

Florida Communication Association

89th Annual Convention



Communicating Change

October 17-19, 2019
Lake Buena Vista, Florida



FCA Convention Sites



1930 Deland
1969 Daytona Beach
1970 Sarasota
1971 Jacksonville
1972 Hollywood
1973 St. Petersburg
1974 Daytona Beach
1975 Orlando
1976 Clearwater Beach
1977 Orlando
1978 Ft. Lauderdale
1979 Jacksonville Beach
1980 Daytona Beach
1981 Ft. Meyers
1982 Ft. Walton Beach
1983 Tampa
1984 Melbourne Beach
1985 Boca Raton
1986 Jacksonville Beach
1987 Clearwater Beach
1988 Ft. Myers
1989 Orlando
1990 Tallahassee
1991 Vero Beach
1992 Ft. Lauderdale
1993 Clearwater Beach
1994 St. Augustine

1995 Venice
1996 Orlando
1997 Melbourne Beach
1998 St. Petersburg Beach
1999 Ocala
2000 Gainesville
2001 Ft. Lauderdale
2002 St. Petersburg Beach
2003 Kissimmee
2004 Kissimmee
2005 Kissimmee
2006 St. Petersburg Beach
2007 Daytona Beach Shores
2008 Gainesville
2009 Lake Buena Vista
2010 Orlando
2011 Orlando
2012 Lake Buena Vista
2012 Lake Buena Vista
2013 Lake Buena Vista
2014 Lake Buena Vista
2015 Lake Buena Vista
2016 Lake Buena Vista
2017 Lake Buena Vista
2018 Lake Buena Vista
2019 Lake Buena Vista

Welcome to the 2019 FCA Convention

Communicating Change



Hello and Welcome to our Members and Conference Attendees!

Thank you for participating in the 89th annual Florida Communication Association Convention, “Communicating Change.” I am very excited to meet all of you and hear about your incredible and diverse work. This year we have a number of interesting presentations, panels, and student posters.

The theme “Communicating Change” reflects the need for scholars, professionals, and academics to come together to use our field to talk about tough issues. In an increasingly polarized society, communication is more important than ever. Learning from each other on how to talk about difficult issues is critical.

Times are certainly changing. Communication touches so many fields, including the arts, technology, politics, science, and more. Therefore, we must learn how to adapt and speak about challenging matters. Please attend as many panels and workshops as possible. We have a great variety of pedagogical and scholarly panels, so it is sure to be a great conference.

Please enjoy the conference and congrats on choosing the best convention in the South (in my opinion)! I look forward to seeing you around

Very truly,

Kristen Foltz
1st Vice President
2019 Convention Chair



2019 FCA Executive Board Members

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University of San Diego
& Florida Atlantic University

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1973-75 (Volumes 1-3)
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2017-Present (Volume 39)
Chris Gurrie
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Florida Communication Association Membership

We believe the FCA is a friendly and welcoming organization, and we would love to have you join us as a member. The Florida Communication Association offers on-line membership registration.

Benefits of Membership

- The Florida Communication Journal (delivered twice a year) provides current and informative research articles
- Information to improve your classroom effectiveness through networking and convention sessions
- The FCA Newsletter keeps you current on events and information between conventions
- Annual convention – guest speakers, informative panels, papers, and posters, allow you to stay current about issues relevant to communication scholars in Florida



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Visit floridacom.org to create a free Website Account. Once you do, you will receive, a welcome e-mail with information on how to become a member. If you choose to become a member, you may pay online using a credit card or generate an invoice to pay by mail. Presenters are strongly encouraged to become members. See the benefits of membership above.

Note: All presenters are required to register for the convention.

The membership year begins on October 1 and ends on September 30. Current membership dues are \$50.00 for Regular Members, \$25.00 for Student Members, and \$100.00 for Patron Members.

Please direct all membership related questions to treasurer@floridacom.org.



2019 Keynote Address



Mark Zeigler

Florida State University

The FCA is proud to announce Mark Zeigler as the keynote speaker at our 89th Annual Convention. Adhering to the theme, Professor Zeigler will speak about communication and change.

Professor Zeigler is a teaching Professor in the School of Communication at Florida State University, where he teaches Fundamentals of Speech, Contemporary Human Communication, and Art and Entertainment: The Hidden Persuaders. He was awarded the FSU Distinguished Teaching award, the Superior Honors Teaching Award, and has twice won the undergraduate teaching award. Zeigler also serves as the Head Marshall for FSU Commencement exercises, acts in plays at the FSU School of Theatre, teaches in the FSU London program, and enjoys anything that gets him outside.

On an interesting note, Professor Zeigler taught several FCA board members while they were studying at FSU almost 20 years ago! Therefore, we give a very personal welcome to Professor Zeigler and thank him for participating at the conference.

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2019 FCA Convention Schedule

Thursday Oct. 17

Registration	4:30 – 6:30 p.m.	Foyer
Welcome Reception	6:00 – 7:00 p.m.	Poolside
Evening Gathering	7:00 p.m.	Palm Breeze Bar & Lounge

Friday Oct. 18

Registration	8:00 a.m. – 5:00 p.m.	Foyer
Coffee Break	8:20 a.m.	Foyer
Membership Meeting	8:30 – 9:00 a.m.	Como/Sheen Ballroom

Breakout Session #1

Sable Room	9:10 – 10:00 a.m.	Communication Pedagogy Moderator: Jennifer Biesel, State College of Florida
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Cross-Course Collaboration: High Impact Practices to Promote Change Making

Anne Stone (Rollins College) & Sarah Parsloe (Rollins College)

You teach what online?

John Sunvold (Seminole State) & Connie Hudspeth (Seminole State)

What, More to Incorporate in Online Curricula

Shari Hodgson (University of Central Florida) & Alyssa Albecht (University of Central Florida)

Royal Room	9:10 – 10:00 a.m.	Communication Pedagogy Moderator: Kristen Foltz, The University of Tampa
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G.I.F.T.S for Audience Analysis

Chris Gurrie (The University of Tampa)

G.I.F.T.S for Political Discourse in the Composition Classroom: Using Ballot Measures as Topics for Analytical Essaying

Leslie Salas (Embry-Riddle Aeronautical University)

G.I.F.T.S Fundamentals of Fundraising

America Edwards (University of Central Florida), Kelly Merrill (The Ohio State University) & Chad Collins (University of Georgia)

Everglades Room

9:10 – 10:00 a.m.

Special Topic Moderated Discussion

Moderator: Joshua Youakim, Florida Gulf Coast

Change and Diversity in Communication

In March of this past year, the Executive Council of National Communication Association decided to change the selection process for naming new NCA “Distinguished Scholars” – a designation meant to recognize a career of excellence in the field. This decision was made in order to address the lack of diversity in the ranks of the Distinguished Scholars. In the wake of this decision, a contentious debate ensued through formal letters, CRTNET, social media (#CommunicationSoWhite), and department meetings. Would a call for diversity dilute the meaning of “merit-based” awards? Should we even be giving such awards in the first place? What is the best way to ensure meaningful diversity in Communication studies and the institutions that represent the field?

This moderated discussion invites FCA members and friends to address some of the issues that have been forcefully (re) raised during the past six months. How do we see ourselves as a discipline? How can we do better? What role can the Florida Communication Association play? *What meaningful changes can we make?*

Breakout Session #2

Sable Room

10:10 – 11:00 a.m.

Communication Trends Panel

Moderator and Chair: Roy W. Samuelson, Florida SouthWestern

We Perform this Way: Expressing Critical Themes in Performance Theory

Roy W. Samuelson (Florida SouthWestern State College), Joshua Youakim (Florida Gulf Coast University), Alexandra Jones (Florida SouthWestern State College), Hannah Robinson (Florida SouthWestern State College), Prisca Morisma (Florida Gulf Coast University), & Peter Lange (Florida Gulf Coast University)

Royal Room

10:10 – 11:00 a.m.

Communication Trends Panel

Moderator and Chair: Shannon Rodriguez, The University of Tampa

Youth Vaping & Addiction: The Struggle To Open And Sustain An Effective Dialogue About Nicotine Addiction

Shannon Rodriguez (The University of Tampa), Natalia Kamedulska (The University of Tampa), & Bert Seither (The University of Tampa)

Everglades Room

10:10 – 11:00 a.m.

Communication Trends Panel

Moderator and Chair: Michael Moniz, Valencia College

Integrative Learning – a creative and dynamic way to introduce difficult conversations

Michael Moniz (Valencia College) & Ryan Sandefur (Valencia College)

Breakout Session #3

Sable Room

11:10 – 12:00 p.m.

Communication Pedagogy Panel

Moderator and Chair: Chistine Hanlon, University of Central Florida

Curriculum Alignment in Florida

Christine Hanlon (University of Central Florida), Deborah Hirsh (Daytona State College), Shari Hodgson (University of Central Florida), Holly Hollins (Daytona State College), Connie Hudspeth (Seminole State College), Natalie Irizzary (Valencia State College Osceola campus), Michael Moniz (Valencia State College Downtown Orlando campus), Sandra Wheeler (Daytona State College), & Karisa Workman (University of Central Florida)

Royal Room

11:10 – 12:00 p.m.

Communication Trends - Competitive

Moderator: Kenneth Embry, Saint Leo University

Political Framing and the Problem of Gender Inequality in Honduras

Cindy Stewart (Florida State University)

Snapchat, Eavesdropping, and the Surgical Practices of Dr. Miami: A Resurrection of the Anatomic Theatre

Franklin Yartey (University of Dubuque)

Everglades Room

11:10 – 12:00 p.m.

Communication Pedagogy

Moderator: Jennifer Bieselin, State College of Florida

A Proven Strategy for Acquiring High Quality Communication Textbooks at Reasonable Prices

Richard Mercadente (St. Petersburg College) & Bonnie Jefferis (St. Petersburg College)



Como/Sheen Ballroom Lunch & Keynote Address 12:00 – 1:50 p.m.

Mark Zeigler, Florida State University

Breakout Session #4

Sable Room

2:00 – 2:50 p.m.

Communication Pedagogy Panel

Moderator and Chair: Gary Carlin, Lynn University

ACUE: Three Key Lessons Learned (Association of College and University Educators)

Gary Carlin (Lynn University) & Stephanie Powers (Lynn University)

Royal Room

2:00 – 2:50 p.m.

Communication Pedagogy

Moderator: Kristen Foltz, University of Tampa

“But I just want the professor’s feedback!” Helping Students to be Effective and Independent Editors with a Fine Tuning Protocol

Megan Tomei-Jameson (Palm Beach State College)

What Can I take Besides the Required Speech Class?

John Sunvold (Seminole State College) Connie Hudspeth (Seminole State)

Everglades Room

2:00 – 2:50 p.m.

Communication Trends

Moderator: Shari Hodgson, University of Central Florida

Welcoming Gen Z to the Workforce: Leveraging Digital Literacy for Recruitment and Retention

Michael Stawser (University of Central Florida)

A New Village: Creating and Expanding Social Capital through Utilization of Social Media

Laurie Lawrence (Florida State University Panama City) & Kim Flanders (Florida State University Panama City)

Breakout Session #5

Sable Room

3:00 – 3:50 p.m.

Communication Pedagogy

Moderator: Haley Swartz, University of San Diego

Creating and Communicating Change: Integration of Community Engagement within the curriculum and community

Katharine O'Connor (Florida South Western State College) & Ysatis Pinero (Florida Gulf Coast University)

Mean Girls and the Creative Process

Michael Crotty (The University of Tampa)

Royal Room

3:00 – 3:50 p.m.

Communication Trends Panel

Moderator and Chair: Chris Gurrie, The University of Tampa

Creating a Master’s in Professional Communication: Discipline Survival or Theory Foe

Chris Gurrie (The University of Tampa), Aimee Whiteside (The University of Tampa),
Kristen Foltz (The University of Tampa)

Everglades Room

3:00 – 3:50 p.m.

Communication Trends: Competitive Scholarship

Moderator: Lakelyn Taylor, University of Central Florida

Instituting Service-Learning: Power, Control, and Communities

Joshua Youakim (Florida Gulf Coast University)

Listening Between Parents and Children in the Context of Divorce

Melissa Yesse (University of North Florida)

Breakout Session #6

Sable Room

4:00 – 4:50 p.m.

Communication Trends Panel

Moderator and Chair: Cara Mackie, Florida Southern College

Who am I?: An intercultural discussion about identity

Cara Mackie (Florida Southern College), Samira Beason (Florida Southern College), Gigi Chiaramonte (Florida Southern College), Emma Edgar (Florida Southern College), & Boris Yell (Florida Southern College)

Royal Room

4:00 – 4:50 p.m.

Communication Trends: Competitive Scholarship

Moderator: Lakelyn Taylor, University of Central Florida

Pulse Nightclub: A Reading and Discussion

Chris Gurrie (The University of Tampa)

Aristotle's Guidelines on Wrongdoing: Rationality and Community

Cindy Stewart (Florida State University)

Advertising Graduate Degrees in Communications: Trends in the State of Florida

Kristen Foltz (The University of Tampa)

Everglades Room

4:00 – 4:50 p.m.

Communication Pedagogy

Moderator: Kenneth Embry, Saint Leo University

Audience Participation Utilizing OER: Open Educational Resources

Alyssa Kauffman (Sunny Suffolk)

6:00 - 7:00 p.m.

President's Reception

Poolside

7:30 p.m.

Evening Outing

Chevy's Lake Buena Vista

Saturday Oct. 20

Registration 8:00 a.m. – 1:00 p.m. Foyer
Coffee Break 8:45 a.m. Foyer

Breakout Session #7

Sable Room 9:10 – 10:00 a.m. **Communication Pedagogy Workshop**
Moderator and Chair: Rebecca Riccardi, Louisiana State

Getting to Know Grief: A Preemptive Grief Workshop

Rebecca Riccardi (Louisiana State University)

Royal Room 9:10 – 10:00 a.m. **Communication Trends Panel**
Moderator and Chair: Theresa MacNeil, Florida Southern

The Role of Change in the film “V for Vendetta” : A Comparison to 21st Century American Society

Theresa MacNeil (Florida Southern College), Emalisse Fernandez (Florida Southern College),
Meaghan Lake (Florida Southern College), & Gabrielle Risko (Florida Southern College)

Everglades Room 9:10 – 10:00 a.m. **Communication Trends Panel**
Moderator and Chair: Stefanie Powers, Lynn University

The Impact of a Neuroeducation-based Wellness Curriculum on Generation Z: Implementing Mind-Body Connection

Stefanie Powers (Lynn University), Natalie Capiro (Lynn University), & Alexandra Gleason
(St. Andrew’s Preparatory School)

10:00 -10:50 a.m. Breakfast & Membership Meeting Como/Sheen Ballroom

FCA Grant Recipient Presentation - 2018
Lakelyn Taylor, University of Central Florida

11:00 -11:50 a.m. Poster Session Foyer



Breakout Session #8

Sable Room

12:00 – 12:50 p.m.

Communication Pedagogy

Moderator: Haley Swartz, University of San Diego

Presentation of the FSCJ Author Series

Melissa Boyd (Florida State College) & Mary Lee Cunill (Florida State College)

The Effects of Audio and Video Games on the Achievement of Conceptual Knowledge

Luis Almeida

Royal Room

12:00 – 12:50 p.m.

Communication Trends

Moderator: Chris Gurrie, The University of Tampa

Covering Harvey: Exploring the lived experiences of Houston Chronicle Journalists who covered Hurricane Harvey

Ted Peterson (Florida Institute of Technology)

Framing the Great Lakes Water Compact: Understanding newspaper coverage of water access in a post-bureaucratic society

Keith Zukas (University of Wisconsin), Sumin Shin (University of Wisconsin), & SangHee Park (University of Wisconsin)

Everglades Room

12:00 – 12:50 p.m.

Communication Trends Panel

Moderator and Chair: Meredith Clements, The University of Tampa

Communicating Change, Promoting Empathy: An Artistic Approach to Further Understanding Cancer Patients' Experiences

Meredith Clements (The University of Tampa), Preston Wimbish (The University of Tampa), Rachel Wall (The University of Tampa) & Mary Knutson (The University of Tampa)



Breakout Session #9

Sable Room

1:00 – 1:50 p.m.

Communication Trends Panel

Moderator and Chair: Joshua Youakim, Florida Gulf Coast

Innovation and Change: Outcomes of the 2019 Southern Colloquium on Rhetoric

Joshua Youakim (Florida Gulf Coast University), John Braddy (Florida Gulf Coast University), & Roy W. Samuelson (Florida SouthWestern State College)

Royal Room

1:00 – 1:50 p.m.

Communication Trends Panel

Moderator and Chair: Myra Walters, Florida SouthWestern

Re-uniting the United States of America

Myra Walters (Florida SouthWestern State College), Ron Feemster (Florida SouthWestern State College), Jennifer Summary (Florida SouthWestern State College), & Katie Paschall (Florida SouthWestern State College)

Everglades Room

1:00 – 1:50 p.m.

Communication Trends

Bridging the Gap Between Theory and Practice

Lacey Brown (The University of Tampa) & Mike Trice (Florida Southern College)

2:00 – 3:00 p.m.

Closing Awards Ceremony

Como/Sheen Ballroom





invites you to the
Annual Convention Outings

Thursday, Oct. 17th

immediately following the Welcome Reception

Palm Breeze Bar & Lounge

Let's keep the fun going after the reception; join us inside for more time to catch up with your FCA colleagues!

Friday, Oct. 18th @ 7:30 PM

Meet in the hotel lobby at 7:15 PM

Chevy's Fresh Mexican Lake Buena Vista

In Crossroads Plaza across the street from Hotel Plaza Blvd.

A nighttime photograph of a cityscape. In the foreground, a large, illuminated water tower with a spherical top is visible. The background shows a city skyline with various buildings and lights, including a prominent white building with a spire. The sky is a deep blue with some clouds.

Our hotel is a short walk to Disney Springs!

You are welcome to explore the area
on your own or with FCA colleagues.



FCA CONVENTION QUESTIONNAIRE & EVALUATION: **NOW ONLINE!**

Thank you for attending the 89th annual Florida Communication Association Convention. In an effort to improve for the 90th annual convention, please take the time to share your thoughts and opinions regarding FCA and your experience at the convention. For your convenience, an online survey will be distributed at noon on the final day of the convention.

Your feedback is important to us, so please look for the online survey in your email and complete at your earliest convenience. If you do not receive a survey, please email kafoltz@ut.edu for a direct link.

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