



FROM ALL DIRECTIONS

Official Newsletter of the
Northwest Communication Association
December 2011/January 2012: Early Edition

Visit us online at www.nwcomm.org

Edited by Mark Porrovecchio, Oregon State University

Message from the President

Michael Hazel, Gonzaga University

Greetings and happy 2012. I hope that your winter holiday was restful and you have had a smooth start to the new term. We are looking forward to seeing you at the 36th annual *Northwest Communication Association* conference, scheduled for **April 12-14, 2012** at The Coeur d'Alene Resort.

Preparations for the conference are well underway and we anticipate a vibrant and hospitable experience for all attendees. We hope that your convention plans also include attending the President's Reception on Thursday evening .

Like last year, we plan to have a variety of complimentary food and beverages and DJ Kevin Brown will be providing the music and ambiance. Also, I invite you to consider the boat cruise on the lake on Friday evening after the last session. Since last year's boat cruise was well attended and included complimentary food and drink, we suggest that you sign up early on the conference registration form.

If you have not already done so, we encourage both faculty and students to submit papers and panel proposals by the deadline. Themes related to *Disaster Relief* are especially welcome. In our conference planner MaryJean Williams's capable hands, we can look forward to thought provoking scholarship and dialogue that will be made all the richer by your attendance and contributions. In the meantime, be well.

IMPORTANT REMINDERS

Paper Deadline
February 1st

Resort Reservation Deadline
March 11th

Check nwcomm.org for more
details.

Notes from the Conference Planner

MaryJean Williams, Clark College

Once upon a time, a young woman and a young man went skiing on Mt. Baker. Their ski clinic was off to a happy start when the snow turned to rain. Word came from person to person warning, "If you're from out of town, go home NOW!" But the message came too late. Torrential rain melted the snowpack, set off a mudslide and buried the only road out of town. A thousand skiers were stranded in the tiny town of Glacier, Wash., quickly filling motels and emptying the grocery store. Our unlucky pair found themselves trapped, wet, homeless and hungry. What would happen?

This year's conference theme, *Disaster Relief*, is an opportunity to look at how things go wrong and study communication that may deepen troubles or bring relief. Our new division, Technical Communication, will provide a fresh perspective on perennial problems. There will be a new slide show rolling during the president's reception, thanks to Daniel Roemer. If you have pictures from your life as a communicator you'd like to share, please forward them directly to Daniel at danroemer@live.com.

Our invited guest speaker is Denise Everhart, Communication Director, Northwest Division of the Federal Emergency Management Association (FEMA). As a woman in an all male fire department, as a first responder to Hurricane Katrina, as a Communication Coordinator for one of the largest relief organizations in the world, Denise has insights and stories that you can't imagine! And you'll like her, too.

So talk to your colleagues and write a panel presentation. Polish your papers and submit them by February 1. Make your room reservations by March 11 to enjoy the discounted rate; a reservation form is included in this newsletter. Come to the conference. Eat and drink well at the reception. Schmooze on the Boat Cruise and reflect on rhetoric, listening, media and all the other interesting topics, all while gazing over the incomparable Lake Coeur d'Alene.

So what happened to our unlucky skiers? You'll have to come to the conference to find out if there's a happy ending! I'll see you in Coeur d'Alene.

***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@lcsc.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.



ROOM RESERVATION REQUEST

Reservations are made on a space available basis. If a specific request cannot be honored, reservations will be made at the nearest available room type and rate. Actual room assignments, views and fireplace rooms are all subject to availability on the day of arrival.

PREFERRED CHECK-IN AFTER 4:00PM CHECK-OUT IS 12:00 NOON

All reservations must be accompanied by the first night's deposit. Cash, check or credit card accepted as prepayment. Cancellations must be received at least 7 days in advance of arrival date for deposit return.

PREMIER ACCOMMODATIONS. These luxurious rooms are located in the 18-story lake tower. Rooms are oversized, with distinct living, sleeping and dressing areas, with a refreshment center refrigerator in each room.

King and Two Double Bed accommodations are available, offering City-Mountain or Lake Views.

DELUXE ACCOMMODATIONS. These rooms are tastefully appointed and more traditional in size.

King and Two Double Bed accommodations are available, offering Park and City Views.

TRADITIONAL ACCOMMODATIONS: Our traditional rooms are available in limited quantity with One or Two Queen Bed accommodations. These are NON-VIEW ROOMS.

TOLL FREE RESERVATIONS: 1-800-688-5253 (U.S. & Canada)

(208) 765-4000 FAX NUMBER: (208) 664-7279

P.O. Box 7200 Coeur d'Alene, ID 83816

www.cdaresort.com

Conference: Northwest Communications Association

Dates: April 12-15, 2012

Reservation & Rate Deadline: March 11, 2012

Name (Please Print) _____

Please indicate preference for Room and Bed type.

Address _____

PREMIER

Single Double \$ 190.00

City _____

DELUXE

Single Double \$ 155.00

State _____ Zip _____

TRADITIONAL

Single Double \$ 95.00

Phone (Work) () _____

STUDENT TRADITIONAL

Single Double \$ 89.00

(Home) () _____

E-mail Address _____

SPECIAL REQUESTS

Fax Number _____

Add \$10 for each extra adult (over two per room).

Arrival Date _____

All rates are net, plus tax.

Departure Date _____

TRANSPORTATION: There is a \$59.00 per person round trip fee, or a \$59.00 per person one-way fee. Advance reservations required.

No. In Party _____

Deposit Enclosed: Amount \$ _____

Sharing a Room With _____

Charge My Credit Card:

(Maximum occupancy: four per room)

Diners MasterCard Visa

Please send my confirmation number:

Discover American Express

E-mail Confirmation

Fax Confirmation Confirmation by Mail

Card Number (Minimum 13 Numbers) _____ Expiration Date _____

Signature _____

TO MAKE RESERVATIONS FOR A PICK-UP (Spokane or Coeur d'Alene), PLEASE SCHEDULE YOUR ARRIVAL AND DEPARTURE TIMES AT (800) 688-5253.
Credit Card Guests: Sign and fax or sign, fold, attach postage and mail. Cash Guests: Please place form and check in a separate envelope and mail.

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