



# FROM ALL DIRECTIONS

Official Newsletter of the  
Northwest Communication Association  
January 2011

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

Edited by Mark Porrovecchio, Oregon State University

## Message from the President

Bohn D. Lattin, University of Portland

The Pacific Northwest winter seems colder, wetter, grayer, and darker than usual. Therefore, what better time to plan for the 2011 Northwest Communication Association Conference (NWCA) this coming Spring 14-16 April. The Conference Planner, NWCA's First Vice President, Michael Hazel is planning to have an enjoyable and engaging conference. The conference theme is *Remixing Communication Teaching and Technology*. I hope you all will consider submitting a paper or a panel proposal.

The new website is up and running thanks to Past President and current *Northwest Journal of Communication* editor Trischa Goodnow. Her efforts have made NWCA a better organization. Please thank her when you see her at the conference.

If you have suggestions about how NWCA can better serve you, please feel free to contact me at [lattin@up.edu](mailto:lattin@up.edu). Be warm and be well.

## Notes from the Conference Planner

Michael Hazel, Gonzaga University

Greetings Everyone,

Please join us for the 35<sup>th</sup> annual NWCA conference from **April 14-16, 2011** in Coeur d'Alene. As in years past, we are creating programs and panels that will hopefully be interesting and useful for our longtime members as well as those who may be attending the conference for the first time. While division chairs are currently reviewing paper and panel proposal submissions, you still have until **February 1, 2011**, to make submissions to respective area chairs.

We continue to try to make the conference appealing and affordable for our student members, and given that students (21 and over) seemed to appreciate complimentary drink tickets (in moderation of course.) at the President's Reception on Thursday evening, we plan to do the same this year. We are again offering the same reduced conference rates for students, and a complimentary student breakfast on Friday morning. The Coeur d'Alene Resort is also holding a block of rooms for us at special reduced rates, so reserve your rooms by **March 14** to take advantage of the substantial discount. For your convenience, you will find a room reservation request form in this month's newsletter.

Our theme this year, *Remixing Communication: Teaching and Technology*, provides a context to explore the impact of rapid communication changes we are experiencing in multiple aspects of our lives as professionals and people. Dr. Deanna Dannels, professor and author from North Carolina State University, is our invited conference speaker, and will be addressing aspects of this theme at the luncheon.

We hope to see all of you in April and look forward to learning from your scholarship and conversations.

**DEADLINE FOR  
SUBMITTING TO THE  
CONFERENCE  
TUESDAY, FEBRUARY 1**

## ***Northwest Journal of Communication:* CALL FOR MANUSCRIPTS**

NWCA members and colleagues are invited to consider submitting manuscripts to the *Northwest Journal of Communication*, a scholarly peer-reviewed publication dedicated to understanding human and mass communication in all forms. The Journal is fully supported and indexed by EbscoHost.

Manuscripts are accepted on a rolling basis. The publication is a scholarly journal dedicated to understanding human communication in all forms. Contributions related to any area of communication, from all theoretical and methodological perspectives, are welcome. 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 or send an electronic version of the cover page, abstract and manuscript to:

Trischa Goodnow, NWCA Journal Editor  
Department of Speech Communication  
Oregon State University  
Corvallis, Oregon 97331  
tgoodnow@oregonstate.edu

## **35<sup>th</sup> Annual Conference: CALL FOR PAPERS AND PROPOSALS**

In a time where “digital natives” are increasingly prominent in our classrooms and work places, *Remixing Communication Teaching and Technology* provides a theme to explore how teaching, learning, technology, and communication are interwoven and remixed in the 21<sup>st</sup> century. We encourage you to discover through traditional and engaged scholarship how the multiple levels and contexts of these components influence our communication, and our local and global communities. NWCA invites exploration of the possibilities and potential dilemmas of this theme.

Completed papers (25 pages max.), panel proposals, and workshops will be considered for conference

presentation (see guidelines below). At this year's conference, we are again offering the Environmental Communication division. Proposals that creatively combine faculty and student work are especially welcomed. As always, we also encourage individual and faculty contributions.

Submissions are due to the Division Chairs by **5 p.m. on February 1, 2011**. All chairs will accept electronic copies. If sending hard text, please send three copies. No faxed submissions, please. Authors whose papers and panels have been accepted will be notified as soon as possible. A detailed program schedule will be available at least a month before the conference.

## **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:*

Kathie Wilcox  
KWilcox@lsc.edu  
Lewis-Clark State College-Coeur d'Alene  
1031 N. Academic Way  
Coeur d'Alene, ID 83814  
(208) 292-1291

### **Environmental Communication Division**

Submissions that explore environmental issues will be considered in this division. This includes interpersonal, small group, organizational, intercultural, rhetorical, technical, and mass communication about the natural environment. We encourage submissions from scholars exploring oral, written, and visual communication but working outside traditional communication departments.

*Send submissions to:*

Cassandra Hemphill  
cassandra.hemphill@umontana.edu  
Department of Society  
and Conservation  
The University of Montana  
32 Campus Drive  
Missoula, MT 59812  
(406) 370-8344 (cell)

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

### **Interpersonal & Communication Theory**

Submissions 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  
mjwilliams@ccwebster.net  
Communication Studies  
Clark College  
1933 Fort Vancouver Way  
Vancouver, WA 98663-3598

### **Instructional and Forensics Division**

This division, now in its third 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  
simmons@up.edu  
Communication Studies  
University of Portland  
5000 N. Willamette Blvd.  
Portland, OR 97203  
(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:*

Phil Backlund  
Phil.Backlund@cwu.edu  
Central Washington University  
2418 Wheaton Ct.  
Ellensburg, WA 98926  
(509) 963-18529

## **Guidelines: 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 to the Division Chairs by **5 p.m. on February 1, 2011**. 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 - 2011 Membership and Registration Form

This form can be handwritten or typed.

### Member Information

Name: \_\_\_\_\_ University: \_\_\_\_\_  
*Last First*

Address: \_\_\_\_\_ Position: \_\_\_\_\_  
*Street Address*

\_\_\_\_\_ Phone: ( ) - \_\_\_\_\_  
*City State ZIP Code*

E-mail Address: \_\_\_\_\_ 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 14, 2011.

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 from 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 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 Communications Association

**Dates: April 13-17, 2011**

**Reservation & Rate Deadline: March 14, 2011**

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

Single  Double \$ 185.00

DELUXE

Single  Double \$ 149.00

TRADITIONAL

Single  Double \$ 119.00

STUDENT TRADITIONAL

Single  Double \$ 89.00

SPECIAL REQUESTS

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

All rates are net, plus tax.

**TRANSPORTATION:** There is a \$59.00 per person round trip fee, or a \$59.00 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 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  
35th Annual Conference  
Conference Theme:  
Remixing Communication  
Teaching & Technology  
April 14-16, 2011  
Papers & Proposals Deadline:  
February 1, 2011



Northwest Communication Association  
Mark Porrovecchio, NWCA Content Manager  
Department of Speech Communication  
205 Shepard Hall  
Oregon State University  
Corvallis, OR 97331

*Address Correction Requested*

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