



FROM ALL DIRECTIONS

Official Newsletter of
The NorthWest Communication Association
November 2002

Edited by Annette Folwell, Leslie O'Connell, Tessa Skriletz, and Angelia Yingling

Message from the President

John Stewart, University of Dubuque

April 3-4-5, 2003! Those are the dates of the 27th annual Northwest Communication Association Convention at the Coeur d'Alene Resort in Coeur d'Alene, Idaho. Now is the time to plan to attend the conference.

Remember that NWCA is the only Communication convention that equally welcomes undergraduate students, graduate students, and faculty. Traditionally, about half of the convention presenters are undergraduates from Communication departments in Oregon, Washington, Idaho, Montana, Wyoming, Alaska, British Columbia, Alberta, and Saskatchewan. Now is the time to plan a class paper that you can submit to the convention, or to team-up with some fellow students or faculty members to create a convention panel or workshop.

Graduate students, the NorthWest convention is a great place to debut as a professional by presenting a paper, chairing a panel, or offering a workshop. If you already have convention experience, use the NWCA Convention as a resume-builder and an opportunity to pursue your newest ideas.

Faculty members, you provide continuity and special expertise. NWCA is the place to bring your best students, to showcase your collaboration with students and colleagues, and to get responses to ideas before you submit them for publication. NWCA is the organization that most effectively encourages you to support young scholars while furthering your own career.

Best of all, everybody who attends gets to do all this in one of the most beautiful and luxurious resorts in the Northwest! You can enjoy the many amenities the resort offers, such as the pool, sauna, the lobby fireplace, and bowling alley. Additionally, you'll love the lake and mountain views, the boat ride, and the scrumptious food (huckleberry pancakes, anyone?). You can learn more about the Coeur d'Alene Resort by visiting their web page (www.cdaresort.com).

Other stories in this newsletter tell you about the conference theme, submitting a conference paper or manuscript for the journal, and registration. I have been attending this convention since the mid-1970's, and I can tell you that the NWCA meeting is a great opportunity for learning about communication, developing contacts in the discipline, and having a great time. I look forward to seeing you there!

Message from the 1st Vice President

Nancy J. Legge, Idaho State University

I am excited about this year's Northwest Communication Association Conference on April 3-5, 2003. This year's conference, the 27th NWCA, promises to be thought-provoking, interactive, and exciting. We're planning to mix things up a little bit but keep the staples--the things that make NWCA one of the most rewarding professional conventions in the country.

The key alteration for this year's conference involves Thursday evening's activities. Thursday evening will be a little more structured than in the past. But we will also make sure that the fun and relaxed atmosphere of the evening continues. Thursday evening will now include:

- A Plenary Session. Thursday evening is typically a social gathering for us at the conference. That will not change. However, rather than hold it in cramped quarters, we'll spread out to a conference room. This plenary session will include a discussion of the conference theme. This will be a brief, interactive, multi-media over view of the theme that we hope will provide a framework for the convention.
- Introduction to the Convention. This is the first convention for many who attend NWCA. Thursday evening will introduce newcomers to the organization, convention format, panels, and the like.
- Refreshments. The organization will host a reception during this Thursday evening get-together. This is an excellent opportunity to get reacquainted with old friends and to make new ones. The organization will provide appetizers and drinks with a cash bar.

Other staples to look forward to:

- Panels that encourage student and faculty involvement. NWCA has always encouraged undergraduate and graduate students to attend, present papers, and get involved. We also hope that faculty members will continue to support the convention by submitting their papers and panel proposals.
- Friday luncheon. This is another staple of the convention, a chance for students and faculty to talk in a relaxed atmosphere. NWCA business is also conducted during the luncheon, giving each attendee a voice in how NWCA functions.
- Friday evening boat ride. We'll take a cruise around Lake Coeur d'Alene. This is a great chance to unwind from the day's panels and meet new friends.

Mark your calendars for April 3-5. As always, we'll have a stimulating and enjoyable time.

In Memoriam:
Thomas F. N. Puckett, Ph.D.

Many communication students, colleagues, and friends in NWCA knew Tom Puckett, professor at Eastern Washington University from 1991-1999, and are better for having known him. To honor his memory, a competitively awarded scholarship was established for communication students at EWU. We have been challenged to make this scholarship fund reach endowed status by the end of the year. However, we need your help to meet this goal. Please consider sending a donation by December 31, 2002, to help us meet our challenge goal. To contribute, send a check made out to "Thomas Puckett Scholarship Fund" to Dyanna Flores, Eastern Washington University, Department of Communication Studies, 229 Communications Building, Cheney, WA 99004. If you'd like to discuss how you can contribute, please call Jeff Stafford at 509-359-6377.

***Journal of NWCA
Call for Manuscripts***

The *Journal of the Northwest Communication Association* seeks submission of manuscripts for the Spring, 2003 issue. Articles relating to any aspect of communication are welcome, as are all theoretical and methodological approaches. Manuscripts will be considered as they are received, but submissions must be postmarked by Friday, January 3, 2003 to ensure consideration for the spring issue.

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, and electronic mailing address. Also include a 75-150 word abstract. The *JNWCA* follows a policy of blind review, so 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, Oregon 97301

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

Call for Nominations

This is an annual award, inaugurated during the bicentennial of the adoption of the U.S. Bill of Rights. The Northwest Communication Association honors one person each year who has, either throughout a career, or in the special recent actions, advanced human rights, especially the freedom of speech.

Selection Criteria

Each person should be:

1. From the northwestern United States or western Canada.
2. A person whose contributions toward human rights has been significant in an academic or theoretical setting, in practical politics, in law or religion.
3. Known both to the membership of NWCA and widely outside the organization.
4. Nominations of both members and non-members will be accepted.

Procedures

1. A call for nominations for the award will be published in the Fall newsletter.
2. Any member may nominate one person for the award by sending the name and a short recommendation to the NWCA president on or before January 15.
3. The NWCA president will consult with other officers and they will select a recipient. If feasible, the recipient should be provided the opportunity to be present at the following annual convention in order to receive the award.
4. Presentation of the award will occur at the business brunch.

**The new NorthWest Communication Association Website
is currently under construction and will be available in late December.**

www.nwcomm.org

**The web site contains information on the following subjects:
NWCA conference and membership; NWCA Journal submission;
NWCA Executive Council, and the Coeur d'Alene Resort.**

Conference Theme

COMMUNICATING RELEVANCE:

The tension between *being academic* and *being relevant*

Despite its 2500 year history, it has taken years for the Communication discipline to gain respect in the academy. In the past 30 years, with more emphasis on social scientific and humanities research agendas, the discipline has made great strides. Yet, some have argued that the topics of research, the language we use, and the methodologies of our discipline create distance and has little applicability outside of the academy. On the other hand, the #1 trait employers want to see in new hires is "proficiency in communication skills."

We often recoil at the suggestion that it's the academy's job to make students employable or to cater to "outsiders'" demands. This theme encourages participants to consider a number of issues including: how should we communicate the relevance of Communication? Is it necessary or important for the discipline to be relevant? What is the appropriate balance between promoting the ideals of the academy and communicating its relevance? By becoming relevant, does the discipline lose its edge, sell its soul, or become accountable to different standards?

Call for Conference Papers and Proposals

Please review the divisions below for the most appropriate place to send your paper. **All papers must be received by January 24, 2003.** Proposals addressing the conference theme are encouraged, although submissions unrelated to the theme also are welcome. Proposals that creatively combine faculty and student insights and talents are especially encouraged. To avoid the problems of technical glitches and to ensure proper dissemination, all papers need to be received in hard copy (via snail mail). Please send three copies with a removable title page for blind review. No faxed submissions, please. Scheduled program details will be available around March 1.

Divisions:

Communication Theory

This division includes topics relating to interpersonal communication, language, gender, conflict, and other issues dealing with the theoretical foundations of communication & its application.

Send your submissions to:

Prof. Kevin Brown
3201 Campus Drive
OIT

Klamath Falls, OR 97601

If you have any questions, you may reach Prof. Brown via email: brownke@oit.edu

Rhetorical Theory and Criticism

This division includes topics relating to theories of rhetoric, persuasion, public discourse, political communication, and pieces of rhetorical criticism.

Send your submissions to:

Dr. Molly Mayhead
Department of Speech Communication
Western Oregon University
Monmouth, OR 97361

If you have any questions, please email Dr. Mayhead at mayhead@wou.edu or call (503) 838-8536

Organizational Communication

This division deals with topics relating to management communication, public relations, crisis response, and other topics relating to business, the professions, and organizational criticism.

Send your submissions to:

Beatrice Coleman, APR
Communication Department
Central Washington University
400E 8th AVE - MS 7438
Ellensburg, WA 98926

If you have any questions, you may reach Professor Coleman via phone: (509)963-1070 or email: colemanb@cwu.edu

Media and Culture

Topics included in this area include issues dealing with the mass media, popular culture, technology, and intercultural communication.

Send your submissions to:

Professor James R. DiSanza
Box 8115
Idaho State University
Pocatello, ID 83209-8115

If you have any questions, you may reach Dr. DiSanza via phone: (208) 282-3395 or email: disajame@isu.edu

Instructional Communication:

This division is home to scholarship about the teaching-learning process in a variety of contexts, including projects that fall under the "scholarship of teaching and learning" rubric.

Send your submissions to:

Dr. Jeff Kerssen-Griep
Dept. of Communication Studies
University of Portland
5000 N. Willamette Blvd.
Portland, OR 97203

If you have any questions, you may reach Dr. Kerssen-Griep at (503) 943-7167 or email kerssen@up.edu

Remember to send three copies with a detachable title page of your paper or panel proposal to the appropriate division chair by Friday, January 24, 2003.

NWCA
ANNUAL CONVENTION
APRIL 3-5, 2003
Coeur d' Alene, Idaho

Communicating Relevance:
The tension between *being academic* and *being relevant*

Papers and panel proposals must be received by
Friday, January 24, 2003

ADX018
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Address Correction Requested

Please share this newsletter with a colleague or a friend

