



# FROM ALL DIRECTIONS

Official Newsletter of  
The Northwest Communication Association  
October 2006

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

Edited by Nick Backus, Western Oregon University

## Message from the President

Molly Mayhead, Western Oregon University

“Every idea is an incitement.” When Justice Oliver Wendell Holmes penned this statement in the case *Gitlow v. New York*, he wrote to underscore the power of words and the importance of protecting freedom of expression. I invite you, your friends, students, and colleagues to participate in the 31<sup>st</sup> Northwest Communication Association Conference, April 12-14, 2007. Share your ideas and projects. Vigorous discussion and debate are the hallmarks of a democratic society and a robust organization, and thus mesh perfectly with this year’s theme of “Freedom.”

Those of us at WOU—my students, my colleagues, and I—return to the NWCA conference year after year, probably for the same reasons you do. Competitively selected panels, thoughtful papers and responses, and lively conversations make this convention relevant and special. New participants find our conference to be small enough to debut their work without large, intimidating audiences; returning scholars appreciate the insightful feedback and evaluations their work receives. We enjoy meeting people and renewing acquaintances on the boat ride and during the other social events. The location, the spectacular Coeur d’Alene Resort, adds to the experience. Fine dining, funky shops, and a lively arts community await participants.

Check inside this newsletter for important information regarding the submission of papers and panels. Please get your work to the appropriate division chair by **5 p.m. January 26, 2007**. As I implored last year, meet me at the fireplace, on the boat ride, or in one of the many exciting panels Dr. Karen Stout and her team are putting together. In the tradition of Justice Holmes, let us incite thought and action; let’s make a difference. I look forward to seeing you in April.

## Message from the Program Planner

Karen Rohrbauck Stout, Western Washington University

**You’re invited and bring a friend** to the 31<sup>st</sup> annual meeting of the Northwest Communication Association in beautiful Coeur d’Alene, ID. Reserve **April 12-14, 2007** in your schedule and encourage someone else to do the same. So, who should you invite?

**Invite a colleague**—someone who’s never attended the NWCA conference or hasn’t in years. NWCA provides a constructive and fruitful environment for academics of all ages and career tracks to engage in research presentations, conduct workshops, and participate in roundtable discussions.

This year’s conference theme “freedom” is a great opportunity to collaborate with colleagues, including across (sub) disciplinary boundaries. Freedom of speech, religion, and the press are just a few of the topics that can be addressed and encourage collaboration within and beyond our departments. I encourage you to think creatively about the conference theme and submit your work to the division chairs (details are in this newsletter).

**Invite a student(s)**—who’s written an excellent paper or is interested in graduate school. Or design a class project to encourage group attendance. The hotel offers great student rates, making this an affordable conference option. Talk with your departments about offering possible financial support for student conference participation.

If you are a student and interested in going, NWCA is a safe place to give your first academic presentation, add to your résumé, and network. A workshop will be offered at the conference for first time presenters, so keep an eye out in the next newsletter for more information. If graduate school is a possibility, then the conference will give you a glimpse of graduate level work in Communication.

**Invite family**—to join you and spend time in Coeur d’Alene. The resort is renowned for its beautiful location and luxurious accommodations. You’ll have difficulty deciding how to spend your time among all the hotel’s amenities. Downtown Coeur d’Alene is filled with hiking trails, parks, playgrounds, shopping, and art galleries. After the 90 minute boat ride on Friday night, you can attend the gallery walk sponsored by local wineries and meet area artists or eat in one of the city’s fantastic restaurants. Take the opportunity to make the conference a weekend getaway with family.

**How should you invite them?** Share this newsletter and encourage them to check out the websites for the association (<http://nwcomm.org/>) and resort (<http://www.cdareort.com/>). Consider a collaboration and submit your work. Inside this newsletter, you’ll find details about conference submissions. Keep in mind that division chairs must receive submissions by 5 p.m. January 26, 2007.

So please share this newsletter, please come to the conference, and please **bring a friend!**

## Transitions

The Northwest Communication Association thanks **Dr. Jeff Stafford** for his many years of exceptional service as the organization's treasurer. Jeff has resigned from the office. The Executive Committee has appointed Dr. Claire Ferraris from WOU to be the interim treasurer. Claire brings to the position years of business and management experience, and currently serves as the treasurer for the WOU Federation of Teachers. We will be electing a new Treasurer at our conference in April.

## Call for Manuscripts

*Journal of the Northwest  
Communication Association*

Manuscripts are accepted on a rolling basis. The publication is a scholarly journal dedicated to understanding human communication in all forms. We encourage contributions related to any area of communication, from all theoretical and methodological perspectives.

Articles relating to any aspect of communication are welcome, as are all theoretical and methodological approaches. 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 to:  
Cynthia-Lou Coleman, NWCA Journal Editor  
Department of Communication  
PO Box 751  
Portland State University  
Portland, Oregon 97207-0751

Telephone and email inquiries are welcome. You can reach Prof. Coleman at 503.725.5368 (PST) and at [ccoleman@pdx.edu](mailto:ccoleman@pdx.edu)

## Join the Mailing List

Stay up-to-date on NWCA  
<http://www.nwcomm.org/maillist.html>

## Call for Conference Papers and Proposals

2007

### Freedom

Freedom is not merely the opportunity to do as one pleases; neither is it merely the opportunity to choose between set alternatives. Freedom is, first of all, the chance to formulate the available choices, to argue over them -- and then, the opportunity to choose.

*Charles Wright Mills*



*Communication is central to the notion of freedom—to express one self and associate with others in a community to share those expressions. Freedom is often associated with revolution, as we must revolt to ensure our liberties. To defend or enact our freedom from those attempting to oppress our communication, we must engage in brave acts both large and small, both global and local. These acts can range from a march on a capital and a speech to thousands to a refusal to get up from a seat on a bus. NWCA invites scholars to examine the relationship between freedom and communication necessary to “let freedom ring.”*

Completed papers (25 pages max.), panel proposals, and workshops will be considered for conference presentation (see guidelines below). Special attention will be paid to papers and programs that support the conference theme, although unrelated submissions are also encouraged. Proposals that creatively combine faculty and student work are especially welcomed.

Submissions are due to the Division Chairs by **5 p.m. Friday, January 26, 2007**. All chairs will accept electronic copies. If sending hard text, please send 3 copies. No faxed submissions, please. Authors will be notified in late February about the status of their works. Scheduled program details should be available online in early March.

## **Divisions**

### **Media and Cultural Studies**

Submissions should address issues related to mass media, popular culture or technology. Essays and panels may also address cultural and intercultural communication.

*Send submissions to:*

Bohn Lattin  
lattin@up.edu  
Communication Studies  
University of Portland  
5000 N Willamette  
Portland, OR 97203  
(503) 943-7352

### **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:*

Marcelle Stay  
marcellestay@yahoo.com  
Language, Literature, & Communication  
Center Building, Rm 457  
4000 E. 30<sup>th</sup> Ave.  
Eugene, OR 97405

### **Interpersonal & Communication Theory**

Submission 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:*

Kathie Wilcox  
kwilcox@lcsc.edu  
Communication Arts Department  
Division of Humanities  
Lewis-Clark State College  
Lewiston, ID 83501  
(208) 792-2337

### **Organizational & Instructional**

Submissions exploring organizational and educational contexts are considered, including: group, crisis, and management communication, PR, topics related to organizational criticism, and the scholarship of teaching & learning or classroom communication.

*Send submissions to:*

Nick Backus  
backusj@wou.edu  
Humanities/Speech Communication  
Western Oregon University  
345 Monmouth Ave. N  
Monmouth, OR 97361  
(503) 838-8851

## **Guidelines for Paper, Panel Proposal & Workshop Submissions**

1. The convention is open to NWCA members and those who want to become members.
2. All submissions are due by 5 p.m. January 26, 2007. Include a detachable title page with the author's name and address and submit electronically (i.e., in Word or .rtf format). If submitting hard text, should send in 3 copies. No faxed submissions, please.
3. Special attention is given to papers and programs supporting the convention theme. Unrelated submissions are also encouraged. Proposals creatively combining faculty-student work are especially welcomed.
4. Paper length is limited to 25 pages of text.
5. 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.
6. 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.
7. Workshops are training and/or information sessions that can be presented in 1 hour blocks. Submissions should include the workshop title, the issue 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 presenter(s).
8. Presenters must supply any audio-visual equipment their presentation requires. The cost of renting equipment on-site exceeds NWCA's resources. Please consider this when planning your presentation details.

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

As usual, at our business meeting, we will elect a new Second Vice President. This year, we also seek a new Treasurer and a new Secretary/Newsletter Editor, for three year terms each.

Northwest Communication Association  
ANNUAL CONVENTION

APRIL 12-14, 2007  
Coeur d'Alene, Idaho

***Conference Theme: "Freedom"***

Paper and proposals must be received by  
**Friday, January 26, 2007**

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  
2007 Membership and Registration Form**

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

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

**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>Student</i> , includes JNWCA	\$20.00	\$25.00
	<i>Regular</i> , includes JNWCA	\$35.00	\$45.00
	<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>Emeritus</i> , includes JNWCA	\$20.00	\$25.00
	<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 26, 2007.**

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

Claire Ferraris  
Humanities/Speech Communication  
Western Oregon University  
345 Monmouth Ave N  
Monmouth OR 97361