



# FROM ALL DIRECTIONS

Official Newsletter of the  
Northwest Communication Association  
January/February 2010

Visit us online at [www.nwcomm.org](http://www.nwcomm.org)

Edited by Mark Porrovecchio, Oregon State University

## **Message from the President**

Trischa Goodnow, Oregon State University

Hello Fellow NWCAers,

I trust your Winter terms are off to great starts. As you begin your terms, plans are already well underway for another great conference in Coeur d'Alene in April. First Vice-President Bohn Lattin is planning a great conference for you all. So, I hope you'll be submitting papers shortly and encouraging colleagues, friends, classmates and students to do likewise. We continue to plan changes for the betterment of the organization. Some of them you'll see right away (new website) and some will come about gradually and have little effect on day-to-day operations (the forming of an advisory board). We have two special issues of the journal coming out, one in the Spring and one in Summer.

In the mean time, we've changed the name of the journal to the more broadly appealing, *Northwest Journal of Communication*. At the conference, we'll be looking for a new 2nd Vice-President for the organization. So, start thinking about whether you'd like to serve. As always, if you have suggestions or comments about how the organization can better serve you, drop me a line at [tgoodnow@oregonstate.edu](mailto:tgoodnow@oregonstate.edu). I'm looking forward to seeing you all in Coeur d'Alene!

## **Notes from the Conference Planner**

Bohn D. Lattin, University of Portland

The 2010 NWCA Conference, 8-10 April 2010 promises to be an enjoyable and engaging weekend. The folks at the Resort in Coeur d'Alene, Idaho always provide a warm and inviting venue for our NWCA family. This year, as every year, we plan to create programs and panels that will be appealing to our longtime family members as well as those members who may be new to our conference gathering.

Mark Thursday, early evening in your calendars, and come to the President's reception. Here we gather to greet and meet one another, to catch-up with old friends and acquaintances and meet new faculty and students while consuming a few well prepared hors d'oeuvres.

Friday morning, students will be welcome to come to a breakfast and presentation by Kevin Brown on how to present a conference paper. Our keynote speaker at our luncheon is Mike Abbaté, the Urban Design & Planning Director for Gresham, Oregon. Abbaté is a nationally recognized expert in green development strategies, and is a co-founder of GreenWorks, an award-winning landscape architecture design firm, and author of *Gardening Eden: How Creation Care Will Change Your Faith, Your Life, and Our World*. *Gardening Eden* is a thoughtful response to global warming and Christianity. Abbaté takes the stance that God gave humans a responsibility to be good stewards of the world in which we live. He provides a motivating message to all of us of faith or no faith tradition.

Sustainability, the conference theme, offers communication scholars from all interest areas (environmental communication, organizational communication, media communication, rhetorical communication, argumentation and debate, instructional and interpersonal communication) wide and broad and deep ground to furrow. Clearly, as scholars, we need to understand humans use and create messages that deal with a sustainable environment, a sustainable work place, a sustainable political and social network, as well as sustainable educational programs and personal relationships.

Come and let us share and exchange our ideas together in Coeur D' Alene.

## **INTRODUCING OUR NEW LOGO!!!**

Many thanks to all the students who put the effort and energy into our logo contest. The competition was fierce and the decision was a close one. But the winner is (drum roll please . . .) AJ Taylor, a Pre-Communication major in the Department of Speech Communication at Oregon State University. Thanks AJ! And thanks as well to the judges.

## CALL FOR CONFERENCE PAPERS AND PROPOSALS

**SUSTAINABILITY** is the 2010 theme. As is the tradition at the Northwest Communication Association Conference, we encourage scholars to examine the conference theme using a variety of lenses. As with all terms of this type, sustainability has no concrete referent. It is an elusive term, fraught with possibilities and multiple meanings. Sustainability seems to have mystifying symbolic powers. We are drawn to its seemingly invisible power. We as Communication scholars have and should continue to examine, explore, and explain these single, seemingly magical words.

While you consider submitting your completed papers (25 pages max.), panel proposals, and workshops, please note that attention will be paid to those who support conference theme. Unrelated submissions however, are also encouraged. While in the recent past we've seen many valuable student panels, and we wish to continue to promote student scholarship, this year we would like to make a special call for faculty contributions. As is always the case we also welcome a combination of faculty and student endeavors.

Submissions are due to the division chairs by **5 p.m. on Monday, February 1, 2010**. Electronic copies will be accepted by the division chairs. If you are sending hard copy texts please submit three copies. Please do not FAX your submissions.

Those authors whose panels and papers have been accepted will be notified as soon as possible. A program schedule with details will be available in early March.

## DIVISION INFORMATION

### 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:*  
Dr. Nick Backus  
Communication Studies  
Western Oregon University  
345 N. Monmouth Ave.  
Monmouth OR 97361  
backusj@wou.edu  
(877) 877-1593

### Environmental Communication Division

The Environmental Communication Division (ECD) is a multidisciplinary effort to support a broad audience of academics, professionals, and practitioners in the sharing and building of theoretical, critical, and applied scholarship addressing environmental communication in a variety of contexts. The ECD encourages all forms scholarship and pedagogy that promotes our understanding of the production, reception, contexts, or processes of human communication regarding environmental issues.

*Send submissions to:*  
Dr. Michael Salvador  
Edward R. Murrow College of Communication  
Washington State University  
101 Communication Addition  
P.O. Box 642520  
Pullman WA 99164-0000,  
msalvador@wsu.edu

### 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:*  
Heather Crandell  
Communication and Leadership Studies  
Gonzaga University  
502 East Boone Avenue  
Spokane, WA 99258-0102  
crandallm@gonzaga.edu  
(509) 313-6491

### 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:*  
Mary Jean Williams  
Communication Studies  
Clark College  
1933 Fort Vancouver Way  
Vancouver, WA 98663  
mwilliams@clark.edu  
(360) 992-2931

### Instructional and Forensics Division

This division, now in its second year, encourages scholarship concerning educational practices in communication including the practice of competitive speech and debate. Papers that explore practices in teaching communication or participation in forensics are welcomed. Panels which present G.I.F.T.S – Great Ideas for Teaching Speech – are especially encouraged.

*Send submissions to:*

Dr. Brian Simmons  
Communication Studies  
University of Portland  
5000 N. Willamette Blvd.  
Portland, OR 97203  
simmons@up.edu  
(503) 943-8025

### 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:*

Dr. Renee Heath  
Communication Studies  
University of Portland  
5000 N. Willamette Blvd.  
Portland, OR 97203  
heath@up.edu  
(503) 943-7181

### **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. on Monday, February 1, 2010.** 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, send in three copies. No faxes 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.



# Northwest Communication Association

## 2010 - 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? \_\_\_\_\_

### Registration Information

The following section is **required**. Please check ONE option.

Check ONE	Item	Pre-Registration Price	On-Site Registration Price
<input type="checkbox"/>	<b>Regular Membership + Conference Fee</b> ( <i>One Year Membership</i> ) Includes NWCA Journal & luncheon.	\$80.00	\$100.00
<input type="checkbox"/>	<b>Student Membership + Conference Fee</b> ( <i>One Year Membership</i> ) Includes NWCA Journal & luncheon.	\$30.00	\$40.00
<input type="checkbox"/>	<b>Sustaining Membership</b> ( <i>One Year Membership</i> ) Includes NWCA Journal, conference fees, & luncheon.	\$80.00	\$85.00
<input type="checkbox"/>	<b>Life Membership*</b> Includes NWCA Journal, conference fees, & luncheon.	\$300.00	\$300.00
<input type="checkbox"/>	<b>Department Scholarship</b> Includes NWCA Journal	\$70.00	\$70.00

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

Quantity	Item	Pre-Registration Price	On-Site Registration Price
	<b>Friday Luncheon</b> For any members' guests.	\$20.00	\$25.00

Total Amount Due: \$ \_\_\_\_\_

Pre-registration forms and payment must be RECEIVED by Monday, March 15, 2010.

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 boat cruise admissions or 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 One or Two Queen 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 6-12, 2010**

Reservation & Rate Deadline: **March 6, 2010**

Name (Please Print) \_\_\_\_\_

Please indicate preference for Room and Bed type.

Address \_\_\_\_\_

PREMIER

Single  Double \$ 180.00

City \_\_\_\_\_

DELUXE

Single  Double \$ 145.00

State \_\_\_\_\_ Zip \_\_\_\_\_

TRADITIONAL

Single  Double \$ 115.00

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

STUDENT TRADITIONAL

Single  Double \$ 85.00

(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 \$ \_\_\_\_\_

Charge My Credit Card:

Sharing a Room With \_\_\_\_\_

(Maximum occupancy: four per room)

Diners  MasterCard  Visa

Discover  American Express

Please send my confirmation number:

E-mail Confirmation

Fax Confirmation  Confirmation by Mail

Card Number (Minimum 13 Numbers) \_\_\_\_\_ Expiration Date \_\_\_\_\_

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  
34th Annual Conference  
Conference Theme:  
Sustainability  
April 8-10, 2010  
Papers and Proposals must be received by  
February 1, 2010



Northwest Communication Association  
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Oregon State University  
Corvallis, OR 97331

*Address Correction Requested*

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