



FROM ALL DIRECTIONS

Official Newsletter of the
Northwest Communication Association
October 2011

Visit us online at www.nwcomm.org

Edited by Mark Porrovecchio, Oregon State University

Message from the President

Michael Hazel, Gonzaga University

We hope that all of you are well and the fall semester is off to a smooth and productive start. As this year's president, it is my honor and privilege to extend warm greetings to everyone on behalf of the NWCA Executive Committee and also encourage you to attend the annual conference in Coeur d'Alene, Idaho, scheduled for **April 12-14, 2012**.

Thanks to the prodigious work and collective leadership of our present and past Executive Committee members, we were able to use our considerable resources to make the 2011 conference a great success, and anticipate that the 2012 conference will continue this precedent.

As always, we encourage both student and faculty paper and panel submissions to both the conference and NWCA's scholarly journal: *Northwest Journal of Communication* (this link—<http://nwcomm.org/Journal.html>—has the journal call and submissions guidelines). Please also peruse NWCA's updated website (<http://nwcomm.org>) to find past newsletters, programs, conference registration information, and subscribe to our e-mailing list, which will keep you apprised of our organizational and conference developments.

Before ending, I have to give a well-deserved special shout out to MaryJean Williams for her excellent menu planning throughout the weekend at the 2011 conference and especially at the President's Reception on Thursday evening. The 2012 Thursday evening reception will be planned by our 2nd Vice-President, Kevin Brown, who also happens to be a most talented DJ; so we look forward to meeting you there and catching up over some great food, music, and a variety of beverage. In the meantime, be well.

Notes from the Conference Planner

MaryJean Williams, Clark College

As I write this, the East Coast reels from its bizarre 5.8 earthquake. Corporate collapses speak of ethical failure. And personal tragedies from bullying to breakups, foreclosures to firings hound our private lives. These are the kinds of events that call for this year's conference theme, *Disaster Relief*.

Disaster comes on many scales, and it sure gives us a lot to communicate about. We attempt to learn, prepare and warn, using messages that may be funny or earnest; movies like *Contagion*, a tsunami alarm on the coast, a "Hang up and Drive" billboard over the highway. And a plaque in a cafe announces that, "Unattended children will be given espresso and a free puppy".

Yet trouble comes and demands a response. We adapt, forming a hundred thousand messages of change, grief, consolation and recovery. How many of us know what to do if our own neighborhoods are flooded, families are scattered, work places shattered by a tornado?

This is a particularly good year to announce our new conference division. Technical Communication is a user-centered approach to providing the right information, in the right way, at the right time to make someone's life easier and more productive. From prevention to recovery, this is a great approach to communication. Trouble touches us all, and a big part of being human is facing it effectively together.

In closing, I want to honor Professor Nathaniel "Nacho" Córdova of Willamette University who died this summer in a motorcycle accident. He was a generous, funny and creative rhetorician, who would have appreciated the irony of opposites in this year's theme. I challenge you to think deeply about our conference theme, and enrich us all by writing a paper, panel or workshop to present at this year's conference, *Disaster Relief*.

Northwest Journal of Communication: CALL FOR MANUSCRIPTS

The *Northwest Journal of Communication* is seeking submissions for the next issue of the journal.

Manuscripts are accepted on a rolling basis. The publication is a scholarly journal dedicated to understanding human communication in all forms. Contributions related to any area of communication, from all theoretical and methodological perspectives, are welcome.

Manuscripts will be considered as they are received and all submissions undergo rigorous peer review. The *Journal* follows a policy of blind review, so no author identification should appear in the body of the work. Acceptance rates range, depending on the issue, from 15-25 percent.

Manuscripts should conform to the standards described in the current edition of the Publication Manual of the American Psychological Association (APA). Most manuscripts should not exceed 8000 words including references. Authors should include a cover page with the title and author's name, address, telephone number, and electronic mailing address. Please include a 75-150 word abstract.

Send an electronic version of the cover page, abstract and manuscript to:

Trischa Goodnow,
NWCA Journal Editor
NWJournalofComm@gmail.com.

36th Annual Conference: CALL FOR PAPERS AND PROPOSALS

This year's conference theme, *Disaster Relief*, invites you to examine how humans communicate through big trouble. 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 those who want to become members.
2. All submissions are due to the Division Chairs by **5 p.m. on February 1, 2012**. Please include a detachable title page with the author's name, address, telephone number and email address, and submit electronically (i.e., in Word or .rtf format). If authors submit via hard text, send in three copies. No faxes please. It is preferred that student papers are sent directly by the student; if faculty members do submit for their students, please cc the student along with the submission.
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 support the convention theme, although unrelated themes and submissions 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. Faculty and students are especially encouraged to submit papers. Papers should be clearly marked in the upper right hand corner of their title and abstract pages; undergraduates should place a "U", graduate students a "G" and faculty an "F". This is necessary in order to be considered for the President's Awards, Best Undergraduate Paper, Best Graduate Paper, Best Faculty Paper and Best Faculty/Student Collaboration.
7. Panel proposals should focus on a unifying theme, which may be the conference theme. Panel proposals must include: (a) title and description of the program; (b) a brief paragraph stating the scholarly importance of the panel and its contribution to the NWCA 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 1 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 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.
11. Send your submissions to one of the following divisions as appropriate:

Environmental Communication Division

Submissions that explore environmental issues will be considered in this division. This includes interpersonal, small group, organizational, intercultural, rhetorical, technical, and mass communication about the natural environment. We encourage submissions from scholars exploring oral, written, and visual communication but working outside traditional communication departments.

Send submissions to:

Renee Heath, Ph.D.
heathrng@gmail.com
Associate Professor, Communication Studies
University of Portland
5000 N. Willamette Blvd.
Portland, OR 97202-5798
(503) 943-7181

Instructional and Forensics Division

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 especially encouraged.

Send submissions to:

Dr. Brian Simmons
simmons@up.edu
Communication Studies
University of Portland
5000 N. Willamette Blvd.
Portland, OR 97203
(503) 943-8025

Interpersonal & Communication Theory

Submissions to this division should describe human interpersonal communication, or explore, develop, test, critique and/or refine one or more of the many theories of human communication. Theoretical essays and empirical research papers using any accepted qualitative or quantitative methodology will be considered.

Send submissions to:

Stacie Williams
anastasia.williams1@pcc.edu
Speech Communication
Portland Community College
705 N Killingsworth
Portland, OR 97217
(971) 722-6111 x 3537

Media and Cultural Studies

Submissions to this division should address issues related to mass media, popular culture or technology. Essays and panels may also address cultural and intercultural communication.

Send submissions to:

Kathie Wilcox
KWilcox@lsc.edu
Lewis-Clark State College-Coeur d'Alene
1031 N. Academic Way
Coeur d'Alene, ID 83814
(208) 292-1291

Organizational Communication

Submissions that explore organizational contexts will be considered in this division. This may include group or management communication, public relations, crisis response, and other topics relating to organizational criticism, as well as research that explores organizational communication or the scholarship of organizational development.

Send submissions to:

Phil Backlund

Phil.Backlund@cwu.edu

Central Washington University

2418 Wheaton Ct.

Ellensburg, WA 98926

(509) 963-18529

Rhetorical Theory and Criticism

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 other cultural contexts will be considered.

Send submissions to:

Heather Crandall

crandallm@gonzaga.edu

Communication and Leadership Studies

Gonzaga University

502 East Boone Avenue

Spokane, WA 99258-0102

(509) 313-6491

Technical Communication Division

Technical communication addresses how we provide the right information, in the right way, at the right time to make someone's life easier and more productive. Technical communicators investigate how people communicate about technical or specialized topics or how we use technology to communicate; other tech comm areas include the theory and practice of instructions for how to do something, regardless of how technical the task is, or if technology is even used to create or distribute that communication. Papers and panels that explore best practices and innovations

in technical communication are especially encouraged.

Send submissions to:

Cassandra Hemphill

cassandra.hemphill@umontana.edu

Department of Society

and Conservation

The University of Montana

32 Campus Drive

Missoula, MT 59812

(406) 370-8344 (cell)



Conference Photos?

Career Updates?

Archived Materials?

Suggestions?

**Please visit our website for
all of this and more!**

Nwcomm.org



Northwest Communication Association

2011 - 2012 Membership and Registration Form

This form can be handwritten or typed.

Member Information

Name: _____ University: _____
Last First

Address: _____ Position: _____
Street Address

_____ Phone: () - _____
City State ZIP Code

E-mail Address: _____ Work Phone: () - _____

Highest Degree Earned? (Circle one) BA BS MA PhD Institution: _____

Are you a new member? Yes No If no, since when? _____

Registration Information

The following section is **required**. Please check ONE option.

Check ONE	Item	Pre-Registration Price	On-Site Registration Price
<input type="checkbox"/>	Regular Membership + Conference Fee (<i>One Year Membership</i>) Includes NWCA Journal & luncheon.	\$80.00	\$100.00
<input type="checkbox"/>	Student Membership + Conference Fee (<i>One Year Membership</i>) Includes NWCA Journal & luncheon.	\$30.00	\$40.00
<input type="checkbox"/>	Life Membership* Includes NWCA Journal, conference fees, & luncheon.	\$300.00	\$300.00
<input type="checkbox"/>	Department Scholarship Includes NWCA Journal	\$70.00	\$70.00

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

Quantity	Item	Pre-Registration Price	On-Site Registration Price
	Friday Luncheon For members' guests.	\$20.00	\$25.00
	Boat Cruise For members and their guests.	\$5.00	\$5.00

Total Amount Due: \$ _____

Pre-registration forms and payment must be RECEIVED by Monday, March 12, 2012.

Please make check or money order (\$US) payable to "NWCA" and mail to:

Northwest Communication Association
 c/o Dr. Dan Peterson, Treasurer
 3201 Campus Drive
 Oregon Institute of Technology
 Klamath Falls, OR 97601-8801

*If you have previously purchased a lifetime membership, please check "Life Membership." The only payment that will be due from you is any additional luncheon admissions.

Northwest Communication Association
Annual Conference
Theme: Disaster Relief
The Coeur d'Alene Resort
April 12-14, 2012
Papers & Proposals Deadline:
February 1, 2012



Northwest Communication Association
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Oregon State University
Corvallis, OR 97331

Address Correction Requested

Please share this newsletter with a colleague or a friend