



WSCA NEWS

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Editor Blaine Goss, New Mexico State University



If You're Going to San Francisco

From Ron Lustig, WSCA President...

Plan now to attend the annual WSCA conference in San Francisco, February 18-22, 2005.

People in motion; people in motion...

President-elect Mary Jane Collier, the local hosts at San Francisco State including Karen Lovaas and Amy Kilgard, all of the interest group planners, the WSCA officers, and nearly a thousand communication scholars and teachers have been working to make this year's conference an outstanding one.

There's a whole generation with a new explanation...

You'll find the latest in theory, research, and "best practices" in communication scholarship and pedagogy; fun, fellowship, and perhaps a little fallow-ship; new ideas, new friends, and many old friends await you at the beautiful Argent Hotel.

You're gonna meet some gentle people there...

Don't miss it!

Let me also take this opportunity to thank our many WSCA colleagues for their continuing help in keeping the association as great as it is. The "WSCA ethos" doesn't just happen; it occurs because so many individuals work hard and play hard to transform our conferences into wonderful

experiences, our research into cutting-edge scholarship, our journals into exceptional repositories of erudition, and our teaching into extraordinary pedagogy. The “work” of WSCA is essentially all done by volunteers, who contribute their time and expertise in service to us all. Collectively, these efforts make a tremendous difference; they strengthen our discipline, our departments, our students, and our communities. So a big “thank you” to all of us. Keep up the good work and the good fun!

An afterthought: can you name the song referenced above and the performer who sang it?



From Mary Jane Collier, President-Elect...

WSCA in San Francisco will be more than business as usual. This convention will not only be filled with opportunities to renew relationships with colleagues and friends, but also to create new connections and redirect current collaborations. We'll be doing what we do best; presenting ideas, learning from one other, and reflecting on what our work means inside and outside of our academic institutions. Thematic sessions will showcase the intersections and bridges of research and practice, global and local, classroom and community, and political and personal. In San Francisco we'll also be able to sample diverse art, music and theatre, not to mention the sights of the city, sea, and sky above the hills.

Traditional Spaces: Full Schedule of Panels/Programs through Tuesday

The Interest Group Program Planners and reviewers are hard at work; and the high numbers of submissions indicates that we'll have a very full schedule of high-quality panels and programs. Please note that this also

includes a full set of programs and panels through at least noon or later on Tuesday!

New Spaces: Saturday Preconferences & Kick-off

This year on Saturday February 18th we'll continue adding new options to our enduring traditions. The Undergraduate Scholars Research Conference will be extended to a full day. In addition to several workshops, you'll be able to select from preconference sessions that address the convention theme. Saturday evening there will be an exciting kick-off program that Local Hosts Karen Lovaas and Amy Kilgard are coordinating. Plans include a local theatre group with participation of our keynote speaker.

Transformative Spaces: Keynote & Continued Conversation with Starhawk

We are extremely fortunate that Starhawk is available for our convention! Her work is an outstanding example of negotiating third spaces. Starhawk blends political activism, practical strategies for group collaboration, and earth-based spirituality. She works in arenas including global justice, environmental practice, and feminist approaches to power and group facilitation. Her latest book is [Webs of Power, Notes from the Global Uprising](#). Naomi Klein writes "Since the anti-WTO protests in Seattle, a dispersed and diverse global movement has better understood itself in the mirror of Starhawk's writings. Her essays consistently and miraculously combine how-to practicality with poetry and inspiration. She presents the best face of social justice and dares us to live up to it." Starhawk is the author or co-author of nine books including [Truth or Dare](#), [The Fifth Sacred Thing](#), and [the Spiral Dance](#). She has agreed to collaborate in a performance at the Kick-off event on Saturday evening. Sunday morning she will give a keynote presentation relating her work to the convention theme, and then join in further dialogue with a panel of scholars/performance artists. In order to continue the conversation about negotiating third spaces, thematic sessions sponsored by Interest Groups will be scheduled soon after the keynote event on Sunday.

The Argent Hotel, a Beautiful Space

Our convention hotel, The Argent, is centrally located, has a world class chef, and we'll be the only large group there. We were able to negotiate a room rate of \$179 per night, and this may include several people in a room! Staying at the Argent means you'll be in the central space of all the convention action—with easy access to all the panels, programs, and WSCA events—and you'll be in downtown San Francisco just down the street from the Modern Art museum. You'll recall that as a part of our negotiations WSCA guarantees that we'll occupy a certain number of sleeping rooms, so plan to make your reservations at the Argent soon.

Thank you to all who are working to make WSCA the place to be in February. I look forward to seeing you in San Francisco!

From Our Local Hosts Karen Lovaas, Amy Kilgard, and Gerianne Merrigan (with substantial input from Karen's partner, Erich Hunt)...



Welcome to San Francisco and the Bay area, richly diverse in world cultures, a center for the creative arts and sciences, endowed with a necklace of natural beauty and sublime maritime weather. We're sure somebody informed you that getting outside to see some of its sights -- and negotiate some of its spaces -- is part of your 2005 WSCA conference activities. In fact, it says so right on the registration form.

For those of us who live here, it's hard to talk about the Bay Area without drowning the listener in a riptide of accolades. This may contribute to some of the bad press about The City spending too much time in front of the mirror. But this is not about idle bragging: This is a unique place and most of the reasons for living here are evident on the first day.

San Francisco's proximity to long ocean strands, cathedral groves of redwoods, and maritime activities on the Bay, means that yes, bring your walking shoes and faithful camera. Ferries criss-cross the Bay to laid-back Sausalito, historic Angel Island, rock star inhabited Tiburon, and infamous Alcatraz Island.

San Francisco is one of the world culinary centers as can be seen by the sheer number and globe-spanning variety of restaurants here. Even the locals are overwhelmed trying to keep up with the choices, the new chic bistros, the legendary restaurants, the word-of-mouth cafes, and so on. It is impossible to "eat your way" across San Francisco.

The City is host to world-class museums, art galleries and has an architectural personality with a matching eclectic skyline that fits its

traditional old town, restless new city energy. Galleries and exhibitions are spread throughout this arts-driven city. The Civic Center's gilded City Hall and a cohort of stately gray edifices contain state and local government offices, symphonies, ballet companies, the opera, the recently re-imagined SF library and the Asian Art Museum.

San Francisco lives up to its reputation for being a smorgasbord of alternative diversions. As a visitor, it is your duty to take in the South of Market (SOMA) nightlife, walk through Chinatown, emote in the theater district, have a midnight espresso in North Beach, show your love up in the club in the Castro, or salsa in the Mission District. And don't forget that you can easily take BART (Bay Area Rapid Transit) eastward under the bay to visit Berkeley's bookstores and Oakland's jazz clubs.

People back home are bound to ask what wild and crazy things you did during your stay here so we'll be enticing you with more specific recommendations later. We trust that you **won't** let them down.

From Sue Pendell, WSCA Executive Director...

Experience The Argent – Our San Francisco Convention Hotel

The right place to experience the 2005 WSCA convention and the excitement of San Francisco is the Argent Hotel, conveniently located in the vibrant South of Market district with hot clubs, restaurants, galleries, and so much more in the area.

You can walk to cable cars and street trolleys that ride to China Town, Alcatraz, and Fisherman's Wharf. You can visit the world-renowned San Francisco Museum of Modern of Art (just a half block south) and the theatre district, spread out within a five-block radius. Next door is Yerba Buena Gardens and Center for the Performing Arts and the Sony Metreon Entertainment Complex. The Cartoon Art Museum and SBC Park are not far away. And if spectacular shopping is what you want, just two blocks away is Union Square, featuring Neiman Marcus, Saks Fifth Avenue, Nordstrom, and the incredible seven story Macy's store.

When you enter The Argent Hotel, you'll notice the blending of design, art, and craft that makes the interior unique. The marble foyer leads you to the hotel's elegant lobby. Rich woodwork, gold leaf domes, and an amazing art collection can be found throughout the hotel. The Argent's artwork includes more than 30 original pieces, including images and

sculpture from well-known artists such as David Hockney and Roy Lichtenstein.

Rooms at The Argent overlook the beautiful San Francisco City skyline. Each room has floor-to-ceiling windows, a full-sized lighted desk, three telephones, voice mail, Gilchrist & Soames spa line amenities, and warm feather comforters.

Jester's Lounge, just off the lobby, is an intimate martini lounge complete with ample seating on comfortable plush couches, a warm fireplace, original art pieces by Donald Sultan, friendly service, and live music on Friday night.

Jester's Restaurant offers classic American cuisine with a French accent for breakfast, lunch, and dinner. The internationally acclaimed cuisine is inspired by Master Chef Joel Guillon, one of only 50 French master chefs in the U.S..

The Argent is featured in "The Connoisseur's Guide to the World's Best Resorts & Great Hotels: The 2004 Collection." We are fortunate to have our 2005 convention at such a unique and wonderful hotel!

From the Planners of the Undergraduate Conference...

The San Francisco WSCA will be the site of the 2nd annual Undergraduate Student Research Conference. Conference organizers Leah Vande Berg (vandeberglr@csus.edu) and Julie Yingling (jmy2@humboldt.edu) welcome undergraduate papers reporting original research (i.e., critical investigation, experimentation, or analysis leading to the discovery or creation of new facts, theories or interpretation or significant revisions of already existing ones, or the practical applications of these new or revised conclusions). Diverse philosophical, theoretical and methodological approaches are welcome. Pastries, coffee and juice will welcome USRC presenters and attendees at 8:30 a.m. on Saturday, February 19, and an awards ceremony and reception, courtesy of Sage Publications and the WSCA Executives Club, will follow the last presentation. For those students whose papers are accepted, WSCA will pay \$15 of the \$25 USRC registration. Paper submissions must be received by December 6, 2004; authors will be notified of paper acceptance by January 17, 2005.

ANNOUNCEMENTS

*Western Journal of Communication and
Communication Reports*

to be published by
Routledge/Taylor & Francis
beginning in 2005

We are pleased to announce that, beginning in 2005, *Western Journal of Communication* and *Communication Reports* will be published by Routledge/Taylor & Francis in partnership with WSCA.

Western Journal of Communication will retain its current frequency of four issues per year and also will be available online from 2005.

Communication Reports will be published as two issues online per year, followed by a print volume at the end of the year.

The Journals are available through an individual or institutional subscription or through membership in WSCA.

As of 2005, **WSCA members, and those subscribing to the journals through the regional journal exchange, will be entitled to both print and online versions of both *Western Journal of Communication* and *Communication Reports*.** Members will also have online access to one of a fixed selection of other Taylor & Francis journals. The selection will be announced in 2005 and will change each year.

From Dan Canary, WJC Editor...

Western Journal of Communication

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Daniel C. Brouwer, "Corps/Corpse: The U. S. Military and Homosexuality"

Rebecca M. Chory-Assad, "Effects of Television Sitcom Exposure on the Accessibility of Verbally Aggressive Thoughts"

WSCA 2004 Presidential Address

Connie Bullis, "WSCA and the Sustainability Challenge"