



# FROM ALL DIRECTIONS

Official Newsletter of  
The NorthWest Communication Association  
February, 2005

Edited by Nick Backus, Western Oregon University

## ***Message from the President*** **Annette L. Folwell, University of Idaho**

Convention planning is nearly complete for the 29<sup>th</sup> annual meeting of the Northwest Communication Association. Now, it is your turn to plan your attendance at the Northwest's only conference dedicated to showcasing undergraduate and graduate student papers as well as faculty research. Mark April 7, 8 and 9 on your calendar to attend NWCA in Coeur d'Alene, Idaho.

This newsletter highlights the exciting program that First Vice President Jeff Kerssen-Griep has planned. His fascinating theme of *Anchorage* will provide a springboard for many great scholarly conversations and debates. This year's keynote speaker is communication scholar Dr. Susan Owen from the University of Puget Sound; her presentation will engage us on that theme. This newsletter also includes materials for joining or renewing your NWCA membership and making a room reservation at the Resort.

One of the highlights of the conference is Friday's business meeting and luncheon. During the luncheon, nominations will be accepted for a new Second Vice President, as well as for NWCA Historian, and editor for the *Journal of the Northwest Communication Association* (JNWCA). NWCA also presents awards during the luncheon for outstanding scholarship and participation.

Be sure to reserve your room at the luxurious *Coeur d'Alene Resort* by March 10th to ensure the conference rate at the hotel. The Resort is a communication site and offers

superb amenities, such as a European-style spa, one of the best resort golf courses, great restaurants, a bowling alley, and a cozy fireplace in the lobby. To learn more about the Resort, please visit their webpage at [www.cdareort.com](http://www.cdareort.com).

Please join me April 7, 8 and 9 for an exciting conference dedicated to discussing relevant current communication issues and research at the beautiful Coeur d'Alene Resort. You will find this conference to be one of the friendliest and most enjoyable conferences you will attend.

## ***Message from the Program Planner*** **Jeff Kerssen-Griep, University of Portland**

As we leave the month of February and head irresistibly toward spring, I hope your plans include joining us for the 29<sup>th</sup> annual NorthWest Communication Association Conference **to be held April 7-9, 2005** in Coeur d'Alene, Idaho. Our conference theme, "Anchorage," has attracted scholarship addressing communication issues that matter to Northwest communities and beyond. Division chairs and readers currently are reviewing NWCA conference submissions. All authors whose works are accepted for presentation at the conference **should receive that invitation from division planners by February 28, 2005.**

This newsletter contains two enclosures that are important to your conference attendance. First, the **enclosed NWCA Membership form** allows you to pre-register for the conference, saving money on membership and conference fees. Your conference registration form must be received by Friday, March 25<sup>th</sup> in order to qualify for the discounted pre-registration fees. Second, the enclosed *Coeur d'Alene Resort*

**Room Reservation form** is your ticket to the specially discounted block of rooms reserved for NWCA conference attendees. You'll need to **reserve your room by Thursday March 10<sup>th</sup>** in order to be guaranteed these discounted room rates. Please act soon to take full advantage of the NWCA pre-registration discounts and the Resort's price cuts.

What can you look forward to at the conference itself? I hope your conference plans include attending NWCA President Annette Folwell's opening night reception, held on Thursday April 7<sup>th</sup> beginning at 7 pm in the Resort's signature accommodation space, the Hagadone Suite, high above the lake. Refreshments and a cash bar will be available, along with the chance for attendees to meet.

Friday morning panels begin at 8:30am and continue until the Conference Luncheon, at which we'll also conduct the organization's business together. This year those duties will include electing a new 2<sup>nd</sup> Vice-President, an NWCA historian, and a *Journal of the NorthWest Communication Association (JNWCA)* editor to replace David Douglass of Willamette University, whose term is expiring (contact NWCA President Annette Folwell at [folwell@uidaho.edu](mailto:folwell@uidaho.edu) for position description details). Award-winning undergraduate and graduate student papers also will be recognized at the luncheon.

Building on the conference's "Anchorage" theme, acclaimed rhetorical, cultural, and media scholar **Dr. Susan Owen** will give our keynote address about "***The Place and Possibility of a Moral Voice in the Academy.***" Dr. Owen is Professor of Communication Studies at the University of Puget Sound. She's a widely published scholar, longtime NWCA participant, mentor to many, and terrific at focusing attention on the things that resonate amidst the welter of communication experience. Expect a speech that's accessibly insightful, wry and alert.

Post-luncheon panels will continue until 5:30 pm, when we'll **board the Mish-an-Nock for our Friday evening boat cruise** through the lake's beautiful northern bays. The ride will feature door prizes, a cash bar, a few refreshments and plenty of opportunities to meet and connect with other conference participants. Saturday panels are scheduled from 8:30am until the conference program concludes at midday.

I hope you'll follow through now on your plans to experience this engaging and absolutely unique conference. **See you at NWCA's annual gathering, April 7-9, 2005 in beautiful Coeur d'Alene, on that lovely lakeshore!**

## *Convention Advice*

- ✓ The Coeur d'Alene resort will hold a block of NWCA room reservations, but they need to hear from you as soon as possible. Please do all you can to get your reservation requests in by the deadline, **March 10, 2005.**
- ✓ Parking is available in the garage at the Resort. If you're driving in just for the day, you can park free. Overnight parking costs \$15 for a 24 hour period.
- ✓ Pre-registration for the conference must be received **by March 25, 2005.** A registration form can be found in this newsletter, or you may download a registration form from the NWCA website at: <http://www.nwcomm.org>. Registration also will be available at the conference. The registration center will open on Thursday afternoon and will remain open during the conference.
- ✓ If you're flying into Spokane airport, the Coeur d'Alene Resort offers transportation to and from the airport. The roundtrip fee is \$49 per person; advance reservations are required.

- ✓ Don't forget to bring swimwear for the pool and sauna, and some warm clothing layers for enjoying the boat cruise and for walking lakeside trails.

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

- ✓ Due to the on-site expense, once again NWCA will provide no AV equipment

t for presentations. You'll have to either bring hard copy handouts to share if you want those visuals for your listeners, or bring your own AV equipment along to use.

- ✓ Bring @10 copies of your paper to give out. Interested listeners then can have access to the full text of your work, helping you feel less slavishly obligated to include all of the paper's details in your talk.
- ✓ Don't read your paper when you present. Speakers will have about 10 minutes to present; panel respondents will have slightly more than that. Edit your talk to fit into the time available; time limits are enforced in the interest of courtesy to the other panelists, the respondent, and the audience.
- ✓ Emphasize your analysis and conclusions in your presentation. Listeners can read your review of literature when they read your paper. The heart of your presentation should focus on what you found and why that is valid, interesting and meaningful.

- ✓ Take notes on what your respondent says about your paper. The respondent has read your paper carefully; her/his comments will help take your paper to the next level.
- ✓ If you are an audience member, take advantage of the Q&A at the end of the panel. The Chair of the panel will facilitate discussion. This conference truly encourages interaction.

## **Call for Manuscripts**

**The *Journal of the Northwest Communication Association* seeks submission of manuscripts for the spring, 2006 issue.** Articles relating to any aspect of communication are welcome, as are all theoretical and methodological approaches. Manuscripts will be considered as they are received.

Manuscripts should conform to the standards described in the *Publication Manual of the American Psychological Association*, 5<sup>th</sup> edition, and should not exceed 8000 words including references. Include a detachable cover page with the title and author's name, address, telephone number, and electronic mailing address. Also include a 75-150 word abstract. The *JNWCA* follows a policy of blind review, so no author identification should appear in the body of the work. Upon acceptance of the draft, the author(s) should be prepared to submit a final draft on disk or as an attachment in Microsoft Word.

Please send four copies of the manuscript to:

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Inquiries may be directed by mail to the same address, by email to [ddouglass@willamette.edu](mailto:ddouglass@willamette.edu), by telephone at (503) 370-6285, or by FAX at (503) 375-5398

NWCA  
ANNUAL CONVENTION  
APRIL 7-9, 2005  
Coeur d' Alene, Idaho

*Conference Theme: "Anchorage"*

Reservations for the Coeur d'Alene Resort must be made by  
**Thursday, March 10, 2005**

Keynote Speaker  
Dr. A. Susan Owen, University of Puget Sound

NorthWest Communication Association

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*Address Correction Requested*

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