



FROM ALL DIRECTIONS

Official Newsletter of
The NorthWest Communication Association
November 2004
Online at <http://nwcomm.org/>

Edited by Nick Backus, Western Oregon University

Message from the President

Annette L. Folwell, University of Idaho

I invite you to attend the 29th annual meeting of the Northwest Communication Association in Coeur d'Alene, Idaho, April 7-10. This year's conference promises to stimulate and entertain. I hope you'll start planning to attend.

NWCA's conference is committed to showcasing undergraduate and graduate student papers as well as faculty research. Our conference is an excellent opportunity for first-time conference presenters as well as seasoned conference attendees to interact. I warmly remember presenting my first conference paper at NWCA in 1991 as a University of Puget Sound undergraduate and having University of Washington Professor Gerry Philipsen as the respondent. NWCA organizes a truly unique conference that encourages student and faculty involvement and dialogue.

First Vice President Jeff Kerksen-Griep is planning a fantastic conference for us to attend. His conference theme, *Anchorage*, welcomes a range of ways for conference attendees to moor and share their academic work. I urge you to consider submitting a competitive paper, panel, or workshop for presentation. As always, NWCA will offer stimulating scholarship, awards for outstanding work, and collegial opportunities for professional involvement, development and growth.

The Coeur d'Alene Resort, which is located on the shores of Lake Coeur d'Alene, is a terrific vacation site in the Northwest, and the long-time host for this conference. Please visit the Resort's webpage at www.cdaresort.com to learn more, and be sure to keep the Resort's amenities in mind as you plan and pack.

This newsletter tells you all you need to know about the conference, including its theme, how to submit a conference paper, panel, or workshop (as well as a manuscript to our journal), and how to register. Please visit the NWCA website at www.nwcomm.org or contact program planner Jeff Kerksen-Griep with any questions.

I look forward to seeing friends and colleagues, as well as meeting new NWCA participants in April. Please join

current communication issues and research at the beautiful Coeur d'Alene Resort, **April 7-10, 2005.**

Message from the Program Planner

Jeff Kerksen-Griep, University of Portland

As wet gray overtakes blue in Portland's autumn skies, I look ahead to spring and the 29th annual Northwest Communication Association Convention at the Coeur d'Alene Resort on that beautiful Idaho lakeshore. Planning is well underway for the **conference, to be held April 7-10, 2005.** This year's conference theme of "Anchorage" promotes scholarly work explaining communication issues that matter to Northwest communities (and beyond – please see the "Conference Theme" section of this newsletter for more details). I expect this theme to spur scholarship and conversations about academia's contributions to its neighbors' lives.

As it has for nearly three decades, NWCA's conference will bring together undergraduate and graduate students with faculty to discuss current communication issues and research, as well as their rigorous applications to lived experience. NWCA has a long-standing tradition of collegially, and of constructively mentoring undergraduate, graduate and faculty scholarship. If you're a student, please consider submitting your best original scholarship for presentation at NWCA. Faculty should consider sharing their own expertise and ideas with NWCA audiences, but also should encourage their terrific students to submit their work to the conference. Which papers are showing clear excellence as this academic term plays out? Why not **submit them (by January 21, 2005)**, or put together a thematic panel highlighting a set of insights that clearly deserve an audience?

And don't forget the conference's annual setting! The Coeur d'Alene Resort (www.cdaresort.com) is a premier Northwest vacation site, featuring superb restaurants, a European-style spa, a great resort golf course, racquetball, bowling alley(!), and plenty of spots for comfortable conversations. The town itself is fun, safe, walk-able, and home to one of the most successful local civil rights movements in the country. Look forward to Friday night's 90-minute boat cruise through Lake Coeur d'Alene's scenic northern bay, one of which is home to the world's

year's conference, April 7-10, 2005. 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, 2005 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 Saturday, January 15, 2005 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

Conference Theme: "Anchorage"

Scholars are in the knowledge-creation business – but *which* knowledge should NWCA help create and support? Our 2005 theme is "Anchorage," a metaphor encouraging us to apply solid theoretical explanations to the genuine communication concerns of our home communities. How might this play out?

First, everybody benefits when we choose questions that are informed and suggested – though not yet answered – by existing scholarship, including scholarship about our own teaching and learning. Where might we 'moor' a good new idea we're interested in exploring?

Second, communication research has more value when it's tethered to solid theoretical explanations. How might we study phenomena in ways that help illustrate what's happening "underwater," rather than simply letting the wind drag our anchors through the lake while we scan the surface?

Finally, our scholarship has more value when its outcomes improve the lives of the people in our home communities, especially those who need a boost. One theme in American vernacular discourse these days seems to be a disdainful sense of displacement from academia and its 'products' (i.e., knowledge) as somehow elitist and unhelpful. Although they may be great fun to pilot, let's drydock any academic 'yachts' while we attend instead to the working vessels that carry our – and our Northwest neighbors' – everyday lives.

For 2005, let's showcase work that's anchored in existing knowledge, explanatory theory, and issues germane to Northwest communities. Let's share scholarship that deepens our neighbors' insights and refreshes their resolve to improve their homeports. On to "Anchorage!"

Call for Conference Papers and Proposals

Completed papers (25 pages max.), panel proposals, and workshops will be considered for conference presentation. Panel proposals should include an abstract of all presentations that comprise the panel. Special attention will be paid to papers and programs that support the convention theme, although submissions unrelated to the theme also are encouraged. Proposals that creatively combine faculty and student work are especially welcomed.

All submissions must be received (not just postmarked) by January 21, 2005. Please send the appropriate division chair (via snail mail) **three hard copies** with a removable title page for blind review -- *except where electronic submissions are welcomed explicitly*. No faxed submissions, please. Divisions and contact information are listed below. Authors will be notified in mid-February about acceptance or rejection of their works. Scheduled program details should be available online early in March.

Divisions

Media and Culture

Topics covered in this division include mass media, popular culture, and technology, as well as cultural and intercultural communication. Please send submissions to:

Dr. Emily Plec
Department of Speech Communication

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

Rhetorical Theory and Criticism

This division 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. *This division welcomes electronic submissions (MSWord format).* Please send submissions to:

Paul Turpin
Rhetoric & Media Studies
Willamette University
900 State St.
Salem, OR 97301
(503) 370-6745 (voicemail)
pturpin@willamette.edu

Communication Theory

Papers in this division will explore, develop, test, critique, and/or refine human communication theories across a range of settings. Theoretical essays and empirical research papers using any accepted methods will be considered for presentation. *This division welcomes electronic submissions (MSWord format).* Please send submissions to:

Marcelle Stay
1680 Arthur Pl
Eugene, OR 97402-3456
marcellestay@yahoo.com

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. *This division welcomes electronic submissions (MSWord format).* Please send submissions to:

Dr. Karen Stout
Department of Communication-MS 9162
Western Washington University
Bellingham, WA 98225-9162
(360) 650-2563
Karen.Stout@wwu.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 (SOTL). Please send submissions to:

Dr. Phil Backlund
Communication Department

400 E. University Ave.
Central Washington University
Ellensburg, WA 98926-7438
backphil@cwu.edu

Guidelines for Conference Paper, Panel Proposal & Workshop Submissions

1. The convention program is open to all NWCA members and those who want to become members. Again, **all submissions are due by January 21, 2005.**
2. **Authors should submit three copies** of completed papers, including a detachable title page with the author's name and address. Paper length is limited to 25 pages of text.
3. **Students are especially encouraged to submit** papers and/or proposals. Papers should be clearly marked. Undergraduates should place a "U" and graduate students a "G" in the upper right hand corner of their title page and their abstract page in order to be considered for "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) a brief paragraph stating the scholarly importance of the panel and its contribution to the NWCA conference program, and (d) a 200-word (max.) abstract of each paper on the panel. Send three copies.
5. **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). Send three copies.
6. **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.

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, 2005.**

Parking is available in the garage at the Resort. If you're driving in just for the day, you can park 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 walks by the lake and the boat cruise.

North West Communication Association ANNUAL CONVENTION

APRIL 7-10, 2005
Coeur d' Alene, Idaho

Conference Theme: "Anchorage"

Paper and proposals must be received by
Friday, January 21, 2005

NorthWest Communication Association

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Monmouth, OR 97361

Address Correction Requested

Please share this newsletter with a colleague or a friend

**NorthWest Communication Association
2005 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 5, 2005.

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

Jeffrey L. Stafford, Ph.D.
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Eastern Washington University
Cheney, WA 99004-2409