

WSCA News

The Newsletter of the Western States Communication Association

<http://www.csufresno.edu/speechcomm/wsc.htm>

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

"The new mass media--
film, radio, TV--are new
languages, their grammars
yet unknown."

--Edmund Carpenter
(1960)

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WSCA Convention 2000
February 25-29, 2000

Hyatt Regency Sacramento
1209 L Street
Sacramento, California
Telephone:
1-913-443-1234

See WSCA Website for
Convention Program and
on-line forms for
convention and hotel
registration.

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On Track to Sacramento

Dennis C. Alexander, WSCA President

For those of you who know about the Train Museum in Sacramento, I hope you appreciate my minimalist effort at a pun for the headline. I am looking forward to the Sacramento convention for many reasons. Dawn Braithwaite has put together a dynamite program. The keynote, town hall debate, pre-conference, and return of the convention brunch are a few of the things I think will be special. John Williams and the local host group have also put together a fine hosting effort. Many of you will avail yourselves of the microbrewery

experience, some of us will play golf, and scads of us will dance to Robin's great deejay efforts. I can also think of a few receptions to attend and the business meetings (let's hear it for only one early morning of business meetings). I

encourage you to attend the luncheon. It is an important occasion for awards and recognizing the contributions of individuals within WSCA. I promise to keep the Presidential Address short and to the point.

In Chicago, the Executive Council met the evening before NCA began. The world is coming to Salt Lake City for the Winter Olympics in 2002. So the EC decided we should hold a better event by having WSCA come to Salt Lake City for 2003 (I cannot promise a golf tournament but the skiing will be excellent). The University of Utah Communication Faculty are excited for you to see the dramatic changes in Salt Lake over the last few years. The EC also selected a new editor for **Communication Reports**. Beth LePoire, University of California, Santa Barbara, is the new editor-elect. The EC also approved a new registration and location for our website. It was important to move outside a University server and find a place for us to gain greater visibility and access. Through the convention our new URL is a mirror of the website at California State University, Fresno. The new address is: **<http://www.westcomm.org>**. We wanted WSCA as our first choice, but it is registered as a different organization. So, WESTCOMM we are! I would like to publicly thank John Cagle for being our first webmaster and making this work. I am sure John will have more on the new website in other areas of this newsletter.

To the voices of others writing in this newsletter, I want to invite you to Sacramento. The Hyatt Regency is a beautiful property. The Capitol Park and statehouse across the street are wonderful places to roam and get away for a few minutes. Old Sacramento is a fun place to shop, eat, and drink. The Train Museum is an interesting piece of our American history which is so closely tied to the light rail transportation systems which are making comebacks in many of our Western cities. Lastly, invite a colleague or friend to join us for the scholarship and entertainment that is so much the WSCA difference.

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COME TO WSCA 2000!

Dawn O. Braithwaite, WSCA President-Elect

Our program is complete for an outstanding Year 2000 WSCA convention at the Sacramento Hyatt February 25-29, 2000. Please make your plans to join us to kick off 2000 in grand style!

Our conference theme is "**Centering Communication in Our Communities.**" As we meet together, we will highlight ways our scholarship, teaching, and service takes place in our communities and makes a contribution within our communities. In addition, our crack Local Arrangements Committee Chair, John Williams and his

Sacramento colleagues have planned a golf tournament, sock hop, and beer tasting event you won't want to miss! Sacramento is a great conference city, the hotel is beautiful, and the program will be top-notch!

We have a great program planned, with one large preconference and 11 workshops scheduled Saturday, and 133 panel programs scheduled (not including workshops, business meetings, luncheon and other special sessions), all of which include a total of 625 participants to date. With all the other attendees we are expecting excellent attendance and a great conference!

We'll kick off the convention on Saturday, February 26th with the Basic Course Conference on "Preparing Students to be Community Members: Implementing Service Learning in the College Classroom." Betsy Bach has planned this interactive workshop focusing on the exciting national trends in service learning for faculty and student instructors in K-12, community college, and university settings. In addition, there will be eleven excellent workshops offered on a variety of other topics that day. All of these events are detailed on the web page and in the convention mailing.

The Western Forensics Association will be sponsoring their annual tournament and we encourage you to bring your students and attend. There will be golf and other fun events to choose from. We'll end Saturday with a Newcomer's Reception, a Convention Kickoff featuring one of our grand (and always raucous) "WSCA Great Town Hall Debates," followed by our traditional No-Host gathering, to greet old friends and make new ones.

The highlight of Sunday, February 27th will be a brunch and Keynote Address, featuring Dr. John P. Kretzmann, Co-Director of the Asset-Based Community Development (ABCD) Institute, of the Institute for Policy Research at Northwestern University. The title of his talk will be, "The Gifts of Community: Strengthening Relationships between Universities and Communities."

We will program a great variety of informative and intriguing panels Sunday, Monday, and Tuesday morning, presenting state-of-the-art scholarship and pedagogy. Interest groups will be conducting their business meetings. And, of course, not to be missed are two staples of the WSCA

conference: the always fun WSCA Sock Hop on Sunday evening (now till 1 AM!) and the Convention Luncheon on Monday.

See you in Sacramento!

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New Communication Reports Editor

Beth A. LePoire has been appointed Editor-Elect of ***Communication Reports***. She is an Associate Professor at the University of California at Santa Barbara. She earned her Ph.D. at the University of Arizona. Her areas of teaching and research interests include interpersonal communication; nonverbal communication; substance dependence and mental health.

Dr. Le Poire was appointed by the WSCA Executive Council to a three-year term as the editor of ***Communication Reports***. Her first issue will be published Winter, 2001 (14:1). New manuscript submissions to CR should be sent to:

Beth Le Poire, Editor-elect
Communication Reports
Department of Communication
University of California, Santa Barbara
Santa Barbara, CA 93106-4020

The Executive Council also clarified the editorial policies of ***Communication Reports***. While the journal continues to encourage shorter, more focused articles, longer manuscripts are also welcome. CR showcases communication scholarship that devotes a substantial portion of their contents to analyzing texts and/or data, and it encourages a broad range of topics, methods, and analytical tools.

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

WSCA is moving its website to <http://www.westcomm.org/>. For a reasonable period of time we will mirror the website on the new and the old URLs. At some point, through magic rituals known only to webmasters, the old website will fade out and disappear when no one is using it anymore. Why a new website. The new website will facilitate on-line monetary transactions (e.g., for membership, convention registration, etc.), something that is now being studied by the Executive Council.

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Call for Papers

Special Issue of *Communication Studies*

Communication Studies is seeking submissions for a special issue focused on Identity Management processes in face-to-face interaction across a variety of contexts.

The term Identity Management is intended to be inclusive of any perspective that addresses the creation, maintenance, disruption, repair, and mutual negotiation of situated social identities, including but not limited to impression management, self-presentation, face and facework, and politeness theory. Investigations of interaction episodes in which social identity is salient (e.g., conflict, compliance-gaining, self-disclosure, social support, sexual negotiation, etc.) and/or of particular interactional settings in which social identity is salient (e.g., health care settings, classrooms, the workplace, etc.) are encouraged. Theoretical, critical, and empirical work (both qualitative and quantitative designs) is welcome.

Submission deadline is April 30, 2000. Five copies of the manuscript should be submitted to:

Sandra Metts and William Cupach
Department of Communication
Illinois State University
Normal, IL 61790-4480

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Author of Provocative Book to Speak at WSCA

Leonard Shlain, author of ***The Alphabet Versus The Goddess***, will present a media (powerpoint) review of his book in a special WSCA program at the Sacramento Convention. Shlain's thesis is that the development of literacy (written languages) stimulated the need for left brain (masculine) processing and diminished the importance of feminine ways of knowing. He further suggests that the increasing emphasis on visual media (TV, film, computer screens) require more right brain activity (feminine) that enlarges the significance of feminine perceptual processes in our culture. Following his presentation, Kathy Adams at CSU Fresno, Mary-Lou Galician at Arizona State University and Karen Rasmussen at CSU Long Beach, will offer responses from three different communication perspectives. The program is sponsored jointly by the Executives Club, Media Studies and ORWAC and is

scheduled for 10:00 - 11:20, MONDAY, February 28 (just before the convention luncheon).

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Merger Meeting at WSCA Convention

A special joint business meeting of **Communication and the Law** and **Freedom of Speech** interest groups is scheduled for Sunday from 5:30-6:30. The main subject of the meeting is to conclude discussions and vote on a proposal to combine the two groups. If you are not able to attend the meeting but wish to offer comments please contact David Wagner (916-278-6078), chair of Communication and the Law, or Nancy Oft Rose, chair of Freedom of Speech.

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