



# FROM ALL DIRECTIONS

Official Newsletter of  
The Northwest Communication Association  
January 2007

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

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Edited by Nick Backus, Western Oregon University

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## ***Message from the President***

**Molly Mayhead  
Western Oregon University**

Happy New Year! In a few short months we will convene again for one of the best communication conferences in the country. Dr. Karen Rohrbauck Stout has put together an excellent team of division chairs, and the review of papers and panel proposals has begun. There is still time to send your best work in for consideration. Please check inside for the appropriate division and remember the deadline of January 26, 2007.

As always, the NWCA conference will sponsor competitively selected papers and panels providing impetus for exciting debate and discussion. Our conference allows new scholars to test out their ideas in a safe, supportive environment and yet provides seasoned researchers vigorous, insightful feedback as well. In the tradition of great Keynote Speakers, Dr. Arvind Singhal promises to engage our organization during the Friday luncheon. The NWCA conference never disappoints.

Other news bears mentioning. We have received our first royalty payment from EBSCO publishing. In an arrangement begun more than a year ago by David Douglass and Jeff Kerssen-Griep, EBSCO is putting all of our NWCA journals on-line, and paying us to do so! In addition, we will be linking with the Deaf Education/Interpreting program of Spokane Falls Community College to provide an opportunity for their students to gain valuable professional experience while signing a variety of our panels. I hope this becomes an annual partnership. And as always, we will be holding elections for key Executive Committee positions: 2<sup>nd</sup> Vice-president and Treasurer. If you, or some one you know, are interested in running for office, please let me know. Our

organization prides itself on being inclusive and any member can, and should, consider serving.

As you know, I am a complete and unabashed fan of the NWCA conference. The stunning location, the friendly people, the boat ride, and the interesting and stimulating panels all contribute to a worthwhile experience. The theme of "Freedom" holds profound implication for a democratic society and our communication organization. Thus, I encourage you, your students, friends, and colleagues to meet me at the fireplace, on the boat, or in one of our many panels to discuss key issues and, most importantly, make a difference.

## ***Message from the Program Planner & 1<sup>st</sup> Vice-President*** **Karen Rohrbauck Stout Western Washington University**

I promise you the upcoming NWCA conference (**April 12-14, 2007**) should be *excellent* and could detail the reasons for you in a nice essay. However, we live in a culture that loves lists, so instead I thought I've give you the *top five reasons* why you should attend:

1. **Keynote speaker Dr. Arvind Singhal:** Dr. Singhal's award winning work melds the academic with the social. His research emphasizes issues such as diffusion of innovations and design and implementation of strategic communication campaigns, but he puts this research to the test by working with agencies such as UNICEF, UN's Development Program, and the U.S. State Department, to name a few. He has authored or edited eight books, including one with Ev Rogers. In a book addressing the dialectical complexities of social change work, he and his co-authors address the case of Bangladesh's Grameen bank and micro loans, the oppression of female dairy farmers in

India, and the thinking, speaking, and writing of people such as Dr. Martin Luther King Jr., Leonardo da Vinci, and Rush Limbaugh. Dr. Singhal clearly is a person who sees complexity in the struggles for social change. His keynote speech is likely to be just as complex, and I am *sure* it will inspire us to create our own change.

2. **This year's conference theme "freedom":**

Communication is central to the notion of freedom, whether it is freedom in the classroom, the workplace, the press, a relationship, or in society. Communication scholars are well-suited to explore this topic, but I encourage you to consider collaborating with colleagues across disciplinary boundaries to embrace a variety of perspectives. Details for paper and panel submissions are in this newsletter. Please note that the deadline for submissions to Division Chairs is **5pm January 26<sup>th</sup>**.

3. **Help make leadership decisions for NWCA:** As association members, you get to nominate and vote for the Executive Council. This year, we will hold elections for 2<sup>nd</sup> Vice-President and Treasurer. We need nominations for great people, so between now and April, think about those who'd be best. Then attend the conference and help make a long-term impact on the fate of NWCA.

4. **Enjoy the food and amenities of the resort and Coeur d'Alene:** Inside this newsletter is a reservation form for the Coeur d'Alene Resort, which has been recognized repeatedly for its luxurious accommodations, world class golf course, and amazing amenities. *Reserve your rooms by March 10<sup>th</sup>* to save on your hotel rate. By saving on that rate, you can splurge on other resort amenities such as the spa or Beverly's restaurant. There's so much to do at the conference and in town, that you'll have difficulty deciding how to spend your time.

5. **A student or colleague you know hasn't attended the conference before:** NWCA is a great way to introduce a newcomer to the field, which can result in meaningful, long-term professional commitments and relationships. For so many long-time members, NWCA was our first conference and quickly became our favorite. Ask any one of these people, and they always remember exactly who and how they were encouraged to attend. So share your positive experience with others who may be new to the region or considering graduate school by

"paying it forward." Make a copy of the registration form included in this newsletter for a newcomer and be sure to register yourself.

I actually have *many* more reasons to encourage you to attend, but there is not enough space for a full top 10 list. *So come to the NWCA conference (April 12-14, 2007) and find out how great it is for yourself!*

## **Get Involved!** **Run for Office**

As usual, at our business meeting, we will elect a new **Second Vice President.**

This year, we also seek a new **Treasurer** and a new **Secretary/Newsletter Editor,** for three-year terms each.

## **Call For Manuscripts** *Journal of the Northwest Communication Association*

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

Articles relating to any aspect of communication are welcome, as are all theoretical and methodological approaches. Manuscripts will be considered as they are received and all submissions undergo rigorous peer review. 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. The Journal follows a policy of blind review, so no author identification should appear in the body of the work.

Mail four copies of the manuscript to:

Cynthia-Lou Coleman, NWCA Journal Editor  
Department of Communication  
PO Box 751  
Portland State University  
Portland, Oregon 97207-0751

Telephone and email inquiries are welcome. You can reach Prof. Coleman at 503.725.5368 (PST) and at [ccoleman@pdx.edu](mailto:ccoleman@pdx.edu)

## Call for Papers & Proposals

2007

### Freedom

Freedom is not merely the opportunity to do as one pleases; neither is it merely the opportunity to choose between set alternatives. Freedom is, first of all, the chance to formulate the available choices, to argue over them -- and then, the opportunity to choose.

*Charles Wright Mills*

*Communication is central to the notion of freedom*—to express one self and associate with others in a community to share those expressions. Freedom is often associated with revolution, as we must revolt to ensure our liberties. To defend or enact our freedom from those attempting to oppress our communication, we must engage in brave acts both large and small, both global and local. These acts can range from a march on a capital and a speech to thousands to a refusal to get up from a seat on a bus. NWCA invites scholars to examine the relationship between freedom and communication necessary to “let freedom ring.”

Completed papers (25 pages max.), panel proposals, and workshops will be considered for conference presentation (see guidelines below). Special attention will be paid to papers and programs that support the conference theme, although unrelated submissions are also encouraged. Proposals that creatively combine faculty and student work are especially welcomed.

Submissions are due to the Division Chairs by **5 p.m. Friday, January 26, 2007**. All chairs will accept electronic copies. If sending hard text, please send 3 copies. No faxed submissions, please. Authors will be notified in late February about the status of their works. Scheduled program details should be available online in early March.

## Divisions

### Media and Cultural Studies

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

*Send submissions to:*

Bohn Lattin  
[lattin@up.edu](mailto:lattin@up.edu)  
Communication Studies  
University of Portland  
5000 N Willamette  
Portland, OR 97203  
(503) 943-7352

### 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:*

Marcelle Stay  
[marcellestay@yahoo.com](mailto:marcellestay@yahoo.com)  
Language, Literature, & Communication  
Center Building, Rm 457  
4000 E. 30<sup>th</sup> Ave.  
Eugene, OR 97405

### Interpersonal & Communication Theory

Submission 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:*

Kathie Wilcox  
[kwilcox@lcsc.edu](mailto:kwilcox@lcsc.edu)  
Communication Arts Department  
Division of Humanities  
Lewis-Clark State College  
Lewiston, ID 83501  
(208) 792-2337

### Organizational & Instructional

Submissions exploring organizational and educational contexts are considered, including: group, crisis, and management communication, PR, topics related to

organizational criticism, and the scholarship of teaching & learning or classroom communication.

*Send submissions to:*

Nick Backus

backusj@wou.edu

Humanities/Speech Communication

Western Oregon University

345 Monmouth Ave. N

Monmouth, OR 97361

## Submission Guidelines

1. The convention is open to NWCA members and those who want to become members.
2. All submissions are due by 5 p.m. January 26, 2007. Include a detachable title page with the author's name and address and submit electronically (i.e., in Word or .rtf format). If submitting hard text, should send in 3 copies. No faxed submissions, please.
3. Special attention is given to papers and programs supporting the convention theme. Unrelated submissions are also encouraged. Proposals creatively combining faculty-student work are especially welcomed.
4. Paper length is limited to 25 pages of text.
5. Students are especially encouraged to submit papers. Papers should be clearly marked as student papers. Undergraduates should place a "U" and graduate students a "G" in the upper right hand corner of their title and abstract pages in order to be considered for "outstanding undergraduate" and "outstanding graduate" paper awards.
6. 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.
7. Workshops are training and/or information sessions that can be presented in 1 hour blocks. Submissions should include the workshop title, the issue 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 presenter(s).
8. Presenters must supply any audio-visual equipment their presentation requires. The cost of renting equipment on-

site exceeds NWCA's resources. Please consider this when planning your presentation details.

## 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 10, 2007**.
- 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.

## MAKE A GREAT PRESENTATION!

If you'd like to increase your confidence while giving conference presentations, be sure to attend this free NWCA workshop. It is designed for undergraduate and graduate students unfamiliar with conference setting. Check your conference program for the time and place! Drs. Kevin Brown and Terry Schliesman provide you with simple, effective techniques that you can adopt immediately.

Workshop topics include:

- purpose(s) of the presentation
- source credibility and audience awareness
- tips for success
- what to avoid when presenting

You are encouraged to bring personal material for a hands-on session. For more information, contact Dr. Brown ([brownk@oit.edu](mailto:brownk@oit.edu)) or Dr. Schliesman ([tschliesman@western.edu](mailto:tschliesman@western.edu)).

**Northwest Communication Association  
2007 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, 2007.**

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

Dr. Claire Ferraris  
Speech Communication  
Western Oregon University  
345 Monmouth Ave N  
Monmouth, OR 97361



## 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 Communications Assn.**

**Dates: April 11 – 14, 2007**

**Reservation & Rate Deadline: March 10, 2007**

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 TRADITIONAL (Limited Number of Rooms)

Single  Double \$ 70.00

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.