



**2008 Annual Conference  
Maryland Communication Association**

***"Looking Ahead"***

***The Universities at Shady Grove and  
The University of Maryland***

**Saturday, October 11**

*Morning Session Schedule*

8:00 am – 9:00 am	Registration, Breakfast, Book Exhibits Building II Room 1432 (Gaithersburg/Bethesda Room)
9:00 am – 10:00 am	Welcome Remarks - Jennifer Kafka Smith, MCA President 2007/08 Conference Plan – Rose Piskapas, MCA 1 <sup>st</sup> VP 2007/08 USG Welcome - <b>Stewart Edelstein, Executive Director, Universities at Shady Grove</b>
10:00 am – 10:30 am	Keynote Speaker – <b>Brad Mello, Associate Director of Educational Initiatives, The National Communication Association</b>
10:30 am – 10:45 am	Break
10:45 am – 11:45 am	<b>Great Ideas for Faculty &amp; Students – Concurrent Sessions</b>

<b>Faculty</b>	<b>Students</b>
<p><b><i>Great Ideas for Teaching Students – G.I.F.T.S.</i></b> Building II, Room 1432</p> <ol style="list-style-type: none"> <li><b><i>Metamorphosis: Becoming Communications Entrepreneurs</i></b> - Sarah Joy Verville, University of Baltimore</li> <li><b><i>Using Magazines to Understand and Complete an Audience Analysis</i></b> – Stacey A. Peterson, Ph.D., College of Notre Dame of Maryland</li> <li><b><i>Broken Squares – An Exercise for Small Groups</i></b> – Toby Rabbin, Montgomery College</li> <li><b><i>Illustrating Symbolic Interactionism Through the Game of Pictionary</i></b> – Lori J. DeWitt, Salisbury University</li> </ol>	<p><b><i>Great Ideas for Communication Majors</i></b> Building II, Room 1432</p> <ol style="list-style-type: none"> <li><b><i>Resume Review</i></b> - Judith Tenney, University of Maryland</li> <li><b><i>The Job Search: An Expert's Advice</i></b> - Caren Rosenthal, JobFox</li> <li><b><i>Avoiding "Death by PowerPoint": Tips and Techniques for Effective Presentations</i></b> - Erica Lamm, University of Maryland</li> <li><b><i>The Internship Journey</i></b> - Julie Gowin, University of Maryland</li> </ol>

12:00 pm – 12:30 pm	Lunch – Building II Room 1432
12:30 pm – 1:00 pm	Optional Tour of the Green Building <i>(Conducted by the Universities at Shady Grove Ambassadors)</i>

*(Afternoon Session Schedule on Reverse)*

1:15 pm – 2:15 pm

Afternoon - Concurrent Breakout Sessions

<b>Faculty #1</b>	<b>Faculty #2</b>	<b>Students #2</b>
<p><b>Technology Talk</b> Building II, Room 1022</p> <p>1. <b>“Proposing and Maintaining a Campus Communication Center”</b> Scott Britten and Jody Morrison, Salisbury University</p> <p>2. <b>“ Looking and Listening: Technological Tools for Teaching Communication Studies on Line”</b> Linda Di Desidero and Amy Matten, University of Maryland University College</p> <p>3. <b>“Feel Free to Moodle: A New Course Management System (CMS)”</b> Linda Heil, Harford Community College</p> <p><b>Moderator:</b> Nader Chaaban, Montgomery College</p>	<p><b>Evolving Issues in Communication Studies</b> Building II, Room 1032</p> <p>1. <b>“Health Communication: Challenges for the Next Decade”</b> Paula Weissman, University of Maryland College Park, Johns Hopkins University</p> <p>2. <b>“Crisis Communication: Planning, Surviving, and Recovering</b> Judith Tenney, University of Maryland, Universities at Shady Grove</p> <p>3. <b>“Cultural Effects on the Processing of Humor Messages “</b> David Payne, University of Maryland, Montgomery College</p> <p><b>Moderator:</b> To be announced</p>	<p><b>Learning Beyond the Classroom</b> Building II, Room 1012</p> <p><b>Student Panel Discussion</b></p> <p>Topics include:</p> <ul style="list-style-type: none"> <li>• <b>Finding Purpose in your Work and Studies</b></li> <li>• <b>Study Abroad Experience and Opportunities</b></li> <li>• <b>Internship Perspectives</b></li> <li>• <b>Jobs for Communication Major... and More!</b></li> </ul> <p><b>Student Participants:</b> Jerry Lawrence, Tala Farr, Maria Broschart, Peggy Tondo</p> <p><b>Internship Provider:</b> Daniel L. Carlson, Managing Director, The Northwestern Mutual Network</p> <p><b>Moderator:</b> Paul Davy, University of Maryland</p>

2:15 pm – 2:30 pm

Coffee and Dessert – Return to Building II, Room 1432

2:30 pm – 3:00pm

**“Looking Ahead to the Future of MCA”**  
Jennifer Kafka Smith, MCA President, 2007/08  
Recognition/Awards

3:00 pm – 4:00 pm

MCA Business Meeting

- Old Business (Review Minutes, Executive Board Reports, Elections)
- New Business (New President’s Remarks and Announcements)
- Conference Evaluation

4:15 until ...

Afterwards – 2008/09 MCA Executive Board Meeting – All are welcome