

*Florida  
Communication  
Association*

**#truth**



*90th Annual Convention*

*October 18th - 18th, 2020*  
**2/18-20, 2021**

**the internet**  
*Orlando, Florida*

The logo is enclosed in a blue Art Deco style frame with geometric patterns and curved lines. The text is centered within the frame. The numbers '100' are the largest, followed by 'YEARS' in a smaller serif font. 'FLORIDA COMMUNICATION ASSOCIATION' is in a green serif font, and '1920-2020' is in white on a dark blue background at the bottom.

**100**  
**YEARS**

**FLORIDA**  
**COMMUNICATION**  
**ASSOCIATION**

**1920-2020**

# *FCA Convention Sites*



1930 Deland	1986 Jacksonville Beach	2004 Kissimmee
1969 Daytona Beach	1987 Clearwater Beach	2005 Kissimmee
1970 Sarasota	1988 Ft. Myers	2006 St. Petersburg Beach
1971 Jacksonville	1989 Orlando	2007 Daytona Beach Shores
1972 Hollywood	1990 Tallahassee	2008 Gainesville
1973 St. Petersburg	1991 Vero Beach	2009 Lake Buena Vista
1974 Daytona Beach	1992 Ft. Lauderdale	2010 Orlando
1975 Orlando	1993 Clearwater Beach	2011 Orlando
1976 Clearwater Beach	1994 St. Augustine	2012 Lake Buena Vista
1977 Orlando	1995 Venice	2013 Lake Buena Vista
1978 Ft. Lauderdale	1996 Orlando	2014 Lake Buena Vista
1979 Jacksonville Beach	1997 Melbourne Beach	2015 Lake Buena Vista
1980 Daytona Beach	1998 St. Petersburg Beach	2016 Lake Buena Vista
1981 Ft. Myers	1999 Ocala	2017 Lake Buena Vista
1982 Ft. Walton Beach	2000 Gainesville	2018 Lake Buena Vista
1983 Tampa	2001 Ft. Lauderdale	2019 Lake Buena Vista
1984 Melbourne Beach	2002 St. Petersburg Beach	<b>2020 Online</b>
1985 Boca Raton	2003 Kissimmee	

---

# *Welcome to the 2020 Convention*

## #truth



Dear members and friends,

What a year!?! The last thing anyone needs is a missive further vilifying a year many of us are glad has passed. And like Tiger King, in-home concerts, and sexy mask contests, FCA too had its place in 2020. Despite uncertain events, the Association got work done and managed new adventures as well. I'd like to highlight those successes here.

In June the board decided to postpone the convention until February, pending safety and strategy alike. In its place, we hosted a first-ever FCA web event. This peer-to-peer conference offered one-track, linear programming where participants could conference in panels and workshops while connecting with old and new friends. The event was successful and we received positive feedback on its ability to create connection during a time when many of us thirst for some engaging dialogue. Acting in my role as first (only) vice president I coordinated that event with the invaluable help of Josh Youakim along with other board members.

Normally in October the slate would change and board members would assume new roles. But as often was with 2020—things just kept on moving in the same way. All officers remained in position until our newly postponed (and now virtual) February convention. This week is officially the 2020 convention offered by our bylaws. During the current weekend convention the slate will change and new officers will assume their roles and duties. Assuming things pick-back-up, vaccines abound, and life begins to straighten out—these new officers will remain in their roles only until October of this year, when, hopefully we can reconvene in October for the annual 2021 convention (I never thought I'd miss Chevy's so much).

What's planned for you this week is a round of lively Zoom panels and discussions. There is outstanding empirical scholarship, myriad student involvement, panels, workshops, a fabulous keynote speaker in Jenna Paladino, and a few songs along the way. We did consider ways to not ask people to sit for hours at their "Zoom machines," so hopefully the breaks will offer an hour here-or-there to take a walk, get some food, or mix a drink (again, I never thought I'd miss the Holiday Inn roll-away pool bar with drink tickets so much).

Next year as president (from now until October) I want to make it a main focus to involve more professional organizations in FCA. I envision public relations and strategic communication firms hearing more about what we do. I would love to see some of our graduate students land an internship or for us to host a job fair in the breezeway next year in Orlando. It would be wonderful to have a private company sponsor one of the happy hours or the president's poolside reception. I think with some increased outreach and outward thinking, we can make this happen.

I look forward to "seeing" you around the convention. We thank all of you for your continued support and love throughout this weird year—and always. With a year marked by Tiger Kings and Netflix shows filled with queens, it's good to be "back" with my people displaying their student involvement, tireless scholarship efforts, and overall joy for our discipline. Enjoy the convention and keep those fingers crossed for a Chevy's restaurant meeting in Orlando, October 2021.

Respectfully,

Chris Gurrie

VP, Florida Communication Association

*Click for a Message  
from FCA President  
Kristen Foltz:*



*Thank You,  
Convention Sponsors:*

Silver Sponsors:

**Rollins**  
EST. 1885



**FAU**

FLORIDA ATLANTIC  
UNIVERSITY

THE UNIVERSITY  
OF **TAMPA**

*Silver Sponsor Bonnie Jefferis is introducing FCA  
to BEN MONTGOMERY!*

2020-2021 Platinum

Sponsor:



UNIVERSITY OF  
CENTRAL FLORIDA



# 2020 FCA Executive Board Members

## President

Kristen Foltz

University of Tampa

## 1st Vice President

Chris Gurrie

University of Tampa

## Journal Editor

Jon Braddy

Florida Gulf Coast University

## Membership Coordinator

Jennifer Toole

Saint Leo University

## Treasurer

Stephanie Jackson

Lynn University

## Marketing Coordinator

Gary Carlin

Lynn University

## Recording Secretary

Roy W. Samuelson

Florida Gulf Coast University

## Educational Liason

Myra Walters

Florida Southwestern State

## External Association Liaison

Lakelyn Taylor

University of Central Florida

## Newsletter Editor

Lacey Brown

University of Tampa

## Immediate Past President

Haley Swartz

Florida Atlantic University

## Web Editor

Joshua Youakim

University of North Carolina

## Join FCA Today!

We believe the FCA is a friendly and welcoming organization, and we would love to have you join us as a member. Membership benefits include:

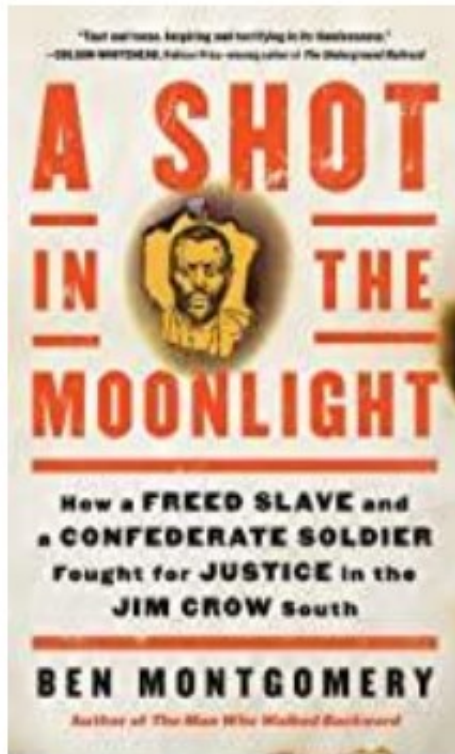
- A subscription to the *Florida Communication Journal*, delivered to your home twice a year.
- Up-to-date access to information regarding future conventions, panels, and events.
- A quarterly newsletter with information on the organization, job postings, and articles.
- A voice in one of the oldest communication associations in the country.

Be sure to visit our website, <https://floridacom.org/> for more information!

While you're at it, "like us" on Facebook to get timely updates on FCA!

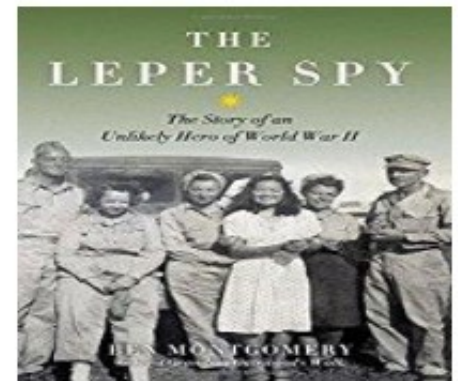
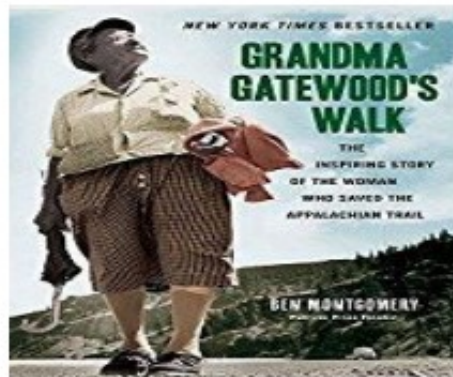
## Silver Sponsor Bonnie Jefferis is introducing FCA to BEN MONTGOMERY!

The newest book by Tampa's Ben Montgomery, [A Shot in the Moonlight](#), was chosen by Smithsonian Magazine, Chicago Review of Books, CNN, and Oprah Magazine as a most anticipated book for 2021.



He also wrote New York Times bestseller [Grandma Gatewood's Walk](#), which won the 2014 National Outdoor Book Award for History/Biography. While an award-winning journalist at the St. Petersburg Times, he was a finalist for the Pulitzer Prize in 2010. His other books are [The Leper Spy](#) and [The Man Who Walked Backward](#).

For more information about the author, and his virtual speaking appearances (field trip for your students!), visit [BenMontgomeryWrites.com](http://BenMontgomeryWrites.com)



## GRADUATE PROGRAMS in the School of Communication & Multimedia Studies

### MA in Communication Studies

The MA program equips students with historical, theoretical, and critical knowledge of oral, written, visual, and aural symbol systems; the institutions and processes that produce them; and the audiences and readers who engage them. The program emphasizes the intersections among cultural studies, film, intercultural communication, media, and rhetoric.

### MFA in Media, Technology, and Entertainment (MTEn)

The MFA program is an interdisciplinary degree combining film, video, interactive media, and computer animation with computer science and engineering. The program fosters innovative approaches to digital entertainment that stretch creative and scientific boundaries. Students are challenged to think in artistic, scientific, and industrial terms about innovative forms of digital media practice.

Competitive Assistantships Available—Join us!

**FAU**  
FLORIDA  
ATLANTIC  
UNIVERSITY

CONTACT:  
Dr. Stephen Charbonneau,  
Graduate Director  
School of Communication and  
Multimedia Studies  
Florida Atlantic University  
777 Glades Road  
Boca Raton, FL 33431-0991  
[scharbo1@fau.edu](mailto:scharbo1@fau.edu) • P: 561-297-3856

[www.fau.edu/scms](http://www.fau.edu/scms)



# *Honor Roll of Presidents*

---

1930 I.C. Stover	1954 Eugene White	1978 Joy McClintock	2002 Kathy J. Wahlers
1931 H.P. Constans	1955 Greg Phifer	1979 Art Pollock	2003 Cynthia Irizarry
1932 H.R. Pierce	1956 Margaret Perritt	1980 John I. Sisco	2004 Christine Hanlon
1933 Marguerite Wells	1957 Lena McClure	1981 K. Phillip Taylor	2005 Sue Easton
1934 A.A. Hopkins	1958 Jack Bensen	1982 Edwin V. Boles	2006 Deborah Hefferin
1935 Midred Murphy	1959 Roberta Buchanan	1983 P. Judson Newcome	2007 Richard Mercadante
1936 Myra Wiley	1960 Charles Ritter	1984 Jo Yeager	2008 Kim K. Johnson
1937 Maxine Gause	1961 Kay Zinn	1985 Steven Beebe	2009 Diana Karol-Nagy
1938 Irene Lighthiser	1962 Josh Crane	1986 M. Violet Asmuth	2010 Donald Painter
1939 Alma Sarrett	1963 Wayne Minnick	1987 Kenneth N. Cissna	2011 Natalia Cherjovsky
1940 Maxine Gause	1964 James Popovich	1988 Peggy Hess	2012 Beth Eschenfelder
1941 Bruce Mitchell	1965 Frazer D. White	1989 John Masterson	2012 Christine Hanlon
1942 Paul Geisenhoff	1966 Frazer D. White	1990 Linda Griffin	2013 Donald Painter
1943 Officers drafted to WWII	1967 Thomas King	1991 Beverly Raznoff	2014 Stephanie Jackson
1944 Officers drafted to WWII	1968 Leon Dodez	1992 Adeline L. Evans	2015 Stefanie Powers
1945 I.C. Stover	1969 Lillian A. Truby	1993 Becky Mulvaney	2016 Jennifer Bender
1946 I.C. Stover	1970 Don Williams	1994 Robert Bohan	2017 Timea Varga
1947 Roy E. Tew	1971 Kenneth E. Foundation	1995 Anthony J. Clark	2018 Laura Winn
1948 Irene Lighthiser	1972 Bess C. Knowles	1996 Wallace V. Schmidt	2019 Haley Swartz
1949 G.R. Van Deusen	1973 Voncile M. Smith	1997 Deborah Hefferin	2020 Kristen Foltz
1950 Thelma Jones	1974 Lee R. Schoeni	1998 James Crews	
1951 Thomas Lewis	1975 Anthony Clark	1999 Bonnie C. Jefferis	
1952 William Shea	1976 Gerald Partney	2000 Richard Mercadante	
1953 Douglas Ehninger	1977 Richard Quianthy	2001 Don Orban	



# *Journal Editors*

---

1973-75 (Volumes 1-3)

Donald E. Williams  
University of Florida

1976-78 (Volumes 4-6)

K. Philip Taylor  
University of Central Florida

1979-81 (Volumes 7-9)

Voncile M. Smith  
Florida Atlantic University

1982-84 (Volumes 10-12)

Richard L. Quianthy  
Broward Community College

1985-86 (Volumes 13-14)

Keith Macksey  
Manatee Community College

1987 (Volume 15)

Josephine Johnson  
University of Miami

1988-90 (Volumes 16-18)

Gregg Phifer  
Florida State University

1991-93 (Volumes 19-21)

Anthony J. Clark  
University of Florida

1994-95 (Volume 22)

M. Violet Asmuth  
Edison Community College

1995-96 (Volume 23)

Richard L. Quianthy  
Broward Community College

1996-99 (Volumes 24-26)

John O'Hara  
Broward Community College

2000-02 (Volumes 27-30)

Deborah Hefferin  
Broward Community College

2002-04 (Volumes 31-34)

Bonnie Clark Jefferis  
St. Petersburg College

2004-06 (Volume 35)

Wallace V. Schmidt  
Rollins College

2007 (Volume 36)

Susan S. Easton  
Rollins College

2008 (Volume 37)

Christa Arnold  
University of Florida

2009-2017 (Volume 38)

Stephen Ziegler  
Embry Riddle Aeronautical  
University

2017-2019 (Volume 39)

Chris Gurrie  
University of Tampa

2019-Present (Volume 40)

Jon Braddy  
Florida Gulf Coast University

*The Florida Communication Association wishes to thank...*

# Rollins

---

**EST. 1885**

---

*...for their continued support!*



# *Keynote Speaker*

## Jenna Paladino

Jenna Paladino inspires organizations, motivates CEOs and drives policy with a coordinated communication plan, coalition building and advocacy. Her relentless passion made a seamless transition in opening her own business and governmental consulting firm, Paladino Advocates in 2014. Prior to starting the firm, she served as the director of communications and public affairs for Chapters Health System, headquartered in Tampa, FL. Chapters Health is the largest non-profit hospice provider in the state of Florida. In the role, she served as the company spokesperson and lobbyist while managing the internal and external communications.

Recognized for her dedication to the hospice community, she was asked to serve on the Public Policy Committees for both the National Hospice and Palliative Care Organization and Florida Hospice and Palliative Care Association, which she still actively participates.

Jenna also gained ten years of experience as a southeast regional lobbyist and director of public policy for the National MS Society. She created the first grassroots and grass tops program with a cohesive agenda and communication plan for all levels to support. While the Affordable Care Act (ACA) debate was underway, she rallied the MS volunteers and engaged them in AARP's "Divided We Fail", national campaign to support the passage of the ACA.

Her experience as a legislative aide, campaign consultant, in-house lobbyist, non-profit lobbyist and adjunct professor provides her clients a well-rounded approach to make sure that the lobbying, advocacy and communication goals are all part of the plan. Policy expertise includes hospice, ALF/NH, disabilities, end-of-life, certificate of need, home health, mental health, workers compensation, PTSD, medical marijuana, pharmacy benefit managers, durable medical equipment, Medicare, Medicaid, CMS and non-profit healthcare.

Ongoing community outreach includes board seats on the Florida Association of Professional Lobbyists Board and the Lutz Prep Charter School Board. Jenna holds a Master of Science in Public Policy and Political Communication and Bachelor of Science in Political Science and English from The Florida State University in Tallahassee, FL.

Twitter: @PPA\_FL

Website: [paladinoadvocates.com](http://paladinoadvocates.com)

Email: [Jenna@paladinoadvocates.com](mailto:Jenna@paladinoadvocates.com)



# 2020 FCA Convention Schedule

Please note: all sessions require the use of the conference password that has been emailed to you. If you did *not* receive this password, please confirm your registration and contact a board member for assistance.

Abstracts for papers can be found following the schedule.

There will be an FCA “Lobby” open to socialize during all breaks and throughout much of the conference:

Lobby Link: [CLICK HERE](#)

Lobby ID: 417 145 8196

## Thursday, 2/18 (All times are EST)

2pm

### Member Meeting

**Zoom Information:**

Link: [CLICK HERE](#)

ID #: 853 5303 9496

Session

3pm

### Truth, History, and War

#1

#### *Competitive Papers*

*Utilizing the Octothorpe (#): Schizoanalytic Cartographies  
Recognized in War Games*

**Jon Braddy**

Florida Gulf Coast University

*Assuming truth is a woman—what then?": Searching for  
Nietzsche's Woman-Truth in the Post-Truth Era*

**Kimberly Jackson**

Florida Gulf Coast University

*Coding the dual formation of the commodified and racialized  
high school quarterback*

**Travis Bell**

University of South Florida

*Ludwig Wittgenstein and Rhetoric in Context*

**Joshua Youakim**

University of North Carolina

**Zoom Information:**

Link: [CLICK HERE](#)

ID #: 821 762 752 75

**Moderated by:**

Carlos Toledo

Iowa State

4pm

### Break

**Zoom Information:**

Link: [CLICK HERE](#)

ID #: 853 5303 9496



**Session  
#2**

**5pm**

## **Truth, Stories, and Media**

### *Competitive Student Papers*

*To What Extent Does Twitter Permit Anti-Semitic Speech?*

**Tamar Shimon**  
University of Tampa

*The Role of a County Employee during Hurricane Irma: An Autoethnography*

**Rebecca Freihaut**  
University of Central Florida

*Values, Vices, and Truth: A Fantasy Theme Criticism of Netflix's Docu-Series (Un)Well through a Morality Play Framework*

**Lakelyn Taylor**  
**Julie A. Cook**  
University of Central Florida

*The Twitter Algorithm and Exclusion of Marginalized Voices on Social Media*

**Juliana Fray**  
University of Tampa

**Zoom Information:**

Link: [CLICK HERE](#)

ID #: 589 834 2918

Moderated by:  
Rebecca Riccardi  
Louisiana State

**6pm**

## **President's Address**

**Zoom Information:**

Link: [CLICK HERE](#)

ID #: 977 9819 8389

**Session  
#3**

**7pm**

## **Truth to Power: Race, Inclusion, and Solutions**

### *Critical Race Panel*

**Martae Marshal**, University of Tampa  
**Jermaine Grandison**, University of Tampa  
**Bryan Wright**, University of Tampa  
**Jan Figueroa**, University of Tampa

**Zoom Information:**

Link: [CLICK HERE](#)

ID #: 837 0362 4312

**Session  
#4**

**8pm**

## **"Fitness Communication With Dr. Gurrie and his Class"**

Fitness Communication panel with Master of Professional Communication Students, Live from The University of Tampa.

**Zoom Information:**

Link: [CLICK HERE](#)

ID #: 957 7716 7068



# Nicholson School of Communication and Media

UNIVERSITY OF CENTRAL FLORIDA



**Contact Us  
and Apply!**

## Graduate Programs

The Nicholson School of Communication and Media offers a variety of graduate programs, including:

- **Communication M.A.**
- **Feature Film Production M.F.A**
- **Interactive Entertainment M.S.**
- **Digital Media M.A.**
- **Strategic Communication Ph.D.**



[communication.ucf.edu](http://communication.ucf.edu)



[nicholsongrad@ucf.edu](mailto:nicholsongrad@ucf.edu)



[@ucfnscm](https://twitter.com/ucfnscm)

**Friday, 2/19** (All times are EST)

**Session**      **10am**  
**#5**

**Pedagogy and GIFTS**  
*Pedagogy Panel*

*Incorporating Service Learning in a Pandemic*

*Implementing Creative Assignments*

**Zoom Information:**

Link: [CLICK HERE](#)

ID #: 978 3519 3195

**Susan Wheeler**  
Daytona State  
**Connie Hudspeth**  
Seminole State College  
**Christine Hanlon**  
University of Central Florida  
**Jennifer Toole**  
St. Leo

**Session**      **11am**  
**#6**

**Diversity, Equity, & Inclusion**  
*Workshop*

Diversity, Equity & Inclusion (DEI) Development Training  
Program

**Zoom Information:**

Link: [CLICK HERE](#)

ID #: 910 8671 0051

**Michelle Mooney**  
University of Tampa  
**Lacey Brown**  
University of Tampa

**12pm**

**Lunch Break**

**Session**      **1pm**  
**#7**

**State of the Curriculum: Curriculum  
Alignment and Transparency**  
*Panel*

This session will provide (1) an overview of the Curriculum Alignment (CA) initiative, (2) discuss issues regarding transparency that have been addressed in the CA initiative, (3) address issues regarding transparency in our speech communication programs/departments and courses, and (4) discuss the importance of transparency in terms of engaged citizenship.

**Zoom Information:**

Link: [CLICK HERE](#)

ID #: 988 7214 6040

**Christine Hanlon**, University of  
Central Florida  
**Shari Hodgson**, University of  
Central Florida  
**Connie Hudspeth**, Seminole  
State  
**Susan Wheeler**, Daytona State  
**Natalie Yrisarry**, Valencia College

**Session  
#8**

**2pm**

## **Decisions and Crises** *Competitive Papers*

*Framing Refugee Crises in Mass News Media: An Analysis of  
Episodic and Thematic Framing*

*Extra Credit and Decision-Making: Understanding College  
Students' Motivation to Attend On-Campus Events*

*What Do You Know?*

**Zoom Information:**

Link: [CLICK HERE](#)

ID #: 836 9965 0932

**Keith Zukas**

Wisconsin Whitewater

**Kristen Foltz, Meredith  
Clements, Aislinn Fallon,  
Alexandra Stinson**

University of Tampa

**Adrian Surratt**

Florida Gulf Coast University

Moderated by:

**Roy Samuelson**

Florida Gulf Coast University

**Session  
#9**

**3pm**

## **Disrupting our comfort: The truth about cognitive dissonance and cultural characters**

*Panel*

Cognitive dissonance occurs when people form two conflicting thoughts, usually over actions that run counter to their beliefs. Many people may experience dissonant states when watching popular cultural figures such as athletes, TV character personas and minority musical bands commit actions that are not in agreement with their own set of values. The current panel analyzes the role of truth and cognitive dissonance across a variety of contexts, including in sports, TV series, and in music.

**Zoom Information:**

Link: [CLICK HERE](#)

ID #: 858 2789 8446

**Theresa MacNeil**

**Katherine Loh**

**Pamela Dykes**

Florida Southern  
College

**4pm**

**Break**

**Session  
#10**

**5pm**

## **The 5 Gen Workplace**

*Panel*

**Lacey Corey Brown**, University of Tampa

**Kristen Foltz**, University of Tampa

**Alexa Scudillo**, University of Tampa

**Zoom Information:**

Link: [CLICK HERE](#)

ID #: 990 8071 8844



6pm

**Keynote Address:**

**Jenna Labadie Paladino**

**Zoom Information:**

Link: [CLICK HERE](#)

ID #: 829 8255 2802

**Session  
#11**

**7pm**

**Truth and Claims  
Workshop**

**Carlos Toledo, Iowa State**

**Zoom Information:**

Link: [CLICK HERE](#)

ID #: 922 6550 9555

**JOURNAL EDITOR**

**Jon Braddy**

*Florida Gulf Coast University*



**ASSISTANT JOURNAL EDITOR**

**Joshua Youakim**

*University of North Carolina  
Chapel Hill*

February, 2021

Dear Members of the Florida Communication Association,

On behalf of the 49th Editorial Board of the Florida Communication Journal, we congratulate and celebrate a century encouraging scholarship in academic service while serving truth among all scholars.

Cheers!

**Saturday, 2/20** (All times are EST)

10am

## Member Meeting

**Zoom Information:**

Link: [CLICK HERE](#)

ID #: 944 4924 8030

Session  
#12

11am

## Views from the Class: Undergraduate Student Preferences for Teaching during the Time of Covid *Panel*

In spring 2020, faculty had to adapt to the new reality of teaching in the time of Covid-19. A year later, this panel invites attendees to reflect upon best teaching practices in this unusual time. The panelists are all undergraduate students who will comment on a range of issues impacting students such as: communication with faculty, mental health issues, and best teaching practices.

**Kristen Foltz**  
**Riley Robertson**  
**Cady Nessralla**  
**Emma Gervais**  
University of Tampa

**Zoom Information:**

Link: [CLICK HERE](#)

ID #: 989 4715 0287



Celebrating the 100<sup>th</sup> anniversary of the founding of the  
Florida Communication Association and the  
90<sup>th</sup> convention of scholars.  
Cheers from the communication faculty of FGCU.

Jon Braddy, Ph.D., University of Tennessee  
Margaret Hambrick, Ph.D., University of North Texas  
Dongjing Kang, Ph.D., Ohio University  
Mike Kennedy, MBA, Florida Gulf Coast University  
Chad Nelson, Ph.D., Bowling Green State University  
Amanda Parke, MA, Marist College  
Bethany Petry, Ph.D., Wayne State University  
Sachiko Tankei, Ph.D., Southern Illinois University  
Mary Walch, Ph.D., Pennsylvania State University  
Kara Winton, MA, Indiana University

All multimedia poster presentations are available for viewing in advance by click on the provided link.

**Session #13**  
**12pm**

## Multimedia Poster Session #1

- Room 1 *Blind Happiness* ([Click for Video](#))
- Room 2 *The Emotional Impacts of Binge Watching* ([Click for Video](#))
- Room 3 *The Misuse of Mental Health Terminology* ([Click for Video](#))
- Room 4 *"The 'Real' Endings to Fairy Tales that Disney Conceals"* ([Click for Video](#))

**Alec Lynch**

Mentor: Roy Samuelson  
Florida Gulf Coast University

**Lauren Steed**

**Dr. Stephen M. Kromka**  
University of Tampa

**Courtney Shadle**

Mentor: Roy Samuelson  
Florida Gulf Coast University

**Andgelina Rodriquez**

Mentor: Roy Samuelson  
Florida SouthWestern State

**Zoom Information:**

Link: [CLICK HERE](#)

ID #: 812 4577 6516

Moderated by:

Myra Walters

**Session #14**  
**1pm**

## Multimedia Poster Session #2

- Room 1 *The Science Behind Instagram Influencers* ([Click for Video](#))
- Room 2 *Compulsive Over-Apologizing Among Women* ([Click for Video](#))
- Room 3 *Picture Perfect: How Social Media Creates a Façade Around the Truth* ([Click for Video](#))
- Room 4 *Creating Catches and Getting Matches: Examining Trends in Tinder Profiles among the 18 to 22-Year Old Group* ([Video](#))
- Room 5 *The Pastures Aren't Green, and the Cows Aren't Happy: Using Communication Campaigns and Systems Thinking to Advance the Farm Animal Protection Movement* ([Click for Video](#))

**Vreanna Bautista**

**Maddison Olley**

Mentor: Dr. Stephen Kromka  
University of Tampa

**Jasmine Delgado**

Mentor: Roy Samuelson  
Florida Gulf Coast University

**Sarah Geiger**

Mentor: Roy Samuelson  
Florida Gulf Coast University

**Samantha Mannarino**

**Tara O'Connor**

Mentor: Dr. Stephen Kromka  
University of Tampa

**Kinsley Gerks**

Rollins College

**Zoom Information: Same as Previous Poster Session**



# Shape the Dialogue And Your Future

## M.A. in Professional Communication

This flexible, multidisciplinary degree is designed for students from diverse backgrounds, including advertising and public relations, corporate communications, human resources, government, media, marketing and nonprofit management.

With an emphasis on digital and emerging technologies, students gain experience with masterful presentation techniques, theories of organizational communication, crisis communication, conflict management and the effective use of visuals and media.

Student and faculty opportunities available.

*Take classes at night and earn your degree in as little as one year!*



THE UNIVERSITY  
OF TAMPA

Learn more at [ut.edu/mapc](http://ut.edu/mapc) or call (813) 258-7409.

Session  
#15

2pm

## “Camera’s on or off” During Remote Learning *Pedagogy Panel*

The workshop will discuss enhancing the classroom experience through virtual learning. Themes of the workshop will include research to date, what students are saying, what’s working, what’s not, strategies, incentives, the new norm in communicating professionally on Zoom, and practical and culturally responsive strategies.

**Gary Carlin**  
**Stephanie Powers**  
Lynn University

### Zoom Information:

Link: [CLICK HERE](#)

ID #: 938 5398 3177

Session  
#16

3pm

## Truth Song: Mental Health Reprieve *Wellness Workshop*

In this session, we will take turns sharing our funniest, most outlandish experiences teaching through COVID. The intent is cathartic humor.

**Alyssa Kauffman**  
Suffolk CC

### Zoom Information:

Link: [CLICK HERE](#)

ID #: 817 758 74978



4pm

## Awards and Closing Remarks

**Zoom Information:**

Link: [CLICK HERE](#)

ID #: 835 8860 6310

5pm

## Board Meeting



# *Paper Abstracts*

---

## **Utilizing the Octothorpe (#): Schizoanalytic Cartographies Recognized in War Games**

### **Session #1**

Jon Braddy

Florida Gulf Coast University

Schizoanalytic Cartographies explains an individual's lack of expressivity when confronted by systems of power and dominance. Using cybernetic examples from the movie "War Games," we walk through the four cartographies. Arriving at a new understanding of the difficulties faced, and power embedded, in unleashing original speech.

## **Assuming truth is a woman—what then?": Searching for Nietzsche's Woman-Truth in the Post-Truth Era**

### **Session #1**

Kimberly Jackson

Florida Gulf Coast University

Using the work of Friedrich Nietzsche, Jacques Derrida, and Jean Baudrillard, this paper examines the nature of truth in the post-truth world. Beginning with Nietzsche's question, "what if truth is a woman? - what then?", I use Nietzsche's understanding of woman-truth to analyze the 2014 film Ex Machina. I ultimately claim that the female AI in the film represents the truth of the post-truth era.

## ***Coding the dual formation of the commodified and racialized high school quarterback***

### **Session #1**

Travis Bell

University of South Florida

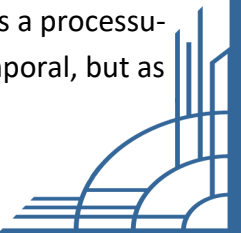
## ***Ludwig Wittgenstein and Rhetoric in Context***

### **Session #1**

Joshua Youakim

University of North Carolina

The purpose of this essay is to explore some of the various ways context has been theorized in contemporary rhetorical scholarship, and to offer a point of intervention through the work of Ludwig Wittgenstein. Ultimately, I argue that Wittgenstein's work, particularly his notion of "language-games," offers a processual understanding of context that supports context not as a static history that privileges the temporal, but as a fluid and dynamic field that is not bound to a strictly linear temporality.



# *Paper Abstracts*

---

## **Framing Refugee Crises in Mass News Media: An Analysis of Episodic and Thematic Framing**

### **Session #8**

Keith Zukas

University of Wisconsin-Whitewater

This study takes a first step in attempting to investigate whether or not U.S. media is too sanitized.

## **Extra Credit and Decision-Making: Understanding College Students' Motivation to Attend On-Campus Events**

### **Session #8**

Kristen Foltz, Meredith Clements, Aislinn Fallon, and Alexandra Stinson

University of Tampa

Faculty know how important it is for students to attend extracurricular events outside of class. However, most realize the only way to ensure attendance is to offer an incentive. This paper explores the role of extra credit in student decision making and answers the question, "is extra credit the only thing students care about?"

## **The Role of a County Employee during Hurricane Irma: An Autoethnography**

### **Session #8**

Rebecca Freihaut

University of Central Florida

This presentation will give an overview of an autoethnography by the author about her experiences working as a librarian and county employee in an emergency role during Hurricane Irma. Main topics include vulnerable populations, the need for improvement in communication with the public during disaster events, and the usage of special needs registries and shelters.

## ***What Do You Know?***

### **Session #8**

Adrian Surratt

Florida Gulf Coast University

---





*See You*

~~*Next Year!*~~

**in 8 months!**