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## From the Editor

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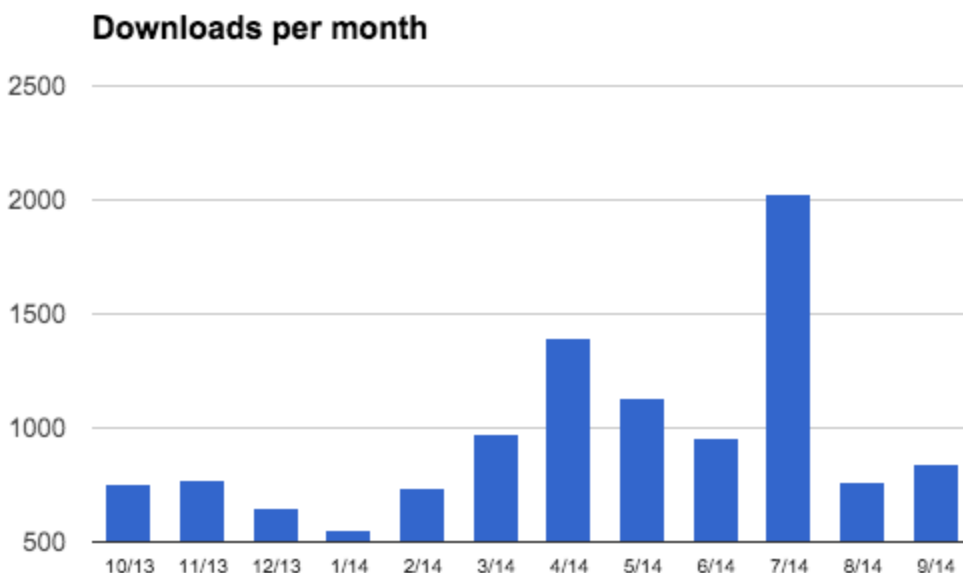
## From the Editor

Roxanne O’Connell  
Roger Williams University

The leaves are turning gold, red and orange. Here in the Northeast, wet days are followed by crisp, tingly days of sunshine, or with afternoons where clouds scud across the sky and sudden gusts toss leaves into the air. The semester is well underway and our annual convention in the Catskills is just around the corner. It is a time of reflection and anticipation.

### State of the Proceedings Journal

I am happy to report that over the past year (October 2013 to September 2014) we have had well over 11,000 full-text downloads. That is more than a 30% increase over last year’s numbers.



Clearly, our NYSCA Proceedings have “reach,” and the more downloads we get from our site, the more likely YOUR article will show up in a Google Scholar search. I encourage you, should you rework your article for a Journal publication or book, that you use the URL of your article in the proceedings website in your references, especially if the journal or book in which you are publishing provides an online version with live links. What goes around comes around.

I hope and expect that this upward readership trend continues. This coming year, we will be working on bringing the proceedings from 2007 into the BePress system. In addition, we have recently completed the digitization of many of our “print only” archives. If there is a way to include any of those proceedings into our Proceedings website, we will.

The 2013 NYSCA Proceedings has published ten of the twelve submissions we received in the months after the conference for this edition. Many of these articles cover communication issues of concern to specific discourse communities:

- ❑ Two articles, “Exclusive Breastfeeding and Breastfeeding in Newspapers: Analysis of Frames, Content, and Valence” and “The Politics of HPV Vaccination Advocacy: Effects of Source Expertise on Effectiveness of a Pro-Vaccine Message” address women’s and children’s health issues.
- ❑ Two articles discuss identity and norms in very different online communities—gamers in “The Hardcore Scorecard: Defining, Quantifying and Understanding ‘Hardcore’ Video Game Culture,” and daters in “Online Dating Profile Analysis: The Intersection of Identity, Gender & Religion.”
- ❑ The communities in the academy are the subject of “We Don’t Want to Talk About It: Communication Strategies for Teaching Less Popular Subjects,” and “Stakeholder Communication in Proposing Change,” which discusses dealing with curricular change in university doctoral programs.
- ❑ “Crime Control, Due Process, & Evidentiary Exclusion: When Exceptions Become the Rule” is an exploration of the ways courts have framed the concepts of *freedom*, *justice*, *liberty* and *autonomy*, while “Be Careful What You Wish For: Popular Music in an Age in Which ‘Information Wants to be Free’” is an essay that looks at some of the same concepts within the music community. “Making the Case for Pro-bono Public Relations Services for Nonprofit Organizations on Long Island” raises the issue of community-based nonprofits’ struggle to communicate their mission and their worth and the need for more pro bono efforts from experienced public relations firms and practitioners.
- ❑ In our Great Ideas for Teaching Students (G.I.F.T.S.) section “What’s Wrong With This Slide? Helping students develop their presentation graphics skills from the inside out” offers a practical method for getting students to deconstruct and then reconstruct slide presentation content.

This has been a very wide-ranging and interesting edition of the Proceedings to edit and publish. Special thanks go to the following:

Cheryl Casey who undertook the job of Assistant Editor, recruiting reviewers and managing the review process. Megan Dowd, David Habel, Corey Liberman, Mike Plugh, Noura Hajjaj, Diane Cypkin and Anastacia Kurylo who reviewed the

submissions and gave valuable feedback to our authors. To those of you have been published in this proceedings, please consider paying it forward by being a reviewer for the 2014 Proceedings. It is a wonderful opportunity to learn new things and help the good work that we do in NYSCA get out into the world.

I also want to remind you that Cheryl Casey and I are working on a special “retrospective” edition of the Proceedings coming up to our association’s 75th Anniversary. If you have a paper you delivered at any of our previous conventions that, for one reason or another, was either not submitted or was submitted but the “edit and resubmit” process slid it to a back burner, please consider sending it to us for reconsideration—especially if the subject has retained currency or returned to the spotlight. Please be sure to include the year in which the paper was originally presented.

I look forward to seeing you at the 72nd Annual New York State Communication Association Convention and I especially look forward to seeing your submissions for the 2014 NYSCA Proceedings.

Roxanne M. O’Connell  
October 2014