



OCA Conversation

Ohio Communication Association

September 2008 Vol. 4, No. 2

Marietta College hosts 2008 conference Oct. 4 *Political theme picked for election year program*

Marietta College will play host to the 72nd Ohio Communication Association Conference, Saturday, Oct. 4, 2008. The conference agenda includes panels, papers, and student posters centered on the theme of "The Politics of Communication."

"Once again, our membership has provided an incredible slate of academic work," said **Adam Earnhardt**, OCA conference coordinator. "We were really encouraged by the number of submissions and excited about the quality of scholarship, especially from graduate and undergraduate students."

"Marietta is thrilled to be hosting this year's OCA conference," said **Dawn**

Register online today:

<http://www.ohiocomm.org>

Carusi, local arrangements coordinator. "Faculty and students have been working hard to ensure a positive experience for all attendees."

Raffle on tap -- A new feature to the program is an end-of-day raffle. "We went to ECA in Pittsburgh in April and witnessed the raffle they used to encourage people to stay through the last day of the conference," Earnhardt noted. "It worked for them, so we decided to have a small 'Don't Go Yet!' raffle to encourage people

to stick around all day."

The program includes a lunch and business meeting. "We have been planning an excellent lunch with our nationally-recognized chef, **Walter Miller**," Carusi said. "Chef Walter is creating an Italian feast that will satisfy various food needs and desires."

Panels and Posters -- Highlights of the conference agenda include the top student paper panel, student poster session, a GIFT panel, a keynote address, and business meeting. The agenda also includes 16 panels comprised of more than 60 papers and presentations.

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Dr. Graham is OCA's top educator

Dr. Elizabeth Graham, a respected communications teacher and university ombuds for Ohio University, will receive the 2008 Distinguished Teacher Award of the Ohio Communication Association.

The OCA board made the choice on the basis of nominating letters from colleagues and former students, who described Dr. Graham as having quiet passion for communication studies, being an inspiration for students and colleagues and balancing the roles of teacher and researcher.

"Over her tenure at Ohio University she has influenced the passions of many students who have gone on to distinguish themselves in this field," said Dr. Carole Barbato, an OU colleague. "She serves as a mentor and role model for her students and to me as her colleague and fellow researcher."

Dr. Graham's influence on the discipline is seen in the literally hundreds of past and current OU students whom she



GRAHAM

has touched -- directly and indirectly -- while providing extraordinary service to communication studies and to the teaching profession overall, said Dr. Richard West,

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President's message

Bring to OCA a future leader

By **Candice Thomas-Maddox**

Fall is here, and that means an exciting new academic year, football games, and our annual OCA conference! Our convention theme, *The Politics of Communication*, provides us with the perfect forum to discuss, research and reflect on topics that are affecting each of our lives.



THOMAS-MADDOX

In his Call for Papers,

See **LEADER** page 2

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LEADER...from page 1

Adam Earnhardt encouraged us to consider the role that mentoring plays in assisting faculty and students in managing the politics of academe. As I complete my term as president, I want to take a moment to acknowledge the colleagues who have mentored and assisted me as we've worked together to build our great state association.

My first encounter with OCA was in 1996. As a new faculty member at Ohio University I was eager to get involved, and I saw a poster about the upcoming OCA conference posted in the faculty lounge. **Elizabeth Graham**, one of my OU colleagues, invited me to attend the OCA convention with her.

I still remember being greeted with a warm smile at the registration desk by **Karyl Sabbath** (Otterbein) who was OCA president that year, and as our paths crossed during the day she would introduce me to whoever was nearby.

I was so impressed that the president of the association would take the time to talk with a "newbie" and to help me navigate and understand this organization. As a result of Karyl's mentoring and encouragement, I decided to get involved in OCA as executive director and eventually as president.

Since attending my first convention in 1996, I have had the pleasure of working with some incredibly dedicated colleagues as the Association has grown and flourished. Karyl, Nancy Kelley, and Mary Ann Flannery devoted countless

hours to recruiting new members and generating new conference ideas.

Over the past several years conference submissions and attendance milestones have been accomplished. We've grown from an executive council of six members to one which now includes sixteen dedicated members from every corner of the state. These goals have been realized because of the vision of leaders such as **Jeff Tyus**, who encouraged the association to develop a new model for regional representation that would include colleagues throughout the state.

As I prepare to hand over the OCA gavel to **Matt Smith** in October, I am confident that his enthusiasm and passion will result in an exciting era for our association. Thank you to each of these leaders for their willingness to serve and mentor Ohio colleagues and students.

While it's easy to simply register for the conference and attend, consider the ways in which you can help a colleague or student navigate the politics of these professional development opportunities. Here's my challenge to you for our 2008 OCA convention -- invite one colleague or student who has never attended an OCA convention to travel with you to Marietta in October.

As you attend the conference together, be sure to take the time to introduce the colleague or student to other colleagues from throughout the state. You never know -- that new attendee might someday serve as OCA president!

Facts about Marietta and its college

* Founded in 1788, Marietta, Ohio, (Pop. 15,000) is the oldest organized city in the Northwest Territory.

* Located at the confluence of the Ohio and Muskingum Rivers, Marietta is only a few hours from Columbus, Cleveland and Pittsburgh.

Marietta College

Degrees Offered: B.A., B.S. and M.A. Programs

- * Bachelor of Arts
- * Bachelor of Fine Arts
- * Bachelor of Science
- * Bachelor of Science in Petroleum Engineering

* Master of Arts in Psychology

* Master of Corporate Media

* Master of Science in Physician Assistant Studies

Quality Instructors

92% of Marietta College Faculty possess a Ph.D. or another terminal degree.

Competitive Admission

* Full-Time Enrollment: 1,400

* Student/Teacher Ratio: 12 to 1

* Ratio of Women to Men: 1 to 1

Geographic Diversity

Students hail from 42 states and 12 different countries.

<http://www.marietta.edu/about/quick.html>

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Political theme picked for election year

MARIETTA...from page 1

Kathleen German (Miami University), **John J. Makay** (Bowling Green State University), and **Robert Vogel**, (Miami University) will offer a workshop entitled “Learner-Centered and Innovative Teaching: 167 Years of Teaching Speech Communication to High School & University Students.”

The student poster session will be

competitive, with awards going to the best undergraduate and graduate student posters.

“We’re excited about the opportunity to continue the student poster competition this year,” Earnheardt said.

“We saw some pretty amazing creativity last year and by the looks of the submissions, students are doing some interesting research.”

Marietta registration and hotel information

With only a few weeks remaining until the conference, OCA members are urged to register soon. Visit the OCA web site at <http://www.ohiocomm.org> to register online.

Marietta College is located near the Ohio-West Virginia border. The address for Marietta College is 215 Fifth Street, Marietta, OH 45750 and the toll-free phone number is 800-331-7896.

“For those coming to the conference the night before or staying in town after the conference, head down to Front Street,” said **Dawn Carusi**, local arrangements coordinator. “Here, you can experience the best historic Marietta offer: a myriad of restaurants, antique and specialty shops, and terrific views of the Ohio River.”

Several lodging options are available including the Lafayette Hotel (www.lafayettehotel.com; 740-373-5522), the Comfort Inn (<http://www.comfortinn.com>; 740-374-8190), and the Hampton Inn (<http://www.hamptoninn.com>; 740-373-5353).

Conference keynoter studies TV and politics

R. Lance Holbert, Ph.D., a teacher at The Ohio State University who studies the influence of entertainment television in political communication, will be the keynote speaker Oct. 4 for the Ohio Communication Association annual conference in Marietta.



HOLBERT

Dr. Holbert has a bachelor of arts degree from the University of Rochester and

master of science and master of public administration degrees from Syracuse University. He earned his doctorate in 2000 from the University of Wisconsin at Madison.

His research in political communication has focused on the influence of entertainment television, for such as *The West Wing* and *The Daily Show with Jon Stewart*, and other non-traditional political outlets, such as Michael Moore’s *Fahrenheit 9/11*, on basic democratic outcome variables.

Top papers selected for 2008 OCA honors

Top undergraduate student papers include “Self-Presentation and Social Networking: Creativity, Expression, and Personal Information on MySpace Pages” by **Rachel Blazak** (Youngstown State University) and **Emily Betts** (Youngstown State University) and “Breaking the Boundaries: Barack Obama and Hillary Clinton’s 2008 Campaign Rhetoric” by **Raymond Castronovo** (State University of New York - College at Oneonta).

The top graduate student papers include “Obama’s Jeremiad: A Modified Version of the Modern and African American Jeremiads” by **Stephanie R. Kirkpatrick** (The University of Akron) and “Coming of Age: Global Warming Coverage in Australian Media since Kyoto-friendly Leadership” by **Annah Korpi** (Ohio University).

OCA Profile

Stefne Broz studies Japanese culture

This is another in a series of profiles of leaders of the Ohio Communication Association. The questions were posed by Richard Hendrickson, newsletter editor.

What is your current primary job title and employer, and what subjects do you teach?

Associate Professor, Department of Communication, Wittenberg University
I teach advanced courses in Intercultural Communication, Health Communication, and Nonverbal Communication. I also teach our Introduction to Communication Studies course, as well as our Public Speaking Course. Every couple of years I take a turn team-teaching our capstone course, Senior Seminar in Communication. I also have taught a first-year seminar on censorship and free speech.

Tell me an interesting fact about you.

I met my husband at a summer debate camp when we were in high school. Even though he lived in Ohio and I was from Minnesota, we ended up reconnecting



BROZ

seven years later and were engaged two years after that, still living in different states.

What was your first job?

My first job was as a proofreader for our church bulletin, which my father coordinated. The pay was not good, but I suppose an 8-year-old should not expect to claim very high wages. It was, however, a very valuable experience and it paved the way for several editing jobs in my adult years (including currently serving as editor for the *Ohio Communication Journal*).

Tell me about your education.

I attended Shanley Catholic High School in Fargo, ND, and was very active in all forensics activities until I graduated in 1993. From there, I went to Concordia College (Moorhead, MN) and majored in Communication and Spanish. In addition to my coursework and activities on campus, I also spent a considerable amount of time studying abroad and working at the Concordia Language Village *El Lago del Bosque* until I graduated in 1997. I started working on my M.A. at Wake

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Zylinsky named top undergrad

Julie Zylinsky, a senior at Ohio University Zanesville, is the 2008 recipient of the Ohio Communication Association undergraduate student award.

Ms. Zylinsky is a member of Golden Key International Honor society, The Ohio Green Bobcats and the Student Senate. She is a serious reader and sings and playing music in her spare time. She is a president of Omicron Alpha Chapter of Lambda Pi Eta on the Zanesville campus. A graduate of Zanesville High School with honors, she received Academic Excellence Award, and has full ride scholarship at OU-Zanesville..

“Julie’s personality, and dedication to the communication program stay in everyone’s mind,” said **Sheida Shirvani**, OCA executive director. “She is an excellent student, conscientious in her studies and



ZYLINSKY

committed to pursuing her education. She is friendly with everyone and a constructive critical evaluator in her work.”

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Dr. Broz' first job: Proof-reading a church newsletter

PROFILE ...from page 4

Forest University (Winston-Salem, NC) that same year and then went on to The Ohio State University for my Ph.D. work in Health Communication. I received my Ph.D. in 2003.

What was your dissertation topic and what is your current research focus?

My dissertation focused on the role of information in cancer patients' ability to participate in their healthcare decisions. I have worked with Dr. Donald J. Cegala on several publications related to communication skills in the healthcare context, including a chapter in the *Handbook of Health Communication*. Since then, my interest in the role of information in the medical consultation has continued, and I currently am looking at prescription drug websites' communication advice.

What do you like about your job and your workplace?

My colleagues! I could not ask for better people with whom to work. I also love working with students, constantly engaging in intellectual inquiry, and having the academic freedom to explore topics of interest to me. I could not imagine myself doing anything else with

my life.

Tell me about your personal life.

My husband Matt and I have been married for eight years. We thoroughly enjoy gourmet cooking, watching foreign and independent films, and taking in the many wonderful cultural activities our lovely city of Columbus has to offer.

What other significant achievements have you had?

I think what I'm most proud of is creating a new study-abroad program at Wittenberg. Since my own study-abroad experiences in college, and because of my background in intercultural communication, it has been a dream of mine to take students overseas and teach a course of my own creation. Thanks to a generous Freeman grant to our East Asian Studies program, a colleague in our Japanese Department and I created and executed our university's first-ever Japan Field Study, called *Japanese Culture, Communication, and Language*. After several trips to Japan to lay the groundwork, we took students for the first time this past summer. We lived in the heart of Tokyo for most of the program, with shorter trips to nearby cities, including Kyoto. It was an incredible experience, and we plan to go again in two years.

What are your goals now?

I just was granted tenure – do I still have to have goals? Just kidding! I look forward to moving some ideas and writings into submissions to conferences and journals, but my larger goals include some more substantial work in the area of Japanese communication and culture.

What goal do you have for the Ohio Communication Association?

I hope OCA continues to grow in meaningful ways, and that the journal continues along the great trajectory Jason Wrench started during his time as editor. I can only hope that my time as editor will be as fruitful as his was.

If you had to describe yourself, what words would you use?

For some reason, "crazy" is the first word that comes to mind... But seriously, I am crazy about what I do. I find our discipline so incredibly fascinating (my students will tell you that's my most common expression) that I am expressively passionate about my courses and the other initiatives to which I find myself drawn.

You may write to Dr. Stefne Broz at sbroz@wittenberg.edu

Akron PRSSA is top student chapter for 2008

Membership growth and active programming has earned the 2008 Ohio Communication Association Distinguished Student Organization Award for the University of Akron Chapter of Public Relations Student Society of America.

During the last academic year, UA PRSSA has had more than 45 dues-paying members. Its lecture series, which is entitled Prep for Success, presented programs during fall 2007 and spring 2008 academic terms that were well-attended by very busy students, said the chapter fonder and advisor, **Dr. Nancy M. Somerick**, professor and director of the internship program for the UA School of Communication.

UA PRSSA provides its members

with an opportunity to supplement their classroom knowledge, to obtain experience by planning and promoting programs, to acquire leadership positions in this professional student organization, to network with faculty and other public relations majors, to make valuable contacts with public relations practitioners, and to obtain mentors in the real world.

In the last academic year, most of the guest speakers who have given presentations during the "Prep for Success" lecture series are former UA Communication students who have graduated from The University of Akron.

They are success stories who return to UA to share their knowledge and advice

with current students who wish to emulate our graduates' success in the real world.

In addition to the lecture series, UA PRSSA hosts a Welcome Back Party and an End of the Semester Party and invites all UA communication students, faculty and staff members to attend, to socialize and to enjoy pizza and other refreshments.

"Energizing a student organization requires an effective plan and a commitment to provide relevant and beneficial opportunities for its members, said Dr. Somerick. "UA PRSSA has utilized this formula effectively and will celebrate its thirty-year anniversary next year. I believe that the continuous success of this active organization should be an inspiration to all."

Communication professor Larry Hugenberg dies unexpectedly

Lawrence “Larry” Hugenberg, a popular Kent State University communication professor, died unexpectedly Aug. 11 from complications during surgery. Hugenberg was widely known for his interest in popular culture, according to an Aug. 13 story in the *Summer Kent Stater*. He was 55.



HUGENBERG

“He cared deeply for his students and colleagues and worked harder than anybody I’ve ever known,” Stan Wearden, director of the School of Communication Studies, told the *Summer Kent Stater*. Hugenberg’s research focused especially on NASCAR fans, watching them more than the cars, said Wearden. He also taught a course on movies, media and culture, along with graduate-level

courses in communication, political communication and research methods and undergraduate courses in communication theory, organizational communication, communication and influence, and sports communication.

Hugenberg earned a bachelor’s degree in social work, as well as master’s and doctoral degrees, from Ohio State University. He was on the faculty at Youngstown State University for 26 years before moving to Kent State in 2006.

He had written more than 30 books and more than 50 articles and book chapters, in addition to making more than 150 presentations at academic conferences. He was the current and founding editor of the *Journal of Communication Studies*, wrote for the *Ohio Speech Journal* and edited *Communication Teacher* and *The Basic Communication Course Annual*.

Wearden said Hugenberg gave a lot of time and attention to his students and was

always there to give advice, not only on courses but on life and career choices as well.

Survivors include his wife, Dr. Barbara Hugenberg, also on the Kent State faculty, four adult children and one adult stepchild.

The School of Communication Studies has set up the Lawrence W. Hugenberg Scholarship Fund for Communication Studies. Donations can be made in care of the department at Taylor Hall, Kent State University.

Some of the information for this article was taken from an Aug. 13, 2008, article by Kristen Traynor in the Summer Kent Stater <http://media.www.kentnewsnet.com/media/storage/paper867/news/2008/08/13> and some from the web site of the Journal of Sports Media <http://journalsportsmedia.blogspot.com/2008/08/condolences.html>

‘She takes her role seriously and performs with grace, passion and care’

GRAHAM...*from page 1*

professor and chair of the Department of Communication Studies at Emerson College in Boston.

“It is my belief that one’s effect on the profession is partly measured by how a legacy evolves,” said Dr. West. “In Dr. Graham’s case, one important part of her legacy is a cohort of graduate students who carry on her spirit of commitment. Clearly, as so many of her other graduate students will attest, Dr. Graham’s commitment to ensuring that her graduate students remain thoughtful and ethical scholars is unmatched by any others I have known.”

And Dr. Melissa Deem, an associate professor in the Department of

Communication at the University of new Hampshire, described Dr. Graham’s impact on her life. “Professor Graham demonstrates the rigors of intellectual life, the joys of teaching and the engagement with the university and profession,” said Dr. Deem. “She takes her role in all of these positions seriously and performs all with grace, passion and care. I find her an invaluable mentor, role model and friend who taught me what it means to be a teacher/scholar.”

Dr. Graham has been teaching 22 years at Ohio University and was a graduate student and teaching assistant before that at Kent State University and Cleveland State University. She earned a bachelor of arts degree in communication from John Carroll University in 1980, received a

master of arts degree in communication from Cleveland State in 1984 and earned her doctorate in communication from Kent State University in 1987.

The author of more than 20 journal articles, Dr. Graham has written eight book chapters and is an associate editor of Volume 1 and 2 of the popular communication research text, “Communication research measures: A sourcebook,” published by Guilford and Routledge respectively.

Her administrative service includes six years as the director of undergraduate studies and three years as associate director of the OU School of Communication Studies and six as university ombuds.