



# FROM ALL DIRECTIONS

Official Newsletter of the  
Northwest Communication Association  
October/November 2009

Visit us online at [www.nwcomm.org](http://www.nwcomm.org)

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Edited by Mark Porrovecchio, Oregon State University

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## Message from the President

Trischa Goodnow, Oregon State University

Greetings! The Northwest Communication Association is making some exciting changes. The website is getting a make-over so we can make it more user-friendly and useful. We've re-launched our journal as the *Northwest Journal of Communication*. We're updating the logo – we had a contest, received several exciting designs, and are selecting a winner. We want to refocus the Northwest Communication Association's mission so that it's not just an association that hosts a conference, but, rather, an association that serves its members year round. Any suggestions? Send them to me at [tgoodnow@oregonstate.edu](mailto:tgoodnow@oregonstate.edu).

Bohn Lattin, this year's conference planner is working hard on making this the best NWCA conference ever. While we've decided, in consultation with recent attendees of the conference, to forgo the boat ride, the President's reception will return to the President's Penthouse Suite! I remember coming to my first NWCA conference and being so impressed by the amazing accommodations! And, honestly, that's why I agreed to be president...to get to stay in the suite!

Perhaps the BEST NEWS YET is that we're REDUCING FEES FOR STUDENTS! Because of the economic difficulties many people are experiencing right now, we're crunched some numbers and can reduce student fees this year from \$50 to \$30. Students get a great deal for \$30: a reception on Thursday, breakfast and lunch on Friday, intellectual stimulation throughout the weekend, a year's membership to NWCA, and, of course, the journal! What more could you ask for?

We hope you'll join us in Coeur d'Alene in April!

## Notes from the Conference Planner

Bohn Lattin, University of Portland

"Friendship is the only cement that will ever hold the world together." –Woodrow Wilson

The 34th Annual NWCA Conference at Coeur d'Alene (April 8-10, 2010) is more than an event to share your scholarship with your peers and to offer your students an opportunity to share their budding scholarship with everyone; it is a time for seeing old friends and making new ones. It is a time to share your ideas and your passion for your profession. We gather as friends, some close and some distant, but friends we are. We come to promote the well being of our discipline "communication." No matter whether we study organizational cultures, interpersonal communication, the media or rhetoric, we are all dedicated to the ideal of creating a sustainable present and future. We all know that there has been little if any improvement to the social condition without someone or some group or some organization communicating well.

This year's theme is "Sustainability." We are in the process of creating some exciting programs. If you have any ideas about what panels or events that relates to this year's theme please contact me at [lattin@up.edu](mailto:lattin@up.edu). And so, friends, be well, be happy and prosperous.

### **CALL FOR NOMINATIONS:**

#### **NWCA HUMANITARIAN AWARD**

We are now soliciting nominations for our humanitarian award. This award gives us a chance to acknowledge persons who have set an example by their efforts in the cause of social justice or civil rights. Send your nominations to Trischa Goodnow ([tgoodnow@oregonstate.edu](mailto:tgoodnow@oregonstate.edu)) by **5 p.m. on Monday, February 1, 2010.**

## CALL FOR CONFERENCE PAPERS AND PROPOSALS

Sustainability is the new God term of this century. The term is pervasive, perplexing and persuasive. Sustainability appears in speeches, conversations, slogans, books, articles, ads, blogs, scripts, and songs. Environmentalists advocate for a sustainable planet. Business professionals want to know how to create a sustainable work environment and economy. Interpersonal scholars may wonder how sustainable relationships are created and maintained. Protesters demand it, politicians debate it, and advertisers sell it. It is a global term. No matter what continent, no matter what country, we talk about sustainability.

**SUSTAINABILITY** is the 2010 theme. As is the tradition at the Northwest Communication Association Conference, we encourage scholars to examine the conference theme using a variety of lenses. As with all terms of this type, sustainability has no concrete referent. It is an elusive term, fraught with possibilities and multiple meanings. Sustainability seems to have mystifying symbolic powers. We are drawn to its seemingly invisible power. We as Communication scholars have and should continue to examine, explore, and explain these single, seemingly magical words.

While you consider submitting your completed papers (25 pages max.), panel proposals, and workshops, please note that attention will be paid to those who support conference theme. Unrelated submissions however, are also encouraged. While in the recent past we've seen many valuable student panels, and we wish to continue to promote student scholarship, this year we would like to make a special call for faculty contributions. As is always the case we also welcome a combination of faculty and student endeavors.

Submissions are due to the division chairs by **5 p.m. on Monday, February 1, 2010**. Electronic copies will be accepted by the division chairs. If you are sending hard copy texts please submit three copies. Please do not FAX your submissions.

Those authors whose panels and papers have been accepted will be notified as soon as possible. A program schedule with details will be available in early March.

## DIVISION INFORMATION

### Media and Cultural Studies

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

*Send submissions to:*

Dr. Nick Backus  
Communication Studies  
Western Oregon University  
345 N. Monmouth Ave.  
Monmouth OR 97361  
backusj@wou.edu  
(877) 877-1593

### 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:*

Heather Crandell  
Communication and Leadership Studies  
Gonzaga University  
502 East Boone Avenue  
Spokane, WA 99258-0102  
crandallm@gonzaga.edu  
(509) 313-6491

### Interpersonal & Communication Theory

Submission to this division 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:*

Mary Jean Williams  
Communication Studies  
Clark College  
1933 Fort Vancouver Way  
Vancouver, WA 98663  
mwilliams@clark.edu  
(360) 992-2931

### Instructional and Forensics Division

This division, now in its second year, encourages scholarship concerning educational practices in communication including the practice of competitive speech and debate. Papers that explore practices in teaching communication or participation in forensics are welcomed. Panels which present G.I.F.T.S – Great Ideas for Teaching Speech – are especially encouraged.

*Send submissions to:*

Dr. Brian Simmons  
Communication Studies  
University of Portland  
5000 N. Willamette Blvd.  
Portland, OR 97203  
simmons@up.edu  
(503) 943-8025

### Organizational & Instructional

Submissions that explore organizational and educational contexts will be considered in this division. This may include group or management communication, public relations, crisis response, and other topics relating to organizational criticism, as well as research that explores classroom communication or the scholarship of teaching and learning.

*Send submissions to:*

Dr. Renee Heath  
Communication Studies  
University of Portland  
5000 N. Willamette Blvd.  
Portland, OR 97203  
heath@up.edu  
(503) 943-7181

## **GUIDELINES FOR PAPER, PANEL PROPOSAL & WORKSHOP SUBMISSIONS**

1. The convention program is open to all NWCA members and those who want to become members.
2. **All submissions are due by 5 p.m. on Monday, February 1, 2010.** Please include a detachable title page with the author's name and address and submit electronically (i.e., in Word or .rtf format). If authors submit via hard text, send in three copies. No faxes please.
3. Research that has already been published or presented at another conference is not eligible for submission.
4. Special attention will be paid to papers and programs that support the convention theme, although unrelated themes and submissions are also encouraged. Proposals that creatively combine faculty and student work are especially welcomed.
5. Paper length is limited to 25 pages of text.
6. 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.
7. 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.
8. 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).
9. **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.

We apologize, but we are unable to accommodate special scheduling requests.



# Northwest Communication Association

## 2010 - Membership and Registration Form

This form can be handwritten or typed.

### Member Information

Name: \_\_\_\_\_ University: \_\_\_\_\_  
*Last First*

Address: \_\_\_\_\_ Position: \_\_\_\_\_  
*Street Address*

\_\_\_\_\_ Phone: ( ) - \_\_\_\_\_  
*City State ZIP Code*

E-mail Address: \_\_\_\_\_ Work Phone: ( ) - \_\_\_\_\_

Highest Degree Earned? (Circle one) BA BS MA PhD Institution: \_\_\_\_\_

Are you a new member?  Yes  No If no, since when? \_\_\_\_\_

### Registration Information

The following section is **required**. Please check ONE option.

Check ONE	Item	Pre-Registration Price	On-Site Registration Price
<input type="checkbox"/>	<b>Regular Membership + Conference Fee</b> ( <i>One Year Membership</i> ) Includes NWCA Journal & luncheon.	\$80.00	\$100.00
<input type="checkbox"/>	<b>Student Membership + Conference Fee</b> ( <i>One Year Membership</i> ) Includes NWCA Journal & luncheon.	\$30.00	\$40.00
<input type="checkbox"/>	<b>Sustaining Membership</b> ( <i>One Year Membership</i> ) Includes NWCA Journal, conference fees, & luncheon.	\$80.00	\$85.00
<input type="checkbox"/>	<b>Life Membership*</b> Includes NWCA Journal, conference fees, & luncheon.	\$300.00	\$300.00
<input type="checkbox"/>	<b>Department Scholarship</b> Includes NWCA Journal	\$70.00	\$70.00

The following selection is **optional**. Please indicate quantity if purchasing more than one.

Quantity	Item	Pre-Registration Price	On-Site Registration Price
	<b>Friday Luncheon</b> For any members' guests.	\$20.00	\$25.00

Total Amount Due: \$ \_\_\_\_\_

Pre-registration forms and payment must be RECEIVED by Monday, March 15, 2010.

Please make check or money order (\$US) payable to "NWCA" and mail to:  
 Northwest Communication Association  
 c/o Dr. Kevin Brown, Treasurer  
 3201 Campus Drive  
 Oregon Institute of Technology  
 Klamath Falls, OR 97601-8801

\*If you have previously purchased a lifetime membership, please check "Life Membership." The only payment that will be due for you is any additional boat cruise admissions or luncheon admissions.

Northwest Communication Association  
34th Annual Conference  
Conference Theme:  
Sustainability  
April 8-10, 2010  
Papers and Proposals must be received by  
February 1, 2010



**Northwest Communication Association**

Mark Porrovecchio, Newsletter Editor  
Department of Speech Communication  
205 Shepard Hall  
Oregon State University  
Corvallis, OR 97331

*Address Correction Requested*

*Please share this newsletter with a colleague or a friend*