



**The 86th Annual Meeting**  
**of the Kentucky Communication Association**  
**“Celebrating Communication and Culture”**

## Schedule Overview

### Thursday, September 14

9:00-10:00 pm – Executive Council Meeting (Super 8 Meeting Room)

### Friday, September 15

Morning – Coffee Available (Conference Center)

9:30-11:00 am – Executive Council Meeting (Conference Center)

11:00 am-6:00 pm – Registration (Conference Center Lobby)

**Sessions will take place in the Conference Center, Kentucky Room, Bluegrass Room and Commonwealth Room**

1:00-1:50 pm – Concurrent Session 1

2:00-2:50 pm – Concurrent Session 2

2:30-3:30 pm – Coffee/Refreshment Break

3:00-3:50 pm – Concurrent Session 3

4:00-4:50 pm – Concurrent Session 4

5:30-7:00 pm – Dinner/Cookout (Conference Center: Weather permitting, outdoors.)

7:30-9:30 pm – Evening Performance

### Saturday, September 16

7:00-8:00 am – Breakfast (General Butler Lodge)

8:00-10:00 am – Registration (Conference Center Lobby)

8:00-8:50 am – KCA Business Meeting (Conference Center – Kentucky Room)

9:00 – 9:50 am – Concurrent Session 5

- 10:00-10:50 am – Concurrent Session 6
- 11:00-11:50 am – Concurrent Session 7
- 12:15-1:30 pm – Luncheon and Award Presentations

**Session 1A: Kentucky Room**

---

**Great Ideas for Teaching Communication Theory**

*Chair: Holly Payne, Western Kentucky University*

**Theoretical Paradigms for Beginners**

*Holly Payne, Western Kentucky University*

**Sensemaking**

*Zach Hart, Northern Kentucky University*

**Structuration Theory**

*Stephanie Klitzke, Northern Kentucky University*

**Perspective Taking in Interpersonal Communication**

*Donna Elkins, Spalding University*

**Social Construction Theory**

*Jaqueline Emerine, Northern Kentucky University*

**Influential (Tipping Point) Theory**

*Kathy Previs, Eastern Kentucky University*

**Cultivation Theory**

*Siobhan Smith, University of Louisville*

**Session 1B: Bluegrass Room**

---

**Showing Care for Students**

**Exploring Student Perception of Institutional Caring**

*Amanda J. Lawrence, University of Kentucky*

**Assessing the Accommodation Conversation: A Pilot Intervention for Incoming Students with Mild to Moderate Disabilities**

*Whitney Darnell, University of Kentucky*

**Session 1 C: Commonwealth Room**

**Communication and Electronic Cigarettes: Growing Use, Growing Culture**

*E. Paige Hart, University of Louisville*

*Clara G. Sears, University of Louisville*

*Kandi L. Walker, University of Louisville*

*Joy L. Hart, University of Louisville*

**Session 2 – 2:00 – 2:50 p.m.**

**Friday, September 15**

## **Session 2A: Kentucky Room**

---

### **Communication in Kentucky's Higher Education Context**

#### **Roundtable Discussion of the State of Higher Education in Kentucky**

*Jaqueline Emerine, Murray State University*

We will describe how each of our institutions is coping with the higher education budget cuts recently enacted by the state legislature and Governor Bevin. We also will discuss the ways we can work together to improve a challenging environment for public higher education in Kentucky, and make our programs and institutions more sustainable with no real hope of significant improvements in state support in the near future. Audience participation is strongly encouraged.

#### **Celebrating Communication and Culture: How Communication Programs Can Meet the Needs of the Time**

*Melissa Chastain, Spalding University*

## **Session 2B: Bluegrass Room**

---

### **Roundtable Discussion: Journalism Education in the Era of "Fake News"**

*Alyssa Appleman, Northern Kentucky University*

*Stacie Jankowski, Northern Kentucky University*

## **Session 2C: Commonwealth Room**

---

### **Roundtable Discussion: Critiquing Communication Texts in our Cultural Contexts: A Celebratory Roundtable**

*Chair: Jeff Bile, Spalding University*

*Gary Deaton, Transylvania University*

*Robert Glenn, Owensboro Community and Technical College*

*Mark Martinez, Spalding University.*

**Afternoon Coffee Break**

**Friday, September 15**

**2:30 – 3:30 p.m. Conference Center Lobby**

**Session 3 – 3:00 – 3:50 p.m.**

**Friday, September 15**

---

**Session 3A: Kentucky Room**

**G.I.F.T. Panel: Add this to your “Bucket List”!**

*Amanda J. Lawrence, University of Kentucky*

*Zachary R. Lawrence, Eastern Kentucky University*

---

**Session 3B: Bluegrass Room**

**G.I.F.T. Panel: TV & Radio Production Lesson Plan for 7-Word Video Stories**

*David Shabazz, Northern Kentucky University*

---

**Session 3C: Commonwealth Room**

**G.I.F.T. Panel: Increasing Student Engagement**

**Creating a Location Scout for a 1-Minute Cincinnati Symphony Orchestra Television Commercial Copy**

*Tracy Songer, Northern Kentucky University*

**Using a Simulation and Microlearning to Teach Political Communication**

*Bill Brantley, University of Louisville*

**Session 4 – 4:00 – 4:50 p.m.**

**Friday, September 15**

---

**Session 4A: Kentucky Room**

**Tobacco Communication, Tobacco Culture: Celebrating Success and Examining Shortcomings**

*Delvin Mattingly, University of Louisville*

*Lindsay K. Thompkins, University of Louisville*

*Clara G. Sears, University of Louisville*

*Kandi L. Walker, University of Louisville*

*Joy L. Hart, University of Louisville*

---

**Session 4B: Bluegrass Room**

**Studying Effects**

**Organizational Effectiveness at Capturing and Leveraging the "Voice of the Consumer"**

*David R. Brandt, Northern Kentucky University*

**The Effect of Comparative Differential Advantage Messages in Admissions Viewbooks on Enrolled Students' Expectancies and Engagement**

*Haley Hoffman, University of Kentucky*

**The Effects of Active Empathic Listening on Ethnocultural Empathy**

*S. Austin Lee, Northern Kentucky University*

*Anne M. Thompson, Northern Kentucky University*

*Carlos Mathews, Northern Kentucky University*

*Zoe J. Welch, Northern Kentucky University*

**Session 4C: Commonwealth Room**

---

**The Sound of Music: Exploring the Relationships Between Music and Communication**

*Moderator: Erin Giles, University of Southern Indiana*

**The Rhythm of Heart Through Music: The Effects of Soothing Music on Health and Stress Relief**

*Dilek Ocak, University of Southern Indiana*

**Peter Pan Grows Up: A Hermeneutic Analysis of Chance The Rapper's "Same Drugs"**

*Shannon M. Hoehn, University of Southern Indiana*

**The Corporate Coopting of "Rhapsody in Blue"**

*Ben Luttrell, University of Southern Indiana*

**What's On Your Radio Station's Mind? How CCM Radio Stations are Using Facebook**

*Andrew Bolin, Vincennes University*

**Evening Events : Dinner and  
Entertainment**

**Friday, September 15**

**Cookout/Dinner—5:30-7:00p Outdoor Shelter**

**Evening Presentations and Performances--7:30p to 9:30p: Bluegrass Room**

**Performances of Personal Identity**

*Leigh Anne Howard, University of Southern Indiana*

**A Blonde Moment**

*Theresa Ohning, University of Southern Indiana*

**Daoulebo and Colonization**

*Serge Precome, University of Southern Indiana*

**Let's Make America Greater?**

*Lorena Baquerizo Gellibert, University of Southern Indiana*

[ Mary Beth Reese, Performance title?]

**Coffee Hous**

*Shannon M. Brogan, Northern Kentucky University*

**Lights, Camera, Action**

*By Brooklyn Borwen, Myles Ellison, Juma Martin, Mouhammad Mbengue*

**Many Voices: Intercultural student perspectives**

*Ann Andaloro, Morehead State University*

*Silvia Milantori, Morehead State University*

**Let's Play**

*Morgan Davis, Bellarmine University*

**Breakfast – 7:00-7:50 a.m.**

**Saturday, September 16**

General Butler Breakfast Area

**Registration – 8–10a. Conference Center Lobby**

**Session 5 – 9:00 – 9:50 a.m.**

**Saturday, September 16**

**Session 5A: Kentucky Room**

**OPEN**

**Session 5B: Bluegrass Room**

**Cultures and Projects in Communication**

**International Organizational Culture: Expanding an Intercultural Understanding of the Global Workplace**

*Michael G. Strawser, Bellarmine University*

*Janet K. McCormick, Middle Tennessee University*

*Kashina Bista, University of Louisiana - Monroe*

**Into the Cubicles: Experiences with the Darden Restaurant Communication Team That Influenced Curriculum and Reinforced Liberal Arts Education**

*Donna Elkins, Spalding University*

**Getting Things Done: AmeriCorps Sensemaking**

*Carlos Matthews, Northern Kentucky University*

---



**Using Deductive Qualitative Analysis to Examine the Concept of Communication in Project Management**

*Mary Z. Ashlock, University of Louisville*

*Bill Brantley, University of Louisville*

**Session 6 – 10:00 – 10:50 a.m.**

**Saturday, September 16**

**Session 6A: Kentucky Room**

---

Panel Title: **Leigh Ann Howard????**

**Session 6B: Bluegrass Room - Hold**

**Session 6 C: Commonwealth Room- Hold**

**Panel**

**Session 7 – 11:00 – 11:50 a.m.**

**Saturday, September 16**

**Panel - Do we need this slot? Or can we move lunch up?**

**End of Sessions**

**Saturday, September 16**

**Luncheon and Award Presentations – 12:30 – 1:45 p.m., Conference Center  
Bluegrass Room**