

# Eastern Communication Association Newsletter Spring 2005

## News from ECA President, Donald A. Fishman

This has been a busy year for ECA. We have signed an agreement to have Taylor and Francis publish the three ECA journals. We have continued to develop plans to manage the ECA Archives in a digital format and we are in the beginning stages of planning for the 100<sup>th</sup> anniversary of ECA in 2009.

I am excited, too, that there will be a meeting at the 2005 Pittsburgh convention of those members who want to start an ECA Public Relations Interest Group. This is part of our Interest Group reconfiguration initiative.

We are also in the process of selecting new journal editors for *Communication Quarterly* and *Qualitative Research Reports in Communication*. Copies of the editor calls are on our website, [www.ecasite.org](http://www.ecasite.org), as well as in this newsletter.

I want to thank Danette Ifert Johnson, our new Executive Director. She has managed the many day-to-day duties of the Executive Director with intelligence and efficiency, and she has helped initiate plans to make us a stronger organization in the future. And there are many other people who have spent their nights and weekends phoning, e-mailing, faxing and doing work to strengthen ECA. As a volunteer organization, we are blessed with many hard working contributors.

I hope you are planning to attend the 2005 ECA convention in Pittsburgh. John Courtright has arranged an exciting convention program and "Communicating Greater Expectations" is a great theme for an ECA convention. See you in Pittsburgh.

### ***2004 Election Results***

First Vice President Elect-Select: **Richard West**, University of Southern Maine

ECA Rep. to 2006 NCA Nominating Comm.: **Alfred Mueller, II**, Penn State University – Mont Alto

ECA Rep. to NCA Legislative Council: **Catherine Blackburn**, Brookdale Community College

# April 27 – May 1, 2005, Pittsburgh, PA

## The Omni William Penn Hotel

It is my pleasure to invite you to attend the 96<sup>th</sup> annual meeting of the Eastern Communication Association in Pittsburgh.

The convention's theme, **Communicating Greater Expectations**, invites the scholarly exploration of personal and societal expectations. How do we acquire them? How do they shape our individual and collective behavior? How do we communicate them to our families, our friends and acquaintances, our co-workers, our society at large? And how do we utilize this communicative process to make our social world a better, more caring, more fulfilling place to inhabit?

We live in an age of relentless threats from terrorists we do not understand, in a time of shrill, partisan political discourse from all sides, and in an era of domestic concerns ranging from the funding of public education to the stability of our Social Security system. Such important and potentially divisive issues cannot be seen as societal virtues. Surely, all of us expect more from our leaders, from our society, from ourselves.

This convention theme, therefore, invites the exploration of how communicating these greater expectations can serve as a catalyst for ameliorating and hopefully solving the myriad of problems that confront us. If we expect more and better, and we communicate those expectations forcefully and often, will people – both individually and collectively – rise to meet those higher expectations?

**John A. Courtright**  
ECA First Vice President

### **ACRC Fellowship for Communication and Information Researchers**

The Asian Communication Resource Center (ACRC) is a regional center dedicated to developing information resources on different aspects of communication, information, media, and ICT disciplines. To encourage academics, scholars, researchers and practitioners to benefit from the rich collection of ACRC, the School of Communication and Information, NTU, has launched an ACRC Research Fellow program, focusing on communication and information research from Asian perspectives. Two fellowships will be awarded each semester. The ACRC Fellows are entitled to a return air ticket, on-campus accommodation and a monthly allowance.

For more information, please visit the website:

<http://www.ntu.edu.sg/sci/acrc/fellowship.htm> or contact Assoc. Prof. M. Shaheen

Majid [asmajid@ntu.edu.sg](mailto:asmajid@ntu.edu.sg)

## Short Course Spaces Still Available

Limited spaces are still available for the five short courses scheduled for the April convention, so register today! The registration fee for each short course is \$15.

Short course #1 is titled **Democracy in Action: Teaching about the Lessons of the Kent State Shootings, May 4, 1970**. This course is offered Thursday, April 28<sup>th</sup>, 9:30am-12:00pm by Carol Barbato, Kent State University. The course will focus on ways of helping students experience the 1960s culture that has had such a tremendous influence on society today. Using the Kent State shootings as an example, participants will explore ways of using cultural artifacts (film, art, literature, music, eyewitness accounts) to instruct students about this tumultuous time. Participants will receive excerpts from the upcoming book about the 1960s "Time It Was: American Stories from the Sixties and Beyond", published by Prentice-Hall.

Short course #2 is **Using Technology in the Communication Classroom: A Practical Approach**. Instructors for this course are Bonnie Jefferson and Rita Rosenthal of Boston College and Sara Weintraub, Regis College. This course is offered Thursday, April 28<sup>th</sup> from 2:00-4:00pm. The instructors will provide practical ideas for incorporating technology into a variety of communication courses. Getting started, developing materials, analyzing best practices and assessing the use of technology in the classroom will be explored. The instructors of the course will provide specific assignments and instructional materials while assisting participants in developing ideas for their own courses.

Short course #3 is **Tricks of the Trade: Playing Leadership Roles in Administration**. This course is offered Thursday, April 28<sup>th</sup>, 1:00-3:45pm and is led by Sandra L. Herndon,

Ithaca College; Janette K. Muir, George Mason University; Gerald Lee Ratliff and Louise Tyo, SUNY Potsdam. The interactive format will address topics related to budget-building, conflict resolution, program development, organizational communication, leadership styles, designing action plans and team building. The course is designed for participants who have recently assumed leadership roles or who have interest in playing future leadership roles at the departmental, school or college level. Participants will receive sample handouts and resource materials.

Short course #4, **Changing Channels: Fostering Democratic Discourse at a College Television Station**, is instructed by Elizabeth R. Bernat, Jonathan R. Slater and Lori Walters-Kramer, all of SUNY Plattsburgh. The course is on Saturday, April 30<sup>th</sup> from 8:30-10:45am. The course addresses the mission, roles and uses of a student-run campus television station beyond a training ground for media skill development. Course instructors will draw from dialogues and service-learning experiences in their own department to craft a model for a community-oriented campus television station. Participants will learn about this model and be encouraged to contribute their own practices and perspectives.

Short course #5 is **The Rhetoric of American Women** and is offered Sunday, May 1<sup>st</sup> from 8:00 – 9:15am. The instructor is Anne Mattina, Stonehill College. The course will provide an overview of the history of American women's participation in public discourse. Recent trends in scholarship in the field – with a particular emphasis on women of color and working class women – will be discussed. Using the models provided, participants will craft a sample syllabus for participants' future use. Bibliographies and other resources will be provided.

## Register Now for Basic Course Conference in Pittsburgh!

You are invited to participate in the day long Basic Course Conference at the ECA Meeting in Pittsburgh on Thursday, April 28<sup>th</sup> from 9:30am-5:00pm. The conference centerpiece is a lunch and roundtable discussion with distinguished basic course textbook authors Roy Berko, Joseph DeVito, Isa Engleberg, Sherwyn Morreale and Judy Pearson. Also featured are sessions on a whole course website, assessment in the basic course, strategies for augmenting basic course content and blogs in instructional settings. As always, participants will have the opportunity to talk and share ideas with a variety of others who teach basic courses. Registration for the Basic Course Conference is \$35 and includes lunch and coffee.

### **Urban Communication Foundation Formed**

The Urban Communication Foundation has been established to promote and support research into urban communication, sponsor activities, encourage young scholars and reward outstanding scholarship in this broadly defined area. This entity has been established as a 501(c)(3) not-for-profit corporation.

Initial activities are being designed to encourage more interest in urban communication research and acquaint external constituencies and communities with the value and relevance of communication to their work.

For further information, contact Gary Gumpert or Susan Drucker, [listra@optonline.net](mailto:listra@optonline.net) or [sphsjd@hofstra.edu](mailto:sphsjd@hofstra.edu)

## Call for Editor for *Communication Quarterly*, Volumes 55-57

ECA Members are invited to submit nominations or self-nominations for Editor-elect of *Communication Quarterly*, Volumes 55-57 (2007-2009). All candidates who meet the membership requirements set forth in the ECA Constitution, Article III and the Bylaws, Article IV, are eligible to apply. Copies of the ECA Constitution and Bylaws are available at [www.ecasite.org](http://www.ecasite.org). *Communication Quarterly* is published four times each year.

Nominees should be able to secure institutional support for the position, including financial support, secretarial support and release time as appropriate. Nomination materials should include:

- A letter of application
- Copy of current vita
- A letter of institutional support
- Three letters of recommendation

**Nomination materials are due by April 18, 2005.** Please send nomination materials to: Dr. Donald A. Fishman, ECA President, Dept. of Communication, Boston College, Chestnut Hill, MA 02467

### **Pittsburgh Convention Keynote Address**

Arthur Leonard Caplan, Emmanuel and Robert Hart Professor of Bioethics and Director of the Center for Bioethics at the University of Pennsylvania, will deliver ECA's keynote address. Caplan's address, "Ethics and Media Coverage of the Stem Cell Debate" will be presented Friday, April 29<sup>th</sup> from 11:00am – 12:00pm.

## Call for Editor for *Qualitative Research Reports in Communication*, Volumes 7-9

ECA Members are invited to submit nominations or self-nominations for Editor-elect of *Qualitative Research Reports in Communication*, Volumes 7-9 (2006-2008). All candidates who meet the membership requirements set forth in the ECA Constitution, Article III and the Bylaws, Article IV, are eligible to apply. Copies of the ECA Constitution and Bylaws are available at [www.ecasite.org](http://www.ecasite.org). *Qualitative Research Reports in Communication* is published annually.

Nominees should be able to secure institutional support for the position, including financial support, secretarial support and release time as appropriate. Nomination materials should include:

- A letter of application
- Copy of current vita
- A letter of institutional support
- Three letters of recommendation

**Nomination materials are due by April 10, 2005.** Please send nomination materials to: Dr. Donald A. Fishman, ECA President, Dept. of Communication, Boston College, Chestnut Hill, MA 02467

