



FROM ALL DIRECTIONS

Official Newsletter of the
Northwest Communication Association
October 2010

Visit us online at www.nwcomm.org

Edited by Mark Porrovecchio, Oregon State University

Message from the President

Bohn D. Lattin, University of Portland

This is a busy time of year for all of us. As I write this note, my office—like your offices—has midterm exams asking to be graded, courses waiting their turn to be prepped, and one or two research projects waiting patiently to be conducted. So what better time than now to take a moment and think about next Spring and our 35th NWCA Conference at Coeur d' Alene. Imagine the Coeur d' Alene Resort, taking in the beautiful surrounding, resting in comfortable rooms, going to fine dining establishments, and having simulating conversations with old and new friends.

As you might have noticed, thanks to Trischa Goodnow and her direction, we have a new website that is more useful and user-friendly. Now, I wish to repeat Trischa's call for us to "refocus" NWCA's mission. We hope to be more than just an association that hosts an annual conference and publishes a journal. I am asking you to send me your suggestions as to how NWCA can serve you all year long. Send your ideas to lattin@up.edu.

The 2011 conference planner is Michael Hazel. Michael plans to hold a conference that will be warm, inviting and simulating. This year we are going to build on the successes of last year. We will again be offering excellent fare and one free drink to all conference attendees at the President's Reception. We are also going to continue to offer a reduced membership/conference fee of \$30 for students. This will be a conference worth attending.

As I am about to return to my ungraded papers, my course preps, and my research projects, I just want to invite you to remember that, while the leaves are falling, the days are growing darker and the Fall will turn to the dead of Winter, we can turn our thoughts to Spring and walks along lakeshore, good food, and engaging conversations with our friends. Remember Coeur d' Alene. I look forward to seeing you there.

Notes from the Conference Planner

Michael Hazel, Gonzaga University

Greetings Everyone! With Easter Sunday later than usual (April 24th in 2011), we hope you will be in Coeur d' Alene from April 14-16, 2011 for the 35th Annual NWCA Conference. We look forward to incorporating past participants' feedback to make the 2011 conference a valuable and memorable experience for our students, faculty, and professionals.

Our theme this year is *Remixing Communication Teaching and Technology*. In a digitally driven world changing at a breathtaking pace, communication technologies are becoming an increasingly integrated part of our lives, relationships and classrooms, and these changes have profound implications for how we engage in the teaching, learning, and practice of communication in a variety of contexts. To quote the prescient Marshall McLuhan (from way back in the 20th century): "*In this electronic age, we see ourselves being translated more and more into the form of information, moving toward the technological extension of consciousness.*"

For this conference, we invite you to share your own perspectives in formal (through your papers and panels) and informal (through our socials and events) conversations in the beautiful, natural setting of Coeur d' Alene. We feel honored to have Deanna Dannels, esteemed professor and author from North Carolina State University, as our invited conference speaker.

Given that we are still in the planning stages for events and special conference sessions, I welcome your suggestions and recommendations. If you are willing to serve as a paper reviewer for a particular division, please contact the respective division chair listed in this newsletter. Also feel free to contact me for any reason through email at hazelm@gonzaga.edu. We look forward to connecting with you in April!

THE NEW AND IMPROVED
NWCOMM.ORG: CHECK US OUT!!!

***Northwest Journal of Communication:* CALL FOR MANUSCRIPTS**

NWCA members and colleagues are invited to consider submitting manuscripts to the *Northwest Journal of Communication*, a scholarly peer-reviewed publication dedicated to understanding human and mass communication in all forms. The Journal is fully supported and indexed by EbscoHost.

Manuscripts are accepted on a rolling basis. The publication is a scholarly journal dedicated to understanding human communication in all forms. Contributions related to any area of communication, from all theoretical and methodological perspectives, are welcome. 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 or send an electronic version of the cover page, abstract and manuscript to:

Trischa Goodnow, NWCA Journal Editor
Department of Speech Communication
Oregon State University
Corvallis, Oregon 97331
tgoodnow@oregonstate.edu

35th Annual Conference: CALL FOR PAPERS AND PROPOSALS

In a time where “digital natives” are increasingly prominent in our classrooms and work places, *Remixing Communication Teaching and Technology* provides a theme to explore how teaching, learning, technology, and communication are interwoven and remixed in the 21st century. We encourage you to discover through traditional and engaged scholarship how the multiple levels and contexts of these components influence our communication, and our local and global communities. NWCA invites exploration of the possibilities and potential dilemmas of this theme.

Completed papers (25 pages max.), panel proposals, and workshops will be considered for conference

presentation (see guidelines below). At this year's conference, we are again offering the Environmental Communication division. Proposals that creatively combine faculty and student work are especially welcomed. As always, we also encourage individual and faculty contributions.

Submissions are due to the Division Chairs by 5 p.m. on February 1, 2011. All chairs will accept electronic copies. If sending hard text, please send three copies. No faxed submissions, please. Authors whose papers and panels have been accepted will be notified as soon as possible. A detailed program schedule will be available at least a month before the conference.

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:

Kathie Wilcox
KWilcox@lsc.edu
Lewis-Clark State College-Coeur d'Alene
1031 N. Academic Way
Coeur d'Alene, ID 83814
(208) 292-1291

Environmental Communication Division

Submissions that explore environmental issues will be considered in this division. This includes interpersonal, small group, organizational, intercultural, rhetorical, technical, and mass communication about the natural environment. We encourage submissions from scholars exploring oral, written, and visual communication but working outside traditional communication departments.

Send submissions to:

Cassandra Hemphill
cassandra.hemphill@umontana.edu
Department of Society
and Conservation
The University of Montana
32 Campus Drive
Missoula, MT 59812
(406) 370-8344 (cell)

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

Interpersonal & Communication Theory

Submissions 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
mjwilliams@ccwebster.net
Communication Studies
Clark College
1933 Fort Vancouver Way
Vancouver, WA 98663-3598

Instructional and Forensics Division

This division, now in its third 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
simmons@up.edu
Communication Studies
University of Portland
5000 N. Willamette Blvd.
Portland, OR 97203
(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:

Phil Backlund
Phil.Backlund@cwu.edu
Central Washington University
2418 Wheaton Ct.
Ellensburg, WA 98926
(509) 963-18529

**Guidelines:
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 to the Division Chairs by 5 p.m. on February 1, 2011. 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 - 2011 Membership and Registration Form

This form can be handwritten or typed.

Member Information

Name: _____ University: _____
Last First

Address: _____ Position: _____
Street Address

City State ZIP Code Phone: () -

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"/> | Regular Membership + Conference Fee (<i>One Year Membership</i>) Includes NWCA Journal & luncheon. | \$80.00 | \$100.00 |
| <input type="checkbox"/> | Student Membership + Conference Fee (<i>One Year Membership</i>) Includes NWCA Journal & luncheon. | \$30.00 | \$40.00 |
| <input type="checkbox"/> | Sustaining Membership (<i>One Year Membership</i>) Includes NWCA Journal, conference fees, & luncheon. | \$80.00 | \$85.00 |
| <input type="checkbox"/> | Life Membership* Includes NWCA Journal, conference fees, & luncheon. | \$300.00 | \$300.00 |
| <input type="checkbox"/> | Department Scholarship 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 |
|----------|--|------------------------|----------------------------|
| | Friday Luncheon For any members' guests. | \$20.00 | \$25.00 |

Total Amount Due: \$ _____

Pre-registration forms and payment must be RECEIVED by Monday, March 14, 2011.

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 from you is any additional luncheon admissions.

Northwest Communication Association
35th Annual Conference
Conference Theme:
Remixing Communication
Teaching & Technology
April 14-16, 2011
Papers & Proposals Deadline:
February 1, 2011



Northwest Communication Association
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Oregon State University
Corvallis, OR 97331

Address Correction Requested

Please share this newsletter with a colleague or a friend