



Northwest  
Communication  
Association

# FROM ALL DIRECTIONS

Official Newsletter of  
The NorthWest Communication Association  
October 2005

Online at <http://nwcomm.org/>

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Edited by Nick Backus, Western Oregon University

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## *Message from the President* Jeff Kerssen-Griep, University of Portland

Now is an exciting period in the life of our Northwest Communication Association. We'll celebrate our professional organization's 30<sup>th</sup> (!) annual convention **April 13-15, 2006** with robust membership, increased visibility, burgeoning opportunities, and new resources to share. I hope you'll attend the convention to find out more and participate in each of these developments. I'll be able to share more details in NWCA's winter newsletter.

As it has for three decades now, NWCA's conference will bring together faculty and student scholars to discuss cutting-edge communication themes and research, as well as their rigorous applications to lived experience. First Vice-President Molly Mayhead is building an intriguing program around the 2006 conference theme of "Revolution" – read more about the theme and call for papers, panels, and workshops in this newsletter. This newsletter also contains a manuscript call for NWCA's *Journal*, as well as several opportunities to get more involved with your professional colleagues in our region and beyond. Check NWCA's website ([www.nwcomm.org](http://www.nwcomm.org)) to find past newsletters, conference programs, and information about the *Journal (JNWC)*. Subscribe there to NWCA's emailing list – it will keep you apprised of conference developments as they happen.

### **Please consider now what contributions you can make.**

Faculty members can go public with their own research, organize panels with colleagues about issues confronted in the classroom, lab, or community, and organize paper and panel submissions from among their best graduate and undergraduate student scholars, as well as chair and respond to panels. NWCA has a long-standing tradition of collegiality, constructively mentoring undergraduate, graduate and faculty scholarship within an unusually supportive environment. NWCA's culture has helped scores of emerging (and re-emerging) scholars clarify their ideas and arguments with and for each other. Begin encouraging your colleagues and students now to prepare their best work for public presentation at this one-of-a-kind convention. **What are you (and your students) working on this fall?**

As always, our convention will be held at the **Coeur d'Alene Resort** ([www.cdareort.com](http://www.cdareort.com)), a coveted Pacific Northwest conference environment. Our longtime host boasts mountain and lake views, fine restaurants, affordable room rates (with especially good deals for student scholars), excellent amenities including an exercise spa, pool, racquetball, bowling(!), and the largest floating boardwalk in the country. The Resort also stands amidst a fun, walk-able downtown shopping and restaurant district in this safe city – Coeur d'Alene is home to one of the most successful local human rights movements in the country. Look forward also to Friday night's 90-minute boat cruise through Lake Coeur d'Alene's scenic northern bays

So, please mark your calendars for **April 13-15, 2006**. It's nearly time to gather again with new and established colleagues to invigorate what we know together. Come take part! I hope to see you in Coeur d'Alene.

## *Message from the Program Planner* Molly Mayhead, Western Oregon University

**Meet me at the fireplace.** This refrain, bringing fond memories to Northwest Communication Association Conference veterans, should also serve as invitation to those considering attending the conference for the first time. The NWCA conference is one of the most accessible, nurturing conferences available to new scholars, yet is rigorous and challenging for established scholars as well. This year's conference theme, "Revolution," promises to spark interesting and exciting dialogue during sessions and the myriad of social events scheduled. Mark your calendars for **April 13-15, 2006**, for the 30<sup>th</sup> anniversary of the Northwest Communication Association Conference.

This conference is a great way for new or emerging scholars to test out their ideas in a non-threatening environment. Seasoned scholars will find that respondents go out of their way to provide helpful, critical remarks regarding research. Often the conversations last well past the allotted session times and are continued in front of the resort's spectacular open fireplace or during the 90-minute boat trip, scheduled for Friday night. I hope as faculty you will submit projects you are working on or have recently completed. I am asking each Division Chair to create a "Spotlight on Faculty" panel that will highlight current research of veteran scholars. Please also encourage your students to attend the conference and start planning now to cull and cultivate their best work. In addition to providing a valuable learning experience for students, participation at the conference is a wonderful way to network, to make new friends, and to gain one more item with which to enhance their resumes.

The Resort at Coeur d'Alene ranks as one of the greatest conference venues in the country. The views are breathtaking, the pools and spa luxurious, and the food is, quite simply, superb. You will never forget your first delectable bite of huckleberry pancakes or sip of that huckleberry smoothie! The town itself, filled with many interesting shops and restaurants, offers a friendly and safe locale for walking and browsing. With the help of the legendary civil rights attorney, Morris Dees and local communication professor Tony Stewart, the area successfully rid itself of a neo-Nazi enclave; the Aryan compound is now a center for peace and diversity. In this way, Coeur d'Alene definitely "fomented" a revolution and provides the perfect backdrop for this year's theme.

Look inside the newsletter for helpful information on how to submit a paper or panel. **Division chairs must receive paper and panel proposals by 5 p.m. January 27.** I am a complete, enthusiastic fan of the Northwest Communication Conference. My students, colleagues, and I have been attending for more than 10 years. There is a lot to learn, more to experience, and fun to be had. Help celebrate the organization's 30<sup>th</sup> birthday. So please, meet me at the fireplace.

## Call for nominations for the position of Editor, *Journal of the Northwest Communication Association*

The Editor of the *JNWCA*, a publication of the Northwest Communication Association, oversees all aspects of journal production. Responsibilities include creation and maintenance of an editorial board, solicitation of manuscripts, oversight of the process of blind, peer review, and copy layout and proofing. In addition, the Editor works with a publisher to ensure quality printing and subsequent distribution of each issue of the journal, maintains regular communication with the Executive Council of the NWCA, and delivers reports at the annual convention. Please send a letter of nomination (self-nominations are encouraged) and a vita to:

Jeff Kerssen-Griep  
[kerssen@up.edu](mailto:kerssen@up.edu)

Applications will be reviewed until the position is filled.

## Call For Manuscripts

The *Journal of the Northwest Communication Association* seeks submission of manuscripts for the **Spring, 2006 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, December 2, 2005, to ensure consideration for the spring issue.

Manuscripts should conform to the standards described in the *Publication Manual of the American Psychological Association*, 5<sup>th</sup> 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 [ddouglas@willamette.edu](mailto:ddouglas@willamette.edu), by telephone at (503) 370-6285, or by FAX at (503) 375-5398

## Join the Mailing List

Stay up-to-date on NWCA

<http://www.nwcomm.org/maillist.html>

## 2006 Conference Theme: "Revolution"

"No real social change has ever been brought about without a *revolution*. . . . **Revolution** is but thought carried into action." ~Emma Goldman (1869-1940)

Communication has always shaped or been shaped by revolution. In its most basic sense, revolution suggests a sudden or momentous change in a situation. In addition, the term also invokes a sense of completion, such as a turning or rotational motion about an axis (Webster's New World Dictionary 2005). The Northwest Communication Association invites scholars to examine the nexus of communication and revolution. Whether the focus is communication's important role in social movements, organization change, paradigm shifts, ways of managing and delivering symbols, or the development of innovative teaching strategies, we have the opportunity to explore revolution as both the impetus and result of changes we experience and witness in our world.

## 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.

Papers and panel proposals are due to the Division Chairs by **5 p.m. Friday January 27, 2006**. All chairs will accept electronic copies. If sending hard text, please send 3 copies. 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 Cultural Studies**

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  
Western Oregon University  
Monmouth, OR 97361  
[plece@wou.edu](mailto:plece@wou.edu)  
503-838-8819

Note: Please send electronic submissions in Word (.doc) or Rich Text Format (.rtf)

### **Rhetorical Theory and Criticism**

This division encourages submissions of papers and programs that examine 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. Please send submissions to:

Dr. Jackson B. Miller  
Linfield College  
900 S. E. Baker St.  
McMinnville, OR 97128-6894  
[jmiller@linfield.edu](mailto:jmiller@linfield.edu)  
503-883-2625

### **Interpersonal and Communication Theory**

Papers in this division will explore, develop, test, critique, and/or refine human communication theories across a range of settings, including Interpersonal Communication Theoretical essays and empirical research papers using any accepted methods will be considered for presentation. Please send submissions to:

Dr. Karen Zediker  
Department of Communication Studies  
1500 N. Warner, Jones 300-C  
University of Puget Sound  
Tacoma, WA 98416  
253-879-3532  
[kzediker@ups.edu](mailto:kzediker@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. Please send submissions to:

Dr. Renee Houston  
Department of Communication and Theatre Arts  
1500 N. Warner Avenue  
University of Puget Sound  
Tacoma, WA 98416-3332  
253-879-3332  
[rhouston@ups.edu](mailto:rhouston@ups.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  
Department of Communication  
Central Washington University  
Ellensburg, WA 98926-7438  
[backphil@cwu.edu](mailto:backphil@cwu.edu)  
509-963-1852

### **Guidelines for 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 27, 2006.**
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 2, 2006.**
- 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.

### **Get Involved: Run for Office**

As we always do, at our business meeting, we will elect a new Second Vice President. This year, we are also seeking a new web spinner and a new treasurer, for three year terms each.

# NorthWest Communication Association ANNUAL CONVENTION

**APRIL 13-15, 2006**  
**Coeur d'Alene, Idaho**

***Conference Theme: "Revolution"***

Paper and proposals must be received by  
**Friday, January 27, 2006**

NorthWest Communication Association

Nick Backus  
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  
2006 Membership and Registration Form**

Name \_\_\_\_\_ Title \_\_\_\_\_

Department/Firm \_\_\_\_\_

**Current Address** \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

**Permanent Address** \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

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

**E-mail** \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Highest Degree \_\_\_\_\_ Institution \_\_\_\_\_

New Member Yes No Membership Since \_\_\_\_\_

I would like my copies of "From All Directions," the newsletter of NWCA to be:

\_\_\_\_\_ e-mailed to the above address \_\_\_\_\_ mailed to my **permanent** address

**Membership Fees**

<b>Check ONE</b>	<b>Type of membership</b>	<b>Pre-registration cost</b>	<b>On-site registration cost</b>
	<i>Regular</i> , includes JNWCA	\$35.00	\$45.00
	<i>Student</i> , includes JNWCA	\$20.00	\$25.00
	<i>Sustaining</i> , includes conference fees, lunch, JNWCA & boat ride	\$80.00	\$85.00
	<i>Life</i> , includes all conference fees, lunch and JNWCA	\$300.00	\$300.00
	<i>Department Sponsorship</i> , includes JNWCA	\$70.00	\$70.00

**Conference Fees**

<b>Check ONE</b>	<b>Fee type (you must be a member to attend the conference)</b>	<b>Pre-registration cost</b>	<b>On-site registration cost</b>
	<i>Student Conference Fee</i>	\$30.00	\$35.00
	<i>Regular Member Conference Fee</i>	\$45.00	\$55.00
	<i>Lake Cruise</i> , Friday evening	\$10.00	\$10.00
	<i>Friday Luncheon</i> (for members' guests)	\$20.00	\$25.00

**PRE-REGISTRATION FORMS MUST BE RECEIVED BY MARCH 20, 2006.**

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

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