



Michael E. Mayer, Editor

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From the President of WSCA

As I write this column, I realize that I am already at the one-month point in my fall semester and have my first exam to prepare! Yikes, but time goes by swiftly! Before you get caught up in your own swirl of teaching and research activity, pause to make certain that February 13-17, 1998, is reserved on your calendar for the 69th annual WSCA Convention in Denver, Colorado. President-Elect Peter Andersen and his team of program planners are working energetically to give us a convention true to its theme, "Encountering the Communication Century." Local hosts Sue Pendell and Carl Burghardt are busy as well, paving the way for a smooth-functioning convention and an exciting stay in Denver.

Leslie A. Baxter

PATRICIA SCHROEDER TO KEYNOTE WSCA 1998

Patricia Schroeder, former congresswoman from Colorado has agreed to be the WSCA keynote speaker for the 1998 convention in Denver. President-elect and program planner Peter Andersen stated, "It is a great pleasure to have Pat Schroeder join us at WSCA. Pat has been an unwavering proponent of free speech, women's rights, children, the arts and environmental protection. She was an early and outspoken opponent of the conflict in Vietnam and has always preferred communication to conflict. She is an expert on intellectual property and continues to be involved in both academe and publishing. I can think of no speaker more appropriate to address WSCA."

Former Congresswoman Schroeder is President and Chief Executive Officer of the Association of American Publishers (AAP), the national trade organization of the U.S. book-publishing industry. Ms. Schroeder left

Congress undefeated in 1996 after serving in the House of Representatives for 24 years. From January to June 1997, she held the rank of Professor at the Woodrow Wilson School of Public and International Affairs at Princeton University, before assuming her post at AAP on June 1. She is currently leading New Century/New Solutions, an out-of-the-box think tank, for the Institute for Civil Society in Newton, Massachusetts.

Born in Portland, Oregon, in 1940, Ms. Schroeder graduated in 1961 from the University of Minnesota (working as an insurance claims adjuster to support herself through college). Ms. Schroeder went on to Harvard Law School, one of only 15 women in a class with more than 500 men. She earned her J.D. in 1964 and moved to Denver, Colorado with her husband James, who encouraged her to challenge an incumbent Republican for Colorado's First Congressional District seat in 1972.

The mother of two young children at her election, Ms. Schroeder went on to serve 12 terms in the House of Representatives. During her tenure in the House, she became the Dean of Congressional Women, co-chaired the Congressional Caucus on Women's Issues for 10 years, and served on the House Judiciary Committee, the Post Office and Civil Service Committee, and was the first woman to serve on the House Armed Services Committee. As chair of the House Select Committee on Children, Youth and Families from 1991 to 1993, Ms. Schroeder saw the Family and Medical Leave Act and the National Institutes of Health Revitalization Act to fruition in 1993, a fitting legislative achievement for her lifetime of work on behalf of women's and family issues.

Ms. Schroeder was an early supporter of legalized abortion and sponsored legislation making it a federal crime to obstruct access to abortion clinics. She was also active in military issues, expediting the National Security Committee's vote to allow women to fly combat missions in 1991, and working to improve the situation of military families through passage of her Military Family Act in 1985.

A leader in the cause of education and a champion of free speech, Ms. Schroeder has never been a single-issue candidate. As Ranking Member of the House Judiciary Subcommittee on Courts and Intellectual Property, she was one of the most knowledgeable members of Congress on copyright issues and a strong advocate for protecting intellectual property rights and for reinforcing the creative incentive for developing intellectual property. She continues this advocacy in her leadership of AAP.

Memorial Fund Honors Randy Majors

The NCA Caucus on Gay and Lesbian Concerns has established a memorial endowment fund in honor of Randy Majors and Jan Carl Park who were respected and loved members of the Caucus. Randy Majors, who was one of the co-founders and contact persons for the Caucus worked at California State University, Hayward and was an active member of the Western States Communication Association. Jan Carl Park was one of the Caucus' first newsletter editors. Interest from the endowment will be used to fund awards for outstanding scholarship and/or contributions to the caucus. Anyone wishing to contribute to this fund can send their tax deductible donation to the NCA office (5105 Backlick Road, Building F, Annandale VA, 22003) with a note indicating that the contribution is for the Randy Majors/Jan Carl Park Memorial Fund. Contributions are

needed to ensure that the fund reaches the minimum endowment level set by the association.

UNIQUELY COLORADO!

The 1998 WCSA Convention in Denver will include several recreational (and educational!) opportunities that are Uniquely Colorado! Saturday, if you're a skier, or if you just want to be in the spectacular Colorado mountains, or if you love trains, take The Ski Train to Winter Park Ski Resort in a car dedicated to WCSA participants! The adventure begins at the historic and newly remodeled Union Station within walking distance of our hotel. You'll see some of Colorado's most beautiful scenery during the two-hour ride: majestic rock formations, beautiful canyons, and the Continental Divide. After going through the Moffat Tunnel, the train pulls up right at the base of Colorado's favorite ski resort Winter Park. As you step off The Ski Train, the lifts are right in front of you, and the free shuttle buses to the towns of Winter Park and Frazer are a short walk away.

Winter Park Ski Resort, 9000 feet above it all in the high country, receives 350" of snow annually, including some very special champagne powder. It offers more than 1,350 acres of ski terrain serviced by 20 chairlifts and 121 trails on three inter-connected mountains, with high speed super chairlifts from the base of each mountain to get you up fast. For cross-country skiers, the Winter Park area includes several well-known cross-country centers. And if you don't ski, there are mountain sight-seeing trips in heated, enclosed snowcats and free shuttle service to the town of Winter Park and the Fraser Valley Tubing Hill.

Perhaps the best part of The Ski Train is the ride home you can enjoy your apres-ski food and drink on the way! If The Ski Train doesn't appeal, what about a trip to Central City/Black Hawk to strike it rich! Once called the "Richest Square Mile on Earth" because of the gold there, the two former mining towns now feature casino gambling in an authentic historic Victorian "Old West" setting. A bus will pick up you and your fellow prospectors in front of our hotel and take you up scenic Clear Creek Canyon for a day of fun and profit!

Any energy left? If so, Saturday evening A. J. Feldman, editor of Rocky Mountain Brews, will lead a walking brewpub/brewery tour of LoDo (Lower Downtown Denver), just a few blocks from our hotel. Or you can attend the Colorado Symphony Orchestra, in excellent Boettcher Concert Hall a short walk from our hotel, where Marin Alsop, conductor, and Colin Currie, percussion, will present a special program of Ravel, MacMillan, and Wagner. There'll be more to choose from, but details for these activities will be found in your preregistration materials; meanwhile, check out www.denver.org and www.winterpark.com to discover other opportunities that are Uniquely Colorado!

Sue Pendell

The Basic Course Conference Is Back

This year's Basic Course Conference revives a tradition of meeting at a local campus and continues the tradition of exploring implications and applications for the basic course with faculty and graduate students around the region. The conference theme, "The Future of Technology in the Communication Classroom: Potentials and Pitfalls" corresponds with the larger theme of the Denver Convention. Throughout the day at Red Rocks Community College, participants will have the opportunity to join scholarly discussions about the communication educator's role(s) regarding technological advances and their place in our classrooms. They can also take part in "hands-on" training sessions with a variety of the tools currently available for instructional enhancement.

When registering for the conference, plan for a full day of events. Transportation, continental breakfast, and lunch will all be provided for all participants. We encourage you to register early because space is limited. The following is a working schedule of the day:

:00	Bus leaves the hotel
8:30	Continental Breakfast and Opening Session
9:15	<p>Optional Session #1 . Join Jo Sprague (San Jose State University) and Gary Ruud (California Sate Fullerton) to discuss their position paper suggesting that we should not just "get on board" any educational movement and that we should "temper our enthusiastic embrace of many new classroom practices" with regard to technology .</p> <p>"Computer Technology: One Computer, Multiple Uses in the Basic Course" with panelists Melissa L. Beall and Marilyn Shaw (University of Northern Iowa).</p> <p>"Connecting Computer Images to Your Visual Presentation" John Anderson (Red Rocks Community College). Limit=15.</p>
10:30	<p>Optional Session #2 . "Integrating Technology in the Classroom: Moving Technology and Course Content into the 21st Century" David Ortiz, Larry Sult, and Garry Sheets (Skagit Valley College).</p> <p>"Instructional Uses of Advanced Web Technologies in the Introductory Speech Course" John Klockner (University of Washington). . "Using Microsoft PowerPoint as an Instructional Tool" Gary Peterson (University of Puget Sound). Limit=15.</p>
12:00	Lunch (Provided by Allyn and Bacon)

1:00	Experience Two-Way Audio -Video Distance Learning (interactive television) on the Red Rocks C.C. LET system. Panelists Judy Pearson (Northern Virginia Center), Paul Nelson (Ohio University), James Danielson (University of Nebraska), and Sherry Morreale (University of Colorado, Colorado Springs) will report on a pilot program for distance learning in the basic communication courses.
2:15	Coffee and Conversation Break
2:30	Join the Debate: "Resolved: that technology in the classroom is the wave of the future and communication teachers and scholars should get on board."
3:30	Closing Session and Raffle (copies of PowerPoint '97, Web Technology, as well as Local and Regional Prizes).
4:00	Bus Back to the hotel.

We look forward to seeing you in Denver!

Julie Benson Rosston and Karen E. Zediker, Conference Coordinators

Call for Papers

1997 Issue *Journal of the Illinois Speech and Theatre Association*

Purpose: The purpose of the Journal is to present papers of interest to individuals in speech and theatre. Speech and theatre are defined in the broadest possible contexts to include any aspect of communication study. The intent of the Journal is to serve readers in all areas of the discipline and at all educational levels.

Review Criteria: Original Research may employ any valid methodology consistently applied throughout the inquiry. Instructional Practices and Materials should be of practical value for teaching speech and theatre, either as teaching method or subject matter content. In this area restatements of existing knowledge for instructional application in the classroom are encouraged almost as much as current issues facing the teaching of speech and theatre. Illinois Issues and Individuals is concerned with educational or noneducational communication issues affecting the state of Illinois. Historical or critical profiles of Illinois issues or individuals of interest to the Journal readership are welcome. These profiles of issues or individuals must be communication- oriented in scope.

Style and Form: All papers must conform to current APA or MLA styles; be no longer than 4,000 words, be submitted in triplicate (legal photo copies are acceptable); and display appropriate use of the English language. The use of jargon is discouraged.

Deadline: All papers must be received before December 1 prior to the next issue for inclusion in that issue.

Submit to:

Terry Perkins, Editor
Journal of the Illinois Speech and Theatre Association
Department of Speech Communication
Eastern Illinois University
Charleston, IL 61920-3099

Inquiries: Questions regarding submission(s) may be sent to the address above or e-mail questions to cftmp@eiu.edu. Terry M. Perkins Office: 217-581-6954; Speech Communication Fax: 217-581-2272.

Journal of the Association of Communication Administration

JACA invites authors to submit manuscripts related to scholarship, research, and administration in speech communication, mass communication, journalism, and theater. The Editorial Board reviews philosophical, theoretical, methodological, critical, applied, pedagogical, and empirical manuscripts related to ACA concerns about the role of communication in the academic environment. These may include research reports, papers of topical interest, state-of-the-art reviews, and book reviews on topics related to communication, administration and/or organizational processes. The work must be original and not under review by other publishers. Authors should submit three copies in English that conform to APA (4th ed.) guidelines plus an IBM/PC-compatible disk version. Manuscripts should not exceed 25 double-spaced, typed 8½ x 11-inch pages, exclusive of tables and references; book reviews should be between 4-5 double-spaced pages. Please retain a copy because manuscripts will not be returned. The title page should include the title, author(s), correspondence address and telephone number. The second page should include an abstract of 75-100 words. The text of the manuscript (including its title) should begin on the next page, with the remaining pages numbered consecutively. Avoid self-identification in the text of the manuscript. Notes and references should be typed double-spaced on pages following the text of the manuscript. Tables must be numbered, supplied with an identifying title, and placed at the end of the manuscript with the proper location for each table noted in the text.

Manuscripts should be submitted to the co-editors: Ronald L. Applbaum and Donald Lumsden, Office of the President, Kean College, Union, NJ 07083. Phone (908) 527-2222. Authors normally will have an editorial decision in three months.

Communication Yearbook Volume 23

Editor Michael Roloff is soliciting manuscripts and proposals for Communication Yearbook 23. Communication Yearbook publishes state-of-the-art literature reviews, and thus seeks articles providing comprehensive syntheses of literature (i.e., articles that survey, critique, and integrate a large body of literature that has appeared on a specific, relatively narrow topic). Reviews from all areas of the communication discipline are welcome; CY seeks to represent the diverse range of philosophical, theoretical, and

methodological perspectives informing contemporary communication scholarship. Literature reviews employing both narrative and quantitative (i.e., meta-analytic) methodologies are sought. Contributions from scholars residing outside the United States are especially welcome. Complete manuscripts or proposals must be received by December 15, 1997. Send three high-quality copies to:

Michael E. Roloff, Editor Communication Yearbook
Dept. of Communication Studies
23 Harris Hall
Northwestern University
Evanston, IL 60208.
Phone: (847) 491-5834
FAX: (847) 467- 1171
Internet: m-roloff@nwu.edu

University of Arizona Department of Communication

Editor's Note: A continuing series about Ph.D. programs in the west.

University of Arizona Department of Communication has a long and distinguished tradition of commitment to excellence in graduate education. The Ph.D. program offers the opportunity to study the many facets of human communication within a broadbased and eclectic orientation. The Department of Communication at the University of Arizona offers courses to promote understanding of the functions of communication at all levels of society, from interpersonal communication to the social effects of mass media.

Because communication is the most basic social behavior and the means by which the individual functions in society, the study of communication is relevant to all academic and career interests. The department is committed to the scientific study of human communication and focuses its instruction and research on three general areas (1) interpersonal communication and relational management including computer-mediated communication (CMC); (2) social influence including the social effects of mass media and new technology; and (3) message processing with an emphasis on the interface between communication, technology, and information sciences. The department is committed to exploring the impact of various channels, technologies, and contexts in each of the three general areas now included in the academic unit.

The Communication Department has a history of doing research that is of importance to the State of Arizona and the nation. Presently, we are working on projects funded in excess of six million dollars by extramural sources, including federal and state agencies, foundations, and corporation. We believe this research is socially important and has immediate outreach results for people outside the University of Arizona.

At present, we are engaged in HIV/AIDS education and intervention, cancer prevention and control, tobacco cessation and use prevention, physician-patient communication, dispute mediation, distance learning, computer-assisted decision making and a number of other areas of social importance. The Department has also historically been interdisciplinary in its interests. We have appointed individuals with their doctorates in

communication, medicine, psychology, political science, education, and sociology. A number of the tenured faculty in the unit are joint- appointed in other academic departments on campus, including various social science disciplines in the College of Social and Behavioral Sciences and units in the College of Medicine.

1998 WSCA Distinguished Service Award

The Distinguished Service Award of Western States Communication Association honors persons who have made considerable and long-standing contributions both to WSCA and to the field of Communication. Previous award winners include Gale Richards, Walter Fisher, James McBath, Malcom O. Sillars, Jack Samosky, Thomas M. Schiedel, Nancy Gossage McDermid and John W. "Sam" Keltner and Lucy Keele. The WSCA Distinguished Service Award Committee seeks nominations, which should include a detailed listing of the nominee's accomplishments (or a vita) and one or more of the nominee's contributions to WSCA and the field. Past nominee materials may also be updated. Nominations should be forwarded no later than December 1, 1997. Direct questions and nominations to the committee chair: Pamela J. Kalbfleisch, Chair, Distinguished Service Award Committee, Department of Communication and Mass Media, P.O. Box 3904, university of Wyoming, Laramie, WY 82071. Phone (307) 766-3857; Fax (307) 766-3812; E-mail: PAMELAK@uwyo.edu.

Pamela J. Kalbfleisch

WSCA Officers

President: Leslie A. Baxter Department of Communication Studies University of Iowa Iowa City, IA 52242 E-mail: leslie-baxter@uiowa.edu 319-353-2259

First Vice President: Peter A. Anderson School of Communication San Diego State University San Diego, CA 92182-4561 E-mail: peterand@mail.sdsu.edu 619-594-4222

First Vice President: Dennis C. Alexander Department of Communication University of Utah Salt Lake City, UT 84112 E-mail: dennis.alexander@mcc.utah.edu 619-594-4222

Executive Director Connie Conlee Speech Communication Department California State University-Fresno Fresno, CA 93740-0046 E-mail: conniec@csufresno.edu (209) 278-2565

Our new print version of WSCA News is up and running--actually being mailed.

WSCA News

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