![Kentucky Communication Association logo]

**The 90th Annual Meeting**

**"Looking to the Future"**

Northern Kentucky University

Highland Heights, KY

September 16-18, 2021

# *Looking to the Future*

## Conference Schedule Overview

**Thursday, September 16**

    5:30 p.m. – 9:30 p.m.   –   KCA Executive Council Meeting,
                                               Bellevue, Kentucky

**Friday, September 17**

    10:30 a.m. – 3:00 p.m.   –   Registration, Griffin Hall 2nd Floor Lobby

    11:00 a.m. – 12:00 pm.   –   Guided Tour of NKU Griffin Hall
                                               (Meet at registration)

    12:00 p.m. – 12:50 p.m.   –   Concurrent Session 1

    1:00 p.m. – 1:50 p.m.   –   Concurrent Session 2

    1:50 p.m. – 2:30 p.m.   –   Snack Break, Griffin Hall 2nd Floor Lobby

    2:30 p.m. – 3:20 p.m.   –   Concurrent Session 4

    3:30 p.m. – 4:20 p.m.   –   Concurrent Session 5

    Friday Night   –   Dinner/Explore on Your Own

**Saturday, September 18**

    8:00 a.m. – 9:00 a.m.   –   Light Breakfast, Griffin Hall 2nd Floor Lobby

    8:00 a.m. – 10:00 a.m.   –   Registration, Griffin Hall 2nd Floor Lobby

    9:00 a.m. – 9:50 a.m.   –   Business Meeting, Griffin Hall 201

    10:00 a.m. – 10:50 a.m.   –   Concurrent Session 5

    11:00 a.m. – 11:50 a.m.   –   Concurrent Session 6

    12:15 p.m. – 2:00 p.m.   –   Luncheon & Award Presentations,
                                               Griffin Hall 201

# Hotel & NKU Information

**Hotel accommodations:**
Comfort Suites Newport – Cincinnati Riverfront
420 Riverboat Row
Newport, KY, 41071
859-757-4590

**All conference sessions:**
Northern Kentucky University (GPS: 100 Nunn Drive)
Griffin Hall – 1st & 2nd Floor (Number 10 on the map – see last page of program)
Highland Heights, KY, 41099
**All visitors should park in Lots K & L**

**Traveling from Hotel:**
Take I-471 South
Follow I-471 to US 27 toward Alexandria (do not take the Ft. Thomas/US 27 exit)
I-471 ends at US 27 - continue straight on US 27 South
Continue straight through the first light and turn right at the next light – Nunn Drive
Take a right at the roundabout onto University Drive
Take a left at the light onto Kenton Drive
Griffin Hall and Lots K & L are off of Kenton Drive

**Traveling East on I-275 (71/75N leads to 275E):**
Take Exit 76 (Three Mile Road/Northern Kentucky University)
Turn right off of the exit on University Drive
Go straight through the roundabout and turn right at the first light onto Kenton Drive
Griffin Hall and Lots K & L are off of Kenton Drive

**Traveling West on I-275:**
Take Exit 74A (US Highway 27 - Alexandria)
Continue straight on US 27 South
Continue straight through the first light and turn right at the next light – Nunn Drive
Take a right at the roundabout onto University Drive
Take a left at the light onto Kenton Drive
Griffin Hall and Lots K & L are off of Kenton Drive

**Access a digital copy of the campus map here (see the back of the program for a print copy):**

Kevin G. Kirby
Dean, College of Informatics
Evan and Lindsay Stein Professor of Biocomputing
Northern Kentucky University
Highland Heights, KY 41099
kirby@nku.edu  (859) 572-6544

On behalf of the leadership of the Northern Kentucky University College of Informatics, I'd like to welcome all of you in the KCA to our campus for your annual conference.

It is an honor to serve as your hosts. The KCA's promotion of excellence in teaching, research and practice in communication from it many aspects (humanistic, scientific, artistic) dovetails with the mission of this college.

As befits the home of a Communication Department, the College of Informatics is all about making information useful and meaningful, and I hope you pick up on the energy of our faculty during your time here. Our Communication faculty have worked in both research and teaching with our faculty in Computer Science and in Business Informatics. This alignment around uncovering, processing, analyzing, and sharing information has provided distinctive and compelling experiences for our students.

Our liminal geographic position, where South meets North, is one of the keys to our identity as a university. From our hilltop campus you can spot the Cincinnati skyline, and we draw over 20% of our students from Ohio. Yet we are quite local in Kentucky: about half our students are from the three northernmost counties of the Commonwealth.

We hope you enjoy the Northern Kentucky / Cincinnati metropolitan area during your stay here. It is a lively place, pandemic notwithstanding.

I wish you all a stimulating conference and a pleasant stay. Sincerely,


Kevin G. Kirby, Dean

## Concurrent Session 1A: Griffin Hall 201

**"Sphragida:" A narrative film created by a faculty, graduates, and student crew**
*Chris Strobel, Northern Kentucky University*

In February 2020 a group of NKU Electronic Media and Broadcasting faculty, students, and graduates wrote, shot, and edited a short narrative film as part of the seventh Winterfilm competition. The eleven-minute movie, Sphragida, was nominated for fifteen "best of Winterfilm" awards and won three. It has also been recognized by the BEA Festival of Media Arts and won a Bronze Telly. This presentation will discuss the process of making a short film in a month, shooting concurrent scenes in two distant locations, and explore some of the creative process that accompanies making a socially-aware and timely narrative. There will be an opportunity for questions and answers following a screening of the film.

## Concurrent Session 1B: Griffin Hall 230

**Discussion roundtable: Teaching journalism classes during the pandemic**
*Alyssa Appelman, Northern Kentucky University*
*Steve Bien-Aimé, Northern Kentucky University*
*Michele Day, Northern Kentucky University*
*Stacie Jankowski, Northern Kentucky University*

How do you teach students to conduct online news interviews? How does student media work when campus is empty? In this interactive roundtable, journalism professors talk about teaching online during the pandemic. The panelists teach courses across the undergraduate journalism curriculum, including media ethics, media law, news media diversity, news writing, reporting, and editing. They'll share the ways they modified journalism skills classes, managed group projects, and rethought discussion boards. They'll talk about struggles they faced with student participation and engagement, as well techniques they want to incorporate moving forward. This panel will be of interest to conference goers who are exploring ways of teaching interactive courses in an online setting. Feel free to bring online teaching tips and strategies to share with the group.

## Concurrent Session 2A: Griffin Hall 201

**Communication and community engagement: Green Heart Louisville's youth art and literature showcase (presentation of the 2020-2021 K-12 student work)**
*Kandi L. Walker, University of Louisville*
*Lindsey A. Wood, University of Louisville*
*Kolbie Vincent, University of Louisville*
*Madeline M. Tomlinson, University of Louisville*
*Arabella Werner, University of Louisville*
*Savanna Kerstiens, University of Louisville*
*Osayande Agbonlahor, University of Louisville*
*Joy L. Hart, University of Louisville*

Green Heart Louisville (GHL) examines whether changes to neighborhood greenery (e.g., tree canopy) affect the health of community members. This multiyear study is underway in several neighborhoods in South Louisville. Throughout all phases of the project, engaging community members has played a central role. Community engagement includes leadership from a Community Advisory Board as well as multiple community-based initiatives, often ones supporting efforts of area nonprofits. This presentation will describe GHL, share examples of community engagement work, reinforce the importance of communication and partnerships, and highlight the most recent Youth Art and Literature Showcase. The Showcase is open to K-12 students, focuses on a "green theme" each year, and celebrates accomplishments in an array of art and literature areas.

## Concurrent Session 2B: Griffin Hall 230

**Discussion roundtable: The good, the bad, and the opportunity: Pandemic pedagogy and the basic course**
*Jennifer Fairchild, Eastern Kentucky University*
*John Strada, Eastern Kentucky University*
*Krista Kimmel, Eastern Kentucky University*

In this discussion roundtable, the panelists will identify both the challenges and opportunities they encountered while teaching the basic course during the Covid-19 pandemic. Specific areas of discussion will include the advantages and disadvantages of asynchronous and synchronous instruction; pedagogical considerations for various student populations; and administering the basic course during this challenging year. Audience members will be encouraged to participate in the discussion and share best practices.

**Paper Panel: COVID 19 and Communication**
*Moderator: Stephanie Klatzke, Northern Kentucky University*

**Take me out to the ballgame?: Major league baseball's digital crisis communication strategies during the COVID-19 pandemic**
*Andrew Bolin, Kentucky Wesleyan College*

This research examines Major League Baseball's (MLB) crisis communication response strategies to the COVID-19 Pandemic during the abbreviated 60-game 2020 MLB season using Timothy Coombs' (2007a) Situational Crisis Communication Theory and Brown-Devlin and Brown's (2020) Sports Crisis Typologies. Through the use of content analysis, this study identified six distinct crisis communication strategies used by MLB via their online communication channels, *Attacking the Accuser*, *Compensation*, *Justification*, *Reminding*, *Scapegoating*, and *Victimage*.

**Communicating kinship: Exploring barriers to social support during COVID-19**
*Marianna Mills, Northern Kentucky University*
*Natalie Eller, Northern Kentucky University*
*Madeline Berter, Northern Kentucky University*
*Whittney H. Darnell, Northern Kentucky University*
*Crystal Daugherty, Northern Kentucky University*

The number of kinship caregivers serving as primary caregivers for children whose parents suffer from addiction has risen dramatically over the past 20 years in the United States. Kentucky leads the nation with an estimated 9%, or roughly 96,000 children who are currently being raised by a grandparent or relative. The purpose of this study was to identify the specific barriers to support that kinship caregivers faced during COVID-19. The present findings suggest that kinship caregivers faced (a) disrupted financial support, (b) forced legal obligations that increased COVID-19 risk, (c) disrupted therapeutic and social services, and (d) a lack of respite. Researching kinship experiences during the pandemic is critical to designing effective resources and interventions to meet the unique needs this population.

**Hidden and invisible disabilities during a global pandemic: Parents experiences with children learning in multiple formats, becoming the teacher and communicating to obtain new accommodations.**
*Jacqueline Emerine, Northern Kentucky University*

The Americans with Disabilities Act defines an individual with a disability as: Having a physical or mental impairment that substantially limits one or more major life activities; has a record of impairment; or is regarded as having such an impairment. Hidden/invisible

disabilities can be especially challenging because many children "look fine," earn good grades and/or have no visible indicators or behavioral issues. This includes, but is not limited to, ADHD, Anxiety, Depression, visual or auditory, Asperger's, Autism, Dyslexia, etc. In this study, 20 parents were interviewed about their experiences and those of their children during and after the COVID 19 lockdown. Participant's children were in private and public schools and grades Pre-K-college. Findings are focused on the communication process, learning effectiveness and experiences gaining accommodations.

## Concurrent Session 2D: Griffin Hall 136

### GIFT (Great Ideas for Teaching) Panel 1
*Moderator: Kathy Previs, Eastern Kentucky University*

### Public relations event planning class during a pandemic: Lessons learned in providing real world experience in event crisis planning
*Zachary Hart, Northern Kentucky University*

During the spring 2020 semester, Northern Kentucky University offered a public relations event planning class. Four student teams planned and implemented communication campaigns for an actual 36 hour student-client department/college weekend in-person event in addition to developing logistics and evaluation plans. As the university went to virtual operations after the COVID-19 pandemic hit, the event was rapidly transformed into a week-long online event. This workshop will describe lessons learned from teaching an event planning class while experiencing a real world crisis. It will provide tips on how to successfully coordinate student work in such an environment and teach skills that give students the ability to plan and implement successful events in a crisis situation, providing valuable experience for their future public relations careers.

### Improve your teaching and the skills of your students by recognizing and using the rhetorical types of personality
*Gary B. Lafleur, Morehead State University*

This GIFT presentation will briefly explain (a) the personality types I have developed using Rhetorical Theory, (b) how to use them in adapting to your students, and (c) how your students can improve their communication skills by adapting to the personality types of those with whom they interact.

## Concurrent Session 3A: Griffin 201

**Performance: Youth vaping: Seeing through the clouds**
*Kolbie Vincent, University of Louisville*
*Arabella Werner, University of Louisville*
*Osayande Agbonlahor, University of Louisville*
*Lindsey A. Wood, University of Louisville*
*Madeline M. Tomlinson, University of Louisville*
*Savanna Kerstiens, University of Louisville*
*Andrew Kramer, University of Louisville*
*Alison C. McLeish, University of Louisville*
*Kandi L. Walker, University of Louisville*
*Joy L. Hart, University of Louisville*

In this presentation, an overview of VapeRace, an American Heart Association funded research center dedicated to ending the youth vaping epidemic, will be provided.  Then, attention will be devoted to the work of VapeRace's Youth Advisory Council, examining in detail youth-led initiatives to prevent vaping initiation by peers and to encourage cessation in current vapers.  Example projects and stories will be included.

## Concurrent Session 3B: Griffin Hall 230

**Discussion roundtable: Teaching popular culture**
*Steve Bien-Aime, Northern Kentucky University*
*Callie Clare, Siena Heights University/Northern Kentucky University*
*Michelle Crowley, Northern Kentucky University*
*Yasue Kuwahara, Northern Kentucky University*
*Zachary Wells, Northern Kentucky University*

The study of popular culture elements provides unique opportunities to make deep connections with students. Whether they interpret popular culture phenomena from a viewpoint of participation, observation, or critique, students tend to readily share individual experiences and engage with the material from a profoundly personal perspective. This discussion roundtable is designed to facilitate an atmosphere of discovery in which participants who teach in NKU's Popular Culture Studies Program share observations and practical points of contact with the use of popular culture in their pedagogical practices.

**Paper Panel: Persuasion/Advertising**
*Moderator: Mary Ashlock, University of Louisville*

**Defending Judge Roy Moore: A case study of persuasion resistance strategies**
*Stephen Brockman, University of Louisville*
*Greg Leichty, University of Louisville*

This study explored persuasion resistance strategies people use when faced with information that is contrary to their existing belief system. A typology of resistance strategies as articulated by Fransen, Smit, & Verlegh (2015), was used to guide the development of a coding system. Public comments of supporters of a political candidate after sexual misconduct allegations came to light were coded using this typology. The first research question investigated was: What kinds of persuasion resistance strategies were Roy Moore supporters most likely to use? The second was: What kinds of persuasion resistance strategies used tended to co-occur? The analysis revealed Fransen, Smit and Verleigh's typology captured most of the strategies that Roy Moore supporters used to defend their continuing support of Roy Moore's candidacy. Several additional persuasion resistance strategies were identified. People mentally process contesting information, then give them a voice. Empowering strategies emerged as a particularly important persuasion resistance strategy.

**Exploring deception as strategic communication: A multiple goals perspective**
*David Randall Brandt, Northern Kentucky University*
*Whittney H. Darnell, Northern Kentucky University*

Deception is *strategic* in nature: People lie for a reason. To date, studies of deception goals and motives have focused mainly on deception as a tactic used to achieve a single, relatively specific, and immediate end result. Proponents of *Multiple Goals Theory (MGT)* argue that individuals often use communication to pursue multiple goals simultaneously. MGT has been applied in studies of message production and management in a variety of interpersonal contexts, but curiously, not deception. This paper describes a study in which alternative instances of deception were analyzed and classified using the three MGT dimensions of *instrumentality*, *identity*, and *relationship management*. The paper presents our findings and conclusions, reflections on the strengths and limitations of an MGT approach, and implications for deception research and knowledge development.

**Consumer responses to representations of masculinity in prosocial advertising**
*Erin Gilles, University of Southern Indiana*
*Kaleigh Fisher, University of Southern Indiana*
*Grace Wolfinger, University of Southern Indiana*

Many companies are crafting messages which tackle various societal issues, and this tactic is called prosocial marketing. In January of 2019 the Gillette company ran a controversial advertisement entitled "We Believe." This ad challenged dominant notions of contemporary masculinity by eschewing bullying, toxic masculinity, male aggression, and sexual assault against women. Using qualitative content analysis, 445,000 consumer responses to this social marketing campaign were coded with NVIVO and assessed for major themes. This manuscript is an expansion of a previous pilot study using only hand coding of a much smaller sample. While some consumers left supportive comments about the message, there was an overwhelming slant towards negative comments. Thousands of comments from YouTube users threatened to boycott the brand and criticized the corporate direction. In conclusion, best practices and suggestions for brands attempting prosocial marketing will be discussed.

## Concurrent Session 3D: Griffin Hall 136

### GIFT (Great Ideas for Teaching) Panel 2

### Active Learning in Interpersonal Communication
*Samuel Lapin, Northern Kentucky University*

This will be a highly interactive workshop on activities faculty can use to help students learn key concepts in Interpersonal Communication. Workshop participants will learn active learning exercises in nonverbal communication, emotions, conflict, intercultural communication, healthy relationships, self-disclosure, listening, identity, perception, and more. Participants will get to experience some of the activities, and they will have access to handouts for the activities electronically.

## Concurrent Session 4 – 3:30 – 4:20 p.m.        Friday, September 17

## Concurrent Session 4A: Griffin Hall 201

### Diary of a viral video
*Sam Lapin, Northern Kentucky University*

While recording a speech, I had something very unexpected happen. The video went viral, garnering over one-million YouTube views and countless more on websites all around the world. It has appeared on a large variety of venues ranging from a news station in Spokane, Washington to America's Funniest Home Videos and has generated thousands of interesting and humorous comments. In this multimedia presentation, I share my surprise-filled story of this bizarre journey. (**Includes strong language**.)

## Concurrent Session 4B: Griffin Hall 230

**Discussion roundtable: Bridging cultural gaps: Geek fandom across academic disciplines**
*Michelle Crowley, Northern Kentucky University*
*Tanya Cook, Community College of Aurora*
*Rebecca L. Salois, Baruch College - City University of New York*
*Chrisha Anderson, Compass Point Counseling Services*
*Karyl Anne Fischer, Jefferson Community and Technical College*

Whovians, Sherlockians, Trekkies, and Tolkienites do not all agree on their chosen media, but they all speak the same language: Geek. "Geek" culture and fandoms have reached around the world and united fans and critics alike. In our increasing acceptance of "Comic Con" culture, new connections are made across disciplines and throughout time and space. These unexpected connections between fandom and the academic world encourage discussion and analysis within various fields.

This round table discussion is designed to facilitate an atmosphere of discovery and open a dialogue across academic disciplines through a focus on geek culture. By highlighting the diversity of each field and discussing how geek fandom can help bridge the academic and professional gap.

## Concurrent Session 4C: Griffin Hall 240

**Graduate School Meet and Greet**
*Jessica Kratzer, Northern Kentucky University*

Stop by for an opportunity to chat, network, and discuss graduate school opportunities. All are welcome to attend – students and faculty. (Note, this is not limited to NKU; all are welcome to join and share.)

| Business Meeting – 9:00 – 9:50 a.m. | Saturday, September 18 |
|---|---|

## Business Meeting: Griffin Hall 201

KCA Business Meeting – Open to All

## Concurrent Session 5A: Griffin Hall 230

**Discussion roundtable: Let's talk about co-teaching: How the Ivy Tech Lawrenceburg campus is utilizing this approach for high performance in communication courses**
*Leighann Rechtin, Ivy Tech Community College*
*Olivia Dietz, Ivy Tech Community College*

Looking to the future to maximize engagement of students in your classes and enhance the overall quality of work can be achieved by utilizing a co-teaching model. Some of the benefits include: different perspectives and approaches toward the class and for the students, high levels of engagement, faster response times and grading, and accountability while working with someone else. Discussion objectives include: defining co-teaching, discussing the barriers and benefits of co-teaching, deciding courses that could be co-taught, developing a plan for a course to potentially co-teach (and a colleague to collaborate with).

## Concurrent Session 5B: Griffin Hall 240

**Paper Panel: Argumentation**
***Moderator: Whittney Darnell, Northern Kentucky University***

**A rhetorical theory of personality**
*Gary B. Lafleur, Morehead State University*

Classical Rhetorical Theory offers ideas about *the ways* in which communicators may conceive of and offer arguments that establish *proof*, i.e., the probability of ideas being true. This paper argues that there is analytical and pragmatic utility to be found in the application of these rhetorical *ways*, especially Aristotle's *modes of proof*, to the presentation of self in both public and personal interaction. Arguing that personality, as reflected in behavior, is a kind of argument, verbal and nonverbal, offered, often without conscious intent, and intended to *prove*, establish the probability that one has certain values, and is a type person: one of good character; one that prizes logic, words and reason; and, one that prizes empathy and emotional connections with others. All this is explained as a model for understanding others and then the rhetorical personality types are each described by detailing the typical behavior of each type.

**An unorthodox argument for the importance of actual communication**
*Gary B. Lafleur, Morehead State University*

We are regularly faced with the need to defend and argue for the importance of communication skills. We do so with students as we begin our courses; and we do so with college administrators who are at the task of revising the core curricula. The usual arguments, as presented, ad nauseum, repeatedly in our textbooks, are just common sense to anyone listening and often fall flat because they seem too obvious to others, or because they seem like pie-in-the sky abstractions, not far from the veracity offered by the ambiguous offerings of, for God's sake, the nonsense of Astrology. Others are skeptical about the true value of our courses; and, they have numerous reasons for doubting the efficacy of their own skills. After all, all perception, especially self-perception is problematic: our experiences with others often suggest that only they, themselves, communicate well, at least to the extent that they are clear about what *they* mean and they perceive *other*s as being confusing.
This paper offers a better argument. It offers better ideas about how the nature and importance of communication can be argued in more persuasive ways, grounded in the life of the mind and the search for existential meaning in everyday life.

### How will we argue in the future?
*Steven Weiss, Northern Kentucky University*

Using an expansion and extension of Toulmin's Argument Field Theory, this paper will examine the possibility of sustainable argumentation. In a world that has become dominated by "alternate facts," it can plausibly be suggested that there is no longer any common grounding for rational discussion. Five domains of argumentative discourse will be discussed: Aesthetics, Jurisprudence, Science, Politics, and Ethics. The paper will argue, perhaps pessimistically, that all these spheres of argumentation can be reduced to one. But if that one is corrupted, the whole system of reasoned communication can collapse, threatening our most treasured institutions, like democracy.

## Concurrent Session 5C: Griffin Hall 250

### Paper Panel: Social Movements and COVID 19 cont...
### Moderator: Erin Gilles, University of Southern Indiana

### Agitation and control in the battle of Portland: A tale of two cities
*David Randall Brandt, Northern Kentucky University*
Critical scholarship in the field of communication has a rich tradition of analysis of the rhetoric of social movements. As electronic media have evolved, so has the nature and complexity of confrontations between those who challenge the status quo, and those who defend it. This paper applies key elements of the rhetoric of agitation-control and image-events paradigms to analyze events and outcomes in the "Battle of Portland." The paper attempts to demonstrate and explain why the Battle of Portland is actually a "tale of two cities," one in which protestors and social justice advocates initially gained the upper hand, and a second in which power and public support swung back to the decision-making

establishment. Conclusions and implications for rhetorical analysis and theory development are presented.

**The influencer generations: Millennials and generation Z are ditching the typical 9-5 to post on social media**
*Sydney Dotson, University of Louisville*
*Mary Z. Ashlock, University of Louisville*

Social media marketing boils down to one word: relatability. Millennials and Generation Z want to feel like they are part of a community. They want to trust a brand before they can buy a product. Influencer marketing is the main way that these generations get their content and ultimately choose which products or services to buy, but that's not the only reason influencer marketing is popular. Becoming an influencer is the new "American Dream." Social media is becoming the number one career choice of the youngest generations and it's their favorite way to express themselves.

**COVID connections: Autonomy vs. connectedness dialectic in the COVID-19 pandemic**
*Julie Sisler, Western Kentucky University*
*Mary Pitts, Western Kentucky University*

The COVID-19 pandemic and its subsequent quarantine created a variety of challenges to individuals in romantic relationships, whether they chose to quarantine together or separately. However, it also provided couples with the opportunity to deepen their connections, even at the cost of their own independence. This qualitative study examines the impact of COVID-19 on romantic relationships through the lens of Baxter and Montgomery's (1988) Relational Dialectic Theory, specifically the Autonomy vs. Connectedness dialectic. Twenty partners, making up ten couples, were individually interviewed regarding their experiences before, during, and after the height of the COVID-19 pandemic. Findings indicate that couples experienced intensified connection during quarantine, which weakened their sense of autonomy to the point of creating a dependence on their partner.

## Concurrent Session 6 – 11:00 – 11:50 a.m.          Saturday, September 18

## Concurrent Session 6A: Griffin Hall 230

**Video presentation: Science around Cincy**
*John Gibson, Northern Kentucky University*
*Chris Anderson, outscider.org*

John Gibson (NKU Senior Lecturer) and Chris Anderson (Hamilton County ESC Instructional Coach) present *Science Around Cincy*, a locally produced science program aimed at middle school students, with spillover audiences of all ages. The show, which features scientists across Cincinnati and Northern Kentucky, is crewed entirely by NKU students and alumni of the Electronic Media and Broadcasting program. It currently airs on KET, CET and is available free on Youtube. Instructional materials are provided for educators for classroom use.

## Concurrent Session 6B: Griffin Hall 240

### GIFT (Great Ideas for Teaching) Panel 3
*Moderator: Abra Endsley, Eastern Kentucky University*

**An unorthodox argument to get the attention of your students as you introduce your course and try to motivate them: The importance of actual communication**
*Gary B. Lafleur, Morehead State University*

This GIFT presentation offers ideas about how (a) the nature and importance of communication and (b) the utility of a course in communication skills, can be argued in more persuasive ways, grounded in the life of the mind and the search for existential meaning in everyday life.

**Bringing out the best in your students**
*Daryl W. Wiesman, Northern Kentucky University*

How do you get the behaviors and the results you desire from your students? How do you create an enjoyable and a pleasant classroom environment? How do you bring out the best in your students? Employing the principles of Performance Management, this workshop will show you how to differentiate among the types of behavioral consequences enabling you to apply the proper consequence to any student behavior. By the end of this informative session, you will be able to exercise the power of positive reinforcement to obtain the behaviors and results you want and to effectively curtail the behaviors you do not want in your classroom.

**Creating a class playlist**
*Leighann Rechtin, Ivy Tech Community College*

Description: Is your first-day assignment stale? Are you in search of a new way to connect to your students? Perhaps you want something that extends beyond just the first day? If so, then I have a solution to help you look to the future! By understanding student's personal choices, you can create a thread that runs throughout your entire course. This can be easily connected to audience analysis, stereotypes, and nonverbal communication, among many other possible topics and learning objectives.

16

## Concurrent Session 6C: Griffin Hall 250

**Paper Panel: Organizational/Communication Education**
*Moderator: Stephen Yungbluth, Northern Kentucky University*

**Organizational listening practices and effectiveness: A comparison of consumer intelligence provider and consumer intelligence user assessments**
*David Randall Brandt, Northern Kentucky University*

Increasingly, commercial organizations are attempting to capture – and leverage insights drawn from – the "Voice of the Consumer" (VoC). Unfortunately, recent research reveals that most organizations are better at capturing consumer feedback than they are at analyzing, disseminating, or utilizing it. Why? An individual's role in the VoC process may help answer this question. This paper describes research comparing VoC program assessments made by *providers*, who are responsible for capturing, analyzing, and disseminating consumer intelligence (CI), with those of *users*, who are responsible for translating CI into actions that lead to improved consumer experiences. Specific areas in which provider and user assessments differ are discussed, along with practical steps organizations can take to close these gaps. Implications for organizational communication theory and research also are discussed.

**College classroom adjustment differences between veterans and nonveteran students: A communication accommodation theory approach**
*Thomas Richard Wagner, Xavier University*
*Nicholas Adam Callahan, Xavier University*

Effective communication with student veterans to the college classroom has challenges. Communication issues between non-veterans and veterans can hinder the connectedness of a veteran to the college environment. By understanding and improving the communication between veterans and non-veterans, we will become a more effective, and respectful community. The need exists to help student veterans assimilate to the college environment and for students to communicate more effectively with each other. The current paper explores the issues and employed an interview method to discover the communication issues related to veterans in the classroom. 112 nonveteran and 15 student veterans were surveyed and differences in communication are reviewed. Lessons learned are provided.

**Rejection and Rape: Face Negotiation Theory in College Student Sexual Consent**
*Julie Sisler, Western Kentucky University*

With increased prevalence of sexual assault on college campuses across the United States, the topic of sexual consent continues to garner attention in today's society. This qualitative study addresses the methods and motivations for college students communicating consent to partners in casual sexual encounters. Thirteen college students were interviewed about their

personal definitions and valuations of consent, as well as what methods they use to communicate consent to partners. Findings highlight the use of Ting-Toomey's (2013) Face Negotiation Theory, which is illustrated in the motives for students communicating and obtaining consent, as well as the methods they use to accomplish that.

| Luncheon & Awards Presentation – 12:15 – 2:00 p.m. | Saturday, September 18 |
|---|---|

## Luncheon & Awards Presentation: Griffin Hall 201

**Keynote: Then and now; where do we go from here?**
*Gary Deaton, Transylvania University*



**2021 KCA Awards*:**
- Vernon Gantt Award for Distinguished Service
- Excellence in the Art of Teaching Award
- Looney-Bennin Community College Teaching Award
- Graduate Mentor Award
- Undergraduate Mentor Award
- James Applegate Award for Excellence in Research
- Harlen Hamm Award for Service to the Organization
- Top Undergraduate Student Paper Award
- Michael S. Shelton Top Graduate Student Paper Award
- Top Overall Paper Award
- KCA Excellence in the Practice of the Communication Arts Award
- Communication Professional of the Year award

*Award winners are announced at the Saturday luncheon. Not all awards are given each year.

College of Informatics

Department of Communication

Graduation Program in Communication

Barnes & Noble Campus Bookstore

# Kentucky Communication Association

## 2019-2021 Executive Council

**Immediate Past President:** Erin Gilles, University of Southern Indiana
**President:** Melissa Chastain, Spalding University
**First Vice-President:** Jeffrey Fox, Northern Kentucky University
**Second Vice-President:** Mary Ashlock, University of Louisville
**East Regional Representative:** Abra Endsley, Eastern Kentucky University
**West Regional Representative:** Dana Seay, University of Louisville
**Treasurer:** Gary Hughes, Western Kentucky University
**Secretary:** Krista Kimmel, Eastern Kentucky University
**Executive Director:** David Randall Brandt, Northern Kentucky University
**Journal Editor:** Erin Gilles, University of Southern Indiana

## Past KCA Presidents

| | | | |
|---|---|---|---|
| 1931-32 | Pearl Buchanan<br>E. Ky. State Teachers College | 1939-40 | John W. Sattler<br>Berea College / |
| 1932-33 | Pearl Buchanan<br>E. Ky. State Teachers College | | Rena Calhoun<br>Georgetown College |
| 1933-34 | Kenneth H. Freer<br>Louisville Male High School | 1940-41 | Rena Calhoun<br>Georgetown College |
| 1934-35 | Jack Reid Sterrett<br>W. Ky. State Teachers College | 1941-42 | Jack Reid Sterrett<br>W. Ky. State Teachers College |
| 1935-36 | Louise A. Blymyer<br>Berea College | 1942-43 | Jack Reid Sterrett<br>W. Ky. State Teachers College |
| 1936-37 | William R. Sutherland<br>University of Kentucky | 1943-44 | WWII- Business Suspended |
| 1937-38 | William R. Sutherland<br>University of Kentucky | 1944-45 | WWII- Business Suspended |
| 1938-39 | John W. Sattler<br>Berea College | 1945-46 | WWII- Business Suspended |
| | | 1946-47 | Robert Crosby<br>Covington Holmes High School |

| | | | |
|---|---|---|---|
| 1947-48 | Ruth Adkinson<br>Carrollton High School | 1968-69 | J.W. Patterson<br>University of Kentucky |
| 1948-49 | William F. Russell<br>Fleming County High School | 1969-70 | Donald Holloway<br>Morehead State University |
| 1949-50 | William F. Russell<br>Fleming County High School | 1970-71 | Edwina Snyder<br>Georgetown College |
| 1950-51 | Gifford Blyton<br>University of Kentucky | 1971-72 | E. Eugene Hall<br>Western Kentucky University |
| 1951-52 | Nettie Belle Perkins<br>Danville Public Schools | 1972-73 | E. Eugene Hall<br>Western Kentucky University |
| 1952-53 | Charles McGlon<br>S. Baptist Theological Seminary | 1973 | Ray Mofield<br>Murray State University |
| 1953-54 | Thelma Beeler<br>Lexington Lafayette High School | 1973-74 | Rosemary Stauss<br>Northern Kentucky University |
| 1954-55 | Thelma Beeler<br>Lexington Lafayette High School | 1974-75 | Gifford Blyton<br>University of Kentucky |
| 1955-56 | Rena Calhoun<br>Georgetown College | 1975-76 | James E. Quisenberry<br>Morehead State University |
| 1956-57 | Pearl Haggan<br>Morehead High School | 1976-77 | James A. Pearse<br>Western Kentucky University |
| 1957-58 | Charles McGlon<br>S. Baptist Theological Seminary | 1977-78 | E. Norman Sims<br>Bureau of Voc. Ed., Frankfort |
| 1958-59 | Charles McGlon<br>S. Baptist Theological Seminary | 1978-79 | Sue Ann Allen<br>Henry Clay High School |
| 1959-60 | Thelma Beeler<br>Lexington Lafayette High School<br>(elected in fall) | 1979-80 | Carley Dodd<br>Western Kentucky University |
| 1960-61 | Historic Archive Missing | 1980-81 | Steven Boyd<br>Northern Kentucky University |
| 1961-62 | Donald Holloway<br>Morehead State College | 1981-82 | Stacy Myers<br>A.E. Staley Manufacturing Co. |
| 1962-63 | J.W. Patterson<br>University of Kentucky | 1982-83 | Vernon Gantt<br>Murray State University |
| 1963-64 | J.W. Patterson<br>University of Kentucky | 1983-84 | Charles Apple<br>Northern Kentucky University |
| 1964-65 | J.W. Patterson<br>University of Kentucky | 1984-85 | Barbara Johnson<br>Western Kentucky University |
| 1965-66 | Randall Capps<br>University of the Pacific | 1985-86 | Evan Rudolph<br>Western Kentucky University |
| 1966-67 | William D. Parsons<br>Southern Kentucky College | 1986-87 | Rick Moman<br>Owensboro Community College |
| 1967-68 | J.W. Patterson<br>University of Kentucky | 1987-88 | Carl L. Kell<br>Western Kentucky University |

| | | | | |
|---|---|---|---|---|
| 1988-89 | Thomas Scott<br>Morehead State University | | 2003-04 | Rosemary Bryant<br>Eastern Kentucky University |
| 1989-90 | Thomas Scott<br>Morehead State University | | 2004-05 | Gary B. LaFleur<br>Morehead State University |
| 1990-91 | Larry Albert<br>Morehead State University | | 2005-06 | Tim Ashmore<br>Morehead State University |
| 1991-92 | Virginia Landreth<br>Rowan County High School | | 2006-07 | Derek R. Lane<br>University of Kentucky |
| 1992-93 | Robert J. Glenn, III<br>Owensboro Community College | | 2007-08 | Pam Gray<br>Austin Peay St. University (TN) |
| 1993-94 | Judy Truitt<br>Jefferson Community College | | 2008-09 | Carl Kell<br>Western Kentucky University |
| 1994-95 | John Modaff<br>Morehead State University | | 2009-10 | Joy Hart<br>University of Louisville |
| 1995-96 | Lou Davidson Tillson<br>Murray State University | | 2010-11 | Jerry Thomas<br>Lindsey Wilson College |
| 1996-97 | Alyce Grover<br>Somerset Comm. College | | 2011-12 | Holly Payne<br>Western Kentucky University |
| 1997-98 | Mary Jones<br>Jefferson Comm. College, SW | | 2012-13 | Jimmie Manning<br>Northern Illinois University |
| 1998-99 | Mary Jones<br>Jefferson Comm. College, SW | | 2013-14 | Zachary Hart<br>Northern Kentucky University |
| 1999-00 | Judy Truitt<br>Jefferson Comm. College, SW | | 2014-15 | Jacqueline Emerine<br>Northern Kentucky University |
| 2000-01 | Judy Truitt<br>Jefferson Comm. College, SW | | 2015-16 | Kathy Previs<br>Eastern Kentucky University |
| 2001-02 | Thomas J. Sabetta<br>Jefferson Community College | | 2016-17 | Siobhan Smith<br>University of Louisville |
| 2002-03 | Gary Deaton<br>Transylvania University | | 2017-18 | Siobhan Smith-Jones<br>University of Louisville |
| | | | 2018-19 | Erin Gilles<br>University of Southern Indiana |
| | | | 2019-21 | Melissa Chastain<br>Splading University |

## KCA Conference Meeting Sites

1931: Fall, Richmond, E. Ky. State Teachers College
1932: Spring, Richmond, E. Ky. State Teachers College
1932: Fall, Danville, Centre College
1933: Spring, Louisville, Seelbach Hotel
1933: Fall, Wilmore, Ashbury College
1934: Spring, Louisville, Seelbach Hotel
1934: Fall, Louisville, Male High School
1935: Georgetown, Georgetown College
1936: Lexington, University of Kentucky

1937: Lexington, University of Kentucky
1938: Lexington, University of Kentucky
1939: Georgetown, Georgetown College
1940: Spring, Louisville, Brown Hotel
1941: Spring, Louisville, Henry Clay Hotel
1942: Spring, Louisville, Watterson Hotel
1943: Bowling Green and Lexington
1944: Bowling Green and Lexington
1945: Bowling Green and Lexington
1946: Lexington, University of Kentucky
1947: Lexington, University of Kentucky

1948: Louisville, Warren Memorial Presb. Church
1948: Fall, Lexington, University of Kentucky
1949: Spring, Louisville, Y. M. C. A.
1949: Fall, Lexington, University of Kentucky
1950: Fall, Lexington, University of Kentucky
1951: Spring, Louisville, First Christian Church
1952: Spring, Louisville, First Christian Church
1952: Fall, Lexington, University of Kentucky
1953, Spring, Louisville, First Christian Church
1953: Fall, Lexington, University of Kentucky
1954: Spring, Louisville, Seelbach Hotel
1954: Fall, Lexington, University of Kentucky
1955: Spring, Louisville, Seelbach Hotel
1956: Spring, Louisville, Seelbach Hotel
1957: Spring, Louisville, Freedom Hall
1958: Spring, Louisville, Warren Memorial Presbyterian Church
1959: Spring, Louisville, First Christian Church
1960: Spring, Louisville, Seelbach Hotel
1961: Louisville, Seelbach Hotel
1962: Lexington, University of Kentucky
1963: Lexington, University of Kentucky
1964: Lexington, University of Kentucky
1965: Lexington, University of Kentucky
1966: Bowling Green, Western Kentucky University
1967: No information available
1968: Lexington, University of Ky. Student Center
1969: Lexington, University of Kentucky
1970: Bowling Green, Western Kentucky University
1971: Ft. Mitchell, Cincinnati Rountowner Motor Inn
1972: Richmond, Holiday Inn

1973: Aurora, Ken Lake State Park
1974: No information available,
1975: Bardstown, King Conference Center
1976: Lexington, University of Kentucky
1977: Highland Heights, Cincinnati Round Tower Inn
1978: No information available
1979: Bowling Green, Western Kentucky University
1980: Highland Heights, Northern Kentucky University
1981: Park City, Park Mammoth Resort State Park
1982: Owensboro, Executive Inn Rivermont
1983: Owensboro, Executive Inn Rivermont
1984: Owensboro, Executive Inn Rivermont
1985: No information available
1986: Louisville
1987: Lexington, Campbell House Inn
1988: No information available
1989: No information available
1990: No information available
1991: No information available
1992: Owensboro, Executive Inn Rivermont, *Working Toward a Brighter Future*
1993: Lexington, Holiday Inn North
1994: Lexington, Holiday Inn North, *Partnerships in Communication*
1995: Frankfort, Capitol Plaza Hotel, *Communication: A Skill for Everyone*
1996: Jamestown, Lake Cumberland Sate Resort Park
1997: Dawson Springs, Pennyrile Forest State Resort Park
1998: Prestonsburg, Jenny Wiley State Resort Park
1999: Corbin, Cumberland Falls State Resort Park, *Communicate Kentucky*
2000: Jamestown, Lake Cumberland State Resort Park
2001: Gilbertsville, Ky. Dam Village State Report Park, JOINT WITH TENESSEE, *Communication: Improving Quality of Life*
2002: Carrollton, General Butler State Resort Park
2003: Lucas, Barren River State Resort Park, *Communicating Connections Across*

*Campuses, Communities, and the Commonwealth*
2004: Gilbertsville Ky. Dam Village State Resort Park, *May the Force be With You*
2005: Slade, Natural Bridge State Resort Park, *Reinvisioning Communication, Scholarship in Kentucky: Fresh Approaches to Teaching and Learning, Discovery, Engagement and Integration*
2006: Corbin, Cumberland Falls State Resort Park, *Celebrating 75 Years of Communication Progress in Kentucky*
2007: Carrollton, General Butler State Resort Park, *Keeping Communication Active: A Look at the Future of Communication Education*
2008: Burns, TN, Montgomery Bell State Resort Park, JOINT WITH TENNESSEE, *Building Community: A Communication Perspective*
2009: Hardin, Kenlake State Resort Park, *Be the Change!*
2010: Prestonsburg, Jenney Wiley State Resort Park, *Communicating Critical Issues in Kentucky*

2011: Cadiz, Lake Barkley State Resort Park, JOINT WITH TENNESSEE, *Chasing Excellence*
2012: Carrollton, General Butler State Resort Park, *"Come on Home!": Celebrating Community of Scholarship in Kentucky*
2013: Burkesville, Dale Hollow State Resort Park, *The Future is Now*
2014: Buckhorn, Buckhorn Lake State Resort Park, *Building on Excellence*
2015: Burns, TN, Montgomery Bell State Resort Park, JOINT WITH TENNESSEE, *Storytelling: The Power of Story*
2016: Bowling Green, Western Kentucky University, *Communicating Through Change*
2017: Carrollton, General Butler State Resort Park, *Celebrating Communication and Culture*
2018: Prestonsburg, Jenny Wiley State Resort Park, *"Just" Communication*
2019: Cadiz, Lake Barkley State Park, JOINT WITH TENNESSEE, *Communication Across Borders*
2020: Highland Heights, Northern Kentucky University, CANCELLED (COVID-19)

## KCA Constitution & Bylaws

CONSTITUTION OF KENTUCKY COMMUNICATION ASSOCIATION, INCORPORATED

**Article I. NAME**
The name of the organization shall be the Kentucky Communication Association, Inc.

**Article II. PURPOSES**
**Section 1.** The purposes of the Association shall be the promotion of effective teaching, research, and practice in the artistic, humanistic, and scientific principles of communication.

**Section 2.** The Association is a non-profit organization which exists for educational purposes only. No part of the Association's income may be used for the private benefit of any individual or group.

**Article III. MEMBERSHIP**
**Section 1.** Membership in the Association shall be open, upon application, to any person interested in promoting the purposes of the association.

**Section 2.** There shall be four classes of membership: student, regular, life, and emeritus.

**Section 3.** The membership year shall begin September 1 and end August 31 of the following year.

**Section 4.** Any member who retires from active teaching and has been an active member of the Association for fifteen years shall be granted Emeritus membership. These individuals shall be entitled to all privileges of the Association.

## Article IV. DUES & FEES
The Executive Council shall be empowered to set all dues and fees.

## Article V. EXECUTIVE COUNCIL
**Section 1.** The Executive Council of the Association shall consist of elected officers which include: President, First Vice-President, Second Vice-President, Secretary, Treasurer, Executive Director, Immediate Past President, Journal Editor, Webmaster, East Regional Representative, West Regional Representative, and Committee on Awards (not an elected position). All officer terms begin at noon on the Saturday of the annual conference. The duties of each officer shall be outlined on a list maintained by the Executive Council and include specific duties as follows:

   **a. President:** It shall be the duty of the President to preside at all business meetings of the Association; to appoint committees with the approval of the Executive Council; to chair the Awards nomination committee, purchase and personalize awards, distribute awards at the annual association conference, and to supervise the annual officer nomination and election process. The term of the President is one year.

   **b. First Vice-President:** It shall be the First Vice-President's (VP) duty to conduct the upcoming conference site visit six months prior to the conference date, to develop and disseminate the call for conference participation, to plan the program for the annual conference (which includes contracting a keynote speaker), and to assist the President in the total work of the Association. The First VP shall ascend to the office of President at the end of his or her term and serve for the following year in that capacity. The term of the First Vice-President is one year.

   **c. Second Vice-President:** It shall be the Second Vice President's (VP) duty to recruit new members for the Association and chair the graduate student caucus. It is expected that the Second VP will utilize the West and East Regional Representatives in fulfilling her/his duties. The Second VP shall ascend to the office of First VP at the end of his or her term and serve in that new capacity for the following year. The term of the Second Vice-President is one year.

   **d. Secretary:** The Secretary serves both recording and corresponding functions and shall record the minutes of all proceedings of the Association and distribute these electronically to the Executive Council within thirty days after the conference. The Secretary shall archive such records and generally perform such duties as may be required. The Secretary will prepare and announce the slate of nominees at the annual conference, count ballots, announce the results, and record the results of each election.

The Secretary shall also maintain a membership list and send email reminders according to guidelines set forth by the Executive Committee. The term of the Secretary is three years and is available for renewal.

**e. Treasurer:** The Treasurer shall receive and disburse funds and prepare annual reports on the financial condition of the association. The Treasurer shall keep such financial accounts as may be required, and shall perform such duties as may be required by the Association. At the conclusion of the term of office, the Treasurer shall turn over to the Executive Council, all property, books, papers, and money of the Association. The term of the Treasurer is three years and is available for renewal.

**f. Executive Director:** The Executive Council is responsible for nominating a member to serve as Executive Director for three years subject to approval of 2/3 of the membership. The position may be renewed for consecutive terms if approved by two thirds of the membership. The Executive Director will:

**1.** Supervise and administer the operation of the association in accordance with the provisions of the Executive Council and the members of the association.

**2.** Facilitate negotiations for contracts and other services as needed to operate the association.

**3.** Secure facilities to host the annual conference and participate in the annual conference site visit. Review, as designated by the Executive Council, any books, papers, minutes, or other association documents.

**4.** Enter into written agreements or compacts with one or more other states for joint conferences as approved by the membership.

**5.** Accumulate and archive the resources necessary to maintain the institutional memory and history of the association.

**6.** Collaborate with the President to schedule an annual KCA Executive Committee meeting prior to the conference.

**7.** Serve as the designated agent of the association, coordinating with legal and financial counsels as necessary to insure that annual Kentucky reporting requirements are fulfilled.

**8.** All of the work and decisions of the Executive Director must be approved by the Executive Council.

**g. Immediate Past President:** It shall be the duty of the Immediate Past President to serve as an ambassador to and promote the goals of the association. Other duties may include state speaking engagements and assisting the Executive Council as necessary in the Commonwealth of Kentucky. The term of the Immediate Past President is one year.

**h. Journal Editor:** It shall be the duty of the Journal Editor to produce and distribute to subscribers and members two issues of the Kentucky Journal of Communication annually. The journal editor is appointed by the Executive Council and approved by the membership to serve a three-year term.

**i. Webmaster:** It shall be the duty of the Webmaster to publish and maintain all content provided by the Executive Council, Executive Director, and the Journal Editor. Specifically, the Webmaster is chiefly responsible for building, developing, and maintaining the organizational website, as well as maintaining an organizational

listserv. The term of the Webmaster is three years and will be appointed by the Executive Board.

    **j. East Regional Representative:** The East Regional Representative is responsible for assisting the Second VP in recruitment of members from the eastern region; programming one session at the annual conference that focuses on a specific membership issue or concern; and writing a spotlight article on a faculty member from her/his region for the association website. The East Regional Representative shall also be mentored for potential further leadership roles on the Executive Council. The term of the East Regional Representative is 2 years, selected in even years.

    **k. West Regional Representative:** The West Regional Representative is responsible for assisting the Second VP in recruitment of members from the western region; programming one session at the annual conference that focuses on a specific membership issue or concern; and writing a spotlight article on a faculty member from her/his region for the association newsletter. The West Regional Representative shall also be mentored for potential further leadership roles on the Executive Council. The term of the West Regional Representative is 2 years, selected in odd years.

    l. **Committee on Awards:** The committee consists of four past presidents selected and chaired by the current association president. All committee members should be current KCA members. The function of the committee is to determine award recipients at least 60 days before the annual conference.

**Section 2.** The Second VP shall be elected by the membership, at the annual conference, having been nominated in accordance with Article VII.

**Section 3.** The President, First VP, and Second VP shall serve for a period of one year; the Vice Presidents shall advance as described in Article V, Section 1. The Secretary, Treasurer, Journal Editor, and Webmaster shall stand for re-election at the end of the third year of their term at the annual conference.

**Section 4.** Regional representatives shall serve 2 year terms.

**Section 5.** Should the President of the association die or resign, the Board shall appoint a President from among the membership of the Board. Should any other officer of the association die or resign, the President of the association shall nominate a replacement who, with the advice and consent of the Board, shall assume the duties of that office.

**Section 6.** In the event that the President or First Vice-President cannot fulfill his or her duties, the next person in line of succession will assume those duties.

**ARTICLE VI. ADMINISTRATION**
**Section 1.** The Board of Trustees, within the guidelines set by the membership, shall be the principal policy-making body of the Association.

**Section 2.** The Board of Trustees shall consist of all members of the Executive Council.

**Article VII. ELECTIONS AND VOTING**
**Section 1.** The Nominations Committee shall prepare annually a slate of nominees for the officers open to election or re-election. Additional nominations for those officers will be taken from the floor at the business meeting of the annual conference. The Vice Presidents shall ascend as described in Article V, Section 1.

**Section 2.** The Nominating Committee shall consist of three members appointed by the President and approved by the Board of Trustees.

**Section 3.** The Nominating Committee shall meet in late spring. Any member of the Association may submit nominations to the Committee in Writing or by contacting a member of the Committee. The slate of officers will be transmitted to the Secretary so that the results may be printed in the Summer newsletter and conference mailing.

**Section 4.** Voting for officers of the Association shall take place according to the following schedule.
   **a.** Members attending the conference will vote for the officers of the Association at the Business meeting of the Annual Fall Conference.
   **b.** Electronic ballots, as approved by the Executive Council and Nominating Committee, are permissible for any topics of member concern. Any electronic ballots must be sent to the members at least thirty (30) days prior to the vote on any topic of concern. Ballots must be received by the secretary prior to the date of the vote, as set by the Executive Council.

**Section 5.** A majority of those voting on any topic of concern shall be required for Adoption of the item.

**Section 6.** A simple majority of those voting at the annual conference shall be required to elect any officer.

**ARTICLE VIII. COMMITTEES**
**Section 1.** All committees will be nominated by the President and approved by the Executive Council.

**Section 2.** The President shall appoint a temporary chair from the membership of each approved
committee who will convene the first meeting of that committee. At the first meeting of any committee, the committee shall elect a chair who will conduct the meetings of the committee.

**Section 3.** The Committees shall report directly to the President and shall assume the responsibilities assigned to it by the Executive Council.

## ARTICLE IX. AMENDMENTS

**Section 1.** Amendments to the Constitution may be initiated by a majority of the Executive Council, or by a petition of any ten (10) members of the Association submitted to the President.

**Section 2.** The members shall all vote on amendments.

**Section 3.** A two-thirds majority of those voting shall be required for adoption of the amendment.

**Section 4.** Amendments shall take effect immediately following their adoption.

## ARTICLE X. DISSOLUTION

The Association may be dissolved at a special meeting called for that purpose and will require a two-thirds (2/3) vote of the members present.

## ARTICLE XI. QUORUM

**Section 1.** A quorum of the Executive Committee shall be a majority of the membership of that group.

**Section 2.** A quorum of any business meeting of the Association shall be nine (9) members.

**Section 3.** The Executive Committee shall function as the Board of Trustees for the purpose of incorporation.

## ARTICLES OF INCORPORATION OF
## KENTUCKY COMMUNICATION ASSOCIATION, INCORPORATED

That THE undersigned do associate themselves together for the purpose of forming a Corporation under the provisions of Chapter 273, Kentucky Revised Statutes, with all the rights, privileges, and immunities of a corporation organized for education and scientific purposes, without capital stock, and from which no private pecuniary profit is to be derived, and do adopt the following Articles of Incorporation.

## ARTICLE I.

The name of the Corporation shall be Kentucky Communication Association, Incorporated.

## ARTICLE II.

The registered agent, principal office and place of business shall be John Modaff, Breckinridge Hall, Morehead State University, Morehead, KY, 40351, with the Corporation retaining the right to maintain offices in other places within or without this State, and with the Corporation retaining the further Right to conduct meetings of the Board of Trustees at other places, as the Board of Trustees may determine.

## ARTICLE III.

The Corporation shall be a non-profit corporation, with no capital stock and from which no private pecuniary profits shall be derived by any officer or other person except such compensation as may be allowed for services rendered. The income of the Corporation shall be devoted exclusively to its educational purposes.

## ARTICLE IV.

The purpose of the Association shall be the promotion of effective teaching, research, and practice in the artistic, humanistic, and scientific principles of speech communication. This organization (is organized) exclusively for charitable services, more specifically to promote effective teaching, research, and practice in the artistic, humanistic, and scientific principles of communication. To this end, the corporation shall at all times be operated exclusively for charitable purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code of 1986, as now enacted or hereafter amended, including, for such purposes, the making of distributions to organizations that qualify as exempt organizations. All funds, whether income or principal, and whether acquired by gift or contribution or otherwise, shall be devoted for charitable purposes to the promotion of communication education throughout the Commonwealth at two-year and four-year colleges and university levels. Should the organization cease operation, all remaining funds of KCA will be dispersed to the Southern States Communication Association.

## ARTICLE V.

The Corporation shall have all general powers granted it by Kentucky Revised Statutes 273.171 for the purpose of carrying out its objectives.

## ARTICLE VI.

The affairs and business of the corporation shall be conducted by a Board of Trustees, which shall consist of at least seven (7) members and not more than twenty-five (25) members as determined by the constitution. All vacancies that should occur during a term of office shall be filled by the Board of Trustees as provided for in the constitution. The membership shall adopt a constitution to provide for the internal control and government of the Corporation and shall have the power to amend and repeal the same as stated in the Constitution. The terms of members of the Board of Trustees shall commence as the Board may determine.

## ARTICLE VII.

The membership shall elect, in the manner provided in the Constitution, all officers as provided in the Constitution.

## ARTICLE VIII.

The private property of the members of this Corporation shall be exempt from liability for any and all debts and liabilities of the Corporation.

## ARTICLE IX.

These Articles of Incorporation may be altered or amended by a vote of two-thirds (2/3) of the membership, as provided in the Constitution.
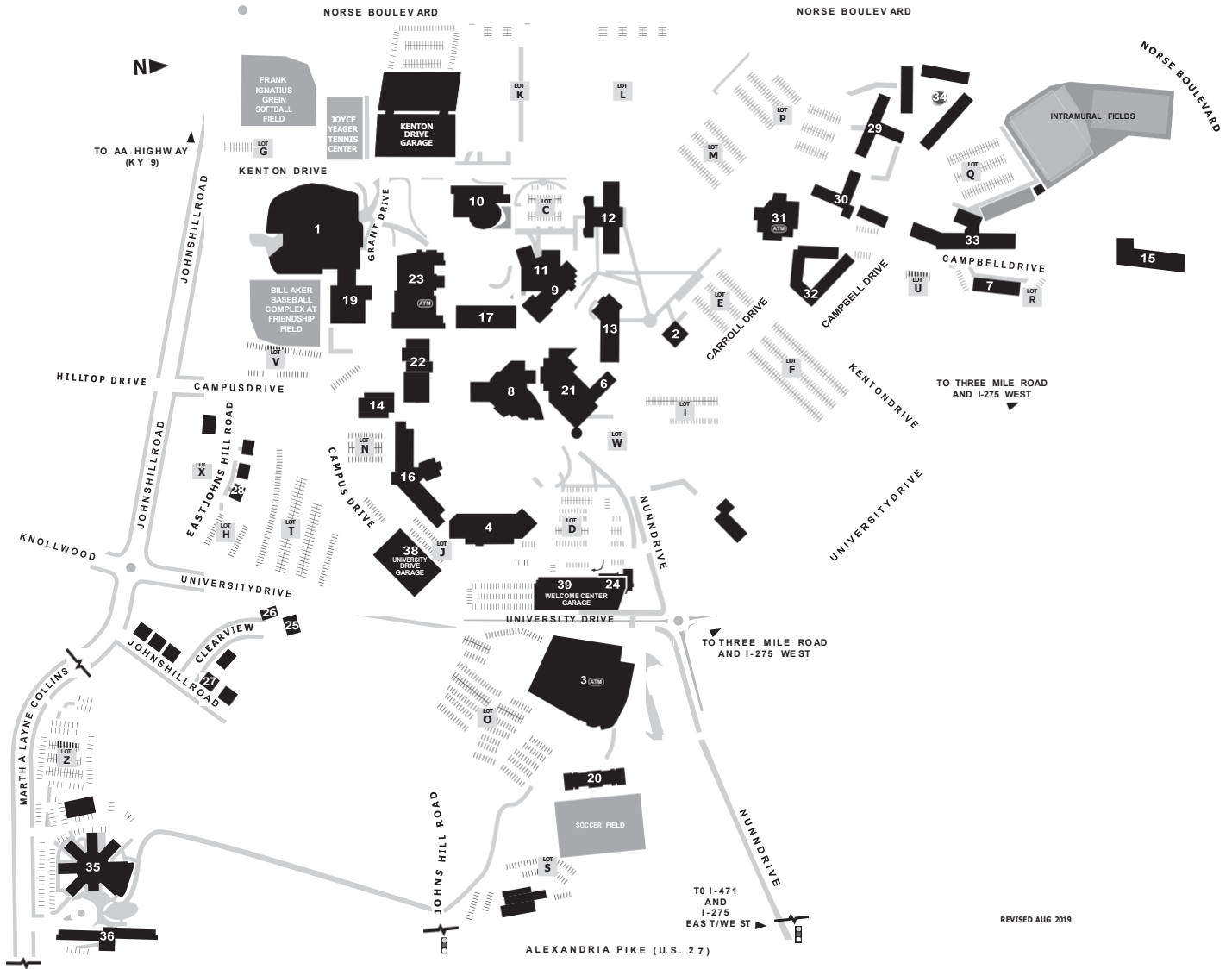
**ARTICLE X.**
This Corporation shall begin business immediately upon the issuance of a Certificate of Incorporation by the Secretary of State of the Commonwealth of Kentucky and the recording of these Articles and Certificate of Incorporation in the office of the Rowan County Clerk' Office; and its existence shall be perpetual or until dissolved as provided in the Constitution.

**ARTICLE XI.**
In the event of dissolution of Kentucky Communication Association, Incorporated, all its property, real, personal, and mixed, of whatever nature and wheresoever located, shall be turned over to some other college foundation, educational institution, or non-profit corporation organized for educational purposes and exempt under Section 501(c)(3), uses by which it is held by this Corporation, at the time of its dissolution, none of the property of this Corporation shall even insure to the benefit of any officer of member of the Corporation or any other individual.

**NORSE BOULEVARD**

**NORSE BOULEVARD**

**NORSE BOULEVARD**

N▶

TO AA HIGHWAY
(KY 9)

FRANK
IGNATIUS
GREIN
SOFTBALL
FIELD

JOYCE
YEAGER
TENNIS
CENTER

KENTON
DRIVE
GARAGE

LOT
K

LOT
L

LOT
P

INTRAMURAL FIELDS

LOT
G

KENTON DRIVE

LOT
M

29

LOT
Q

JOHNS HILL ROAD

GRANT DRIVE

1

10

LOT
C

12

30

33

34

15

BILL AKER
BASEBALL
COMPLEX AT
FRIENDSHIP
FIELD

23

19

11

9

31

32

CAMPBELL DRIVE

CAMPBELL DRIVE

LOT
U

7

LOT
R

HILLTOP DRIVE

CAMPUS DRIVE

17

LOT
E

CARROLL DRIVE

KENTON DRIVE

LOT
V

13

2

22

8

21

6

LOT
F

TO THREE MILE ROAD
AND I-275 WEST

14

LOT
I

UNIVERSITY DRIVE

JOHNS HILL ROAD

EAST JOHNS HILL ROAD

LOT
X

LOT
N

LOT
W

LOT
H

LOT
T

16

LOT
D

UNIVERSITY DRIVE

KNOLLWOOD

4

LOT
J

38
UNIVERSITY
DRIVE
GARAGE

39
WELCOME CENTER
GARAGE

24

UNIVERSITY DRIVE

TO THREE MILE ROAD
AND I-275 WEST

26

25

CLEARVIEW

JOHNS HILL ROAD

27

MARTHA LAYNE COLLINS

3

LOT
O

LOT
Z

35

20

SOCCER FIELD

NUNN DRIVE

JOHNS HILL ROAD

LOT
S

TO I-471
AND
I-275
EAST/WEST

REVISED AUG 2019

36

**ALEXANDRIA PIKE (U.S. 27)**

MC190459

---

## ACADEMIC, ADMINISTRATIVE & MULTIPURPOSE BUILDINGS

1 Albright Health Center (HC)
   -Campus Recreation
   -UK College of Medicine NKY Campus
2 Baptist Student Union (BSU)
3 BB&T Arena (BB)
4 Business Academic Center (BC)
   -Haile/US Bank College of Business
5 Campbell Hall (CA)
6 Central Receiving
7 Ceramics & Sculpture (CS)
8 Fine Arts Center (FA)
   -Corbett Theatre   -Greaves Concert Hall
   -Main Art Gallery  -Stauss Theatre
9 Founders Hall (FH)
   -Honors College
10 Griffin Hall (GH)
   -College of Informatics
   -Rieveschl Digitorium
11 Health Innovation Center (HE)
12 Herrmann Natural Science Center (SC)
13 Landrum Academic Center (LA)
14 Lucas Administrative Center (AC)
15 Maintenance Building
16 Mathematics-Education-Psychology
   Center (MP)
   -Eva G. Farris Auditorium (MP 200)

17 Nunn Hall (NH)
   -Salmon P. Chase College of Law
18 Power Plant
19 Regents Hall (RH)
20 Soccer Stadium (SS)
21 Steely Library (SL)
   -Eva G. Farris Special Collections
   -Schlachter Archive
22 University Center (UC)
   -Otto M. Budig Theater
23 Votruba Student Union (SU)
24 Welcome Center (WC)
   -Parking Services

## HOUSES
25 Catholic Newman Center
   (19 Clearview Dr.)
26 Center for Environmental Restoration
   (15 Clearview Dr.)
27 N. Ky. Traineeship Program for
   Special Ed. (245 Johns Hill Rd.)
28 University Police (415 Johns Hill Rd.)

## BOOTHE RESIDENTIAL VILLAGE
29 Commonwealth Hall (CW)
30 Kentucky Hall (KY)
31 Norse Commons (NC)
   -University Housing Office
32 Norse Hall (NO)
33 University Suites (US)
34 Woodcrest Apartments

## EAST RESIDENTIAL VILLAGE
35 Callahan Hall (CH)
36 Northern Terrace (NT)

## PARKING GARAGES
37 Kenton Drive Parking Garage*
38 University Drive Parking Garage*
39 Welcome Center Parking Garage*

## PARKING LOTS
C  Reserved Parking
   (EV charging stations)
D  Faculty/Staff Parking
E  Faculty/Staff Parking
F  Student Parking
G  Permit Parking
H  Permit Parking

I  Student Parking
J  Faculty/Staff Parking
K  Permit Parking
L  Permit Parking
M  Student Parking
N  Reserved Parking
O  Permit Parking
P  Student Parking
Q  Student Parking
R  Student Parking**
S  Permit Parking
T  Open Parking
U  Student Parking
V  Faculty/Staff Parking
W  Student Parking
X  Permit Parking
Z  Permit Parking***

*    NO PERMIT REQUIRED
     (VISITOR PARKING ALLOWED, MAX.
     $8.75 PER DAY)
**   CERAMICS PERMIT REQUIRED
***  EITHER CALLAHAN PERMIT OR
     REGULAR PERMIT WITH CALLAHAN
     ENDORSEMENT REQUIRED

# NOTES