



Alabama Communication Association

13th Annual Convention
July 29, 2023
Samford University



July 29, 2023

Members of the Alabama Communication Association,

Welcome to our 13th Annual ACA Convention! We are delighted to be gathering for the first time at Samford University in Homewood, Ala. Thanks to the leadership of Vice President Niya Pickett Miller, who really has played dual roles as our host site coordinator and program planner, we are in the position to have our best ACA Convention ever. I want to thank Dr. Ignatius Fosu, chair of Samford's Department of Communication and Media, and his entire faculty for rolling out the red carpet for us.

Judging from the strong pool of paper and panel submissions this year, I can see the future is bright for communication scholarship in Alabama. This year's program has more undergraduate panel sessions than ever and we have both undergraduate and graduate students picking up research awards from a variety of areas within the broad area of communication. As one who comes from the journalism and mass communication side, I am particularly excited to see that we have student documentaries and short films on the program this year.

This year's conference is a little different from ones in the past few years. After much discussion, the ACA leaders decided to discontinue the hybrid conference model that had been in place for 2021 and 2022. Regular ACA attendees may notice that we're recognizing our research paper winners along with our other award winners during the Presidential Luncheon rather than in a "Top Papers" session that ACA has traditionally offered as a culminating event. And, in an effort to encourage greater participation, our ACA Annual Business Meeting is scheduled at mid-day just as everyone is finishing up lunch. We welcome your feedback on these adjustments to how we "convene" in ACA.

Thanks to the foresight of ACA Executive Director Jeff Walker and ACA Vice President-Elect Tiffany R. Wang, we are getting an early start on the 14th Annual Convention next year at The University of North Alabama. You will notice the Call for Papers is included in this year's convention program. We hope this will encourage even more submissions while giving the team in Florence a longer planning window. Our earlier submission deadlines seemed to work well this year. We look to continue that.

I am delighted to welcome Frye Gaillard from The University of South Alabama as our keynote speaker for this year's convention. I look forward to some great dialogue at this year's event.

Yours Truly,

A handwritten signature in black ink that reads "George Daniels". The signature is written in a cursive, flowing style with a long horizontal line extending from the end of the name.

George L. Daniels, Ph.D.
ACA President



Samford University

Howard College of Arts and Sciences

800 Lakeshore Drive
Birmingham, AL 35229
205-726-2465 office
205-726-2586 fax
samford.edu
samford.edu/arts-and-sciences

Communication and Media

July 29, 2023

Welcome!

As chair of the Department of Communication and Media at Samford University, I would like to welcome you to our campus. We are very delighted to be hosting the 2023 ACA conference. This is a great opportunity to come together and share ideas about the future of communication and media.

The Department of Communication and Media at Samford University is a vibrant and growing department. We offer a variety of undergraduate programs, including a Bachelor of Arts in Communication Studies, Bachelor of Arts in Journalism and Mass Communication with concentrations in broadcast and electronic journalism, print and digital journalism, public relations, and advertising. We also offer minors in communication studies, film production, and sports media.

Our faculty are experts in their fields and passionate about teaching and research. We are committed to providing our students with the knowledge and skills they need to succeed in today's ever-changing media landscape. In addition to their coursework, our students have opportunities to participate in a variety of extracurricular activities, including our nationally ranked debate program, our student-run newspaper, and our student-run yearbook.

We believe that communication and media are essential to a well-informed and engaged citizenry. We are committed to preparing our students to be leaders in the field of communication and media, and we are confident that they will make a difference in the world.

I hope you enjoy your time at Samford University. We look forward to learning from you and sharing our ideas with you.

Sincerely,

Ignatius Fosu, PhD
Professor and Department Chair
Department of Communication and Media

**Alabama Communication Association 2023 Conference Schedule
Samford University, Cooney Hall**

Program at a Glance

Block 1 7:30 to 11:30 a.m.		
1A	Registration, Welcome, & Continental Breakfast with Coffee	Outside of the Regions Room (400)
Block 2 8:00 to 8:15 a.m.		
2A	Conference Kick-Off and Presidential Remarks	The Regions Room (400)
Block 3 8:20 to 9:30 a.m.		
3A	G.I.F.T.S. Panel: Great Ideas for Teaching Students	Room 229
3B	Sports, Marketing, and Advertisement	Room 239
3C	Communication and Gender	Room 269
3D	Demystifying the Academic Publication Process	Room 279
Block 4 9:40 to 10:50 a.m.		
4A	Complexity and Innovative Ideas in Communication	Room 229
4B	Rhetoric of Celebrity	Room 239
4C	Research-in-Progress High Density Session	Room 269
4D	Rhetoric and the First Amendment	Room 279
Block 5 11:00 to 1:00 p.m.		
5.1	Conference Keynote Address	The Regions Room (400)
5.2	Presidential Luncheon and Award Presentations	The Regions Room (400)
5.3	Business Meeting	The Regions Room (400)
Block 6 1:00 to 2:10 p.m.		
6A	Departmental Leadership: Challenges and Opportunities for Chairing a Communication Department in Alabama	Room 229
6B	Identity and Intersectionality	Room 239
6C	Student Documentaries and Short Films High Density Session	Room 269
6D	Memorials and Public Memory	Room 279
Block 7 2:10 to 2:40 p.m.		
7A	Cookie Break	Coca-Cola Student Commons Area (2 nd Floor)
Block 8 2:40 to 3:50 p.m.		
8A	A Collaborative Community Approach to Media Literacy Education	Room 229
8B	Southern Comedy	Room 239
8C	Partnering and Podcasting to Build Informed Citizens	Room 269

Block 1	7:30 to 11:30 a.m.
1A	Registration, Welcome, and Continental Breakfast with Coffee
7:30 to 11:30 a.m. <i>Outside of the Regions Room (400)</i>	Sponsored by Department of Communication and Media at Samford University
Block 2	8:00 to 8:15 a.m.
2A	Conference Kickoff and Presidential Remarks
8:00 to 8:15 a.m. <i>The Regions Room (400)</i>	Presidential Remarks: George L. Daniels, The University of Alabama
Block 3	8:20 to 9:30 a.m.
3A	G.I.F.T.S. Panel: Great Ideas for Teaching Students
8:20 to 9:30 a.m. <i>Room 229</i>	Chair: Ashley George, Samford University Presenters: <i>Advertisement Activity</i> Samantha Guajardo, University of Memphis <i>Using The History Makers Digital Archive To Teach Journalism Skills and Multicultural Media History</i> George L. Daniels, The University of Alabama <i>Going Beyond Words to Teach Responsible Online Behavior: Exploring the Power and Freedom of Developing Students' Non-Verbal Computer-Mediated Communication Skills</i> Michele Lee Niec, Tennessee Tech University <i>Taking Common Frustrations Out of Teaching the Online Public Speaking Class: My "Evil" Syllabus Quiz and Other Pre-emptive Strikes Against Excuses and Procrastination</i> Brad Bailey, Mississippi Gulf Coast Community College <i>Fundamentals of Oral Communication for Soft Skills Cultivation</i> Laura Catoe, Jacksonville State University
3B	Sports, Marketing, and Advertisement
8:20 to 9:30 a.m. <i>Room 239</i>	Chair and Respondent: Betsy Emmons, Samford University Presenters: <i>Past, Present, and Future of Sport Communication Research</i> Kevin Thompson and Edwin S. Lee, The University of Alabama

The World Cup and Budweiser Sponsorship
Bayleigh Kyker, Danielle Morelli, Rodnesia Goodloe, and Mandelyn McGinnis, University of North Alabama
***Bradley-Bryant Top Undergraduate Paper**

Coca-Cola's "Crying Indian" Advertisement and the Brand's History of "Greenwashing"
Lily McCormick, University of Montevallo

3C	Communication and Gender
8:20 to 9:30 a.m. Room 269	Chair: Carlos Morrison, Alabama State University Presenters: <i>Defining Their Difference: Alabama's Token Women Legislators from 1987-2017</i> Rebecca Oliver, The University of Alabama and Jaylin Goodwin, Independent Scholar <i>Representation of Women in Media</i> Ivey Siegel, University of Montevallo <i>Determined Damsels: The Adaptations and Agency of The Lunar Chronicles</i> Kate Kornegay, The University of Alabama in Huntsville <i>#TransTok: Transgender Activism on TikTok during COVID-19</i> Jeffrey Jones, The University of Alabama

3D	Demystifying the Academic Publication Process
8:20 to 9:30 a.m. Room 279	Moderator: Jefferson Walker, University of Montevallo Panelists: Jefferson Walker, University of Montevallo John H. Saunders, The University of Alabama in Huntsville Tiffany R. Wang, University of Montevallo Lindsey A. Sherrill, University of North Alabama

Block 4	9:40 to 10:50 a.m.
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4A	Complexity and Innovative Ideas in Communication
9:40 to 10:50 a.m. Room 229	Chair and Respondent: Samantha Shebib, The University of Alabama at Birmingham Presenters: <i>Polyfamily Identity Disclosure: Synchronizing Privacy Boundaries Between Polyparents and their Children</i> Joseph Honeycutt, The University of Alabama

The Onset of Obesity and Relational Turbulence within Marriage
Gwendolyn Weiler, The University of Alabama in Huntsville

303 Creative v. Elenis – Creative Commercial Expression, Copyright, and Resolving the Conflict Between the First and Fourteenth Amendments
J. Patrick McGrail, Jacksonville State University and Ewa McGrail, Georgia State University

We Don't Need No Education: A Critique of DivestU
Mallory McDonald, The University of Alabama in Huntsville

4B

Rhetoric of Celebrity

9:40 to 10:50 a.m.
Room 239

Chair and Respondent: Kenya Davis, Pennsylvania State University

Panelists:

Celebrity Christianity: The Religious Ideologies of Christ Pratt
Gracie Betsill, Samford University

Celebrity Psychology: The Strange Case of Kimye's Demise
Paisley Williams, Samford University

Celebrity Feminism: Taylor Swift's Miss Americana
Kate McRae, Samford University

The Female Gaze: Visual Cinema in Cologne Advertisements
Joshua Howell, Samford University

4C

Research-in-Progress High Density Session

9:40 to 10:50 a.m.
Room 269

Moderator: Tiffany R. Wang, University of Montevallo

Presenters:

Harmful or Helpful? An Examination of Today's Public Health Messages About How to Treat Obesity
Gwendolyn Weiler, The University of Alabama in Huntsville

Love and Living Together: Exploring How Progressing Romantic Relationships Influence Roommate Turbulence
Drew Yarbrough, The University of Alabama in Huntsville

Breaking the Double-Bind: Women Politicians Wearing Power Suits
Rebecca Oliver, The University of Alabama

Nonverbal Communication and Fast Food Restaurants/Cafes
Michael Eaves and Lynn Ho, Valdosta State University

Moms for Liberty: The Banning of Books to Protect Children from Reality and Becoming Developed Individuals
Abigail Heuton, University of Montevallo

Bring the Girlies Out: Identity, Gender, and Affect
Clare Frances Kennedy and Natalie Hedberge, The University of Alabama

Exploring the Nexus: Unpacking the Relationship Between Self-Serving Bias and Self-Efficacy
Alison Gongre, Kendall Etten-Bohm, Jordan Clavon, and Xiaoti Fan, The University of Alabama in Huntsville

4D	Rhetoric and the First Amendment
9:40 to 10:50 a.m. Room 279	Chair: John H. Saunders, The University of Alabama in Huntsville Respondent: Mary Cam Raybon, Beasley Allen Law Firm
	Panelists: Erin Breeden, The University of Alabama in Huntsville Macie Morgan, The University of Alabama in Huntsville Gee Williams, The University of Alabama in Huntsville

Block 5	11:00 to 1:00 p.m.
5.1	Conference Keynote Address
11:00 to 11:40 a.m. The Regions Room (400)	Keynote Address: Frye Gaillard, University of South Alabama <i>*Lunch will be served following the Keynote Address.</i>

5.2	Presidential Luncheon and Awards Presentations
11:40 to 12:15 p.m. The Regions Room (400)	Award Recipients: John H. Saunders Service Award Raymond R. Ozley, University of Montevallo ACA Award for Outstanding Teaching Niya Pickett Miller, Samford University Bradley-Bryant Top Undergraduate Student Paper Awards Macie Morgan, The University of Alabama in Huntsville Bayleigh Kyker, Danielle Morelli, Rodnesia Goodloe, and Mandelyn McGinnis, University of North Alabama

Top Graduate Student Paper Award
Clare Frances Kennedy, The University of Alabama

5.3	ACA Business Meeting
<i>12:15 to 1:00 p.m.</i> <i>The Regions Room</i> <i>(400)</i>	<i>*Lunch is continued. All conference attendees are encouraged to attend the business meeting.</i>

Officer Participants:

George L. Daniels, President, The University of Alabama
Niya Pickett Miller, Vice President, Samford University
Tiffany R. Wang, Vice President-elect, University of Montevallo
Lindsey A. Sherrill, Secretary, University of North Alabama
Sally Bennett Hardig, Immediate Past President, University of Montevallo
Jefferson Walker, Executive Director, University of Montevallo

Block 6	1:00 to 2:10 p.m.
6A	Departmental Leadership: Challenges and Opportunities for Chairing a Communication Department in Alabama

1:00 to 2:10 p.m.
Room 229

Chair: Eletra Gilchrist-Petty, The University of Alabama in Huntsville

Panelists:

Sally Bennett Hardig, University of Montevallo
Sherry G. Ford, University of Montevallo
Eletra Gilchrist-Petty, The University of Alabama in Huntsville
Tim Levine, The University of Alabama at Birmingham
John H. Saunders, The University of Alabama in Huntsville
Raymond R. Ozley, University of Montevallo

6B	Identity and Intersectionality
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1:00 to 2:10 p.m.
Room 239

Chair: Marissa J. Hamilton, Jefferson State Community College

Presenters:

Exploring the Relationship between HBCU Enrollment, Black Lives Matter Movement, and Identity.

Caran Kennedy, The University of Alabama

Intercultural Communication and The Limitations of Competition in The Food Network's Beat Bobby Flay

Clare Frances Kennedy, The University of Alabama

****Top Graduate Paper***

Navigating the Complexities of a (Gender)Queer and Southern Identity: A Queer Autoethnography for this Year's Conference

Joe Daniel, The University of Alabama

Turning over The Cardturner: A Rhetorical Critique
Alison Gongre, The University of Alabama in Huntsville

6C

Student Documentaries and Short Films High Density Session

1:00 to 2:10 p.m.
Room 269

Chair: Danielle Deavours, Samford University

Presenters:

Urinetown (Not the Place) (Not the Musical): The Documentary
Katie Suchman and Brady Hosmer, Samford University

Hazel: Midwifery in Alabama
Victor Roy, Connor Loyd, and Donovan Wyatt, Samford University

Second Chances: RANSOM Samford
Egypt Davis, Breck Brigham, Angele Lansing, Lydia Guffey, Sarah Beth Plummer, and Emma Vanzant, Samford University

Suburban Jungle
Donovan Wyatt, Samford University

The Dastardly Dash for Dr. Pepper
Issac Collie, Samford University

The Art of Perfection
Sarah Beth Plummer, Samford University

6D

Memorials and Public Memory

1:00 to 2:10 p.m.
Room 279

Chair and Respondent: Jefferson Walker, University of Montevallo

Presenters:

Masking the Macabre: Peace Rhetoric in the Aftermath of School Shootings
Samantha Burke, The University of Alabama

Seeing Through the Smoke: Examining White Supremacy and Native Erasure at Clingman's Dome within the Great Smoky Mountains National Park
Matthew Poarch, The University of Alabama in Huntsville

The Role of Memory in the Fight for Reparations
Jessy Jasson Ohl, The University of Alabama

Explorations in Public Memory: Monuments as Incongruent Ideographs
Macie Morgan, The University of Alabama in Huntsville
***Bradley-Bryant Top Undergraduate Paper**

Block 7	2:10 to 2:40 p.m.
7A	Cookie Break
<i>2:10 to 2:40 p.m. Coca-Cola Student Commons Area (2nd Floor)</i>	Sponsored by University of Montevallo's Chapter of Lambda Pi Eta
Block 8	2:40 to 3:50 p.m.
8A	A Collaborative Community Approach to Media Literacy Education
<i>2:40 to 3:50 p.m. Room 229</i>	Moderator: Misty Mathews, The University of Alabama/Alabama Media Professionals Panelists: Michael Clay Carey, Samford University/Alabama Media Professionals Avery Ketcherside, Samford University Olivia McMurrey, Southern States Millwright Regional Council/Alabama Media Professionals
8B	Southern Comedy
<i>2:40 to 3:50 p.m. Room 239</i>	Chair: Brad Bailey, Mississippi Gulf Coast Community College Presenters: Michael Gray, Troy University Dave Nelson, Valdosta State University John H. Saunders, University of Alabama in Huntsville
8C	Partnering and Podcasting to Build Informed Citizens
<i>2:40 to 3:50 p.m. Room 269</i>	Moderator: George L. Daniels, The University of Alabama Panelists: Nan Fairley, Auburn University Laura Anderson, Alabama Humanities Alliance Elvin Jenkins, Alabama A&M University

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Journal of Contemporary Rhetoric

The Journal of Contemporary Rhetoric is the official journal of the Alabama Communication Association.

The *Journal of Contemporary Rhetoric (JCR)* is a peer-reviewed publication that publishes original scholarship that promotes critical engagement with rhetorical dimensions of current events (those of the past 18 months or so). In promoting the practice of public intellectualism, *JCR* offers an outlet for scholarship that is both intellectually rigorous and accessible to lay audiences. To this end, *JCR* specifically seeks to publish scholarship that evidences how rhetorical criticism and theory can help promote a more informed public that is better able to take part in a democratic society.

Essays in *JCR* add to public discussions of current

events and help the general public understand more fully the critical and theoretical underpinnings of public debates and controversies, political discourse, social movements, and media events.

JCR is primarily an outlet for works of rhetorical criticism and theory. We are open to other related methodologies and perspectives under the broad purview of rhetoric.

All manuscripts submitted for publication consideration must be original work that has not been published previously and is not currently under review by any other publication outlet.

Please send an electronic copy to editor@contemporaryrhetoric.com in Microsoft Word format with all identifying information removed to facilitate blind review. Please provide a brief biography with credentials and professional contact information that will be included in the publication.

While we are not subject to the page limit constraints of print journals, authors should provide a rationale for considering manuscripts that exceed 12,000 words. Writing style should be accessible to a general audience and free of unexplained jargon.

Our house style is Chicago Manual of Style, 15th edition. Use footnotes rather than endnotes.

On the first page, provide a descriptive title for the essay that would make sense to a lay audience, an abstract of 100-200 words and a list of at least five keywords that describe your essay, both for purposes of sending to reviewers and for searching.

Articles accepted for publication will not be published without a signed Copyright Agreement on file.

You can find all published issues of *JCR* at <http://contemporaryrhetoric.com/>.

**Alabama Communication
Association
CALL FOR PAPERS**

The Alabama Communication Association invites submissions of scholarly papers, practitioner and student projects, and panel presentations for its 14th Annual Convention, which will be hosted by the Department of Communication at the University of North Alabama in Florence, Alabama on Saturday, July 27, 2024.

We especially welcome original research by undergraduate and graduate students, as well as faculty/professional members and practitioners from Alabama and the surrounding area. We invite individuals to submit a variety of projects from Communication centered disciplines such as communication studies, journalism, media studies, advertising, public relations, mass communication, etc. Disciplines intersecting with Communication (such as sociology, marketing, English, etc.) are also welcome.



Submission deadline: May 1, 2024 (midnight CDT)

Submission Types Accepted: The conference is committed to focusing on completed papers (no more than 25 pages), Research-in-Progress (500 to 700-word abstracts), Great Ideas for Teaching Students (G.I.F.T.S.), and Project Panels. For more details on these submission types, see the full call for papers available www.alabamacomunication.org.

Submission Guidelines: Papers and panel submissions should be prepared for anonymous review; please remove all identifying information with only the title on the title page. Put title, name, and complete contact information in the body of the email. Please indicate whether you are FACULTY, GRADUATE STUDENT, or UNDERGRADUATE STUDENT on the title page. Panel submissions should include a brief abstract of the activity and up to two pages of supporting materials that articulate the goal, rationale, directions, and explanation of how the activity connects to/with communication concepts, theories, and/or various skills. Please limit paper submissions to two per individual. Send all submissions to twang@montevallo.edu by May 1, 2024.

Call for Respondents, Chairs, and Reviewers: We invite faculty members who would like to serve as respondents and graduate students who would like to serve as chairs to contact Dr. Tiffany R. Wang, ACA vice president and 2024 conference planner with their areas of interest and expertise. Faculty who are willing to serve as paper reviewers should also contact the conference planner at twang@montevallo.edu no later than May 1, 2024.

Conference Timeline:

Submission deadline: May 1, 2024 (midnight CDT)

Notification of Acceptance/Non-Acceptance: late May/early June

Conference: July 27, 2024



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Program printing sponsored by the
University of Montevallo Department
of Communication