Central States Communication Association
89th Annual Conference

Program Planner Guide

Borders & Breakthroughs

Loews O'Hare
Chicago-O'Hare, IL

April 14-19, 2020

Conference Planner and CSCA 1st VP:
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Call for Papers and Panels

Central States Communication Association (CSCA)
Annual Convention at Chicago O'Hare, IL
April 14-19, 2020
Borders & Breakthroughs

The leadership of the Central States Communication Association (CSCA) invites competitive papers, panel discussions, and performance sessions for the 89th Annual Convention in Chicago O'Hare, IL. Members are urged to reflect on the theme of *Borders & Breakthroughs*. A border is a demarcation—geographic, political, conceptual, linguistic, etc. For example, a definition is a border in the sense that it demarcates one thing from something else. Borders can be arbitrary or sensible. *Borders* divide but they also call attention to interrelations and border-crossers. *Breakthroughs* transcend borders and create new possibilities for inquiring, teaching and learning, relating, and serving.

We encourage you to both interrogate and think beyond the borders that often limit our interactions at conferences. When you are planning your panels and papers for 2020, consider ways that borders operate in our activities. Which borders (e.g., subject areas, research agendas and methods, ranks and hierarchies) make sense and which borders need to be challenged? What breakthroughs (e.g., key works, innovative concepts, inspiring teaching perspectives) should we celebrate and extend?

Faculty, students, independent scholars, and community members are all encouraged to submit and attend the convention. Institutional and community partnerships are particularly welcome. Submissions inclusive of all methodological perspectives in the communication discipline are expected and embraced.

Look for specific calls and submission information from each of the 20+ CSCA interest groups, caucuses, and sections. For questions about the general call or the 2020 annual convention, please contact Alberto González, 2020 program planner, at agonzal@bgsu.edu.

Hotel Information—Chicago-O'Hare

Hotel Address and Contact Information

Loews Chicago O'Hare
5300 N. River Rd.
Rosemont, IL 60018, USA
Tel: +1 847-544-5300

Rate Information

Complimentary high-speed internet in all guest rooms in the CSCA block.
Free Hotel Shuttle

Room, Double $155

CSCA 2020 Interest Group Planners

1. **Adjunct and Temporary Faculty**: Shawna Blake, Carl Albert State College

2. **Argumentation and Forensics**: Benjamin Davis, University of Wisconsin - Milwaukee

3. **Basic Course**: Kevin Stoller, Indiana University & Purdue University - Fort Wayne

4. **Communication & Sport**: Scott Jensen, Webster University

5. **Communication Education**: Nicholas T. Tatum, Abilene Christian University

6. **Communication Ethics, Activism, and Social Justice:** Joshua D. Atkinson, BGSU

7. **Communication and Technology**, Becca Johnson, University of Kansas

8. **Communication Theory**: Stephan Spates, Missouri State

9. **Community College**: David Bodary, Sinclair Community College

10. **Ethnicity, Race, International, & Class Concerns**: Ahmet Atay, College of Wooster

11. **Graduate Student Caucus**: Austin J. Beattie, University of Iowa

12. **G.I.F.T.**: Seth Frei, Texas State University

13. **Health Communication**: Shawn Starcher, Kent State University

14. **Instructional Resources**: Riley Richards, University of Wisconsin - Milwaukee

15. **Intercultural Communication**: Linsay Cramer, Coastal Carolina University

16. **Interpersonal and Family**: Kaitlin E. Phillips, Utah State University

17. **Media Studies:** Dana Schowalter, Wester Oregon University

18. **Organizational & Professional Communication:** Peggy Byers Fisher, Ball State University

19. **Performance Studies and Autoethnography:** Travis Brisini, Pennsylvania State University

20. **Political Communication:** Colene J. Lind, Kansas State University

21. **Popular Culture:** Jennifer C. Dunn, Dominican Univesity

22. **Public Relations**: Jeffrey Brand, University of Northern Iowa

23. **Rhetorical Theory & Criticism:** Kristen McCauliff, Ball State University

24. **Sexual Orientation & Gender Identity:** Justin Rudnick, Minnesota State University - Mankato

25. **States Advisory Council:** Anna Wright, Illinois State University

26. **Undergraduate Education and Administration:** Aimee Lau, Wisconsin Lutheran College

27. **Women's Caucus:** Jessica Eckstein, Western Connecticut State University

CSCA 2020 Unit Slot Projections

Note from the planner: **These numbers are a rough starting point.** The numbers could drop or increase depending on site visits. Submit everything that you believe should be slotted, whether the number of submissions is above or below the listed projections. **These numbers include business meetings.**

Unit	Projected Slots
Adjunct/Temporary Faculty Caucus	3
Argumentation and Forensics Interest Group	6
Basic Course Interest Group	9
Community College Interest Group	7
Communication Education Interest Group	10
Communication Ethics, Activism, and Social Justice Interest Group	4
Communication and Technology Interest Group	6
Communication Theory Interest Group	9
CSCA First Vice President	7
CSCA President	2
Ethnicity, Race, International, & Class Concerns	3
Executive Director (includes lunches, staff, off-site, events)	15
Federation Prize Presentation	1
G.I.F.T.	6
Graduate Student Caucus	7
Health Communication Interest Group	8
Instructional Resources Interest Group	6
Intercultural Communication Interest Group	10
Interpersonal & Family Communication Interest Group	13
Media Studies Interest Group	11
NCA Informational Panel	1
Organizational & Professional Communication Interest Group	11
Performance Studies & Autoethnography Interest Group	5
Political Communication Interest Group	10
Popular Culture Interest Group	10
Public Relations Interest Group	7
Rhetorical Theory & Criticism Interest Group	11
Sexual Orientation & Gender Identity Caucus	8
Short Courses	8
Sports Communication Interest Group	3
States Advisory Council	10
Undergraduate Education & Administration Section	4
Undergraduate Research Honors Conference (President)	9
Women's Caucus	10

CSCA 2020 Program Planner Dates and Responsibilities

Date	Responsibility
April 4-6, 2019	Attend Program Planner Meeting and Unit Meeting
April 6, 2019	Submit Unit Leadership Form F to Kathie Cesa at registration desk
April 26, 2019	Submit Unit Call for CSCA website to Al via email
May 15-30, 2019	Send Unit Call in an email to Chad (for transmittal to Kathie Cesa)
August 12-30, 2019	Submit Unit Call to CRTNET, social media, etc.
September 3, 2019	Send Unit Call to Unit Members and Encourage Submissions Again
September 16, 2019	Contact Reviewer Volunteers and Verify Service
September 27, 2019	Contact Unit Members, Reminding them of Upcoming Deadline
October 11, 2019	Receive Submissions and Prepare for Review
October 15, 2019	Send Submissions for Review
October 30, 2019	Receive Reviews
November 12, 2019	Submit Unit Panel/Paper rankings, Awards, etc.
December 13, 2019	Receive Program Proofs
December 13, 2019	Contact Submitters with Acceptance or Rejection
December 20, 2018	Respond to Program Proofs
February 1, 2020	Contact Unit Members, Encourage them to Register and Book Hotel
March 1, 2020	Contact Unit Members and Encourage Attendance
March 9, 2020	Verify Respondents Possess Papers for Review and Act Accordingly
April 15-18, 2020	Enjoy the Conference

CSCA 2020 Program Planner Responsibilities – Explanations and Tips

First, thank you for your important service to CSCA. The programmer planner plays such a fundamental role in making a great conference. I look forward to working with you in preparation for the 2020 convention. I will do my best to answer any questions you may have. And please, if you have any questions, feel free to contact me at agonzal@bgsu.edu. Please do not contact Kathie Cesa. She is under contract with CSCA, and we are charged every time she is contacted with a member concern. If you contact her about planning, you will have the charges deducted from the $100 allocation you have for your unit and you will have to wait longer for an answer as she will forward that message to me.

Attending the Unit Meeting

The program planner is the incoming chair of the Unit and will take over the meeting once previous and present business has been addressed. It is the responsibility of the newly-established chair to address new/upcoming business which includes planning for the next convention. This is a good opportunity to gather volunteers to serve as reviewers, chairs, and respondents. This is also a good opportunity to begin generating panel ideas. Members of the 2020 Conference Team will visit the meeting of each Unit in order to discuss the conference, answer questions, take suggestions, and encourage attendance.

Tips: Use the time at the Unit meeting to complete Form F. It needs to be left with Kathie at the registration desk by the last day of this year's conference.

Send a sign-up sheet that gathers contact information and a willingness to serve as chair, reviewer, and/or respondent. A quick scan for legibility will prevent associated problems in the future.

Make sure the secretary records panel ideas as they are generated. It is also good to record names of people who express interest in a given panel idea. Be sure to keep this information for later use.

Submitting the Unit Call

Your Unit most likely has a call that has been passed down and is slightly modified each year. Feel free to modify the document as you see fit. It is your opportunity to make a positive contribution and impact on the Unit. However, please make your guidelines (like the due date) and procedures consistent with those of other Units and with the general call to minimize confusion.

For consistency, each Unit call must include the following centered at the top of the page:

[YOUR] COMMUNICATION INTEREST GROUP
Call for Papers and Panels

Central States Communication Association (CSCA)
Annual Convention at Chicago O'Hare, IL
April 14-19, 2020
Borders & Breakthroughs

Include a paragraph or two explaining the purpose of your Unit, conference theme, what types of proposals you are seeking, and what types of topics you are seeking. A list of the most common panel formats is located on Page 15. You may simply solicit topics of a general nature, such as in the example provided below. Or, you may wish to provide specific examples of topics, perhaps those generated at the business meeting. Further, indicate that strong preference will be given to those panels that include panelists from multiple institutions. Finally, if your Unit has established awards, include that information here as well.

> *The --- Communication Interest Group invites the submission of competitive papers, panels, roundtable discussions, and innovative programming for the 2019 CSCA convention in Omaha, Nebraska. The purpose of the --- Communication Interest Group is to promote ---. A range of topics encompassing --- are welcome, and we especially encourage members to address issues related to the convention theme of Borders & Breakthroughs. In terms of panels, preference will be given to those with panelists representing multiple institutions rather than representing a single institution.*

Next, include submission details for your interest groups. Submission details must be included for both competitive papers and panels. For papers, remember to specify that only completed papers will be accepted and that author name and identifying information must be removed.

> *Papers: Only completed papers will be accepted. Papers must include a title and a brief abstract. Graduate students should type "STUDENT" on the upper right-hand corner of the title page. If the paper will be a graduate student debut, please type "DEBUT STUDENT" on the upper right-hand corner of the title page. To be considered a graduate student debut paper, (1) the author must be a graduate student, (2) the paper must have single authorship, and (3) the paper must be the author's first paper to be presented at CSCA. Indicate if author(s) are CSCA members Author names and any identifying information must be removed prior to submission.*

Next, include notice that technology requests must be made at the time of submission. The association's complete technology policy can be found on below. Finally, include the deadline for submissions and where to send submissions.

> *All technology requests must be made at the time of submission.*
> *Submissions must be received by* **11:59 p.m. October 11, 2019**.
> *Send submissions electronically through our online system via the CSCA website.*

Please encourage submitters to be sure that all potential presenters create a profile on the CSCA convention webpage. This will make things much easier later in the process.

Contacting Unit Members
Some Units maintain a dedicated social networking site page and/or a listserv. These are helpful ways to provide information about the convention, to enable members to maintain contact as well as to generate and collaborate on ideas, and to provide information about the convention and to encourage attendance. If your Unit does not have such a site or listserv, you may want to consider developing one while you serve as program planner for your group.

At minimum, you should maintain contact with your group through email. Correspondence through email is encouraged even with the above resources, since many members may not visit the social networking site page or participate in the listserv.

To contact all members of the Unit, all you have to do is submit your message to Al González at agonzal@bgsu.edu. **Do not** send them to Kathie Cesa.

Tips: Encourage potential submitters to put people from multiple institutions on their panels. Additionally, no one person should serve more than one role on a panel. For example, a chair should not be a paper presenter or discussant on the same panel.

It is good to keep in contact with members, but do not overwhelm them with messages. Keep in mind that our members have multiple Unit affiliations and receive email from all of them.

Be sure to provide members with relevant information but also be sure to generate excitement and encourage participation. This is an opportunity for you to assist the association and to develop the presence of your group.

Submitting Unit Call to CRTNET
CSCA is always looking to attract new members and to include people from beyond the region. CRTNET (https://www.natcom.org/crtnet/) is one way to reach nonmembers of the association. Also feel free to submit the call for your Unit to other listservs associated with the focus of your group and to send the call for your Unit to scholars who may be affiliated with your area but who are not members of the association.

Tips: When submitting the call on CRTNET or other listservs, do not just use *Call* or *Call for Papers and Panels* or something similar as your title, since such titles will likely not catch the attention of interested parties when presented at the top of the message. Instead, use a title that ensures readers will know what your announcement entails. For instance: CSCA 2020 "Borders & Breakthroughs" Call for Papers and Panels. You may also want to include the name of your unit in the title.

Also when submitting the call on CRTNET or other listservs, be aware that formatting (bolding, italics, and tabs) may not transfer and may interrupt the spacing of your post. Accordingly, it is best to remove such formatting prior to submitting your post.

Receiving Submissions and Preparing for Review
For competitive papers, also verify that the paper does not include author name or any other identifying features (be sure to check the Properties). If the online submission is incomplete, or if the paper includes identifying material, notify the submitter what must be done in order to ensure review. As we learn more about the online submission system, I will have more tips for you.

When sending papers and panels to reviewers make sure to include (a) how many papers/panels are being sent for review, (b) specifications and guidelines for reviewing, and (d) the deadline to submit reviews.

Tips:

When preparing competitive papers for anonymous peer review, make sure author identification is not evident in the Properties section or in the author signature section of the document.

One reviewer should be able to handle around 6-8 submissions in the specified time period. You are strongly urged to use three reviewers for each submission, if at all possible. Thus, Reviewers 1, 2, and 3 could review Submissions #1-8. Reviewers 4, 5, and 6 could review Submissions #8-15, and so on. It is important to balance submissions so one person is not reviewing unequally to other members.

As the deadline for reviews nears, send a reminder to reviewers about the approaching deadline. If you have not received materials from a reviewer by the day after the deadline, it is more than acceptable to contact them.

Unfortunately, sometimes a reviewer does not complete the assignment. Consider calling upon a unit member who has not reviewed for you to complete the task, being careful not to give them more than they can handle in the extremely short turn around time. In fact, it may be necessary to split one reviewer's load amongst two members.

Keep all documents related to the programming of your group until after the convention.

Preparing and Submitting Proposal Forms
Once the reviews are returned, you can then go about preparing and submitting the panel proposals for your group. In doing so, you will use (a) organize your papers into panels in the online system, (b) rank your panels within your division, (c) submit online forms for top competitive paper, panel, and other division/caucus awards, and (d) submit the Student Debut Panel.

Developing Competitive Paper Panels: The first thing you may wish to do is to develop panels for the competitive papers. *These panels usually include at least three but no more than five papers.* These panels will also need to have a chair and a respondent. As with the guidelines set for paper panel submissions, a single person should not assume both roles. Rewarding paper reviewers with these positions is customary, but you may also draw from your list of volunteers from the previous business meeting. In either case, make sure you contact each person to make sure they are willing to serve in this capacity.

You will also need to develop a title and description for each competitive paper panel created.

Tips: When developing titles for competitive paper panels, strive to develop titles which include the conference theme, are memorable and are likely to draw an audience. This same advice applies to the descriptions of these panels.

Ranking Your Panels: To help Al González slot your panels, you must rank all of the panels you are submitting from the highest rated to the lowest rated. The highest rated panels will usually receive the most favorable time slots, while the lower rated panels will usually receive less favorable time slots. Generally, competitive papers, especially those featuring top ranked or award winning papers, are ranked near the top of this list. However, the ranking of your panels is based on your discretion.

Tips: Although it is good and advisable to pay close attention to the feedback of your reviewers, *you ultimately decide the rankings of your group*. Accordingly, if you disagree with how the rankings turn out, you are not bound by them. You are the program planner for your Unit and are ultimately responsible for what is moved forward.

As program planner for your group, it is also your prerogative to develop a premier panel or panels of your own. These panels should include the best of the best scholars in your area and ideally correspond with the convention theme. If, for some reason, your Unit receives fewer submissions than will fill its allotted slots, developing panels to fill those slots is especially encouraged.

It is not necessary to include your Unit's business meeting on this list.

Organizing Panels in Online System In the online system, you will be able to create the paper panels (put the papers into groups). This will include a program copy of the panel, exactly as it may appear in the program. A discussion panel model and a paper panel model are included on this form to help guide you in the completion of the program copy.

Tips: You must use your editorial license to rewrite the program descriptions and program titles as you see fit so that they are grammatically correct and clear.

Be sure to remind members to have accurate information in the AI Profile. This is how names and affiliations will appear in the program.

Reviewers for your Group: In the online system, you will be able to assign reviewers. We should be able to pull this information from the online system, but if not, Al González will ask you for these names so that they can be acknowledged for their service in the program.

Tips: Only include those individuals who actually reviewed. Do not include those individuals who volunteered but ultimately could not serve or those individuals who never returned their reviews.

Make sure names and affiliations are consistent as discussed above.

Top Paper/Panels: If your group has an award for the top competitive paper and/or the top panel, we will ask you for this information in one place either online or in a form that Al González will provide. If you have a Top Paper Panel, be sure to name it such.

Tips: When completing the paper awards, include all authors if the paper is a co-authored piece. When completing the panel award, include all participants (i.e., chair, presenters, and respondent, if applicable).

Make sure names and affiliations are consistent as discussed above.

Top Graduate Student Paper: We will ask you for this information only if your Unit received a graduate student debut paper. Send the completed form and an electronic copy of the paper so that it may be considered for the Past Officers' Debut Graduate Student Debut Program award. To be eligible for participation in the Debut Program, (a) the author must be a graduate student, (b) the paper must have single authorship, and (c) the paper must be the author's first paper to be presented at CSCA.

Submitting all of this information: These forms are due no later than **November 12, 2019**. However, please send them as soon as they completed; the earlier the better.

Receiving and Responding to Program Proofs
You will receive program proofs on or about **December 13, 2019** and will need to return them with corrections by **Dec. 20, 2019**. It is very important that these proofs are reviewed carefully and completely.

Contacting Submitters with Acceptance or Rejection: Once you have received and reviewed the proofs, you will be able to contact submitters about the status of their submissions. It is imperative that you contact *everyone* who submitted. Failure to do so is extremely unprofessional and discourteous. In the new online system, you should be able to assign the respondents so that they can see the papers they need to respond to electronically. If this is not possible (as we hope), then we will do like in years past and have you remind authors to send their respondents the papers 4-6 weeks in advance. *Do not let anyone know about days and times of panels, since these may change between this point and the final version of the program.* Remember to contact chairs and respondents of competitive paper panels as well.

Tips: When contacting submitters be sure to include the specific title of the submission and the Unit you are representing.

Regardless of the status of their submission, genuinely thank the person for their submission.

Use tactful professionalism when rejecting a submission. When you reject a competitive paper, include a rationale for the rejection. Be kind, informative, and supportive. Encourage revision and resubmission for CSCA 2021. The same things apply, although to a lesser degree, when rejecting panels. People will remember how you offer rejection of a submission more than how you offer acceptance of a submission. When rejecting a submission, indicate that you still hope to see the person at the conference and encourage their attendance.

Let all submitters know that they will receive information about the conference program, registration, and hotel registration by January. Remind them that the conference hotel will fill quickly, and so they should reserve as soon as possible if they wish to stay at the official conference hotel.

Submitting Your Unit Report to the Executive Director

Each Unit must send the 2019 Program Planner's Report to Chad Edwards, CSCA Executive Director, by Jan. 1, 2020. Failure to do so means that your Unit will not have award certificates for the convention, nor will your Unit be able to spend any of its $100 fee allocation. See this form for more details, including Chad's contact information.

Technology Policy

CSCA will attempt to provide multimedia projectors and speakers based on financial considerations to all presenters who request them at the time of the program submission.

CSCA is unable to approve requests for equipment such as personal computers, laser printers, satellite links, teleconference equipment, DVD/VHS players, or Internet access. CSCA members or individuals attending the convention either may elect to rent such equipment from the convention hotel at their own personal expense or may bring their own equipment, unless prohibited by the convention hotel (Please check beforehand with the Executive Director about the convention hotel policy). If individuals provide their own equipment, the hotel may elect not to help if service is needed. If the hotel does help and assesses a fee, the individual requesting help is responsible for all charges.

Any technology request made by CSCA participants at the convention that was not requested at the time of the program submission cannot be charged to CSCA.

Panel Formats

The most common panel formats are listed below along with their descriptions. However, feel free to be creative in the panels that are developed and proposed.

Competitive Paper Panels are those including competitively-selected papers grouped together by the program planner. These panels must have a *chair* to introduce each paper and to moderate the discussion and a *respondent* to discuss connections between the papers and to provide supportive criticism and guidance. Scholars filling these roles will be selected by the program planner. Generally, these panels will include at least three but no more than five papers. It is especially important to limit the number of papers included so that sufficient time is allowed for the delivery of the papers, for the respondent's feedback, and for the audience to provide questions and reactions following delivery of the papers and the response.

Paper Panels are those including completed papers encompassing a specific topic. These panels must have a chair, but a respondent is not always necessary. Generally, these panels will include at least four but no more than five panelists. Audience questions and reactions usually are reserved until after everyone on the panel has presented their paper.

Discussion Panels are those including 4-7 panelists who provide a brief opening statement concerning a topic and then engage in discussion. These panels must have a chair to introduce the panelists and to moderate the discussion. Audience questions/participation are encouraged.

2019-2020 UNIT LEADERSHIP (Form F)
Please complete and return to the registration desk by the final day of the 2019 conference.

Unit Name: _____

Chair

    Professional Name: _____

    Affiliation: _____

    Address: _____

    Email: _____

    Telephone: _____

Vice-Chair

    Professional Name: _____

    Affiliation: _____

    Address: _____

    Email: _____

    Telephone: _____

Secretary

    Professional Name: _____

    Affiliation: _____

    Address: _____

    Email: _____

    Telephone: _____

2019 Planner's Report to the Executive Director
Please submit to Chad Edwards at csca.ed@gmail.com *by Jan. 1, 2020.*

Planner Name:

Planning Unit:

Email: **Phone:**

UNIT AWARD INFORMATION. *If you do not offer an award in a specific category, please mark with N/A.*

1. Top Paper Title:

Author(s), title(s), and institution(s):

Quote about paper from planner (to be used in press releases):

2. Top Student Paper Title:

Author(s), title(s), and institution(s):

Quote about paper from planner (to be used in press releases):

3. Top Panel Title:

Author(s), title(s), and institution(s):

Quote about paper from planner (to be used in press releases):

EXPENDITURES.

Do you give cash awards for your awards? If so, please list the amounts for each here and who should receive the check. This information should be in your Unit bylaws. *Remember, only one check can be written for each award.*

Do you have any other expenses you wish to have covered? *Remember, unless you have an endowed award within your Unit, you are limited to $100 worth of expenditures each year. Please review the bylaws (online – see the CSCA website) to examine how money can be spent.*

Failure to submit by the Jan. 1 deadline will result in forfeiture of awards and funds. Unfortunately, no exceptions can be made for this rule.