



FROM ALL DIRECTIONS

Official Newsletter of the
Northwest Communication Association
November 2023 Edition

Visit us online at www.northwestcomm.org

Edited by Mark Porrovecchio, Oregon State University

Message from the President

Michelle Bennett
Boise State University

It is my pleasure to welcome you to participate in the 2024 Northwest Communication Association Conference. I hope that your Fall 2023 term is moving along successfully.

Our 2024 NWCA Annual Conference is scheduled for April 14-16, 2024. Conference events begin on Sunday with conference sessions on Monday and Tuesday. Sunday night features the President's reception with hosted hors d'oeuvres allowing you time to create new connections and meet colleagues. A reminder that breakfast and lunch are included with your registration fee.

The NWCA is continually seeking pathways to increase inclusivity and opportunity for participation in the conference. We are excited to share new advantages for 2024 participants: a fully online Community College division with reduced registration fee and reduced registration fee for adjunct faculty.

The top paper in professional, graduate, and undergraduate categories receive acknowledgement and a financial award. Please review the conference planner message for details and deadlines to submit papers, presentations, and panels to the division chairs. Please consider your students in preparing papers for submission.

The *Northwest Journal of Communication* (NWJC) is a peer-reviewed, EBSCO-listed journal publishing one issue per year and we invite original contributions to academic research in communication studies. For further information, visit the [journal](#) page. The NWJC also invites interest from those interested in contributing as peer-reviewers.

Again, we look forward to engaging with you at the conference.

Note from the Conference Planner

Amy Anderson
Spokane Community College

Greetings, NWCA Members!

I hope you'll mark your calendars for our 48th annual NWCA conference from April 14-16, 2024. This year's theme is "Empathy at the Heart of Communication: Genuine Connection Through Understanding and Care."

By focusing on empathy in communication at this event, we can provide a valuable forum for exploring new approaches and best practices for building more empathetic and caring connections in various contexts. This conference can also help raise awareness about the benefits of empathy in intercultural communication as our world is becoming increasingly diverse and interconnected.

There are many ways to get involved in this conference. Faculty, students, and community members are encouraged to participate by submitting presentation proposals or papers. There are also opportunities to volunteer as a reviewer, session chair, or respondent. Please reach out to me if you would like to be a volunteer.

New this year, we plan to host an online Community College Division option. We hope that this will be an accessible alternative for community college students and faculty who may not have the funds or institutional support to join us in Coeur d'Alene for the conference. There will be a reduced registration cost (\$25) for online registrants.

For those who plan to attend in person, we'll have a discounted block of rooms available at The Coeur d'Alene Resort. Your conference fee includes a delicious breakfast, lunch, and snacks prepared by the Resort chefs. We hope you'll join us for this fantastic event!

**NWCA Luncheon
Keynote Speaker
Linda Seppa Salisbury**



Linda Seppa Salisbury has taught Communication Studies courses for nearly 50 years at various institutions in the Spokane area and has been recognized for her outstanding empathy and connection with students. She is also an experienced communication

and business consultant who has worked with organizations around the Pacific Northwest, such as the Spokane Police and Fire Department, Boeing, and Providence. Linda will highlight the importance of empathy in interpersonal communication interactions for trust-building and conflict resolution.

**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 *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.

Additionally, we invite persons interested in serving as a peer reviewer to contact the editor at the e-mail address listed below. In addition to your expressed interest, please include your area(s) of expertise and a current copy of your CV. Please visit the [NWJC webpage](#) for more information.

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

**48th Annual Conference:
CALL FOR
PAPERS & 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, 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 Thursday, February 1, 2024**. Please include a separate title page with the author's name, address, telephone number, and email address, and submit it 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: undergraduate students 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.

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

COMMUNITY COLLEGE

This new online 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 the Co-Chairs: **Julia Bennett**, College of Western Idaho, juliabennett@cw.edu, and **Michelle Bennett**, Boise State University, michellebennett@boisestate.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 the Chair: **Mike Hazel**, Gonzaga University, hazelm@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 that present G.I.F.T.S – Great Ideas for Teaching Speech – are also encouraged. Send submissions to the Chair: **Vicki Crooks**, Oregon Institute of Technology, vicki.crooks@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 the Chair: **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 the Co-Chairs: **Charles Athanasopoulos**, Gonzaga University athanasopoulos@gonzaga.edu, and **Corinne Sugino**, Gonzaga University sugino@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 the Co-Chairs: **Ann Culton**, Spokane Community College, ann.culton@scc.spokane.edu, and **Stacy Hudson**, University of Idaho, stacyh@uidaho.edu.

REMINDERS:

- Conference [registration](#) is now open!
- The conference early-bird registration deadline is Sunday, March 31, 2024, but you can register at the conference if you do not preregister.
- More lodging details will be provided in the Winter 2023 newsletter.