



FROM ALL DIRECTIONS

Official Newsletter of the
Northwest Communication Association
November 2012 Edition

Visit us online at www.nwcomm.org

Edited by Mark Porrovecchio, Oregon State University

Message from the President

MaryJean Williams, Portland State Univ.

This year's conference theme, "Organizing Our World," invites us to think globally and act locally. For instance, what makes NWCA tick? What can we do for continuous improvement?

An organization is a system consisting of a large number of people working together in a structured way to accomplish multiple goals (Trenholm 2007). Let's look at goals, structure and people. Our goals are to promote the study, criticism, research, teaching, and practice of communication. We do this through the annual conference and the Northwest Journal of Communication.

Regarding structure, our Executive Committee roles allow us to continually grow into new responsibilities a few at a time. We stay involved for four years, passing lessons learned on to the next members. Along with well-developed job descriptions, we learn from each other and support each other's success. A year-round schedule of critical tasks makes the work easier to envision and complete. And recruiting new members is key to fulfilling our mission into the future.

As a distributed organization, effective intermediated communication is essential. Probably 90% of our work is done via the internet, a troublesome, yet empowering medium. Special thanks to webspinner Nikki who updated the website this year, a tool we all depend on for the most current information possible.

Our people are at the heart of NWCA and our culture centers around coming to Coeur d'Alene each year. It takes nine dedicated Executive Committee members, a professional venue staff, seven organized Division Chairs, dozens of educated Authors and thoughtful Peer Reviewers, and hundreds of attendees to throw a conference. We are motivated to fulfill all these roles so we can look forward to lifelong learning. It's a beautiful conference with a nurturing legacy.

What is your next role? Is it your turn to be a Peer Reviewer for the Journal or the conference? Chair a Division? Join the Executive Committee? Drop us an email and let us know what your role in this terrific organization will be!

See you in Coeur d'Alene!

Notes from the Conference Planner

Kevin Brown, Oregon Inst. of Tech.

Fall is a beautiful season in the Northwest. The turning of the leaves, crispness of the air, and return to school are accompanied by a renewed sense of purpose. The beginning of a new school year and the change of season also brings an opportunity for reflection. As I think of the past year I am reminded of the 2012 NWCA conference and the other 25 NWCA conferences I have attended. I have enjoyed every one, coming away from them enriched, enlivened and refueled. I hope you will join with us this year in celebrating the breadth and depth of the field of communication.

At times the breadth of the field can be daunting. The study and practice of communication crosses myriad contexts and situations. However, what we do as communication scholars is theorize our experience to make sense of and organize the world. Organizing is a basic human activity that spans all communication contexts, situations, and approaches. No matter our differences, we all strive to make sense of and organize what we encounter in the world. We share our understandings with others to allow them to organize their own perceptions. Providing a place to share our sense making and organizing activities is the purpose of academic gatherings such as NWCA. In celebration of this commonality, the theme for the 37th annual conference of the Northwest Communication Association is "Organizing Our World."

Participants are encouraged to submit papers, and panel proposals that embrace the organization of perception. This theme offers opportunities both to apply similar frames to disparate events and to make sense of one event in a variety of ways. Most of all, this conference, as it does every year, offers us an opportunity to gather, share, review, discuss, learn, and organize shared meanings. NWCA, as constituted by the insightful, kind, and friendly actions of the members, offers an ethos of support and sharing that is our *raison d'être*. Please join us April 25-27, at the Coeur d'Alene Resort in Coeur d'Alene, Idaho in making sense of the world.

Northwest Journal of Communication: CALL FOR MANUSCRIPTS

The *Northwest Journal of Communication* invites original manuscripts related to any context of human communication. All theoretical and methodological approaches are welcome.

JNWCA is fully supported and indexed by EbscoHost. Manuscripts considered as they are received, and acceptance rates range from 15-25 percent. Authors can expect a decision 6-8 weeks after submission notification.

Manuscript Preparation: JNWCA follows a blind-review policy, so author identification should not appear anywhere in the submission. Authors must separately attach a cover page with the submission title, the names of all authors, addresses, telephone numbers, and an electronic mailing address for the corresponding author, along with a 75-150 word abstract, and 5-7 key words.

If you are interested in reviewing submissions to JNWCA, please send a CV and your areas of expertise.

Inquiries and submissions may be directed to Heather Crandall at crandallm@gonzaga.edu or (509) 313-6491.

37th Annual Conference: CALL FOR PAPERS AND PROPOSALS

This year's conference theme, "Organizing Our World," invites you to examine how humans use communication to organize their lives. Papers, panel proposals and workshops will be considered for conference presentation according to the following guidelines:

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 8, 2013**. Please include a detachable title page with the author's name, address, telephone number and email address, and submit electronically (i.e., in Word or .rtf format). **Hard copies are no longer accepted.** No faxes please. It is preferred that student papers are sent directly by the student; if faculty members do submit for their students, please cc the student along with the submission.
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. Faculty and students are especially encouraged to submit papers. Papers should be clearly marked in the upper right hand corner of their title and abstract pages; undergraduates should place a "U", graduate students a "G" and faculty an "F". This is necessary in order to be considered for the President's Awards, Best Undergraduate Paper, Best Graduate Paper, Best Faculty Paper and Best Faculty/Student Collaboration.
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 is expensive. Please consider this carefully when planning your proposal’s presentation details.
10. We apologize, but we are unable to accommodate special scheduling requests.
11. Send your submissions to one of the following divisions as appropriate:

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:
Steve Schwarze, Ph.D
steven.schwarze@umontana.edu
(406) 243-4901

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:
Patricia Chantrill, Ph.D
pchantrill@ewu.edu
(509)-359-4236

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:
Chris Cardiel
CCardiel@omsi.edu
(503) 797-4524

Instructional and Forensics Division

This division encourages scholarship concerning educational practices in communication including classroom communication and 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

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:
Kevin T. Jones, Ph.D
kevinj@georgefox.edu
(503) 554-2610

Organizational Communication

Submissions that explore organizational 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 organizational communication or the scholarship of organizational development.

Send submissions to:

Jeffery Stafford, Ph.D

jstafford@ewu.edu

(509) 359-7929

Technical Communication Division

Technical communication addresses how we provide the right information, in the right way, at the right time to make someone's life easier and more productive. Technical communicators investigate how people communicate about technical or specialized topics or how we use technology to communicate; other tech comm areas include the theory and practice of instructions for how to do something, regardless of how technical the task is, or if technology is even used to create or distribute that communication. Papers and panels that explore best practices and innovations in technical communication are especially encouraged.

Send submissions to:

Cassandra Hemphill

cassandra.hemphill@umontana.edu

(406)370-8344

MEMBER NOTES

The Technical Communication Division invites folks to subscribe to our monthly NewsBrief.

The NewsBrief lists upcoming activities of interest to technical communicators in the Northwest, such as webinars and other virtual and face-to-face activities.

To receive the NewsBrief, e-mail cassie.hemphill@gmail.com.

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Career Updates?
Archived Materials?
Suggestions?**



Please visit our [website](#)!



Northwest Communication Association

2012 - 2013 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"/>	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"/>	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 members' guests.	\$20.00	\$25.00
	Boat Cruise For members and their guests.	\$5.00	\$5.00

Total Amount Due: \$

Pre-registration forms and payment must be RECEIVED by **Monday, March 11, 2013**.

Please make check or money order (\$US) payable to "NWCA" and mail to:

Northwest Communication Association
 c/o Dr. Dan Peterson, 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.

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37th Annual Conference
Theme: Organizing Our World
The Coeur d'Alene Resort
April 25-27, 2013
Papers & Proposals Deadline:
February 8, 2013



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