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From the Editor

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From the Editor

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I am honored and humbled to have been elected as Editor of the *Proceedings of the New York State Communication Association*, an organization whose scholarship has so deeply influenced my own evolution as a teacher and scholar in communication. I am also grateful to my predecessor, Dr. Roxanne O'Connell, for transferring to me a publication of such quality, and with such wide readership.

Under Roxanne's dedicated editorial eye, the *Proceedings* moved from a primarily in-house resource to a respected journal of blind peer-reviewed articles with worldwide circulation. She arranged for the *Proceedings*, beginning with the 2008 volume, to live and circulate online from the institutional repository at Roger Williams University, using the open access Digital Commons of Bepress. Roxanne also designed the layout that our online publication now uses. This layout is clean and professional, aligning the *Proceedings* with the look of other top-notch publications in our field.

Now we review usage data reporting downloads in the hundred each week; in total, 80,000 downloads have been made from the NYSCA *Proceedings* since 2008. Readership hails from all six settled continents - nearly 140 countries at last count, and over 1,100 institutions. Roxanne's accomplishments in establishing the NYSCA *Proceedings* as a veritable force in the global landscape of communication scholarship are to be applauded, and I hope you will join me in congratulating her at our next conference.

In this, my inaugural issue, I am pleased to include four terrific conference papers covering a diversity of timely and provocative topics. Michael Scully offers a refreshing look at "The History of the iPad" by tracing how particular technologies converged to create the mobile tablet computer. Christine Hirsch, Heather Stassen-Ferrara, Katherine Fry, Maureen Louis, and myself collaborated on a collection of narratives that problematizes assumptions that women have "...Come a Long Way, Maybe" in the academy. Hirsch continues the call for social justice in her paper, "Rhetorical Resolutions to the Tension Between Issue Ownership and Agency, by presenting a case study of the Safehouse Progressive Alliance for Nonviolence and its strategies for reframing the issue of domestic violence in order to keep the issue viable in the public consciousness. Finally, I am delighted to include a fine example of undergraduate scholarship. Molly Shilo's paper, "Effects of Television Content on Children's Development of Traditional Gender Role Schemata," gives a substantial literature review of key studies of children's television consumption, children's television programs, and gender stereotypes,

suggesting in the final analysis that perhaps we as a society haven't come a long way, maybe, in this area, either.

Our highlight article in this volume comes from Dr. Howard Giles, Distinguished Professor of Communication at the University of California, Santa Barbara. Dr. Giles delivered the keynote address at the NYSCA 2015 conference, and the paper included here is adapted from that presentation.

Equally exciting is our regular G.I.F.T.S. section, which once again showcases the immense teaching talent of our Association's members. The activities in this issue highlight diversity, inclusion, collaboration, and reflection about the power of communication choices. Our current historical moment calls for our students to engage these topics deeply and consistently.

Fortunately, Roxanne is still involved in the publication of these *Proceedings* as Assistant Editor, and I want to thank her for once again attending to layout and production. Special thanks also goes to the following reviewers for their time and substantive feedback to our authors: Tom Cooper, Diane Cypkin, Heather Stassen-Ferrara, Thom Gencarelli, Michael Grabowski, and David Habel.

The best part about the role of Editor is that I get to take a deep dive into the exceptional scholarship in which our members are engaged. With the extraordinary 2016 program and exciting plans for the NSYCA 75th Anniversary Conference taking shape, I am already looking forward to the next round of submissions!

See you next October,

A handwritten signature in blue ink that reads "Cheryl Casey". The signature is written in a cursive, flowing style with a large loop at the end.