



FROM ALL DIRECTIONS

Official Newsletter of
The NorthWest Communication Association
January 2006

Online at <http://nwcomm.org/>

Edited by Nick Backus, Western Oregon University

Message from the President **Jeff Kerssen-Griep, University of Portland**

Convention planning is well underway for the 30th(!) annual meeting of the Northwest Communication Association, to be held April 13-15, 2006, as always at the Coeur d'Alene Resort in Coeur d'Alene, Idaho. First VP Molly Mayhead and her division chairs have begun reviewing competitive paper, panel, and workshop submissions drawn by this year's intriguing conference theme, "Revolution." Be sure you and your students contribute to that mix of proposals prior to NWCA's January 27th submission deadline.

This year, NWCA seeks your help to celebrate a special year. EBSCO Publishing recently has contracted with us to digitize, index, and make available internationally, via its Communication & Mass Media Complete (CMMC) database, all issues of the *Journal of the Northwest Communication Association* (formerly *The Communicator*). While we'll retain our rights to that scholarship, this agreement opens up new horizons for us by generating new income and enhancing our scholarship's reach and availability. We've planned an interactive convention session – involving many of NWCA's Past Presidents – to solicit your ideas about how our energies and resources might be applied toward achieving particular visions for NWCA. Consider: *What's your fondest achievable wish for our organization? How might we get there?* Visit www.nwcomm.org for information about our one-of-a-kind organization. I hope you'll give these questions some thought and participate in that session – this should be an energizing collaboration for all of us.

Please let your convention plans also include attending NWCA's traditional opening night President's reception on Thursday April 13th from 7-9 pm in the Resort's Hagadone Suite, high above the lake. Refreshments, a cash bar, and collegial conversation will greet you there. Friday morning panels begin at 8:30am and continue until the Conference Luncheon, at which we'll conduct the organization's business together and enjoy the latest in a string of excellent keynote addresses. Our business this year will include recognizing the Top-Three 2006 award-winning graduate and undergraduate student papers, and electing a new 2nd Vice-President, Treasurer, and NWCA Web Spinner – please see the nomination calls elsewhere in this newsletter. NWCA also seeks a new editor for the *Journal of the NorthWest Communication Association* (JNWCA: see position description details in this newsletter). Post-luncheon panels will continue until 5:30 pm, when we'll board the Mish-an-Nock for a 90-minute boat cruise through the lake's beautiful northern bays, a

ride replete with door prizes, a cash bar, refreshments and plenty of opportunities to connect with other participants. Saturday panels are scheduled from 8:30am until the conference program concludes at midday.

As always, our convention will be held at the Coeur d'Alene Resort (www.cdaresort.com), a coveted Pacific Northwest conference environment. Our longtime host boasts great views, fine restaurants, affordable room rates (with especially good deals for student scholars), and excellent amenities including an exercise spa, pool, and the largest floating boardwalk in the country. A walk-able downtown district adjoins the Resort with lots of unique shopping and dining spots to be found in this small, safe city.

This newsletter contains two enclosures important to your conference attendance. 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 (not just postmarked) **by Friday, March 24th** in order to qualify for discounted NWCA pre-registration fees. Also 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 16th** in order to be guaranteed these discounted room rates. Act soon to take full advantage of these discounts. Consider joining NWCA's convention emailing list to keep apprised of conference developments as they happen.

It's nearly time to gather again with colleagues to invigorate what we know together! I hope you'll take part in the 30th gathering of this absolutely unique conference, April 13-15, 2006 in Coeur d'Alene, on that lovely lakeshore. See you there!

Message from the Program Planner **Molly Mayhead, Western Oregon University**

In only a few short months we will be celebrating the 30th anniversary of the Northwest Communication Association. I invite you, your colleagues, and students to be part of this significant occasion. Division chairs are reviewing papers and program proposals, and each is crafting a "Spotlight on Faculty" panel to highlight significant and current research by some of the region's leading scholars. Please plan to attend the conference, **April 13-15**, at the magnificent Coeur d'Alene Resort, recently ranked by *Conde Nast Traveler* magazine as one of the top resorts in the world. Don't miss the **January 27th** deadline for submissions! Hopefully, you can attend the President's reception on Thursday April 13, the Conference Luncheon on the 14th, and the famous and fun boat ride the evening of the 14th, while taking in as many panels as possible.

This year's conference should prove especially exciting for a number of reasons. As Jeff mentioned in his message, our publications are now a part of the CMMC database. The income generated from this agreement gives us a great opportunity to plan for and expand future conference offerings. I cordially invite you to attend the session involving Past Presidents. This will provide an excellent forum to witness where the organization has been and to help chart the future course as well. Our decisions can truly be "revolutionary."

In addition, I am pleased to announce that **Judge Rex Armstrong of the Oregon Court of Appeals will be our Keynote Speaker.** Judge Armstrong has worked tirelessly to protect civil rights and First Amendment freedoms. His speech, held during the luncheon on Friday the 14th, promises to be both insightful and provocative. Rounding out our luncheon business is the election of several officers and the recognition of top student papers. At 5:30 we board the Mish-an-Nock for our scenic boat cruise. Door prizes are flooding in and at present consist of compact discs, museum tickets, hand crafted jewelry, original art work, and signed copies of books by Northwest authors, to name just a few items. The cruise is a great way to make new friends, rekindle past friendships, score some great prizes, and continue the discussions begun in panels. You won't want to miss it!

As I mentioned in the October newsletter, the city of Coeur d'Alene provides the perfect backdrop for our conference. Restaurants and shops abound and are in walking distance. With the help of Southern Poverty Law Center Attorney Morris Dees and local communication scholar, Tony Stewart, the region purged itself of a neo-Nazi enclave. The compound is now a center for peace and diversity, and warrants a visit if time permits. At the risk of sounding like I am gushing, I cannot think of a better conference venue than the Coeur d'Alene Resort. With world-class dining, interesting shops, pools, spas, and the famous lakeside boardwalk, the resort is awe-inspiring. I look forward to meeting you at the iconic fireplace or in one of the many planned sessions and activities.

Enclosed you will find the registration form, the list of division chairs, and the room reservation form. The Resort is holding a block of rooms for us at special reduced rates. **Reserve your rooms by March 16th to cash in on those savings.** Please register for the Conference and boat ride by **March 24.** If you are willing to serve as a referee, panel chair, or panel respondent, contact the appropriate Division Chair and let him or her know of your interest. It's not too late. One of the great benefits of our organization is its inclusiveness, and I encourage everyone to get involved in some way!

Of all communication conferences, the NWCA gathering is my very favorite. Its intimacy provides for insightful discussions; the diversity of ideas underscores the health of the discipline. Let's celebrate the field, the organization, and our collective and individual knowledge. The 30th Annual Northwest Communication Association Conference promises to be fun and enlightening. You will definitely want to be part of it. So, I implore you, join the *Revolution*.

Sign up for the Mailing List

Stay up-to-date on NWCA

<http://www.nwcomm.org/maillist.html>

Call for nominations: Editor, *Journal of the Northwest Communication Association*

The Editor of the *JNWCA*, a publication of the Northwest Communication Association, oversees all aspects of journal production. Responsibilities include creation and maintenance of an editorial board, solicitation of manuscripts, oversight of the process of blind, peer review, and copy layout and proofing. In addition, the Editor works with a publisher to ensure quality printing and subsequent distribution of each issue of the journal, maintains regular communication with the Executive Council of the NWCA, and delivers reports at the annual convention. Please send a letter of nomination (self-nominations are encouraged) and a vita to:

Jeff Kerssen-Griep
kerssen@up.edu

Applications will be reviewed until the position is filled.

Call For Manuscripts

The *Journal of the Northwest Communication Association* seeks submission of manuscripts. 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*, 5th edition, and should not exceed 8000 words including references. Include a detachable cover page with the title and author's name, address, telephone number, electronic mailing address and a 75-150 word abstract.

The *JNWCA* follows blind review: 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:

David Douglass, Editor *JNWCA*
Department of Rhetoric and Media Studies
Willamette University
900 State Street
Salem, OR 97301

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

Call for Papers and Proposals

The complete call is available in the October 2005 newsletter: <http://www.nwcomm.org/newsletter.html>.

2006 Conference Theme: “Revolution”

No real social change has ever been brought about without a revolution....

Revolution is but thought carried into action.

~Emma Goldman
(1869-1940)

Communication has always shaped or been shaped by revolution. In its most basic sense, revolution suggests a sudden or momentous change in a situation. In addition, the term also invokes a sense of completion, such as a turning or rotational motion about an axis (Webster's New World Dictionary 2005). The NWCA invites scholars to examine the nexus of communication and revolution. Whether the focus is communication's important role in social movements, organization change, paradigm shifts, ways of managing and delivering symbols, or the development of innovative teaching strategies, we have the opportunity to explore revolution as both the impetus and result of changes we experience and witness in our world.

Papers and proposals are due to the Division Chairs by **5 p.m. Friday January 27, 2006**. All chairs will accept electronic copies. If sending hard text, please send 3 copies. No faxed submissions, please. Divisions & contact information are listed below. Authors will be notified in February about acceptance or rejection of their works. Program details should be available online early in March.

1. Media and Cultural Studies

Dr. Emily Plec

Dept of Speech Communication
Western Oregon University
Monmouth, OR 97361
plece@wou.edu
503-838-8819

Send electronic submissions in Word (.doc) or Rich Text Format (.rtf)

2. Rhetorical Theory and Criticism

Dr. Jackson B. Miller

Linfield College
900 S. E. Baker St.
McMinnville, OR 97128-6894
jmiller@linfield.edu
503-883-2625

3. Interpersonal and Communication Theory

Dr. Karen Zediker

Dept of Communication Studies
1500 N. Warner, Jones 300-C
University of Puget Sound
Tacoma, WA 98416
kzediker@ups.edu
253-879-3532

4. Organizational Communication

Dr. Renee Houston

Dept of Communication Studies
1500 N. Warner Avenue
University of Puget Sound
Tacoma, WA 98416-3332
rhouston@ups.edu
253-879-3332

5. Instructional Communication

Dr. Phil Backlund

Department of Communication
Central Washington University
Ellensburg, WA 98926-7438
backphil@cwu.edu
509-963-1852

Guidelines for Submissions

Complete guidelines are in the October 2005 newsletter available at: <http://www.nwcomm.org/newsletter.html>.

1. **All submissions are due by January 27, 2006.**
2. If submitting hard copy, authors should submit three copies, including a detachable title page with author's name and address. Limit papers to 25 pages of text.
3. **Students are encouraged to submit** papers and/or proposals. Undergraduates should place a “U” and graduate students a “G” in the upper right hand corner of the title page and the abstract page to be considered for Undergraduate & Graduate Paper awards.
4. **Panel Proposals** focus on a unifying theme. Include: (a) title/description; (b) names, addresses, and affiliations of all panelists below the title; (c) a paragraph stating the scholarly importance of the panel and its role in the NWCA conference, and (d) a 200-word abstract of each paper on the panel. Send 3 copies if sending hard copy.
5. **Workshops** should be training and/or information sessions presented in 1-hour blocks. Submissions should include the workshop title, the problem or expertise addressed, an outline of the content, any “takeaways” participants receive, time required, and the name, address, and affiliation of workshop presenter(s). Send three copies if submitting hard copy.
6. **Presenters must supply any audio-visual equipment their presentation requires.**

Convention Tips

- 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 16, 2006**.
- Parking is available in the garage at the Resort. If you're driving in just for the day, you can park free. The hotel charges for overnight parking.
- Don't forget to bring swimwear for time in the pool and sauna, and some warm layers of clothing for walks by the lake and the boat cruise.

Get Involved: Run for Office

At our business meeting, we will elect a new **Second Vice President**.

Also up for election: a new **Web Spinner** and a new **Treasurer**, for three-year terms each.

NorthWest Communication Association
ANNUAL CONVENTION

APRIL 13-15, 2006

Coeur d'Alene, Idaho

Conference Theme: "Revolution"

Paper and proposals must be received by
Friday, January 27, 2006

Keynote Speaker

Judge Rex Armstrong
Oregon Court of Appeals

NorthWest Communication Association

Nick Backus
Humanities Division
Western Oregon University
345 N. Monmouth Ave.
Monmouth, OR 97361

Address Correction Requested

Please share this newsletter with a colleague or a friend

**NorthWest Communication Association
2006 Membership and Registration Form**

Name _____	Title _____
Department/Firm _____	

Current Address _____		
City _____	State/Province _____	Zip/Postal Code _____

Permanent Address _____		
City _____	State/Province _____	Zip/Postal Code _____

Work Phone () _____	Home Phone () _____
E-mail _____	Fax () _____

Highest Degree _____	Institution _____
New Member? Yes No	Membership Since _____

I would like my copies of "From All Directions," the newsletter of NWCA to be:	
_____ e-mailed to the above address	_____ mailed to my permanent address

Membership Fees

Check ONE	Type of membership	Pre-registration cost	On-site registration cost
	<i>Regular</i> , includes JNWCA	\$35.00	\$45.00
	<i>Student</i> , includes JNWCA	\$20.00	\$25.00
	<i>Sustaining</i> , includes conference fees, lunch, JNWCA & boat ride	\$80.00	\$85.00
	<i>Life</i> , includes all conference fees, lunch and JNWCA	\$300.00	\$300.00
	<i>Department Sponsorship</i> , includes JNWCA	\$70.00	\$70.00

Conference Fees

Check ONE	Fee type (you must be a member to attend the conference)	Pre-registration cost	On-site registration cost
	<i>Student Conference Fee</i>	\$30.00	\$35.00
	<i>Regular Member Conference Fee</i>	\$45.00	\$55.00
	<i>Lake Cruise</i> , Friday evening	\$10.00	\$10.00
	<i>Friday Luncheon</i> (for members' guests)	\$20.00	\$25.00

PRE-REGISTRATION FORMS MUST BE RECEIVED BY MARCH 20, 2006.

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

Jeffrey L. Stafford, Ph.D.
Interim Associate Dean, College of Social & Behavioral Sciences
362 Patterson Hall
Eastern Washington University
Cheney, WA 99004-2409



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 TOWER 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 WING 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 Queen and Two Double 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 Communication Association

Dates: April 12-17, 2006

Reservation & Rate Deadline: March 16, 2006

Name (Please Print) _____

Address _____

City _____

State _____ Zip _____

Phone (Work) () _____

(Home) () _____

E-mail Address _____

Fax Number _____

Arrival Date _____

Departure Date _____

No. In Party _____

Sharing a Room With _____

(Maximum occupancy: four per room)

Please send my confirmation number:

E-mail Confirmation

Fax Confirmation Confirmation by Mail

Please indicate preference for Room and Bed type.

PREMIER TOWER

Single Double \$ 150.00

DELUXE WING

Single Double \$ 120.00

TRADITIONAL (Limited Number of Rooms)

Single Double \$ 95.00

STUDENT RATE (Must have I.D.)

Single Double \$ 70.00

SPECIAL REQUESTS

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

All rates are net, plus tax.

TRANSPORTATION: There is a \$49.00 per person round trip fee, or a \$49.00 per person one way fee. Advance reservations required.

Deposit Enclosed: Amount \$ _____

Charge My Credit Card:

Diners MasterCard Visa

Discover American Express

Card Number (Minimum 13 Numbers) Expiration Date

Signature

TO MAKE RESERVATIONS FOR A PICK-UP (Spokane or Coeur d'Alene), PLEASE CONTACT THE RESORT'S TRANSPORTATION DESK AT (208) 765-4000 EXTENSION 7132 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.

