ACCELERATE
Carolinas Communication Association
2018 Annual Conference
SEPTEMBER 28 & 29 | CHARLOTTE, NC
#CCA18
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All events will be held on the Queens University of Charlotte campus.
SATURDAY, SEPTEMBER 29

7:00 AM-12:00 PM  REGISTRATION
                    SYKES 334
8:00 AM-9:15 AM    GIFTS 4
                    SYKES 320
                    PANEL 3
                    SYKES 322
                    PAPERS 7
                    SYKES 324
                    PAPERS 8
                    SYKES 326
9:30 AM-10:45 AM   PANEL 6
                    SYKES 320
                    PAPERS 9
                    SYKES 322
                    RT 7
                    SYKES 324
                    PANEL 7
                    SYKES 326
11:00 AM-12:15 PM  PANEL 8
                    SYKES 320
                    PAPERS 10
                    SYKES 322
                    RT 8
                    SYKES 324
                    PAPERS 11
                    SYKES 326
12:30 PM-2:00 PM   BUSINESS MTG
                    KETNER

A special thanks to our program sponsor:

UNC CHARLOTTE
College of Liberal Arts & Sciences
Department of Communication Studies

#CCA18

We're thrilled to have you with us this weekend! While you're here, don't forget to share your experience & follow along on social using our conference hashtag!
FRIDAY, SEPTEMBER 28 | 8-9:15 AM
GIFTS 1 - GIFTS INC. | SYKES 320

Chair: Joe Cornelius, Queens University of Charlotte
Bethany Barnes - Utilizing Kohlberg’s dilemmas to examine the relationship between ethics and communication
Richard K Olsen, David E Weber - More than Mentoring: Modeling the major as enculturation strategy
Alisa Agozzino - Gaining a Grasp of Twitter: Collecting Information to Contrast Best Practices
Jason Munsell - Teaching a Rhetoric of Tourism Course in the Carolinas
Katherine Fleck - A New Approach to Blogging: Using LinkedIN to Engage Student Learning

PANEL 1 - STUDENT RUN AGENCIES & THEIR ROLE IN ACCELERATING STUDENTS CAREERS IN COMMUNICATION | SYKES 326

Bill Bolduc, UNC Wilmington
Lee Bush, Elon University
Jeanne Persuit, UNC Wilmington
Jeff Ranta, Coastal Carolina University
Harold Vincent, Elon University

PAPERS 1 - ORGANIZING FOR SOCIAL CHANGE | SYKES 322

Chair: Stephanie Norander, UNCC
Vanessa De Jesus Cesar Bezerra Alonso, UNCC, EmpowHERment: Building Leadership Skills in Female Students
Jordyn Biffle, UNCC, Organizing for Criminal Justice Reform
Kayla Carney, UNCC, Creating Strategies for Change through Animal Rights’ Organizations
Maddy Michalik, UNCC, Moms Demand Action: Organizing for Social Change

RT 1 - BRINGING THE REAL WORLD TO CLASS: USING CLASS SIZE & HOT TOPICS SKYES 324

Nikki Nichols, East Carolina University | Jessica McCall, UNC at Greensboro | Amy M. Smith, Salem State University | Deborah Burris, Pfeiffer University
FRIDAY, SEPTEMBER 28 | 9:30-10:45 AM

GIFTS 2 - BEYOND BASIC: ACCELERATING LEARNING IN THE BASIC COURSE
SKYES 320

Chair: Jessica D. McCall, UNCG
Alex J. Patti and Charles Brewer, UNCG, Chess Clock Debates
Amber Holland, UNCG, Patriotism Vs. Ethnocentrism
Bruce Case, UNCG, Lyrics as Rhetoric
Maggie Bozovich, UNCG, Understanding Group Roles through Mulan

PANEL 2 - 1 IN 8: COMMUNICATING INFERTILITY INSIGHTS THROUGH DOCUMENTARY FILM PRODUCTION | SKYES 326

Nathan Pope, UNCC
Madeleine Michalik, UNCC
Samantha Maine, UNCC
Margaret M. Quinlan, UNCC
Bethany Johnson, UNCC

PAPERS 2: COMPETITIVE PAPERS IN SOCIAL MEDIA | SYKES 322

Chair: Kim Weller, Queens University of Charlotte
Alisa Agozzino, Ohio Northern University, Loading the bases: A content analysis of MLB’s franchised teams Twitter pages...
Bryan Rufener, Wake Technical Community College, “The Rise of Social Media in the Classroom: Using Micro Blogging as a Pedagogical Tool in an Undergraduate Social Science Course
Heather Stegnar, UNCC, #MeToo: Finding Company in the Darkness Melinda Johnston, Queens University of Charlotte, Can Social Media Promote Kindness
Patrick Gentile, UNCC, Communicating Emotion: An analysis of United We Dream’s Rhetorical Tactics on Social Media

RT 2 - THE CIVIC ROLE OF COMMUNICATION CENTERS | SKYES 324

Kevin Marinelli, Davidson College | Debbie Baker, UNC Charlotte | Erin Ellis-Harrison, UNC Greensboro | Rowena Kirby-Straker, Wake Forest University
FRIDAY, SEPTEMBER 28 | 11 AM-12:15 PM

GIFTS 3 - ACCELERATING STUDENT UNDERSTANDING OF IDENTITY & PERCEPTION | SKYES 320
Chair: Jessica D. McCall, UNC Greensboro
Corey Bussiere, UNCG, What's Their Story
Charlene Pell, UNCG, Seashells: Unique and Similar, Just Like Us
Cara Nance, UNCG, Mirror Image
Christopher Jordan, UNCG, It's time to Identi “fly” yourself

RT 3 - "ON YOUR MARK, GET SET...": ANALYZING CAPSTONE CLASSES AROUND THE CAROLINAS | SKYES 324
Brett Borton, University of South Carolina Beaufort | Beth Goodier, College of Charleston | Jen Kopfman, College of Charleston | Daina Nathaniel, Queens University of Charlotte | Amanda Ruth-McSwain, College of Charleston | Jayne Violette, USC Beaufort | Charmaine Wilson, USC Aiken

PAPERS 3 - COMPETITIVE PAPERS IN HEALTH COMMUNICATION | SKYES 326
Chair: Zachary White, Queens University of Charlotte
June Furr, Clemson University, Beyond the Next Room: Slaying Oppression with Vulnerability
Erin D. Basinger, UNCC, Stress, Unit Relationships, and Mental Health among Army soldiers
Emily Turner, Bob Jones University, Dementia Communication/ When Communication is Erased: A Qualitative Study of the Effects of Dementia on Communication
Taylor L. Williams, UNCG, Imagining an Ethical Communication Culture among Individuals with non-traditional abilities
Cecily Rouse Timmons, Clemson University, Towards a Model for the Identification of Cultural Values in Health Communications: Discourses of Food and Health in the Appalachians
RT 4 - ORGANIZATIONAL COMMUNICATION PRAXIS: ACCELERATING THE DIRECTOR’S DILEMMA | SKYES 320
Erin Harrison, UNCG | Jenny Southard, UNCG | Taylor Williams, UNCG | Kimberly M Cuny, UNCG

PANEL 4 - PAYING IT FORWARD USING YOUR ALUMNI TO ACCELERATE YOUR PROGRAM | SKYES 322
Alisa Agozzino, Ohio Northern University | Joe Clarkson, Taylor Strategy, Charlotte, NC | Candace Kaiser, Firestorm Content Marketing Manager and Disaster Due Diligence Asst. Editor, Charleston, SC | Blake Lundy, Advantage Solutions, Charlotte, NC | Jennifer Kmic, Taylor Strategy, Charlotte, NC | Kathie Fleck, Ohio Northern University

RT 5 - BABY YOU CAN DRIVE MY CAR: HOW FACULTY/STUDENT ENGAGEMENT IN A RESIDENTIAL SETTING LEADS TO HOLISTIC STUDENT SUCCESS | SKYES 324
Pauline Matthey, Clemson University | Jumah Taweh, Clemson University | Matthew Kirk, Clemson University | Ashley Crisp, Clemson University

PAPERS 4- ACCELERATE & HOLD ON!: A JOURNEY THROUGH NASCAR
SYKES 326
Chair: Kellie W. Roberts, University of Florida
Jean L. DeHart, Appalachian State University, Music and NASCAR: An Exploration of Communication in Songs Related to Racing
Thomas Mueller, Appalachian State University, Research and NASCAR: New Ways of Visualizing Communication in Social Media Influencer Communities
Jason Edward Black, UNCC, Speed and Race in NASCAR: Multiple Meanings, Cautions, and Restarts
FRIDAY, SEPTEMBER 28 | 3:30-4:15 PM
These four sessions are in an accelerated format, utilizing just 45 minutes to share their stories.

PAPERS 5 - COMPLEMENTARY PAPERS ON THE AMERICANS | SYKES 320
Randy Nichols, Limestone College, Technology and Communication Affordances in The Americans
Brett Schenning, Limestone College, Visual Tropes as Communication Devices in The Americans

PAPERS 6: TOP UNDERGRADUATE PAPERS | SYKES 322
Chioma Ngene, Queens University of Charlotte, Spousal Caregivers: Sensemaking in role based experiences
Felecia Wilkins, UNCG, Communicating Mental Illness in the Black Community

RT 6 - DEPARTMENT CHAIR’S ROUNDTABLE | SYKES 324
Richard Olsen, UNC Wilmington | Jason Black, UNC Charlotte | Jennifer Kopfman, College of Charleston | Jean DeHart, Appalachian State University | Christopher Poulos, UNC Greensboro

PANEL 5 - COMBATTING TECHNOFE Convention: USING EMOTIONAL INTELLIGENCE TO STOP THE NOISE | SYKES 326
Brittany Hochstaetter, Wake Technical Community College
Lori Dees, Wake Technical Community College
John Roberts is a veteran broadcaster with over thirty years in the business. The last 18 have been spent with Fox Sports. He hosted the 2012 Daytona five hundred, which netted 18 million viewers. As a photographer, he won three Associated Press Awards of Excellence. As a producer, he won an Emmy, and as a reporter he won the Russ Catlin National Award for Broadcast Excellence in 2001. Along the way, he ran a landscape and construction business for seven years in Charlotte, and recently became a licensed real estate broker.
SUNDAY, SEPTEMBER 29 | 8-9:15 AM
GIFTS 4 - ENHANCING ORAL COMMUNICATION OUTCOMES IN PUBLIC SPEAKING
SYKES 320
Chair: Debbie Kilby Baker, UNCC
Veronica Shoemaker, UNCC, Start Your Semester with a POV Pop!
Megan Hess, Multidimensional Approach for Public Speaking Anxiety Tool
Amanda Carter, UNCC, Rapid Rotation Impromptu Speaking Practice for Students
Debra Tobin, UNCC, Media Mindfulness: Engaging Media-Oriented Students in Monroe’s Motivated Sequence
Debbie Kilby Baker, UNCC, It’s Getting Hot in Here! Percolating the Lackluster Lecture

PANEL 3 - ACCELERATING STUDENTS IN BROADCASTING | SYKES 322
Chair: Melody Lehn, University of the South
SCETV Panelists:
Don Godish, Senior Director of Content, Digital Strategies, Regional Operations, and National Programming
Holly Bounds-Jackson, Director of Operations at ETV Lowcountry
Kaitlyn Cannon, Multimedia Specialist/Producer at ETV Carolinas
William I. Richardson, ETV Upstate Regional Manager
University/College Faculty Panelists:
Caroline E. Sawyer, USC Beaufort
Shahram Mazhari, York Technical College Ray Merlock, USC Upstate

PAPERS 7 - CRITICAL ANALYSES OF THE HIDDEN MESSAGES AROUND US
SYKES 324

PAPERS 8 - TOP FACULTY PAPERS | SYKES 326
Chair: Richard Leeman, UNCC
James N. Gilmore, Clemson University, Smart Listening Systems and the Informatization of Communication | Susan Opt, James Madison University, Military Parades/That’s Not Why We Do It and That’s Not Who We Are | Katherine Fleck, Ohio Northern University, Accelerating the Photojournalist: An Analysis of How Media Brands use Instagram for Brand Promotion | Eric M. Fife & C. Leigh Nelson, James Madison University, Does family communication orientation accelerate how we use time? | Jon Crane & Christine Davis, UNCC, Love and Death: Eternal Flame
SATURDAY, SEPTEMBER 29 | 9:30-10:45 AM

PANEL 6 - CRISIS RISK & REPUTATION MANAGEMENT: HOW TODAY’S ENVIRONMENT ACCELERATES COMMUNICATION | SYKES 320
Candace Kaiser, Firestorm Solutions | Alisa Agozzino, Ohio Northern University | Joe Clarkson, Taylor Strategy | Blake Lundy, Advantage Solutions | Jennifer Kmic, Taylor Strategy | Kathie Fleck, Ohio Northern University

PAPERS 9 - COMPETITIVE PAPERS IN MEDIA & IDENTITY | SYKES 322
Chair: Rick Thames, Queens University of Charlotte
Elizabeth J. Natalle, UNCG, The Morale Conscience of a Nation: Michelle Obama and the 2016 Election
Patrick McConnell, High Point University, Media, Players and Games: How the NBA Became a Global Sports League
Deborah Breede & Christine Davis, Coastal Carolina University/UNCC, Fit to Print: Communicating about Death in the news
Gordon Culletto, UNCC, NASCArticulation: Danica Patrick as the Articulation of Diversity and Inclusion

RT 7 - THE COMMON CORE & COMMUNICATION STUDIES IN HIGH SCHOOL CURRICULUM: A DISCUSSION FORUM | SYKES 324
Alex J. Patti, Sandhills Community College | John Edwards, Methodist University | Jessica McCall, UNCG | Nina-Jo Moore, Appalachian State University | Jason Munsell, USC Aiken

PANEL 7 - VIBRANIUM VELOCITY: ACCELERATING A REDEFINED PERCEPTION OF BLACK CULTURE IN BLACK PANTHER | SYKES 326
Chair: Lionnell Smith, Voorhees College
Lionnell Smith, Voorhees College | Patrick Bennett, Midlands Technical College | Jennifer Heusel, Coker College | Jayme Bradford Kinard, Voorhees College
SUNDAY, SEPTEMBER 30 | 11 AM-12:15 PM

PANEL 8 - ACCELERATED MESSAGING: QUICK HIT MESSAGING & THE SIX SECOND SPOT | SYKES 320
Jamie Litty, UNC-Pembroke | George Harrison, UNC-Pembroke | Emilia Bak, UNC-Pembroke | Sandy Henry, Drake University

PAPERS 10 - COMPETITIVE PAPERS IN RELATIONAL COMMUNICATION | SYKES 322
Chair: Donata Worrell, Rockingham Community College
Donna M. Elkins, Spalding University, Preparing Millennial Newcomers: An Onboarding Case Study in a High-Tech Company that Informs How Communication Faculty Can Better Prepare Graduates for the Workplace
Jaclyn Marsh, University of Nebraska-Lincoln, Privacy is A Big Thing: Interacting and Negotiating Privacy Boundaries Communicatively Between Positive Children-in-law and Parent-in-law Relationships
Corey Bussiere, UNCG, A Literature Review on Relational Dialectics Theory in Families
Bruce Case, UNCG, Say Hello: Ethics, Acknowledgement, and Inclusion of Individuals with Special Needs and Disabilities
Eric Hamilton, Clemson University, Re/Turning to Harmony: The Three Stages of Communication (and back again) with Ong, Havelock and Lanham

RT 8 - TEACHING COMMUNICATION IN COMMUNITY COLLEGE | SYKES 324
Andrea Freile, Wayne Community College | Shelly Lutzweiler, Guilford Technical Community College | Emily Moore, Wake Technical Community College

PAPERS 11 - TOP GRADUATE STUDENT PAPERS | SYKES 326
Chair: Kyle Lorenzano, Queens University of Charlotte
Jessica Mullen, Bob Jones University, Double Chins and DM’s: How Ephermerality affects Digital Copresence on Social Media Platforms
Ivey Amburgey, Queens Univ. of Charlotte, Toward a theory of visual storytelling
Ryan Chase Dunn, James Madison Univ., You Sir Are a Hypocrite: Responses to Pence’s MLK Day Tweets as Attention Intervention
Elizabeth Gilmore, Indiana University, Benevolent Whiteness
Elizabeth Labadorf, Bob Jones University, Bilingual Language Accomodation
SATURDAY, SEPTEMBER 29 | 12:15-2 PM

CAROLINA COMMUNICATION ASSOCIATION BUSINESS MEETING
KETNER AUDITORIUM

Presenters:
Pauline Matthey, Clemson University
Mac McArthur, Furman University
Caroline Sawyer, USC Beaufort
Theresa Russo, CPCC
Carol Leeman, UNCC
Melody Lehn, University of the South
Elena Martinez-Vidala, Midlands Technical College
Jason Black, UNCC

Winners of the following awards will be announced:
The Mary E. Jarrard Prize (Graduate and Undergraduate)
The Ray Camp Award
The Betty Jo Welch Award
The Mônica Pombo Early Career Teaching Award
The Lloyd Rohler Career Teaching Award

A special thanks to our location sponsor: