

ECA The Eastern Communication Association



Meet the Candidates
for First Vice President
Elect-Select

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Fall 2007 Issue

MESSAGE FROM THE PRESIDENT

As we reflect backward and look forward in the Association this year, we have a number of reasons to celebrate! Not only does ECA continue its comfortable economic security, but its membership deserves great thanks for making the Association the envy of other regions!

Looking Back

First, as most of you know, the 2007 ECA-Providence Convention ("Intersections") was a great success! We had over 675 participants from 44 states and 6 countries (and about 300 of those identifying themselves as "students") who attended nearly 200 programs, business meetings, and short courses. The Association can, once again, claim to be a healthy and engaging group of scholars, teachers, and practitioners! I was especially pleased to see the reception-related activities and Town Hall Debate filled to capacity. And, I would be remiss if I didn't thank you all for the stream of support you gave me as you perused the "newly-revised" ECA Convention Program. Apparently, the "tabs," font, and size of the Program were a hit!

Most importantly, I wish to thank the Associate and Unit Program Planners for the 2007 Convention. There is absolutely no way we would have had a convention—let alone a successful one—if we didn't have a group of over 30 excellent and thoughtful planners. Finally, in particular, Kevin Pearce of Bryant University, and Jason Wrench of SUNY-New Paltz deserve special recognition. As the local arrangements contact, Kevin transcended all expectations and did so with humor, integrity, and tenacity. Jason's ability to raise money as the Director of Marketing was apparent as ECA received the final statement on generated income. Tens of thousands of dollars were raised and Jason is to be commended for this leadership.

Looking Ahead

This year, I have asked three groups of ECA members to serve in an ad hoc capacity. First, Kristin R. Wolfe of Duquesne University is chairing the Committee on the ECA Home Page. The group is in the final stages of making recommendations on how to make the ECA web site more accessible, informative, and user-friendly. In addition, the ECA Committee on Communication Syllabi (CCS), chaired by Valerie Swarts of Slippery Rock University, is developing exemplary syllabi for courses that ECA

members are asked to teach, but for which they may need some direction. The CCS will solicit ECA members for examples of syllabi and activities that faculty have found useful in their classrooms. These resources will ultimately find their way onto our Association website and will be password-protected and for ECA members only. Finally, Catherine Wright of George Mason University has agreed to chair the ECA Visibility Committee. This group will be a conduit for ECA members across the country who are providing expertise in some way to their communities. We plan on using the website and periodic e-bulletins to make these announcements. So whether you appear on public radio or in the public square, we want to know about it.

When I ran for this office, my statement included making ECA a showcase to the nation. The three efforts outlined above will be a beginning in this area. If you have any further ideas, please don't hesitate to contact me. I'm so proud to be a life member of this great organization!

Finally, I hope each of you take the time to review Vice-President Sara Weintraub's Call for Papers for the 2008 ECA Convention in Pittsburgh. This convention historically draws a large number of people. So it's important to make sure that you contact the appropriate unit planner as you pursue submission ideas. And Sara's theme ("Making a Difference") is perfectly situated as we look at ECA and its ongoing contributions to the the communication field.

I wish you all a healthy, happy, and productive 2007-2008 academic year.

Richard West

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First Vice President Elect-Select Candidate Statement

I am honored to be a nominee for the Eastern Communication Association first vice presidency. ECA has a rich history of scholarship, teaching, and service and is poised for continued growth and excellence into its second century. If elected, I would continue along the path of proven leadership before us now, strengthening what has served us well, drawing from the wisdom of the past, and seeking cooperative engagement of the organization's membership.

ECA has a commitment to a varied constituency, from K-12 to community college to 4-year undergraduate institutions to research universities and the professional world; our membership span students, professors, and practitioners, with many participants in all three categories. We need the continued involvement of members in each of these academic/pedagogical communities to ensure that ECA will both serve as a resource for each element and benefit from the distinct gifts each of these constituencies brings to this organization. Continued commitment to undergraduate and graduate student membership is vital, as well, as we cultivate the next generation of communication scholars and teachers.

ECA has much to offer to the larger human community in the eastern region and beyond. While we strengthen our tradition of



connecting with state organizations and NCA, we can continue to get the word out to the public about who we are and what we do. ECA is committed to rigorous scholarly work, strong teaching, and engaged service, each of which complements and enriches the other elements. As the oldest professional communication association in the United States, it is our responsibility to embrace all three commitments in this historical moment, recognizing that our diverse members may emphasize one, two, or all three of these elements at different points in their careers and lives.

As an involved member of a teacher/scholar institution, I instruct at the undergraduate, M.A., and Ph.D. levels while conducting a research agenda that focuses on work relationships and communication ethics in public settings. My involvement with ECA includes the following record

of service: Second Vice-President, 2005 and 2008 (Pittsburgh); Secretary, Applied Communication Division, 2004; 2006-8; Chair/program planner, Applied Communication Division, 2005-2006; Chair/program planner, Philosophy of Communication Division, 2007-2008; and ECA representative to NCA legislative assembly, 2007-2009. Each year, my admiration for this organization's ability to grow, thrive, and move its story onward deepens. We carry a legacy unmatched among regional associations. I would work to preserve, strengthen, and add to that legacy, and I am grateful for the chance to run for this office.

For instructions on how to vote, please turn to page eight of this newsletter.

First Vice President Elect-Select Candidate Statement

I am honored and humbled to be nominated for First Vice-President Elect-Select of ECA. So many esteemed scholars have served this association in this position and the fact that someone nominated me for this position, to carry on that legacy, is a great honor.

I am an associate professor at the University of Maryland, where I study rhetoric, politics, and mass media from a critical/historical perspective. I have authored or co-authored three books, including *Constructing Clinton: Hyperreality and Presidential Image-Making in Postmodern Politics* (which received the 2003 Everett Lee Hunt Award from ECA) and *The Character of Justice: Rhetoric, Law, and Politics in the Supreme Court Confirmation Process*, which has received the 2007 Diamond Anniversary Book Award from NCA. I have also authored several articles and book chapters. In addition, I was privileged to receive the 2006 Past Officers Award from ECA.

Before coming to Maryland, I taught at St. Ambrose University in Iowa and at Western Illinois University. Upon moving to the eastern region, I found ECA so welcoming and so enriching. ECA motivates involvement and leadership from its members. I have tried to accept this challenge through service the Rhetoric & Public Address Interest Group's



“ECA motivates involvement and leadership from its members.”
Trevor Parry-Giles

Chair and as a reviewer for both the Rhetoric & Public Address and Political Communication Interest Groups. I am a member of the *Communication Quarterly* editorial board and I will serve as the Political Communication Interest Group's representative to the Executive Council.

If elected by the membership, I would pursue three goals:

First, I would seek to enhance the diversity of involvement in ECA. One of the hallmarks of ECA is its diversity, both personal and professional. To increase this diversity, ECA must continue to be an enticing place for all scholars and teachers from all levels. Having taught at a small liberal arts college, a medium-sized state university, and a large research university, I appreciate the compelling need to make ECA a must-attend convention and a must-join organization for scholar/teachers at all levels of education.

Second, I will strive to organize the most exciting, most intellectually stimulating convention possible in 2010. As

our 101st convention, the meeting in Baltimore is a great opportunity to think about “What’s Next?” for ECA. It would be an honor to welcome ECA back to my home state of Maryland and invite us to converse seriously about the future of ECA and the possibilities that await us.

Third, I will work to continue the effort to expand the reach and influence of ECA's research and teaching innovation. Teacher/scholars throughout ECA produce high quality work, with the potential to affect educational initiatives, public policy, political discussion, and social change throughout the nation. From our journals to our conventions, from our Web site to our state associations, we must continue to achieve the widest, most influential, dissemination of our work possible.

Thank you for your consideration of my candidacy for ECA First Vice-President Elect-Select. Please feel free to contact me at tpg@umd.edu or visit my Web site at <http://www.comm.umd.edu/faculty/tpg/TPGHomePage/>

First Vice President Elect-Select Candidate Statement

It would be an incredible honor to represent ECA and continue to participate as part of its dynamic leadership to help build future initiatives. I have the experience of working with ECA leadership, publishers, etc. over these last years and, although I may not have all of the answers, I know how and where to find them and believe I have demonstrated that I am qualified to take on the tasks involved.

I have been a life member of ECA for 8 consecutive years and thus, meet the criteria for First Vice President Elect-Select per the constitution. I have served on the Executive Council for several years including service as Editor of *Communication Research Reports* as elected in 2004 serving through 2007. This gave me the opportunity to also serve as a representative to the Publications Board when the decision to accept Taylor and Francis' bid was made. I have made a strong effort to serve during delicate negotiations with Taylor and Francis through the extensive discussions regarding page constraints that were imposed on CRR during the transition and with the help of many interested ECA parties, we were able to increase the pages with T&F again back to the prior page lengths of 10-12 pages. This result served the best interests of our membership and the journal by allowing me as editor to publish more high quality manuscripts on behalf of ECA. It was a constituency pleaser to say the least! Thus, the opportunity to continue working with T&F on a closer basis seems only natural, given the depth of my involvement in those lengthy discussions. Representing ECA in an official capacity when meeting with other regional or national organizations, then, will be nothing new to me should I become First Vice President Elect-Select.



“[W]e must continue to strengthen and grow with our membership into the 21st century.”
Lisa Sparks

Regarding my editorship with CRR, I was the first editor to move the journal process to a completely electronic format, which saved the organization both time and money. In terms of my editorial board, not only have I drawn extensively from the ECA membership, but have also been able to reach out across the country to create a truly nationally visible editorial board, which I believe has resulted in an impressive improvement in the number and rigor of journal submissions. In short, I am extremely pleased with where the journal is and where it is now headed in the future. *CRR* has definitely reached national and international visibility and I am very proud to have played a role in that process. I could not have done it without a strong and committed editorial board for which I am truly grateful.

Beyond executive council positions and the editorship, I have also served as Health Communication Interest Group Chair and have organized the Basic Courses Conference. As Chair of the Health Communication Interest Group, I worked with the group to draft our interest group's bylaws as well. I have also organized two specialized symposia in my area of scholarly interest;

communication, health, and aging over the last several years. The first was held at my former institution George Mason University where the symposium drew top health and aging scholars and resulted in a special issue of *Health Communication* and subsequent edited book on *Cancer Communication and Aging* published by Hampton Press in 2007. The second symposium just took place at Chapman University in March 2007 on *Health literacy across the continuum of cancer care*, drawing health scholars from a variety of disciplines including communication, biology, medicine, physical therapy, business, and music therapy. It was a huge success and the papers are already being prepared for a special issue of *Journal of Health Communication*. While at GMU, I also served as Director of Graduate Studies and Basic Courses and played an integral role in building the MA and Ph.D. programs as well as structuring the general education courses. My attention to detail has served me well in all of these endeavors, and I am confident it will serve me well as First Vice-President Elect-Select of the Eastern Communication Association.

Lastly, in my own scholarly capacity, I have created and stayed within several grant budgets ranging from the Robert Wood Johnson Foundation to the National Institutes of Health to the university grant levels. I believe that I am up to the task of accounting for ECA's budget as we prepare for the post-centennial conference.

I do not underestimate the function of serving as the First Vice-President Elect-Select position. Having worked very closely with current NCA President Dan OHair, and former NCA President Gus Friedrich, and former ICA Presidents Jon Nussbaum and Howie Giles, as well as working with many ECA past presidents (e.g., John Courtright, Mary Kahl, Don Fishman, Ron Jackson, Ann Bainbridge Frymier, Melanie Booth-Butterfield, Don Boileau, Janette Muir), and incoming ECA presidents (e.g., Rich West, Candace Thomas-Maddox), as well as outgoing Executive Director Danette Ifert Johnson, I have a good idea in terms of what I will be required to do. But I believe that with the help of many within ECA, within NCA, ICA, as well as my current institution, I will represent ECA in a competent, passionate, and thoughtful way that will make ECA proud to have elected me to serve as one of their leaders over the next several years.

It is truly an honor to be considered for the sometimes thankless position of First Vice-President Elect-Select. I have grown to love ECA over the last 8 years of my life membership. I have enjoyed the honor of serving as the Editor of CRR these last three years. It has been a delightful experience working with all of you in various capacities. If elected, I would certainly be following in some huge footsteps and have a large learning curve, but I am committed to representing ECA membership in the best way possible. We have much to be proud of in our near 100 years as the discipline's oldest association, but we

must continue to strengthen and grow with our membership into the 21st century.

If elected, I am very much looking forward to growing and learning from others to create a number of additional shared goals throughout my years of service, but here are a few initial ideas:

First, I would work for increased national and international visibility and outreach. Continuing to attract scholarship from across the United States and beyond is essential to growth and impact in the field. Our journals are increasingly gaining national and international visibility, which is an exciting trend we should continue to build upon. Developing affiliate relationships with associations is key exposure for ECA and for such associations to integrate and associate with ECA membership and journals. As the communication discipline's oldest association, it is vital that we continue to build such relationships throughout the world as many ECA members are already doing.

Second, I would continue to work for increased media exposure. ECA leaders have done a tremendous job with the public relations and marketing components of our association. I am suggesting we begin to take this one step further by strategically targeting media outlets with results from our journals, conferences, etc. We could be leaders in getting the word out there in terms of what we do and how what we do truly impacts society. We must begin to take our findings off the shelf and get them out there for public consumption. ECA is the right size to experiment with and carry out this idea. We have a very dynamic membership and do some of the highest quality work in the field. And, as we reach 100 years this should be an additional goal of ours. As we develop concrete ideas in this initiative, we can immediately publicize them on our website and send out to our membership,

as well as media outlets of all kinds. I would suggest we begin this initiative by creating a small task force of 4-5 ECA leaders interested in building and creating a systematic approach to media exposure of various forms including TV, magazines, newspapers, Internet blogs, etc.

Third, I would work to create a submission process by which each author submits an abstract following certain guidelines (e.g., 4X8) that can be printed or uploaded as is (all authors would be asked to please spell-check submissions because the organization does not spell-check before the abstract is printed). This practice would give the readership more information than the title and authors and could be printed for libraries to purchase as part of an overall package. Several other associations do this (e.g., Gerontological Society of America. See www.geron.org) and it is impressive. GSA also charges an electronic submission fee with instructions as follows: The electronic submission fee is \$15. The methods of payment for submissions are credit cards (Visa, MC, American Express). A discounted fee of \$5 is available to students (see www.geron.org). I would suggest that either a task force or current ECA leadership play with this idea to see if some version of it would be viable for our organization to implement.

If any of you have any additional questions, please do not hesitate to contact me at home via e-mail at sparks@chapman.edu or via my cell phone at 714-614-3575.

For instructions on how to vote, please turn to page eight of this newsletter.

MESSAGE FROM THE FIRST VICE PRESIDENT

ECA 2008: Making a Difference

The 2008 convention will be held at the Omni William Penn in Pittsburgh from May 1- 4, 2008. The hotel is beautiful and if you haven't been to Pittsburgh, it's a great city with a wide range of cultural and historical attractions, sporting events, shopping and dining.

The 2008 theme, "Making a Difference," continues the discussion of the 2007 convention that asked us to "search for ways to connect with others through our scholarship and teaching." As we plan for next year, we should strive to create a convention that connects our scholarship, teaching and service and demonstrates how these areas truly make a difference! Papers, panels, roundtable discussions and short courses will certainly emphasize the breadth and depth of our association.

We are very fortunate to have excellent program planners for the 2008 convention. The interest group chairs have already sent out their first call for papers. Their contact information may be found on the web-site in the convention area and are also listed at the end of this letter. In addition, Janie Harden Fritz (harden@duq.edu) will serve once again as 2nd VP. She has already engaged the help of many other local Pittsburgh people and they will certainly work to provide the support we will need on a variety of fronts. We are also very fortunate that Jason Wrench (wrenchj@newpaltz.edu) will serve as the Director of Marketing for the second year in a row. Scott Myers (SMyers@mail.wvu.edu) will coordinate the scholarship series, Anne Mattina (amattina@stonehill.edu) will run the short course programs and Bonnie Jefferson (jeffersb@bc.edu) will direct the undergraduate and graduate poster sessions.

The rate for the hotel is \$149 for a single or a double and \$20 for each additional person. State and local taxes are around 14%. The hotel features a new 24-hour fitness center, spa service and nearby walking/jogging routes. It has a total of 596 guest rooms and suites that we will hopefully fill! The hotel also offers several dining options including The Terrace Room, Palm Court, The Tap Room, Starbucks Coffee Café, Amazon Café, and Brueggers Bagels. For more information about the hotel, visit its website at www.omnihotels.com. Another great website for information about Pittsburgh is www.visitpittsburgh.com.

Be sure to submit your papers and proposals to the appropriate interest group planners and/or the associate planners. The deadline for submissions to interest groups is OCTOBER 15, 2007. The deadline for short courses is NOVEMBER 1, 2007 and the deadline for the Undergraduate/Graduate Student Poster Sessions is DECEMBER 15, 2007. Be sure to contact the interest group planners or the associate planners DIRECTLY with any questions you may have.

As we come together in Pittsburgh in 2008 for the 99th annual convention of our association, let's share the creative and innovative dimensions of our scholarship, teaching and service that make a difference to our students, colleagues, institutions and communities. Come to learn, come to share, come to re-connect with colleagues and meet new ones, come to see Pittsburgh, come to help make the 2008 convention a GREAT one!

Sincerely,
Sara Chudnovsky Weintraub
First Vice President

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ECA's 2007 Election Goes Online

After much discussion with both internal and external constituencies, I have decided to conduct this year's election online through our association website (<http://www.ecasite.org>). Although it will save the organization some money, the primary factor in this decision was the simple fact that professional organizations from the National Communication Association to our sister regional organizations are already conducting their elections online. If we want to be one of the leading voices in communication, we need to make this move as an organization. A small handful of our members do not have access to the Internet from their homes, but given easy access to Internet connections in public libraries and work places today, I am confident that this decision will not affect anyone drastically.

To make this effort a reality, each member will need to take one step N-O-W. Since the vote will be conducted in the members-only section of our website, you will need to be certain to create your members-only login information (<http://www.ecasite.org/amform.htm>). If you already know and use your members-only username and password, you need to do nothing else. If you once created your username and password but have since forgotten them, please contact Kathie Cesa. On behalf of Kathie, please do not wait until the last minute to request your login information. Voting will begin Monday, October 29, and end Friday, November 2.

Please do not hesitate to e-mail me with your questions and/or catcalls at agm6@psu.edu. Snide comments and hate mail about moving the election online may be kept to yourself.

Have a wonderful semester!
Al Mueller
Executive Director

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