traumatic Events *
Virginia I. Kesler, University of Utah
Heather E. Canary, University of Utah

Positive Outcomes through Message Convergence: Testing Converging Multimodal Messages in a Health Crisis
Bethney A. Wilson, California State University, Stanislaus
Timothy Sellnow, University of Kentucky
Derek R. Lane, University of Kentucky

Accentuating the Positive in a Zombie Apocalypse: An Experimental Test of the CDC’s Zombie Preparedness Campaign
Bradley J. Adame, Arizona State University

Much Ado About Grandparents: Decision Making in Multi-Generational Care **
Kathryn E. Harrison, San Diego State University
Kelsey N. Wiechert, San Diego State University

Respondent: Leslie Ramos Salazar, West Texas A&M University

* Top Paper
** Top Debut Paper

3805   ENVIRONMENTAL COMMUNICATION AND RHETORIC OF SCIENCE: A ROUNDTABLE DISCUSSION
3:30 - 4:45     Sunday, February 22, 2015     Manito
Presented by the Environmental Communication & Rhetoric and Public Address Interest Groups

Chair: Richard Besel, California Polytechnic State University, San Luis Obispo

This roundtable discussion accentuates intersections between Environmental Communication and Rhetoric of Science. Sharing common ground, these areas could benefit from cross-pollination. Participants from varied perspectives will initiate conversation on past intersections and future directions for these areas of study. Panelists will interact and invite audience participation.
Panelists:
  Richard Besel, California Polytechnic State University, San Luis Obispo
  Leah Ceccarelli, University of Washington
  Mark DeLaurier, University of South Dakota
  Lisa Keränen, University of Colorado Denver
  Lauren Kolodziejski, California Polytechnic State University, San Luis Obispo
  Michael Salvador, California State University, San Bernardino

3806  POSITIVE POLICY? A DEBATE ON THE ROLE OF MEDIA POLICY TO PROMOTE SOCIAL JUSTICE
3:30 - 4:45  Sunday, February 22, 2015  Willow I
Presented by the Freedom of Expression and Legal Communication Interest Group

Chair: Krista Phair, Ohlone College

Affirmative: Media Policy Should Be Used to Promote Social Justice
  Brice Nixon, California State University, Channel Islands

Negative: Media Policy Perpetuates Social Inequality and Should be Avoided
  Caitlin Ring, Seattle University

3807  POSITIVE LESSONS FROM VENCEREMOS: WHAT ARCHIVES, CONTRIBUTORS, AND READERS REVEAL ABOUT THE REACH OF AN ALTERNATIVE ETHNIC STUDENT NEWSPAPER
3:30 - 4:45  Sunday, February 22, 2015  Willow II
Presented by the Media Studies Interest Group

Through alternative/activist media practices driven by race-based epistemologies, *Venceremos* is a student newspaper dedicated to improving the “quality of life for Chicana/o communities on campus, throughout the city, state, and southwestern region of the United States.” It is also a vehicle with which to “expose and oppose the negative depictions of Chicana/os which often appear in the media of the dominant culture.” This panel will share findings of a year-long project dedicated to assessing the positive impact *Venceremos*’ distinctive journalism practice.

Chair: Sonya M. Alemán, University of Utah
Panelists:
Sonya M. Alemán, University of Utah
Abby Reyes, University of Utah
Flor Olivo, University of Utah

**3808  TOP PAPERS IN INTERCULTURAL COMMUNICATION**
3:30 - 4:45  Sunday, February 22, 2015  Finch  
Presented by the Intercultural Communication Interest Group

Chair: Elizabeth Root, Oregon State University

Immigrant Women, Academic Work, and Agency: Negotiating Identities and Subjectivities with/in the Ivory Tower *
  Brandi Lawless, University of San Francisco
  Yea-Wen Chen, Ohio University

Enduring Images: Negotiating the Orientalist Imagination in American Belly Dance Practices
  Amy M. Corey, Gonzaga University

Gay Rapping and Potentiality: A Quare Reading of “Throw that Boy p***y”
  Shinsuke Eguchi, University of New Mexico
  Myra N. Roberts, University of New Mexico

Respondent: Hsin-I Cheng, Santa Clara University  
*Top Paper

**3809  ACCENTUATING IDENTITY, DEMOCRACY, AND AGENCY THROUGH FASHION**
3:30 - 4:45  Sunday, February 22, 2015  Comstock  
Presented by the Rhetoric and Public Address Interest Group

Panel Chair: Matthew Petrunia, Fashion Institute of Technology, SUNY

Monsters in the Closet: Fashion, Fans, and Lady Gaga
  Jessica L. Neumann, University of Denver

Creating the Critic, Consumer, and Careerist: Constructing and Negotiating New Identities in Garance Doré
  Erin O’Connor, University of Texas, Austin

Web 2.0, Fashion, and the Rhetoric of Democratization
  Gina Giotta, California State University, Northridge
Buying Into (Re)Tale Therapy: Establish Identity Through Circulations of Personal and Master Narratives About Shopping
Keely M. Buehler Hunter, University of Denver

“Free Hijabs Tomorrow”: Performing Agency and Subverting the Western Global Gaze
Margret A. McCue-Enser, St. Catherine University

Questioning Manhood: Meggings, Masculinity, and Fashionable Politics
Matthew Petrunia, Fashion Institute of Technology, SUNY

3810 HELPING TO CHANGE THE WORLD IN 140 CHARACTERS OR LESS?! #HASHTAGACTIVISM
3:30 - 4:45 Sunday, February 22, 2015 Corbin
Presented by the Media Studies Interest Group

Chair: Alexa Dare, University of Portland

Hashtag Activism Gone Bad
Carolyn Cunningham, Gonzaga University

As the World Trends: Social Change Inside and Out
Heather Crandall, Gonzaga University

Promises and Pitfalls of Mimetic Hashtags for Counterpublic Networks of Circulation
Kate Zittlow Rogness, Monmouth College

Undocumented Activists: Revealing and Concealing in Hashtag Activism
Alexa Dare, University of Portland

By Tweet and By Foot: Theorizing the Relationship between #Hashtag Activism & Social Protest in the Shooting of Michael Brown
Susan A. Sci, Regis University
3811  UNCERTAINTY REDUCTION AT 40:
A SYMPOSIUM WITH CHARLES R. BERGER
3:30 - 4:45  Sunday, February 22, 2015  Skyline I
Presented by the President-Elect and the Interpersonal Communication
Interest Group

Symposium - a convivial party with music and conversation

2015 marks the 40th anniversary of the publication of what eventually became
known as Uncertainty Reduction Theory (URT), arguably one of the most
influential theories to emerge from the Communication discipline. This panel
involves a conversation covering a number of topics including URT, the state
of theory and theory building in Communication, teaching in the 21st century,
and whatever else that might come up. Cash bar provided.

Conversants:
    Paul Mongeau, Arizona State University
    Charles R. Berger, University of California, Davis

3812  TOP THREE PAPERS FOR ORWAC
3:30 - 4:45  Sunday, February 22, 2015  Skyline II
Presented by the Organization for Research on Women and Communication

Chair: Katie L. Gibson, Colorado State University

Imagining New Relationships and Identity in Ambiguous Utopia:
Accentuating the Positive in Ursula K. Le Guin’s The Dispossessed
    Hillary A. Jones, California State University, Fresno

“Wellody’s Women”: A Foucaultian Analysis of Woody Allen Films
    Jamie Harmon, California State University, Long Beach

Counterinsurgency’s “Best-Kept Secret Weapon”: Army Sensemaking
    Regarding the Productivity of Female Engagement Teams*
    Mauriannna Shelbourn, University of Utah

Respondent: Joan Faber McAlister, Drake University

*Top Student Paper
BUSINESS MEETINGS

5:00 - 6:00 Sunday, February 22, 2015

3904 Health Communication Audubon
3905 Community College #2 Manito
3906 Freedom of Expression/Legal Communication Willow I
3907 Western Forensics Association Willow II
3908 Intercultural Communication Finch
3909 Interest Group Planners (2016) Comstock
3912 ORWAC Skyline II
3915 Member Services Committee Boardroom I

PARTY

SOCCK HOP

9:00 p.m. - 1:00 a.m. Sunday, February 22, 2015 Skyline I and II

Sponsored by Taylor and Francis

[As Bing Crosby Crooned] I Got Rhythm!

Come celebrate WSCA 2015 Spokane with Spare Parts, amazing musicians with perfect harmonies. An award-winning local Pacific Northwest group, Spare Parts plays contemporary, classic rock, country, and oldies! Let's pack this place and see if we can run them out of food and drinks......bring your thirst and be ready to dance the night away!

Dress: What would Bing Crosby wear?
Monday
February 23, 2015
7:00am- 11:30 REGISTRATION Lobby Level

4114 MONDAY MORNING YOGA: [RE]ACCENTUATING THE POSITIVE IN MIND AND BODY
8:00 - 9:00 Monday, February 23, 2015 Cesare’s [7th Floor]
Presented by the President-Elect

Chair: Jessica Baty McMillan, California State University, Northridge

Ease into the morning by joining us for an hour of yoga as we sweat out the negatives of last night’s sock hop. Re-center, re-adjust, and re-align the mind and body to re-accentuate the positive of your day. Open to all levels of experience. Bring a towel or yoga mat and wear comfortable, stretchy, clothes.

4201 NEW APPROACHES TO INTRODUCTION TO COMMUNICATION
9:00-10:15 Monday, February 23, 2015 Ballroom A
Presented by the Community College Interest Group

This panel focuses on different approaches to the introduction to communication course, including, but not limited to, portfolios, speech types, testing approaches, and other assignments.

Chair: Scott Ku, Highline College

Revamping a Tired 101: Reinventing the Basic Course for Conversations in the Real World
   Ellen Bremen, Highline College

Framing the Basic Course Around Recurring Controversies
   Christopher M. Duerringer, California State University, Long Beach

Speech Ideas for the Basic Course
   Scott Ku, Highline College

Transactionality, Audiences and Performances
   Laura Manning, Highline College
Application of Base Groups
Colleen McGoff-Dean, Kwantlen Polytechnic University and
Whatcom Community College

Reading Apprenticeships in the Introductory Human Communication Course
Liz Word, Highline College

Using Games to Encourage Engagement and Active Learning in the Introductory Communication Studies Course
Guy Smith, Whatcom Community College
Andi Zamora, Whatcom Community College

4202 TODAY’S ETHICAL SELF: NEGOTIATING ETHICS IN THE DIGITAL SPHERE
9:00-10:15 Monday, February 23, 2015 Ballroom B
Presented by the Media Studies Interest Group

Chair: Samuel M. Jay, Metropolitan State University of Denver

“Parents’ Growing Pains on Social Media”
Jenn Supple Bartels, University of Dubuque

Vigilant Watchdogs: Policing Journalism Ethics in the Digital Media Age
Zac Gershberg, Idaho State University

Technologies of Disavowal: Agency and Responsibility in Digital Communication
Matthew Bellinger, University of Washington

Network as the Third Person
Kate Drazner Hoyt, University of Denver

A Collapse of Spheres: Politics, Digital Communication, and the Rise of Personal Ethics
Samuel M. Jay, Metropolitan State University of Denver
A CONTEMPORARY AUTO DE FE:
A CACOPHONY OF SELVES TELLING TRUTHS

9:00-10:15 Monday, February 23, 2015 Ballroom D
Presented by the Performance Studies Interest Group

This spotlight performance features a performative reading of an autoethnographic script about the ongoing trial of identities in a life affected by brain injury, PTSD, and disassociation. It demonstrates the method of scripting inner dialogues represents "speaking one's cacophony of selves," providing the narrativas, or the life story/ies that are held up for social review and judgment.

Chair and Respondent: Benny LeMaster, Southern Illinois University, Carbondale

Performer: Amira de la Garza, Arizona State University

CONTESTING AND FORGETTING:
RHETORICS OF MEMORY, PLACE, AND POLITICS

9:00-10:15 Monday, February 23, 2015 Audubon
Presented by the Rhetoric and Public Address Interest Group

Chair and Moderator: Sarah Vartabedian, West Texas A&M University

Voided Victims: Remembering the Forgetting of Homosexuals in the Holocaust
Thomas Dunn, Colorado State University

Custerphilia's Last Stand: Monuments, Memories, and Stasis on the Little Bighorn Battlefield
Randall Lake, University of Southern California
Catherine Palczewski, University of Northern Iowa

Who is Columbine? Forgetting the Public in Contemporary Memorial Sites
Jenna Schwake, Colorado State University

Olvera Street, David Siqueiros, and the Whitewashing of Memory: Creating Civic Identity in Los Angeles 1930-1940
Greg Dickinson, Colorado State University

The Performance of Ethos at the Scopes Trial Museum: The Death and Rebirth of William Jennings Bryan and Creationism
Emma Frances Bloomfield, University of Southern California

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Chair and Moderator: Ronald Walter Greene, University of Minnesota

A Fèlure of Communication: Deleuze and Evental Rhetoric
Matthew Wesley Bost, Willamette University

"Money is Just Paper but it Affects People Like Poetry": Capitalism and Public Address
Andrew Culp, Whitman College

Addressing Publics via Deleuze: Rhetorician as Magician-Emperor and Jurist-Priest
Kevin Douglas Kuswa, Whitman College

Deleuze and the Rhetorical
Ronald Walter Greene, University of Minnesota

This panel accentuates the positive concerning service – work that is often considered drudgery – and finds ways to bridge teaching and research. This panel highlights scholars’ experiences with, and ideas about accentuating the positives of, service. Discussion will also focus on making scholarly collaborations and transforming service into scholarly opportunities.

Chair: Karen Rohrbauck Stout, Western Washington University

Scholarship on Selecting Service: Choices Based on Personal and Community Needs
Karen Rohrbauck Stout, Western Washington University

Serving on Governing Boards: Institutional and Disciplinary Insights
Emily Plec, Western Oregon University

What’s in it for Me?: Reaping the Benefits of Service
Sara Hayden, University of Montana

Moderator/Discussant: Betsy Wackernagel Bach, University of Montana
LEGACIES REVISITED: CONTEMPORARY EXAMINATION OF HISTORIC ISSUES IN LEGAL COMMUNICATION

9:00-10:15  Monday, February 23, 2015  Willow II
Presented by the Freedom of Expression and Legal Communication Interest Group

Chair: Diane Harney, Pacific Lutheran University

Folk Musicians as Rhetorical Threats: Paul Robeson, Pete Seeger, and the Red Scare
Adam Perry, California State University, Channel Islands

Projecting Bodies onto Buildings: The Use of Spectacle in Historic Preservation Protest
Ashley Wheeler, Texas A&M University

Between Legality and Legitimacy: The Supreme Court’s Struggle with the Voting Rights Act
R. Brandon Anderson, The University of Texas at Austin and The College of Wooster

Respondent: Joseph Sery, Christopher Newport University

UNCOVERING TENSIONALITY THROUGH DIALOGUE

PART I

9:00-10:15  Monday, February 23, 2015  Finch
Presented by the President-Elect as well as the Interpersonal Communication and Intercultural Communication Interest Groups

This two-part panel explores how communication scholars can contribute to discussion, and reduction, of tensions surrounding national and global events. Session attendees are invited to engage in facilitated dialogue about specific high-tension issues (e.g., social justice, the environment, immigration, international conflict). Part 1 utilizes structured dialogue to guide participants through a thoughtful examination of dialectical tensions inherent in these events issues, followed in Part 2 (Session 4308) with reports from each group, presented in plenary. This event is designed to cut across interest areas; allows participants to learn together and produce useful ideas; and highlights the importance of facilitated dialogue as a means to accentuate positive paths to conflict resolution and enhanced understanding of difficult issues.

Program Leader: Benjamin Broome, Arizona State University
Program Facilitators:
Versha J. Anderson, Arizona State University
Anna Marie Campbell, Arizona State University
Melissa Framer, Arizona State University
Rosalie Fisher, Arizona State University
Gladys Muasya, Arizona State University
Luke Brenneman, Arizona State University
Tzu-Chiao Chen, Arizona State University

4209 STUDENT PERSPECTIVES ON DIVERSITY EDUCATION IN THE ONLINE COMMUNICATION COURSE
9:00-10:15 Monday, February 23, 2015 Comstock
Presented by the Communication and Instruction Interest Group

Chair: Carolyn Cunningham, Gonzaga University

This panel examines gender and race in the online classroom. Presenters offer insight from online discussion boards, peer interactions, post-course interviews and informal conversations. Panelists, a diverse group of students, offer typically unavailable insights on teaching and learning. Panelists will discuss personal insights related to communication and diversity in the classroom, workplace, in social situations, and with technology.

Participants:
Heather Schmitt, Gonzaga University
Naomi West, Gonzaga University
Ryan Rivas, Gonzaga University
Shannon Cartier, Gonzaga University
Regina Ryder, Gonzaga University

Respondent: Pavel Shlossberg, Gonzaga University

4210 ACCENTUATING THE SCOPE OF TOPIC AVOIDANCE: NEW CONTEXTS AND METHODOLOGICAL APPROACHES
9:00-10:15 Monday, February 23, 2015 Corbin
Presented by the Interpersonal Communication Interest Group

Topics Avoidance During Final Conversations
Maureen P. Keeley, Texas State University
Mark A. Generous, Arizona State University
Avoiding the Space Between: A Braided Narrative Exploring Topic Avoidance in Stillbirth, Infertility and Friendship
   Anastasia Prentiss, Holy Names University
   Suzanne Pullen, Arizona State University

(Non)Communication Surrounding Parental Infidelity
   Allison Thorson, University of San Francisco

Metaphorical Speech to Avoid Romance Talk in Cross-Sex Friendships
   Vickie Harvey, California State University, Stanislaus

(Not) Coming Out of My Parent’s Closet: A Review of Topic Avoidance in LGBTQ Headed Families
   Suzanne Pullen, Arizona State University

4211    CONVERSATION ANALYSIS:
        TWENTY FIFTH ANNUAL DATA SESSION
9:00-10:15  Monday, February 23, 2015  Skyline I
Presented by the Language and Social Interaction Interest Group

This program offers an opportunity to observe experienced conversation analysts working with videotaped data and to participate in ongoing analysis. Following repeated viewings, participants will offer analyses. Audience members are invited to offer further analysis and comments.

Chair: Charlotte M. Jones, Carroll College

Participants:
   Wayne A. Beach, San Diego State University
   Jeffrey Good, Syracuse University
   Brian Heisterkamp, California State University, San Bernardino
   Charlotte M. Jones, Carroll College
   Leah Wingard, San Francisco State University

4212    GATEKEEPING, FRAMING, AND PROBLEMATIC PORTRAYALS: CURRENT DIRECTIONS IN NEWS MEDIA
9:00-10:15  Monday, February 23, 2015  Skyline II
Presented by the Media Studies Interest Group

Chair: Louis E. Rumpf, National University

Celebrities, Drinks, and Drugs: A Critical Discourse Analysis of Celebrity Substance Abuse as Portrayed in the New York Times
   Brent Austin, University of Utah
The Great Divide: Understanding Discourse Between Hard and Soft Genre Political Interviews
   Brock Ingmire, Kansas State University
   Soo-Hye Han, Kansas State University

   Christopher Barnes, University of New Mexico

Framing Nelson Mandela over Time in American Elite Newspapers
   Douglas Wilbur, University of Texas, San Antonio

Respondent/Facilitator: Erica Salkin, Whitworth University

4215 TIME AND PLACE COMMITTEE
9:00 - 10:15 Monday, February 23, 2015 Boardroom I

4301 INTERVENING MEDIA: ACCENTUATING THE POSITIVE IN NARRATIVES OF CRISIS
10:30 - 11:45 Monday, February 23, 2015 Ballroom A
Presented by the Media Studies Interest Group

Chair: Lisa Silvestri, Gonzaga University

Remembering Close Calls and Recuperating the Wounds of War
   Lisa Silvestri, Gonzaga University

Mapping Memory, Navigating Narrative: The Creation of Collective Memory Projects at Constitution Hill
   Sharon Kann, Wake Forest University

Channeling Activism: Retelling the Bhopal Disaster through the Medium of the Activist-Survivor
   Renu Pariyadath, The University of Iowa

Vernacular Mapping: Narrative Mediations as Cartography
   Brook Irving, The University of Iowa

Media in Transportation Accidents: What We Learn From Narrating Blame
   Ben Morton, Lewis-Clark State College

Respondent/Facilitator: Dan Faltesek, Oregon State University

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Chair and Respondent: Dana L. Cloud, University of Texas, Austin

Pussy Riot and a Case for Emancipatory Social Movement Research
Norell Conroy, Boise State University

Civil Rights, Then and Now: The Post-Racial Politics of “Same-Love”
Thomas R. Dunn, Colorado State University

Neo-Constructing Disability Policy: Rhetorically De-Marginalizing Environment-Frames Through Internalized Ableism
Corey Reutlinger, Kansas State University

Children are our Future (Activists): An Examination of Adult Communities in the Children’s book A is for Activist
Grant Campbell, Colorado State University

Chair: Jensen Chung, San Francisco State University

The Provost’s Leadership Role in Communicating University Mission, Values, & Culture
Kathleen Czech, Point Loma Nazarene University
G.L. Forward, Point Loma Nazarene University

In the Red: A Critical Analysis of Target Corporation’s Crisis Management Strategy
Rachel Olivares, Abilene Christian University

Re-conceptualizing “Change Agents” in the Wake of the Discursive Turn
John G. McClellan, Boise State University
Amanda Soza, Boise State University

It’s More Than Just a Name: Eliminating (the Threat of) Terrorist Organizations Through Organizational Labeling
Jacqueline Bruscella, University of Oklahoma
“I Feel Like I’m Going Into Battle”: Creative Tensions in Corporate Organizations
    Jason Dodson, University of Portland

Respondent: J. Jacob Jenkins, California State University Channel Islands

4305       RHETORICAL COLLISIONS, PHENOMENOLOGY, AND THE SUBLIME
10:30 - 11:45     Monday, February 23, 2015
Manito
Presented by the Environmental Communication Interest Group

Chair: Kathleen P. Hunt, University of Utah

A Comforting Madness: The Ethico-Politics of New Materialism’s Phenomenological Wrapping and Kristevan Environmental Sublimity
    Jeremy R. Grossman, University of Georgia

“Forward’ on Climate?” An Analysis of Narratization, Protest, and Time
    Nicholas C. Matthews, California State University, Long Beach

“I Had Been Crying in the Wilderness”: John Muir’s Shifting Sublime Response
    Richard D. Besel, California Polytechnic State University
    Bernard K. Duffy, California Polytechnic State University

Elephants, Social Media, and the China-Africa Assemblage
    Kevin Michael DeLuca, University of Utah
    Rachel DeWitt, University of Utah
    Elizabeth Ann Brunner, University of Utah

Respondent: Jennifer Peeples, Utah State University

4306       CONFLICT, STEREOTYPING, AND PREJUDICE: ACCENTUATING THE CHALLENGES IN INTERCULTURAL CONTACT
10:30 - 11:45     Monday, February 23, 2015
Willow I
Presented by the Intercultural Communication Interest Group

Chair: Charmaine Kaimikaua, Cypress College
A Test of the Relationship between Argumentativeness Individualism/Collectivism, and Conflict Style Preference in the United States and Finland
Stephen M. Croucher, University of Jyväskylä
Piia Jäntii, University of Jyväskylä
Flora Galy-Badenas, University of Jyväskylä
Cheng Ziyiing, University of Jyväskylä

When Ideologies Clash: Examining Isolatable Technologies in a Case Study on Syria
Kody Hansen, University of Utah

The Nature of Prejudice: Origins, Consequences, and Case Study Examples
Bobbi Van Gilder, University of Oklahoma

The Truth Behind the Fairytale: The Misconceptions of a Disney Princess
Kathryn McCoy, California State University, Fresno

Respondent: Brandi Lawless, University of San Francisco

4307 ETHNOGRAPHIC EXPLORATIONS OF RITES, RITUALS, AND PASSAGEWAYS: COMPETETIVE PERFORMANCE STUDIES PAPERS
10:30 - 11:45 Monday, February 23, 2015 Willow II
Presented by the Performance Studies Interest Group

Chair and Respondent: Richie Hao, Colombia College Hollywood

The World is Your Classroom … Or Is It? An Ethnographic Journey of Student Identity Performance and Studying Abroad
Kevin D. Corcoran Jr., San Diego State University

Stitches of Strength through Quilting Narratives: Breast Cancer Ethnography
Jennifer Marshall, California State University, Northridge

Ritual of the Independent Woman: The Solo Female Backpacker Experience
Ariana Hernandez, San Diego State University
Brianna Quintero, San Diego State University

Critical Performance Ethnography for Social Change: A Model of Process, Product and Activism
Suzanne Pullen, Arizona State University
UNCOVERING TENSIONALITY THROUGH DIALOGUE – PART II

10:30 - 11:45 Monday, February 23, 2015 Finch

Presented by the President-Elect as well as the Interpersonal Communication and Intercultural Communication Interest Groups

An important method for producing meaningful change in seemingly intractable conflicts is dialogue. Motivated by events such as those Ferguson, Missouri, this two-part panel will allow participants to engage in structured dialogue about high-tension issues. Drawing inspiration and guidance from scholars across disciplines, we view dialogue as inherently embodying tensionality. Tensions simultaneously represent obstacles to productive exchange and are key to resolving conflict. Allowing opposing views to fully emerge and suspending judgment and resolution may facilitate creative breakthroughs possible as the paradox of opposites is transcended by synthesis. Following dialogue from Part 1 (Session 4208) this session will involve presentation of reports from groups, presented in plenary.

Program Leader: Benjamin Broome, Arizona State University

Program Facilitators:
- Versha J. Anderson, Arizona State University
- Luke Brenneman, Arizona State University
- Anna Marie Campbell, Arizona State University
- Tzu-Chiao Chen, Arizona State University
- Rosalie Fisher, Arizona State University
- Melissa Framer, Arizona State University
- Gladys Muasya, Arizona State University

TECHNOLOGIES OF WAR (AND) COMMUNICATION

10:30 - 11:45 Monday, February 23, 2015 Comstock

Presented by the Rhetoric and Public Address Interest Group

Panel Chair: Chema Sol-Rojas Salinas, Arizona State University

War Management: A Critical Textual Analysis on the Hyperreal and Simulated Experience of War Video Games
Robert Loy, Jr., California State University, Northridge

Sight Unseen: Global News Coverage of High Profile Drone Strikes
Heather Crandall, Gonzaga University
Caleb Lamont, Gonzaga University
@Dronestream’s Critical Interruptions of Twitter’s Public Screen: Defining the Contours of Our Drone War
Kate Drazner Hoyt, University of Denver

Twitter and Algorithmic Rhetoric: The Case of @Anti_Racism_Dog
Matthew Bellinger, University of Washington

Respondent: Marlia Banning, University of Colorado, Boulder

4310 OUTLINE DISCUSSION CONTINUED
10:30 - 11:45 Monday, February 23, 2015 Corbin
Presented by the Community College Interest Group

This panel extends very popular discussion from 2013 WSCA Reno convention, concerning whether Sentence Outlining (as opposed to phrase outlining, or keyword note cards) should be required for the basic course.

Chair and Participant: Michael Brydges, Cypress College

Participants:
Joanne W. Babin, City College of San Francisco
Ellen Bremen, Highline College
Amy Fara Edwards, Oxnard College
April Hebert, College of Southern Nevada
Bernadette Kapocias, Southwestern Oregon Community College
Sharon Milan, Kauai Community College
Tom Walton, University of Arkansas Fort Smith

4311 TRANSFORMING LINGUISTIC CHOICES INTO SOCIAL ACTIONS
10:30 - 11:45 Monday, February 23, 2015 Skyline I
Presented by the Language and Social Interaction Interest Group

Chair: Catherine F. Brooks, University of Arizona

E(race)ing “Illegal”: “I-Word” Movement and the Untenable Tactics of Foreclosure
Antonio De La Garza, University of Utah

Korean Grammar as a Resource for the Organization of Attention and Action
Jung Yun Choi, University of California, Los Angeles

The Positives of Protest: Transforming Culture through (Privileged) Outrage
Susana Martínez Guillem, University of New Mexico
ENGAGING [THE] RESEARCH CAREER: 
WSCA DISTINGUISHED SCHOLAR PANEL 2015
10:30 - 11:45 Monday, February 23, 2015 Skyline II
Presented by the President-Elect

Participants, each a winner of career research awards, will reflect on the joys of scholarly endeavors and discuss developing a research career. Discussion will focus on helping young scholars advance their own distinguished career.

Chair: Sandra Petronio, Indiana University-Purdue University Indianapolis

Panelists:
Peter Andersen, San Diego State University
Dawn O. Braithwaite, University of Nebraska-Lincoln
William R. Cupach, Illinois State University
Sonja Foss, University of Colorado Denver
Brian Spitzberg, San Diego State University

CONVENTION LUNCHEON
12:00-2:30 Monday, February 23, 2015 Ballrooms B and C

MEMORY, MONUMENTS, MUSEUMS, AND (MIS)REPRESENTATION
2:45 - 4:00 Monday, February 23, 2015 Ballroom A
Presented by the Rhetoric and Public Address Interest Group

Panel Chair: Michael F. Walker, Arizona State University

Remembering Yellow Rain: The Conflict Between Science and Lived Experience in the Construction of Public Memory *
   Anjuli Brekke, University of Washington

Unearthing the Native Past: Citizen Archaeology and Modern (Non)Belonging at the Pueblo Grande Museum
   Roberta Chevrette, Arizona State University
   Aaron Hess, Arizona State University

Redefining National Form: Modernism and the Hirschhorn Museum
   Ashley Wheeler, Texas A&M University
“To Rescue, Raise, and Rebuild”: The Rhetorical Framing and Mis-Representation of “Africans” on the Websites of Non-Governmental Organizations in Uganda

Godfried Agyeman Asante, University of New Mexico

Respondent: erin daina mcclellan, Boise State University

*Top Debut Paper

4603 AFFECT AND MARGINALIZATION: THE (IM)POSSIBILITY OF ACCENTUATING THE POSITIVE
2:45 - 4:00 Monday, February 23, 2015 Ballroom D

Presented by the Intercultural Communication Interest Group

Like Muñoz (2006), we understand affect as “the frequencies on which certain subalterns speak and are heard or, more importantly, felt.” Framing affect as capacity points toward the potential of affective drives, including the ability to intervene in dominant affective channels, from a variety of marginalized positions. This panel explores, explicates, and nuances a felt sense of being and becoming marginal subjects. Minoritarian affects are only partially legible to those who embody normative and normalizing affects. Thus, we desire to (re)imagine marginal affects (often coded negatively) as resistant and resilient performative mechanisms capable of transforming normative affects.

North-South (Trans)formations: Rupturing the Body-Politics of Queer Normativity

Brittany Chávez, University of North Carolina at Chapel Hill
Miranda Olzman, University of Denver

A Focus on the Pozitive: HIV, Race, and Affect in the Case of Michael Johnson

Eddie Gamboa Jr., Northwestern University
Jesus Valles-Morales, Akins High School

Trans*Affects: (Re/Dis)Locating the Locus of Gender Dysphoria in Transgender Embodiment

Benny LeMaster, Southern Illinois University, Carbondale

“Chicago’s Violence Epidemic”: Race, Media, and the Disregard for the Black Body

LaCharles Ward, Northwestern University
This program will spotlight *Oxnard College*, winner of the 2015 Model Communication Program Award. Each year, WSCA honors a program for being a model in teaching, service, research and creative works, and effective use of resources. Oxnard College faculty will discuss what they have done and how others might benefit from similar activities.

Chair: Robert G. Leonard

**ACCENTUATING COMPLEXITY AND CHOICES IN LEARNING**

Chair: Chelsea Shore, California State University, Fullerton

The Intersection of Teacher Immediacy Behaviors and Personality Traits in the Classroom
   Alaina M. Veluscek, San Diego State University

The Relationship Between Student Behavioral Alteration Techniques and Student Talk
   Christopher J. Claus, California State University, Stanislaus
   Scott A. Myers, West Virginia University

Creating a Successful Large-Lecture “Small Group” Class: Implementing an Oxymoron
   Janet Jacobsen, Arizona State University
   Patrick McDonald, Arizona State University

Managing Speech Apprehension with More Than Positive Thinking: An Instructional Unite Plan for Teaching the Power-Pose
   Jay E. Baldwin, University of Arkansas

**G.I.F.T.S. (GREAT IDEAS FOR TEACHING STUDENTS)**

Chair: Patrick Barton, Lone Star College-Cyfair
The Noun Game: Constructing Effective Transitions in Speeches
Nick Tatum, Abilene Christian University

Building a Better PB&J Sandwich: Using Kinesthetic Learning to Teach Organization in Public Speaking
Patrick Barton, Lone Star College-Cyfair

Is Everything Old New Again? Using the “Golden Age” of Hollywood to Demonstrate Public Speaking Concepts
Andrea Smith, California State University, Los Angeles

Speaking with Presence: Mindfulness Techniques for the Benefit of Public Speaking Students
Alexander F. Howard, California State University Northridge

HEALTH COMMUNICATION AND RISKY HEALTH CONDITIONS:
EXPLORING DISTINCTIVE METHODS AND THEORIES
2:45 - 4:00 Monday, February 23, 2015 Willow II
Presented by the Health Communication Interest Group

Chair: Heather E. Canary, University of Utah

Prescription Pill Disposal: Using the Extended Parallel Process Model to Understand Attitudes and Intentions*
Sarah M. Hall, Arizona State University

Dishonorable Discharge: <Safe Sex> As Patriotic Ideograph in Wartime STD Prevention Campaigns
Jessica Johnson, University of Denver

Diabetes and Comics
Adam Perry, California State University, Channel Islands

Accentuating the Positive Effects of Relationships: Relational Uncertainty, Perceptions of Interaction Quality and Interaction Goals between a Healthcare Provider and Patient in a Medical Visit
Christina M. Sabee, San Francisco State University

Respondent: Julie Delaney Shields, University of New Mexico

*Top Student Paper
PANOPTIC PRACTICES: VISUALITY AND SURVEILLANCE IN MULTIPLE MEDIA
2:45 - 4:00 Monday, February 23, 2015 Finch
Presented by the Media Studies Interest Group

Chair: Kelly Opdycke, California State University, Northridge

In Custody: Interrogating the Formation of an Inmate in County Jail
Karl Haase, University of Utah

Get Ready for Freddy: An Evaluation of Surveillance and Power in *Five Nights at Freddy's?*
Tamlyn Kurogi, California State University, Long Beach
Alvin Primack, California State University, Long Beach

Racial Profiling: The Visual Conversation of Ongoing 9/11 Narratives
Rosalie Fisher, Arizona State University

Respondent/Facilitator: John Kephart III, California State University, Northridge

TEACHING LANGUAGE AND SOCIAL INTERACTION IN COMMUNICATION COURSES V
2:45 - 4:00 Monday, February 23, 2015 Comstock
Presented by the Language and Social Interaction Interest Groups

Panelists will discuss the integration of LSI research into a variety of undergraduate and graduate Communication courses and applied settings. Panelists will also provide assignments, instructions, and other teaching materials. Audience members will be encouraged to share ideas.

Chair: Charlotte M. Jones, Carroll College

Presenters:
Brian Heisterkamp, California State University, San Bernardino
Charlotte M. Jones, Carroll College
Alan Hansen, Carroll College
Catherine F. Brooks, University of Arizona

A GOOD MIX OF THEORY AND METHOD
2:45 - 4:00 Monday, February 23, 2015 Corbin
Presented by the Communication Theory and Research Interest Group

Chair: Lori A. Bednarchik, Arizona State University, Tempe
Bridging the Gap Between Personal and Master Narratives: A Case and Methodology for Examining Retail Therapy as Affective Governance
Keeley M. Buehler Hunter, University of Denver

Creating an Ideal Auditor: The 2012 Presidential Campaign and Controversy
David Machen, California State University, Los Angeles

Style as a Response to the Crisis of the Subject
Sakina Jangbar, University of Texas, Austin

Accentuating the Positives (and Negatives) of Affection Exchange Theory (AET): What Do We Know About Affection and Where Are We Going?
Mark Alan Generous, Arizona State University

Presumptions, Predispositions & Parasocial Connections: Expanding the Influence of Presumed Influence Model
D. Jasun Carr, Idaho State University

4611 WATER IN THE WEST: FILM SCREENING AND DIALOGUE FOR PRACADEMICS – PART 1
2:45 - 4:00 Monday, February 23, 2015 Skyline I
Presented by the Environmental Communication Interest Group

Chair: Maria Blevins, Utah Valley University

Water makes life possible on earth; yet discursive framing of water in the Western US can make it difficult to imagine positive water futures. Our sequential panels offer an opportunity to explore alternative frames. In the first part of a two-part panel, we will hear from water collaborators about local water initiatives, screen the documentary Last Call at the Oasis; and engage in dialogue regarding water exigencies in the West.

Guest Panelists:
Allyson Beall, Washington State University
Andy Dunau, Spokane River Forum
Todd Norton, Washington State University
Laura Laumatia, Coeur d’Alene Tribe Lake Management
Do Secure Individuals Communication Compassionately Toward Their Partners? The Association Among Individuals’ Attachment Styles, Compassion, and Relationship Satisfaction in Romantic Relationships.

Leslie Ramos Salazar, West Texas A&M University
Carolina Alvarez, California State University, Fresno
Taron Tadevosyan, California State University, Fresno

The Attributes of Relational Maximizers

Alan C. Mikkelson, Whitworth University
Perry M. Pauley, San Diego State University

Heart Echoes: A Physiological Inquiry of Relational Experiences and Motivations and Judgments

Reed Reynolds, Michigan State University
Brian H. Spitzberg, San Diego State University
Perry M. Pauley, San Diego State University

This roundtable workshop assists graduate students in further developing ideas presented in competitive conference papers. Established scholars will provide detailed feedback to students in small groups and lead discussions of developing papers for next steps. Non-presenters are welcome to join the small group discussions.

Chair: Hamilton Bean, University of Colorado, Denver
Direct and Indirect Connections between Recognition and Leader-Member Exchange
Kody Hansen, University of Utah

Uncovering Servant Leadership at Abilene Christian University
Nick Tatum, Abilene Christian University
The Fully Functioning Network?: Church Planting and Corporate Social Legitimacy
Jordan A. Ziemer, Texas A&M University

Managing Nonprofit Tensions between Business and Art Practices
Rebecca Rice, University of Montana

The Positive (and Negative) Side to Sexual Minorities’ Experiences in the American Workplace: Exploring Organizational Tolerance, Acceptance, and Sexual Identity Management
Mark Alan Generous, Arizona State University

Respondents/Mentors:
Heather E. Canary, University of Utah
G. L. Forward, Point Loma Nazarene University
Anne P. Hubbell, New Mexico State University
John G. McClellan, Boise State University

4702 BREAKING CLASSROOM BORDERS IN THOUGHT AND PRACTICE
4:15 - 5:30 Monday, February 23, 2015 Ballroom B
Presented by the Communication and Instruction Interest Group

Chair: Kimberly Aguilar, University of Utah

Assessing Instructional Communication Excellence Through Research: A Holistic Observation of Instructors Deemed Excellent
Hayden Harrower, San Diego State University

Parental Communication and Child Academic Outcomes Throughout the Developmental Periods of Childhood
Christina Yoshimura, University of Montana

Student Voice in a Campus Civic Engagement Program: A Description and Assessment
Zachary Justus, California State University, Chico
Millicent Mattor, California State University, Chico
Lori Weber, California State University, Chico
ADJUSTING TO CHANGING SITUATIONS: ADAPTATION, IMMIGRATION, AND REPRESENTATIONS OF HISTORY

4:15 - 5:30 Monday, February 23, 2015 Ballroom D
Presented by the Intercultural Communication Interest Group

Chair: Shinsuke Eguchi, University of New Mexico

Understanding Work Family Conflict Issues of Immigrant Sub Saharan African (SSA) Women in the United States: An Exploratory Study
Gladys Muasya, Arizona State University

An Intercultural Communication Approach to Veteran Civilian Reintegration
Lisa Pitton Staudinger, Gonzaga University

“Nazis Always Sell”: Analyzing Performance Within Guided Tours in Munich
Kathryn E. Harrison, San Diego State University
Alaina M. Veluscek, San Diego State University

Respondent: Mary Jane Collier, University of New Mexico

CAN WOMEN IN CORPORATE AMERICA LEAN IN TO SUCCEED?

4:15 - 5:30 Monday, February 23, 2015 Audubon
Presented by the Organization for Research on Women and Communication

Although Sheryl Sandberg’s book Lean In has generated discussions of workplace empowerment, gender, and organizational culture, they have yet to generate significant policy changes. This panel offers a cross-disciplinary analysis of Lean In and its implications for organizational gender relations and expectations. Panelists offer ways of considering popular arguments about feminism in corporate America and will discuss the book’s implications for organizational culture. Discussion about these issues will focus, in part, on the contours of the discourse of gender empowerment in organizations and the issues that teachers and students may encounter when addressing these points in the classroom.

Chair and Respondent: Carolyn Cunningham, Gonzaga University

Leaning In to a System of Violence
Molly Pepper, Gonzaga University

Listen Closely To This Story: Narrative Coherence in Lean In
Heather Crandall, Gonzaga University
Cleaning Up After Sheryl Sandberg: A Transnational Feminist Retelling of *Lean In*
Alexa Dare, University of Portland

What Manifesto?
Kris Morehouse, Gonzaga University

I’m Leaning! I Just Hope I Don’t Drop My Baby…
Elizabeth Richard, St. Louis University

**4705**

**ACCENTUATE THE ONTOLOGICAL: APPLYING THEORIES OF IMMANENCE IN RHETORIC**

4:15 - 5:30 Monday, February 23, 2015

Manito

Presented by the Rhetoric and Public Address Interest Group

Chair and Moderator: Marnie Ritchie, University of Texas, Austin

“We Shall Overcome”: Singing Immanence
Megan O’Byrne, University of Utah

I Opt-Out: Privileged Performatives in Anti-Transportation Security Administration Rhetoric
George F. McHendry Jr., Creighton University

“If the Robot Starts to Think, I Wonder if it DREAMs”: Using Science Fiction to Explore Immanence in Arizonan Immigration Discourse
Miles C. Coleman, University of Washington

Place and the Spatialization of Spirit: An Ecology of Church-Capital
Eric Netterlund, University of Colorado, Boulder

Immanence, Aesthetics, and the Politics of Visual Affordance
Daniel H. Kim, University of Colorado, Boulder

**4707**

**“DON’T TELL ME TO SMILE”: RESISTING CULTURAL PERFORMANCES OF POSITIVITY - PART TWO: TROUBLING POSITIVITY IN THE ACADEMY**

4:15 - 5:30 Monday, February 22, 2015

Willow II

Presented by the Performance Studies Interest Group

This high-density interactive ensemble performance is the ninth in a series that engages shared conference space, among performers and audience, as a collaborative site of embodied inquiry. Such an approach follows the charge to
build and test theory through/in/with bodies. This panel both acknowledges the conference theme to *Accentuate the Positive* and troubles the invitation. Performances interrogate how being encouraged to *look on the bright side* may reinforce repressive cultural expectations of what is *acceptable*. Using a variety of performance types, panelists work with specific themes and experiences to contextualize, problematize, and performatively theorize the connections and disconnections of *Accentuating the Positive* in the academy.

Chair: Suzanne Pullen, Arizona State University

“How Low Can You Go?”: An Academic Labor Limbo Party
Amy K. Kilgard, San Francisco State University

Performing Super Crip
Julie Cosenza, San Francisco State University

Coraje: Brown Anger in The Classroom
Jesus I. Valles-Morales, Akins High School

Smile! (It's on the Rubric)
James Warren Boyd, San Francisco State University

Respondent: Javon Johnson, San Francisco State University

**4708 THE PERILS OF POSTIVITY**
4:15 - 5:30 Monday, February 23, 2015
Finch
Presented by the Rhetoric and Public Address Interest Group

Chair and Respondent: Teresa Bergman, University of the Pacific

Pacifying through Positivity: Unity, Reason, and Agency in The Martin Luther King, Jr. Memorial
Jennifer Asenas, California State University, Long Beach

The Killjoy as the Threat of Subjection in the “I don’t need feminism because” Online Movement
Dana L. Cloud, University of Texas, Austin

Positivity Breeds Complacency
Julia Khrebtan-Hörhager, Colorado State University

Love, Friendship, and the Wages of Racial Reconciliation
Leilani Nishime, University of Washington
The Paradox of Positivity as a Barrier to Support for At-Risk Populations
Kelly Rossetto, Boston College

4709  MASTER TEACHER AWARD PANEL
4:15 - 5:30  Monday, February 23, 2015  Comstock
Presented by the Communication and Instruction Interest Group
Chair: Juliane Mora, Indiana University, Bloomington

The Communication and Instruction Interest Group has recognized and honored great teachers since 1988. Come celebrate this year’s award winners, hear about their approach to teaching and engage in a rich discussion of the art and practice of teaching in our field.

The 2015 Master Teacher Awardees are:

Dawn O. Braithwaite, University of Nebraska Lincoln
Adam L. Perry, California State University, Channel Islands

4710  DE-ACCENTUATING THE POSITIVE: JEALOUSY, INFIDELITY, AND REVENGE
4:15 – 5:30  Monday, February 23, 2015  Corbin
Presented by the Interpersonal Communication Interest Group
Chair/Facilitator: Perry M. Pauley, San Diego State University

The Green-Eyed Monster: Revisiting the Literature and Building a Conceptual Model of Jealousy
Rachel Nead, Southwestern College

Is There a Bright Side to Revenge? A Review and Proposal or Revenge Strategies
Joshua C. Nelson, Michigan State University

Masculinity and the “Lesbian Threat”: Gender Differences in Evaluations of Extradyadic Behaviors With Same-Sex Friends
Benjamin L. Compton, University of Kansas
Jonathan M. Bowman, University of San Diego

4711  WATER IN THE WEST: FILM SCREENING
AND DIALOGUE FOR PRACADEMICS – PART 2
4:15 - 5:30  Monday, February 23, 2015  Skyline I
Presented by the Environmental Communication Interest Group

Chair: Maria Blevins, Utah Valley University

This panel continues the screening and discussion that began in panel #4611. Water makes life possible on earth; yet discursive framing of water in the Western U. S. can make it difficult to imagine positive water futures. Our sequential panels offer an opportunity to explore alternative frames. We will hear from water collaborators about local water initiatives, screen the documentary Last Call at the Oasis; and dialogue about water in the West.

Guest Panelists:
Allyson Beall, Washington State University
Andy Dunau, Spokane River Forum
Todd Norton, Washington State University
Laura Laumatia, Coeur d’Alene Tribe Lake Management

4712 TALKING TABOO:
CONSIDERATIONS OF THE SOCIALLY UNTHINKABLE
4:15 - 5:30  Monday, February 23, 2015  Skyline II
Presented by the Media Studies Interest Group

Chair: Matt Morris, University of Texas, Austin

Sex and Swearing on MTV’s Girl Code: A Content Analysis
Sarah Fuller, University of New Mexico
Christopher Barnes, University of New Mexico
Godfried Agyeman Asante, University of New Mexico
Josh Bentley, University of New Mexico

Come on Baby, Light My Fire: Generic Conventions and Transcending Taboo
Hillary A. Jones, California State University, Fresno

Collective Dysmorphia as a Resistive Social Movement: SkinnyGossip and the Fight against the Physical
Kate Drazner Hoyt, University of Denver

“Let [Heteronormativity] Go”: A Queer Interpretation of Disney’s Frozen
Katie Bruns, California State University, Long Beach

Facilitator: Christopher M. Duerringer, California State University, Long Beach

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<td>LEGISLATIVE ASSEMBLY</td>
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<td>PRESIDENT’S RECEPTION</td>
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SESSION NINE: 8:30am – 9:45

5101 PAPERS ON POLITICAL RHETORIC
8:30 - 9:45 Tuesday, February 24, 2015 Ballroom A
Presented by the Rhetoric and Public Address Interest Group

Chair and Respondent: Joan Faber McAlister, Drake University

The Church is Not to State What the State is to Church: Asymmetric Separation as Grounds for Public Virtue in Edward M. Kennedy’s “Tolerance and Truth in America”
Kenneth Lythgoe, University of Wisconsin, Madison

The President and the Press: John F. Kennedy, Presidential Crisis Rhetoric, and the Failure of Self-Censorship
Amy L. Heyse, California State University, Long Beach
Katie L. Gibson, Colorado State University

Reconstituting the Republican Party: Senators Marco Rubio and Rand Paul’s Speeches at the 2013 Conservative Political Action Conference
Loretta Rowley, University of Utah

“I Approved This Message”: The Pornification of the Rhetorical Presidency
Matthew H. Barton, Southern Utah University
Shawn Domgaard, Southern Utah University

The Elephant in the Rooom: Examining Visual Metaphors of Chris Christie in Political Cartoons
Alixandria Lopez, California State University, Long Beach

5103 DISCOURSES OF THE BODY: FEMINIST EXAMINATIONS OF BODILY METAPHORS, MEMES, AND BINARIES
8:30 - 9:45 Tuesday, February 24, 2015 Ballroom D
Presented by the Organization for Research on Women and Communication

Chair: Bobbi Van Gilder, University of Oklahoma

Get Up and Leaf: A Metaphor Criticism of PETA’s Lettuce Ladies Campaign
Tamlyn Kurogi, California State University, Long Beach

My Curves or Your Bones: Gender Criticism of Body-Shaming Memes
Lisa Plasencia, California State University, Fresno
Why is the Body Speaking: Let the Mouth Speak the Truth
Christian Kolesar, Northern Arizona University

Respondent: Teresa Bergman, University of the Pacific

**5104 RE-IMAGININGS FOR COMMUNICATION THEORY: THEORIZING CONTEXTUALLY CONTINGENT AND MATERIALLY SITUATED APPROACHES TO CULTURE AS EMBODIED**

8:30 - 9:45 Tuesday, February 24, 2015 Audubon

Presented by the Communication Theory and Research Interest Group

Chair: Mary Jane Collier, University of New Mexico

The Cultural Politics of the Senses: Race, Sensory Embodiment, and the Politics of Pain
Sachi Sekimoto, Minnesota State University, Mankato

Colonial Fantasy: Theorizing Japanese Male-Queer Intercultural Desires
Shinsuke Eguchi, University of New Mexico

The Embodied Experiences of Race: A White Supremacist Account of White Double Consciousness
Christopher Brown, Minnesota State University, Mankato

What Is This ‘Culture’ in Critical Intercultural Communication?
Susana Martinez Guillem, University of New Mexico

Respondent: Bernadette Marie Calafell, University of Denver

**5105 MANAGING UNCERTAINTY: ACCENTUATING THE IMPORTANCE OF RELATIONAL COMMUNICATION**

8:30 - 9:45 Tuesday, February 24, 2015 Manito

Presented by the Interpersonal Communication Interest Group

Chair/Facilitator: Alan Mikkelson, Whitworth University

“From Where We Stand…”: An Ethnographic Exploration of Re-visioning in Tourist Attractions
Kevin Corcoran Jr., San Diego State University
Ariana Hernandez, San Diego State University
More Than Dinner and a Movie: An Analysis of Dating Definitions From Gay Men in West Texas
Robert B. Layne II, University of Utah

Exploring Social Network Uncertainties in Romantic Relationships
James B. Stein, Arizona State University

5106 INNOVATIVE PROJECTS CREATE POSITIVE AND PRODUCTIVE DEPARTMENTS
8:30 - 9:45 Tuesday, February 24, 2015 Willow I
Presented by the Community College Interest Group

This relevant panel highlights innovative projects and positive relationships happening at community colleges and universities. Each panelist will discuss a new pathway that strengthened the Communication Studies departments. Audience members will also have a chance to share their innovations.

Chair: Amy Fara Edwards, Oxnard College

Monitoring, Mentoring, and Mobilizing: Using the Faculty Evaluation Process to Update, Train, Support, and Reinvigorate Adjunct Faculty
Nancy Hemmert Grace, Santa Monica College

Building a Stronger Communication Department
A. Todd Jones, Bakersfield College
Mark Staller, Bakersfield College

Building Bridges: Creating Mentoring Relationships and Teacher Training in a Communication Studies Department
Randi Picarelli, California State University, Northridge

Build it and They Will Come: Developing Programs, Degrees, Certificates, and Clubs in the Community College Communication Department
Brenda Ahntholz, Ohlone College
Larissa Favela, Ohlone College

5107 HISTORY NOW: THE ROLE OF PUBLIC MEMORY IN AMERICAN TELEVISION
8:30 - 9:45 Tuesday, February 24, 2015 Willow II
Presented by the Media Studies Interest Group

Our world is shaped by views of the past. Television shows portraying fictionalized versions of previous decades aid in accentuating the positive by developing awareness of how we have arrived at where we are. This panel
examines television representing the 1920s (Boardwalk Empire), 1970s (Life on Mars), 1980s (The Goldbergs), and 2000s (The Wire) to understand both the negatives and positives of the past and how we are cultivating a better world now.

Chair: Krystal Fogle, Abilene Christian University

Panelists:
Katie Kavanaugh O'Neill, University of Pittsburgh
Byron B. Craig, Indiana University Bloomington
Linda Levitt, Stephen F. Austin State University
Jacob Dickerson, Georgetown College

Respondent/Facilitator: Lauren Lemley, Abilene Christian University

5109  HEALTH, HUMAN SERVICES, AND GOVERNMENT: THEORETICAL APPROACHES TO PUBLIC SECTOR ISSUES
8:30 - 9:45  Tuesday, February 24, 2015  Comstock
Presented by the Organizational Communication Interest Group

Chair: Carlos A. Tarin, University of Utah

Applying Critical Theory to Public Sector Communications as a Path to Improving Stakeholder Engagement
Caid Willis, Gonzaga University

Implications of the Empathy-Stress Correlate in Healthcare & Human Services Industry: Communication for a Multi-Disciplinary Approach to Empathy
Lauren A. Robleza, Gonzaga University

The Constitution of Laboratory Space: An Examination of a ‘Big Science’ Culture
Nicholas Burk, University of Colorado Boulder

Respondent:  Jensen Chung, San Francisco State University

5110  FROM DIALOGUE TO DISSEMINATION: FRESH STRATEGIES FOR CONVEYING ENVIRONMENTAL MESSAGES
8:30 - 9:45  Tuesday, February 24, 2015  Corbin
Presented by the Environmental Communication Interest Group

Chair: Nicholas S. Paliewicz, University of Utah
The Role of Interpersonal Communication in Preparation for Wildland Fire - A Literature Review
Lauren Remenick, Oregon State University

Problematic Populations: Critiquing and Repairing A Sierra Club Program
Alex Davenport, James Madison University

Who Are You Anyway?: Communication, Community, and Environmental NGOs
Megan Cullinan, University of Montana

Shifting the Spotlight: How “The Featured Creature” Web Site Brings New Voices into Environmental Discourse
Mark DeLaurier, University of South Dakota

Respondent: Michael Salvador, California State University, San Bernardino

5111 QUEER(ING) COMMUNICATION TECHNOLOGIES: THEORIZING AND EMBODYING RESISTANCE TO HEGEMONIC REPRESENTATIONS OF MARGINALIZATION
8:30 - 9:45 Tuesday, February 24, 2015 Skyline I
Presented by the Media Studies Interest Group

Chair, Respondent, and Facilitator: Steve Farias, University of the Pacific

Making Sex Public: Intimacy, Technology, and the Question of Big Brother's Queerness
Eddie Gamboa Jr., Northwestern University

Beyond the Binary: An Collaborative Autoethnography of Queering and Trans*ing Radio in the Rural US Midwest
Benny LeMaster, Southern Illinois University Carbondale
Nora Klein, Independent Artist

Queer is the New Black? A Critical Analysis of Queer Bodies on Netflix's Orange is the New Black
Hannah R. Long, Southern Illinois University Carbondale
Danette M. Patton, Southern Illinois University Carbondale
Treil Bollinger, Southern Illinois University Carbondale

Queering the Gaze: Queer Self-Representation in the Age of the Selfie
Nichole Nicholson, Pierce College
“IF YOU CAN’T SAY ANYTHING POSITIVE...”: INQUIRIES INTO INCIVILITY AND INDECOROUS SPEECH
8:30 - 9:45 Tuesday, February 24, 2015 Skyline II
Presented by the Rhetoric and Public Address Interest Group

Chair and Moderator: Sara Hayden, University of Montana

Trained Incivility: Femen’s Body Politics and Preparing for the Public Screen
Robert Chevrette, Arizona State University
Aaron Hess, Arizona State University

God Hates Fred? Balancing Form and Decorum in Responses to the Death of Fred Phelps
Christopher M. Duerringer, California State University, Long Beach

Roald the Rebel? Rather, Roald the Reinforcer: Reading Civility through Incivility in Roald Dahl’s Books for Children
Sohinee Roy, Arizona State University

The Satanic Temple: Religious Freedom and the Question of Civility
Chema Sol-Rojas Salinas, Arizona State University

21st-Century Temperance: The Meth Project and the Construction of Intoxicated Citizenship
Michael F. Walker, Arizona State University

EXECUTIVE COUNCIL
9:00-11:30am Tuesday, February 24, 2015 Finch

NEOLIBERAL AND “POST-RACIAL” IDEOLOGIES OF SELF-HELP, FAMILY, AND FAITH
10:00 - 11:15 Tuesday, February 24, 2015 Ballroom A
Presented by the Rhetoric and Public Address Interest Group

Panel Chair: Godfried Agyeman Asante, University of New Mexico

Wishing Race Away: Postracial Etiquette in Nashville’s Local Discourses
Jennifer Heusel, Coker College

Bota Straps: Hegemony, Representation, and The Latino’s Guide to Parenthood
Wayne Freeman, University of Colorado, Boulder
Health, Wealth, and Neoliberalism: The Ideological Potency of Prosperity
Theology
Luke Winslow, San Diego State University

Big Money and <The American Dream>: Philanthropic Agencies’ Rhetoric
Regarding K-12 and College Education
Sumiko Martinez, University of Utah

Mothers Mourning Trayvon: Motherhood, Affect, and Anti-Racist Possibilities
Stephanie Hartzell, University of Colorado, Boulder

Respondent: Bryan McCann, Louisiana State University

5302 PLACE & IDENTITY:
SITES OF STRUGGLE IN RESOURCE-BASED DISCOURSE
10:00 - 11:15 Tuesday, February 24, 2015 Ballroom B
Presented by the Environmental Communication Interest Group

Chair: Deborah Cox Callister

You Tube’s Comment Culture and the Environmental Movement
Marcelina Piotrowski, The University of British Columbia

Land and Body: A Story of Coal Mining and Environmental Destruction on
Native American Land
Tracy M. Valgento, University of Montana

Cloistered Advocacy
Maria Blevins, Utah Valley University

Respondent: Richard Besel, California Polytechnic State University San Luis Obispo

5303 EMBODYING MEDIA:
GENDER, FEMINISM, AND THE BODY
10:00 - 11:15 Tuesday, February 24, 2015 Ballroom D
Presented by the Media Studies Interest Group

Chair: Jelena Petrovic, Stetson University

Magazine Influence on Body Dissatisfaction: Fashion vs. Health?
Paulina Swiatkowski, University of Arizona
A Process Model of Gender Identity: Exploring Interpersonal and Mass Mediated Factors
Kate S. Kurtin, California State University, Los Angeles
Melissa Tafoya, La Sierra University

The Personal is the Professional: Using Social Cognitive Theory to Explore the Postfeminist Fantasy of Grey’s Anatomy
Stacey M. Overholt, University of Utah
Stephanie L. Gomez, University of Utah

The New Broke Girls Project: Postfeminism, Television, and Women’s Sexual & Reproductive Health
Elizabeth A. Kissling, Eastern Washington University

Respondent/Facilitator: Diane Keeling, University of San Diego

5304 SOME DAYS I WANT TO SCREAM TOO: LATINA DOMESTIC WORKERS IN THE CITY OF CONCRETE AND DUST
10:00 - 11:15 Tuesday, February 24, 2015
Audubon
Presented by the Performance Studies Interest Group

Abstract: Historically, women of color (particularly immigrants) have been the lifeblood of U.S. domestic labor. California, and particularly Los Angeles, has the country’s highest concentration of paid domestic workers. Based on ethnographic interviews with Latina domestic workers in Los Angeles, Some Days I Want To Scream Too reflects on the emotional ruptures communicated in storytelling on the Los Angeles Metro system. This performance also attempts to connect and document these voices in the flesh where popular media seldom treads.

Chair and Respondent: Chema Sol-Rojas Salinas, Arizona State University
Performer: Jesus I. Valles-Morales, Akins High School

5305 WHAT DOES THE AFFECTIVE TURN MEAN FOR RHETORIC?
10:00 - 11:15 Tuesday, February 24, 2015
Manito
Presented by the Rhetoric and Public Address Interest Group

Chair and Moderator: Matthew May, Texas A&M University
Affecting Rhetoric: ‘Tuning In’ to ‘Encounters’
Joshua Trey Barnett, University of Utah
This roundtable discussion addresses difficult classroom situations (e.g., delicate topics, challenged identities, power struggles, and general unease). Awkward moments are not always acknowledged and are not always negative. This roundtable facilitates conversation regarding how instructors can fruitfully steer awkward moments into teachable ones, thus creating spaces for growth.

Participants:
- John S. Caputo, Gonzaga University
- Tony Osborne, Gonzaga University
- Elaine Radmer, Gonzaga University
- Claudia Bucciferro, Gonzaga University

To honor the conference theme, *Accentuate the Positive*, this panel discusses instances when intercultural interactions go well. There are moments, if only fleeting, when connections happen, identities are affirmed, conflict is reduced, and lessons are constructively learned. Panelists and audience members will discuss those positive interactions and how intercultural researchers and teachers can further theorize and pedagogically foster such experiences.
Panelists:
Qingwen Dong, University of the Pacific
Rodney A. Reynolds, California Lutheran University
J. Jacob Jenkins, California State University Channel Islands
Julia Khrebtan-Hörhager, Colorado State University

5309  # ACCENTUATETHEPOSITIVE OF THE DIGITAL HUMANITIES AS A FORCE FOR REPRODUCTIVE JUSTICE
10:00 - 11:15  Tuesday, February 24, 2015  Comstock
Presented by the Organization for Research on Women and Communication

This discussion explores the intersection of the Digital Humanities (i.e., DH), Communication Studies and reproductive justice. The DH utilize digital materials to combine traditional methods with data text mining and data visualization. We are interested in how social media are used in/as social justice organizing, collaborating and outreach, and how scholars may utilize DH to study how/what these platforms communicate.

Participants:
Suzanne Pullen, Arizona State University
Toniesha L. Taylor, Prairie View A & M University
Linda Levitt, Stephen F. Austin State University
Anastasia Prentiss, Holy Names University

5310  MEMORY, MEMORIALS, HAUNTINGS, AND COUNTERSCREENS:
COMPETITIVE PERFORMANCE STUDIES PAPERS
10:00 - 11:15  Tuesday, February 24, 2015  Corbin
Presented by the Performance Studies Interest Group

Chair and Respondent: Shinsuke Eguchi, University of New Mexico

Memorialization: The Burden of Being a Spect-Actor
Rosalie Fisher, Arizona State University

Memory, Grief and the Search for Closure: Making Sense of Dachau as a Site for Performance of Memory and Tourism
Jazmyne A. Sutton, San Diego State University
She-Ing Wang, San Diego State University

Counterscreens Reflect Performances of Public Loneliness in The Public Isolation Project and The Agony and The Ecstasy of Steve Jobs
Lou Clark, Arizona State University
STATUS UPDATE:  
CURRENT TRENDS IN DIGITAL MEDIA RESEARCH  
10:00 – 11:15  
Tuesday, February 24, 2015  
Skyline I  
Presented by the Media Studies Interest Group  

Chair: Michael F. Walker, Arizona State University  

Memory Politic: Dialectical Memory Practice in Facebook  
Lee Jeong-Hyun, University of Utah  

Seeing is Believing: The Effects of Pinterest on Goal Motivation  
Erin Petersen, University of Portland  
Sam Lee, University of Portland  
Megan Tienken, University of Portland  
Zarah Gaeta, University of Portland  
Jennette Lovejoy, University of Portland  

Digital Audience Labor and ‘The Googlization of Everything’: New Media Profits through Old Media Means  
Brice Nixon, California State University Channel Islands  

Writing with Writing: The Role of Software in Written Communication  
Amy D. Williams, University of Utah  

Respondent/Facilitator: Gina Giotta, California State University, Northridge  

G.I.F.T.S. (GREAT IDEAS FOR TEACHING STUDENTS)  
10:00 - 11:15  
Tuesday, February 24, 2015  
Skyline II  
Presented by the Community College Interest Group  

Chair: Angela M. Holland, College of Southern Nevada  

Speech Class in the Real World: Identifying Thesis Statements of Top 40 Hits  
Krystal Fogle, Abilene Christian University  

Video Speech  
Chelsea Shore, California State University, Fullerton  

The Six Word Thesis Challenge  
Lauren Lemley, Abilene Christian University  

Using the Commemorative Speech to Reinforce Learning through Self-Reflection, Improve the Course Content, and Provide Peer-to-Peer learning  
Cassie Hemphill, Missoula College of the University of Montana
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The 2016 conference theme encourages us to imagine, engage, and create intellectual discourses marked by restraint and empowerment. More than mere amalgamations, our synergy should enable the transcendent power of communication to recognize and overcome the inherent risks of transformation and advancement. The theme also pays historical tribute to our past and present WSCA family: scholars and teachers who elevated and enriched, daring to merge and/or diverge, invent and mediate, constantly adapting to an ever-changing environment. Our efforts are inextricably tied to the rigorous theoretical, pedagogical, and applied labor of others.

“Collaboration, Innovation, and Convergence” should be interpreted broadly, celebrating the construction of knowledge that is possible when disciplines, scholars, students and teachers, join together, embrace change, and overcome predicaments of the present. Alternatively, participants may choose to think outside the box or never get in the box and totally ignore the conference theme. Regardless, all participants should send their best work to WSCA’s annual convention to be held February 25-March 2 at the Bahia Resort Hotel in San Diego, California.

Mark Bergstrom,
WSCA President-Elect and 2016 Primary Program Planner

**CALL for Competitive Papers, Program Proposals, Pre-conference Proposals, Workshop Proposals, Undergraduate Scholars’ Research Conference (USRC), and Graduate Students Workshop & Graduate Programs Open House**

I. Competitive Papers (deadline: *received by 9/1/15*) – Submit to interest group

II. Program Proposals (deadline: *received by 9/1/15*) – Submit to interest group

III. Pre-Conference Proposals (deadline: *received by 9/1/15*) – Submit to Mark Bergstrom

IV. Workshop Proposals (deadline: *received by 9/1/15*) – Submit to Mark Bergstrom
V. Undergraduate Scholars’ Research Conference (USRC) (deadline: received by 12/1/15) – Submit to WSCA Second Vice-President

VI. Graduate Student Workshop & Graduate Programs Open House (deadline: received by 12/15/15) – Submit to WSCA Second Vice-President

For specific information about submitting to interest groups, visit the WSCA website.

I. COMPETITIVE PAPERS

A. Authors are encouraged to submit papers to the interest groups for competitive selection. Papers may employ any humanistic, scientific, and/or other methodology(ies) and may address theoretical developments, critical analyses, disciplinary issues, pedagogical issues, and/or research advancements.

Submit each paper to only one interest group. (NOTE: Not all interest groups sponsor competitive papers. Therefore, authors should contact interest group planners prior to paper submission.)

Competitive Papers should not: (1) have been presented at another conference or convention; (2) have been published; or (3) have been accepted for publication.

B. Submitted papers should include the following:

1. A title page that includes the paper’s title; names, affiliation(s), email address(es), phone number(s) of all authors; and audio-visual requests. Equipment availability is extremely limited and expensive. See the WSCA policy on Audio-Visual Equipment at Conventions in the Policies and Procedures Manual on the WSCA website at [http://www.westcomm.org/aboutus/PolicyandProcedureManual.pdf]
2. On a separate page, include a 100-200 word abstract of the paper (with the paper’s title appearing above the abstract);
3. A maximum of 30 pages of text;
4. No information in the paper that identifies the author(s) beyond that which appears on the title page.

C. Submission: Specific information about submitting to interest groups will be posted on the WSCA website at the completion of the
February 2015 convention and presented in the WSCA News during April 2015.

D. Research in Progress: Some interest groups sponsor “Research in Progress” Programs. Papers submitted to these programs should be so designated on the cover page and should not exceed ten pages in length. Be sure that the interest group to which you want to send your paper accepts “Research in Progress” programs before submission.

E. Debut Award: The WSCA Executives Club Debut Award is given to the author (or co-authors) of a paper presented at the convention “who have not presented a paper at a state, regional, national or international convention, or published in any academic journal.” Papers presented at student-only conferences are exempt from this requirement. All authors of a co-authored paper must meet these eligibility requirements for a paper to be considered a Debut Paper. Papers eligible for the Debut Award should be marked “DEBUT” in the upper-right-hand corner of the title page. Please also indicate whether each author is a bachelor’s, master’s, or doctoral student. Only one debut paper per interest group show will be forwarded for consideration. Some interest groups also sponsor debut programs; papers need not be presented on a debut panel to be eligible for the Executives Club Debut Award.

F. Competitive paper submissions must be RECEIVED by the interest-group planner NO LATER THAN Tuesday, September 1, 2015. Some interest groups allow or require that papers be submitted electronically, whereas others require paper submissions. BE SURE TO CHECK THE INTEREST GROUP CALL FOR PAPERS FOR THE ACCEPTABLE FORMAT FOR SUBMISSION. For specific information about submitting to interest groups, visit the WSCA website.

II. PROGRAM PROPOSALS

A. Program proposals should focus on a unifying theme relevant to research, theory, or instruction in the area of the sponsoring interest group. Programs may consist of a chair, individual presenters, and a critic/respondent in a traditional conference format. However, debates, roundtable discussions, performance activities, or other unique formats are encouraged. Innovative program proposals, especially those that provide opportunities for interaction among participants and attendees, are encouraged. Programs co-sponsored with other interest groups are also welcome. Programs that relate to
the convention theme, “Collaboration, Innovation, and Convergence,” are encouraged.

B. Program proposals must contain the following:

1. Thematic title of the program;
2. Names, e-mail addresses, phone numbers, and affiliations of all participants;
3. Title and brief description of each presentation;

Program proposals must be RECEIVED by the appropriate interest group planner NO LATER THAN Tuesday, September 1, 2015. Some interest groups allow or require that program proposals be submitted electronically, whereas others require paper submissions. Check the interest group call for papers for the acceptable format for submission. For specific information about submitting to interest groups, visit the WSCA website.

**III. PRE-CONFERENCE PROPOSALS**

A. Pre-conference proposals for the 2016 convention are invited. Those that relate to the general convention theme, “Collaboration, Innovation, and Convergence,” are encouraged.

B. Pre-conferences will be held Saturday, February 27, 2016.

C. Please send pre-conference proposals as an MS-Word attachment within an e-mail to the Primary Program Planner, Mark Bergstrom [mark.bergstrom@utah.edu]. Be sure to include as much of the following information as possible:

1. Title of the pre-conference
2. Names, e-mail addresses, phone numbers, and affiliations of those planning the pre-conference
3. A detailed (i.e., at least 1-2 page) rationale for the pre-conference
4. A brief (50-75 word) description of the pre-conference for potential inclusion in the conference program
5. Pre-Conference leader’s (or leaders’) relevant expertise
6. Equipment needed for the pre-conference. Please remember that equipment availability is *extremely limited and expensive*.
See the WSCA policy on Audio-Visual Equipment at Conventions in the Policies and Procedures Manual on the website.

D. A call for pre-conference participation will be published in the WSCA News during the summer.

E. Address any questions, comments, or concerns to the Primary Program Planner, Mark Bergstrom [mark.bergstrom@utah.edu].

**WORKSHOP PROPOSALS**

A. A workshop is intended as a training or informational short course that can be presented in a three-hour or six-hour time block. A workshop topic may concern the presentation of teaching innovations; an area of research; a new theoretical perspective; the application of a body of knowledge; skill development; or another clearly focused topic. Workshop leaders are encouraged to advertise their workshops and solicit participation.

B. Workshops are scheduled for the first full day of the convention, Saturday, February 27, 2016. Participants pay a modest registration fee. The fee is intended to cover only the direct costs (photocopying, materials, etc.) incurred in conducting the workshop (see E below).

C. Workshops of interest to members of the Western Forensic Association (i.e., WFA) are encouraged and will be programmed on Sunday evening, February 28, 2016 after completion of the WFA tournament.

D. Workshop proposals should include the following:

1. Title of the workshop
2. Names, phone numbers, e-mail addresses, and affiliations of all presenters
3. A detailed (i.e., at least 1-2 page) rationale that outlines the workshop’s goals
4. A brief (50-75 words) outline and description of workshop activities for potential inclusion in the conference program
5. Room size and configuration requested (e.g., theater seating, tables of eight, etc.)
6. Equipment required for the workshop. Please remember that equipment availability is extremely limited and expensive. See

7. Maximum enrollment number
8. Fee amount, set in accordance with WSCA policy (see below)
9. Time-block requested (i.e., three hours or six hours)

E. Guide to setting fees for workshop leaders: WSCA has set $5.00 as the base fee for any workshop. The first $5.00 of each registrant’s fee is designed to cover the association’s administrative costs. Any fees above $5.00 should be set at such a level as to provide reimbursement to the workshop leader(s) only for the cost of materials, equipment, and any out-of-the-ordinary expenses. Costs for audio-visual and other equipment rental and costs of producing materials for participants must be covered within the overall fee that is specified. WSCA cannot reimburse more money to a workshop leader than it receives from participant fees. Note: If a part or all of a fee is proposed as covering an individual’s expenses or as an honorarium, Paul Mongeau, 2015 WSCA President, must approve it prior to any commitment to the individual.

F. Workshop proposals should be sent as an email attachment to Mark Bergstrom [mark.bergstrom@utah.edu] and must RECEIVED NO LATER THAN September 1, 2015.

V. 10th ANNUAL UNDERGRADUATE SCHOLARS RESEARCH CONFERENCE

The WSCA Second Vice-President solicits submissions for the Undergraduate Scholars Research Conference to be held on Saturday, February 27, 2016. Undergraduate students are invited to submit papers reporting original research (i.e., critical investigation, experimentation, or analysis leading to the discovery or creation of new facts, theories or interpretation or significant revisions of already existing ones, or the practical applications of these new or revised conclusions). Diverse philosophical, theoretical, and methodological approaches are welcome. All authors on papers submitted must be undergraduate students at the time of submission. An awards ceremony follows the last presentation. For those students whose papers are accepted, WSCA will pay $15 of the $25 USRC registration. Undergraduate student paper submissions must be received by the Second Vice-President, by December 10, 2015. Authors will be notified of paper acceptance by January 8, 2016.
VII. GRADUATE STUDENT WORKSHOP & GRADUATE PROGRAMS OPEN HOUSE

On Saturday, February 27, 2016, the Second Vice-President will host a workshop for advanced undergraduates and master’s students who are considering pursuing a master’s or doctoral degree in Communication. The workshop is designed to (1) introduce students to the benefits of graduate education; (2) help them understand how to choose a graduate program that meets their needs, interests, and abilities; and (3) gain insight into the realities of graduate school life by talking with current doctoral student peers and faculty mentors. In addition, the Second VP will host a Graduate Programs Open House on Saturday, February 27, 2016. Undergraduate and graduate students will meet with representatives from universities that have graduate programs in Communication. Faculty and current graduate students who are interested in participating in the Workshop – and graduate program directors and representatives at universities offering graduate programs in Communication, who wish to participate in the Open House – should indicate their interest by contacting the Second Vice-President, by December 16, 2015.
## MY SPOKANE CONFERENCE TRAIL

### Saturday, February 21

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:45 - 1:45</td>
<td>UNDERGRADUATE SCHOLARS RESEARCH CONFERENCE</td>
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</tr>
<tr>
<td>9:00 - 12:00</td>
<td>PRE-CONFERENCE/WORKSHOPS</td>
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</tr>
<tr>
<td>1200 - 4:00</td>
<td>PRE-CONFERENCE WORKSHOP</td>
<td></td>
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<tr>
<td>1:00 - 4:00</td>
<td>PRE-CONFERENCE/WORKSHOPS</td>
<td></td>
</tr>
<tr>
<td>4:30pm-6:00pm</td>
<td>CONVENTION KICK-OFF</td>
<td>Ballroom B</td>
</tr>
<tr>
<td>6:00pm-8:00pm</td>
<td>WELCOME RECEPTION</td>
<td>Skyline I and II</td>
</tr>
<tr>
<td>8:30pm-10:00pm</td>
<td>EXECUTIVES CLUB SOCIAL</td>
<td>Off Site</td>
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### Sunday, February 16

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT</th>
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<tbody>
<tr>
<td>7:30am-8:30am</td>
<td>SUNDAY SUNRISE YOGA</td>
<td>Cesare’s 7th Floor Executive Tower</td>
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<tr>
<td>7:30am-8:30am</td>
<td>BUSINESS MEETING</td>
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<tr>
<td>8:30am-9:45am</td>
<td>PANEL #1</td>
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<tr>
<td>10:00am-11:15am</td>
<td>PANEL #2</td>
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<tr>
<td>11:30am-12:30pm</td>
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<td>12:30pm - 1:45pm</td>
<td>PANEL #3</td>
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<td>2:00pm - 3:15pm</td>
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<td>3:30pm - 4:45pm</td>
<td>PANEL #5</td>
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<td>5:00pm - 6:00pm</td>
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<td>9:00pm - 1:00am</td>
<td>SOCK HOP</td>
<td>Skyline I and II</td>
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### Monday, February 17

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>8:00am-9:00am</td>
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<td>Cesare’s 7th Floor Executive Tower</td>
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<td>PANEL #7</td>
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<td>4:15pm - 5:30pm</td>
<td>PANEL #9</td>
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<td>6:45pm - 8:00pm</td>
<td>LEGISLATIVE ASSEMBLY</td>
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<tr>
<td>9:00pm - 11:00pm</td>
<td>PRESIDENT’S RECEPTION</td>
<td>Skyline I and II</td>
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### Tuesday, February 18

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<tr>
<td>9:00am - 11:30am</td>
<td>EXECUTIVE COUNCIL</td>
<td>Finch</td>
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<tr>
<td>10:00am - 11:15am</td>
<td>PANEL SESSION #10</td>
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<td>11:30am - 12:45pm</td>
<td>PANEL SESSION #11</td>
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