

# WSCA News

The Newsletter of the Western States Communication Association

<http://www.westcomm.org/>

"Our aim is to make more effective human beings."

--Charles Taylor

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## 2000 Looks Bright!

Dawn O. Braithwaite  
WSCA President

We had a very successful conference in Sacramento! My thanks to everyone who contributed to our conference, especially Local Host John Williams and his Sacramento area colleagues, Interest Group Program Planners, Executive Director Connie Conlee, and my assistants Nancy Eckstein and Paul Turman.

Like many of you, I was inspired and challenged by our Keynote Speaker Jody Kretzmann of the Asset-Based Community Development (ABCD) Institute at Northwestern University. He challenged us to look at the positive resources within communities and to examine critically just what we in academia believe we have to offer our communities. Dr. Kretzmann challenged us to ask and to listen to what community members say, avoiding the assumption that we know what they need. If the data Kretzmann reported are correct, our assumptions about what they need from us are often wrong.

I am looking forward to serving as your President this year. One of the issues we will be looking

at is how best to disseminate information to the membership via the WWW and the WSCA newsletter. I certainly welcome your ideas. You will soon see some innovations in services, including a new and shorter web address, as well as online membership and registration and payment options via credit cards. This will make renewing your membership and registering for conventions much easier! I want to hear from you if you have concerns about WSCA or ideas that will make our association better: [dbraithwaite@unl.edu](mailto:dbraithwaite@unl.edu)

I should tell you that we appear to be fairly healthy in terms of membership and finances. That is good news, but we do not maintain health without our collective efforts. It is important that each of us continue to support WSCA through our own membership, helping colleagues and students to become members, and by our individual contributions to WSCA: our scholarship to conferences and journals, sharing our teaching and pedagogical insights via conference panels and workshops, supporting WSCA through attending and participating the annual conference. We will never be able to remain healthy without successful annual conferences and active members. President Elect Sandra Petronio and Local Host Betsy Bach are planning a wonderful conference for 2001. Please plan to submit panels, workshops, and your competitive papers and continue to support WSCA. To me, 2000 looks bright!

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## COME TO COEUR d'ALENE!!!! Convention 2001

Sandra Petronio  
WSCA President-Elect

The 2001 WSCA convention will be an exciting experience. The convention theme, **“Translating Our Scholarship into Practice”** promises to produce a number of insightful programs, workshops, and paper presentations. You are encouraged to be innovative in your approach to submissions for the 2001 convention. The topic has import for teachers, researchers, and practitioners alike. Please urge your colleagues, students, and friends to use this year’s convention as a forum to showcase their ideas.

As in past years, people continue to comment that WSCA is one the most rewarding conventions people attend. Please spread the word and introduce at least one new colleague or student to WSCA. Show them the advantages the rest of us have already discovered. Tell them about the quality of the papers and level of scholarship they will find, tell them stories about the camaraderie, and tell them about the commitment to having fun while working hard those who attend WSCA convention enjoy.

For the 2001 convention, we have many wonderful things to look forward to and several challenges. To meet some of the challenges, the President-Elect will organize panels that address imperative needs for social justice and ways to encourage diversity among faculty, students, and administrators. Concerning diversity, we will look outside the academic community and celebrate the contributions that diversity brings to our culture.

Also in the works is a plan to dedicate a time and place so that schools may promote their graduate programs. Dr. Kristin Valentine and Dr. Robert McPhee have volunteered to organize

this new feature for the convention.

We are working to make each and every person feel welcome to Coeur d'Alene in 2001. As we obtain information about specifics regarding the convention and convention site, we will make it available to you.

In the mean time, please plan to submit your scholarship to the 2001 convention and attend the convention. Local host, Betsy Bach, has many exciting adventures awaiting us at this site. The room rates are spectacular, there is inexpensive transportation from Spokane to the hotel, and lots to do once you get there. We look forward to seeing you!!!!

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## New Master's Degree Program at Arizona State University West

The Department of Communication Studies in the College of Human Services at Arizona State University West proudly announces the inaugural year of its Master of Arts program. The program focuses on advocacy in social and organizational contexts as a means of preparing students to advocate for groups, communities, issues, clients, and organizations. For more information please see our website at

<http://www.west.asu.edu/HumanSvcsc/master/homepage.html>,

or contact Dr. Richard Morris, Director of Graduate Studies, at 602-543-6652.

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## Search for Editor of WSCA News

The Western States Communication Association is pleased to announce a search for a new editor for our newsletter and our web page. The Editor of the **WSCA News** also maintains our website and aids in the dissemination of public information concerning the association. This enlarged responsibility for the Editor is part of an effort to consolidate public relations under one person in the association. Interested candidates are invited to visit the Association's website and talk with Professor John Cagle, the current editor. Candidates should be available for informal interview sessions with members of the Publication Committee during the 2001 Convention in Coeur D'Alene, where the final selection will be made. **Candidates should send a letter of application and resumé to Craig Smith, Chair, Publications Committee, Communication Studies Department, California State University, MHB 717, Long Beach, CA 90840-2407.** The letter of application should address how much departmental and/or university support the candidate will receive; it should also address any experience or expertise the candidate possesses in newsletter writing, public relations, and web site operations.

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## 2000 DISTINGUISHED SERVICE AWARD SPEECH

### HONORING JODY NYQUIST

at FEBRUARY 2000, SACRAMENTO,  
CALIFORNIA

Paul A. Mongeau  
Miami University

I am pleased to be here today to be able to present this award. First, I would like to thank my fellow committee members for their work: David Natharius (last year's award winner by the way) and Peter Andersen.

Second, I would like to recognize the members of the audience and those on the podium who have received this award in the past. I was wondering if you could stand and receive our acknowledgement one more time.

Looking at our award winner's vita made me feel positively lazy. This year's Distinguished Service Award winner has served WSCA on the:

Membership Committee

Placement Committee

Steering Committee

Nominating Committee

Nominating Committee for Executive Secretary

Task Force on K-12 Concerns

Public Relations Committee

As a Legislative Assembly Delegate at Large

Interest Group Secretary, Vice-Chair, and Chair

As Second Vice President, First Vice President, President Elect, President, and Immediate Past President (for two years...and, yes, that is a hint)

This year's award winner has served other professional associations in a similar manner.

In addition to service to WSCA and the discipline, our honoree has made many conference presentations and published numerous journal articles and book chapters. She has received

multiple teaching awards, top paper awards, received 30 grants totaling nearly two million dollars, and currently serves as her institution's Assistant Dean of the Graduate School and director of the Center for Instructional Development and Research. She has supervised student multimedia presentations many community groups including the American Heart Association, American Cancer Society, Big Brothers, March of Dimes, Northwest AIDS Foundation, Planned Parenthood, and WSCA. Finally, she has given scholarly addresses and keynote addresses in such exotic locales as Saudi Arabia, New Zealand, British Columbia, Alaska and other locales that might not be quite so exotic.

Does this person ever sleep?

The primary nominator says about this year's award winner: "She really got things done and improved the professional experiences and preparation for so many graduate students and young faculty."

She goes on to reminisce about helping our winner put together the program for a WSCA conference. "I remember spreading out cards with all the program proposals on her dining room table and trying to help her develop a schedule that avoided conflicts between programs and people's assignments (I'm sure that the Association uses computer technology to do this now, but we didn't have that option back then!)"

Actually, if you look on the WSCA web site, you will see Dawn's "big board" and Buddy the proofreading beagle to see that things have not advanced that far!

Our honoree is also an avid skier, placing highly in national competitions. Peter Andersen says about our recipient, "You can quote me on her skiing style "The woman does not stop and does not turn. She points the boards down the hill and goes for it. If you want to ski with her, you have to ski the same way."

This style is referred to these days as "extreme." It certainly appears that this adequately describes the professional life of this year's WSCA Distinguished Service Award winner, Jody Nyquist of the University of Washington.

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## **ETHICS OF SUBMITTING PAPERS AND PROPOSALS**

Dawn O. Braithwaite, WSCA President

We had some issues arise when I was Primary Program Planner that made me realize the need to highlight ethical issues surrounding submitting papers and proposals to WSCA, other conferences, and publications. Senior scholars can help by mentoring students and new scholars concerning these procedures. See the complete handout on "Submitting Papers to Conferences" on the WSCA Website. If you have questions about any of these procedures, please contact your Interest Group Chair or a WSCA officer for advice. We are available to help you!

### **SUBMITTING ETHICALLY**

- Competitive papers or programs may not have been accepted and presented previously at another conference before submission or presentation at WSCA, with the exception of a student-only conference.
- Competitive papers may not have been accepted for publication (in press) or published at the time of submission, with the exception of a student-only publication).
- Submit each paper or program proposal to one interest group only.
- Debut Paper authors are scholars who have not presented a paper at a state, regional, national or international conference, or published in any academic journal." All authors of a co-authored paper must meet these eligibility requirements to be considered a Debut Paper.

### **SUBMISSION= AGREEMENT TO ATTEND CONFERENCE**

- Submitting a paper or agreeing to be on a panel is a commitment to attend the conference. Failure to do so damages the credibility of the person who did not attend, their department, the panel organizer, and the interest group sponsoring the panel.
- If you have a co-author on a paper, it is not necessary for all authors to attend.
- When serious, unforeseeable life events prevent attendance, be sure to inform the panel organizer, interest group chair, and the chair of the panel as far in advance as possible.

### **DELIVERING PAPERS TO RESPONDENTS**

- If your competitive paper is accepted, you normally have a chance to edit the paper, if you wish, and send it to the respondent (usually interest group chairs send competitive papers to the respondent).
- Whether a competitive paper or panel, send the paper to a respondent less than three weeks before the conference. Do not expect the respondent to read your paper right before the conference or at the conference.

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## **Editor's Notes**

**by John A. Cagle**

Our hope to make the newsletter a useful tool for WSCA and our members to communicate with one another. There is also a print version mailed to members.

The website version, **WSCA News on the Web**, has "late-breaking" news between the print editions, and it is of course in color. If

members or interest groups have webpages of interest, we can put links on our homepage to them.

**WSCA News** generally comes out three times a year: April, October, and January--not exactly a calendar year, but facilitative of our convention schedule. Material is cordially invited, especially scatological humor or anecdotal narratives or germane editorials, although reports on the activities and vicissitudes of our interest groups and members may well be more appropriate. **The October 2000 deadline is about September 16th, 2000.**

Comments and suggestions to me, [johnca@csufresno.edu](mailto:johnca@csufresno.edu), are welcome, either for the print or electronic versions of the **WSCA News**.

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