

WELCOME TO THE NEW JERSEY COMMUNICATION ASSOCIATION 27TH ANNUAL CONFERENCE



KEAN

Greetings, Communication family,

I would like to welcome you to the New Jersey Communication Association 2023 conference. We are proud to celebrate our 27th conference as it is our first in-person conference since the pandemic. We are thrilled to be able to have so many communication scholars from distinguished colleges and universities throughout New Jersey here at Kean University.

As a nation, we were deeply affected by the pandemic, though slowly but surely, we have all begun to heal. Though we are working to get back to “normal,” people found that the pandemic has changed so much about the way we live.

Many colleges and universities are calling for compassion and understanding to accommodate faculty and students who are still bridging this gap. However, that has created a challenge of balancing empathy with academic integrity and educational best practices.

Misinformation is at an all-time high, as politicians, journalists, corporations, and other entities have taken to social media to not only share what they believe to be “news” but also to push specific agendas. The workplace has also become unrecognizable from what it was just a few years ago. Leading organizations and a cohesive workforce in the aftermath of a global health crisis require unmatched communication skills. Reassurance, motivation, news literacy, and institutional credibility are needed now more than ever before.

We hope this year's conference will unite scholars across the state to share their knowledge and research to extend the notion of communicating and messaging post-pandemic. Together, we can continue to define and shape the new normal.

Sincerely,

Professor Bill Kolbenschlager and your NJCA Executive Board

MEET THE KEYNOTE SPEAKER



Raymond M. Brown is a partner at Pashman, Stein, Walder Hayden. He concentrates his practice in white-collar crime, complex civil litigation, internal investigations, corporate compliance and international criminal matters (transactional, humanitarian and human rights.)

Mr. Brown has been a trial lawyer, teacher and legal journalist since 1974. He is a Fellow of the American College of Trial Lawyers and of the American Board of Criminal Lawyers. He is a past president of the Association of Criminal Defense Lawyers of New Jersey and former Board Member and Parliamentarian of the National Association of Criminal Defense Lawyers.

He was for 20 years the Host of the Emmy Award-winning New Jersey Network Program "Due Process" and has provided legal analysis in many broadcast venues. Brown has taught International Criminal Law (ICL) in the Seton Hall/American University Program at Cairo, Egypt and at Seton Hall University's School of Diplomacy and International Relations where he has also taught Peacekeeping and Peacemaking and International Human Rights Law and Policy. Brown has also taught Criminal Law, Criminal Procedure, Professional Responsibility and Advanced Criminal Procedure and a Death Penalty Seminar.

He has spoken in more than 30 states and multiple foreign jurisdictions to criminal and civil lawyers, law enforcement personnel and judges, diplomats, students and a variety of civil society organizations on trial advocacy, ethics, race, human rights and international law, the art of persuasion, and educational policy. He has also written widely on these subjects. Brown has received numerous professional awards including the 2021 Daniel J. O'Hern Award of the N.J. Commission. On Professionalism in the Law and 2022 the Medal of Honor of the New Jersey Bar Foundation.

Mr. Brown is a graduate of Columbia University and received his law degree from The School of Law, University of California, Berkeley.

WELCOME TO THE
NEW JERSEY COMMUNICATION
ASSOCIATION
27TH ANNUAL CONFERENCE
PROGRAM & SPEAKER DETAILS

REGISTRATION

09:30 - 09:50 AM

NAAB 6TH FLOOR

WELCOME ADDRESS

10:00 - 10:20 AM

DAVID BIRDSELL

PH.D, PROVOST & SVP FOR ACADEMIC AFFAIRS AT KEAN UNIVERSITY
NAAB 606

PAPER SESSION

10:30 - 11:20 PM

NAAB 204

SPEECHES BY U.S. GOVERNORS REVEAL THAT WOMEN'S GREATER
LEGISLATIVE SUCCESS IS CORRELATED WITH MORE COMMUNAL
APPROACHES TO COMMUNICATION

ALAIMO

A BIOGRAPHICAL STUDY ON THE CAREER OF DAVID CAMPBELL

COSTA

GRANT PROPOSAL FOR RETAIL THERAPY CAMPAIGN.

UNGAR

ADDICTION HAS NO BIAS: UNDERSTANDING THE DISEASE:

CASOLA



SPECIAL SESSION

10:30 - 11:20 PM

NAAB 205

ADJUNCT CERTIFICATION SESSION MORNING (CONCEPTUAL):
“NUANCING ISSUES OF ‘REPRESENTATION’”

PLUMMER

PANEL DISCUSSION

10:30 - 11:20 PM

NAAB 206

THE NEW CHALLENGES OF GRADUATE PROGRAMS IN COMMUNICATION
DONOVAN, ROBINSON, YUAN, WALKER

PANEL DISCUSSION

10:30 - 11:20 PM

NAAB 207

THE ATLANTIC JOURNAL OF COMMUNICATION AT 30 YEARS: WHERE
IT STANDS AND WHERE IT IS GOING.

RADFORD, RADFORD, IRWIN

PAPER SESSION

11:30 - 12:20 PM

NAAB 204

ABSTRUCTING CHELSEA MANNING

GUITAR

COMMUNICATION EDUCATION IN THE 7-12 GRADES: A CALL FOR
CHANGE

COSTA

BOXING, HEAD TRAUMA AND SAFE BOXING PRACTICES

LOCASCIO

MENTAL AND PHYSICAL EFFECTS OF SERVING IN THE MILITARY

SHAH

PANEL DISCUSSION

11:30 - 12:20 PM

NAAB 205

POST-PANDEMIC PUBLIC SPEAKING COURSES

JONES, ALTIERI, PALLANT

PAPER SESSION

11:30 - 12:20 PM

NAAB 206

LONE WOLF 2.0 – AN ONLINE RADICALIZATION CASE STUDY OF THE
GENDRON MANIFESTO

BENTON, PETERKA-BENTON

THE ANALYSIS OF MODERN FAMILY AND ITS ATTEMPTED
INFLUENCE IN SOCIETY

MALONE

MAKING SENSE OF SOUTH PARK

MCALEER

MAD MEN: MAKING HEGEMONY

GOETZ

LUNCH/AWARDS CEREMONY

12:30 - 1:20 PM

NAAB 606

KEYNOTE SPEAKER

1:30-2:20

RAYMOND M. BROWN

NAAB 606

CHAIRS' ROUNDTABLE

02:30 - 03:20 PM

NAAB 204

MONITOR: KELSHAW

SPECIAL SESSION

02:30 - 03:20 PM

NAAB 205

ADJUNCT CERTIFICATION SESSION
MORNING (CONCEPTUAL): "NUANCING ISSUES OF
'REPRESENTATION'"

PLUMMER

VIEWING SESSION

02:30 - 03:20 PM

NAAB 206

THE STORY OF COUGAR'S CLIMBING HIGHER:
PRESENTATION OF STUDENT DOCUMENTARIES

MODERATOR: GILI

PANEL DISCUSSION

03:30 - 04:20 PM

NAAB 204

LOW RESIDENCY INTERNING IN A HYBRID WORK SPACE

MASTROENI, ALVARADO

PANEL DISCUSSION

03:30 - 04:20 PM

NAAB 205

CHAT GPT AND ACADEMIC INTEGRITY POST-COVID

OSMOND, YUAN, KOLBENSCHLAG, KELSHAW, POND

PAPER SESSION

03:30 - 04:20 PM

NAAB 206

#WOMENASONE CAMPAIGN

KERR

ADDING MULTICULTURAL FOOD TO COLLEGE CAMPUSES AND
CROSS-CONTAMINATION POLICIES IS ESSENTIAL FOR DIVERSITY
AND INCLUSION

NAVARRETE CARPIZO

CAMPAIGN PROPOSAL: IMPROVING STUDENT ATHLETES' MENTAL
HEALTH AT RAMAPO COLLEGE

WASCHEK

COVID-19 MISINFORMATION ON SOCIAL MEDIA

ABIDI

NJCA BUSINESS MEETING

EXECUTIVE BOARD

04:30 - 05:00 PM

THANK YOU FOR COMING TO
THE NJCA 27TH ANNUAL
CONFERENCE AT KEAN
UNIVERSITY

WELCOME TO THE
NEW JERSEY COMMUNICATION
ASSOCIATION



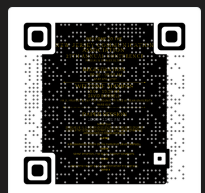
KEAN

27TH ANNUAL CONFERENCE

LOCATED ON
THE 6TH FLOOR

REGISTRATION AND INFO ON 6TH
FLOOR NAAB

SCAN QR CODE FOR EVENT PROGRAM





ENTER THROUGH THE MAIN ENTRANCE TO THE CAMPUS
 LOCATED ON MORRIS AVENUE (DO NOT ENTER THROUGH THE
 ENTRANCE NEAR BARNES AND NOBLE; THE MAIN ENTRANCE IS
 FURTHER DOWN ON THE RIGHT IF COMING FROM THE PARKWAY.)

AFTER GOING INTO THE MAIN ENTRANCE STAY TO THE LEFT.
 YOU WILL SEE A LARGE BUILDING IN THE CORNER BY ITSELF
 TO YOUR LEFT. THAT IS THE NORTH ACADEMIC BUILDING
 (NAAB). THERE WILL BE PLENTY OF PARKING IN THE LOT.

