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# WSCA Highlights Environmental Communication

## New Interest Group Has Its First Convention

Julie Kalil Schutten, Northern Arizona University

We hope that by now you have heard that this year's WSCA annual conference marked the beginning of the new Environmental Communication Interest Group. The creation of this group reflects the work of several individuals who believe in the importance of environmental communication research and praxis.

There are significant environmental issues impacting the western states and WSCA provides an important venue for dialogue and meaningful connections relevant to creating interconnected environmental ethics. As such, we wanted to articulate the nature and scope of environmental communication so members of WSCA can better understand who we are as a group.



Interest Group Members

Environmental communication (EC) is the study of how individuals, organizations, and cultures communicate about the natural world. Interpersonal conversation, mass media news, popular culture, advertising, political actions, corporate discourse, recreational activities, and consumer behavior are just some of the ways that people communicate and express their relationships (or lack thereof) with the environment. Like other areas of communication, EC scholars attempt to better understand relationships between the symbolic and the material consequences of communication practices, especially on the natural

world.

EC is thus uniquely positioned to link scholars in other interest areas within communication, such as health, intercultural, organizational, rhetoric and public address, performance, ORWAC and media studies. In this way, EC constitutes a unique area of research and provides a significant site of engagement for other communication literatures. Indeed, it will take the input and actions of a variety of scholars, from a multitude of perspectives, to work toward solving the current environmental crisis.

It is our hope that the EC interest group will work to incorporate the diversity of our field with the larger communities of the western states to further a dialogue working to generate an environmental ethic of sustainability. In this way, we are open to panels that incorporate scholars from other disciplines (e.g., Human Dimensions of Natural Resources, Wildlife and Fisheries Sciences) as well practitioners working for

environmental organizations at the local, state, and federal levels.

The Environmental Communication Interest Group is interested in a multiperspectival approach to the environment. If you have questions about whether your work “fits” please contact any of the EC officers listed below. We look forward to upcoming conversations, connections, and dialogues in the future.

For additional information, please contact one of the EC executive officers:

Todd Norton (Chair) [tmnorton@wsu.edu](mailto:tmnorton@wsu.edu)

Julie Kalil Schutten (Chair Elect) [Julie.Schutten@nau.edu](mailto:Julie.Schutten@nau.edu)

Danielle Endres (Secretary) [danielle.endres@utah.edu](mailto:danielle.endres@utah.edu)



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## From the Executive Director

Mark Bergstrom, University of Utah

Denver was a great convention! Thanks to all our members who contributed to our success. Our convention registration was solid and membership continues to grow. Below is a summary of our registration and membership:

Convention registration

Type	Pre-reg	Convention	Total
Members	389	140	529
Non-Members	69	50	119
Total	458	190	648



Active Membership as of (02/15/2008)

Type	2008
Contingent	49
Department:	49
Honorary:	19
Life:	35
Regular:	542
Student:	458
Retired:	13
<b>Total</b>	<b>1,165</b>
<b>Active:</b>	

### Executive Council Actions:

The Procedures Mary Jane Collier developed during the selection of the first WSCA Scholar Award were presented and the Executive Council approved these procedures for inclusion in the Policy and Procedures Manual.

The Executive Council set a Goal for our Memorial Fund Asset of \$100,000. The

current amount in the fund is \$18,589.34. In 2006 an Ad Hoc committee created guidelines for dispersing the funds to students traveling to WSCA. The committee and the Executive Council decided to not use the fund until the potential payout from the fund would impact a small but significant number of students.

The Executive Council approved the appointment of an Ad Hoc Committee to create an ethical code of conduct for our Journals. WSCA needs to have a statement of ethics that governs not only our publications, but our professional behavior. The Ad Hoc Committee recommendations will be presented to the Executive Council and voted on this year.

The Executive Council voted to approve the Finance Committee's recommendation to increase Dues for regular, contingent, and student members. Over the past few years, the association has experienced, and will likely continue to experience, increasing costs associated with several aspects of its operation. One important aspect of these increased costs comes from any position where a student assistant is required by, for example, the Executive Director or the journal editors. Put simply, universities are requiring more money to release students (and faculty members for that matter) from their teaching time. Second, the association's insurance coverage is not where it should be. This insurance would cover the association officers, journal editors, the executive director, and the conference.

The Finance and Executive Committees approved increasing 2008 expenditures for a student assistant for the executive director and journal editors as well as improving the association's insurance coverage. These increases combine to \$6,500. The dues increase (projected at current membership levels) would generate \$8,077.50.

WSCA has not asked for a dues increase since 1997. The proposed dues increases will bring WSCA to the norm of what it costs to join the other regional associations. The Finance and Executive Committees believe that this dues increase will help to maintain the financial health of the association as we move into the future.

Rates are listed below:

Membership (last increased for 1997; department membership increased for 2005\*; contingent faculty membership added 2006):

Members receive the Western Journal of Communication, Communication Reports, & the WSCA News.

Type	2007-2008 Rate	Proposed Rate
Regular	\$ 40.00	\$50.00
Contingent	\$ 30.00	\$37.50
Faculty		
Student	\$ 20.00	\$25.00
Retired	\$ 30.00	\$30.00
Department	\$ 80.00*	\$80.00
Honorary (retired past presidents)	\$ 0.00	\$ 0.00
Life	\$1,000.00 payable all at once or over time: 2 yrs. \$600 1st yr & \$500 2nd yr; 3 yrs. \$400/yr; 4 yrs. \$325/yr; 5 yrs. \$280/yr.	\$1,000.00 payable all at once or over time: 2 yrs. \$600 1st yr & \$500 2nd yr; 3 yrs. \$400/yr; 4 yrs. \$325/yr; 5 yrs. \$280/yr.

## Legislative Assembly Actions:

The Legislative Assembly unanimously approved the Proposed Dues increase.

The Legislative Assembly also elected Lea Gilinets as a WSCA representative to the NCA Legislative Assembly, Jody Koenig Kellas to the Nominating Committee, Ragan Fox to the WSCA Scholar Committee, and Shane Moreman and Bernadette Calafell to At-Large members of the Executive Council.

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## Ting-Toomey Wins CSU-Wide Outstanding Professor Award

WSCA member and Cal State Fullerton human communication studies faculty member Stella Ting-Toomey has been named a recipient of the 2008 California State University Wang Family Excellence Award.

An internationally known expert in intercultural communication, conflict management and intercultural competence, Ting-Toomey has "distinguished herself as an exceptional teacher-scholar, a phenomenal mentor, an admired and supportive colleague, and one who gives generously to the university, as well as to local and global communities," noted Fullerton President Milton A. Gordon in nominating her for the Wang award.

"I'm really, really surprised and honored to be recognized," said Ting-Toomey about the award. "I couldn't have done it without the lifelong support of my family, as well as the support of students, fellow faculty members, staff members, my department chair John Reinard and Rick Pullen, dean of the College of Communications.

"Without student support, I wouldn't be here," she added. "They are my inspiration."

Ting-Toomey has established two new theories on managing conflict mindfully and crossing cultural boundaries effectively — the constructs of which have begun to impact the applied work in such fields as international diplomacy, international hostage negotiation and international management. The two theories are known as the conflict face-negotiation theory and the identity negotiation theory.



She has authored, co-authored, edited or co-edited 17 books — 12 since joining the faculty at Cal State Fullerton in 1989. As an example of her scholarship and collaborative support for students, seven of her books were co-authored with her students. Of 79 book chapters and journal articles, 30 were co-authored with her students; and of 65 peer-reviewed research papers she has presented at national and international seminars and conferences, more than one-third were co-authored with her students.

Like Drezner, Ting-Toomey also has consistently received among the highest student evaluations in her department and been characterized as an "amazing teacher" whose courses are "hard and challenging," yet "interactive, interesting, fun and engaging."

"Dr. Ting-Toomey exemplifies the perfect professor... a consummate scholar, an

excellent classroom teacher who gives back to her department, college, the university and the community. We are fortunate that she is a member of our faculty," said Pullen.

"Stella's personal story of an immigrant's struggle and triumph over adversity, cruel stereotypes and great challenges has inspired a generation of her students who now dedicate their energies to defining the theory and research in the field of intercultural communication," said John Reinard, chair and professor of human communication studies.

"This fact is all the more impressive when you consider that her impact is global and that she is sought to develop international research initiatives, design curricula, and promote intercultural communication education in the developed nations of Europe and the developing nations of Africa and Asia. She is the world's top scholar in intercultural communication and it is about time that we celebrate her locally."

Globally, Ting-Toomey has been an active representative of her research field and Cal State Fullerton. Last year, she gave plenary addresses at Nelson Mandela Metropolitan University in Port Elizabeth, South Africa, for the Conference of the International Education Association of South Africa. In 2006, Ting-Toomey represented the CSU: as keynote speaker at the European Union's Intercultural Competence for Professional Mobility Conference in Lisbon, Portugal; at the Nagoya University Graduate School of Education and Human Development and Rikkyo University Graduate School of Intercultural Communication; and as keynoter at the Global Leadership Conference in Shanghai, China.

She serves on the steering committee of the African Cross Cultural Communication and International Management Collaborative Research Project, combining research efforts from the CSU, Nuertingen-Geislingen University and Melson Mandela Metropolitan University — both Cal State Fullerton partnership universities — in conjunction with Rhodes University, University of Mississippi and University of New Mexico.

In her local community, Ting-Toomey has partnered with the Orange County Human Relations Commission, providing intercultural and diversity competence training and advisory board service.

The recognition carries with it a \$20,000 cash award.

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## **Hawaii's Bill Sharkey Named Editor of *Communication Reports***

On November 15th, 2007, at the annual NCA conference, Bill Sharkey was appointed interim Editor for *Communication Reports* to complete Prof. Todd Imahori's term. Bill's term was to extend from November 2007 to November 2008.



However, at this year's WSCA convention, he was appointed Editor; his term begins immediately and will end November 2011. Bill will edit Volumes 21(2) through 24(2).

The journal publishes original manuscripts that are short, data/text-based, and related to the broadly defined field of human communication (5000 words and/or 12-15 pages which include the abstract, main document, references, footnotes, appendices, and Table/Figure captions). The mission of the journal is to showcase exemplary scholarship without censorship based on topics, methods, or analytical tools. *Communication Reports* employs an electronic manuscript submission process

via Manuscript Central. All submissions should be uploaded to <http://mc.manuscriptcentral.com/rcrs>. Manuscript Central allows for rapid and easy submission of original and revised manuscripts, as well as reviewing and internal communication between authors, editors, and reviewers via a web-based platform. Authors are urged to submit their manuscripts as MS Word files (.doc format).

For further information about the journal and the submission process, you may contact Bill directly (see below) or visit the WSCA website (from the home page, click on "Publications" and then "Communication Reports")

Dr. William F. Sharkey, Editor  
*Communication Reports*  
University of Hawai'i at Manoa  
Department of Speech  
2560 Campus Rd.  
George Hall 332  
Honolulu, HI 96822

808-956-8407 (office)

808-956-3947 (fax)

[creports@hawaii.edu](mailto:creports@hawaii.edu)

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## News from the Interpersonal Communication Interest Group

**Mark T. Morman, Baylor University**

During the 2008 Interpersonal Communication Interest Group business meeting in Denver, a number of important pieces of news of interest to our group were generated.

This year we had 53 papers submitted to the IPIG. This marked a significant increase in submissions over the last two years (27 papers submitted for the 2007 Seattle conference; 32 papers for the 2006 Palm Springs conference) and was fairly consistent with the 56 papers submitted for the 2005 conference in San Francisco. This year, 45 papers were actually paneled for presentation in Denver (an 85% acceptance rate). We also had four competitive programs submitted, two of which were paneled. Twenty-seven student authored papers were submitted and 21 of those were paneled



The following members were honored for their excellent work.

The Top Paper in Interpersonal for the 2008 WSCA Convention was co-authored by Paul Schrodts (TCU), Jordan Soliz (Nebraska), and Dawn Braithwaite (Nebraska).

Three other papers were also acknowledged with our Top 4 Paper Award; their authors included Jody Koenig Kellas & Erin Willer (both from Nebraska); Kory Floyd & Sarah Riforgiate (both from Arizona State); and Masaki Matsunaga (Penn State).

For the second year in a row, the Top Student Paper in Interpersonal went to Masaki Matsunaga, a doctoral student at Penn State University (now Assistant Professor at Waseda University in Tokyo).

Finally, our Top Debut Paper in Interpersonal for the 2008 convention went to Dayna Kloeber from Arizona State University—West. Furthermore, Dayna's paper, *The Language of Conditional Forgiveness*, received the overall WSCA Top Debut Paper award for 2008.

During the business meeting, we also elected new officers to serve our interest group. Our 2008-2009 Vice-Chair is Steve Yoshimura and our new 2008-2009 Secretary is Christina Yoshimura, both from the University of Montana. Bill Sharkey from the University of Hawaii was re-elected for another term as our group's Web Manager.

Several scholars were also elected to serve as our 2009 Conference Paper Readers, charged with the challenging task of reviewing and selecting the papers and presentations to be made during the Phoenix conference next February. Our newly elected paper readers are:

Lisa Farinelli –Assistant Professor, Augustana College  
Colin Hesse – ASU (doctoral student)  
Erin Willer – Nebraska (doctoral student)  
Dayna Kloeber -- ASU-West (masters student)  
Alice Veksler -- ASU (doctoral student)  
Kory Floyd -- Associate Professor, Arizona State University  
Masaki Matsunaga -- Assistant Professor, Waseda University in Tokyo  
Perry Pauley -- ASU (doctoral student)

All of us in the Interpersonal Communication Interest Group owe a very special thank-you to Mary Claire Morr Serewicz (University of Denver) for her outstanding service as the 2007-2008 Chair of the IPIG, and to Andrea Lambert (Northern Kentucky University) for her stellar performance as our Secretary. Many thanks to both of you for your steadfast dedication to the IPIG.

We also owe a round of thanks to our 2008 Conference Paper Readers, the scholars responsible for selecting the outstanding work we heard presented in Denver. These individuals include: Annegret Hannawa, Jessica Harvey, Sherilyn Marrow, Andrea Lambert, Melissa Tafoya, Christina Yoshimura, and Steve Yoshimura. Thank you for your commitment and service to our interest group.

Additionally, I want to share two special announcements that were made during the business meeting in Denver. First, Erin Sahlstein (UNLV) announced a call for a *JACR* special issue (co-edited with Laura Stafford) focused on the topic of *Communication and Distance*. The deadline for submission is March 1, 2009, with an expected publication date of November 2009. Be sure to contact either Erin or Laura for more information.

Second, Bill Sharkey, Editor-Elect for *Communication Reports*, informed us that he was creating a new editorial board for the journal and encouraged our membership to submit short, scholarly articles of 15 pages/5000 words to *CR*. Quantitative and qualitative work is welcomed.

Finally, please note that the submission deadline for the 2009 WSCA annual meeting, to be held February 13-17 in Mesa, Arizona (a suburb of Phoenix), is **Monday, September 1st**. I look forward to receiving your papers and panel proposals. If you have questions, comments, or concerns about any issue related to our interest group

or to WSCA in general, please do not hesitate to contact me.

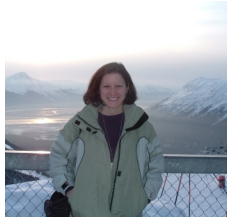
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## Call For Nominations For WSCA Offices

### WSCA First, Second VP & Legislative Assembly Delegates

by Sara Hayden, Immediate Past President

The WSCA Nominating Committee will soon begin to compile the slate for candidates to stand for election in the fall, 2008. Members are invited to submit names for consideration; self-nominations are welcome. Having served for several years as an officer, I can attest to the rewards that come from this service and to the great group of people with whom you will work!



Election to the office of First Vice President (who becomes President the following year) requires a four year commitment. This includes planning the 2011 convention, serving as president for the 2012 convention, and serving as Immediate Past President for the 2013 convention. The person elected will also serve as a voting member of the WSCA Executive Council.

The office of Second Vice President is a one-year commitment and includes conducting a membership campaign, serving on the Member Services Committee, and coordinating the following three programs at the 2009 convention: The Undergraduate Scholars Research Conference<sup>4</sup>, the Graduate Student Workshop, and the Graduate Programs Open House. The person elected will also serve as a voting member of the WSCA Executive Council.

The FIVE Delegates at Large to the Legislative Assembly serve for two years. Upon election the Delegates at Large will attend the upcoming Legislative Assembly at the 2009 as well as the 2010 convention.

Nominations should include: 1) name and institutional affiliation of each nominee, 2) current email address of nominee, 3) evidence of the nominee's willingness to serve, and 4) a brief statement (100 words maximum) about the nominee's experience, credentials, and past service to WSCA. Email nominations are preferred.

Please send nominations by September 15, 2008, to: Sara Hayden, WSCA Immediate Past President, Department of Communication Studies, The University of Montana, Missoula, MT, 59812; E-mail: [sara.hayden@mso.umt.edu](mailto:sara.hayden@mso.umt.edu).

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## Western Journal of Communication Report

by Brian L. Ott, Colorado State University

Since assuming my editorial responsibilities at the *Western Journal of Communication* six months ago, I have processed 130 manuscripts. The acceptance rate during that time period has been 9%. Authors considering submitting to the journal should limit their manuscripts to 10,000 words.





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**Editor: Bill Eadie, San Diego State University**  
Submit items for the May issue by May 9 to [weadie@mail.sdsu.edu](mailto:weadie@mail.sdsu.edu)