

**2009 Ohio Communications Association  
Conference Schedule  
Saturday, October 3, 2009**

**8:00 a.m.**                      **Registration Opens**  
Ruff Memorial Learning Center  
First Floor Lobby

**8:30-9:00 a.m.**              **Poster Set-up**  
Ruff Memorial Learning Center  
Lower Level

**Continental Breakfast**  
Ruff Memorial Learning Center  
Lower Level

**POSTER SESSION 9:00-11:00 a.m.**

**GRADUATE SCHOOL POSTER SESSION 12:00-5:45 p.m.**  
**Ruff Memorial Learning Center**  
**Lower Level**

Researching the Researcher: Reflexivity  
in Interviewing the Marietta Community.  
Phillip Lemaster, Marietta College. ^\*

The Male "White" House of Hollywood: A  
Feminist Critique of What it Means to be  
Presidential. Kristen Ann Hungerford,  
University of Akron. ^

Harold D. Lasswell: A Legacy of  
Scholarship, Teaching, and Service. Brett  
A. Barnett, Slippery Rock University.

News Coverage of Disasters. Alyssa  
Lenhoff, Youngstown State University.

#-undergraduate poster

^-graduate poster \*-debut  
Wicked Witch or  
Heroine? Character Transformations  
through the Use of Humor in the Musical  
*Wicked*. Valerie Lynn Schrader, Ohio  
University. ^

Deception in Interpersonal  
Communication: A Literature Review.  
Brittany Brasill, Kent State University. #\*

Good Looks Won't Put Food on the  
Table. Tiffany A. Rathfon, Youngstown  
State University.

Safe Sex Communication on Television: A  
Content Analysis of *Sex and the City*.  
Kristen Ann Hungerford, University of  
Akron. ^

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**Poster Competition**

During the poster session, judges will review posters in a variety of areas including construction of the poster, presentation skills, and the research from which the poster was created. The top poster will be recognized during the OCA Business Meeting immediately following lunch. Judges for the poster competition include Heidi Arnold (Sinclair Community College), and Candice Thomas Maddox (Ohio University-Lancaster). Poster Session attendants are Jaietta Jackson (Youngstown State University), and Dorian Mermer (Youngstown State University). **PANEL SESSIONS**

9:00-10:00 a. m.

**101**

Ruff Learning Center  
Room 102

**Inspiration: "No One Needs a Smile as Much as a Person Who Fails to Give One." – Unknown.**

Chair, *Sheida Shirvani, Ohio University Zanesville*

Panelists:

*Christine Shaw, Ohio University Zanesville*

*Jacob Hooper, Ohio University Zanesville*

*Sara Davis, Ohio University Zanesville*

There are many perspectives on the definition of mentoring, inspirational mentoring especially since the relatively recent popularity of personal and professional coaching. Traditionally, mentoring might have been described as the activities conducted by a person (the mentor) for another person (the mentee) in order to help that other person to do a job more effectively and/or to progress in their career. The mentor was probably someone who had "been there, done that" before. A mentor might use a variety of approaches, for example, coaching, training, discussion, counseling, inspiring, etc. Today, there seems to be much ongoing discussion and debate about the definitions and differences regarding mentoring and inspiring someone. Mentors with some experience or knowledge of working with young people who are/have experienced disadvantage are encouraged to apply for mentoring positions to be sure they can help others. A good mentor must have several skills and characteristics. A mentor holds and creates a space of possibility. Mentors help us to evolve our selves as human beings so that we may move into that possibility.

**102**

Ruff Learning Center  
Room 103

**Inspired Connections between Patients and Doctors: Establishing Definitions of Intercultural Communication Competency in the Heathcare Setting.**

Chair: *Anne E. Gerbensky-Kerber, Ohio University*

Panelists:

*Sarah Heiss, Ohio University*

*Mumba Mumba, Ohio University*

*Natalie E. Shubert, Ohio Univerity*

*Kenny Sibal, Ohio University*

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Within our own culture one can often communicate with a respectable level of aptitude. However, one's ability to communicate competently is challenged when interacting with an individual of another culture. Because intercultural interactions, in the healthcare setting or otherwise, are escalating as globalization increases, it is important to explore how both healthcare providers and patients can develop intercultural communication competency. This panel is comprised of four individuals who explore various understanding of intercultural communication competency and develop unique definitions with the hope of inspiring better connections between doctors and their patients. Discussions will draw connections between communication, health, and culture relevant to researchers, practitioners, and patients.

**103**  
**Ruff Learning Center**  
Room 201

**We're Supposed to do WHAT?**  
**Assessing Competencies in Media Communication**  
**Studies Programs.**

Chair: *Tim Pollock, Ohio University*

Panelists:

*Sylvia E. White, University of Akron*

*Kathleen D. Clark, University of Akron*

*Phil Hoffman, University of Akron*

*Eugene Gan, Franciscan University of Steubenville*

As state and national accrediting bodies begin to require assessment of academic programs, Communication faculty members are often given the responsibility without fully understanding how to accomplish this. Our panel will discuss our experience in navigating the complex process of creating a workable program of assessment for diverse communication majors. We will present a definition of assessment, a step-by-step process for doing assessment, and review our experience applying this process to assessing core competencies, such as oral communication, written communication, critical thinking, and quantitative literacy across our media and communication studies curricula. A discussion with the audience of issues and problems with assessment will follow our remarks.

**104**  
**Ruff Learning Center**  
Room 202

**Children, Teenagers, and Partners: An Inspiring**  
**and New View in Aesthetic Understanding.**

Chair: *Anne Greenleaf, Ohio University-Lancaster*

Respondent: Kathleen Warber, Wittenberg University

Communication Limitations of Children in Expressing Aesthetic Understanding. *Gretchen McIntosh, Wittenberg University.* #\*

Teenage Cultural Perceptions of Foreigners: The Visual and Aesthetic Rhetoric of Americans and Iranians of Each Other Impacted by Politics. *D.*

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*Ray Heisey, Kent State University, Mansoureh Sharifzadeh, Tahid Pre University School.*

*Others' Perceptions of Physical Similarities in Dating Relationships. Alicia Hoisington, Baldwin Wallace College, Jessica Donahue, Baldwin Wallace College. #\**

10:10-11:10 a.m.

**201**

**Ruff Learning Center**  
Room 102

**GIFTS**

**Great Ideas for Teaching Speech.**

Chair: *Mabry M. O'Donnell, Marietta College*

*Intercultural Collaborations that Inspire: Reciprocal Mentoring. Cheri Hampton-Farmer, University of Findlay.*

*Three Communication Models Personified. Cheri Hampton-Farmer, University of Findlay.*

*Group Norms Theory. Sarah Heiss, Ohio University.*

*Citing Original Research in Term Papers: A Practical Approach for Teaching Undergraduate Students. Eric K. Jones, Otterbein College.*

**202**

**Ruff Learning Center**  
Room 103

**The Inspiration of Learning:**

**An Unconventional Look at Educational Models.**

Chair: *Jeff Tyus, Youngstown State University*

Respondent: *Jennifer L. Walton, Ohio Northern University*

*Do Student-Teacher Relationships Make a Difference? A Model of Instructional Solidarity in the College Classroom. Nicole Dobransky, Ohio University-Lancaster.*

*Establishing Legacy through Relationship: Exploring the Coaching Paradigm in Higher Education as "Inspired" Narrative. Rebecca Cross, and Rachel Pollack, Muskingum University. #\**

*Inspiring Students to Care: An Analysis of College Students' Knowledge and Awareness of Global, National, and Local Issues. Ryan Joyce, Nada Al-Nobani, Angela Shuntich, Courtlynne Peterson, Youngstown State University. #\**

*A Penny for Your Thoughts: A Quantitative Analysis of What "Inspires" College Students to Make Charitable Donations and Its Potential Impact on*

**203**  
**Ruff Learning Center**  
Room 201

**Facebook, IPODS, and YouTube:  
Should Teachers Turn off Technology or Tune in?**  
Chair: *Dawn Carusi, Marietta College*

Panelists:  
*Alane Sanders, Marietta College*  
*Dawn Carusi, Marietta College*  
*Christy Dunlevy, Marietta College*  
*Philip Lemaster, Marietta College*  
*Kyle P. Thauvette, Marietta College*

This panel will discuss how instructors must respond to changing relational dynamics, student expectations, and learning styles as a result of increased technology used by college students. This panel will examine tensions experienced by teachers choosing between “stable,” historically effective instructional and relational methods, and ever-evolving technological approaches. Panelists, who are both instructors and students, will discuss the promise and perils of embracing technology’s influence from philosophical and practical perspectives. The impact of various technologies on teaching and learning has been recognized across contexts by scholarly and lay sources alike (Freedman, 2007; Mazer, Murphy, & Simonds, 2007; Schrodtt & Witt, 2007). Student panelists will discuss their reactions to teachers' efforts and visioning of possibilities for the future.

**204**  
**Ruff Learning Center**  
Room 202

**Workshop**  
**Podcasting Up-Close and Personal**

Panelists:  
*Jeanette Drake, University of Findlay*  
*Jeffrey P. Drake, Kent State University*

New online tools inspire educators to teach outside of the box. One of the promising tools being used is the podcast, which expands learning opportunities yet is easy and economical. In this workshop, participants will learn the rudimentary steps of creating a podcast – from interviewing and recording to editing and publishing. Finally, pedagogical strategies will be discussed regarding integrating podcasting for myriad purposes into a variety of communication courses.

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11:20 a.m.

**KEYNOTE ADDRESS**

**Ruff Learning Center, Bridge of Learning**

**Keynote Remarks Beth Graham, OCA Teacher of the Year**

12:15 -2:00 p.m.

**LUNCH and BUSINESS MEETING**

**Kerns Center for Religious Life, Chapel**

**PANEL SESSIONS**

2:10-3:10 p.m.

**301**

**Ruff Center for Learning  
Room 102**

**Inspiring Challenges from a New Age of Journalism.**

Chair: *Jeff Tyus, Youngstown State University*

Respondent: *Mary Beth Earnhardt, Youngstown State  
University*

Trendsetting: The Green Revolution in Entertainment Media. *Leah Kaplan,  
University of Cincinnati.* ^\*

The Spectacle of Race: *The New York Times* Coverage of Hurricane Katrina. *Kathleen  
German, Miami University.* ^

Off the Record: The Challenges of Anonymity in the Digital Age of Journalism. *Rekha  
Sharma, Kent State University.* ^

Inspiring Change: A Qualitative Analysis of Race, Politics, and Media Coverage of  
Barack Obama's Election Night Victory. *Stephen Petrinjak, Robert Smith, Nancy  
Barker, William Burney, Youngstown State University.* #\*

**302**

**Ruff Center for Learning  
Room 103**

**The Evolution of Inspirational Women:  
Kitchen, Podium, and Pulpit.**

Chair: *Heather Parsons, University of Dayton*

Respondent: *Dawn Carusi, Marietta College*

Not a Leap but a Stagger: Embracing the Ambiguity of What it Means to be a Catholic  
Woman. *Hannah Miller, Denison University.* #\*

Stories from the Heartland: An Oral History Project. *Nancy Kelley and Dee Gross,  
Lorain Community College.*

From Kitchen to Podium: Women and Public Speaking in Politics. *Lisa Davis,  
University of Akron.* ^\*

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From the Statehouse to the National Stage: The Gubernatorial Rhetoric of Women.  
*Julia Spiker, University of Akron.*

**303**

**Ruff Center for Learning**  
Room 201

**Inspired by Sports Communication.**

Chair: *Diana L. Tucker, Ashland University*

Panelists:

*Diana L. Tucker, Ashland University*

*Karen Hartman, Ashland University*

*Erin Paun Osbourne, Bowling Green State University*

*Robert Tucker, Ohio State University*

Because communication is such a broad discipline, we often find students uninterested in many of the subjects we cover in our classes. The participants in this panel have discovered that often using the sports world as an example can create enthusiasm for a theory or concept because so many students of all ages, sexes, races, and backgrounds are interested in sports. They can connect with the sporting example, which inspires them to make sense of the theory and thus connections in their own lives. This panel will offer ideas for bringing sports examples into the classroom, analysis of sport communication examples, and motivation strategies for students and athletes.

**304**

**Ruff Center for Learning**  
Room 202

**Ain't Too Proud to Blog:**

**Exploring the Consequences of Weblog Usage in Personal and Public Spheres.**

Chair: *Alisa L. Agozzino, Ohio Northern University*

Panelists:

*Rekha Sharma, Kent State University*

*Glenda Dianne Crossman, Kent State University*

*James D. Ponder, Kent State University*

*Erin E. Kleman, Kent State University*

The proliferation of weblogs in their various forms has prompted researchers and practitioners to reconsider traditional assumptions of mass and interpersonal communication. This panel addresses the macro-level impact of blogs in fields such as journalism and politics as well as the micro-level communication behaviors and preferences of individual bloggers. Panelists will address the ethical and pragmatic issues involved in creating guidelines for blogs associated with mainstream news outlets, the agenda-setting capabilities of citizen journalists, and the relationships between anonymity and self-disclosure in the blogosphere.

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3:20-4:20 p.m.

**401**  
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Room 102

**Workshop**  
**This is NOT your Professor's Classroom:**  
The Dawning of Web3Di (the Virtual Worlds).

Panelist:  
*Doug Switzer, Owens Community College-Findlay*

The virtual world, known as Web 3Di, is poised to drastically alter pedagogy in most academic disciplines, including Speech and Communication. Essentially, new technologies, along with political, economical and demographical forces, will redefine the classroom that generations of students and faculty have grown accustomed to. This workshop will introduce participants to the virtual world of Second Life, currently the largest of the 3Di platforms. Demonstrations will focus on how users: 1) develop communication skills for both in-world and real world applications and, 2) build professional and social networks.

**402**  
**Ruff Center for Learning**  
Room 103

**Speaking and Writing across the Curriculum:**  
**A Holistic Approach to Professional and Contemporary Communication.**  
Chair: *Rita Bova, Columbus State Community College*

Panelists:  
*Lois Sellers, Columbus State Community College*  
*Scott Britten, Columbus State Community College*  
*Sue Lape, Columbus State Community College*

Professor Kay McClenney states in *Imagine Success*, a research project conducted by the Center for Community College Student Engagement, one of the principles of student success is "Engaged Learning." According to McClenney's eight year study completed for the Carnegie Foundation for the Advancement of Teaching, "Colleges can make the most of class time by using instructional approaches that are most likely to engage students, help them learn, encourage them to build relationships and to take advantage of the campus resources— thus, make them come back for more." This panel of scholars and resource managers in the fields of business, technology, performance, and allied health professions will discuss methods of making the traditional speech and writing courses more relevant, interactive, and group oriented.

**403**  
**Ruff Learning Center**  
Room 201

**The Many Faces of Communication:**  
**Inspired across Areas.**  
Chair: *Amy Capwell Burns, University of Toledo*

Panelists:  
*Amy Capwell Burns, University of Toledo*

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*Lee Krahenbuhl, Mercy College*  
*Sumitra Srinivasan, University of Toledo*  
*David Strukel, University of Toledo*  
*Meg Bonham, University of Toledo*  
*Dee Drummond, University of Toledo*

Though the field of communication encompasses a variety of different topics, the joys and pressures of academe are shared across all areas. The participants of this panel will discuss ways in which we have been inspired by each other, even though we teach in different areas of Communication (e.g., interpersonal, public relations, broadcasting, journalism, organizational, and visual communication) and hold different positions (e.g., assistant professor, lecturer, visiting, and adjunct). Our daily discussions with each other keep us going no matter what we face in and out of the classroom. We share teaching ideas, discuss research quandaries, provide advice in regard to issues with students, and act as sounding boards for a plethora of other academically related issues. This panel will focus on the many ways that academic co-workers support and inspire each other on a daily basis, making everyone involved stronger in their teaching, professional activity, and service.

**404**  
**Ruff Learning Center**  
Room 202

**Teaching Old Classes New Tricks:  
Using New Methods to Inspire Students.**  
Chair: *Aaron V. Burton, Bowling Green State University*

Panelists:

*Aaron V. Burton, Bowling Green State University*  
*Alisa Agozzino, Ohio Northern University*  
*Lisa Marshall, Muskingum University*  
*Jennifer L. Walton, Ohio Northern University*  
*Matthew J. Smith, Wittenberg University*  
*Sharon Zechowski, Miami University Middletown Campus*

Giving students an opportunity to become engaged in the classroom and take away meaningful life lessons is difficult but not impossible, especially when using media to inspire students. This panel explores the myriad ways in which we engage our students beyond the textbook. The panelists represent several different areas of communication and each will discuss how he or she uses media in the classroom and in turn, make coursework more engaging for students.

4:30-5:30 p.m.

**501**  
**Ruff Learning Center**  
Room 102

**Wired and Inspired:  
Connecting with the Gen-Next Generation through  
Technology.**  
Chair: *Adam Earnhardt, Youngstown State University*

Panelists:

*Adam Earnhardt, Youngstown State University*  
*Daniel O'Neill, Youngstown State University*

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*Dorian L. Mermer, Youngstown State University*

*Jaietta Jackson, Youngstown State University*

This panel will discuss how to reach out and motivate the Gen-Next generation through the use of available technology. First, a panel member will provide a descriptive profile of the Gen-Next generation that pervades our classrooms. This will allow attending educators to have a better understanding of their overall attitudes, beliefs, values and behaviors. Due to the fact that technology rules their world, a panel member will then discuss the various types of technology utilized by this generation and how to best incorporate it into particular courses. Finally, two panel members will discuss how these factors led to the development and publication of a text, which seamlessly integrates communication theory and current technology into the basic course.

**502**

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Room 103

**Inspiring Students through Media.**

Chair: *Kathleen M. Warber, Wittenberg University*

Panelists:

*Kathleen German, Miami University*

*Janet Sauter, Miami University Middletown Campus*

*Ron Fetzer, Miami University*

*Ron Scott, Miami University*

Our students are inundated in a world of media from email to twittering to posting personal videos on YouTube. As instructors, we can adapt their media to fit our instructional objectives and provide cutting edge experiences without sacrificing fundamental educational learning objectives. This panel will provide instructors at all levels, from secondary schools to university graduate seminars, with an understanding of ways to use media creatively in the classroom to engage and inspire their students. We will offer multiple perspectives and applications from integrating media feedback in the basic public speaking course to developing the e-portfolio to expanding the traditional classroom via YouTube, wikis, blogs, and twittering.

**503**

**Ruff Learning Center**

Room 201

**Inspired by Diversity.**

Chair: *Annette Hamel, Ohio University*

Respondent: *Lisa Patterson Phillips, Otterbein College*

Panelists:

*Laura Russell, Ohio University*

*Anne Gerbensky-Kerber, Ohio University*

*Margaret Romoser, Ohio University*

*Li Li, Ohio University*

*Rebecca Mercado Thornton, Ohio University*

Diversity can be found in a variety of academic contexts, and the challenges of navigating one's way in a diverse environment can inspire us to be better teachers, students, and people. The panelists will share stories of how diversity has provided them with

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opportunities to enrich the classroom experience, and their own lives, by exploring and embracing difference.

**504**  
**Ruff Learning Center**  
Room 202

**Inspired by Technology:**  
**The Implications of Computer Mediated Faith and Room**  
**Friendship.**

Chair: *Sheida Shirvani, Ohio University-Zanesville*

Respondent: *Candice Thomas-Maddox*

Interpersonal Implications of Text Messaging as a Channel of Computer-Mediated Communication. *Lauren Rowley and Ashley Kennedy, Baldwin-Wallace College.*

Inspired to Surf for Faith Online. *Carol A. Savery, Kent State University*

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5:45 p.m.

CONFERENCE DRAWING-Ruff Learning Center Room 05

DON'T LEAVE YET!!!! Win great prizes just for sticking around.

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