

Eastern Communication Association  
96<sup>th</sup> Annual Conference  
Thursday, April 28, 2005  
Pittsburgh, PA  
The Omni William Penn Hotel – Parkview West  
Executive Council I  
Minutes

Present: Donald Fishman, President; Jerry Allen, CQ Editor & ECA Rep to NCA Legislative Assembly – Four Year College/University; Elvera Berry, Kenneth Burke; Tim Brown, Second VP for 2006; Jim Chesebro, Archivist; John Courtright, First Vice President; Susan Drucker, Legal Counsel; Michael Hostetler, QRRC Editor; Ronald Jackson, II, First Vice President Elect; Danette Ifert Johnson, Executive Director; Mary Kahl, Immediate Past President; Kathleen Long, Interpersonal; Cindy Lont, Mass Communication; Diane McFarland, Director of Marketing; Alfred Mueller II, Argumentation & Forensics; Elizabeth Oppe, Instructional; Jeff Pierson, Theory & Methodology; Lisa Sparks, CRR Editor; Candice Thomas Maddox, ECA Rep. To 2005 NCA Nominating Committee; Valerie Goff Whitecap, ECA Rep to NCA Legislative Assembly - K-12, Nancy Willets, ECA Rep to NCA Legislative Assembly – Community College

I. Call to Order

Donald Fishman called the meeting to order at 9:37am.

II. Approval of Minutes

Mary Kahl moved that the committee accept minutes of the November 12, 2004 meeting. Alfred Mueller seconded the motion and it was passed.

III. Announcements

Fishman notes the rotating system for interest group representation on Executive Council. The groups electing new representatives this year will be: Applied, Argumentation & Forensics, Communication & Law, Community College, Kenneth Burke, Theory & Methodology. Fishman also notes that we will take recess about halfway through this morning's session. Food will be provided.

IV. Officer Reports

A. President's Report

Fishman notes that this has been a busy year with several issues and a good year for ECA – our hotel wasn't sold out from under us, so we had a year of normal management. Eight highlights of the year include: 1) Taylor & Francis agreement kicked in and relationship is working well, including economic benefits, 2) we created organizational budget for the first time, 3) we began more use of Internet for delivering news, lowering costs for newsletters and some other items, 4) preliminary discussions of 100<sup>th</sup> anniversary are underway. Jim Chesebro will discuss this item later, but we need to launch the planning now so a volume can be published by the 100<sup>th</sup> anniversary, 5) we have followed up on proposals from EBSCO for digitizing our journals, which will also be discussed later, 6) we are exploring digitization of our archives as well, 7) we experienced multiple hotel issues this year with Providence in 2007 and with 2008 site selection (we are counter-cyclical with economy), 8) during past year we worked to fill two editorships and have recommendations for those. All in all, we have three functioning journals, the transition to the new Executive Director has been smooth, we had a successful Boston convention and look forward to one here. All of this doesn't mean there aren't issues for Executive Council to discuss, though.

B. First Vice President's Report

John Courtright observes that the hotel relationships here in Pittsburgh have been excellent and they have responded to issues/concerns very quickly and with grace. Arthur Caplan will be joining us on Friday as our keynote speaker, despite a family death. Caplan will be an excellent speaker; he is a world renowned bioethicist. Courtright will give a more complete report at the General Business Meeting.

C. Executive Director Report

Danette Ifert Johnson directs members to page 36 of the minutes packet for the membership report. As of last Friday, we had 598 registered members and that total will go up throughout the convention. Turning to p. 35 of the packet, members will find the financial report for 2004. Total income for that period was \$101,598.51 and total expenses were \$172,246.93 for an operating loss of \$70,648.42. Part of the operating loss was due to some journal printing expenses that were bunched into one year. We will discuss this issue further when we discuss the organizational budget later in the meeting.

#### D. First Vice President Elect's Report

Ron Jackson states that he has already had an initial site visit to the hotel in Philadelphia. Candice Thomas-Maddox, Director of Marketing, has put together an advertising prospectus that has multiple tiers. We will decide on a keynote speaker within the next couple of months; Tim Brown, one of the Second Vice Presidents, will be handling the keynote speaker. This year has focused a lot on programming. Second VP Maurice Hall has been working on a Diversity Enhancement Task Force to reach out to groups that haven't been attending ECA. We want to invite community participation and liaison. We are planning a pre-conference on community capacity building and are looking at the possibility of walking tour panels. There will be spotlight programs as well and the conference will be quite exciting.

Jackson presents a convention budget revised after comments from last night's Finance Committee meeting. Kathleen Long notes that costs need to be examined for lunches – perhaps buffets instead of plated lunches to cut costs. Someone notes that we can save by not feeding ourselves so luxuriously, particularly given our concerns about the bottom line and we can't be too grandiose for our pocketbook. Executive Council will look at convention budget again after Finance Committee approves the proposed budget. Fishman notes that we can discuss food spending under our general budget discussion, as food is one area where we can cut back.

#### E. Immediate Past President's Report

Mary Kahl states that a graduate scholarship fund check off box for the membership form was approved in November but we never voted on it, so we will need to do this under old business.

Additionally, Kahl was assigned to look into archival storage after digitizing. She has information from Iron Mountain but discussion will occur later in the meeting.

#### F. Communication Quarterly Editor's Report

Jerry Allen reports that the journal is on target and that he will finish his editorship 1 ½ years ahead of schedule. Selecting a new editor now makes that possible and the new person will have enough lead time to be up and running on schedule. Members will recall that several years ago we made a schedule to select editors at least one year ahead; we will discuss this later in the agenda. The transition to Taylor and Francis has had some rough spots but we're over most of them. The copyediting that they are doing is wonderful and takes a tremendous burden off of the editor and associate editor. Some reviewers not returning reviews is a problem. Issue 53:1 has not been received by the membership but authors have gotten copies, so we need to get that worked out. 53:2 is also printed and members should be receiving that shortly after returning home from the convention. Issues are filled through 54:2 (April 2006) and Allen anticipates filling all issues by August thanks to good, dedicated reviewers who return things quickly and to a good editorial assistant. Allen is still working on a proposal on getting the journal into the Social Science Index and PsychIndex. The total number of manuscripts received has been 246, with an acceptance rate of 20%.

#### G. Communication Research Reports Editor's Report

Lisa Sparks states that 104 manuscripts have been processed since August and 16% have been accepted. Specific numbers are on p. 33 of the minutes packet. Sparks notes a wonderful experience with Taylor and Francis, with information turned around quickly. Issue 22:1 is complete, 22:2 is in proofs and 22:3 is filled. CRR will be an ejournal that is printed once at the end of the year. Sparks doesn't know exactly when we'll see the first issue online. CRR is traditionally brief empirical reports and Sparks hopes that people will look at contexts beyond college sophomores and connect to the community. The entire manuscript process is online and Sparks has a remote login system to access materials from anywhere in the world so she is not chained to her desk.

#### H. Qualitative Research Reports in Communication Editor's Report

Michael Hostetler directs members to his report on p. 34 of the minutes packet. His term as editor is drawing to a close. Hostetler has consistently received about 35 manuscripts with 9 published for an acceptance rate in the low 20%'. If we want to move QRRC to a semi-annual publication, we would need to boost submissions. Hostetler has no experience yet with Taylor and Francis on production, as QRRC will be produced at the end of the year.

Hostetler has gotten away from mailing and paper and will turn over a CD to the next editor. This really speeds up the process. Hostetler expresses appreciation to his great reviewers.

#### I. ECA Representatives to 2004 NCA Legislative Assembly

Allen mentions that Martha Watson wants to pursue certification for communication programs. This is important to think about and give feedback. One issue is whether we want it – implications – what will we be accountable for? Second issue is certification or accreditation. Watson has a session here at the convention to solicit feedback. Nancy Willets directs members to p. 25 of the minutes packet for some additional concerns brought up at Legislative Assembly – effects on smaller programs, administration issues. Members should keep their eyes/ears open; these things take a long time but often happen. If we aren't attending, they will happen without our knowledge, so we need to read and ask questions.

#### J. Committee Reports

##### 1. Site Selection Committee

Fishman defers to Long, who has prepared a couple of items related to issues from Site Selection. Long notes we have three hotel issues. The first is Providence 2007 sale. Hotel has been sold, new owners say they will honor contract. Mary Kahl has been in contact to verify and confirm this.

Second issue is 2008 New York. When we went to Grand Hyatt in 2002, we had lost hotel, Hyatt was willing to negotiate and needed business. Sales manager told us that they liked us and would like to have back for the same basic contract. That is not what they came back with. Six single spaced pages of comments from Contract Negotiation Committee speaks to extent of problem. Executive Director sought to negotiate based on comments and the hotel basically said “we don't want to play”, so we say “leave it”. Fishman found other hotels even more exorbitant. Meanwhile, Helms Briscoe, a hotel negotiating firm, had contacted us. Contract Negotiating prepared RFP for 2008 hotel bids. Helms Briscoe says they should have something for us to look at by next week. Site Selection passed a motion that empowers Contract Negotiation to work with Helms Briscoe for an open city and open date in 2008 (not Philly, not Providence).

The third issue is a project Fishman asked Long and Thomas-Maddox to work on: a succinct list of checkoff items for contract negotiations that are available to all involved in negotiations; the President needs this list. Lots of change in the hotel industry, so we need more items in contract. We are not a convention where hotels make money in banquets; used to be \$4000-\$5000 maximum in food but now contracts run \$8000-\$12000 or more. Thomas-Maddox and Long have compilation of 20 years worth of experiences, minimums and what we want. This is a baseline to begin negotiations. There were two changes last night (in white copies, not yellow): inserted no charge for exhibit tables, also hotel to provide easels as needed. This list should be updated; we should append a historical record of catering costs, room block nights. Note importance of room block – let this be known to membership. We may have lost some people at the hotel because they don't know this. If we don't make 90% of block, we start having to pay for meeting spaces at thousands and thousands of dollars. If membership knows this, need to stay in convention hotel. This is what we mean by “one bad convention could bankrupt us”. Fishman said to share this so everyone knows. Hotels started writing in excessive charges about a decade ago; liabilities for not making block could be \$50000-\$60000. Grad students are one thing but other members need to be aware that these are tradeoffs – ECA tries to get lowest possible room rates and low convention fees. We have never not made block within last two decades but have come close a few times. We can also remind members when convention materials come out.

One member remarks that rates are just getting too high – what about using breakout rooms at local universities? Others note they would pay more registration or we could look at other alternatives. Costs are difficult if trying to go to other conferences. It used to be flat rate room, now charge for 3<sup>rd</sup> or 4<sup>th</sup> person in the room. Someone observes that our most successful conventions were in NYC, DC where we had highest rates (\$159 in DC, \$172 in NYC); these have been most successful in terms of numbers. There is a balance here. We might move room block to more on Weds, fewer on Sat (with airline change in Sat night stay). Planner/Executive Director try to estimate based on past usage. A bad guess could cost \$10,000. We should also look at where we are closest to failing to meet room block. It would go long way if we make membership aware of implications. We are not just renting sleeping room, are renting place for a conference. Don't want to police members to find out who's staying where but those

who may not be having specific budget issue should consider host hotel as opposed to alternative. We need to make aware because time to deal with these issues isn't at the conference, it's when planning conference. Rates are also driven up by fringes such as social events and we should get more austere with the kinds of events as well as sites.

Fishman discusses Helms Briscoe. We don't have to pay for them; hotels have relationship and get repeat business from them. This may be way to go. We can report back on this year and how it works out. Hotel business is changing dramatically. Grand Hyatt was non-negotiable on many issues. Thomas-Maddox mentions casino (Mohegan Sun, Foxwoods) type places – are we interested in these? We have been able to negotiate good rates for them. Membership tends to prefer downtown. Willets notes it is time for us to look at interest groups and “take temperature” about where people want to go, what they are willing to pay. Mohegan Sun and the like are difficult to reach – these can be problems. Convenience is an issue – do we want to drive an hour or more to get to places? Problem with casinos is that there is no place else to go from there. We need to ask people in the interest groups – are they willing to spend a bit more for bigger cities but would they like smaller cities better? Fishman notes this is always an issue – small versus big city. Hardcore members go wherever; marginal don't. Do we have a sense in hotel registrations/convention registrations how many “orphans” we have who don't have people to connect with? Muir ran a roommate match service for students, wayward faculty – convention planning class did this. Do we have a sense of this? In terms of NY, there might be places not part of a large chain that give competitive bids. We are waiting to see whether NYC will be viable for 2008; if necessary, will go elsewhere. Explain to interest groups so socialization can continue. Do we track how many come to the larger but also attendance at panels? Are people in larger cities going to panels or are they going sightseeing?

## 2. Publication Committee

Committee has been active during past year with a two hour meeting yesterday. Fishman notes that the committee has two nominations for editors. Multiple candidates applied for each journal. We should do staggered nominations so we select only one editor each year but need to do two this year to have enough transition time. All candidates had institutional support. The Publication Committee recommends Susan Drucker for QRRC editor. Johnson moves to approve and Long seconds. The motion passes. The Publications Committee recommends Janette Kenner Muir for CQ editor. Mueller moves and Willets seconds. The motion passes. Fishman thanks the Publication Committee members for their work.

## 3. Finance Committee

Fishman's report is an overview because of specific proposals under old/new business. The Committee discussed an organizational budget, which we've never had, as contrasted with the convention budgets we have annually. The group also discussed the EBSCO proposal and monies involved as well as the 100<sup>th</sup> anniversary celebration.

## V. Old Business

### A. Task Force on Bylaws

Fishman states it is time to retire this task force. If interest groups want place at the table, they must have set of bylaws by next meeting of Executive Council. Fishman noticed in membership report that most are healthy in terms of numbers; some of the smaller ones are having difficulty meeting or being active. There may not be room at table if not able to come up with bylaws. Johnson notes that, based on her correspondence with interest group chairs, many groups seem to be on target for meeting the bylaws deadline.

### B. Task Force on Interest Group Reconfiguration

Fishman announces that this task force is retiring as well. A public relations interest group is having an organizational meeting this weekend. An ethics group may be applying as well. New interest groups require signatures from 25 people and don't overlap with other interest group areas.

### C. Graduate Student Scholarship Fund

Kahl/ ValerieWhitecap move to insert checkbox on membership form to donate on optional basis to graduate student scholarship fund (one for quant/one for qual). Kahl notes that contributions are tax deductible. The awards would be for dissertation research. A donor will provide some start up funds but the organization will need to add

to it; other regionals and national recognize grad students. We would set up separate account for it and then develop a process for disbursing funds. Are these gifts tax deductible? Should be as non-profit. Within a year or so we might have a viable fund to let us start awarding. We need to set an implementation date, selection committee using criteria when we get to implementation phase. Is it just one scholarship per year? MA or PhD? These details would need to be worked out by a task force/committee. Kahl's idea is two annually – one qual/one quant – but could be worked out in details. Would this require change in bylaws or constitution? No, it would be an award committee. Members request that we name ad hoc committee now so have information on some of the details by November. The ad hoc committee could meet this weekend and report on Sunday. Any proposal should include statement of what happens if we do not raise enough or do not have enough to fund it in the long term. Mary Kahl, Susan Drucker, Nancy Willets, Valerie Whitecap will comprise the ad hoc committee to bring proposal to Executive Council on Sunday.

#### D. Task Force on Nominations

Page 26 of minutes packet from last November notes that there will be specific recommendations in April. Mueller gives the task force history and goes over proposed changes in the nomination procedures. He notes required documents, work of committee in entire year preceding convention and improving representation on nominating committee. Bylaws changes may be necessary for some parts. Last April, the discussion focused on floor nominations; this doesn't seem to be an issue now. This is much like the NCA model and would address the issue of interest groups sending most junior member.

A question is raised about appointing editors, Executive Director and Second Vice President. Journal Editors and Executive Director, even Second Vice President all approved by Executive Council at present. Will this move all of those to voting/ballot instead of Executive Council? The main focus of the recommendation is disparity in documents, which is less of a problem with editors and Executive Director because they already submit documents in advance of the convention. Kahl would like to see editors chosen as they are now; the process seems to work well. Long makes argument for Executive Director as well because of the financial responsibilities of the position. Thomas-Maddox notes that other regionals face same issue. Muller suggests striking journal editors and Executive Director, who would be chosen as they currently are. For First Vice President Elect, we want people who have thoughtfully considered the position, not just those who are strong armed at the convention. There have been past problems with nominating committee membership and chair with some groups lacking representation or sending the most junior person who doesn't know about ECA and people. Having the Past President as chair of nominating establishes continuity and he/she can focus on it even before the call for nominations is issued. Allen would like the methodology for the committee to be part of the bylaws change. Fishman asks Allen, Long, Mueller and Fishman to rework the proposal to show how it fits into current bylaws for Executive Council on Sunday; then we can get it on the ballot for September. The Council agrees to Fishman's suggestion by unanimous consent.

#### E. ECA Representative to NCA Nominating Committee

Thomas-Maddox refers to her recent call to members for nominees for NCA Second Vice President and At Large Representative to NCA Legislative Assembly. There has been no response from the membership as of yet and she would like to be able to forward some names from the Eastern region.

## VI. New Business

### A. EBSCO Proposal

Fishman announces that Jim Chesebro has been working with EBSCO on a proposal for digitizing our archive as well as our journals. Chesebro introduces the proposal, providing background. He notes that Drucker, as legal counsel, is also working on the agreement, which has been in negotiation for a year. Basically, if we give EBSCO exclusive digitization rights, we receive \$17,400 base plus 20% of revenue. If not an exclusive agreement, we earn \$12,000 annually plus 20% of revenue.

The second part of the picture is our archive. We paid University of Utah \$1500 annually to store it; there was no benefit but we paid. It was difficult to get materials there. Past officers recommend that we put archive online; EBSCO thinks it can generate income. We want it all online; only parts will be revenue generators. The license agreement specifies this. Revenue generators would be abstracted for keyword searching; the rest would not (just headlines). Most frequently requested are presidential documents; those require special treatment. EBSCO wants links to presidential papers and will sell almost like a magazine. The cost is \$10,000 to put archive online (paying \$1500 for no gain right now – so in about 7 years we would break even) and may also make money. NCA trying to

reconstruct their pre-1958 archives because of the fire; other regionals don't have them so ours become more valuable. We also have several ECA presidents who have gone on to national president.

Right now, we need to find out if we can legally give exclusive agreement. Time limit is "forever" for existing materials. New materials would be contracted and we would need provision for that. We need to filter out some stuff that should not be kept. License agreement for journal is for three years; may want to negotiate amount over time. We recently found out Amazon.com is reprinting CQ articles and need to find out how Amazon.com got permission to do so. One member observes that some libraries have difficulty paying subscription fees for EBSCO and others; non-exclusive rights may allow larger audiences to have access to material. Chesebro is looking for Executive Council permission to proceed (with exclusive or non-exclusive as appropriate) with contract. He will try to negotiate the financial numbers if non-exclusive. There a clause within contract if we screw up and have given rights elsewhere. It's a fairly straightforward proposal overall. Allen doesn't recall timeline on rights contracts, so we should be able to stop them. We will need to pull back rights on every contract. **Allen moves to empower Chesebro (and ECA officers) to move forward in negotiating and finalizing licensing agreement with EBSCO.** Long seconds the motion. Pierson wants to maintain limited rights philosophically. Chesebro points out it is only a three year contract – we can renegotiate then. If we see other possibilities that are better for the organization, we can reconsider at that point. Lont notes same issues with AEJMC publications board; they don't want to give up rights. Is philosophical question about giving rights exclusively, even for just three years. Chesebro makes friendly amendment to Allen/Long to include ECA officers in negotiating team/group. Does this mean that officers could move forward without Executive Council vote on exclusive/non-exclusive? Yes. Allen/Long motion passes as amended with 2 abstentions.

Related to EBSCO is Iron Mountain, which could store the paper archives after digitizing. It still costs \$1000 annually, which Kahl sees as too much. Kahl is not recommending this; if we were to do it, we should locate centrally (e.g., PA). Need to find physical space for the paper archives but have some time while Chesebro holds them for two years. After digitizing, may not need paper copies of everything;. We don't want to dispose of them even if digitized in some opinions.

#### B. 100<sup>th</sup> Anniversary Planning Committee

We are the oldest communication association and in 2009 will be celebrating the 100<sup>th</sup> anniversary of the association. We need to launch planning several years in advance to get all elements ready – volume to be published at the celebration, fundraising. We are trying to create a celebration. Thomas-Maddox submitted a fundraising proposal; tiers for this are noted. We could launch public part of fundraising two years before; private part directed by planning committee.

The Finance Committee proposes a 100<sup>th</sup> Anniversary Planning Committee of Deborah Borisoff, Jim Chesebro, Ann Bainbridge Frymier, Linda Lederman, Jim McCroskey and Janette Kenner Muir, as well as the First Vice President for 2009 as that person is elected. Past Officers' Club has summarized the 50<sup>th</sup> and 75<sup>th</sup> anniversary commemorations. If we are doing a volume, need to get an editor appointed ASAP. Special issues of journals, paperweights, lapel pins, wine glass are options. Chesebro suggests a ceremony (no cake) – that re-establishes and promotes the association, creates sense of identity for ECA and members. The commemoration should be functional for establishing/maintaining membership. Would all of the monies raised go to the celebration or would some go into the general fund? We need to stipulate how additional monies beyond those used for the celebration would go into general fund. Courtright says we should start revenue generation, then do budget, then move forward. Part of budget depends on what First Vice President for that meeting wants to do. Lewis Freeman moves to create 100<sup>th</sup> Anniversary Planning Committee with members aforementioned to do budgeting, planning event, campaign for money as well. Jackson seconds and the motion passes.

#### C. Organizational Budget

Danette Johnson presents ECA's first organizational budget by explaining what the columns represent. There is overlap in the second and third columns because of a move from convention to calendar year. Calendar year makes more sense because of our tax year and what the auditors use and it's also our membership year. We have been running deficits for the past couple of years and have lost almost half of our reserve which was almost \$200,000 six years ago. Electronic mailings and newsletter had helped us with expenses and the Taylor and Francis agreement had been a real budget savings. Some of our administrative costs will continue to diminish because of the Taylor and Francis agreement. The IRS costs are also a one time expense. Miscellaneous - there is always something, e.g. refunds for those who overpaid, bound journals for past editors.

Johnson further states that income looks to be on target in terms of memberships and journal renewals; convention registration we will know by Sunday afternoon. Advertising is what we actually received over the past few years and I already have almost \$7,000 for this year. Royalties are not predictable and libraries are not consistent with when they renew so that is somewhat unpredictable. Tax was taken out by the IRS from the Taylor & Francis royalties but IRS paperwork has been filed to get that back. \$57,000 received so far this year and just over \$20,000 spent but we have an income drought until memberships start coming in later in the fall. But we have lots of expense, e.g. convention, journal purchases to come out.

Freeman asked about the possibility of having a membership renewal earlier and if that would help with income and cash flow. Johnson said that was not an issue. Johnson asked if Fishman as Chair of Finance had comments and he affirmed the necessity to watch our expenses and not have unlimited budgets. Allen suggested we do something like NCA and pass budgets that have a limit of only one percent overage allowed and that we live within the budget and not just use it as a report of our expenses and income. Thomas-Maddox reported that we are still the cheapest date in town and we need to increase our convention fees. We have to insist that our officers and convention planners stay with in our budget. Johnson said she would like to investigate what other regional associations are charging and then come to us in November with that information and a 2006 budget.

Chesebro also suggested that we use Taylor & Francis to advertise the journals for us and this could generate more income. Lont supported what Allen said but also noted that it is more expensive for us to operate because of where we are located compared to other regionals and where we have our conventions. Fishman says we also we need to have a financial planning strategy for the future. Freeman asked if he is reading it right; are we going to spend less on the journals because of Taylor & Francis and Johnson answered yes. Also Johnson noted there are some expenses that are one time or presently zero, like transferring Executive Director files and storage of archives. Freeman noted that we have saved 30% in expenses from last year but Johnson stated we still need to be cautious and that we need to be careful that we just don't think we are okay and we go along and still keep a negative cash flow.

Allen talked that the organization needs to establish parameters on our conferences and not blame or reign in any conference planner or Executive Director. Rather we as Executive Council need to set the parameters. Allen doesn't think we should listen to a conference budget until we have organizational budget. Fishman answered we are taking this in small steps and Allen answered that we are at the point in our organizational maturity to tackle this.

## VII. Adjournment

Fishman noted that, as we had exceeded our time for this room, we will postpone the last two agenda items until the Sunday meeting. The meeting was adjourned at 1:45pm by unanimous consent.

Eastern Communication Association  
96<sup>th</sup> Annual Meeting  
Sunday, May 1, 2005  
Pittsburgh, PA  
The Omni William Penn Hotel – Phipps Room  
Executive Council II  
Minutes

Attending: John A. Courtright, President; Pat Arneson, Guest; Ronald Arnett, Guest; Leeanne M. Bell, Guest; Catherine M. Blackburn, ECA CC Rep. to NCA Legislative Assembly; Valerie Endress, Political Communication; Donald Fishman, Immediate Past President; Janie Harden Fritz, Guest; Annette Holba, Guest; Ronald L. Jackson II, First Vice President; Danette Ifert Johnson, Executive Director; Mary L. Kahl, Rhetoric and Public Address; Steve Koehn, Mass Communication; Kathleen M. Long, Interpersonal; James C. McCroskey, Organizational; Diane Millette, Nonverbal; Alfred G. Mueller II, 2006 ECA Rep. to NCA Nominating Committee; Lisa Sparks, CRR Editor; Candice Thomas-Maddox, 2005 ECA Rep. to NCA Nominating Committee; Melinda Villagran, Health Communication; Valerie Whitecap, ECA K-12 Rep. to NCA Legislative Assembly

I. Call to Order

The meeting was called to order at 12:32pm by President John Courtright.

II. Announcements

Candice Thomas-Maddox reminds members to please submit names of possible candidates for forwarding to NCA for 2<sup>nd</sup> VP and At Large Representative to NCA Legislative Assembly.

III. Officer Reports

A. President's Report

Courtright observes that the state of the Association has not changed dramatically since yesterday. The final convention registration total is 676.

B. First Vice President's Report

Ronald Jackson has no report.

C. Executive Director's Report

Danette Ifert Johnson reports that convention registration and advertising/exhibit revenue look good and should be on target with our projections. Membership numbers are now up to 671. Most interest groups have submitted copies of their approved bylaws.

D. Immediate Past President's Report

Donald Fishman has no report.

IV. Old Business

A. 2006 Convention Budget Proposal

In the absence of Jackson, Courtright presents the revised 2006 convention budget proposal submitted to Finance Committee this morning. The Finance Committee recommends two changes: dropping travel expenses for the keynote speaker and cutting Executive Council I luncheon to \$500 (and make it bagels/juice/coffee instead of lunch). Finance Committee's rationale is that travel expenses for the keynote speaker should be within the \$2000 allotment; this year there was an additional special allotment in light of Arthur Caplan cutting his usual fee in half. The change from lunch to less substantial food/beverage is a cost saving measure. The total reductions recommended by Finance Committee are thus \$1500. The Finance Committee is very impressed with Jackson's budget and expresses appreciation for his continued willingness to amend it.

Members suggest additional cuts. McCroskey suggests that we could cut POC lunch, that officers can buy their own lunch. McCroskey sees no reason to feed the Executive Council. Courtright states that sandwiches would be



fine to save some money and notes that the bottom line of Jackson's budget is a \$4000 surplus. Fishman moves to accept the 2006 convention budget with the revisions suggested by Finance Committee. Kahl seconds. McCroskey moves to amend the motion to accept the budget with a \$12000 cap on reception/food spending (the minimum required by the hotel contract). Mueller seconds. Jackson observes that we can go without food and drop luncheons; dropping them altogether would be preferable to being told there is only \$500 to spend for a luncheon. Jackson also states the need for a realistic budget, not one that is unrealistic, and states that it is unfair to cap food/beverage spending at \$12000. McCroskey notes that we have steadily gotten more entitlements for Executive Council that should be cut. We should also drop the keynote speaker to have more program spaces; we do not need a speaker from outside. Courtright states that the speaker was an academician and that the speaker's discussion was intellectually stimulating and relevant to the research interests of our members and students. McCroskey states that we have added progressively more each year to the convention budget. Why are we paying for audio-visual? The reply is that, as of now, we do not know whether Philadelphia is a union hotel or not, so we should budget for it in case.

Fishman states that cutting food and the keynote speaker represents a panic mode. He acknowledges that we can't run deficits each year and that Finance Committee is looking at long-term growth. Johnson notes that all of the necessary cuts cannot be made in the convention budget; this year's projected spending includes over \$30000 in cuts for journal printing/postage and over \$10000 in cuts for administrative spending.

The question is called on the McCroskey/Mueller amendment. It receives two votes and the motion fails. The Fishman/Kahl motion to approve the budget as amended by Finance Committee passes with 2 votes in opposition.

#### B. Graduate Student Scholarship Check off Form

Kahl distributes a handout outlining general details about the proposed graduate student scholarship awards. She requests reaffirmation of our willingness to put a check off box on the membership form. Long notes we might wish to empower planning committee members to finalize details of the awards. Kahl's donor stipulates that the awards must fund research, not convention attendance. Kahl observes we can provide the award for six years by raising \$2000 and can do in perpetuity by raising \$10000. The funds can accrue over time and grow with financial planning. McCroskey moves for a check box on the 2006 membership form for the scholarship awards and charges the planning committee to flesh out procedures so we can discuss them in November at NCA. Mueller seconds the motion. Jackson wishes to make it clear in the description of the awards that qualitative includes rhetorical scholarship. Maybe call it humanities/social science instead to be clearer. The focus should be on how potential submitters perceive "qualitative", not so much the committee. Jackson asks about safeguarding the monies and Kahl replies that a separate fund would be set up for it. We need to know what would happen if something went wrong and we can no longer award the funds. McCroskey clarifies that there are no expenses from ECA for this project. The question is called and the motion passes unanimously.

#### C. Bylaws Changes for Nomination Committee

Mueller briefly summarizes past problems with the Nominating Committee process. Even this year we almost only had one candidate for First Vice President Elect Select. To avoid problems of the past, bylaws changes are proposed that will require the Nominating Committee to meet one full year in advance. That way, the group will be able to put forth vetted candidates. The most significant changes are to sections 2 and 3 (see attached handout for the proposed changes).

McCroskey moves to approve the proposed bylaw changes. Kahl seconds. Mueller notes that strikethrough and italics are used to show the changes. Concerns are raised about floor nominations – could a person hijack the process. Mueller replies that floor nominations would be a check on the Nominating Committee process; we are likely to get floor nominations if the process is viewed as unfair or exclusionary. Long reminds members that two candidates is a minimum, not a maximum, so we could have more than two candidates brought forth by Nominating Committee if we have more than two excellent candidates, so disenfranchisement should be less of an issue.

The question is called and the motion passes unanimously.

#### D. Task Force on Institutional Membership

Thomas-Maddox reports on the question of institutional membership, addressed by a task force composed of herself, Johnson and AJ Critchfield. Thomas-Maddox compared what ECA offers with the other regionals, ICA and NCA. Southern has no institutional membership. For \$100, Central provides a journal subscription, one convention membership and a website listing. Western's fee is TBA but includes subscriptions, a reduced convention rate,

website listing and job posting. NCA's departmental membership is \$325 and includes Spectra, a departmental listing, one student membership and an ad discount. Johnson notes that the term departmental is preferred to institutional, in part because of our contractual agreement with Taylor and Francis not to offer reduced subscription options to libraries (which may fall under the heading "institutional"); departmental memberships are okay under the contract.

Mueller moves that ECA add a Departmental Membership category for \$100 that includes: a journal subscription, copies of the newsletter, complimentary membership for two students, a web link to the departmental site, a convention program listing and complimentary job posting. Valerie Whitecap seconds and the motion passes.

## V. New Business

### A. Philosophy of Communication Interest Group

Courtright states that he has received a petition of 25 members who wish to form a Philosophy of Communication Interest Group. He notes that the criteria specified in the bylaws are 25 member signatures and no substantial overlap with existing interest groups. Annette Holba presents the explanation and states that the membership status of the 25 signatories has been verified with Johnson and Kathie Cesa. The petitioners think the group will potentially draw more people to ECA who don't really have a niche now in the Association. The primary goal is to explore intersections between communication and philosophy. Questions addressed by members might include the nature of language, epistemology, the politics of knowledge and other broad philosophical issues. It would be a forum for contemporary ideas. Work such as semiotics and the thought of Gadamer and others could also be possibilities. Someone asks where the petitioners submit their ECA work now. There isn't consensus on that. Some might submit to Theory and Methodology; they talked with members of Kenneth Burke and there is not enough overlap there to prevent a separate group from forming. Someone notes that critical/cultural studies might fit into such an interest group. Jackson observes that critical theory is addressed in the Voices of Diversity Interest Group but that critical theorists don't find a neat home. Ronald Arnett observes that members who are in the American Society for the History of Rhetoric may also be interested in the Philosophy of Communication. Anyone interested in constructivist/deconstructivist or hermeneutic issues would be interested. A sense of plurality would be facilitated and would create a sense of identity for the group. Philosophy of communication is also a recognized term within the discipline.

Long moves to approve creation of the Philosophy of Communication Interest Group. McCroskey seconds. Jackson asks where these people publish. Arnett replies that they tend toward books, although some publish in Communication Theory, Rhetoric and Philosophy, Southern Communication Journal, Western Journal of Communication or Communication Quarterly.

The question is called and the motion passes. Courtright asks the petitioners present to select a planner for 2006.

### B. Selection of Journal Editors

This item was carried over from the agenda of the earlier Executive Council meeting. We will select only one editor each year in the future. This year we did have contested races for each of the two editorships and the quality of candidates was superb.

### C. 100<sup>th</sup> Anniversary Celebration

The planning committee is at seven to keep it at a size of a functioning group. New people will be brought in as needed in the planning process.

## VI. Announcements

Courtright welcomes the new members of Executive Council and thanks Fishman for his service as president.

Jackson announces that there will be a Conference on Rhetoric and Composition at Penn State July 10-12.

## VII. Adjournment

Kahl moves to adjourn and Jackson seconds. The motion passes.