



FROM ALL DIRECTIONS

Official Newsletter of the
Northwest Communication Association
October 2021 Edition

Visit us online at www.northwestcomm.org

Edited by Mark Porrovecchio, Oregon State University

Message from the President

Donna Allen,
Northwest Nazarene University

“Communication for the Common Good” is the exciting theme chosen for the 2022 Northwest Communication Association conference. As we emerge from a time where our association members could not be together at all for our spring conference in 2020 and only virtually in 2021, we have the opportunity to reconsider the purpose of our association and the value of gathering annually. I have noticed in the words of several others my own desire to come together, to be present with one another, to communicate face-to-face, and to establish and rekindle collegial relationships.

Our 2022 conference will be a time to converge in Coeur d’Alene for the good of our association, our members, and the communities we touch. The NWCA conference seeks to provide wonderful relational, collegial moments alongside great scholarly presentations and times of fun. I hope this year can be a time to bring our scholarship and our community together to consider what we have in common, what we can accomplish together to better the society in which we live, and to be both idealistic and pragmatic in pursuing the common good.

As Nelson Mandela stated: “Where people of goodwill get together and transcend their differences for the common good, peaceful and just solutions can be found even for those problems which seem most intractable.” Recent events have left many fearful of societal problems that seem intractable. Our association brings together people of goodwill who believe in the power of communication to build relationships and to make a tangible difference in the challenges of our 21st Century world.

I hope you will consider joining us, whether returning after some time away or coming to this conference for the first time. I look forward to seeing you!

Note from the Conference Planner

Veronica Koehn,
Northeastern Junior College

Hello, Northwest Communication Association Members!

I hope your fall term is off to a good start. As you know, our 2022 NWCA Convention is going to be in-person for the first time since 2019. It is going to be great to meet in person again!

Our theme for the 2022 Conference is “Communication for the Common Good.” I chose this theme because 2020 was a very hard year for many people. Faced with a global pandemic, we saw people sacrifice time with their loved ones, mask up, and get vaccinated, all to protect not only themselves, but those around them as well. Indeed, many of these things may have required a bit of personal sacrifice, but the communication around these issues shows a focus on the common good. We saw a similar focus on the common good following the murder of George Floyd; millions took to the streets to fight for criminal justice reform and racial equality.

While 2020 was really rough, 2021 has still been pretty difficult. But, together, we can have a better 2022. I look forward to seeing you all in Coeur d’Alene next year in April!

Northwest Journal of Communication: CALL FOR REVIEWERS

The *Northwest Journal of Communication* (NWJC) seeks peer reviewers for its upcoming edition(s).

The NWJC accepts submissions from a range of topics and modes of inquiry and thus we welcome reviewers with a wide variety of expertise. To express interest in serving as a reviewer please contact Editor McCracken at nwjcomm@gmail.com. Potential reviewers should have a Ph.D. in Communication (ABD considered), include a copy of their CV, and a brief description of their areas of expertise.

Northwest Journal of Communication: CALL FOR PAPERS

The *Northwest Journal of Communication* (NWJC) welcomes original, full-length, research article submissions for its upcoming issues. Submissions are accepted on an ongoing, rolling basis throughout the year.

The NWJC is a peer-reviewed, EBSCO listed journal, publishing one issue per year of quality scholarship on a variety of communication topics.

Research published in the NWJC represents the diversity of the discipline, thus all theoretical approaches and methods of scholarly inquiry are welcome. Submissions are expected to make original contributions to academic research in communication studies and should be theoretically sophisticated, methodologically sound, and make important advancements to human or mass communication scholarship.

Please visit our [website](#) for more information. We look forward to receiving your scholarship.

Andrea A. McCracken, Ph.D.
Editor, *Northwest Journal of Communication*
nwjcomm@gmail.com

46th Annual Conference: CALL FOR PAPERS AND PROPOSALS

CONFERENCE GUIDELINES

Papers, panel proposals, and workshops will be considered for conference presentation according to the following guidelines:

1. The convention program is open to all NWCA members and also scholars, practitioners and students who would like to become members of NWCA.
2. All submissions are due to the Division Chairs by **5 p.m. (PST) on Tuesday, January 25, 2022**. Please include a separate title page with the author's name, address, telephone number and email address, and submit electronically as a .pdf document. Hard copies and facsimiles cannot be accepted. We prefer that student papers be sent directly by the student author; if a faculty member or adviser submits on behalf

of a student, please copy the student on the submission email.

3. Research that has already been published or presented at another conference is not eligible for submission.
4. Special attention will be paid to papers and programs that relate to the convention theme. Submissions unrelated to the theme are also encouraged. Proposals that creatively combine faculty and student work are especially welcomed.
5. Paper length is limited to 25 pages of text.
6. We especially encourage competitive papers. Papers should be clearly marked in the upper right-hand corner of the title and abstract pages as follows: undergraduates please place a "U," graduate students please place a "G," and faculty please place an "F." This is important as we consider the President's awards for Best Undergraduate Paper, Best Graduate Paper, Best Faculty Paper and Best Faculty/Student Collaboration.
7. Panel proposals should focus on a unifying theme, which might be the conference theme. Panel proposals must include: (a) the title and description of the program; (b) a brief paragraph stating the scholarly importance of the panel and its contribution to the conference program; (c) names, addresses, and affiliations of all panelists; and (d) a 200 word (max.) abstract of each paper on the panel. Roundtable discussants do not need to submit abstracts.
8. Workshops are intended as training and/or information sessions that can be presented in one-hour blocks. Submissions should include the workshop title, the problem or expertise addressed, an outline of the proposed content, any specific "takeaways" participants should expect, and the time block required. Include the name, address, and affiliation of all workshop presenter(s).
9. Presenters must supply any audio-visual equipment their presentation requires. The cost of renting such equipment on-site is expensive. Please consider this carefully when planning your proposal's presentation details.
10. We apologize, but we are unable to accommodate special scheduling requests.

Send your submissions to one of the following divisions as appropriate:

COMMUNITY COLLEGE

This new division encourages submissions regarding all facets of community college teaching, pedagogy, and classroom practice(s). Essay and panel proposals—involving faculty and/or students—are encouraged.

Send submissions to:
Julia Bennett, College of Western Idaho
juliabennet@cw.edu

RHETORICAL THEORY & CRITICISM

This division encourages submissions regarding the theory and practice of rhetoric in diverse artifacts, practices and traditions, or intersections with legal, political, historical, religious, gendered, philosophical, ethnic, poetic, and environmental contexts.

Send submissions to:
Casey Schmitt, Gonzaga University
schmitt@gonzaga.edu

INSTRUCTIONAL AND FORENSICS

This division encourages scholarship concerning educational practices in communication including classroom communication and the practice of competitive speech and debate. Papers that explore practices in teaching communication or participation in forensics are welcomed. Panels which present G.I.F.T.S – Great Ideas for Teaching Speech – are also encouraged.

Send submissions to:
Matt Schnackenberg, Oregon Institute of Technology
matt.schnackenberg@oit.edu

INTERPERSONAL & COMMUNICATION THEORY

This division encourages submissions that describe human interpersonal communication or explore, develop, test, critique and/or refine theories of human communication. Theoretical essays and empirical research papers using any accepted qualitative or quantitative methodology will be considered.

Send submissions to:
Dan Peterson, Oregon Institute of Technology
dan.peterson@oit.edu

MEDIA AND CULTURAL STUDIES

This division encourages scholarship addressing issues related to mass media, intercultural communication, popular culture, diversity and multiculturalism, and mediated persuasive campaigns. Essays and panels proposals that address topics related to media and cultural studies are also encouraged.

Send submissions to:
Kristina Morehouse, Gonzaga University
morehouse@gonzaga.edu

ORGANIZATIONAL & TECHNICAL COMMUNICATION

This division encourages submissions exploring organizational contexts and technical communication. Organization and technical communication topics may include group or management communication, public relations, crisis response, investigations of how people communicate about technical topics, organizational criticism, and research that explores how we use technology to communicate.

Send submissions to:
Joel Iverson, University of Montana
joel.iverson@mso.umt.edu

Acceptance notifications will be sent out no later than **Tuesday, February 8, 2022**.

Additional Deadlines:

- You will need to reserve your room at the Coeur D'Alene Resort by Friday, **February 25, 2022**, to receive the group rate price. More lodging details will be provided in the Winter 2022 newsletter.
- The conference early-bird registration deadline is **Tuesday, March 8, 2022**, but you can register at the conference if you do not pre-register.



Northwest Communication Association

2021 - 2022 Registration and Membership Form

This form can be filled in.

If paying [online](#), please go to the payment section for details.

Member Information

Name: Academic Affiliation:
 Address: Academic Title:
 Email Address: Primary Phone Number:
 Highest Degree Earned: From which institution?
 Are you a new member? If no, since when?

Registration Information

The following section is *required*. Please choose one option.

Check One	Item	Early Bird Price	Regular Price
	Regular Membership & Conference Fee (Includes one-year membership, journal, and luncheon)	\$100.00	\$120.00
	Student Membership & Conference Fee (Includes one-year membership, journal, and luncheon)	\$40.00	\$50.00
	Life Membership (Includes journals, conference fees, and luncheons)	\$600.00	\$600.00
	Department Membership (Includes the journal)	\$70.00	\$70.00
	Existing Life Membership*	\$00.00	
	TOTAL DUE		

The following section is *optional*. Please indicate the quantity if purchasing more than one.

Quantity	Item	Early Bird Price	Regular Price
	Friday luncheon (for members' guests)	\$20.00	\$25.00
	Vegetarian Qty. (<i>Early Bird Only</i>)		
	Lactose-Free Qty. (<i>Early Bird Only</i>)		
	Gluten-Free Qty. (<i>Early Bird Only</i>)		
	Boat Cruise (for members and their guests)	\$15.00	\$25.00
	ADJUSTED TOTAL DUE (if adding optional purchases)		

Payment Information

Earl Bird registration must be RECEIVED by **Tuesday, March 8, 2022, at 5:00pm**. Please make check or money order (\$US) payable to "NWCA" and mail to:

Northwest Communication Association
 c/o Jim Gatfield, Secretary and Treasurer
 College of Western Idaho
 5500 E. Opportunity Drive
 MS 2000
 Nampa, ID 83687

Otherwise, pay [online](#) by the above deadline or in-person at the conference.

NWCA
46th Annual Conference
"Communication for the Common
Good"
The Coeur d'Alene Resort
April 7-9, 2022
Papers/Proposals Deadline:
5:00pm, Jan. 25, 2021



Northwest Communication Association
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Address Correction Requested

Please share this newsletter with a colleague or a friend