

Laurel Highlands Communications Conference

April 10 and 11, 2014

Kovalchick Convention and Convocation Center, Indiana, Pennsylvania

Thursday, April 10

9 a.m. – noon

Conference Registration

KCAC Lobby

9:30-10:00 a.m.

Welcome and Introductions

Conference Rooms 6 & 7

10:15-10:45 a.m.

Presentation Sessions

PNC Conference Rooms 10, 11, 12

"At the Crossroads: An Examination of Reality Television & Documentaries"

Thomas J. Brown, Indiana University of Pennsylvania

Mary Beth Leidman, Indiana University of Pennsylvania

Annaliese Piraino, Indiana University of Pennsylvania

Andrew Longcore, Indiana University of Pennsylvania

"The Impact of Computerized Devices on Adult Human Behavior"

Luis Almeida, Indiana University of Pennsylvania

"Been There, Learned That: Education through Identity, Presence, and Narrative in Shared Virtual Worlds"

Derek S. Felton, Indiana University of Pennsylvania

Thursday, April 10

11:00-11:30 a.m. Presentation Sessions PNC Conference Rooms 10, 11, 12

“Communication and Technology: Political Campaigns, Punk Scenes, Gender Roles”

Chris Owens, Millersville University

Johnny Gainer, Millersville University

Gilda Pena, Millersville University

“Emotional Outbursts and Gender in Reality TV”

Nurhaya Muchtar, Indiana University of Pennsylvania

Amy Payne, Indiana University of Pennsylvania

“How to Conduct a Workshop about Communication and Rape Culture”

Allyse Corbin, Washington and Jefferson College

12:45-2:15 p.m. Poster Presentations Conference Room 5

Presenters arrive by 12:15 p.m. to set up their displays.

Conference Room 5 will remain open until 4:00 p.m. monitored by LHCC staff

12:45-1:15 p.m. Presentation Sessions PNC Conference Rooms 10, 11, 12

“The Iconic Kennedy”

Andrew Longcore, Indiana University of Pennsylvania

Thomas J. Brown, Indiana University of Pennsylvania

Mary Beth Leidman, Indiana University of Pennsylvania

Laura Wilson, Indiana University of Pennsylvania

“Staying Power: PhD Programs’ Culture for Improving Retention Rate at Indiana University of Pennsylvania”

Birya Raphael, Indiana University of Pennsylvania

Brittany Pavolik, Indiana University of Pennsylvania

Mark Piwinsky, Indiana University of Pennsylvania

“Solving Student Engagement and Retention Issues through Virtual Worlds”

Chris Carnahan, New Jersey City University

Thursday, April 10

1:30-2:00 p.m.

Presentation Sessions

PNC Conference Rooms 10, 11, 12

“Communication and Technology: From Entering the Zone to Opting-Out”

Audrey Ventura, Millersville University

Ashley Elliott, Millersville University

Daniele Spagnolo, Millersville University

“Rap and Social Change”

Nurhaya Muchtar, Indiana University of Pennsylvania

David Mollica, Indiana University of Pennsylvania

Caleb Joyce, Indiana University of Pennsylvania

Eric Soler, Indiana University of Pennsylvania

“Posters, Handkerchiefs, and Murals: Gender Separation during the Troubles through Visual Media”

Bradley Rohlf, Indiana University of Pennsylvania

2:15-2:45 p.m.

Presentation Sessions

PNC Conference Rooms 10, 11, 12

“The New Pornographers: Hate Speech Reaches Primetime Television”

Britta McCreary, Indiana University of Pennsylvania

“From Topless Radio to Psychological Nudity: The Evolution of Shock Radio Aesthetics”

Zachary Stiegler, Indiana University of Pennsylvania

“From Natural Disaster to Media Disaster: How New Jersey Tourism Suffered and Succeeded Following Hurricane Sandy”

Joe Harasta, Kutztown University of Pennsylvania

“Analyzing Photograph Selection in Newspaper Coverage of Obamacare”

Chad Sherman, Waynesburg University

Brandon Szuminsky, Waynesburg University

Thursday, April 10

3:00-3:30 p.m.

Presentation Sessions

PNC Conference Rooms 10, 11, 12

“Is this Good for the Company?’ Real Performance Lessons from a Fictional Office”

Derek S. Felton, Indiana University of Pennsylvania

“You Better Redneckognize’: Redneck Programming ‘Shines’ on TV”

Britta McCreary, Indiana University of Pennsylvania

“Three Case Studies of Settler Colonialism: White Representations of Native America”

Andrew McKenna, Washington and Jefferson College

Brianna Dobbs, Washington and Jefferson College

Adam Kmett, Washington and Jefferson College

3:45-4:15 p.m.

Presentation Sessions

PNC Conference Rooms 10, 11, 12

“The Four Man Band: How Tropes Affect Sitcom Popularity in Shows like the Big Bang Theory”

Susan McManimon, Indiana University of Pennsylvania

Thomas J. Brown, Indiana University of Pennsylvania

Laura Wilson, Indiana University of Pennsylvania

Mary Beth Leidman, Indiana University of Pennsylvania

“A Liberal Education Undertaken Through a Comic Perspective”

Gretchen Cline, Washington and Jefferson College

Jenna Supp, Washington and Jefferson College

“Consumers Will Adapt to Their Reality”

Maeve Trent, Indiana University of Pennsylvania

Thursday, April 10

4:30-5:00

Presentation Sessions

PNC Conference Rooms 10, 11, 12

"Media Production in Emergent Markets: A Developmental Model"

R. James Wertz, Edinboro University of Pennsylvania

"Education to a Lesser Degree?: Employer Perceptions of Online and For-Profit College Degrees"

James Kinneer, Indiana University of Pennsylvania

"Measuring Institutional Readiness for Online Education"

Karl Roeper, Ferrum College

Friday, April 11th

9:00-10:30 a.m. Conference Registration KCAC Lobby

9:00-10:30 a.m. Media Showcase Presentations Conference Room 5
Presenters arrive by 8:30 a.m. to set up their display.
Conference Room 5 will remain open through until 1:00 p.m. monitored by LHCC Staff

9:00-9:30 a.m. Presentation Sessions PNC Conference Rooms 10, 11, 12

“Ethical Storytelling: Exposing Characters’ Motivations in Children’s Literature”
Keila M. McCracken, Indiana University of Pennsylvania
Joseph Rosendale, Indiana University of Pennsylvania
Eric Zeglen, Indiana University of Pennsylvania

“Solutions for the Future: Teaching Public Speaking Online”
Patricia Milford, California University of Pennsylvania
Rhiannon Kallis, California University of Pennsylvania

“Communication Media and Client Services: Social Media, Graphic Design, and Web Management in a Student-Run Public Relations Firm”
Lauren Jacobs, Slippery Rock University
Jessica Buckholtz, Slippery Rock University
Maria Heintzinger, Slippery Rock University

Friday, April 11

9:45-10:15 a.m.

Presentation Sessions

PNC Conference Rooms 10, 11, 12

“Development of a New Game Model: GLaSS (Games Learners and Story Sequence)”

Rebecca Elinich, Indiana University of Pennsylvania

Nicholas Artman, Indiana University of Pennsylvania

Katherine Houlis, Indiana University of Pennsylvania

Max Marker, Indiana University of Pennsylvania

Shawn Yutzey, Indiana University of Pennsylvania

Benjamin Snyder, Indiana University of Pennsylvania

James Lenze, Indiana University of Pennsylvania

“YouTube, iMovies and Couse Content: Tales from Behind the Lens”

Ann D. Jabro, Robert Morris University

Jannah Jablonowski, Robert Morris University

Shannon Hancherick, Robert Morris University

Jennifer Eberly, Robert Morris University

Melissa Egnacheski, Robert Morris University

Victoria Della Valle, Robert Morris University

“Social Media Goes Corporate: How Top Organizations are Using New Media to Succeed”

Joseph Rosendale, Indiana University of Pennsylvania

Brittany Pavolik, Indiana University of Pennsylvania

Karen Mercincavage, King’s College

Rona Smeak, Slippery Rock University

10:30-11:30 a.m.

Featured Speaker

Toretti Auditorium

Jonathan Sinclair, Executive Vice President – Harpo Productions

11:45 a.m.-12:45 p.m.

Invited Luncheon

Conference Rooms 6 & 7

1:00-2:00 p.m.

Conference Rooms 6 & 7

Round Table discussion for undergraduate students with Jonathan Sinclair

Friday, April 11

1:00-1:30 p.m.

Presentation Sessions

PNC Conference Rooms 10, 11, 12

“BMW and Social Media: Who Controls the Message?”

Ann D. Jabro, Robert Morris University

“Partners in Success: Communication Department Strategic Planning and Assessment with a Student Advisory Board”

Katrina J. Quinn, Slippery Rock University

Amber N. Beason, Slippery Rock University

Julie M. Jurich, Slippery Rock University

“Video Production in the Classroom: Does the Level of Production Value Lead to More Effective Learner Engagement”

Nick Artman, Gannon University

1:45-2:15 p.m.

Presentation Sessions

PNC Conference Rooms 10, 11, 12

“Digital Storytelling as a Powerful Educational Tool”

Bradley Dutchcot, Indiana University of Pennsylvania

“Outrageous Celebrity Behavior through Amanda Bynes”

Lauren Hess, Robert Morris University

Katie Dorman, Robert Morris University

Ashlie Hipp, Robert Morris University

“Communicating to the Masses: What are Mass Communications Students' Perceptions of Privacy on Social Networking Sites”

David Magolis, Bloomsburg University of Pennsylvania

Audra Briggs, Bloomsburg University of Pennsylvania

Friday, April 11

2:30-3:00 p.m.

Presentation Sessions

PNC Conference Rooms 10, 11, 12

“Management and Strategic Growth in the Cable Industry: The Discovery Channel”

Ann Jabro, Robert Morris University

Sarah Cave, Robert Morris University

Jacob Cimba, Robert Morris University

Justin Fuss, Robert Morris University

“Grouping Strategies in Large Group Instruction: Perceptions and Effects”

Nicholas Artman, Indiana University of Pennsylvania

Erik Kormos, Indiana University of Pennsylvania

Brittany Pavolik, Indiana University of Pennsylvania

James Lenze, Indiana University of Pennsylvania

“Romance, Lust, and Dangerous Imposition: A Comparison Study of Suffering and Social Contract Theory in American Literature”

Jim Nash, Indiana University of Pennsylvania

Ahmed Yousof, Indiana University of Pennsylvania

Jennifer Helman, Indiana University of Pennsylvania

3:00-3:15 p.m.

Conference Closing

PNC Conference Room 10