Friday March 29, 2019

Check In
11am – 4pm

College of Humanities and Behavioral Sciences (CHBS) building
Atrium 1st Floor

Hospitality Suite
Friday and Saturday
Second Floor Foyer
Friday: 11am to 4pm
Saturday: 8:30am to 3pm

Session One Panels
12 – 12:50pm

CHBS 3012
1a. Using Student in Media to Redefine Perspectives in Communication Boundaries

Alexander Burnley, Radford University, WHIM
Sarah Jennings, Radford University, The Beehive
Dylan Lepore, Radford University, The Tartan
Jessica Mundy, Radford University, Exit 109
Tristan Rines, Radford University, Radio Free Radford
Chase Wayne, Radford University, ROC-TV
Yves White, Radford University, Student Media Advertising

Chair: Geoff White, Radford University

CHBS 3009
1b. Creating My Story Workshop

Angela Joyner, Radford University
Executive Director Center for Career & Talent Development

CHBS 3016
1c. The Digital Communication of Gender: Exploring Pressing Issues and New Platforms of Communicating Gender Research

A Normalized Cycle: Media’s Lasting Impact on Shaping Social Gender Norms
Meaghan McIntyre, University of Mary Washington

Re-visualizing Gender Roles and Expectations in Popular Cinema
Emma Baumgardner, University of Mary Washington
The Portrayals of Women in Popular Comedy: A Mixed Methods Approach
Anna Rinko, University of Mary Washington

Gender, Diversity, and Disadvantages in the Workplace: An Intersectional Approach
Jamie McGuire, University of Mary Washington

Chair: Elizabeth Johnson-Young, University of Mary Washington

Opening Ceremony
1 – 1:50pm

CHBS 1016
Speakers: Radford University President Brian O. Hemphill
       City of Radford Mayor David Horton
       VACAS President Tim Gibson

Session Two Panels
2 – 2:50pm

CHBS 3012
2a. The Changing Horizon: From China’s Mainstream Media to New Media
China’s Family Planning Policy Evolution and News Coverage of Mainstream Media: A Content Analysis of People’s Daily in 40 Years
Jianping He, Southwest University of Political Science and Law in China
Juan Liu, Southwest University of Political Science and Law in China

Research on the Effectiveness of Institutional Wechat Communication
Xiaoping Luo, Southwest University of Political Science and Law in China

Research on Profit Model of China’s Internet Media
Zhizhong Zhang, Southwest University of Political Science and Law in China

Chair: Shuo Yao, Radford University

CHBS 3016
2b. Redrawing Boundaries in Interpersonal, Organizational, and Small Group Communication
Residential Support: A Study of the Types of Perceived Social Support Residents Receive from Resident Assistants
Steven K. Herring, Longwood University
Michael P. Dougherty, Longwood University
Organization Commitment, Employee Satisfaction and Minimum Wage Hikes: A Social Exchange Perspective Research Proposal
Yulong Liu, Virginia Tech

Beyond ‘thank you’: Recommended Modalities for Meaningful Civilian-Military Discourse
Nicholas J. Mercurio, George Mason University

Redefining Women’s Body: A Case Study of Self-Care through Trainerize
Emily Lewis, Radford University

Chair: Elizabeth Johnson-Young, University of Mary Washington

CHBS 3008
2c. Examining the Boundaries of Under- or Misrepresented Populations

Literacy Center Documentary
Trae D. Price, Radford University
Shakis Moore, Radford University

Dolma’s Second Voice Client Cut
Shakis Moore, Radford University

This Is America
Kristi Mukk, University of Richmond

“I Am Your Queen”: A Qualitative Content Analysis of Drag Queen Culture in Contemporary American Pop Culture
Blake Barefoot, Radford University

Chair: West Bowers, Radford University

CHBS 1006
2d. Graduate School Showcase

Scott Dunn, Radford University
Tim Ball, James Madison University
Tim Gibson, George Mason University
Thomas Socha, Old Dominion University
Beth Waggenspack, Virginia Tech

CHBS 1016
2e. Redrawing Boundaries on Communication Internships

Ida Domingo, Radford University
Aaliyah Gray, Radford University
Bennett Green, Radford University
Tyahn Jenifer, Radford University

Chair: Betty Kennan, Radford University
Respondents: Susan Tomasovic, George Mason University
Whitney Harris, University of District of Columbia

**Session Three Panels**

**3 – 3:50pm**

**CHBS 3008**

**3a. Video and Communities**

*Radford University Pet Ban*
Cory Higgs, Radford University
Kevin Reid, Radford University

*Radford Helps Main Street*
Nicole Owens, Radford University
Jeremy Moser, Radford University

*Radford University Chemistry Department*
R.J. Smith, Radford University

*Redrawing Boundaries: Squishy Animation Marketed Directly to Video: The Rise and Fall of Veggie Tales*
Peggy Southerland, Regent University

Chair: Michael Meindl, Radford University

**CHBS 3009**

**3b. Under Attack: The Risks and Rewards in Reporting**

Twange Kasoma, Radford University
Bill Kovarik, Radford University
Nick Mullins, Radford University
Denny Price, Radford University

Chair: Leigh Anne Kelley, Radford University

**CHBS 1016**

**3c. Political Communication in Virginia: Making Sense of Scandals and Shifting Winds**

Kristina Contreras, Radford University
Paula Youra, University of Lynchburg
Stephanie McFadden, Radford University
John Tedesco, Virginia Tech
Carter Turner, Radford University

Chair: Scott Dunn, Radford University

**3d. CHBS 1st Floor Atrium**

*The Poster Presentation Showcase (Judges Attending)*

*Posters will be displayed all day, judges will meet with scholars at 3pm at their poster*
Evaluating Current Conduct Sanctions to Expand Boundaries
Julianna Stanley, Radford University

Examining Cultural Boundaries When Decoding and Recognizing Trustworthiness in Facial Features
Tala Rhodes, Radford University

Attitudes toward University Communication: Applying and Extending the Theory of Planned Behavior
Albert Raboteau, Virginia Tech

Content Analysis of University Mental Health Websites
Jose M. Bermudez, Radford University

Gender Representation in Sports Illustrated for Kids
Kelsey Wooten, Virginia Tech

Instagram Influencers: From Zero to Millions
Catalina Rogers, George Mason University

Games, Guilds, and Girl Crushes: A Study of Roleplaying Gaming as a Venue for Sexual Identity Formation in LGBTQ+ Gamers
Dylan Donlon-Moyer, George Mason University

News, Drama, or Both? True Crime Reality Television
Tony Atwater, Norfolk State University

CrossFit (Culture): A Rhetorical Analysis of Symbolic Convergence through Digital Media
MK DeChristopher, Virginia Tech

CHBS 3012
3e. Red Alert! Redrawing Boundaries in Crisis Communication

John Brummette, Crisis Communication Faculty, Radford University
David Horton, Mayor, City of Radford
Tanya Corbin, Political Science Faculty, Radford University
Sherry Wallace, University Relations, Radford University
Max Esterhuizen, University Relations, Radford University

Chair: Lisa Baker-Webster, Radford University

Communicator of the Year Presentation
4 – 4:50pm CHBS 1016

“Two Epiphanies from Undergraduate Years that Inform the Practice and Study of Contemporary Political Communication”

Dr. Robert E. Denton, Jr.
Virginia Tech
College of Humanities and Behavioral Sciences Building Tour
5:00pm-5:50pm CHBS 1st Floor Atrium
Learn all that this technologically advanced building has to offer to the Communication discipline. Visit our Podcast Studio, Video Editing Suite, TV Studio, and Social Media Watch Center!

Evening Meet Up 5:30 – 7:30pm
Sharkey’s
1202 E. Main St.
Radford, Va. 24141
No Host- Visit www.sharkeyswingandribjoint.com for menu and pricing
Free parking available in city lots or street side
Saturday March 30, 2019

8 – 8:30am

CHBS 1016
Board Meeting

8:30 – 8:50am

CHBS 1016
Member Meeting

Check In
8:30am – 2pm

CHBS 1st Floor Atrium

Hospitality Suite
Saturday
Second Floor Foyer
Saturday: 8:30am to 3pm

Session One Panels
9 – 9:50am

CHBS 3008
1a. Redrawing Boundaries: Piety Gone, Drama Now PG-13 and R-Rated in New Christian Films

Redrawing Boundaries in “Woman Thou Art Loosed”
Monica Moore, Regent University

Redrawing Boundaries in“ Inlawfully Yours”
Anthony Utulu, Regent University

“Women as Patriarchal Victims in Fireproof.”
Elisabeth Williams, Regent University

“Women Protagonists: Tyler Perry and Madea”
Andrew Quicke, Regent University

Chair: Andrew Quicke, Regent University

CHBS 3009

1b. Elevator Speeches: Misconceptions of Pitching Your Personal Brand Workshop

PRSSA, Radford University Chapter
CHBS 3012
1c. Media Studies: From Adult Fandom to Artist Collaboration to Activism

The Connection between Adolescent Fandom in Disney Princesses and Adult Fandom in Kate Middleton
Rebecca Hogge, Radford University

Designing for Interdisciplinary Artist Collaboration through User-Centered Design Process
Maddie Counsell, James Madison University
Chen Guo, James Madison University

Media Effects: Framing Environmental Activism in the Media
Jessica Fowler, Radford University

Chair: Courtney Bosworth, Radford University

CHBS 3016
1d. Lead and They Will Follow: Defining Student Leadership in Higher Education

Leading to Success
Taylor B. Creasey, University of Virginia – Wise
Lauren Baker, Virginia Tech
Alex Kinsey, Radford University
Julianna Stanley, Radford University
Alyssa Woolwine, Radford University
Kelly Hodor, Radford University
Chair: Lisa Baker-Webster, Radford University

Session Two Panels
10 – 10:50am

CHBS 3008
2a. Public Memory of the Holocaust

Kindertransport Memorials
Sam Taylor, Radford University

The Memorial to the Murdered Jews of Europe
Sandra French, Radford University

COMS 414: Studying the Holocaust
Sarah Derrick, Radford University

It’s All in A Name: Critical Analysis of Fallen Leaves (Shalechet)
Kristin Cooper, Radford University

Chair: Sandra French, Radford University
**CHBS 3012**

**2b. Influence of Online Media**

“Is This Picture Good Enough?“ How the Amount of Likes Effects an Individual’s Confidence

Amber Hodges, Longwood University  
Joshua Hanratty, Longwood University

*Are Instagram and Pinterest the Motivation for #Vacations?*

Collan Hilfiger, Longwood University  
Emily Rossi, Longwood University

*Sinclair Broadcast Company’s Scripted On-Air Statement Regarding Fake News: Assessing Media Response*

Roberto Musso, Virginia Tech  
Kellie Sharpless, Virginia Tech

*Online News and China’s Colonization of Jamaica*

Ghislaine L. Lewis, Lynchburg University

Chair: Matthew Turner, Radford University

**CHBS 3016**

**2c. Adulting after College: Establishing Professional and Personal Practices**

Tommy Morgan, Public Relations Senior Account Executive, Sage Communications

Amanda Radley Allen, Marketing and Communications Coordinator for Feeding America Southwest Virginia

Julia Hurley, Web Coordinator for the Virginia-Maryland College of Veterinary Medicine

Jessica Fowler, Web Content Producer and Editor for Radford University

Chair: Lisa Baker-Webster, Radford University

**CHBS 3009**

**2d. Beyond the Boundaries of the Bachelor’s Degree: Counsel from Graduate Directors across the Commonwealth**

Scott Dunn, Radford University  
Corey Hickerson, James Madison University  
Tim Gibson, George Mason University  
Thomas Socha, Old Dominion University  
Beth Waggenspack, Virginia Tech

Chair: Bill Kennan, Radford University
Keynote Address
11 – 11:50am CHBS 1016
Stephanie Winebrenner

Senior Account Executive, Chairman’s Club Winner, US Accelerate Leader, Women of Impact Regional Lead & Mentor, Cisco Systems, Inc
Program Manager & Central Virginia Lead, Girls Rock in Tech (GRIT)
Current MBA Student, The University of Richmond
2006 Communication Dean Scholar & SGA President, Radford University
Chief Domestic Officer, Winebrenner Household

College of Humanities and Behavioral Sciences Building Tour
12-12:50pm CHBS 1st Floor Atrium
Learn all that this technologically advanced building has to offer to the Communication discipline. Visit our Podcast Studio, Video Editing Suite, TV Studio, and Social Media Watch Center!

Session Three Panels
12 – 12:50pm

CHBS 3008
3a. Public Relations Scholarship Showcase

Understanding the Effectiveness of Protest and Social Change in Advertising Narratives
Julia Brewster, University of Lynchburg

SCRUMING through Public Relations Writing
Annick H. Dupal, James Madison University
John M. White, James Madison University

Images, Spatiality and Modernity: An Iconology-Framing Analysis of a Visual Consumerism
Yulong Liu, Virginia Tech

Chair: Tim Gibson, George Mason University
**CHBS 3012**

3b. Redrawing Cultural Artifacts through Rhetorical Critique

*Harry Potter: An International Phenomena*
Meagan Campbell, University of Lynchburg

*Reconciling Remembrance: A Rhetorical Critique of Canada’s National Holocaust Monument*
Sarah Derrick, Radford University

*The Old South and Cinema: Reevaluating “Gone with the Wind” in America’s Social Context by Framing through Standpoint Theory and Cultural Studies*
Kelsey Marchant, Radford University

Chair: Alec R. Hosterman, Longwood University

**CHBS 3016**

3c. Redrawing Boundaries as a Department Head: A Roundtable Conversation

Robert Denton, Professor and Department Head, Department of Communication, Virginia Tech
Eric Fife, Professor and Director, School of Communication Studies, James Madison University
William Kennan, Professor and Interim Director, School of Communication, Radford University
Anne Nicotera, Professor and Chair, Department of Communication, George Mason University

Chair: Eric Fife, James Madison University

**Session Four Panels**

1 – 1:50pm

**CHBS 3016**

4a. Perfecting the Balancing Act of a Graduate Student/Teacher Role

Jenna Davis, Virginia Tech
Kelsey Marchant, Radford University
Jocelyn Hotter, Virginia Tech
Jenna Sudol, Radford University
Emily McCaul, Virginia Tech

Chair: Beth Waggenspack, Virginia Tech

**CHBS 3008**

4b. Health Communication: Bodies and Boundaries

*Cannabis Legalization in Virginia: Analyzing Polarized Viewpoints in Public Discourse*
Tylisia Crews, Radford University
Jazmine Burnette, Radford University
Closer than It May Seem: America’s Unspoken Health Crises  
Elmira Hamidi, George Mason University  
Farah Latif, George Mason University

The “Love My Healthy Body” Campaign  
Langlee King, Virginia Tech  
Natalie King, Virginia Tech

Crying Expands the Lungs” to “You’re Going to Spoil That Baby”: An Analysis of the Social Construction of the Cry-It-Out Sleep Training Method  
Jennifer Rosier, James Madison University  
Tracy Cassels, Evolutionary Parenting

Chair: Zehui Dai, Radford University

CHBS 3012  
4c. Cultural Politics and Popular Culture:  
A Media Criticism Showcase

Disrupting the Cultural Narrative: A Multi-Perspectival Analysis of Janelle Monae’s Dirty Computer  
Kier Askew, George Mason University

Fox’s Empire: Multidimensional Representations of Race, Class, Gender, and Sexuality  
Tifara Davis, George Mason University

Feminism and Cosplay: Gender, Harassment, and Microcelebrity in Fan Communities  
Phanida Langner, George Mason University

Victoria’s Secret Fashion Show: A Critical Analysis  
Melanie Miller, George Mason University

Chair: Timothy A. Gibson, George Mason University

Session Five Panels  
2 – 2:50pm

CHBS 3016  
5a. Zoom through Boundaries in Public Speaking

Jesselyn Coble, Rowan-Cabarrus Community College  
Dorothy Conner, Virginia Tech  
Brandi Quesenberry, Virginia Tech  
Laura Purcell, Virginia Tech  
Zach Sowder, Virginia Tech

Chair: Dr. Marlene Preston, Virginia Tech
CHBS 3012
5b. Communication Education: Ethical Reasoning, Self-Disclosure, and Leadership

The Impact of an Interactive Intervention on Students' Ethical Reasoning Skills in a Basic Communication Course
Tim Ball, James Madison University

Self-Disclosure/Social Media Analysis- GIFTS
Sylvia Mphofe, George Mason University

Did a Professor Edit This? A Primer on Student Press Freedoms, and the Limits of Administrative Influence
Geoff White, Radford University

Chair: Kim Herbert, Radford University

CHBS 3008
5c. Political Communication: Redrawing Boundaries on Leadership

A Woman of Great Contradictions
Makenna Fitzsimmons, University of Richmond

Justifying Deregulations at Reagan’s First Presidency: A Rhetorical Framing Analysis
Yulong Liu, Virginia Tech

Flipping Fake News: How Donald Trump Attempts to Undermine the Press on Twitter
Blayne Fink, Virginia Tech
Cathy Grimes, Virginia Tech
Caitlin McDaniel, Virginia Tech

Credibility, Candor, and Character: Analyzing the Weight of Narratives and Identity through Dr. Ford and Judge Kavanaugh
Jess Ritenour, University of Lynchburg

Chair: Ryan Stouffer, Longwood University

CHBS 3009
5d. Shouting Out! Interrupting Academic Gatekeeping and Promoting Student Writing in the Digital Sphere

Cecily Thomas, James Madison University
Sophie Margulies, James Madison University
Morgan Lewis, James Madison University
Elise Roberson, James Madison University

Chairs: Katie Lese and Sarah Taylor Mayhak, James Madison University
Conference Conclusion 3pm

See you at George Mason University in 2020!

Wi-Fi Instructions

Does your University use EDUROAM? If so, simply sign in to EDUROAM Wi-Fi using your log in and password that you would use at any computer at your own institution.

Don’t use EDUROAM? Follow these instructions to set up guest access:

Click the Wi-Fi icon on the lower-right corner of your Windows 10 taskbar or choose the settings option on your phone or iPad and select Wi-Fi. Choose Radford_Guest, then “Don’t have an account.” Follow the instructions to set up an account, then check your registered email for your user name and password. You will have access to Radford_Guest Wi-Fi for 7 days.

Instructions and picture guides are available at the registration desk.

Social Media

Follow us and post on

Facebook: @OfficialVACASconference or search VACAS
Twitter: @VACASconference
Instagram: VACASconference

Be sure to use the #RUVACAS on your posts!