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# NEWSLETTER

Greetings FCA Members and Friends,

We hope that you all had a great start to the fall semester. The 83<sup>rd</sup> annual convention is rapidly approaching and the theme this year is the creation of community through communication.

Our pedagogy, our scholarship as well as our service in communication are the basis for communities and community relationships. We are a community of learners, a community of scholars and a community of professionals. In celebration of these communities, this year's convention will have three tracks: Communication Pedagogy, Competitive Communication Scholarship and Communication Trends.

These tracks will run simultaneously and allow for movement between tracks throughout the convention. At any given time, attendees will be able to choose between a session on pedagogy, scholarship and current trends. We are excited about this theme as well as these tracks. In addition, there are numerous exciting presentations that will be offered at the convention and we are excited to showcase them in this newsletter.

Please remember all participants in a program session are asked to pre-register for the convention by Sept. 16. In order to receive an Early Bird rate, the deadline for convention registration is Sept. 30. Also, please keep in mind that current membership ends on Sept. 30 as well and it is encouraged to renew your membership or receive a new membership by that date.

Please do not hesitate to contact us with any questions, comments or ideas! Thank you for your continued support and we look forward to seeing you all in October.

FCA Board



**FLORIDA COMMUNICATION ASSOCIATION**

**REGISTER: FCA CONVENTION 2013**

**THURSDAY, OCT. 17 TO SATURDAY, OCT. 19, 2013**

**THE 83RD ANNUAL CONVENTION OF THE  
FLORIDA COMMUNICATION ASSOCIATION**

**WILL BE HELD AT THE HOLIDAY INN LAKE BUENA VISTA IN THE  
WALT DISNEY WORLD RESORT**

## FCA CONVENTION REGISTRATION

Registration for the 83rd Annual Florida Communication Association Convention is now open! Please visit <http://www.flcom.org/conventions.asp> to register for the convention. Please make sure to have the pre-registration completed by Sept. 30.

All participants in a program session will be required to pre-register for the convention by the early registration deadline. The final program will recognize only paper authors and panel programs that are confirmed with participant pre-registrations.

### HOLIDAY INN LAKE BUENA VISTA, DOWNTOWN DISNEY BOOK NOW



Remember to make room reservations for the conference hotel, the Holiday Inn Lake Buena Vista, Downtown Disney. The FCA has secured a special room rate of \$109 per night. Reservations can be made by calling (877) 394-5765 and asking to speak with the reservations department. Reference the Florida Communication Association rate, group code CAA. One may also make reservations online by entering the group code CAA. Reservations must be made by Sept. 16 in order to guarantee this special group rate.

### 2013 REGISTRATION OPTIONS

<b>Package A - for regular registrants,</b> includes convention registration plus both Friday and Saturday luncheons.	<b>\$110</b> early*	<b>\$135</b> on-site
<b>Package B - for student registrants,</b> includes convention registration plus both Friday and Saturday luncheons.	<b>\$70</b> early*	<b>\$95</b> on-site
<b>Package C - for regular registrants,</b> includes either Thursday/Friday or Saturday registration and luncheon for that day.	<b>\$75</b> early*	<b>\$100</b> on-site
<b>Package D - for student registrants,</b> includes either Thursday/Friday or Saturday registration and luncheon for that day.	<b>\$45</b> early*	<b>\$65</b> on-site

### RENEW MEMBERSHIP

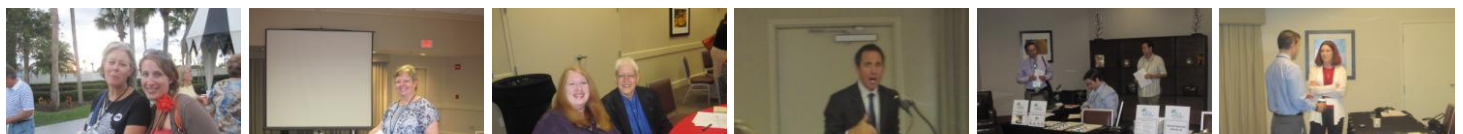
Now is a great time to renew the FCA membership as it ends on Sept. 30! It is encouraged to renew your membership or receive a new membership by the Sept. 30 date.

#### WHY BECOME A MEMBER?

- ✓ Annual Conference
- ✓ The Florida Communication Journal
- ✓ Information To Improve Classroom Effectiveness
- ✓ Guest Speakers
- ✓ Great Value
- ✓ Newsletter
- ✓ Website

## FCA CONVENTION 2013 PROGRAM

Day/Times	Communication Trends (A)	Communication Pedagogy (B)	Communication Scholarship (C)
<b>Thursday</b>			
3:30 - 6pm: Registration			
Session 1: 4 - 4:50pm	<b>One Word, Multiple Meanings - Panel</b>	<b>Community Beyond Classroom - Panel</b>	<b>Graduate Competitive Scholarship</b>
	Mackie, Beals, Luecht, Van Huyssteen, Jenner	Hudspeth, Payne, Dickinson	Whalen, McCampbell
Session 2: 5 - 5:50pm	<b>New Frontiers in Public Speaking - Panel</b>	<b>Integrated Learning Projects - Workshop</b>	<b>Communication in Sport - Presentations</b>
	Tomei and Newbolt	Murphy, Watson	Looney, E., Looney, M., Lee
Session 3: 6 - 6:50pm	<b>Inclusion of the Basic Speech Course - Panel</b>	<b>Instructing Outside the Box - Workshop</b>	<b>Changing Trends in Oral Communication Panel</b>
	Walters, Paschall	Van Allan	Hodgson, Perrotte
		<b>Welcome Reception</b>	
		<b>Slueth's Mystery Dinner Theater</b>	
<b>Friday</b>			
Session 4: 8:30 - 9:20am	<b>Interface between Audience and Text - Panel</b>	<b>iPad Integration - Workshop</b>	<b>Undergraduate Competitive Scholarship</b>
	Maldonado, Blackman, Carrico, Kirch	Simpson, C., Unger, Allen	Lax, Mendez, Zimmer
Session 5: 9:30 - 10:20 am		<b>Member Meeting</b>	
Session 6: 10:30 - 11:20am		<b>Plenary Session - Dr. Mary Ann Ferguson, University of Florida</b>	
Session 7: 11:30 - 12:20pm	<b>G.I.F.T.S.</b>	<b>Psychology of Speech Anxiety - Workshop</b>	<b>New Media and Communication Presentations</b>
		Bedore	Nagy, Sessa, Blake
12:30 - 1:50pm		<b>Luncheon</b>	
Session 8: 2 - 2:50pm	<b>Wait, Who is my President? - Panel</b>	<b>Debate Watch - Panel</b>	<b>Professional Competitive Scholarship</b>
	Varga, Powers, Grodzki	Mercadante, Oakley	Holland, Banker, Voss, Speere
Session 9: 3 - 3:50pm	<b>Retirement Readiness - Panel</b>	<b>Product Oriented Assignments - Workshop</b>	<b>Graduate Competitive Scholarship</b>
	Jefferis, Hefferin, Quianthy	Simpson, A.	Peterson, et. al, Altieri
Session 10: 4 - 4:50pm	<b>Intercultural Communication - Panel</b>	<b>Sense of Place - Workshop</b>	<b>Professional Competitive Scholarship</b>
	Kellerman, E., Kellerman, D., Lajnef	Sunvold	Strain, Kenney, Akita
Session 11: 5 - 5:50pm	<b>Is that the Professor? - Panel</b>	<b>Resources for Service Learning - Workshop</b>	<b>Graduate Competitive Scholarship</b>
	Varga, Powers, Grodzki	Hudspeth	Post, Willingham, Cui, Kocieda
		<b>President's Reception</b>	
		<b>Downtown Disney</b>	
<b>Saturday</b>			
Session 12: 8:30 - 9:20am	<b>Incongruities of Gender - Panel</b>	<b>Learning Teams Panel</b>	<b>Graduate Competitive Scholarship</b>
	Trapani, Gullen, Naumoff, Winn	McKenzie, Paschall, Humphreys	Whalen, McCampbell, Shaikh
Session 13: 9:30 - 10:20am		<b>Member Meeting</b>	
Session 14: 10:30 - 11:20am		<b>Poster Session</b>	
Session 15: 11:30 - 12:20pm	<b>Political Communication - Presentations</b>	<b>Reality TV in the Classroom Panel</b>	<b>Undergraduate Competitive Scholarship</b>
	Hanlon, McCampbell, Aarke	Mackie, Fenner, MacNeil, Allen	Sarra, Jennings, Green
12:30 - 2pm		<b>Closing Awards Luncheon</b>	



Above: Participants of FCA at previous convention.



## GUEST SPEAKER AT 2013 CONVENTION

MARY ANN T. FERGUSON, PH.D.



*Professor, Department of Public Relations, University of Florida  
Graduate Coordination- Department of Public Relations, University of Florida  
Ph.D., University of Wisconsin, Madison  
M.A., University of Wisconsin, Madison  
B.A., University of Wisconsin, Madison*

Dr. Ferguson has been a professor in the University of Florida's College of Journalism and Communications for 27 years. She teaches public relations research methods, ethics and social responsibility, and corporate social responsibility. She is an expert in applied communication research methods. Professor Ferguson has directed numerous large-scale social evaluation research and needs assessment projects on tobacco, gambling, environmental health, health communication, and disaster planning, as well as statewide opinion polls for Florida newspapers, city and county governments, the university and numerous associations. Overall, she has been awarded more than \$1.3 million in grants while at the University of Florida. Most recently she supervised a large-scale eyetrack content analysis project of 600 readers of print and online news for The Poynter Institute. In recognition of her scholarship in the area of corporate social responsibility, Dr. Ferguson has been named a Page Legacy Scholar by the Arthur W. Page Center at Penn State University College of Communications, for both 2005-2006 and 2006-2007 academic years. In that research she has conducted in depth analysis of the social responsibility programming of 100 exemplar global corporations. In recent years she has developed an expertise in corporate social responsibility in the Middle East and is now working on developing a joint master's degree with Zayed University in Dubai and Abu Dhabi and the University of Florida. Prior to joining the faculty at the University of Florida, Dr. Ferguson was employed at IBM in Boulder, Co., and later in the University of Wisconsin's Division of Economic and Environmental Development. She also worked as a publication writer and editor and as a communication consultant in state and local political campaigns. As a higher education administrator, Dr. Ferguson most recently held positions as Associate Dean for Research and director of the Communication Research Center in the College of Journalism and Communications. She has been a leader at the University of Florida in shared governance and serves on the UF Faculty Senate, was the Chair for the University Constitution Committee, and is the Chair of the College of Journalism and Communication's Faculty Senate. Dr. Ferguson earned a Ph.D. in mass communication with an emphasis in evaluation research, an M.A. in journalism, and a B.A. in public relations from the University of Wisconsin-Madison.

## FROM THE DESK OF STEFANIE POWERS, NEWSLETTER EDITOR



In the role of the Newsletter Editor, I hope to continue the tradition of providing timely information on the Florida Communication Association. I have numerous ideas for the coming editions, but need your help and feedback in facilitating the process. Please send me best practices, classroom tips, membership highlights and anything else that you think would be relevant for our FCA members. I am open to all ideas.

DON'T MISS THE FUN

# Sleuth S

Orlando, FL  
Mystery Dinner Shows

83rd Annual Florida Communication Association Convention

## Dinner, Drinks & Mystery Show

Thursday, October 17<sup>th</sup> 6PM

\$48/Members \$58/Non-Members

Registration Required

<http://www.flcom.org/conventions.asp>

Transportation Provided

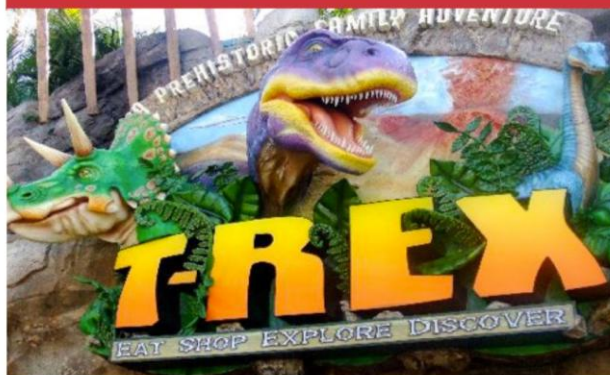


Join us Friday night for dinner at  
Downtown Disney

T-Rex Café  
7:30pm

Drinks and stimulating conversation  
immediately following at Raglan Road

Disney transportation provided  
6pm from the Holiday Inn Lobby



FLORIDA COMMUNICATION ASSOCIATION CONVENTION