



FROM ALL DIRECTIONS

Official Newsletter of
The Northwest Communication Association
January 2008

Visit us Online at www.nwcomm.org

Edited by Mark Porrovecchio, Oregon State University

Message from the President

Karen Rohrbauck Stout, Western Washington

As the New Year begins, you may be planning your workloads and scheduling travel for the coming months. I hope this includes a trip to the **32nd annual Northwest Communication Association conference April 10-12, 2008** at the gorgeous Coeur d'Alene Resort! First V-P Dr. Jeanne Clark is planning an innovative and exciting conference. I'm sure the program will be filled with excellent events. *Be sure your work gets reviewed: The deadline is 1/25/2008.* Also, familiarize yourself with submission guidelines elsewhere in this newsletter.

In my October message, I gave several suggestions for **planning conference trip logistics** (i.e., budgets and paying fees). I hope you re-read the message, as it contains information that might prevent a headache. It and other details are on NWCA's website at <http://nwcomm.org/>.

In *this* January message, I pose to you several questions I have reflected on over the last few months. They may be helpful to consider when planning your NWCA trip this year.

What are your convictions? How can this year's conference theme influence your conference work? Or on a very different note, what are your convictions about relating to other people and their scholarly work? How does this influence how you participate in NWCA?

Who are your role models? Maybe you have or *are* a role model within NWCA? Maybe there's someone you'd like the association to recognize for social justice or humanitarian work? Nominate them by 5 pm 1/25/2008 by emailing me: president@nwcomm.org.

Why do you attend the NWCA conference? Is it to test out or generate ideas? Encourage student scholarship? Serve and participate in a scholarly community? Catch up with friends? Relax in a great environment? Are you getting all you can out of the conference?

What role do you play in the association? Leadership, both informal and formal, is necessary to sustain any organization. As a member and leader of this organization, how can you help NWCA be successful?

I'll be thinking about these questions as the next conference approaches and as my presidential term ends. Before April, think about your NWCA membership and why you, like me,

come back year after year. So consider your convictions and plan your trip. *I'll see you at the resort!*

Notes from the Conference Planner

Jeanne Clark, Willamette University

This year's NWCA conference, April 10-12, 2008, in Coeur D'Alene, Idaho should be a stimulating weekend for all of us. I am attempting to organize a conference that will provide a few new (and hopefully interesting) twists, while building on some of the best of our organization's traditions with time for talk, play, scholarship, and networking.

Arrive early. Thursday afternoon, before the reception, there will be a session to help our novice participants polish their presentations.

A "so you want to go to graduate school" session is in the works to help our budding scholars consider their future options. The faculty breakfast, popular last year as a time for networking and considering organizational concerns, will be repeated.

Our luncheon keynote speaker, Andrew King, from Louisiana State University, former editor of *QJS* and *Southern*, Burke scholar, rhetorical critic, master teacher, author of books on power, and charismatic communication, will address the re-emergence of the polis—community, loyalty, and rhetoric.

The conference theme "Conviction" invites wide-ranging inquiry: from the historical (key trials or major social justice rhetors of the past), to the timely (e.g. recent sports scandals, the discussion of the role of religion and religious conviction within politics in the Presidential primary race), from the theoretical (Perelman) to the ethical (issues of free speech vs. hate speech) to the practical (how can our convictions lead us from the classroom into the world).

Friday evening there will be time for everyone to enjoy the Friday evening gallery walk in downtown Coeur D'Alene. Later that evening there will be a film showing and open discussion relevant to the conference theme. That will be followed by a game night for more informal frivolity.

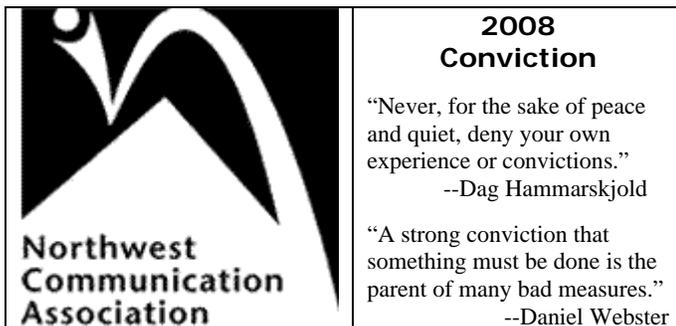
Come. Bring your ideas for the advancement of our organization as we work to make NWCA a more vital part of our academic lives. Consider whether you might want to be an officer in the organization helping to lead that change.

Come. Bring your scholarship and your students' scholarship to share. Remember the deadline for submission of papers and proposals to division chairs is January 25, 2008.

Come. Enjoy the resort and the town of Coeur D'Alene. A reservation form for the resort--widely celebrated for its setting and its luxurious amenities--is included in this newsletter. Reserve your rooms by March 9 in order to save on rates. Rooms at the cheaper student rate are limited, so early actors will be rewarded.

Come to Coeur D'Alene!

CALL FOR CONFERENCE PAPERS AND PROPOSALS



Controversy and complexity go hand in hand with our next convention topic: conviction. Oxford English Dictionary meanings range from “legal proof or declaration of guilt” to “the condition of being convicted or convinced of sin”, from “convincing” to “the mental state of being convinced” to “a firm or settled persuasion.” The term may lead communication scholars deep into theory with a consideration of Perelman’s perspectives on argumentation or Campbell’s views on persuasion. Popular usage suggests the study of criminals--from Scooter Libby or Michael Vick to Loeb and Leopold. Our exploration may also direct us to activists and martyrs with the realization that the convictions they hold may result in criminal conviction or worse. We confront the activists past and present who have worked in the “courage of their convictions” to promote social change.

Particularly in the post 9/11 world, “conviction” takes us to the sometimes dangerous ground of unquestioned cultural assumptions and to beliefs that we hold without requiring rational proof. Conviction may be exposed as the enemy of truth and reason, or a driving force behind the same. NWCA invites scholars to explore the wide-ranging possibilities of the theme, the power and the problems inherent in “conviction.”

Completed papers (25 pages max.), panel proposals, and workshops will be considered for conference presentation (see guidelines below). Research that has already been published or presented at another conference is not eligible for submission. 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. We are seeking at least one faculty panel for each division. Submissions are due to the Division Chairs by **5 p.m. Friday, January 25, 2008**. 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 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:

Cyndy Willis
willisc@willamette.edu
Dept. of Rhetoric and Media Studies
Willamette University
900 State Street
Salem, OR 97301
(503) 370-6542

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:

Emily Plec
plece@wou.edu
Speech Communication Department
Humanities Division
Western Oregon University
345 Monmouth Ave. N
Monmouth, OR 97361
(503) 838-8819

Interpersonal & Communication Theory

Submission 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:

Nick Backus
backusj@wou.edu
Speech Communication Department
Humanities Division
Western Oregon University
345 Monmouth Ave. N
Monmouth, OR 97361
(503) 838-8851

Organizational & Instructional

Submissions that explore organizational and educational 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 classroom communication or the scholarship of teaching and learning.

Send submissions to:

Phil Backlund
Phil.Backlund@cwu.EDU
Central Washington University
2418 Wheaton Ct.
Ellensburg, WA 98926
(509) 963-1852

Guidelines for Paper, Panel Proposal & Workshop Submissions

1. The convention program is open to all NWCA members and those who want to become members.
2. **All submissions are due by 5 p.m. January 25, 2008.** Please include a detachable title page with the author's name and address and submit electronically (i.e., in Word or .rtf format). If authors submit via hard text, they should send in three copies. No faxed submissions, please.
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. 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.
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 exceeds NWCA's resources for doing so. Please consider this carefully when planning your proposal's presentation details.

We apologize, but we are unable to accommodate special scheduling requests.

CALL FOR MANUSCRIPTS

The NWCA Journal publishes peer-reviewed scholarship from a spectrum of communication topics and joins more than 1,000 periodicals that are included in the online database Ebscohost. Faculty, students and other scholars are welcome to participate.

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.

We are currently seeking manuscripts for the Spring 2008 edition. Manuscripts should conform to *Publication Manual of the American Psychological Association* (APA). Most manuscripts should not exceed 8000 words including references (although exceptions may be made) and should not have been published in any prior form. We accept either mailed version or electronic versions of manuscripts. Choose one of the methods below:

Mailed manuscripts: Four hard copies of the manuscript and abstract should be mailed directly to the Editor. Authors should include a cover page with the title and full names of author(s), address, telephone number, and email address. On a separate letter please include suggestions of three scholars (with their email contact information) who could serve as impartial judges of the manuscript. The Journal follows a policy of blind review, so no author identification should appear in the body of the manuscript or abstract.

Electronic manuscripts: Authors should include in the email attachments a cover page with the title and full names of author(s), address, telephone number, and email address; a 75-150 word abstract; and the manuscript. No author identification should appear in the abstract or in the manuscript to ensure blind review. In the body of the email to the editor, include the author's name, address and telephone number, in addition to suggestions of three scholars (with their email contact information) who could serve as impartial judges of the manuscript.

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



Northwest Communication Association

2008 - Membership and Registration Form

This form can be handwritten or typed.

Member Information

Name: _____ University: _____
Last First

Address: _____ Position: _____
Street Address

City State ZIP Code

E-mail Address: _____ Phone: () - _____
 Work Phone: () - _____

Highest Degree Earned? (Circle one) BA BS MA PhD Institution: _____

Are you a new member? Yes No If no, since when? _____

I would like my NWCA newsletter mailed to: My address listed above My e-mail address listed above

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. | \$50.00 | \$60.00 |
| <input type="checkbox"/> | Sustaining Membership (<i>One Year Membership</i>) Includes NWCA Journal, conference fees, and luncheon. | \$80.00 | \$85.00 |
| <input type="checkbox"/> | Life Membership* Includes NWCA Journal, conference fees, and luncheon. | \$300.00 | \$300.00 |
| <input type="checkbox"/> | Department Scholarship Includes NWCA Journal | \$70.00 | \$70.00 |

The following item is **optional**. Please indicate quantity if purchasing more than one.

| Quantity | Item | Pre-Registration Price | On-Site Registration Price |
|-------------------|----------------------------------------------------|------------------------|----------------------------|
| | Friday Luncheon For any members' guests. | \$20.00 | \$25.00 |
| Total Amount Due: | | \$ | |

PLEASE NOTE: Pre-registration forms and payment must be RECEIVED by Friday, March 21, 2008.

Please make check or money order (\$US) payable to "NWCA" and mail to:
 Northwest Communication Association
 c/o Dr. Kevin Brown, 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 for 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 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 9 – 14, 2008

Reservation & Rate Deadline: March 9, 2008

Name (Please Print) _____

Please indicate preference for Room and Bed type.

Address _____

PREMIER

Single Double \$ 168.00

City _____

DELUXE

Single Double \$ 135.00

State _____ Zip _____

TRADITIONAL

Single Double \$ 105.00

Phone (Work) () _____

STUDENT RATE – TRADITIONAL (STUDENT ID REQUIRED)

Single Double \$ 79.00

(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

Discover American Express

Please send my confirmation number:

E-mail Confirmation

Card Number (Minimum 13 Numbers) Expiration Date

Fax Confirmation Confirmation by Mail

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
Conference Theme: Conviction
April 10-12, 2008
Papers and Proposals must be received
by January 25, 2008



Northwest Communication Association

Mark Porrovecchio, Newsletter Editor
Department of Speech Communication
Oregon State University
205 Shepard Hall
Corvallis, OR 97331

Address Correction Requested

Please share this newsletter with a colleague or a friend