

**Ritual, Community, and Technology  
in this New Century:  
A Global Discussion in New York State**

**October 23-25, 2009 Conference Program  
Honor's Haven Resort & Spa, Ellenville, New York**

**All meals will take place in the Falls View Dining Area  
All Plenary Sessions will take place in The Fantasy Room  
All Breakout Sessions will take place in the West Wing**

**Friday, October 23<sup>rd</sup>**

**Conference Registration Opens**

**1:30pm**

**Lower Lobby**

**NYSCA Executive Board Meeting**

**3:00pm-4:00pm**

**Room 3**

**Business Meeting for Student PRSSA Members**

**3:00pm-4:00pm**

**Room 5**

**General Semantics in This New Century**

**4:00pm-5:30pm**

**Room 2**

**Chair: Lance Strate, Fordham University**

**Participants: Thom Gencarelli, Manhattan College**

**Martin Levinson, Institute of General Semantics**

**Katherine Liepe-Levinson, Hunter College**

**Bill Petkanas, Western Connecticut State University**

**Persuasion and Politics in this New Era:**

**A Review of Undergraduate Persuasive Campaigns**

**4:00pm-5:30pm**

**Room 3**

Chair, Mary L. Kahl, State University of New York at New Paltz

Participants:

Erin O'Connor, *State University of New York at New Paltz*

"Increasing Collegiate Enrollment Rates Among Hispanic Males: A State-Wide Campaign"

Nicole Famulare, *State University of New York at New Paltz*

"Garnering Support for the *Child Victims Act*: A Persuasive Campaign to Eliminate the Statute of Limitations on Child Sexual Abuse"

Colomba Fronda, *State University of New York at New Paltz*

"Abolishing Abstinence-Only Sex Education in New York State: Answering a Rhetorical and Reproductive Crisis"

### **A Homage to Twilight Zone Rituals**

**4:00pm-5:30pm**

**Room 5**

Ari Kissiloff, Ithaca College

"Paying Homage: *The Twilight Zone* in Popular Media"

### **Children and Media, Media Rituals Roundtable**

**4:00pm-5:30pm**

**Room 6**

Chair: Lewis Freeman, Fordham University

Participants: Student Panel, Fordham University

### **Dinner**

**6:30pm-8:00pm**

**Fall's View Dining Rm**

Plated Dinner Served

### **Opening Remarks, Keynote Address, Awards**

**8:00pm-9:30pm**

**The Fantasy Room**

Opening Remarks: Donna Flayhan, Vice President of NYSCA 2009, State University of New York at New Paltz

Keynote: Lance Strate, Executive Director, Institute of General Semantics, Fordham University

“Ritual and Questions of Media Ecology, General Semantics, and Community.....”

Lance Strate, Ph.D. is a Professor at Fordham University in Manhattan. Lance Strate completed his Ph.D. at NYU and specializes in Media Ecology. Strate is the founder of the Media Ecology Association and served as President for a decade where built the organization internationally. Currently, Dr. Strate is the Executive Director of the Institute of General Semantics, editor of the Hampton Press Media Ecology Series, and author of many books and articles related to the study of media as environments.

Student Awards Presentation: Brad Crownover, Vice President-Elect NYSCA 2009

## **Saturday, October 24<sup>th</sup>**

**Breakfast**

**8:00am-9:30am**

**Fall's View Dining Rm**

Breakfast Buffet

**The Rhetoric of Myth and Fantasy:  
Ritual Communication and Community**

**10:00am-11:15am**

**Room 2**

Chair: Martin Wallenstein, John Jay College of Criminal Justice

Presentations:

Martin Wallenstein, John Jay College  
“Harry Potter and the War on Terror”

Greg Donaldson, John Jay College  
“Gangster Myths”

Lorraine Moller, John Jay College  
“Myths and Realities about Working with Women Behind Bars”

Dana Tarantino, John Jay College  
“Myths and Realities in Mary Zimmerman’s *The Arabian Nights*”

**Public Relations Student Society of America  
& LPH (Part I)  
10:00am-11:15am  
Room 3**

Chair: Susan Jasko, California University of PA

Discussants:

Hofstra University  
Rowan College  
Marymount Manhattan College  
Hamilton College

**Probing the Media Environment in This New Century  
10:00am-11:15am  
Room 5**

Chair: Lance Strate, Fordham University

Presentations:

Mary Purcell, Fordham University

"You Can Be Whomever you Like: Facebook as Medium Allowing Permutation of the Self"

Ekaterina Alexandrova, Fordham University

"User Generated Content: Damaging Visual"

Matt Quayle, NBC Universal/CNBC

"The Method of the Medium is in Motion: A Response from a TV Producer  
Challenging and Embracing *Amusing Ourselves to Death* 25 Years Later"

Al Auster, Fordham University

"How the Greatest Game Ever Played Became the Greatest Game Ever Played"

"Law and the Public Sphere," Jordhan Besek, Fordham University

**New Media Issues:  
Rethinking Curriculum from Pre-K to B.A.  
10:00am-11:15am  
Room 6**

Chair, Student, State University of New York at New Paltz

Presenters:

Peggy Cassidy, Adelphi University  
"Transmission or Ritual? Rethinking Priorities of K-12 Public Education and the Use of New Media in Schools"

Dan Schackman, State University of New York at New Paltz  
"Convergence in Media, New Teaching In Media Studies"

### **Coffee Chats**

**11:15am-11:45am**

**West Wing Conference Area**

Coffee, Tea, Snacks Provided in Conference Room area Lobby

### **Film, Technology, Ritual, and Alternative Education**

**11:45am-1:00pm**

**Room 2**

Russell Richardson, Executive Director of the indie Film Program serving at-risk creative high school students learn and create film and web content that has won awards in Spain, been selected for presentation in The Woodstock Film Festival, and been a saving educational form during difficult times and difficult years.

In "At Risk Teens: The Medium as Vehicle to the Mission" Executive Director Richardson presents the logic behind this Columbia University Award Winning Film Program for Creative at Risk Teens.

### **Public Relations Student Society of America & LPH (Part II)**

**11:45am-1:00pm**

**Room 3**

Chair, Susan Jasko, California University of PA

Discussants from

Hofstra University

Rowan College

Marymount Manhattan College

Hamilton College

### **Crises, Calamities, and Communication**

**11:45am-1:00pm**

**Room 5**

Patricia Swann, Utica College

"Corporate Blogging as Public Relations Strategy During a Crisis: An Exploratory Examination of General Motor's Fastlane Blog"

Gordon Alley-Young, Kingsborough Community College - City University of New York

"Culture, Calamity, Faith, and Flexibility: Complicating Locus of Control as Predictor of Communication Effectiveness "

Arlene Flowers, Ithaca College

Kimberly Gregson, Ithaca College

"From Videoconferences to Virtual Worlds: An Analysis of Presence and Control in Digital Meetings for Business, Training and Learning"

**Top Graduate Competitive Papers--A New Generation of Outstanding Scholars**

**11:45am-1:00pm**

**Room 6**

Chair: Azeem Malik

Jason Turcotte, New York University

"Army Strong: How the Military's New Recruitment Tactics Target the Instant Gratification Generation"

Jessica D. Festa, State University of New York at Albany

"Framing of the Dr. Hootan Roozrokh Case in News Articles: A Qualitative Analysis"

**Lunch**

**1:00pm-2:30pm**

**Fall's View Dining**

Buffet Lunch Provided

**Community Life, Community Life Wired**

**3:00pm-4:15pm**

**Room 2**

Chair: Azeem Malik

Presenters:

Valerie Terin, Moscow State Institute of International Relations

"Community Life Electronics"

Robert K. Blechman, New Jersey City College  
"Things Come in Fours: A Comparison of Marshall McLuhan's Tetrad and Claude  
levi-Strauss's Canonical Formula"

Richard Wilkins, Baruch College, City University of New York  
"The Rhetorical Invocation of Societal Life through Social Dramas"

**The Community of the *Audience Centered Professional***

**3:00pm-4:15pm**

**Room 3**

Presenters:

Valerie Swarts, Slippery Rock University

Christine Pease-Hernandez, Slippery Rock University

"Preparing Students for a "Real World" Community Using an Aristotelian  
Approach: *The Community of the Audience Centered Professional*"

**Poetry in Media: New Contexts for an Enduring Activity**

**3:00pm-4:15pm**

**Room 5**

Chair: Lance Strate, Fordham University

Participants:

Robert Albrecht, New Jersey City University

Karen Lerman, Fordham University

Lance Strate, Fordham University

**GIFTS and GAINS: A Plethora of Great Ideas for Teaching**

**3:00pm-4:15pm**

**Room 6**

Facilitators:

Mary Nagy,

Lewis Freeman, Fordham University

"GIFTS Great Ideas for Teachers, Students" "GAINS Great Activities

Instill Noticeable Success"

**Tribute to Woodstock on the 40th Anniversary Celebrated Around the World**

**4:30pm-6:30pm**

**The Fantasy Room**

### Michael Lang

The man who pulled it all together in 1969 and made Woodstock the most famous small town in the world. Lang co-founded Woodstock Ventures and is the promoter who made it all happen for the concert that doesn't-need-an-introduction-anywhere-in-the-world Woodstock Music Festival of 1969. 2009 marks the 40th Anniversary of the Woodstock Music and Arts Festival that brought together amazing musicians and a generation ready for change. Lang continues to reside in Woodstock, New York and continues to promote peace, love, and music throughout the world.

### Betty Ballentine

The woman who put paperback books in the hands of millions around the world, from the nest of her handmade home in Woodstock, New York. Betty Ballentine, along with her husband Ian Ballentine, founded Bantam Books in 1945 and Ballentine Books in 1952, revolutionizing access to reading by introducing the lower cost paperback book. At one point in the late 1950s, nearly all paperback books sold around the world originated out of one of the two paperback book publishers in Woodstock. Betty Ballentine is 90 years old this year and going strong. Ballentine continues to reside in Woodstock, New York in her Handmade House.

### Richard Heppner

Woodstock Historical Society President, Mr. Heppner is Author of *Remembering Woodstock* in which he pulls together a collection of essays from the Historical Society of Woodstock archives that tell the history and capture the unique spirit of Woodstock, "where the individual is always welcome and new and creative beginnings are always possible." Mr. Heppner resides in Woodstock, New York.

### Barry Samuels

Owner of The Golden Notebook bookstore on Tinker Street in Woodstock. Samuels is a reservoir of historical knowledge and a staple in the Village of Woodstock for residents and tourists alike who walk into the "little" bookstore across from the Village Green. Samuels attends hundreds of house-party book releases around the area for the hundreds of writers nestled in the shadows of Overlook Mountain. If you attend a small house party book release in or around Woodstock, you'll see Barry enjoying the readings of the local writers and promoting the sale of their books, seemingly moments later Samuels is behind the counter of the bookstore known round the world. Samuels continues to reside in Woodstock, New York.

Chair, Donna Flayhan, State University of New York at New Paltz, Vice President of New York State Communication Association 2009

Woodstock Poets organized by JoAnn Margolis, Woodstock Elementary School Librarian and member of Woodstock Historical Society  
Woodstock Choral and Musical presentation produced by Harvey Boyer Woodstock Elementary Orchestra, Jazz, and Choral Director



**Cocktail Hour**  
**6:30pm-7:30pm**  
**Fall's View Dining Rm**

Open Bar and Open Conversation

**Dinner**  
**7:30pm-8:30pm**  
**Fall's View Dining Rm**

Plated Dinner Served

**Keynote Address**  
**8:30pm-9:30pm**  
**The Fantasy Room**

John Durham Peters, "God and Google: On Seeking in the Digital Era" - A Talk  
"Music as Ritual" - An Exploration

John Durham Peters, Ph.D. is Professor of Communication and Media at the University of Iowa. John Peters completed his Ph.D. at Stanford University in 1986 and he is author of the National Endowment for the Humanities funded and internationally acclaimed book, *A History of the Idea of Communication*. Peters holds the F. Wendell Miller Distinguished Professor Chair for Media History and Social Theory. Peters has been the recipient of fellowships from the Fulbright Foundation, the Leverhulme Trust, and the National Endowment for the Humanities.

**Live Music from Woodstock Musicians Today**  
**The Place, the Spirit, and the Dreams Live on in 2009**  
**9:30pm-12:30am**  
**The Fantasy Room**

Cash Bar, Live Music, Good Company

## **Sunday, October 25<sup>th</sup>**

**Breakfast**  
**8:30am-10:00am**  
**Fall's View Dining Rm**

Breakfast Buffet (Business Meeting, NYSCA during the pre-breakfast as is tradition)

**Social Media, Ethics, and Other (Digital Dilemmas) in Public Relations**

**10:00am-11:15am**  
**Room 2**

Chair: Susan Jasko, California University of PA

Presenters: Student Panel, California University of PA

**National Science Foundation Grants How to Get Funding for Media Studies Research**

**10:00am-11:15am**  
**Room 3**

Susan Barnes, Rochester Institute of Technology is an accomplished grant writer, researcher, professor and scholar of communication technologies and social interaction. Dr. Barnes is this year's recipient of the Wilson Fellow Award of the New York State Communication Association. Dr. Barnes has generously agreed to share with conference goers her advice and knowledge in securing funding for communication studies scholars.

**Tribute to the Legacy of James W. Carey**

**10:00am-11:15am**  
**Room 5**

Participants: Susan Drucker, Hofstra University  
Gary Gumpert, New York University  
Paul Grosswiler, University of Maine  
Missy Alexander, Marist College  
Lewis Freeman, Fordham University

**Manhattan Communities and Rituals**

**10:0am-11:15am**  
**Room 6**

Chair: Anastasia Kurylo, Marymount Manhattan College

Panel: Roundtable, Students from Marymount Manhattan College Share Stories

**Presidents of NYSCA, Past and Present**

**11:30am-12:15pm**  
**Room 2**

Missy Alexander, Marist  
Valerie Swarts, Slippery Rock  
Peggy Cassidy, Adelphi  
more tba...

**Undergraduate Top Paper and Student Campaigns**

**11:30am-12:15pm**

**Room 3**

Amanda Hamilton, State University of New York at Geneseo  
"An Analysis of College-Aged Women's Personal Relations"

State University of New York at New Paltz  
"Kids Kicking Cancer"

State University of New York at New Paltz  
TBA

**Plenary: Parting Words of Wisdom from our  
Wilson and Postman Award Presenters and Recipients**

**12:30pm-1:30pm**

**The Fantasy Room**

Brian Cogan, 2008 Wilson Fellow  
Sue Barnes, 2009 Wilson Fellow

Sue Drucker, Postman Award Presenter, Postman Award Recipient 2009