



# Florida Communication Association

Our purpose is to coordinate the efforts of teachers, students, and others interested in advancing the communication arts and sciences in the state of Florida.

## Special Points of Interest:

- This year's 85th Convention
- How to Register
- What to look for this year

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## Message from the FCA Board

Greetings FCA Members and Friends,

We hope that you had a great start to the fall semester. The 85th annual convention is rapidly approaching and theme this year is new directions in 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 a session on pedagogy, scholarship, or 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.

Please remember all participants in a program session are asked to pre-register for the convention by October 10, 2015 in order to receive an Early Bird rate. Also, keep in mind that current membership ended on September 30, 2015 as well and it is encouraged to renew your membership.

We all know that we would not be able to do what we do without the continuous support from all of you. We would like to know more about what you do year-round and incorporate it into our newsletter. If you would like us to feature your accomplishments or communication-related events, send it to our Newsletter Editor, Hannah Prince, at [prince@mail.usf.edu](mailto:prince@mail.usf.edu).

We appreciate your continued support and thank you for making this community worthwhile. If you have any questions, please do not hesitate to let us know how we can better serve you.

Best,

The FCA Board

**2015  
CONVENTION  
THEME**

*“New Directions in  
Communication”*



**Shown Above:  
Holiday Inn  
Lake Buena Vista in  
Walt Disney Resort**

## FCA’s 85th Annual Convention 2015

The 85<sup>th</sup> annual convention’s theme is New Directions in Communication. As scholars we are interconnected globally through our pedagogy, our scholarship and our service in communication. Communication is a paradigm that is constantly evolving and advancing due to societal norms as well as cultural shifts. In academia, we must facilitate discussion on new research in the communication discipline, as it directly correlates to considerable examples in connecting ideologies worldwide.

In keeping with last year’s spirit, 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.

### Register: FCA Convention 2015

*Thursday, October 22, 2015 — Saturday, October 24, 2015*

The 85th Annual Convention of the Florida Communication Association will be held at the Holiday Inn Lake Buena Vista in the Walt Disney Resort.

*1805 Hotel Plaza Blvd  
Lake Buena Vista, FL 32830*

### 2015 Registration Options

Online Early Bird registration ends October 12, 2015. You may visit our website at [Floridacom.org/convention-registration/](http://Floridacom.org/convention-registration/) to register online with credit card. You may also mail in your payment by October 9, 2015.

<i>Package A - Regular Registrants</i>	\$130.00	\$150.00
3 Day Pass	Early Bird	On Site
<i>Package B - Student Registrants</i>	\$80.00	\$100.00
3 Day Pass	Early Bird	On Site
<i>Package C - Regular Registrants</i>	\$90.00	\$110.00
Single Day Pass	Early Bird	On Site
<i>Package D - Student Registrants</i>	\$60.00	\$80.00
Single Day Pass	Early Bird	On Site

### Hotel Reservations

Don’t forget to make room reservations for the conference hotel. Reservations can be made by calling (877) 394-5765 and asking to speak with the reservations department.

# FCA Convention 2015 Program

**Dates/Times**

**Thursday**

1:00—3:00 PM  
 4:30—6:00 PM  
 6:00—7:00 PM  
 8:00 PM

**Friday**

8:00 AM—5:00 PM  
 8:00 AM  
 8:30—9:00 AM  
 9:10—10:00 AM  
 10:10—11:00 AM  
 11:10—12:00 PM  
 12:00—12:50 PM  
 1:00—1:50 PM  
 2:00—2:50 PM  
 3:00—3:50 PM  
 4:00—4:50 PM  
 5:00—5:45 PM  
 6:00—7:00 PM  
 7:30 PM

**Saturday**

8:00 AM—1:00 PM  
 9:00—9:50 AM  
 10:00—10:50 AM  
 11:00—11:50 AM  
 12:00—12:50 PM  
 1:00—1:50 PM  
 2:00—2:50 PM  
 2:45—4:15 PM

**Event Description**

Executive Board Meeting  
 Registration  
 Welcome Reception  
 Downtown Disney Outing

Registration  
 Coffee Break  
 Member Meeting  
 Breakout Session 1  
 Breakout Session 2  
 Breakout Session 3  
 Lunch  
 Breakout Session 4  
 Breakout Session 5  
 Breakout Session 6  
 Breakout Session 7  
 Keynote Address by Dr. Andrew Herrmann  
 President’s Reception  
 Evening Outing at T-Rex Café

Registration  
 Breakout Session 8  
 Breakfast & Membership Meeting  
 Poster Session  
 Breakout Session 9  
 Breakout Session 10  
 Closing Award Ceremony  
 Executive Board Meeting



Shown Above:  
 Presenters from last  
 year’s 2014 conference



Shown Above: Presenter  
 from last year’s 2014  
 conference



Shown Above:  
 Presenter from last  
 year’s 2014 convention  
 in the poster session



Keynote Speaker  
Andrew Herrmann



## Keynote Speaker at 2015 Convention

### Andrew Herrmann, Ph.D.

Ph.D. University of South Florida  
M.A. Saint Louis University  
B.A. Ramapo College of New Jersey

We are pleased to announce this year's 2015 Keynote Speaker as Andrew F. Herrmann, Ph.D.

Dr. Herrmann is an Assistant Professor of Communication at East Tennessee State University in Johnson City, TN, where his critical communication research focuses on power at the intersections of personal identity and organizational, occupational, and mediated contexts.

In 2014 he co-edited *Beyond New Media: Discourse and Critique in a Polymediated Age* (with Art Herbig and Adam W. Tyma) and a special issue of *Storytelling Self Society* on narrative ethnography (with Kristen DiFate). His diverse research appears in *Communication Theory*, *Journal of Business Communication*, *Journal of Computer-Mediated Communication*, *Qualitative Inquiry*, *Human Resources Development Review*, *Popular Culture Studies Journal*, and *Slayage*, among others.

For fun, he studies *Buffy the Vampire Slayer* and the philosophy of Soren Kierkegaard. Plus – because he's a huge geek – he collects Dr. Strange comic books, goes to fan conventions and punk rock shows, where he still manages to examine identity. He is addicted to late night conversations, Netflix, and coffee.

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our Website at  
**[floridacom.org](http://floridacom.org)**



Visit us at  
[Floridacom.org](http://Floridacom.org)

## About the 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.

The FCA is an affiliate of the National Communication Association (NCA). It welcomes a diversity of members from all communication disciplines, including speech communication, mass communication, organizational communication, public



relations and theater.

Members represent both public and private institutions and enjoy numerous benefits ranging from convention registration discounts through free journal subscriptions to the mere joy of being able to share and explore practical teaching, learning and research

methods in the field. Indeed, FCA's objective is to promote the study, criticism, research, teaching, and application of the artistic, humanistic, and scientific principles of communication while connecting with colleagues in the region.

FCA membership is open to faculty and students at the high school, college, and university levels, and to anyone who is interested in becoming part of a vibrant and embracing community united by

### Become a Member

Join FCA's supportive community and get connections that will last a lifetime. Some other benefits include access to:

- The *Florida Communication Journal* (delivered bi-annually), which provides current and innovative research articles
- *Networking and convention workshops* on relevant communication topics
- The *FCA Newsletter*, which keeps you up-to-date on events and information between conventions
- The *Annual FCA Convention*, where you can listen and meet guest speakers, interact with informative panels, and survey paper and poster presentations on current issues
- A personalized website profile so you and others can search the Internet database for FCA members

### Sponsorship Opportunities

The FCA is seeking sponsors for a number of convention related activities including breaks, lunches, printing, keynote speaker, entertainment, etc. Becoming a sponsor is a great opportunity to highlight and promote your organization. For additional information about sponsorship, please contact Timea Varga, Marketing Coordinator, at [tvarga@lynn.edu](mailto:tvarga@lynn.edu).

### You Can Make a Difference

As an FCA member, you can learn while inspiring others to do the same. Send me membership highlights, classroom tips and practices, and anything you think might be relevant for our fellow FCA members to read in these newsletters. Contact the Newsletter Editor at [prince@mail.usf.edu](mailto:prince@mail.usf.edu) with "FCA" in the subject