

FLORIDA COMMUNICATION ASSOCIATION



**93<sup>rd</sup> Annual Convention**  
***(Re)Inventing Communication***

OCTOBER 14-15, 2023

TAMPA, FL

Convention Program



**Friday, October 13<sup>th</sup>**

**5:00pm – 7:00pm ET**

**Executive Board Meeting\***

*\*Executive Board officers only*

**Ferman Center for the  
Arts (FCA)  
Performance Gallery**

**Saturday, October 14<sup>th</sup>**

**8:00am – 4:00pm ET**

**Registration**

**FCA Entrance**

**8:00am – 9:00am ET**

**Breakfast**

**FCA Performance  
Gallery**

**8:15am – 9:00am ET**

**Membership Meeting**

**FCA Performance  
Gallery**

**9:15am – 10:00am ET**

**Undergraduate Student Panel**

**FCA 333**

*Navigating Communication Challenges During  
the COVID-19 Pandemic: Insights from  
Undergraduate Students*

Andrew J. Miller, Ella K. Zinken, Kaleigh  
Thadhani, Karic Riche – University of Tampa

Chair/Moderator: Sohana Nasrin, University of  
Tampa

**9:15am – 10:00am ET**

**Communication in the Classroom  
Paper Session**

**FCA 339**

*Organizational Transformation: Re-Inventing  
Communication for Online Environment*

Elena Chudnovskaya – Texas Tech University

*Professors Laughing at Themselves: Is Instructor  
Self-disparaging Humor Perceived as Effective in  
the Classroom?*



Stephen Kromka – University of Tampa  
(Presented by Kristen Foltz – University of Tampa)

Moderator: Jennifer Biselin – State College of Florida

**10:15am – 11:00am ET    Undergraduate Student Panel    FCA 333**

*Love and Hate: An Analysis of Relationships on Film and Social Media*

Lauren Schreader, Zaphillia Yost, Lexi T. Tierney, Rachel Howard – Florida Southern College

Chair: Cara Mackie – Florida Southern College  
Moderator: Alex Ortiz – Florida Southern College

**10:15am – 11:00am ET    Improving Communication Workshop    FCA 339**

*How TEDx Talks Can Make You and Your School Better Communicators*

Heather Elmatti, Toni Upchurch – Lake-Sumter State College


Chair/Moderator: Heather Elmatti – Lake-Sumter State College

**11:15am – 12:00pm ET    Supporting Students Workshop    FCA 340**

*(Re)Inventing Communication with the Students At-Risk: Workshop on Helping Students Re-invent themselves within a Community of Communicative Embedded Support Systems*

Jared Dowd, Elizabeth Spagnola, Jennifer Tonso – Suffolk County Community College

Chair/Moderator: Alyssa Kauffman – Suffolk County Community College



**11:15am – 12:00pm ET**

**Activism and Social Justice Paper Session**

**FCA 333**

*Partnerships as a Nonprofit Organization's  
Primary Strategy for Digital Activism in Human  
Trafficking Awareness*

Alex Rister – Embry-Riddle Aeronautical  
University

*Bigger Than the Brand : Examining the National  
Football League's Brand Authenticity Through  
Social Justice*

Arianna Marks, Charity Graham – Florida State  
University

*From the Civil Rights Movement to Act Up to  
Black Lives Matter: The Evolution of Activism  
With the Introduction of New Mediums*

Ashley Johns, Nakima Brooks – Florida State  
University

Moderator: Aimee Whiteside – University of  
Tampa

**12:15pm – 2:00pm ET**

**Lunch**

*Join us for lunch and a presentation by our  
keynote speaker, Wesam Khouj.*

**FCA Performance  
Gallery,  
Gordon Theater**

**2:15pm – 3:00pm ET**

**Undergraduate Student Panel**

**FCA 333**

*Improving Intercultural Communication  
Competency through Service Learning and  
Transformative Travel*

Chair/Moderator: Kristen Foltz – University of  
Tampa

**2:15pm – 3:00pm ET**

**Communication Studies in Florida Panel**

**FCA 340**

*What Will Happen With the Freshman Speech  
Requirement?*

Bonnie Jefferis, Rich Mercadante – St.  
Petersburg College



Chair: Bonnie Jefferis - St. Petersburg College  
Moderator: Roy W. Samuelson – Florida Gulf  
Coast University

**3:15pm – 4:00pm ET**      **Artificial Intelligence Panel #1**      **FCA 333**

*AI in the Classroom: From Communication to Animation*

Stefanie Powers, Erika Grodzki, Gary Carlin,  
Kevin Kao – Lynn University

Chair: Gary Carlin – Lynn University  
Moderator: Douglas Jordan – Joint Special  
Operations University

**3:15pm – 4:00pm ET**      **(Re)inventing Career Preparation Panel**      **FCA 340**

*Unlock the Potential of Integrating  
Communication Studies and Career Building*

Krystal Bresnahan - Strider Sports International,  
Inc.; Ashley J. Martinez – TD Synnex; Kristen  
Foltz, Alisha Menzies – University of Tampa

Chair: Krystal Bresnahan – Strider Sports  
International, Inc.  
Moderator: Lakelyn E. Taylor – University of  
Vermont

**4:15pm – 5:00pm ET**      **Artificial Intelligence Panel #2**      **FCA 339**

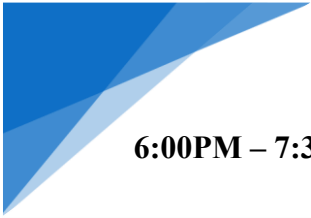
*Artificial Intelligence in Higher Education: The  
Good, the Bad, and the Ugly*

Theresa MacNeil, Meredith Clements –  
University of Tampa; Cara Mackie, Pamela  
Dykes, Mike Trice – Florida Southern College

Chair: Theresa MacNeil – University of Tampa  
Moderator: Carson Mann – University of Central  
Florida

**4:15pm – 6:00pm ET**      **FCA in Action**      **FCA 340**

*Join the FCA E-board for a service event to  
promote partnership with the Florida  
community.*



**6:00PM – 7:30PM ET**

**President's Reception**

*Please join us for light refreshments as we hear from our President, Roy. W. Samuelson.*

**FCA Performance  
Gallery**

**8:00PM ET**

**FCA Outing**

*All are welcome to join us for food and drinks following the President's Reception.*



**Sunday, October 15<sup>th</sup>**

**8:00am – 12:00pm ET**

**Registration**

**FCA Entrance**

**8:00am – 9:00am ET**

**Breakfast**

**FCA Performance  
Gallery**

**8:15am – 9:00am ET**

**Membership Meeting**

**FCA Performance  
Gallery**

**9:15am – 10:00am ET**

**Communication for Positive Change  
Workshop**

**FCA 333**

*Reinventing Communication: Exploring  
Solutions Journalism as a Tool for Positive  
Change*

Chair: Sohana Nasrin – University of Tampa  
Moderator: Alex Rister – Embry Riddle  
Aeronautical University

**9:15am – 10:00am ET**

**Communicating about the Workplace in  
Cyberspace Paper Session**

**FCA 339**

*A Job Worth Crying For? Conceptualizations  
and Implications of Integrity within the  
Workplace on Reddit*

Sarah Marshall, Sidney Murray – University of  
South Florida

Moderator: Douglas Jordan - Joint Special  
Operations University


**9:15am – 10:00am ET**

**Reconceptualizing Communication Studies  
Workshop**

**FCA 340**

*The Core that Holds: Communication  
Competences Applicable to All Introduction  
Courses*

Chair/Moderator: Isa Engleberg



**10:15am – 11:00am ET**

**Undergraduate Research Panel**

**FCA 340**

*Free Speech and the First Amendment in Florida*

Mackenzie Blatz, Zoralla Aparicio, Grey Taylor,  
Sydney Hanson, Hope Gharagozlo – University  
of Tampa

Chair/Moderator: Kristen Foltz – University of  
Tampa

**10:15am – 11:00am ET**

**Communicating About Health Paper  
Session**

**FCA 333**

*Evaluating the Impacts of Health Literacy in South  
Asian Populations Concerning Crisis Vaccines  
Attitudes and Behaviors: A Scoping Review*

Lakelyn E. Taylor – University of Vermont,  
Mary Joseph – Arizona State University

*Death Education, Communication, and Happiness:  
An Unlikely Triad?*

Kurt Wise – University of West Florida

Moderator: Chad Mendez – University of Tampa

**11:15am – 12:30pm ET**

**Poster Session**

**FCA 124**

Cassie Disharoon – University of Tampa  
Valerie Rosequist – University of Tampa  
Erin Christie – Rutgers University

**12:30pm – 1:30pm ET**

**Lunch**

**FCA Performance  
Gallery**

**1:45pm – 2:30pm ET**


**Graduate School Workshop**

**FCA 333**

*So, You Wanna Go to Grad School?: A Workshop on  
Reinventing What Graduate School Means and How  
to Get There*

Chair/Moderator: Lakelyn E. Taylor – University  
of Vermont





**1:45pm – 2:30pm ET**

**Communication and Gender Paper Session**

**FCA 339**

*Exploring the Gendered Portrayal of Care Work  
in Business Magazines*

Alessandra Noli, Jihye Han, Han Yu – Florida  
State University

Moderator: Chad Mendez – University of Tampa

**2:45pm – 4:00pm ET**

**Closing Award Ceremony**

**FCA Performance  
Gallery**

**4:15pm – 5:00pm ET**

**Executive Board Meeting**



## 2023 KEYNOTE SPEAKER: WESAM KHOUJ



### A note from Mr. Khouj:

*I have a master's degree in information technology and a bachelor's degree in finance with a minor in Information Systems. I work as a Market Manager for Polestar Financial Services. I establish and maintain relationships with retailers to maximize sales and profit. My role is to evaluate performance, train employees, and detect and resolve conflict. I have led teams that have excelled in sales and customer satisfaction. I have over 10 years of experience in the Automotive industry. I have developed a strong set of skills and have a proven track record of success and won multiple outstanding customer satisfaction and sales volume awards.*



THANK YOU TO OUR PLATINUM SPONSOR!





THANK YOU TO OUR GOLD SPONSOR!



---

**THE UNIVERSITY OF TAMPA®**  
**M.A. in Professional Communication**

THANK YOU TO OUR SILVER SPONSOR!





# THANK YOU TO OUR 2023 REVIEWERS!

**Elena Chudnovskaya**  
Texas Tech University

**Douglas Jordan**  
Joint Special Operations  
University

**Alyssa Kauffman**  
Suffolk County Community  
College

**Stephen Kromka**  
University of Tampa

**Sohana Nasrin**  
University of Tampa

**Alex Rister**  
Embry Riddle Aeronautical  
University



THANK YOU TO OUR WEB CONSULTANT,  
JACOB ALBION!

