



# FROM ALL DIRECTIONS

Official Newsletter of  
The NorthWest Communication Association  
February 2003

---

Edited by Annette Folwell, Leslie O'Connell, and Angelia Yingling

---

## ***Message from the President*** **John Stewart, University of Dubuque**

Have you recently had one of those great conversations with a colleague—where you have the time to pursue one of your favorite professional topics in depth and you come away knowing you really learned something? These conversations routinely happen at the Northwest Communication Association Convention.

Have you recently heard a panel discussion that really excited you? The ideas were substantive and varied, the speakers were passionate, the session contributed to your own teaching and research, and the presenters included both faculty and students? These sessions, too, happen almost every hour during the NWCA Convention.

Are you ready for a break from your academic routine? Do you want to spend a couple of nights in early April at a world-class resort on the shore of one of North America's most beautiful lakes? Cruising the lake on a roomy party boat with 200 other Convention attendees? Lounging in front of one of the Resort's fireplaces? Swimming in the indoor pool? Enjoying delicious pancakes with the Resort's trademark huckleberry syrup? These are just a few of the benefits available to everyone who attends the NWCA Convention.

I want to personally invite you to attend the Convention on April 3, 4, and 5, and to bring a friend. I'll be coming from Iowa, where nighttime temperatures are below zero and there's snow on the ground. My colleagues and our students are eagerly anticipating the trip.

Remember, NWCA is the communication association that warmly welcomes undergraduate and graduate students—and most prominently features their work. This convention is the right-size for productive networking, stimulating scholarly interaction, and relaxed, informal conversations with old and new friends. This is the convention that draws together communication students, faculty, and professionals from the Pacific Northwest and Western Canada.

In this newsletter, you will read about the exciting program that has been put together by Vice President Nancy Legge. This newsletter also includes materials for joining or renewing your membership in NWCA and reserving a room at the Resort. Make your travel plans

with colleagues and reserve your space. The year's most friendly and welcoming convention is only a little more than a month away!

## ***Message from the 1<sup>st</sup> Vice President*** **Nancy J. Legge, Idaho State University**

Papers are submitted, reviewers are reading, and programs are being scheduled. Planning is well under way for this year's Northwest Communication Association Conference. I hope you've marked your calendars for April 3-5 and you're making plans to attend our 27<sup>th</sup> annual convention. We will let those of you who submitted papers know about acceptance as soon as possible. This newsletter contains a form for membership and convention registration as well as a form for hotel registration. Please take the time to send in your membership/registration form early. Pre-registration will cost you less than on-site conference registration. The hotel will hold rooms for us until March 1, 2003. So please don't delay: make those reservations soon.

Plan to arrive on Thursday afternoon and pick up your convention registration materials. The conference kicks off at 7:00 Thursday evening with a plenary session and a social reception. We'll be able to take advantage of the roomier facilities offered by the Resort and meet in a conference room. We'll take a few moments to introduce newcomers to the Conference and discuss the Convention theme. We hope that this plenary session will provide a framework for the weekend and allow everyone to get acquainted (and re-acquainted). There will be a variety of tasty snacks and a cash bar.

Panels will begin at 8:30 a.m. on Friday and last until 5:30. We'll break mid-day for the Convention Luncheon, where we'll have a delicious Resort-prepared meal, recognize outstanding student submissions, and conduct Association business. NWCA is truly a democratic organization, giving all members a voice. After the panels on Friday, plan to join us on the boat ride around beautiful Lake Coeur d'Alene. We'll have a drawing for prizes, snacks, and unwind from the day's panels. On Saturday morning, there will be a continental breakfast before panels begin at 8:30. We'll have two sessions of panels on Saturday; the final panels will end at 11:20. You'll have plenty of time to pack up and head home or to relax and enjoy the rest of the weekend at the beautiful Resort.

Coeur d'Alene is a beautiful city, and the Resort is a lovely place to spend a couple of days. The NWCA Convention is student-friendly, interactive, and engaging. Hope to see you April 3-5 in Coeur d'Alene.

## ***Tips for Presenting a Paper at the NWCA Conference***

- There will be no audio-visual equipment available for presentations. If you have any a-v needs, you'll need to bring everything you need.
- Bring 10 copies of your paper to give out. People can then read the full text of what you wrote and you won't feel obligated to cover everything in your paper.
- Don't read your paper for your presentation! Speakers will have about 10 minutes to present. Condense/Edit your written paper to fit in to a 10-minute oral presentation. We all know there are differences between how we write and how we speak. Your presentation should reflect the latter. We are communicators-- don't read to us, talk to us!
- Emphasize your analysis and conclusions in your presentation. We can read your review of the literature when we read your paper. The meat of your presentation should focus on what you did, what you found, and why it's interesting and meaningful.
- Take notes on what your respondent says about your paper. The respondent has carefully read your paper and will, undoubtedly, make comments that will help take your paper to the next level.
- If you're an audience member, take advantage of the Q&A at the end of the panel. The Chair of the panel will help facilitate discussion. This is a conference that truly encourages interaction.

## ***Timely Convention Tips and Important Dates to Remember***

The Coeur d'Alene resort will hold a block of rooms for NWCA, but they need to hear from you as soon as possible. The Resort will honor the special, discounted room rates if you make your reservation before the deadline of **March 1, 2003**.

Parking is available in the garage at the Resort. If you are driving in just for the day, you can park free. The hotel policy for those staying overnight is that parking costs \$14 per 24 hours.

Pre-registration for the conference must be received by **Wednesday, March 26**. Registration forms can be found on page three of this newsletter or you can download registration forms from the NWCA website at [www.nwcomm.org](http://www.nwcomm.org). You can also register at the conference. The registration center will open on Thursday afternoon and will remain open during the conference.

If you are flying into the Spokane airport, the Coeur d'Alene Resort offers transportation to and from the airport. The roundtrip fee is \$45 per person and advanced reservations are required

The organization will host a reception during this Thursday evening get-together. We will gather in a spacious conference room to participate in a brief, interactive, multi-media overview of the convention and its theme. This is an excellent opportunity to get reacquainted with old friends and to make new ones. The organization will provide appetizers and drinks with a cash bar.

Don't forget to bring your swimwear for the time in the pool and some layers of warm clothing for walks by the lake and the boat cruise. Early April can be chilly in Coeur d'Alene.

## ***About Coeur d'Alene***

***The city is home to the world's largest floating boardwalk. The boardwalk, right next to the hotel, is a great place to take a nice lakeside stroll. There are countless restaurants and a few microbreweries in the city as well. Visit some of these links to learn more.***

- Information about Coeur d'Alene: <http://www.coeurdalene.org/> (includes information about restaurants, activities, and directions)

**NWCA**  
**ANNUAL CONVENTION**  
**APRIL 3-5, 2003**  
**Coeur d' Alene, Idaho**

**Communicating Relevance:**

The tension between *being academic* and *being relevant*

Reservations for the Coeur d' Alene Resort must be made by  
**Saturday, March 1, 2003**

**ADX018**

**NorthWest Communication Association**

Annette Folwell  
NWCA Newsletter Editor  
School of Communication  
University of Idaho  
P.O. Box 441072  
Moscow, ID 83844-1072

*Address Correction Requested*

*Please share this newsletter with a colleague or a friend*

**NorthWest Communication Association  
2003 Membership and Registration Form**

Name \_\_\_\_\_ Title \_\_\_\_\_

Department/Firm \_\_\_\_\_

Institutional Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Work Phone ( ) \_\_\_\_\_ Home Phone ( ) \_\_\_\_\_

E-mail \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Highest Degree \_\_\_\_\_ Institution \_\_\_\_\_

New Member Yes No      Membership Since \_\_\_\_\_

**Check ONE where appropriate:**

	<b>Pre-Registration</b>	<b>On-site Registration</b>
<input type="checkbox"/> Regular membership, includes JNWCA	\$30	\$40
<input type="checkbox"/> Student membership, includes JNWCA	\$15	\$20
<input type="checkbox"/> Sustaining membership, includes Convention Fee, lunch, JNWCA, and boat ride	\$75	\$75
<input type="checkbox"/> Life membership, includes all Convention Fees lunch, and yearly JNWCA	\$300	\$300
<input type="checkbox"/> Department Sponsorship, includes JNWCA	\$60	\$60

**Check each where appropriate:**

**\*You must be a NWCA member to attend the conference.**

<input type="checkbox"/> Student Member Convention Fee includes lunch	\$25	\$30
<input type="checkbox"/> Regular Member Convention Fee includes lunch	\$40	\$50
<input type="checkbox"/> Lake Cruise, Friday 5:30 to 7:30 Boarding at 5:00 pm	\$10	\$10
<input type="checkbox"/> Friday Luncheon (for spouses, partners, etc.)	\$20	\$25
TOTAL	\$ _____	

**PRE-REGISTRATION FORMS MUST BE RECEIVED BY WEDNESDAY, MARCH 26, 2003.**

**Make check or money order (US \$) payable to NWCA and mail to:**

John Caputo  
NWCA Secretary/ Treasurer  
Gonzaga University  
Communication Arts Department  
502 E. Boone Ave.  
Spokane, WA 99258-0022