Central States Communication Association

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CSCA President's Column: The Elevation of Minneapolis!



As I write this column in beautiful Madison, Wisconsin, I cannot help but reflect upon our 2014 convention in Minneapolis, Minnesota. Our hardworking officers and interest group chairs, who creatively organized your submissions into one of the best programs to date, are owed a debt of gratitude. Throughout the conference, and since, the feedback I have received has been so positive and heartwarming. However, I cannot accept the praise without also sharing it with Nancy Brule, who was our Local Arrangements Chair and the Executive Director who arranged all of the hotel accommodations, off-site events, helpful volunteers, and made the program presentable and printable. Chad Edwards is also deserving of praise for his support and mentorship, which helped pave the way for a successful convention.

Even though the sun is shining now, it was only a few months ago we were in the midst of a blizzard. In spite of all the beautiful snow, we still had great attendance in Minneapolis this year. In total, there were 839 conference attendees (the record was set in Kansas City with 965 attendees). We had members from 36 different states who experienced what CSCA has to offer. The conference featured over 185 graduate students, 285 undergraduate students, and 369 faculty participants. In addition, we had tremendous attendance at our social events. Over 350 members and guests attended the President's Reception at the Mill City Museum. On Saturday evening, many of our members danced the night away at our First Vice-President's party. Our conference was bookended with two attendance records. First, David T. McMahan's pre-conference made history with a record 35 attendees. And to close out our conference, our own Adam Tyma coordinated his hometown, final, and best pub-crawl to date with over 184 crawlers. In all, I think we had a great time in Minneapolis. Thanks to all who helped Elevate the CSCA 2014 convention.

Congratulations to our colleagues who have been recognized for their outstanding achievements in research, teaching and service (see p. 2). Currently, CSCA First Vice-President David T. McMahan is busy with his team of division planners working on #CSCA15. His theme of Convergence will most certainly urge us to Elevate our communication. The CSCA Executive Committee will meet at the National Communication Association conference in Chicago, Illinois, so please feel free to contact me with any questions or comments. Let's Converge upon Madison and Elevate the Possibilities of communication in 2015! Best wishes for a restful and productive summer!

Leah E. Bryant, CSCA President

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CSCA Past President's Column



We had a great time **Elevating** in Minneapolis at CSCA 2014. Once again many thanks to CSCA President **Leah E. Bryant** for planning such an amazing and uplifting conference!

I would like to once again recognize the recipients of our 2014 association-wide awards. Congratulations to our colleagues who were honored for their outstanding achievements in research, teaching, and service. You will find a list of these winners below this column.

At the Hall of Fame Awards Luncheon and Business Meeting, we inducted two new members into the CSCA Hall of Fame, Dennis Gouran and Cynthia Berryman-Fink. A nominator of Dennis Gouran wrote, "I admire his steadfastness, his marvelous mind, and his fresh and illuminating

perspectives on human behavior. He is an exquisite story and deserves this special recognition." A letter writer for Cynthia Berryman-Fink commented that she is a "champion in every sense of the word—and her induction into the CSCA Hall of Fame is well-deserved."

Finally, I would like to recognize Nancy Brule for her outstanding work as our Executive Director for the past five years. Nancy has done a tremendous job and left our association for the better. I know that Jimmie Manning (our new Executive Director) will continue this tradition. The future of CSCA is full of possibilities. I know that we will continue to elevate.

Chad Edwards, CSCA Past President



2014 CSCA Honorees

CSCA Hall of Fame Inductees

Cynthia Berryman-Fink
Professor Emerita
University of Cincinnati (left)

Dennis Gouran
Professor
Pennsylvania State University (right)





Brittany L. Peterson, Ohio University, Outstanding New Teacher Award (see p. 3)

Stephanie Tom Tong, Wayne State University, Federation Prize (see p. 4)

Lindsay Harroff, University of Kansas, Cooper Award (Masters) (see p. 5)

Lindsey B. Anderson, Purdue University, Cooper Award (Doctoral) (see p. 6)

Kevin A. Stein, Matthew H. Barton, Michael K. Ault & James R. Briscoe "Apologist-in-Chief?: Newspaper Kategoria and Antapologia following Barack Obama's "Global Apology Tour," Iowa Journal of Communication, Mary Gill (Editor), State Manuscript Award

Journal of the Speech and Theatre Association of Missouri, Gina Jensen (Editor), State Journal Award

Brittany L. Peterson Assistant Professor, Ohio University Central States Communication Association Outstanding New Teacher Award



The decision to pursue academia and lifelong learning begins with a spark, but sustaining that spark requires the nurturing presence of a professor, mentor, and scholar. **Brittany L. Peterson** strives to emulate all of these qualities, making her a deserving recipient of the Outstanding New Teacher Award.

Her own undergraduate experience at the University of Wisconsin-Milwaukee proved the necessity of such a mentor. One of **Peterson**'s professors encouraged her to continue to graduate school, which eventually led to her earning her doctorate at the University of Texas at Austin. Now **Peterson** has the opportunity to nurture her own students and guide them along their path. When **Peterson** first transitioned from student to teacher-scholar, her main concern was how to balance the desire to relate to her students while maintaining the authority of a professor. She soon realized that giving her students the opportunity to provide mid-semester feedback allowed her to focus on the most engaging material.

Peterson says, "I think that we learn a lot based on what we see." **Peterson** advises new teachers to learn from each other by observing different teaching techniques or even just

normal conversations. She explains, "Being in constant conversations about how to be a better teacher and exploring the ways of learning together in a classroom—I think that's very important for young scholars."

At Ohio University, **Peterson** specializes in teaching organizational communication as well as organizational voluntary and involuntary membership. Her teaching style utilizes a flipped classroom approach, in which she assumes that her students have already absorbed the material and have the foundation needed for deeper conversations. This allows the experience to be "very engaged, student driven, and have a lot of partnership going on in the classroom." The flipped classroom approach is a matter of helping students see that the "critical thinking skills that they are learning are going to be transferrable to a lot of different careers and professions." **Peterson** says that both she and the students enjoy the "freshness" of the approach because conversations are grounded in the context of real-world, current events.

Peterson also extends her passion for learning into service and administrative work on campus. In her administrative role, **Peterson** ensures that online learning opportunities are both rigorous and beneficial for students. **Peterson** also serves as an academic advisor for undergraduate students.

Stephanie Tom Tong Assistant Professor, Wayne State University Central States Communication Association Federation Prize



Given these technological times, studies on the Internet and related online systems are becoming increasingly important. Stephanie Tom Tong, winner of this year's Federation Prize, intends to study this area. She says, "I've always been interested in the intersection of the Internet and personal relationships." This interest has followed her through the pursuit of her doctorate from Michigan State University and now her position at Wayne State University.

Tong identifies herself primarily as an experimentalist and social scientist. Tong hopes to develop a theoretical model that looks at the process of online relationship formation in a romantic context. Tong explains that the first step of this process is to "test how online dating systems themselves are affecting the ways people form impressions about potential romantic partners."

Thus, the Federation Prize money will be used to develop pilot studies and get an online interaction lab for experimental research running in the Department of Communication at Wayne State University. The online interaction lab will include various computers and recording

equipment as well as the software required for the experimental research.

Tong especially enjoys the research team environment because "it allows students to have the opportunity to learn about lab work, to understand what research is all about." Tong wants to provide hands-on experience for her students because she believes "it's important for young faculty to give back to students." One of the ways Tong gives back to her students is by encouraging them to identify research interests early on. Ideally, these research interests would be sustained in both undergraduate and graduate school.

Reflecting on her experience with students so far, **Tong** says, "Getting them to develop their own ideas and getting them to think theoretically about something that they might have just seen or heard about or personally experienced [is] really a rewarding part of the profession." She also emphasizes the importance of finding a faculty mentor to help guide and nurture students' interests.

In addition to her work as a researcher, **Tong** also teaches undergraduate and graduate level communication theory and social science research methods courses. She also serves as an academic advisor for both undergraduate and graduate students.

Lindsay Harroff M.A. Student/Graduate Teaching Assistant, University of Kansas Central States Communication Association Cooper Award (Masters)



Even in the short time period of two years, a teaching style can significantly evolve along with the growth of the teacher. This was the case with **Lindsay Harroff**, a Graduate Teaching Assistant at the University of Kansas. **Harroff**'s teaching accomplishments have earned her this year's Cooper Award (Masters).

Harroff currently teaches the basic public speaking course. She began teaching with a heavy PowerPoint focus, but now chooses to incorporate a balance of lecture and activities in her classroom. One of her favorite teaching activities is having her students play variations of the famous game Apples to Apples. For example, the winner of one round might be the person who best constructs an argument with pathos.

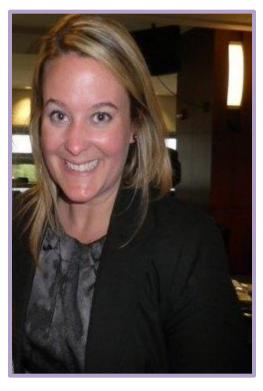
Harroff says her undergraduate background at Furman University heavily influences her teaching philosophy. She wants to emulate the atmosphere of a small liberal arts university. Harroff explains, "I came from an environment where professors' doors were always open. I was always going and talking to my professors about papers or whatever else was going on in their class so I really want to be able to

provide that experience for my students." **Harroff** also shares her belief that "teachers have a big role to play in mentoring students as long as the students want it. It's very important that we inspire our students and support them in any way we can." **Harroff** makes herself available as a resource for her students, but also holds high expectations for them as well.

For undergraduates interested in becoming a Graduate Teaching Assistant, Harroff advises: "Talk to your professors and find what program would be a good fit for you. The biggest thing for me is just being confident in what you're doing." As a Graduate Teaching Assistant herself, Harroff is also grateful for her supportive department that provided plentiful resources and an orientation for the dozen students in her cohort.

When she is not teaching, Harroff works on research on reconciliation and peace rhetoric. Harroff is currently finishing her thesis, which focuses on the rhetoric during and immediately after the 2007-2008 post-election violence in Kenya. After finishing her M.A., Harroff intends to stay at the University of Kansas this fall and pursue her doctorate degree.

Lindsey B. Anderson Recent Ph.D. Graduate, Purdue University Central States Communication Association Cooper Award (Doctoral)



There are those who choose to pursue academia immediately after undergraduate work and there are those who first seek the experience of the corporate world. Lindsey B. Anderson falls into the latter group. Anderson says, "three years working corporately between undergrad and masters made me a little more mature and gave me a different perspective of the college classroom because I had that distance." Anderson used this experience to strengthen her teaching and gain this year's Cooper Award (Doctoral).

Anderson chose this path due to her undergraduate experience at Purdue University. She explains, "It gave me a lot of confidence when I did go out into the workplace because I had done such a good job that I knew I could take these other challenges in the quote unquote real world of working corporately. My experience at Purdue was just fulfilling."

When **Anderson** first began teaching at Indiana University, she over prepared, but she now understands that she can be prepared with a lesson plan and also "allow students to direct the discussion and hit on items that they want to talk

about on course content that intrigues them." This creates a more engaged classroom setting. She also wants her teaching to highlight the "pragmatic nature of communication." **Anderson** states: "My teaching philosophy focuses on demonstrating the practicality of the material we teach. For example, I emphasize the need to be able to speak well in business meeting settings. I really encourage my students to reflect on times that they have seen communication in their past experiences and ask them to think about how they will use the concepts taught in our courses in their future careers."

In addition to teaching, **Anderson** participates in basic course administration. "Mentoring is a huge component of basis course administration. It's not just mentoring the students who are taking the class, but it's also mentoring the instructors who are teaching the course," **Anderson** explains. Although **Anderson** especially emphasizes the importance of mentoring in basic course administration, she also does not want to undermine its importance in the general undergraduate experience. "When it comes to undergraduate students, I think the faculty really should reach out to them in a personal way," she states. **Anderson** believes that personal connection is key for both students and professors. Starting Fall 2014, **Anderson** will be joining the faculty at University of Maryland as an Assistant Professor.

CSCA First Vice-President & Planner's Column



Following Leah E. Bryant's extremely successful conference in Minneapolis, I am more excited than ever before about next year's conference. I am also excited about the many activities taking place within the association.

In anticipation of the 2015 Convention in Madison, the convention menu on the association's website (www.csca-net.org) has been transformed and information about CSCA 2015 is now available.

The new Travel and Location Information page provides information about just some of the exciting things that Madison has to offer. Click on the various links to see why Madison is considered a foodie paradise and to learn about the amazing dining options available. There are also links

providing information about Madison's numerous shopping, entertainment, and cultural activities. Also be sure to click on the video link to learn more about this wonderful city. Madison truly has something for everyone.

The Hotel Information and Registration page provides information about the fantastic Madison Concourse Hotel. Discover the very reasonable room rates available to us, and just a few of the hotel's special features, including a free airport shuttle. Three videos (Video 1, Video 2, and Video 3) are also available to provide a closer look at this grand hotel.

It is never too early to start thinking about sending a submission. The Call for Submissions page provides information about the conference theme and links to unit calls. Click on the appropriate links to see the calls for your favorite interest groups and caucuses. This year's extraordinary program planners are sure to make CSCA 2015 a very memorable conference.

Special events and additional materials will be added to the site in the future. In the meantime, please contact me (mcmahan.csca@gmail.com) if you have any questions or need any further information about the convention.

Next, I want to personally thank the entire membership for its hard work and support during the construction of unit bylaws. Every interest group and caucus in the association now has bylaws established and available on the association's website. This achievement could not have been accomplished without the commitment of the membership and its recognition of the importance of having these bylaws in place. It also could not have been accomplished without the hard work and dedication of those individuals within each unit responsible for authoring the bylaws. The association will continue to be strengthened and the experience of its membership will continue to be enhanced because of everyone's efforts.

Finally, as First VP, I have the honor of selecting four members of the association to serve on four of the association's committees. See p. 8 for the names of these individuals and the committee on which they will serve. These individuals will serve as vice chair of their respective committee during the upcoming year and will then serve as chair during my presidential year. Their service to the association is appreciated, and the association will greatly benefit from their leadership.

As I have mentioned elsewhere, these are profound and exhilarating times for our discipline and our organization. I am forever grateful to be part of this incredible association with you and look forward to seeing you in Madison.

David T. McMahan, CSCA First Vice-President & Planner

CSCA First VP's New Committee Appointees



University of Southern Indiana Cooper Award



Satoshi Toyosaki Southern Illinois University Federation Prize



David Wendt
Keokuk High School/
Southeastern
Community College
Nominating Committee



Danielle Stern
Christopher Newport
University
Outstanding New
Teacher Award

Call for Short Courses 2015 CSCA Annual Convention Madison, Wisconsin April 15th-19th, 2015

Convergence

Short course proposals are being accepted for the 2015 CSCA convention in Madison, Wisconsin. Short courses are designed to provide participants with a pedagogically focused examination of concepts/theories, research methodologies, teaching practices/issues, and other matters related to the study and instruction of communication. Short course proposals encompassing any aspect of communication are welcomed, with those proposals dedicated to the spirit of convergence, the conference theme, especially welcomed.

Proposals must be submitted using the Short Course Submission Form located on the CSCA website (www.csca-net.org). Required information on this form includes the following: (a) title of the short course, (b) 75-word description of the short course, (c) 75-word rationale for the short course, and (d) list of presenters.

All technology requests must be made at the time of submission.

Proposals must be received by October 3, 2014.

Send proposals electronically using Microsoft Word to the following:

David T. McMahan, CSCA First Vice-President mcmahan.csca@gmail.com

Call for Submissions 2015 CSCA Annual Convention Madison, Wisconsin April 15th-19th, 2015

Convergence

Convergence has been selected as the theme for the 2015 Central States Communication Association convention in order to encourage the convergence of scholarship, cultures, and academic institutions as well as to illustrate the importance of coming together and including all voices.

Through a convergence of scholarship, we may explore how scholars benefit from an awareness of what is taking place in the discipline outside their areas of expertise and from opportunities to examine points of overlap in their respective areas of study. Accordingly, submissions dedicated to bringing together separate areas of study and submissions dedicated to the integration of ideas in our discipline are encouraged.

Through a convergence of cultures, we may recognize and promote diversity within the discipline and the association. Doing so entails broadening our research efforts to include the communication of less-privileged members of societies. It also entails promoting the full participation and inclusion of members from groups historically less involved in the discipline and the association. Accordingly, submissions dedicated to the communication of groups typically excluded from research and submissions dedicated to exploring opportunities to advance the diversity of our discipline are encouraged.

Through a convergence of institutions, we may bring together and promote the inclusion of scholars from all types of academic institutions. Providing opportunities for and encouraging the participation of scholars from all types of academic institutions will strengthen both the discipline and the association. Accordingly, submissions dedicated to the concerns of scholars from specific types of academic institutions and submissions dedicated to exploring opportunities to advance the inclusion of all scholars are encouraged.

Please see the submission calls of the association's interest groups and caucuses for specific submission information. These calls are located on the association's website (www.cscanet.org).

Deadline for Submissions: October 3, 2014

Primary Program Planner: David T. McMahan, CSCA First Vice-President

Dates to Remember

Newsletter Book Review Editor Submissions: 8/4/14 CSCA 2015 Paper/Panel/Short Course Submissions: 10/3/14 CSCA 2015 Undergraduate Honors Research Conference Submissions: 1/16/15 CSCA 2015 in Madison, Wisconsin: 4/15/15 through 4/19/15

CSCA Executive Director's Column: Saluting the CSCA Volunteer Staff

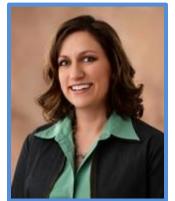


One of the many great things I get to experience in my volunteer role of Executive Director is working with the elected officers and our amazing volunteer staff. On that note, I would like to welcome our two newest staff members: Katherine J. Denker of Ball State University who is stepping into the role of Convention Exhibits Manager and Heather Attig of Olivet Nazarene University who will be coordinating conference technology in her new role of Conference Technical Director.

Those of you who know Kathy and Heather know they are well suited to lead the association in this capacity. Kathy has already shared many great ideas, including special book signing

sessions for CSCA members who have authored books. Members often comment on how much they love the exhibits at CSCA, and Kathy will ensure the exhibit hall features the latest products and innovations of interest to members.



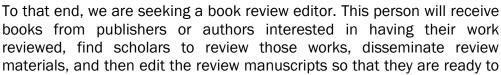


Heather will be running our technology center at upcoming CSCA conventions. Those of you who have seen the amazing Artie Terry in action over

the past couple of years know how important it is to have a good technical director who can ensure that each room is stocked with presentation technology and that all of it is in working order. Heather will work with CSCA to do just that.

Kathy and Heather will be joining Tiffany R. Wang who continues to do an outstanding job in her role as Newsletter Editor. Everything you see on the screen is proof positive that she is

excelling in this position. She is full of great ideas, too. In fact, the two of us have discussed a new feature that we are ready to roll out in upcoming newsletters; book reviews!





appear in the newsletter. For more information, see the call for applicants on p. 12. We believe members will love having their work reviewed and learning about the great work other members are doing!

And even if you are not interested in serving as book review editor, think about how you might be able to give your talents to the organization. Our officers are always happy to hear from people who want to lend their services!

Until next time, when there will be news about the upcoming site visit with President Leah E. Bryant and First Vice-President/Planner David T. McMahan, take care and enjoy your summer!

Jimmie Manning, CSCA Executive Director

Call for Submissions 2015 CSCA President's UHRC

The 2015 CSCA President's Undergraduate Honors Research Conference (UHRC) will be held Friday, April 17th and Saturday, April 18th during the 2015 CSCA convention in Madison, Wisconsin. The UHRC not only offers undergraduate students the opportunity to share their original research projects with their peers from other institutions, but also provides students with a forum through which they can inquire about graduate study, meet graduate faculty, and interact with some of the leading scholars in the Communication Studies field. This year's UHRC will feature – in addition to paper, panel, and poster presentations – a Graduate School Open House and an Awards Luncheon.

Submissions are being solicited in three formats:

- 1. Competitive papers are fully completed research papers. Papers should not be longer than 30 pages, including references, tables, and figures; must be formatted following APA guidelines; and must include a title page that identifies each undergraduate student author; an e-mail address and institutional affiliation for each author; and the name, e-mail address, and office telephone number of the professor or advisor who supervised the completion of the paper. Submissions that fail to follow these guidelines will not be reviewed.
- 2. Panel discussions are a compilation of 4-5 fully completed research papers whose topics center on a central theme. While each individual research paper does not need to be submitted, the panel discussion submission should include (for each fully completed research paper) a title page that identifies each undergraduate student author; an e-mail address and institutional affiliation for each author; a 100 word summary of the paper; and the name, e-mail address, and office telephone number of the professor or advisor who supervised the completion of the paper. Panel discussions also must identify a chair and a respondent. Submissions that fail to follow these guidelines will not be reviewed.
- 3. Posters can be completed research papers or research papers that currently are in progress. Poster submissions require a 250 word abstract that clearly identifies the aim(s) of the paper, the rationale for the study, the participants or artifacts, and the findings (if applicable). Poster submissions must include a title page that identifies each undergraduate student author; an email address and institutional affiliation for each author; and the name, e-mail address, and office telephone number of the professor or advisor who supervised the completion of the paper. Submissions that fail to follow these guidelines will not be reviewed.

All submissions must be solely authored by undergraduate student(s). Any submission that has been co-authored with a graduate student or a faculty member cannot be considered for presentation at the UHRC and will not be reviewed.

To be eligible to submit a paper, a panel, or a poster to the 2015 UHRC, participants:

- a. must have been enrolled as an undergraduate student during the Spring 2014 semester, Summer 2014 term, or Fall 2014 semester;
- b. must have completed the project (i.e., paper, panel, or poster) while enrolled as an undergraduate student during the aforementioned semesters or summer term;
- c. should not have presented the project previously at a state, regional, or national communication association conference; and
- d. must commit to attending the 2015 convention if the project is accepted for presentation.

Submissions should be sent electronically as a Microsoft Word document to Dr. Leah E. Bryant, CSCA President, at CSCA@depaul.edu and must be received no later than 5:00 p.m. CST, Monday, January 16th, 2015.

CSCA Newsletter Book Review Editor Search

The Central States Communication Association (CSCA) is seeking a dedicated and talented individual to serve as its new Newsletter Book Review Editor. The term is negotiable, but ideally the person will serve at least a two-year term beginning in early 2015.

The responsibilities for this voluntary position include the following:

- 1. Facilitating the process of books submitted by publishers or authors to be delivered to scholars for review.
- 2. Editing reviews submitted by scholars.
- 3. Working with the Newsletter Editor to ensure the timely publication of reviews.

Individuals interested in the position should submit a brief (one paragraph) statement of interest describing past experience with the association, your abilities to facilitate a review process, and your willingness to work with volunteers. A current CV should be included. Materials should be submitted electronically no later than Monday, August 4th to Executive Director Jimmie Manning at iman@niu.edu. Ouestions may also be directed to that email address.

CSCA is a professional, academic organization of primary and secondary school teachers, students, college and university professors, and communication professionals. CSCA was founded in 1931 to promote the communication discipline through educational, scholarly, and professional endeavors. The association consists of the 13 Midwestern states of North Dakota, South Dakota, Nebraska, Kansas, Oklahoma, Missouri, Illinois, Iowa, Wisconsin, Minnesota, Michigan, Indiana, and Ohio, and is governed by a ten-member Executive Committee.

CSCA Newsletter Staff & Executive Director



Tiffany R. Wang University of Montevallo CSCA Newsletter Editor



Becky Leach
University of Montevallo
CSCA Newsletter Editorial Assistant



Jimmie Manning
Northern Illinois University
CSCA Executive Director

CSCA Executive Committee

Leah E. Bryant, President
David T. McMahan, First Vice-President
Shawn Wahl, Second Vice-President
Chad Edwards, Finance Committee Chair
Jimmie Manning, Executive Director

Robert S. Littlefield, Journal Editor
David L. Bodary, Finance Committee Chair
Randy K. Dillon, States Advisory Council Chair
Andrew M. Ledbetter, Member at Large
Paul Schrodt, Member at Large