

WSCA News

The Newsletter of the Western States Communication Association

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

"Research is not library work. Nor is it statistics. Nor is it field observation. Research is an argument."

--John C. Reinard

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OPPORTUNITIES

Dawn O. Braithwaite, President

Join us!

I do hope you are planning to join us in Coeur d'Alene in February. I trust you have seen President Elect's Sandra Petronio's convention program on the WWW. It looks terrific! Many thanks to all of you who submitted papers, panels, workshops, and volunteered as chairs, respondents, and paper readers. Local Host Betsy Bach and colleagues have planned many terrific activities for the outdoor types and those of us who prefer our leisure indoors. This is truly a beautiful site, hotel, and very reasonable room rates.

Join In!

Looking back over my years with WSCA, I remember well my early conferences when I knew few people...standing around, hoping to find someone to talk with. That changed quickly, as I

found WSCA members to be friendly, and the programs intellectually stimulating. I soon became involved by submitting my own papers, volunteering to join in on panels, and attending the convention luncheon, social events, and interest group business meetings (one of the best ways for new people to get involved). I soon felt very much at home at WSCA.

For you new (or newer) members, please do attend our convention Newcomer's Reception (come meet the officers and other new members) Saturday at 4:15 PM, followed by the Convention Kickoff and No-Host Reception. For those of you who are WSCA veterans, please do make a special effort to meet the new folks at Coeur d'Alene and include them in your plans for the 2001 convention.

Become a Leader!

I sometimes hear people say that they do not feel involved in a large organization. With WSCA, there are *so many* ways to be involved, some of which I mentioned above. Of course, our central mission is dedication to teaching and research. Attend the conventions regularly and submit your papers, put together a panel, or volunteer for a panel through the interest group chair or at interest group business meetings.

The other way to be involved is to volunteer or run for leadership positions in the organization. Let me give you some ideas: (1) Each interest group holds elections for offices such as chair, secretary, and paper readers; (2) volunteer to be your department's representative to the Legislative Assembly; (3) several elections for association positions are held at the Legislative Assembly each year, including Nominating Committee and Executive Council Members at Large. Contact a member of the Executive Council and volunteer for a committee appointment during the convention (these committees appear on the web page and in the convention program); (4) If you are interested in serving as a reviewer for Communication Reports or Western Journal of Communication, contact the editor and talk with them about this; (5) Finally, I will be chairing the association's Nominating Committee during summer 2001. We will be nominating for First Vice President, Second Vice President, and ten Delegates at Large to the Legislative Assembly (many of these delegates are newer members!). Please think about becoming involved. We need you and it is the best way to feel at home at WSCA.

WSCA has the reputation for being one of our discipline's best scholarly conferences and also the most friendly and lively as well! Some of my best friendships began at WSCA, and I have found my association with WSCA to incredibly rewarding. I wish the same for all of you. Thank you for the great honor of serving as your President.

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**GAIN
BY COMING TO COEUR D'ALENE!!!!**

Sandra Petronio, President Elect

This year's program has so many wonderful choices; coming to the WSCA convention in Coeur d'Alene will be the best thing you do in 2001. To start, on Saturday, February 24, you can attend the Preconference.

Capitalizing on the theme of "Translating Our Scholarship into Practice," the preconference examines "Changing Tides of Social Trends." Daniel J. Canary and Sally Planalp have developed a spectacular program that spans translation issues such as symbolic and social problems in the market place, the impact of technology, social well-being, public debate, service learning, legal communication, skills training, local and global environmental crises, conflict mediation, and applied research.

There are many exciting workshops this year. You can learn about mediation, theory and application, mass media and popular culture, online survey research, feminist alliances, teaching portfolios, and incorporating technology in intercultural classrooms. Let me also point out that you can join a hearty discussion about the Coordinated Management of Meaning, a dialogue about dialogue, and be sure to check out the workshop on the election. Just when you think the election might be decided, it changes. Come and join a lively exploration into the conundrum of the 2000 presidential election.

There are many, many superb panels. We must give a hearty thanks to the program planners. Each person worked very hard to get this program together. Please take a little time out of your conventioning to thank the following people: Julie Benson-Rosston (Communication and Instruction), John Reinard (Communication, Law and Freedom of Speech), Mary McPherson (Communication Theory and Research), Linda Zeuschner (Community College), Melissa Beall (Elementary and Secondary Education), Julie Yingling (Health Communication), Anneliese Harper (Intercultural Communication), Beth LePoire (Interpersonal Communication), Rob Leonard (Performance Studies), Jeffrey Robinson (Language and Social Interaction), Brian Ott (Media Studies), Cindy Griffin (Organization for Research on Women and Communication), Angela Trethewey (Organizational Communication), Benita Dilley (Rhetoric and Public Address), Duane Fish (Western Forensics Association), and Betsy Bach (Executives Club).

Don't miss the "Great Town Hall Debate" challenging the issue of technology and its effects on human communication. Moreover, please don't miss the chance to hear Distinguished Professor Irwin Altman at the brunch! He is an excellent speaker and promises a provocative presentation.

You might also want to visit with the two nominees for the NCA 2nd Vice-President so there are office hours with Isa Engelberg on Sunday starting at 1:00pm Sunday and Gerard Hauser starting at 2:30 on Sunday.

We offer three special panels this year that speak to "Theories that Have Stood the Test of Time." Look for a panel featuring W. Barnett Pearce and his coordinated management of meaning on Sunday at 1:00 pm. Check out the panel featuring Gerry Philipsen and his Speech Code Theory on Sunday at 2:30 pm. Enjoy the panel featuring Leslie Baxter and her dialectical theory on 3:40 on Monday.

We all were saddened by the loss of our dear colleague Diane Lamude. To celebrate her contributions to the discipline, we are honoring her with a panel on Sunday at 2:30 pm. Please join us.

For all of those graduate students looking for ways to develop their career, check out the

panel on why NCA doctoral honors seminars are so valuable at 4:00 pm, Sunday.

There are several panels that focus on important NCA issues. For example, one gives you the opportunity to talk about the new NCA By-Laws change with NCA 1st Vice President, Bill Balthrop and committee member, WSCA President Dawn Braithwaite on Sunday at 4:00pm. On Monday at 10:00 am, you can learn about NCA's leadership in the national program on Preparing Future Faculty.

Consider attending the spotlight panel honoring Professor William Wilmot, who has made a significant contribution to our understanding of conflict on Sunday at 1:00pm. Likewise, you might want to go to the spotlight panel for Professor Robert Newman, who has played a noteworthy role in expanding our knowledge about rhetoric on Monday at 8:30 am.

Don't forget the Graduate Student Open House for students to find the perfect graduate programs and for departments to find the perfect students!!

Last, but never least, don't overlook the Sock Hop!! This year we have a theme, thanks to Local Host Betsy Bach. Coeur d'Alene Cajun!! Bring your beads and dancing shoes!

A very heart felt thanks to my assistants at Wayne State University, David Cichocki and Heather Seipke Stuckey and to Mary Claire Morr at Arizona State University. They have worked endlessly on this year's program and deserve all the recognition we can give them.

SEE YOU IN COEUR D'ALENE!

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Local Host News:

Let it Snow!

Betsy Bach, Local Host Coordinator

On behalf of my colleagues at the University of Montana, Idaho State University, Eastern Washington University, and the University of Idaho, I am delighted to invite you to the Coeur d' Alene Resort, in Coeur d' Alene. You can check it out at their website at www.cdaresort.com.

We are staying in a world-class resort that has offered us rock-bottom prices. Economy rooms are \$77.00 per night, Park Wing rooms are \$99.00 per night, and Lake Tower rooms are \$125.00 per night. There is no per-person extra charge.

You will fly to Spokane airport, which is a 45-minute ride from the Resort. Resort busses will transport you to and from the airport for \$35.00. You must call the resort to arrange your transportation 48 hours prior to your arrival. Arrangements can be made by calling 800-688-LAKE.

The Resort offers unparalleled service, superb conference facilities, wonderful restaurants, and a full European Spa. The sock hop will have a Cajun theme this year, so come prepared to party “ Coeur d ’ Alene Cajun ” style. For you outdoor types we have all-day ski trips in the works for Friday and Saturday, and sleigh rides on Sunday and Monday evenings. Those of you more inclined to stay indoors can enjoy a day trip to Sandpoint (and Coldwater Creek) on Saturday, a gala wine tasting on Monday evening, and a Cajun cooking demonstration on Tuesday morning. Pine Salt Glow.

Ask any of your colleagues who have attended the annual meeting of the Northwest Communication Association at the Resort. They'll tell you it's fantastic!

We are working with Habitat for Humanity to engage in a day of service on the Friday preceding the convention. Plans are still tentative, pending the number of people who sign up to participate.

We look forward to seeing you in Coeur d' Alene...and let it SNOW!

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Reflections on Membership

Sharon Downey, 2nd Vice President

My children think I'm redundant, so you might as well too. In early November 2000, and again as an e-mail reminder last month, all department chairs in the western states received a letter and membership forms from me requesting that they encourage all new faculty to join WSCA, punish less-new faculty somehow (like maybe mandatory readings of Aristotle's Rhetoric) for forgetting to renew their memberships, and award a one-year free membership to a deserving undergraduate student and graduate student so that the continuity of WSCA is assured. A number of chairs responded to the call and, for that, WSCA and I thank you. For the rest of you--like my good friend Rich (the chair at CSU, Pomona)--who might have mislaid the new membership and renewal forms somewhere on your busy desk, would you please take a moment to find and distribute them to your faculty? If you still can't find them, please ask faculty to visit the WSCA website (www.westcomm.org) for information. It's not too late to join or to attend our convention in Coeur d'Alene. Many thanks.

We need to boost the institutional membership of WSCA because only 25 out of more than 160 departments of communication and speech communication at community colleges and universities in the West are currently institutional members. This number is way too low for us to build the unity and power we need to elevate the role of speech communication in K-20 education. My guess, though, is that failing to renew your department's institutional membership is just an oversight and not intentional or due to empty department budget pockets. So, department chairs, please see if you can wrest the nominal institutional membership fee from department resources; and faculty, please remember to remind department chairs to wrest the nominal institutional membership fee from the department's coffer. It will mean inclusion, and will be well worth it. Thanks again.

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Workshop on Translating Scholarship for Mass Media

Wish YOU could get the mass media coverage some of your colleagues get? Or wish you could better control the mass media coverage you DO get?

Come and learn how on Saturday, February 24, at the WSCA 2001 Convention Three-Hour Workshop "TRANSLATING YOUR SCHOLARSHIP & TEACHING FOR THE MASS MEDIA: HOW TO REACH THE VAST GENERAL PUBLIC," conducted by Mary-Lou Galician of the Walter Cronkite School of Journalism and Telecommunication at Arizona State University, Tempe, along with special guest presenter Bill Eadie, Associate Director of the National Communication Association (NCA).

Mary-Lou Galician (The Original "Dr. FUN!" and Mrs. David Natharius) — a former journalist and TV talk show host who has coached public figures for media presentations — has herself appeared on national television "translating" her own scholarly work, which has also been featured in national magazines, major newspapers, and local media. She'll share "secrets" and offer individualized advice, and you'll get a hand-out packet.

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WSCA 2002 Long Beach, CA

Katherine Adams, 1st Vice President

Plans are already underway for WSCA 2002. We will be in Long Beach California at the Long Beach Westin. 2002 is different from past Westerns in that we will hold our conference over the first weekend in March. The conference dates are March 2-5. Our conference theme is "**Communication Creates, Constrains and Liberates.**" The official call for papers is currently on line as a part of next year's conference program. Sharon Downey and her Long Beach pals are busy planning for 2002. They are lining up all sorts of fun activities to accompany the variety of programs that will begin to take shape later next year. So as you cuddle up by the fire in Coeur d'Alene, Idaho, to get warm, you can think about the sun and "Speech on the Beach" in Long Beach!

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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 April 2001 deadline is about March 15th, 2001.**

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

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