



FROM ALL DIRECTIONS

Official Newsletter of the
Northwest Communication Association
October 2020 Edition

Visit us online at www.northwestcomm.org

Edited by Mark Porrovecchio, Oregon State University

Message from the President

Stephen Yoshimura,
University of Montana

I have been thinking about the purposes of professional associations and conventions a lot lately. While everyone has various reasons for participating in conferences, my personal sense is that conferences make our professional lives feel like they are comprised of something bigger than just ourselves alone. As we must now physically distance ourselves from colleagues and students, the collective sense of “we” that conferences bring is especially important. With these thoughts in mind, NWCA Executive Council (EC) has been considering what, if any, options exist for us to fulfill our constitutional mission “to unite and promote the mutual educational interests of individuals with an interest in human communication” in 2021.

I have made three major observations during our conversations. First, our annual meeting is the primary way by which we have always fulfilled our mission, and many of our members use our conference to advance their professional development on an annual basis. Indeed, for many of our student members, our conference is one of the most meaningful events of their young careers. Second, we have seen numerous advancements in people’s familiarity with and access to technologies and media that could be applied to help us fulfill our mission this year, at least in a virtual format. Third, many college campuses throughout the northwest have re-opened under hybrid teaching conditions, and the recommended health practices seem to work when carefully followed.

After first identifying the various options, the NWCA EC distributed a survey to collect our members’ input on a decision about a 2021 convention. Although responses were light, the respondents indicated that a hybrid format would be the format in which the highest number of members would most likely participate. Although it is still early to promise that an in-person option will be possible, I have initiated a conversation with the Coeur d’Alene Resort about ways in which they might be able to arrange the physical environment to help us safely engage in any

in-person option consistent with, and hopefully even beyond, national health practice guidelines and recommendations. We have reason to believe that this could be done. However, we are considering an in-person option very cautiously. We will only include it as an alternative to the virtual platform if it is even possible to hold.

So, the NWCA plans to convene for the 2021 conference from April 15-17. Although new information will continue to inform decisions about the details of the conference, we are fully committed to helping our members reach their professional potentials by offering this opportunity to reconnect. With that, please start considering the work you would like to have presented at the 2021 conference. Whether online or in-person, we are looking forward to “closing the gap” and moving together into this new era of communication and connection.

Note from the Conference Planner

Donna Allen,
Northwest Nazarene University

NWCA has always been about bringing scholars together to hear about academic research, to build a network of communication professionals across the northwest, and to make a space for friendship and collegiality. The gap caused by our missed conference in April 2020 has made many of us aware of how much we value one another and what a great place our conference is to introduce students to academic presentations and to bring together faculty from around our region to network, exchange ideas, and develop relationships.

This year, COVID-19, political division, and racial injustice have caused or revealed gaps – lack of physical proximity, absence of haptics from handshakes to hugs, loss of nonverbal expression because of masks, missed travel, empty classrooms, lost civility in discourse, gaps between the haves and have nots, scarcity of resources and opportunities for the marginalized while seeing lavish abundance for the privileged and more. Our goal as conference planners is to close the gaps through the power of ethical and effective communication, scholarship that helps us

better understand each other, and through the critical lenses that can identify and topple systems that perpetuate and widen the gaps. Connecting is apt to look different with at least some parts of the conference presented virtually (if not all) but NWCA's conference still can be part of the important work of closing the gaps experienced in 2020.

I encourage you to submit papers, panels, or roundtable discussions and to encourage students to do the same. The deadline for submissions will be Monday, Feb. 1, 2021. This will allow sufficient time for reviewers and division chairs to do their work and for coordinating the format of presentations in whatever configuration we have of face to face, hybrid, or remote. I continue to be honored to serve NWCA and I look forward to hearing from you as we look to the future.

***The Northwest Journal of Communication:* CALL FOR SUBMISSIONS**

The *Northwest Journal of Communication* (NWJC) welcomes original, full-length research article submissions for its upcoming issues.

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

Articles 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.

Please visit our [website](#) for more information.

Andrea A. McCracken, Ph.D.
Editor, *The Northwest Journal of Communication*
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45th 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. on Monday, Feb. 1, 2021**. Please include a detachable 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 DIVISION

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:
Mark Wasden, College of Southern Idaho
mwasden@csi.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:
To be announced soon.

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 which 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

"Closing the Gap: Exploring Communication that Brings Us Together"
The Coeur d'Alene Resort
April 15-17, 2021
5:00pm, Mon., Feb. 1, 2021
Paper/Proposal Deadline:
NWCA
45th Annual Conference



Northwest Communication Association

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Address Correction Requested