



## **Carolinas Communication Association Conference**

University of South Carolina Beaufort • Hilton Head Island Campus



# CCA Conference

## Planners & Volunteers

### **CCA OFFICERS**

**PRESIDENT:** JOHN MCARTHUR, FURMAN UNIVERSITY

**1ST VICE-PRESIDENT & CONFERENCE PLANNER:** CAROLINE E. SAWYER,  
UNIVERSITY OF SOUTH CAROLINA BEAUFORT

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**ANNUAL EDITOR:** JENNI SIMON, UNIVERSITY OF NORTH CAROLINA GREENSBORO

**WEB MANAGER:** ELENA MARTINEZ-VIDAL, MIDLANDS TECHNICAL COLLEGE

**EXECUTIVE DIRECTOR:** JASON EDWARD BLACK,  
UNIVERSITY OF NORTH CAROLINA CHARLOTTE

### **SPECIAL THANKS TO THE STUDENT INTERN:**

KAYLA SMITH, USCB COMMUNICATION STUDIES STUDENT

### **SPECIAL THANKS TO THE USCB STUDENT VOLUNTEERS:**

CASSIE HEADDEN

LAUREN HENDERSON

EDUARDO LEYVA

TYLER LINDO

SABRINA MAY

CELIA NGUYEN

# CCA Conference

## Sponsors

**CONFERENCE SPONSORS:**

**Hargray Communications** is a regional telecommunications company providing advanced communications and entertainment services, including Internet, TV, and phone, in a growing set of markets in the Southeastern United States.



**Osher Lifelong Learning Institute at USCB** is devoted to providing quality, intellectually stimulating, not-for-credit, educational classes, and programs specifically developed for adults who are aged 50 and older.



# Conference at a Glance

## Friday, Sept. 27, 2019

### FRIDAY, SEPT. 27

| <b>TIME</b> |   |          | <b>SESSION</b>                             | <b>LOCATION</b>                              |
|-------------|---|----------|--|--|
| 8:00 AM     | - | 5:00 PM  | Registration                               | HHHC LOBBY                                   |
| 9:30 AM     | - | 10:45 AM | PANEL 2<br>PAPERS 2<br>GIFTS 2<br>PANEL 7  | HHHC 103<br>HHHC 207<br>HHHC 213<br>HHHC 214 |
| 11:00 AM    | - | 12:15 PM | PANEL 3<br>PAPERS 3<br>GIFTS 3<br>PANEL 8  | HHHC 103<br>HHHC 207<br>HHHC 213<br>HHHC 214 |
| 12:30 PM    | - | 1:45 PM  | LUNCH BREAK                                |  |
| 2:00 PM     | - | 3:15 PM  | PAPERS 4<br>PAPERS 1<br>PANEL 4<br>PANEL 9 | HHHC 103<br>HHHC 207<br>HHHC 213<br>HHHC 214 |
| 3:30 PM     | - | 4:45 PM  | PANEL 17<br>GIFTS 4<br>PANEL 5<br>PANEL 10 | HHHC 103<br>HHHC 207<br>HHHC 213<br>HHHC 214 |
| 5:00 PM     | - | 6:00 PM  | KEYNOTE                                    | HHHC 103                                     |
| 6:00 PM     | - | 6:30 PM  | RECEPTION                                  | HHHC LOBBY                                   |

# Conference at a Glance

## Saturday, Sept. 28, 2019

**SATURDAY, SEPT. 28**

| <b>TIME</b>         | <b>SESSION</b>                               | <b>LOCATION</b>                              |
|---------------------|--|--|
| 7:00 AM - 2:00 PM   | Registration                                 | HHHC LOBBY                                   |
| 8:00 AM - 9:15 AM   | PANEL 15<br>PAPERS 5<br>PANEL 11<br>PANEL 13 | HHHC 103<br>HHHC 207<br>HHHC 213<br>HHHC 214 |
| 9:30 AM - 10:45 AM  | GIFTS 5<br>PAPERS 6<br>PANEL 12<br>PANEL 14  | HHHC 103<br>HHHC 207<br>HHHC 213<br>HHHC 214 |
| 11:00 AM - 12:15 PM | PANEL 16<br>GIFTS 1<br>PANEL 6<br>PANEL 1    | HHHC 103<br>HHHC 207<br>HHHC 213<br>HHHC 214 |
| 12:30 PM - 1:45 PM  | STUDENT POSTER SESSION<br>LUNCH RECEPTION    | HHHC LOBBY                                   |
| 2:00 PM - 3:15 PM   | BUSINESS MEETING                             | HHHC 103                                     |
| 4:00 PM - 5:00 PM   | OPTIONAL FIELD TRIP                          | MEETING IN<br>HHHC LOBBY                     |

# Friday, September 27, 2019

## 9:30 AM - 10:45 PM

**PANEL 2 - HHC 103**

### **COMMUNICATION ACTIVISMS AND ADVOCACIES IN THE CAROLINAS: THE SUSTAINABILITY OF SOCIAL JUSTICE INITIATIVES**

MODERATOR:

Jon Crane, University of North Carolina Charlotte

PANELISTS:

Jason Edward Black, University of North Carolina Charlotte

Brendi Bluit, University of North Carolina Charlotte

Deborah Breede, Coastal Carolina University

Jennifer Brown, Coastal Carolina University

Christine Davis, University of North Carolina Charlotte

Madison Dunn, Coastal Carolina University

J. Dean Farmer, Campbell University

Megan Foster, University of North Carolina Charlotte

Spoma Jovanovic, University of North Carolina Charlotte

Brianna Smith, Coastal Carolina University

Wendy Weinhold, Coastal Carolina University

**PAPERS 2 - HHC 207**

### **COMPETITIVE PAPERS IN SUSTAINABILITY IN HIGHER EDUCATION**

CHAIR: Melissa Jacobs, University of South Carolina Beaufort

Cecily Rouse Timmons, Clemson University

Paper Title: Fundraising as Applied Communication: Arguing for the Inclusion of Classical Rhetoric in the Education of a Fundraiser

Amber Holland, North Carolina State University

Paper Title: "It Isn't Just People with Power Over Us who can Make Us Feel Vulnerable": A Phenomenological Analysis of Contrapower Sexual Harassment in the Academy

Hayley Overman, University of North Carolina, Charlotte

Paper Title: Autism Spectrum Disorder and Higher Education: A comprehensive review of research and agenda

**Friday, September 27, 2019  
9:30 AM - 10:45 PM**

**GIFTS 2 - HHC 213**

**CARTOON/VIDEO GAME STORYBOARD:  
THE BIG REVEAL**

PRESENTER:

Leslie Corpening,  
Fayetteville Technical Community College

**PANEL 7 - HHC 214**

**ORGANIZATIONAL COMMUNICATION PRAXIS:  
THE DIRECTOR'S DILEMMA**

PANELISTS:

Erin Ellis Harrison,  
University of North Carolina Greensboro

Debbie Baker,  
University Speaking Center, University of North  
Carolina Charlotte

Jenny Southard,  
University of North Carolina Greensboro

Kimberly M Cuny,  
University of North Carolina Greensboro

Taylor Williams,  
University of North Carolina Greensboro



**Friday, September 27, 2019  
11:00 AM - 12:15 PM**

**PANEL 3 - HHC 103**

**SUSTAINING OURSELVES AS SCHOLARS: THE  
FULBRIGHT EXPERIENCE**

PANELISTS:

Jason Edward Black,

University of North Carolina Charlotte

Nina-Jo Moore, Appalachian State University

Susan Opt, James Madison University

Lionnell Smith, University of Memphis

**PAPERS 3 - HHC 207**

**COMPETITIVE PAPERS IN SUSTAINABLE  
IDENTITY**

CHAIR: Jayne Violette, USC Beaufort

Erin Basinger, University of North Carolina Charlotte

Faith Klatt, University of North Carolina Charlotte

Paper Title: Communal Coping Mitigating the Impact of  
Stigma on People with Type 2 Diabetes

C. Leigh Nelson, James Madison University

Eric M. Fife, James Madison University

Paper Title: Sustaining the Family Over Time: The Impact  
of Time over Family Functioning

Tina Lacock, Bob Jones University

Paper Title: Losing Gold: Organizational Image Repair in  
Sponsor-Athlete Related Crisis

**Friday, September 27, 2019  
11:00 AM - 12:15 PM**

**GIFTS 3 - HHC 213**

**MAKING CONTENT SUSTAINABLE THROUGH A  
PLATFORM THAT'S ACCESSIBLE  
ON-THE-GO: PODCASTING**

PRESENTER:

Alisa Agozzino, Ohio Northern University

**PANEL 8 - HHC 214**

**PLUGGED IN, TUNED OUT? CHALLENGED  
CREATED BY DIGITAL TECHNOLOGY IN  
THE EDUCATIONAL ENVIRONMENT**

PANELISTS:

Bruce C McKinney,

University of North Carolina Wilmington

Jessica McCall,

University of North Carolina Greensboro

Cristiane Damasceno,

University of North Carolina Greensboro

David Weber,

University of North Carolina Wilmington

**Friday, September 27, 2019**  
**2:00 PM - 3:15 PM**

**PAPERS 4 - HHHC 103**  
**COMPETITIVE PAPERS IN MEDIA**

CHAIR: Lionnell Smith, The University of Memphis

Anna Scott Cross, Campbell University  
Dean Farmer, Campbell University  
Paper Title: Prosocial Messages in Veggie Tales: A Missed (?)  
Opportunity for Entertainment-Education

Troy Renaux, Bob Jones University  
Paper Title: An Analysis of Aaron Stark's TED Talk: "I Was  
Almost a School Shooter" According to the Theory of Drama-  
tism

Gabriel Parks, University of North Carolina Greensboro  
Paper Title: Considering the Purpose of "An Alternative  
Sense-Making Collective": Making Sense of Dialogical Possibili-  
ties in an Era of Polarization

Daniel Hamerky, Bob Jones University  
Managing the Message: Agenda Setting during the Reporting  
of Boeing's 737 Max Crisis

**PANEL 4 - HHHC 213**  
**SUSTAINING SWEDING AS COMMUNICATION**  
**PEDAGOGY AND PERFORMANCE**

PANELISTS:  
Jason Munsell, University of South Carolina Aiken  
Michelle Baker, University of South Carolina Aiken  
Blair Effler, University of South Carolina Aiken

**Friday, September 27, 2019**  
**2:00 PM - 3:15 PM**

**PAPERS 1 - HHC 207**

**COMPETITIVE PAPERS IN INTERCULTURAL  
COMMUNICATION**

CHAIR: Alex Patti, Sandhills Community College

Elizabeth Labadorf, Bob Jones University  
Does Everyone Speak English?: An Application of  
Communication Accommodation Theory to Bilingual  
Individuals

Daniel Bayer, University of North Carolina Greensboro  
Paper Title: Collective Living at the 504: An Autoethno-  
graphic Account of the Impacts of Economic Inequality

DaKysha Moore, Johnson C. Smith University  
Elijah Onsomu, Winston-Salem State University  
Paper Title: African American nursing students under-  
standing of intercultural exchanges in a healthcare  
setting and their professional images in the media

**PANEL 9 - HHC 214**

**SUSTAINING (OR NOT SUSTAINING) PAPER  
STUDENT MEDIA**

PANELISTS:

Jamie Litty, University of North Carolina Pembroke  
Darlene Natale, University of North Carolina Pembroke  
Michael Ramos, University of North Carolina Wilmington  
Bill Moushey, Point Park University

**Friday, September 27, 2019**  
**3:30 PM - 4:45 PM**

**PANEL 17 - HHC 103**

**SUSTAINING COMMUNITIES OF COLOR  
THROUGH HISTORIC INSTITUTIONS**

PANELISTS:

DaKysha Moore, Johnson C. Smith University

Althea B. Bradford, Winston-Salem State University

Soncerey M. Speas, Winston-Salem State University

Andrea Patterson-Masuka, Winston-Salem State University

Lionnell Smith -University of Memphis

**GIFTS 4 - HHC 207**

**ADVOCATES FOR RESILIENCY, AND BUILDING  
RESILIENT ADVOCATES**

PRESENTERS:

Brandon Inabinet, Furman University

Geoffrey Habron, Furman University

Eileen Joseph, Furman University

Jillian Padgett, Furman University

**TEACHING THEORY THROUGH THE LENS OF A  
MAGAZINE VERSION OF THE SOUTH**

PRESENTER:

Charlotte Burke, Bob Jones University

**Friday, September 27, 2019**  
**3:30 PM - 4:45 PM**

**PANEL 10 - HHC 214**

**BUILDING AND SUSTAINING A CULTURALLY  
RESPONSIVE CLASSROOM: A TEACHER  
TRAINING WORKSHOP**

PANELISTS:

Alex Patti, Sandhills Community College

Chris V. Jordan, University of North Carolina Greensboro

Amber E. Holland, N.C. State University

C.J. Brewer, Clemson University

**PANEL 5 - HHC 213**

**SUSTAINING STUDENT LEARNING BY  
EMBRACING DIVERSITY AND INCLUSION IN  
THE BASIC COURSE**

PANELISTS:

Jessica McCall, University of North Carolina Greensboro

Sarah Britt, University of North Carolina Greensboro

Holly Williams, University of North Carolina Greensboro

Doris Wesley, University of North Carolina Greensboro

Jenny Southard, University of North Carolina Greensboro

# Friday, September 27, 2019

## 5:00 PM - 6:00 PM

KEYNOTE - HHC 103

### **OUR SCHOLARSHIP IS NOT SUSTAINABLE: THE IMPORTANCE OF OPEN ACCESS TO THE FUTURE OF COMMUNICATION RESEARCH**

KEYNOTE SPEAKER:

KRIS M. MARKMAN, PH.D., HARVARD LIBRARIES

Kris M. Markman is a communication scholar with more than 20 years experience in higher education including teaching, program administration, management, and research. She currently serves as the Director of Organizational Learning for the Harvard Library, where she is launching a comprehensive learning and professional development program for an organization of more than 730 staff. In 2015 she co-founded the User Research Center at Harvard Library, the University's premier lab for user-centered design, digital accessibility, and testing, where she also studied students' research and information behaviors. Prior to coming to Harvard in 2014, Markman was an Assistant Professor of Communication and the Program Coordinator for the online BA in Communication Studies at the University of Memphis. She has also held teaching appointments at Northeastern University, Bridgewater State University, Austin Community College, and Odessa College.

Markman's research has appeared in *Computers in Human Behavior*, the *Journal of Language & Social Psychology*, *New Media & Society*, the *Journal of Business Communication*, and the *Journal of Radio & Audio Media*, as well as in several edited volumes. Her most recent project focuses on the relationship between teaching and professional and organizational identity among librarians. She holds a Ph.D. in Communication Studies from The University of Texas at Austin, and an MA in Media Communications Management from Webster University.



Friday, September 27, 2019  
6:00 PM - 6:30 PM

RECEPTION - HHHC LOBBY  
RECEPTION



UNIVERSITY OF SOUTH CAROLINA  
**BEAUFORT**



# Saturday, September 28, 2019

## 8:00 AM - 9:15 AM

### PAPERS 5 - HHC 103

#### TOP PAPERS OF CCA 2019

CHAIR & RESPONDENT: Brett Borton, USC Beaufort

Amber Holland, North Carolina State University  
Corey Bussiere, MA, University of Florida  
Carolyn Nance, MA, UNC Greensboro  
Margaret Evans, MA, UNC Greensboro  
Loreen Olson, PhD, UNC Greensboro  
Paper Title: Sexual Harassment in the Academy: The Graduate Experience of Contrapower

Tina Lacock, Bob Jones University  
Paper Title: Training with Flexibility: An Exploration of Trainee-Client Relationships Through the Lens of Relational Dialectics

Kathy Klochko  
Bob Jones University  
Paper Title: Being in America but Not American: Examining the

### PANEL 15 - HHC 207

#### SUSTAINING EXCELLENCE: CREATING AND MAINTAINING A MENTORSHIP PROGRAM

PANELISTS:

Alisa Agozzino, Ohio Northern University  
Rachael McKee, founder & Director of the ONU PRSSA Alumni Mentor Program  
Blake Lundy, Brand Sales Manager, Advantage Solutions, Charlotte, NC  
Ashley Dentinger, Senior Public Relations Major, Ada, Ohio

**Saturday, September 28, 2019**  
**8:00 AM - 9:15 AM**

**PANEL 11 - HHC 213**

**SUSTAINING CULTURES THROUGH  
COMMUNICATION PEDAGOGY**

PANELISTS:

Patrick Bennett, Midlands Technical College

John Edwards, Methodist University

Brian Heslop, Coker College

Mary Mendoza, Bob Jones University

Lionnell Smith, University of Memphis

**PANEL 13 - HHC 214**

**SUSTAINING PROGRAMS BY SUSTAINING STU-  
DENTS: A PANEL DISCUSSION OF  
ISSUES FACED BY DIVERSE STUDENT POPULA-  
TIONS AND THE PROGRAMS THAT  
RECRUIT AND EDUCATE THEM**

PANELISTS:

Jean DeHart, Appalachian State University

Edward Brewer, Appalachian State University

Kellie Roberts, University of Florida

Linda White, Central Piedmont Community College

Susan Poorman, Appalachian State University

**Saturday, September 28, 2019**  
**9:30 AM - 10:45 AM**

**PAPERS 6 - HHC 103**  
**TOP PAPERS OF CCA 2019**

CHAIR & RESPONDENT: Peter Glociczki

Teresa Holder, Meredith College  
Paper Title: Organizational Resiliency and Leadership  
During Crisis

Brendi Bluit, University of North Carolina - Charlotte  
Dean Farmer, Campbell University  
Paper Title: Liberating Structures within a Student Govern-  
ment Organization

Jason Munsell, University of South Carolina, Aiken  
Paper Title: Sustaining Interest in Disciplinary History:  
Fritz Kunkel, Elwood Murray's 'Speech  
Personality' and the Guilt of Speech Hygiene

**GIFTS 5 - HHC 207**  
**FOSTERING THE SUSTAINABLE SOCIETY**  
**THROUGH EVERYDAY COMMUNICATION**

PRESENTER:  
Susan L. Cain, Southwestern Community College

**CREATING A TRAINING PROGRAM: AN INDI-**  
**VIDUAL SEMESTER-LONG PROJECT**

PRESENTER:  
Mary Mendoza, Bob Jones University

**Saturday, September 28, 2019**  
**9:30 AM - 10:45 AM**

**PANEL 12 - HHHC 213**

**IT'S A WOMAN'S WORLD: WHY FEMINIST  
MEDIA IS IMPORTANT**

PANELISTS:

Melissa Jacobs, University of South Carolina Beaufort

Alec Wiley, University of South Carolina Beaufort

Julia Flemming, University of South Carolina Beaufort

Jaymie Robinette, University of South Carolina Beaufort

**PANEL 14 - HHHC 214**

**MILLENNIALS, GENERATION Z, AND BEYOND:  
NEGOTIATING ONLINE EDUCATION  
GENERATION BY GENERATION**

PANELISTS:

Nikki Nichols, East Carolina University

Jessica McCall, University of North Carolina  
Greensboro

Deb Burris, Pfeiffer University

April Wright, University of North Carolina  
Greensboro

**Saturday, September 28, 2019**  
**11:00 AM - 12:15 PM**

**PANEL 16 - HHHC 103**

**VP SPOTLIGHT PANEL - THE BARNWELL  
TABBY EXCAVATION: INTERDISCIPLINARY  
LEARNING IN THE COMMUNITY**

PRESENTERS:

Kimberly Cavanagh, University of South Carolina Beaufort

Audrey Dawson, University of South Carolina Beaufort

Thomas Barnwell Jr., Hilton Head Island Community  
Member & Property Owner

Jack Slavin, University of South Carolina Beaufort

Griffin Cassell, University of South Carolina Beaufort

Eduardo Leyva, University of South Carolina Beaufort

**GIFTS 1 - HHHC 207**

**DO SCHOOLS KILL CREATIVITY" A TED TALK  
ACTIVITY**

PRESENTERS:

Caitlin Baker, Clemson University

Katie Schoonover, Lone Star College

**Saturday, September 28, 2019**  
**11:00 AM - 12:15 PM**

**PANEL 6 - HHC 213**

**EDITOR'S PERSPECTIVES ON PUBLISHING AND  
REVIEWING**

PANELISTS:

Cerise L. Glenn, University of North Carolina Greensboro  
Spoma Jovanovic,

University of North Carolina Greensboro

Annette Madlock-Gatison, Liberty University

Roy Schwartzman,

University of North Carolina Greensboro

Jenni Simon, University of North Carolina Greensboro

**PANEL 1 - HHC 214**

**THE EVOLUTION OF THE CAMPUS COMMUNI-  
CATION CENTER: SUSTAINING  
EXCELLENCE AND CULTIVATING GROWTH**

PANELISTS:

Brittany Hochstaetter,

Wake Technical Community College

Emily Moore, Wake Technical Community College

Angela Smedley, Wake Technical Community College

**Saturday, September 28, 2019**  
**12:30 PM - 1:45 PM**

**UG POSTER SESSION - HHC LOBBY**  
**UNDERGRADUATE POSTER SESSION**

PRESENTERS:

Ashley Dentinger, Ohio Northern University

Madison Dunn, Coastal Carolina University

Madeline Filling, Coastal Carolina University

Madison Hoffer, USC Beaufort

Amber Merklinger, Campbell University

Exodus Moon, Johnson C. Smith University

Jillian Padgett, Furman University

Madysen Rufener,

Wake Technical Community College

Kayla Smith, USC Beaufort

Nicholas Thomason,

Johnson C. Smith University

**LUNCH RECEPTION - HHC LOBBY**

**LUNCH RECEPTION SPONSORED BY**

**UNIVERSITY OF SOUTH CAROLINA BEAUFORT**

**Saturday, September 28, 2019**  
**2:00 PM - 3:15 PM**

**MEETING - HHC 103**  
**CAROLINAS COMMUNICATION ASSOCIATION**  
**BUSINESS MEETING**



**Saturday, September 28, 2019**  
**4:00 PM - 5:00 PM**

**OPTIONAL FIELD TRIP - HHC LOBBY**  
**BARNWELL TABBY EXCAVATION SITE, HILTON**  
**HEAD ISLAND, SC**

DESCRIPTION:

The Barnwell Excavation Project is a partnership between Dr. Kim Cavanagh's Principles of Archaeology course (ANTH-B319) and Mr. Barnwell. This project excavated at the tabby structure (38BU90) as part of their course in order to answer the following questions:

1. When was it built?
2. How was it used?
3. How were enslaved people involved?



# CCA Conference

Notes



