



# 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.

## Message from the FCA Board

Greetings FCA Members and Friends,

Happy New Year!

We hope this letter finds you rested, and ready for both the challenges and opportunities that 2018 may present. This is the time of year that the board meets to discuss how best to continue the growth of the Florida Communication Association and support its members. If you have any thoughts, comments, or requests, please contact us (the 2018 board members are listed on pages 6 and 7).

On that note, we wish to thank members Jennifer Bender and Gino Perrotte for their work as board members. Jennifer departs as our Immediate Past President and Gino as our Membership Coordinator. This, of course, means we also have some “new” faces to welcome as well; Haley Swartz joins us as 1st Vice President and Gary Carlin as our new Marketing Coordinator. Thank you Jennifer and Gino, and welcome Haley and Gary!

In this issue of the newsletter you will find a few more pictures from the 2017 Convention. If you haven’t already, be sure to check out the full Convention Recap (which can be accessed at [www.floridacom.org](http://www.floridacom.org)). Also, this issue begins a new feature, “Colloquium,” which invites our members to contribute brief ruminations and reflections on issues pertinent to our field. We hope you enjoy it. Finally, we have an introduction from our Jennifer Toole. Jennifer has previously served on the board in other capacities, but is now taking on the role of Membership Coordinator—you will certainly be hearing from her soon!

Sincerely,

The Florida Communication Association Executive Board



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

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# 2017 Convention: Parting Shots



# Thank You To Our Sponsors!

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Being an FCA sponsor is a great opportunity to advertise your program to potential students. Our conference is attended by some of the most active communication professionals in the State of Florida. Approximately 120 professors, advanced students, and academic professionals attended our past conference, which tends to feature over 30 breakout sessions. To find out more about our sponsorship packages and on how to become a convention sponsor, please contact Gary Carlin, Marketing Coordinator, at [Gcarlin@lynn.edu](mailto:Gcarlin@lynn.edu)

# Colloquium

*Colloquium* is a new feature for the newsletter. Every issue we will present a thought-provoking prompt, question, or quote in the hopes that it will inspire a dialogue among our members. Those who wish to answer, extend, or otherwise respond will be given space in the next issue. The goal of *Colloquium* is to encourage a slow thoughtfulness—there is no need to respond immediately, it isn't a post or update in danger of being buried by other things demanding your attention.

## The Prompt:

***"There should be someplace we can go and talk and disagree without anyone shouting."***

- A student in a recent Public Speaking course

Many (most?) FCA members have, at one point or another, found themselves teaching a section of "Public Speaking." Required or encouraged by many undergraduate programs of study, "Public Speaking" is a staple of most Communication departments. While its value is often discussed in pragmatic terms as a class that helps students develop particular presentation skills, it carries with it a loftier set of ideals tied to traditional Western notions of freedom and democracy (try to find a textbook that doesn't begin with Athens and Aristotle). Reason, credibility, ethics, experience, and skill have been prized components of an effective speaker and form the foundation of what we encourage our students to strive for.

Yet, we find ourselves in a moment where these qualities seem to have been upended. Some may point to the 2016 US Presidential Election as the moment a substantial shift in how we view public speech and public speakers could be observed. Some may view it as an indication of a process that was already happening. Still others might argue that the emphasis on some qualities at the expense of others was never appropriate to begin with.

What, then, does this mean for the "Public Speaking" class? How does one teach "skills" that, now, seem to be less relevant in public discourse? How is this need (and expectation, particularly on the part of the colleges and departments relying on filling multiple sections of the course) met while also addressing the "loftier" goals of the traditional "Public Speaking" course? Has your approach changed? How? Why?

***Responses should be e-mailed to [jyouakim@fgcu.edu](mailto:jyouakim@fgcu.edu) no later than March 23rd. Please limit your response to 400 words or less. If you have an idea for a future prompt, please let us know!***

# Meet FCA's New Membership Coordinator!



## Jennifer Toole

### St. Leo University

Let me introduce myself. I am an Assistant Professor on University Campus, within the Department of Communication, Marketing, and Multimedia. I teach undergraduate courses in Multimedia Management in addition to MBA courses. I joined the Saint Leo University faculty in the fall of 2013. I am also the faculty advisor of our student film club, Leo Vision. I am originally from New Jersey, but got sick of the snow and decided to move to Florida. While the sunshine and palm trees were part of the reason I moved to Florida, I actually moved to Florida to pursue my masters and doctorate degree at Florida State University (Go 'Noles!).

At Saint Leo University I teach Audio and Video Production, Technology and Innovation, Graphic Design, Media Management, Writing for Interactive Media, Corporate Video, and this Professional Development course in the MBA program. While at Florida State University, I also taught Public Speaking, Mass Media and Society, Persuasion, and Media Techniques, among other courses.

I hold a Bachelor's of Arts degree from Fairleigh Dickinson University in NJ (with minors in Advertising, Film, and Graphic Design), a Masters of Arts in Media and Communication Studies from Florida State University, and a Doctorate in Mass Communication with cognate areas of Measurement & Statistics and Health & Environmental Behaviors from Florida State University. My professional and research interests fall into three areas: (1) entertainment education messages used to increase prosocial behaviors in viewers; (2) crafting effective messages for social marketing campaigns; and (3) innovative pedagogical practices in media classes.

Outside the classroom, I enjoy spending time with my family, reading mystery novels, photography, quilting, and going to the beach. My husband is a professor of mathematics. We have a dog named Yoshi and he loves walks, playing fetch, and lounging in the Florida sun. Last May we welcomed the newest addition to our family - our daughter Adele.

I'd also like to add how much I have enjoyed getting involved in FCA and working with such a great group of academics from across the state. I enjoyed serving as the Marketing Coordinator and I look forward to serving in my new role as Membership Coordinator.



## 2018 FCA Executive Board:

### President

Laura Winn  
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### 1st Vice President

Haley Swartz  
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### Past President

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Stephanie Jackson  
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### Membership Coordinator

Jennifer Toole  
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### Education Liaison

Tina Holland  
cholland@unf.edu

Continued...

# Get Involved with *your* Florida Communication Association!

## Become an Institutional Representative

Do you teach communication courses for a school in Florida?

Do you want to be in the know of opportunities for you to exchange insights with other communication faculty?

Do you seek solace as the semester winds down?

Well, if any of those qualities match your sentiments I have an invitation for you— volunteer to be to an Institutional Representative for the Florida Communication Association!

Imagine yourself receiving alerts to special opportunities for our students to share their work with others across the state. See yourself presenting a new classroom activity that worked for you to a room full of other communication faculty. You could even be the one to showcase your latest research during a breakout session at the next FCA convention. The possibilities are endless yet the costs are low: Just send an email to me, Christine Holland, your FCA Educational Liaison and let me know that you want to be "in the loop of our institutional scoop!"

I can be reached at [cholland@unf.edu](mailto:cholland@unf.edu) .I look forward to hearing from you!

## Contribute to the Newsletter

The newsletter is currently looking for features and noteworthy news that would be of interest to the general membership. Perhaps you have a bite-sized GIFT, an important accomplishment (be it yours or that of another member), a photo from a recent FCA gathering, or something entirely different that you wish to share. If you do, please don't hesitate to contact the Newsletter Editor . Be warned—if no submissions or suggestions are made in time for the next edition, the membership will be subjected to the editor's awful recipes.

Joshua Youakim—[jyouakim@fgcu.edu](mailto:jyouakim@fgcu.edu)



## 2018 FCA Executive Board:

### Marketing Coordinator

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### Journal Editor

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### Web Editor

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### NCA

### Representative

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Cynthia Carrico  
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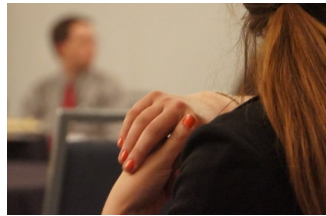
### Newsletter Editor

Josh Youakim  
jyouakim@fgcu.edu

## 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 Gary Carlin, Marketing Coordinator, at Gcarlin@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 jyouakim@fgcu.edu with "FCA" in the subject .