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The Newsletter of the Western States  
Communication Association



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**October 2003  
Volume 30, Issue 3**

Editor: [Stephanie J. Coopman](#), San Jose State U

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### **From the President's Desk: That Time of Year Again**

Connie Bullis, U of Utah



Fall Greetings Fellow WSCA Members!!! This is the time of year many of us have a short break between submitting WSCA proposals and finalizing plans for the February convention. For me, it is a time to pause and appreciate all that so many people do to assure that WSCA continues its well-known role as the Best of the Regionals!!

Many, many thanks to all of the program planners, committee members, officers, and especially those of you who presented your activities, ideas, and scholarship in Salt Lake City at the 2003 convention. And thanks to Newsletter Editor and Webspinner Stephanie Coopman who continues to keep the web updated, post the newsletter, and to connect us with all of the information and services we need.

Executive Director Sue Pendell is preparing for the Executive Council November meeting as well as working with the many committees who do the association's basic work that keeps us thriving. She will let us all know later this fall when we can send her our annual membership renewals and convention registrations.

President-Elect Ron Lustig and the 2004 interest group program planners are busy planning the program for February, while Local Host Ken Frandsen

plans ways we can enjoy the Albuquerque. First Vice President Mary Jane Collier is planning the first undergraduate conference to be held in conjunction with the WSCA conference. Second Vice President Brenda Allen is preparing the graduate open house and newcomers reception.

Editors Dan Canary and Walter Zakahi, along with the publications committee and the respective editorial boards are assuring the journals continue to publish our most exciting scholarship. Thanks to all of these volunteers, we know that WSCA is in good care.

Many of us can take a breath to pause and consider our own involvement with WSCA. I hope you'll consider whether it is a good time for you to participate in new ways. If you haven't been to the annual WSCA convention, consider attending Albuquerque in 2004. The people, scholarship, and hospitality are unbeatable. The conventions are always great for fun, collegiality, and scholarship! Many WSCA members look forward to the annual convention as the highlight of our professional year. Faculty may want to encourage undergraduates to participate in the new undergraduate conference Mary Jane Collier describes.

Please encourage undergraduate and graduate students to attend the Graduate Student Workshop and the Graduate Program Open House Brenda Allen is hosting. Graduate programs should contact Brenda Allen to participate in the graduate program open house.

If you have enjoyed your WSCA membership, you may want to volunteer for committee and/or officer positions. If you have served in certain volunteer roles, you may want to venture into new ones. I invite you to contact me if you are considering using your talents to support WSCA!

## **WSCA in Albuquerque — Our Diamond Jubilee**

Myron W. Lustig, President-Elect

WSCA's diamond jubilee — our 75th annual convention — occurs February 13-17 in Albuquerque, and we are going to celebrate in style!

We have planned a terrific conference in a city famous for its western hospitality. Over 100 program panels, the latest textbooks and courseware, and plenty of food, fun, and friendship await you in Albuquerque. Saturday, February 14, will be a day of workshops, special events, and a wonderful kickoff program. Rona Halualani and Deanna Fassett have put together a terrific half-day preconference on "Multiculturalism, Pedagogy, and the Basic Course." And we're having an all-conference Fiesta Dinner on Saturday evening, complete with Southwestern cuisine, entertainment, and an abundance of good fellowship. If you are new to WSCA, be sure to meet some of the "old-timers" at the Newcomers Reception on Saturday.

On Sunday we'll have a keynote speech, numerous program sessions, all of the business meetings, and (of course!) the sock hop! The program sessions will highlight the latest scholarship and pedagogy, and they will include panels related to the convention theme. Want to get even more involved and connect with



others whose teaching and research interests are similar to yours? Then attend the business meetings for some of the Interest Groups.

Monday's schedule is perhaps the busiest of the conference. It includes even more program sessions, the convention luncheon (don't miss it!), the Legislative Assembly, the President's Reception, and numerous other "receptions" for informal networking.

Tuesday concludes the conference with a half-day of panels and special sessions. Because both the quantity and quality of the paper submissions are up, we'll have programs and panels until the noon hour. Plan your travels accordingly, as Tuesday morning will feature a full slate of panels and programs.

Local host Ken Frandsen is creating an enjoyable and memorable conference experience. The Albuquerque Hyatt — centrally located downtown — is an excellent venue for our diamond jubilee. Its Southwestern ambiance is ideal for hard work, good fun, intellectual inspiration, and friendly conversations. And maybe — just maybe! — there'll be hot-air balloon rides.

See you there!

## **It's a Trip**

### **75th Anniversary WSCA Convention, February 13-17, '04 Albuquerque, NM**

Ken Frandsen, Local Host



Albuquerque blends America's prehistory with its vision. Historic Route 66 weaves through Albuquerque connecting its past, present and future. Along historic Route 66, downtown Albuquerque is undergoing extensive revitalization and this activity is greatest in the area near the Hyatt Regency, our convention hotel. Home to over 100 galleries and studios, several museums, many theatres and other venues, Albuquerque offers a diverse selection of visual and performing art.

Outdoor activities are plentiful in Albuquerque's mild and sunny climate and the city offers a wide variety of spectator sports from horse racing to hockey and more. Mild or fiery, there is nothing like New Mexican food and you can enhance your evening with music, dancing and refreshments in one of the city's many night spots. Albuquerque has been called the most culturally diverse city in the country and it has something to satisfy almost every preference. For additional information, go to the [Local Host web site](#) by using the link on the WSCA [main page](#). Please plan to join us for the 75th Anniversary WSCA Convention in Albuquerque, February 13-17, 2004 and we're sure you'll agree: *It's a trip!*

## **Why I Always Stay at the Convention Hotel**

Sue Pendell, Executive Director

I always stay at the convention hotel because the facilities are nice and my room is convenient to the meetings, the special events, the parties, and the lobby lounge. It's easy and safe just to take an elevator "home" after a department gathering or the Sock Hop. But there's an additional reason why I always stay at the convention hotel, and that's because it's the right thing to do.

As many of you know, WSCA "pays" for our convention meeting rooms by guaranteeing the convention hotel that a set number of sleeping room nights will be sold to convention attendees. In Salt Lake City, WSCA promised the Marriott Downtown a minimum of 807 sleeping room nights would be sold over the course of the convention. In return, we received the 15 meeting rooms and the ballroom for no charge. Unfortunately, only 675 room nights were sold, so we could have owed the Marriott for 132 room nights at \$119/night or \$15,708! Fortunately for us, the folks at the Marriott are nice, understanding people, who want our business in the future, and did not charge us as they legally could have. Several years ago a hotel did charge us for unsold sleeping rooms, and it cost WSCA about \$8,000.

The difference between the room night guarantee and the number sold is called attrition, and it's a big problem in the convention industry today. Different groups are trying a number of possible solutions to the problem. These include charging higher registration fees to people who don't stay in the convention hotel, increasing dues to pay for unsold sleeping rooms, and increasing registration fees to pay for meeting rooms.

- Charging higher registration fees to those who don't stay in the convention hotel could lead to increases of up to \$50—regular member registration fees for those who don't stay at the hotel would go up to \$125.
- Increasing dues to pay for unsold sleeping rooms could lead to increases of \$20—regular member dues would go up to \$60.
- Increasing registration fees to pay for meeting rooms could lead to registration fee increases of \$115—regular members could be paying \$190 for registration!



Since I don't have a crystal ball and I can't predict the future, the fairest and most reasonable plan is for all of us to stay in the convention hotel. We negotiate the same rate for one to four people in a room, so if cost is a concern you can share a room with a friend or friends.

Please, when the convention registration information arrives soon, including the hotel reservation information, reserve a room at the convention hotel, then stay there. It's the right thing to do—for yourself, your friends, your colleagues, and your Association!

## **First Annual WSCA Undergraduate Scholars Research**

## Conference

*Sponsored by WSCA and Executives Club*  
Mary Jane Collier, First Vice-President

When & Where? Saturday, February 14, 2004, 1-4 p.m., Albuquerque Hyatt (WSCA Convention Hotel)

What is the USRC? The first annual USRC is an extraordinary opportunity for undergraduate students. Papers reporting original research and utilizing diverse philosophical, theoretical and methodological approaches are welcome. Co-authored papers are welcome. Students who submit papers must be undergraduates. Members of the WSCA Executives Club and Executive Council will review and select papers for presentation.

**NEW!**

Why Participate? Present your work. Benefit from supportive feedback from faculty respondents. Meet other students from throughout the Western region and the U.S. On Sunday afternoon, Feb. 15, attend a Graduate Programs Open House to learn about communication M.A. and Ph.D. programs all over the region. Attend convention panels, roundtables, and social events. NOTE: The WSCA Executives Club has generously offered to fund several cash awards to be made to authors of outstanding papers! They also will pay the \$25 conference registration fee for the 20 students whose papers are selected!

Deadlines and Particulars. Papers must be received by December 5, 2003. Authors of accepted papers will be notified by January 12, 2004. Papers may be sent via email (in Microsoft Word 6.0 or above) to [mcollier@du.edu](mailto:mcollier@du.edu) if received by 5:00 p.m. on Dec. 5. Two paper copies of each paper may also be mailed to: Mary Jane Collier, Department of Human Communication Studies, University of Denver, 2142 S. High Street, Denver, CO 80208. Please include all author contact information on a separate cover sheet. Spread the word. Please announce in your classes, distribute to advisors, colleagues and student organizations! For more information, contact USRC Coordinator, Mary Jane Collier, [mcollier@du.edu](mailto:mcollier@du.edu)

## WSCA Candidates Slate

(Election Ballots are sent in the convention mailing.)

### Legislative Assembly Delegates at Large

Lisa Coutu, U of Washington  
Geri Merrigan, San Francisco State U  
Sunwolf, Santa Clara U  
Bryant Alexander, CSU, Los Angeles  
Kay Harrison, Ohlone College of CA  
Anneliese Harper, Scottsdale Community College  
Stacy Young, CSU, Long Beach  
Patricia O'Keefe, College of Marin  
Eric Morgan, New Mexico State U  
Eric Aoki, Colorado State U

### First Vice President

Leigh Ford, Western Michigan U

Leah Vandeberg, CSU, Sacramento

Second Vice President

John Oetzel, U of New Mexico

Julie Yingling, Humboldt State U

Additional Nominations: In accordance with Article IV, Section 1 of the Bylaws to the WSCA Constitution, "Any twenty members of the Association may make additional nominations by submitting the names of the nominees to the executive director." Additions to the above slate should be submitted to Sue Pendell by October 30, 2003.

Nominating Committee: Immediate Past President Katherine Adams(Chair), Susan Messman, Natalie Dollar, Edwina Stoll, Melissa Beall

**CFN: WSCA Executive Director**

**Deadline: October 15, 2003**

Western States Communication Association (WSCA) invites applications for the position of Executive Director (ED), the chief operating officer of the Association. The term is for three years, 1 July, 2005 to 30 June, 2008, with the ED-select shadowing the current ED during 2004-2005 and being available to the new ED during 2008-2009. The term is renewable.

Benefits of the position include developing new skills, interacting with a broad range of individuals in the discipline, visibility for the individual and her/his department, and service to WSCA.

Support for the position includes a minimum one course per semester buy-out; funding for a part-time administrative assistant; travel to the WSCA, NCA, and one additional regional association's conventions per year; and office support.

Requirements include a separate, furnished office including computer and telephone; storage space for journals in addition to the office; a department willing to pass through costs, and department endorsement.

As specified in the WSCA Constitution and By-Laws and the Policies and Procedures Manual, the duties and responsibilities of the ED include, but are not limited to,

1. Member services, including assisting the Second Vice President in recruiting; preparing and distributing renewal notices; maintaining journal subscription mailing lists and preparing journal mailing labels; preparing, distributing, and tallying ballots for elections and constitution/bylaw changes, and preparing and distributing convention registration information.
2. Convention planning, including site visits and recommendations, negotiating contracts with convention hotels, scheduling meeting and event facilities; preparing and distributing convention registration materials; coordinating printing of convention programs, and arranging recognition awards.
3. Financial affairs, including maintaining accounts receivable and

payable; developing the annual budget proposal; preparing the annual financial report; having books and records audited annually; filing Federal tax reports, and making investments.

4. Meeting administration, including scheduling and arranging facilities for the Executive Council and other committee meetings; preparing and distributing agendas and reports, and taking, preparing, and distributing minutes of the Executive Council, Time and Place Committee, and Finance Committee meetings.
5. Clerical functions such as maintaining and distributing handbooks and manuals, the membership database, reports, and minutes.
6. Other administrative duties, including keeping the web editor updated with new information, supplying information to members, etc.

The ED must be responsible, well organized, fiscally knowledgeable, attentive to detail, personable, patient, and dedicated to WSCA.

Applications should include a cover letter expressing interest and detailing qualifications, a vita, three letters of recommendation, and a letter of support from the applicant's department chair.

Applications should be sent to: Kathy Adams, Chair, WSCA Executive Director Search Committee, Department of Communication, 5201 N. Maple Ave. M/S SA46, California State U, Fresno, Fresno, CA 93740-8027, [kathya@csufresno.edu](mailto:kathya@csufresno.edu). Deadline for applications is 15 October, 2003.

### **CFN: Editor of WSCA Website & News New Deadline: November 1, 2003**

The Western States Communication Association announces a search for a new website and newsletter editor. The Editor maintains the website, manages the Association listserv, and edits and announces the WSCA newsletter. The person appointed solicits and collects information for the website and newsletter, and periodically sends out announcements to the membership via the listserv. The Editor works closely with the Executive Director, President, President-Elect, other members of Executive Council, and the interest groups to provide the membership with timely, accurate, and comprehensive information. The appointment is for a three-year term beginning July 1, 2004. The Editor is a nonvoting member of the Executive Council, which meets twice yearly (at the NCA and WSCA conventions) and a nonvoting member of the Publications Committee (meets once yearly at the WSCA convention).

Interested candidates are invited to visit the Association's website and contact Stephanie Coopman, [sjcoopman@yahoo.com](mailto:sjcoopman@yahoo.com), the current editor, for additional information about the position. Candidates should send a letter of application and vita by November 1, 2003, to Leah M. Ceccarelli, Chair, Publications Committee, Dept. of Communication, Box 353740, U of Washington, Seattle, WA 98195, [cecc@u.washington.edu](mailto:cecc@u.washington.edu). Applicants should submit a letter of willingness to serve, a statement about qualifications, and a letter from the person in charge of the academic unit in support of the application.

### **CFN: 2004 WSCA Distinguished Service Award**

## **Deadline: December 5, 2003**

The WSCA Distinguished Service Award Committee seeks nominations for the Association's 2004 award. The Distinguished Service Award honors persons who have made significant and long-lasting contributions to WSCA and to the communication discipline. Recent award winners include Dennis Alexander, U of Utah (2003), Lynn K. Wells, Saddleback College (2002), Bill Wilmot (U of Montana (2001), and Jody Nyquist, U of Washington (2000). See the WSCA [website](#) for a complete list of past recipients.

Nominations should include a detailed listing of the nominee's accomplishments (and/or vita) and one or more letters describing the nominee's specific contribution to WSCA and the discipline. Please submit nominations no later than December 5, 2003. Direct questions and nominations to the committee chair: Leigh Arden Ford, Department of Communication, Western Michigan University, Kalamazoo, MI 49008, [leigh.ford@wmich.edu](mailto:leigh.ford@wmich.edu).

## **CFN: Model Teaching Program Award New Deadline: October 15, 2003**

It's not too late to nominate a model communication program for the WSCA 2004 Model Teaching Program Award. Awards may be given to one or more speech or communication programs from elementary schools, secondary schools, or community colleges based on the following criteria:

- reflect the breadth and depth of the communication discipline.
- have teaching personnel with specialized training in communication.
- integrate curricular and co-curricular activities.
- have strong administrative support.
- relate to the mission of the particular institution.

Nominations must include a minimum of two letters of support (one from the school or college; the other from a former student or someone outside the program) that detail the program's success in meeting the above criteria. Additional supporting documents, such as descriptions of course curriculum and innovative teaching methods, are encouraged. The deadline for nominations has been moved to October 15. The recipient(s) will be notified in December and will present a panel to showcase their Model Teaching Program at the 2004 Albuquerque Convention.

Send nominations to Melissa L. Beall, University of Northern Iowa, 337 Lang Hall, Cedar Falls, Iowa 50614-0139. Questions? Contact Melissa at [Melissa.Beall@uni.edu](mailto:Melissa.Beall@uni.edu), or phone 319-273-2992 (o); 319-266-9827 (h); fax 319-273-7356.

## **Journal Information**

*Western Journal of Communication*, Call for Papers: Special Issue on *Non-normative Relationships*

An upcoming special issue of the *Western Journal of Communication* (Spring 2005) will focus on "non-normative relationships," broadly defined.

Relational contexts appropriate for this special issue include, but are not limited to, long-distance relationships, online relationships, parent- adult child relationships, single parent and step family relationships, interracial relationships, sexually diverse relationships, and other relationship types that are significant yet understudied. Both theoretical and empirical examinations will be considered using a blind review process. Submissions must be received by *March 15, 2004* and should conform to *WJC's* editorial policy.

Send submissions to Tara Emmers-Sommer at the following address: Dr. Tara Emmers-Sommer, Guest Editor, *Western Journal of Communication*, Department of Communication, Bldg. #25, U of Arizona, Tucson, AZ 85721.

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### *Communication Reports*

Email your manuscripts to *Communication Reports* Editor Walter Zakahi, [wzakahi@nmsu.edu](mailto:wzakahi@nmsu.edu). Go to the [journal's webpage](#) for a complete description of CR's editorial policy.