

FLORIDA COMMUNICATION ASSOCIATION

“The purpose of the Florida Communication Association (FCA) is to coordinate the efforts of teachers, students and others interested in advancing the communication arts and sciences in the state of Florida.”



September 2014
Issue 8

Newsletter

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Greetings fellow FCA Members and Friends,

We hope that you all had a great start to the fall semester. The 84th annual convention is rapidly approaching and the theme this year is The Power of Culture and Communication.

The path to acquiring strong cross-cultural skills through communication is not always an easy one. In a world where interactive technologies redefine the evolution of communication scholarship and practice, we need to recognize the relationship between culture and communication as a complex yet intimate one. First, cultures are created through communication. Without communication and communication media, it would be impossible to preserve and pass along cultural characteristics from one place and time to another. One can say, therefore, that culture is created, shaped, transmitted, and learned through communication. The reverse is also the case; that is, communication practices are largely created, shaped, and transmitted by culture.

In celebration of the growing interdependency between culture and communication, this year's convention will have three simultaneously running tracks: Communication Pedagogy, Competitive Communication Scholarship and Communication Trends. We are excited to share the preliminary convention schedule with you in this newsletter as we believe that these tracks will explore valuable teaching and research methods challenging attendees to think about the future of our discipline while connecting with colleagues in the region.

Please remember that all participants and attendees must register to attend. In order to receive an early bird rate, the deadline for convention registration is Oct. 3. 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 Orlando.

FCA Board Members

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REGISTER:

FCA Convention 2014
Thursday, Oct. 16 to
Saturday, Oct. 18

THE 84TH ANNUAL CONVENTION
WILL BE HELD AT THE
HOLIDAY INN
LAKE BUENA VISTA
(WALT DISNEY WORLD RESORT)
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REGISTRATION AND MEMBERSHIP



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FCA CONVENTION REGISTRATION

We have moved! Our website, that is. You can now find us online at www.floridacom.org. We hope to add additional enhancements and features in the coming months.

Registration for the 2014 Convention is now open! You can learn more and register at www.floridacom.org/convention/. Paid registrations received prior to October 3, 2014 are eligible for special discounted rates.



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.

CONVENTION REGISTRATION OPTIONS

Full Convention Registration

Includes full convention plus Friday and Saturday luncheons.

Regular Registrants **\$125.00 Early Bird** (\$150.00 On-site)

Student Registrants **\$85.00 Early Bird** (\$110.00 On-Site)

Single Day Convention Registration

Includes either Thursday and Friday or Saturday of convention plus lunch for that day.

Regular Registrants **\$85.00 Early Bird** (\$110.00 On-site)

Student Registrants **\$55.00 Early Bird** (\$75.00 On-Site)



Registration Cancellation Policy

All cancellations must be sent in writing via e-mail to treasurer@floridacom.org. Cancellations received on or before September 26, 2014 will receive a full refund. Refunds will be issued after the convention. Cancellations received after September 26, 2014 can apply fees paid toward 2015 convention registration. Cancellations received after October 15, 2014 and no-shows are non-refundable.



Holiday Inn Lake Buena Vista
1805 Hotel Plaza Blvd
Lake Buena Vista, FL 32830

HOTEL RESERVATIONS

Don't forget to make room reservations for the conference hotel, The Holiday Inn Lake Buena Vista in the Walt Disney World Resort. 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 FCC. You may also make reservations online. More information can be found on our website. If you should have any convention registration questions, please contact treasurer@floridacom.org.

OUR CONVENTION SPONSORS



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Thank you

SPONSORSHIP

The generosity of colleges, universities, publishers and businesses provide the funding to ensure a dynamic atmosphere and opportunities for members. If you are interested in becoming a sponsor for the 2014 convention, please contact Marketing Coordinator **Jennifer Whalen** at jrwhalen@mail.usf.edu.

The FCA would like to thank its 2014 convention sponsors!

Platinum Sponsor
Valdosta State University

Gold Sponsor
Kendall/Hunt Publishing Company

Silver Sponsor
Florida State University

Program Sponsor
University of South Florida





(This schedule is preliminary and may subject to change)

THURSDAY	4:00pm - 5:50pm		<u>REGISTRATION</u>	
	6:00pm - 7:00pm		<u>PRESIDENT'S ROCK ON RECEPTION</u> <i>Ballroom Gallery</i>	
	8:00pm		<u>TBA ACTIVITY</u>	
FRIDAY		COMMUNICATION TRENDS: EVERGLADES ROOM	COMMUNICATION PEDAGOGY: ROYAL ROOM	COMMUNICATION SCHOLARSHIP: SABLE ROOM
SESSION 1	8:30am - 9:20am	The need to teach New Communication Technology to All Undergraduates-Panel	Group Discussion About Group Discussions-Panel	Teaching Identity Construction through Dialogue in Online Pedagogy-Pedagogy Paper
	9:30am - 10:20am		<u>MEMBER MEETING</u>	
	10:30am - 11:20am		<u>PLENARY SESSION</u> <i>Sheen Ballroom</i>	
SESSION 2	11:30am - 12:20pm	The Impact of Technology on Approaches to Study Communication in College-Panel	Building Classroom Culture-Panel	Digital Technology-Trends Papers
	12:30pm - 1:50pm		<u>LUNCHEON</u> <i>Sheen Ballroom</i>	
SESSION 3	2:00pm - 2:50pm	The Power of Assessments-Workshop	Pedagogy Trends and Ideas-Workshop	The (Mis)Representation of Kenyan Women in Print Journalism-Trends Paper
SESSION 4	3:00pm - 3:50pm	Social Media Trends and the Creation of E-Portfolios-Panel	Coming Together Online-Panel	White Noise: Bulworth And The Sound Of American Politics-Trends Paper: <i>Strain</i>
SESSION 5	4:00pm - 4:50pm	The Use of Technology to Enhance Active Learning in an Online Environment-Panel	Flipped Learning in the Communication Classroom-Workshop	Super Bowls and Smartphones-Trends Paper
SESSION 6	5:00pm - 5:50pm	Building Bridges, Not Walls-Workshop	The March on Washington and the Rhetoric of the Rev. Dr. Martin Luther-Workshop-Workshop	Establishing Norms of Relational Transgression-Trends Paper
SESSION 7	6:00pm - 6:50pm	Improve With Improv- Workshop	Teaching the Blended Course-Panel	Undergraduate Competitive Scholarship
	7:00pm - 7:50pm		<u>PRESIDENT'S RECEPTION</u> <i>Ballroom Gallery</i>	
	8:00pm		<u>TBA ACTIVITY</u>	
SATURDAY	8:00am - 8:30am		<u>G.I.E.T.S</u>	
SESSION 8	8:30am - 9:20am	Communication in Hybrid Courses-Panel	Harnessing the Power of Culture and Communication-Workshop	Professional Competitive Scholarship
	9:30am - 10:20am		<u>MEMBER MEETING</u>	
SESSION 9	10:30am - 11:20am		<u>POSTER SESSION</u>	
SESSION 10	11:30am - 12:20pm	Pedagogical Approaches for a New Media Savvy Client-Workshop	Empowering Women Within Our Culture and Cultures Throughout the World-Panel	Graduate Competitive Scholarship <i>END OF SCHOLARSHIP TRACK</i>
SESSION 11	12:30pm - 1:20pm	Media as a Universal Language-Panel	Mentoring the Future of Communication-Panel	<u>CONTINUATION OF PEDAGOGY TRACK</u> Adapting to Technology-Pedagogy Workshop
	1:30pm - 3:00pm		<u>CLOSING AWARDS LUNCHEON</u> <i>Sheen Ballroom</i>	

CONVENTION ACTIVITIES



Greetings to all!

I hope that you are gearing up for a great FCA Conference this year. There are some amazing panels that you can attend during the day and like last year, there will be plenty to do around the Walt Disney World Resort at night.

Thursday, October 16th

Starting after the reception, travel via Walt Disney World's complimentary bus service from Downtown Disney to Disney's Boardwalk Resort and relax in style in the 1930's Belle Vue Lounge. Cocktails will be flowing in this family-friendly 1930's themed bar. Dinner will be on your own at one of Disney's many restaurants at the Boardwalk or feel free to travel by bus back to Downtown Disney or one of the many dining locations around the property.

Below is some more information on the Belle Vue Lounge and Disney's Boardwalk:

- Belle Vue Lounge
- Disney Dining at the Boardwalk
- Downtown Disney Dining

Friday, October 17th

Reservations have been set in stone at T-Rex Cafe for 8:15 pm. Seating is limited to 60 people, so please contact John Payne at PayneJ@seminolestate.edu with your name and how many people in your party. After T-Rex, feel free to explore Downtown Disney on your own or head on down to Raglan Road for a nightcap.

- T-Rex Cafe
- Raglan Road

I look forward to seeing each and every one of you around FCA this year!

Sincerely,
John Payne
Membership Coordinator

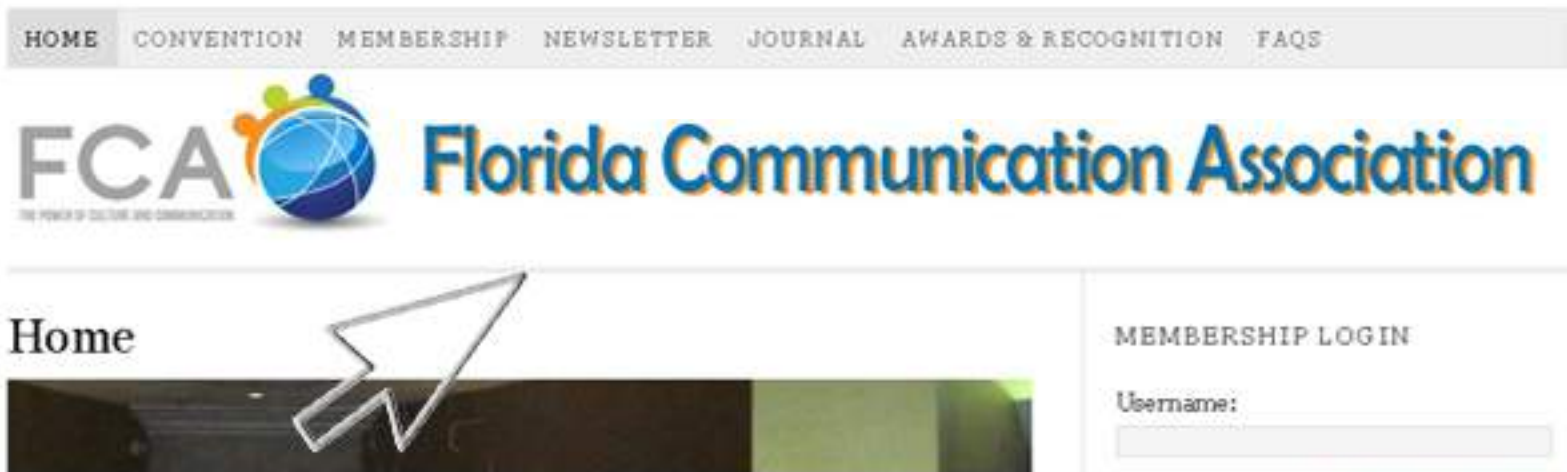


NEWS AND ANNOUNCEMENTS



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The FCA Board is pleased to announce that the association's website is now up and running in order to provide members and visitors alike with a cleaner interface and overall enhanced online experience. The new website is available by visiting www.floridacom.org.



MEMBER NEWS

Jennifer Whalen, marketing coordinator for FCA, successfully defended her qualifying examinations for her doctoral degree. In addition, she was nominated as a Campus Celebrity at the University of South Florida.



The link below provides further information about her work at USF:
<http://www.hercampus.com/school/usf/jennifer-whalen-graduate-communication-association-co-president>



Congratulations to **Stephanie Jackson** and **Stefanie Powers**!

Both FCA board members have been recently blessed with their second child. Stephanie Jackson and husband Anthony Altieri welcomed Amelia to their family while Stefanie and husband Ernesto Morales celebrated the arrival of their baby boy, Nicolas. We wish you all the best!

From the Desk of Timea Varga, Newsletter Editor

As an FCA member, you can learn while inspiring others to learn. Please send me membership highlights, classroom tips, best practices and anything else that you think would be relevant for our FCA members, and I will be happy to include your contribution in one of our coming newsletters. Thank you very much.