

**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 Fall's View Dining Area**  
**All Plenary Sessions will take place in The Fantasy Room**  
**All Breakout Sessions will take place in the West Wing**

**Draft as of 10/7/09**

**(please bring errors to our attention at**  
**nyscasubmissions2009@gmail.com)**

**Free wi-fi throughout hotel and grounds**

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

**Conference Registration Opens**

**1:30pm**

**Lower Lobby**

**NYSCA Executive Board Meeting**

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

**Room 3**

**Examining Community and Technology within Scholarship**

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

**Room 1**

**Erin Christie, Rutgers University\*\* Competative Paper**

**"Understanding Space and Time Through the Exploration of a Café as a Workplace"**

**Andy Kirkyla, Rutgers University\*\*Competative Paper**

**"Credibility and Websites"**

**Richard Lee, Rutgers University**

**"Politics and Internet Use"**

**Sandra Mardenfeld, Rutgers University**

**"Conversations about Confidentiality—**

**a Look at how Technological Changes in the Media Industry May Alter  
the Discourse on Reporter's Privilege"**

**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:**

**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"

Brianna Lee, *State University of New York at New Paltz*

"Knowing Your Rights Regarding Search and Seizure: A Campaign for College Students."

### **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

Postman Award:

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

# “On the Binding Biases of Time”

Lance Strate is Professor of Communication and Media Studies at Fordham University. He is also the Executive Director of the Institute of General Semantics. A past President of the New York State Communication Association, and one of NYSCA's Wilson Scholars, he has served as Editor of NYSCA's former journal, *The Speech Communication Annual*, and helped to organize NYSCA's Neil Postman Award. He is a founder of the Media Ecology Association, which he served as President for over a decade, and continues to serve on the MEA's Board of Directors, and he is a founder and past Editor of the MEA's journal, *Explorations in Media Ecology*. He is the Supervisory Editor of the Media Ecology Book Series published by Hampton Press, and is himself the author of *Echoes and Reflections: On Media Ecology as a Field of Study*, co-editor of several anthologies including *The Legacy of McLuhan* (with Edward Wachtel) and *Communication and Cyberspace* (with Ron Jacobson and Stephanie Gibson), and the author of over one hundred articles and book chapters. He also blogs and writes poetry.

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

**NYSCA Ritual Jam Session**

**The Fantasy Room**

**9:30pm on....**

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

**Breakfast**

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

**Fall's View Dining Rm**

Breakfast Buffet

**GIFTS and GAINS: A Plethora of Great Ideas for Teaching & a Student  
Town Hall Meeting**

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

**Room 1**



**Facilitator:**

**Lewis Freeman, Fordham University**

**"GIFTS Great Ideas for Teachers, Students" "GAINS Great Activities  
Instill Noticeable Success"**

**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*”

**New Urban Communication Technologies and Rituals:**

**A NYSCA Round Table**

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

**Room 3**

Chair: Mary Ann Allison, Hofstra University

Discussants:

Bruce Avery, **General Manager, WRHU, Hofstra University**

Suzanne Berman, **Hofstra University**

Susan J. Drucker, Hofstra University

Gary Gumpert, **Communication Landscapers**

Victoria Geyer, Hofstra University

Matthew Mattagansis, State University of New York at Albany

### **Advisors on Advising: Guiding Student Organizations**

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

**Room 4**

Organizer: Susan Jasko, California University of PA

Open invitation to all faculty who advise student organization.

### **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

**Coffee Chats**

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

**West Wing Conference Area**

Coffee, Tea, Snacks Provided in Conference Room area Lobby

**Administrator's Roundtable**

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

**Room 1**

By Invitation Only

**Resistance as Ritual: Technology, Ritual, and Alternative Education**

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

**Room 2**

Russell Richardson, Executive Director, Film Program

"At Risk Teens: The Medium as Vehicle to the Mission"

Yingfan Zhang, Suffolk Community College

"A Review of Plantation Slaves' Communication for Survival and Humanity"

**Christine Pease-Hernandez, Slippery Rock University**

**"Welcome to My World: When Resistance is Ritual..."**

**Culture, Cultural Values, and Rhetoric**

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

**Room 3**

**Jessica Eckstein, Western Connecticut State University**

*Katie Lever-Mazzuto, Western Connecticut State University*

**Karen Wolf, Suffolk Community College**

**"The Rhetoric of Cultural Values"**

**Critical Media Studies: Questioning Technology and Culture**

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

**Room 4**

Chair:

Presentations:

**José Luís Garcia, Universidade de Lisboa (University of Lisbon)**

Filipa de Brito Subtil, Universidade de Lisboa (University of Lisbon)

"Questioning Culture in 1960-70's. Reflections on James Carey and the critical media studies in Europe"

Phil Rose, University of Toronto

"Technopoly, the Warfare State, and the Revolution in Military Affairs"

Roxanne O'Connell, Roger Williams University

"Granny's Gramophone: McLuhan, media and music in the Irish diaspora"

**Cathlene Phelan, Hamilton College**

**"Emerging Challenges"**

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

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

**Room 5**

Chair:

Presentations:

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: Corey Liberman, Marymount Manhattan College

Presentations:

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"

**Yulia Golobokova, Fordham University, Graduate Student in Public Communication**

**"Communication and Democratization: Russia's Long Path to Enlightenment"**

\*Note: Two additional top graduate competitive papers were presented as part of a Rutgers graduate student panel.

**Lunch**

**& Wilson Fellow Award Words**

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

**Fall's View Dining**

Buffet Lunch

NYSCA Business Meeting Working Lunch 1:00pm-2:00pm

2:00pm-2:30pm, Wilson Awards Address

Brian Cogen, Wilson Fellow 2008-09

Sue Barnes, Rochester Institute of Technology, Wilson Fellow 2009-10

**Student Public Relations Business Meeting-PRSSA**

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

**Room 1**

Student PRSSA Members Meet

**New Media Issues:**

**Rethinking Curriculum from Pre-K to B.A.**

**3:00pm-4:14pm**

**Room 2**

Chair: James Morrison, Babson College

Presenters:

Peggy Cassidy, Adelphi University

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

Daniel Schackman, State University of New York at New Paltz

"Convergence in Media, New Teaching In Media Studies"

**Community Life, Community Life Wired**

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

**Room 6**

Chair:

Presenters:

Valery Terin, Moscow State Institute of International Relations

"Community Life Patterns Under Electronic Conditions"

Robert K. Blechman, St. George's University

"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"

Phil Rose, University of Toronto

"Regarding Electronic Literacy and Aliteracy"

**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*"**

**NOTE: Presenters encourage students to attend this presentation and discussion.**

**New Directions in News Literacy**

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

**Room 4**

**Chair:**

**Presenters:**

**Katherine Fry, Brooklyn College**

"Evaluating Mothers Evaluating News: A News Literacy Approach"

Paul Mihailidis, Hofstra University

**"Remixing News in the Classroom: Effective Practices for News Literacy Education"**

**Michael RobbGrieco, Temple University**

**"Student-centered Pedagogy for News Literacy Development"**

**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

**Public Health: Some Rituals Need to be Abolished: AIDS, Chemicals,  
Descrimination in Public Health**

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

**Room 6**

Chair: Azeem Malik

Jay D (get spelling) ,Columbia University

"AIDS: What in the World is Going on? Aa Global Perspective on AIDS in  
2009"

Truman R. Keys, Western Connecticut State University

"Behaviors That Eliminate Health Disparities for Racial and Ethnic  
Minorities: A Narrative Systematic Review"

Donna Flayhan, State University of New York at New Paltz

"Public Health and Personal Care Products: Daily Rituals of Paying to be Poisoned, Globally, in this New Century"

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

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

**The Fantasy Room**

Chair: Joanna Reisner, State University of New York at New Paltz

Young poets, singers, and jazz musicians to open the Tribute to Woodstock Celebration

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 hundred 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.

\*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, F. Wendell Miller Distinguished Professor Chair for  
Media History and Social Theory

# "God and Google: On Seeking in the Digital Era"

**John Durham Peters is Professor of Communication Studies at the University of Iowa. He completed his Ph.D. at Stanford University in 1986 and he is author of the internationally acclaimed book, *Speaking into the Air: 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 the Hudson Valley Today**

**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 (NYSCA Executive Board pre-breakfast meeting to begin at 8:00am in dining room)

### **Examining Ritual and Community Within Scholarship**

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

**Room 1**

Chair:

Presenters:

Kirkyla

Lee

Mardenfeld

**Teaching Speech Across the Disciplines: Are We Talking the Same Language?**

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

**Room 2**

Chair: Judith Mitchel, Mercy College

Presenters:

Sean Dugan, Mercy College

Judith Mitchel, Mercy College

Michael Perotta, Mercy College

Paul Trent, Mercy College

**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.

### **Undergraduate Top Paper and Student Campaigns**

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

### **Room 4**

Chair:

Presentations:

Amanda Hamilton, State University of New York at Geneseo

"An Analysis of College-Aged Women's Personal Relations"

Mary Connolly, Marymount Manhattan College

"The Effects of Broadcast News Media on Political Perspective in Spain"

**Carey's Legacy: James W. Carey's New York Years**

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

**Room 5**

Chair:

Participants:

Susan Drucker, Hofstra University

Gary Gumpert, Communication Landscapers

Paul Grosswiler, University of Maine

Lewis Freeman, Fordham University

**Changing the World One Behavior at a Time**

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

**Room 6**

Chair: Anastasia Kurylo, Marymount Manhattan College

Presenters:

Sarah Jospitre, Marymount Manhattan College, Communication Arts  
Student

"Stern Looks Is Money"

Camela Weekes, Marymount Manhattan College, Student, Communication  
Arts Department

"Sticks and Stones May Break My Bones..."

Siobhan Santini, Marymount Manhattan College, Communication Arts  
Student

"Communicating Non-Physical Compliments to Children to Lower High  
School Drop-Out Rates"

**Parting Words of Wisdom**

**11:30pm-12:00pm**

**The Fantasy Room**



