



FROM ALL DIRECTIONS

Official Newsletter of
The NorthWest Communication Association
December 2003

Edited by Nick Backus, Western Oregon University

Message from the President **Nancy J. Legge, Idaho State University**

Mark your calendars for the second weekend in April. This year's NorthWest Communication Association conference is **April 15th, 16th, and 17th, 2004**. The 28th Annual NWCA convention promises to be a great one. The 1st Vice President, Annette Folwell, has selected an interesting and engaging theme about "The Ideal." As always, NWCA encourages participation from faculty, students, and alumni. Importantly, the conference will be held in our annual meeting spot--the luxurious Coeur d'Alene Resort.

Read more about the theme and call for papers and panels in Professor Folwell's column in this newsletter. As you read her call for submissions, consider what contributions *you* can make. Faculty members should submit their research (what better way to get feedback about some of those fermenting ideas?) and/or organize panels with colleagues about issues confronted in the classroom, in the department, and on campus. In addition, faculty should begin to identify students who would profit from and enjoy attending the conference.

NWCA is an organization that consistently encourages both undergraduate and graduate students to submit their papers and gain the experience of talking about ideas in an interactive format. It's a philosophy that has kept people coming back year after year because it provides that experience in a supportive environment. Consistently, about one half of the presenters at the conference are undergraduate students. So get your ideas together, talk to people, and begin encouraging students to work on their papers so they will be ready to submit them by the January submission date.

We'll be in one of the nicest conference environments in the Pacific Northwest: *The Resort*. It is in an ideal location, including both mountain and lake views, providing excellent amenities in a quaint town. Some of the offerings of *The Resort* include a spa, a pool, indoor bowling and racquetball, the largest floating boardwalk in the country, and a number of excellent restaurants. Learn more about *The Resort* on their website (www.cdaresort.com).

Also in this newsletter, read about the call for papers for the convention, a call for manuscripts for the *Journal*, and an exciting "new logo" contest for the organization. Once you've read this newsletter, keep

NWCA's website (www.nwcomm.org) where you can find past editions of newsletters, information about the conference and the *Journal*. We also encourage you to subscribe to the mailing list to get the news alerts about the convention. Registering for the mailing list is fast and easy to do at www.nwcomm.org.

Mark your calendars for **April 15th, 16th, and 17th**. The NWCA Conference is consistently one of the most enjoyable conventions for everyone who attends. I look forward to seeing you in Coeur d'Alene!

Message from the 1st Vice President **Annette Folwell, University of Idaho**

As winter is settling in at the University of Idaho, I look forward to spring and the 28th annual Northwest Communication Association Conference. Planning is well underway for the conference, which will be held April 8-10, 2004. I hope you start making preparations to attend this exciting and unique conference.

This year's conference theme is *Communication and Ideals*. This theme promotes a discussion of what ideal means and how ideals are connected to everyday communication behaviors. I encourage you to think of what ideal means to you. Is an ideal a benchmark of perfection? Is ideal something that we should strive for and possibly attain? Or should we talk about ideal in terms of our own reality? Regardless of how you perceive ideal, this theme should serve as the vehicle for discussion and debate. I encourage you to read the Call for Submissions in this newsletter for more information.

As always, the conference's distinctive features will draw both first-time as well as seasoned conference attendees. NWCA's conference brings together undergraduate and graduate students as well as faculty to discuss current communication issues and research. The organization is committed to showcasing undergraduate, graduate and faculty scholarship. I remember fondly presenting my first conference paper at NWCA in 1991 as an undergraduate student from University of Puget Sound.

Another benefit of joining us for the conference is the Coeur d'Alene Resort. The Resort, which is located on the shores of Lake Coeur d'Alene, is one of the premier vacation sites in the northwest. The Resort offers superb amenities, such as a European-style spa, one of the best resort golf courses, great restaurants, a bowling alley, and a cozy fireplace in the lobby. Also, don't forget Friday night's scenic 90 minute cruise of Lake Coeur d'Alene's

northern bays where you will see wildlife, incredible homes, and the world's only floating golf green.

Plan to attend this year's conference, April 15-17, 2004. This newsletter helps you to plan for attending this conference. Remember to submit your paper or panel proposal by January 23, 2004. I look forward to seeing you in Coeur d'Alene.

Call For Manuscripts

The *Journal of the Northwest Communication Association* seeks submission of manuscripts for the spring 2004 issue. Articles relating to any aspect of communication are welcome, as are all theoretical and methodological approaches.

Manuscripts should conform to the standards described in the *Publication Manual of the American Psychological Association*, 5th edition. 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*
CLA Dean's Office
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

NWCA Logo Design Contest

The NWCA logo needs a facelift. The Executive Council of NWCA announces a contest for the design of a new logo. This contest is open to all: faculty, staff, students. The winning design will be adopted as our official logo and used in all NWCA correspondence including newsletters, Journal covers, and the website.

Submit your logo by January 23rd, 2004. The submission should be sent as a .tiff file to the NWCA webspinner, Dr. Elizabeth Kissling
Elizabeth.Kissling@mail.ewu.edu

All entries must adhere to the following design specifications:

- ✓ 3"x3" maximum print size
- ✓ 300 dpi
- ✓ two or fewer colors
- ✓ .tiff format

Include your name, email address, snail-mail address, and phone number with your submission. The winning design will be announced at the annual conference luncheon - plan on being there in person to collect your prize and hear the applause!

To aid your design of the logo, learn more about the organization—its history, its goals, and its mission, visit the NWCA website: <http://www.nwcomm.org>.

Conference Theme: Communication and Ideals

Communication and ideals have long been linked together. Whether referring to *ideal* as a noun in terms of a standard of perfection, or *ideal* as an adjective defined as conforming to an ultimate form of excellence, ideals are pervasive and found in all aspects of our lives. As a society, we embrace freedom of speech and democracy ideals. As members of organizations, we often strive for ideals of clear transmission of messages and social responsibility. As an individual, ideals of love and commitment are at the heart of our relationships, and we may even search for the ideal speech situation.

The theme of *Communication and Ideals* should encourage examination of what ideal means and how ideals are connected to mundane communication. For example, can ideals be the ultimate aim of our communication endeavors? In other words, can our ideals about ourselves, our relationships, organizations, and society truly be reached? Or do ideals lack practicality? Should our ideals only exist in our minds and only be imaginary? Or should we use ideals juxtaposition to discuss reality? Should we talk about our experiences in terms of ideal? Regardless of how you interpret *ideal*, this convention theme should serve as the catalyst for discussion and debate in all areas of communication.

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 23, 2004.** 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. Notification of acceptance or rejection will occur approximately February 11th and scheduled program details will be available around March 1.

Divisions:

Media and Culture

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

Dr. Kathie Wilcox
500 8th Avenue
Lewis Clark State College
Lewiston, ID 83501
(208) 792-2337
kwilcox@lsc.edu

Rhetorical Theory and Criticism

This division welcomes and encourages submissions of papers and programs that examine both the theory and practice of rhetoric in diverse artifacts, practices and traditions, and its intersections with legal, political, historical, religious, philosophical, gendered, ethnic, poetic, and other cultural contexts.

Dr. Nathaniel Cordova
900 State Street
Willamette University
Salem, OR 97301
(503) 370-6623
ncordova@willamette.edu

Communication Theory

Papers in this division will explore, develop, test, or refine theories regarding human communication across a range of settings (e.g., interpersonal, group, organizational, or mass communication). Theoretical essays and empirical research papers using a variety of methods will be considered for presentation. Completed papers (25 pages maximum), abstracts, and panel proposals will be considered. Panel proposals should include an abstract of all presentations that comprise the panel. Special attention will be paid to work that supports the convention theme, Communication and Ideals.

Professor David Droge
Dept. of Communication Studies
University of Puget Sound
Tacoma, WA
(253) 879-3333
droge@ups.edu

Organizational Communication

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

Dr. Claire Ferraris
345 N. Monmouth Avenue

Western Oregon University
Monmouth, OR 97361
(503) 838-8191
ferrarc@wou.edu

Instructional Communication:

This division is home to the scholarly exploration of the educational process in a variety of contexts, including the "scholarship of teaching and learning."

Dr. Karen Stout
Department of Communication-MS 9102
Western Washington University
Bellingham, WA 98225-9102
(360) 650-2563
Karen.Stout@wwu.edu

Guidelines for Conference Paper, Panel Proposal & Workshop Submissions

1. Submissions are open to all members and those who want to become members.
2. Authors should submit four copies of completed papers, including a detachable title page with the author's name and address and a 200 word abstract. Paper length is limited to 25 pages of text.
3. Students are especially encouraged to submit papers or proposals. Papers should be clearly marked. Undergraduates should place a "U" and graduate students a "G" in the upper right hand corner on their title page and abstract page of their papers in order to be considered for the Outstanding Undergraduate and Outstanding Graduate Paper awards.
4. Panel Proposals should focus on a unifying theme, either the conference theme or some other. Include: (a) title and description of the program; (b) names, addresses, and affiliations of all panelists below the title; (c) brief 75-word description of each paper; and (d) a brief paragraph stating the scholarly importance of the panel and its contribution to the conference. Send four copies.
5. Workshops are intended as training and/or information sessions, which can be presented in 1_ hour blocks. Submissions should include the workshop title, an outline of the proposed content including brief descriptions where appropriate for clarity, and the time block you desire. Also include the name address, and affiliation of workshop presenter(s). Send four copies.

Timely 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 5, 2004**.

Parking is available in the garage at the Resort. If you're driving in just for the day, you can part free. The hotel policy for those staying overnight is that parking costs \$12 for a 24 hour period. Don't forget to bring swimwear for time in the pool and sauna, and some warm layers of clothing for the walks by the lake and the boat cruise.

NWCA
ANNUAL CONVENTION
APRIL 15-17, 2004
Coeur d' Alene, Idaho

Communication and Ideals

Paper and proposals must be received by
Friday, January 23, 2004

Keynote Speaker
Dr. Barb Gayle, University of Portland

NorthWest Communication Association

Nick Backus
NWCA Newsletter Editor
Humanities Division
Western Oregon University
345 N. Monmouth Ave.
Monmouth, OR 97361

Address Correction Requested

Please share this newsletter with a colleague or a friend

**NorthWest Communication Association
2004 Membership and Registration Form**

Name _____ Title _____

Department/Firm _____

Institutional Address _____

City _____ State/Province _____ Zip/Postal Code _____

Mailing Address _____

City _____ State/Province _____ Zip/Postal Code _____

Work Phone () _____ Home Phone () _____

E-mail _____ Fax () _____

Highest Degree _____ Institution _____

New Member Yes No Membership Since _____

Check ONE where appropriate:

Registration

	Pre-Registration	On-site
<input type="checkbox"/> Regular membership, includes JNWCA	\$30	\$40
<input type="checkbox"/> Student membership, includes JNWCA	\$15	\$20
<input type="checkbox"/> Sustaining membership, includes Convention Fee, lunch, JNWCA, and boat ride	\$75	\$75
<input type="checkbox"/> Life membership, includes all Convention Fees lunch, and yearly JNWCA	\$300	\$300
<input type="checkbox"/> Department Sponsorship, includes JNWCA	\$60	\$60

Check each where appropriate:

***You must be a NWCA member to attend the conference.**

<input type="checkbox"/> Student Member Convention Fee includes lunch	\$25	\$30
<input type="checkbox"/> Regular Member Convention Fee includes lunch	\$40	\$50
<input type="checkbox"/> Lake Cruise, Friday 5:30 to 7:30 Boarding at 5:00 pm	\$10	\$10
<input type="checkbox"/> Friday Luncheon (for spouses, partners, etc.)	\$20	\$25
TOTAL	\$ _____	

PRE-REGISTRATION FORMS MUST BE RECEIVED BY WEDNESDAY, MARCH 26, 2003.

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

Jeffrey L. Stafford, Ph.D.
Department of Communication Studies
209 Communications Building
Eastern Washington University
Cheney, WA 99004-2409