

"Back to the Future: Rewind, Pause, Fast Forward"

Exploring past, present, & future trends, issues, & changes in the field of communication



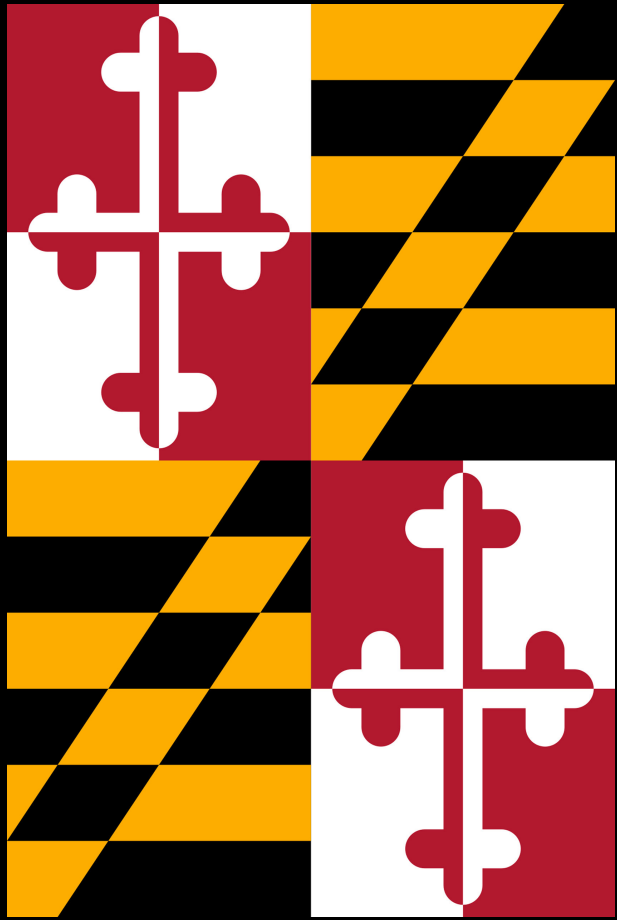
Maryland Communication Association

40th Annual Conference

March 7-8, 2025

Ocean City, Maryland





MCA Membership

Individual Member Benefits

- Discounted conference tickets
- Access to MCA's affinity group
 - *Coming in 2025!*
- Opportunities to network with communication professionals, academics, & practitioners throughout the State of Maryland
- Subscription to the MCA newsletter
- Invitations to professional development opportunities
- MCA voting rights
- Opportunities to participate in MCA leadership roles

Institutional Member Benefits

- Membership for 5
- The institution's name & logo on conference materials
- Conference info table with promotional giveaways

Learn more about MCA!



marylandcommassociation.com

MCA Service Opportunities



Committee Opportunities

- **Nominations Committee**
 - Solicit slate of nominees for elective office
- **Membership Committee**
 - Organize & conduct annual membership drive
- **Communications Committee**
 - Manage MCA website, social media, & newsletter

Executive Board

- Must be a member & remain a member while serving on the Board
- Attend the annual Executive Board meeting
- Attend other meetings as necessary
- Manage the business of the MCA

Executive Board Positions

- President
- First Vice President
- Second Vice President
- Secretary
- Treasurer
- Immediate Past President

Interested in joining this dynamic group of communication professionals?
Scan the QR code or use the link to share your info.
Or join us after today's sessions for the member meeting!



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“Back to the Future: Rewind, Pause, Fast Forward”

Exploring past, present, & future trends, issues, & changes in the field of communication

The Maryland Communication Association (MCA) has its roots in the Maryland Communication Cooperative, formed in 1973 with Jack Brown, then Assistant Professor of Speech at Essex Community College, as the president of the organization. From 1986 to 1997, a state association ceased to function, but in September 1997, at a meeting of interested communication professionals from across the state at the University of Maryland, College Park, the Maryland Communication Association formally organized again. Brenda Logue of Towson University was elected president. Though many years have passed since the inception of the Maryland Communication Cooperative, MCA remains a group of communication educators, students, and professionals from across the state of Maryland. Many of our members are active researchers and authors in the field as well as past officers of regional and national communication associations.

The 2025 Maryland Communication Association (MCA) conference is our 40th conference. As we celebrate this milestone and reflect on the past, present, and future of communication, our conference theme “**Back to the Future: Rewind, Pause, Fast Forward**” focuses on trends, issues, and changes in the field of communication. This offers a unique opportunity to connect with other communication educators and practitioners, engage in meaningful conversations, and examine the history and future of the field of communication. We received submissions that address the conference theme as it relates to a variety of areas including education, social media, storytelling, AI (artificial intelligence), mass communication, DEI (diversity, equity, and inclusion), and technology. As we return to a face-to-face conference this year, our hope is that you will have an opportunity to connect with other communication educators, practitioners, and students from across the state.

MCA Executive Board 2024-2025

Current Maryland Communication Association Leadership

Dr. Dara Phillips & Dr. Amy Oneal-Self

Co-Presidents

Wor-Wic Community College

Dr. Dara Phillips

Secretary

Wor-Wic Community College

Dr. Amy Oneal-Self

Treasurer

Wor-Wic Community College

Dr. Chrys Egan

Immediate Past President

Salisbury University

Dr. Lee Krähenbühl

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Stevenson University

Dr. Colin Campbell

Past President

Howard University

Sherry Tucker, M.A.

Past President

Community College of Baltimore County

Denise Gilmer-Knudson

Past President

College of Southern Maryland

Friday, March 7

4:30-5 PM

Conference Registration

Hotel Lobby

5-6:30 PM

Welcome Reception

Wine Room,
1st floor of hotel

Saturday, March 8

8:15-9 AM

Conference Registration

Orlando Room

All sessions will be held on the 2nd floor of the hotel

Session 1

Plenary Session

Orlando Room

9-9:20 AM

Welcome

MCA Co-Presidents

Dara Phillips, *Wor-Wic Community College*

Amy Oneal-Self, *Wor-Wic Community College*

Session 2

Concurrent Sessions

9:30-10:30 AM

MCA Scholarship Panel

Orlando Room

From a Whisper to a Movement: Investigating the Shared Rhetorical Spaces of Whistleblowing & Social Protest

Violence, Lies, and Videotapes: Blowing the Whistle by Recording the Police

David R. Dewberry, *Rider University*

Breaking the Blue: Whistleblowing on Those Who Were Tasked to Protect and Serve

Colin Campbell, *Shippensburg University*

Should Political Appointees Have Whistleblower Protection? The Case of Kevin Chmielewski

Chrys Egan, *Salisbury University*

John Murphy, *University of Maryland Eastern Shore*

Moderator: Denise Gilmer-Knudson, *College of Southern Maryland*

MCA G.I.F.T.S. (Great Ideas for Teaching Students)

Harrison Room

“It Just Didn’t Feel Natural”: Engaging Students with AI in the Public Speaking Classroom

Robin Zwier, *Community College of Baltimore County*

Creating a Library Research Guide for Public Speaking

Steven Zwier, *Community College of Baltimore County*

Jenny Lopez-Ramirez, *Community College of Baltimore County*

Hat Full of Quotes

Sherry Tucker, *Community College of Baltimore County*

Moderator: Amy Oneal-Self, *Wor-Wic Community College*

Enhancing Social Media Content Planning: Leveraging Artificial Intelligence for Strategic Engagement and Efficiency

Talisha Dunn-Square, *Bowie State University*

Creating Accessible Methods of Communication for Elder Generations Seeking Employment and Unemployment assistance

Kathryn Dolan, Student, *College of Southern Maryland*

Exploring the Impact of Remote Work on Team Communication and Cohesion

Patience Asafu-Adjaye, *Student, Bowie State University*

Digital Pawns: The Impact of AI on Social Media

Emma Harris, *Student, Wor-Wic Community College*

StoryForge: Future of Books with AI

Katie Shaheen, *Student, Wor-Wic Community College*

Moderator: Dara Phillips, Wor-Wic Community College

Session 3

Concurrent Sessions

10:40-11:40 AM

MCA Scholarship Presentations

Harrison Room

Communicating Across Generations: Understanding and Engaging Gen Z Students in Maryland's Communication Classrooms

Sheri Trivane, *Community College of Baltimore County*

From Students to Pedagogical Partners: Collaborative Development of Public Speaking Open Educational Resource

Melanie Morris, *Towson University*

Jennifer Potter, *University System of Maryland*

Undergraduates' Perceptions of Fake News

Uchenna Onuzulike, *Bowie State University*

Moderator: Colin Campbell, Shippensburg University

MCA Scholarship Presentations

Orlando Room

Breaking the Glass Ceiling and Falling Off the Glass Cliff

Melissa Morgan, *Bowie State University*

Social Media During Work Hours and Its Impact on Workplace Productivity

Samaria Barnes, *Bowie State University*

"The Building is Closed but the Ministry's Open": The Role of the Black Church Leaders in Vaccine Communication Through Black Podcast

Aisha Powell, *Morgan State University*

Moderator: Chrys Egan, Salisbury University

11:40 AM-1 PM

Lunch on Your Own

**Session 4
1-2 PM**

Plenary Session

Orlando Room

Keynote Panel

The Power of Communication in Higher Education: Reflecting, Engaging, and Innovating for Tomorrow

Dr. Heidi M. Anderson, *President, University of Maryland Eastern Shore*

Dr. Deborah Casey, *President, Wor-Wic Community College*

Dr. Carolyn Ringer Lepre, *President, Salisbury University*

Moderator: Deirdra Johnson, Wor-Wic Community College

Session 5

Concurrent Sessions

2:10-3:10 PM

MCA Scholarship Presentations

Orlando Room

From Reproductive Rights to Reproductive Justice and Beyond: A Past, Present, and Future of Vocabularies in Critical Feminist Advocacy

Robin Zwier, *Community College of Baltimore County*

Representing Celebrity Narratives of Miscarriage and Pregnancy Loss on Television: Audience Responses to James Van Der Beek's *Dancing with the Stars* Journey

Michaela DE Meyer, *Christopher Newport University*

Choosing the Zeitgeist

Donald Thompson, *Johns Hopkins University*

Moderator: Chrys Egan, Salisbury University

MCA G.I.F.T.S. (Great Ideas for Teaching Students)

Harrison Room

Front Porch Sitting in Modern Times: Using Chat Benches to Curb Loneliness and Encourage Belonging in Community College Students

Denise Gilmer-Knudson, *College of Southern Maryland*

Michelle Christian, *College of Southern Maryland*

Using the Past to Inspire Future Media Innovation and Diversity: Reimagining the Mass Communication Curriculum

Jayne Cabbage, *Bowie State University*

From Broadcasting to Podcasting: A Case Study in the Redesign of a Senior Capstone Course

Otis Thomas, *Bowie State University*

Moderator: Sherry Tucker, Community College of Baltimore County

3:20-4:30 PM

MCA Member Meeting

Orlando Room

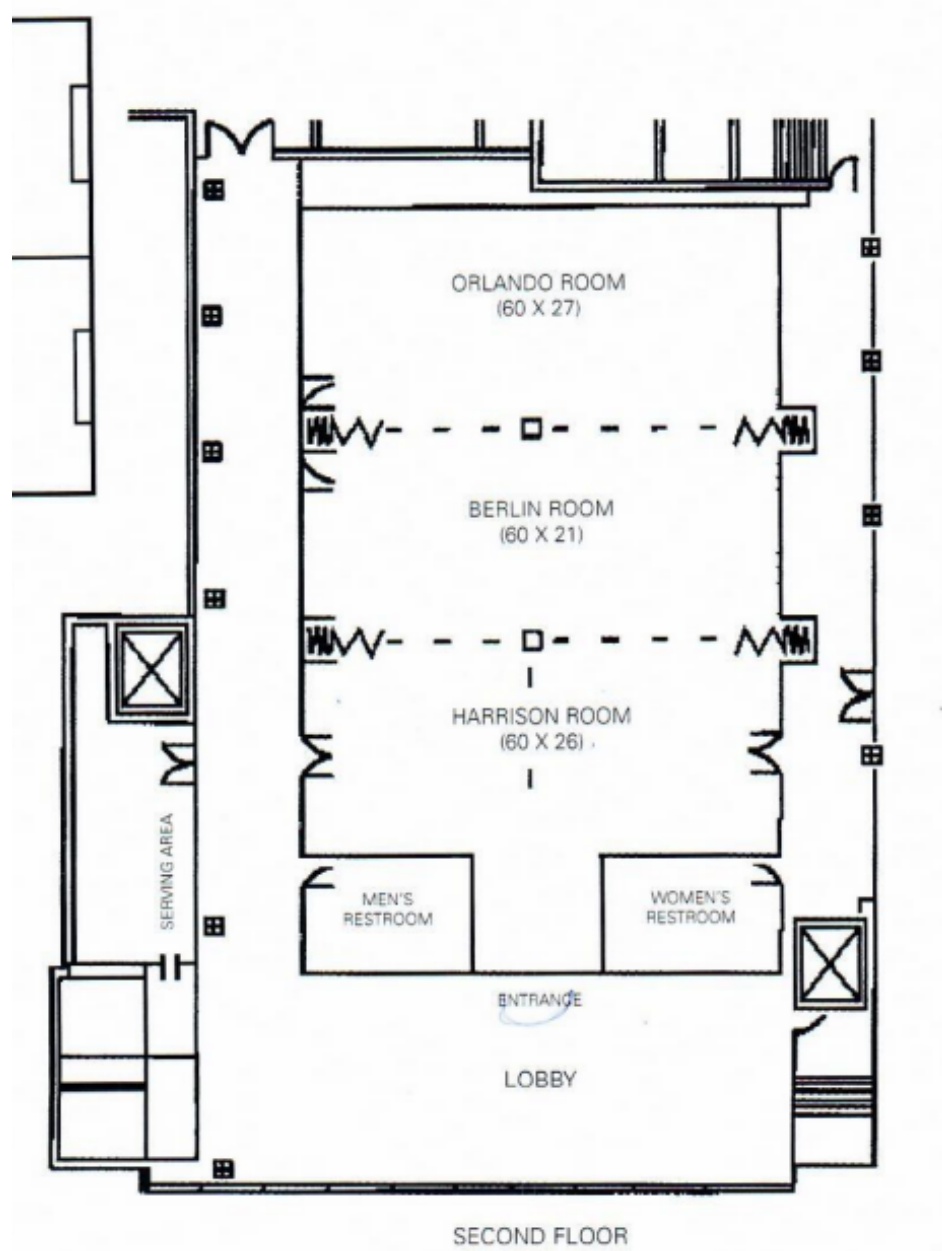
Conference Hotel Information

Holiday Inn Ocean City

6600 Coastal Highway

Ocean City, MD

<https://www.ihg.com/holidayinn/hotels/us/en/ocean-city/ocemd/hoteldetail>



Local Dining Recommendations

Touch of Italy

Located on hotel premises

<https://touchofitalyoceancity.com/>

32 Palm

Located in Hilton Ocean City Oceanfront Suites

3200 North Baltimore, Ocean City, Maryland, 21842

<https://32palm.com/>

Marlin Moon

3301 Atlantic Ave, Ocean City, MD 21842

<https://marlinmoonocmd.com/>

Annabelle's BBQ & Creamery

6401 Coastal Hwy, Ocean City, MD 21842

<https://annabellesbbq.com/>

Longboard Café

6701 Coastal Highway Ocean City, MD 21842

<https://www.longboardcafe.net/>

Liquid Assets

9301 Coastal Hwy, Ocean City, Maryland 21842

<https://la94.com/>

Spain Wine Bar

13 St. Louis Ave, Ocean City, MD 21842

<https://www.spainwinebar.com/>

Hooked

8003 Coastal Hwy, Ocean City, MD 21842

<https://www.hookedoc.com/>

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