

**Southern States Communication Association Executive Council Meeting  
Friday, November 17, 2006, 2:00 –4:45 p.m., Convention Center Room 002A  
2006 NCA Annual Convention, San Antonio  
Charles H. Tardy, University of Southern Mississippi presiding**

**AGENDA**

- 1. Call to Order**
- 2. Welcome**
- 3. Approval of Minutes of SSCA Executive Council, Annual Meeting, Dallas/Addison, TX, April 5-6, 2006 (published on the SSCA Web Page at <http://ssca.net>)**
- 4. Approval of Agenda**
- 5. Officers' Reports:**
  - 5.1 President – Charles H. Tardy**
  - 5.2 Vice President – Craig A. Smith**
  - 5.3 Immediate Past President & Nominating Committee – Kenneth Cissna**
  - 5.4 Vice President Elect – Jerold L. Hale**
  - 5.5 Executive Director – J. Emmett Winn**
  - 5.6 Advertising Manager – Jean L. DeHart**
  - 5.7 SCJ Editor –John Meyer**
  - 5.8 NCA Legislative Assembly Representatives – Dave Sutton, Deborah Hefferin, Monette Callaway-Ezell**
  - 5.9 NCA Nominating Committee Representative: Kim Golombisky**
- 6. Standing Committee Reports**
  - 6.01 Time and Place Committee – Katherine Hendrix**
  - 6.1 Committee on Committees – Charles Tardy**
  - 6.2 Constitution – Norma Cook**
  - 6.3 Finance – Patricia Amason**
  - 6.4 Local Arrangements – William Thompson**
  - 6.5 Minority Recruitment and Retention – Michael Eaves**
  - 6.6 Publications - Tom Frentz**
  - 6.7 Resolutions – Karyn Brown**
  - 6.8 Resource Development – Frances Brandau-Brown**
- 7. Division Reports**
  - 7.1 Applied Communication – David Gesler**
  - 7.2 Communication Theory – Cole Franklin**
  - 7.3 Community College – Robin Jensen**
  - 7.4 Freedom of Speech – Susan Mallon Ross**
  - 7.5 Gender Studies – Sandra Halvorson**
  - 7.6 Instructional Development – Richard Quianthy**
  - 7.7 Intercultural Communication – Mary Rucker**
  - 7.8 Interpersonal Communication – Michael Arrington**
  - 7.9 Language and Social Interaction – Christine Davis**
  - 7.10 Mass Communication – Tony DeMars**
  - 7.11 Performance Studies – W. Jay Baglia**
  - 7.12 Political Communication – John Allen Hendricks**
  - 7.13 Popular Communication – Wendy Hajjar**
  - 7.14 Public Relations – Brigitta Brunner**
  - 7.15 Rhetoric and Public Address – Jim Kuypers**
  - 7.16 Southern Forensics Association – Jason Hough**
- 8. Unfinished Business**
- 9. New Business**
  - 9.1 Ad hoc Committee for Advertising Manger Search Report: J. Emmett Winn**
  - 9.2 Ad hoc Committee on Association Awards Policies Report: Marilyn Young**
  - 9.3 Ad hoc Committee on Electronic Submissions Report: Joy Hart**
  - 9.4 Ad hoc Committee on Research Support Guidelines Report: Andy King**
  - 9.5 Proposed Ethnography Interest Group: Thomas Frentz**
  - 9.6 Proposed award name: Robert Frank**
- 10. Announcements and Adjournment**

## Minutes

1. **Call to Order:** President Tardy called the meeting to order at 2:00 p.m.
2. **Welcome:** President Tardy welcomed all the participants.
3. **Approval of Minutes of SSCA Executive Council, Annual Meeting, Dallas/Addison, TX, April 5-6, 2006** (published on the SSCA Web Page at <http://ssca.net>): The minutes were approved.
4. **Approval of Agenda:** The agenda was approved with two changes. Dr. Tardy added 5.21 and 5.91 to the agenda.
5. **Officers' Reports:**

### 5.1 President – Charles H. Tardy:

Since assuming the role of SSCA President, I have performed two primary functions. First, I have tended to the structure of the association. The Committee on Committees met on the last day of the spring convention, discussed appointments to all our committees, and charged me with securing the appointments to these positions. Over the summer I carried out this responsibility, appointing 17 individuals to standing committees. Subsequently I launched each committee by giving its chair a detailed charge. For many, I included a request that the committee prepare a set of guidelines for performing their normal duties. Additionally, I appointed 12 individuals to 4 ad-hoc committees.

The second function I've performed has been to guide our strategic planning activities. After discussions with other officers, I called a strategic planning meeting for the weekend of June 23-25. Invited were the members of the executive committee and all members of the finance committee, though not everyone could attend. Ken Cissna suggested we hold these meeting in the north Georgia town of Ellijay, and subsequently was a gracious host and local arrangements chair. We met for about 3 hours on a Friday evening at his cabin on the Cartecay River, and then spent all day Saturday and Sunday morning meeting at a local motel. A detailed report of these discussions is or will soon be available on the SSCA website. But to summarize as briefly as I can, we evaluated our association's efforts in 5 areas identified in the previous strategic plan (professional development of members, relational development of members, organizational development, organizational identity, and services) and formulated more than 30 specific recommendations. Perhaps more importantly, the meeting enabled the officers to orient themselves to the problems and opportunities of our association and to reinforce their commitment to working together to enhance our association. Since that meeting I have recruited members to share our vision of the association and serve on ad hoc committees to carry out some of these recommendations. You will hear more about these later in this meeting. I am optimistic that we will be able to achieve a number of these this year, but realistic enough to recognize that there will still be something for Craig to do when he's finished with the '07 convention.

I'd also like to take this opportunity to thank the many individuals who are carrying out our association's business, especially those attending this meeting. Securing the committee appointments brought to my awareness how many people are actively involved in the operation of our association. Counting committee members, division officers, etc., there are more than a hundred individuals, or about 1 out of every 5 members, performing some part of our business. This seems to me an extraordinary ratio and testament to the breadth of commitment by our members. I appreciate your help. The SSCA couldn't exist without it.

**Vice President Craig A. Smith**

1. The 2007 Convention Theme for the Louisville Downtown Marriott is “Relationships and Communities in the Digital Age”
  - a. My highest priority is to use the 2007 convention to fulfill our Constitutional mission “to promote study, criticism, research, teaching, and application of the artistic, humanistic, and scientific principle of communication” in ways that cannot be achieved apart from our convention. Therefore, my highest priority was to encourage interactive programs and workshops that promised to enable our constituents to return from Louisville better able to do whatever they do.
  - b. As with last year’s Clevenger UHC all submissions were received as e-mail attachments. There was no mail and hence no postage. I created a special email address: [ssca.conv@googlemail.com](mailto:ssca.conv@googlemail.com) for all convention business, and that eventually worked successfully.
  - c. Call for paper by May 15<sup>th</sup>; Submissions by September 15<sup>th</sup>; Vice-chair material to VP by October 31<sup>st</sup>; draft for NCA. All deadlines have been met without incident, probably because I have been on leave in London this semester, without telephones or mail.
2. The draft program was emailed to you, and I will appreciate all suggestions and corrections:
  - a. We have 499 participants scheduled to date. I accepted every program recommended to me by the division planners, president, past president and executive council.
  - b. The Keynote address will be a homecoming of sorts for Past President and Editor, Martha Watson on UNLV.
  - c. The plenary lecture will be presented by H. L. Goodall, Director of the Hugh Downs School of Communication at Arizona State University.
  - d. We will have local interest panels on the impact of Muhammad Ali, baseball narratives in American life, and Louisville civil rights activist Anna Braden.
  - e. There are 7 workshops, scheduled at different times to enhance participation
  - f. We have spotlight programs honoring Art Bochner, Julia Wood, Bob Denton and J. Robert Cox at this time.
  - g. Business meetings are scheduled throughout the convention to open them to more members.
  - h. The Clevenger UHC will open with a Thursday breakfast and proceed with two rooms per hour, concluding by the time of the Saturday awards banquet. This offers the following advantages:
    - i. Students need not devote 5 days and 4 nights to this experience...more than our members. This was a frequent reason for last minute attrition.
    - ii. Hotel rooms and panel rooms open for members Saturday night and Sunday morning. Several participants said that they needed times after Friday, putting us in a bind with our weekend events.
    - iii. The VPE has the option of scheduling two panels per hour to provide students with program choices like ours, or combining the rooms into a spacious room with tables for note taking.

## SSCA 2007 Louisville Conference Local Coordinator Report

While lots of music lovers have heard of "Walking to Memphis," the theme of the 2007 SSCA Conference might be "Walking IN Louisville." As befits a convention held in the heart of a vital city, numerous attractions are going to be accessible a few footsteps beyond the conference hotel, which is the really spectacular Marriott (I think you'll be pleasantly surprised by the facility!).

Within walking distance, daytime enlightenment at the West Main Museum District:

- The Louisville Slugger Museum
- The Louisville Science Center
- The Frazier International History Museum
- The Muhammad Ali Center

Within walking distance, nighttime activities at...:

- Actors Theater's nationally important new plays series
- Kentucky Center for the Arts
- The Louisville Science Center's IMAX theater
- Three four-star restaurants and 71 other restaurants within a 10-minute walk
- The Fourth Street Live club and restaurant district

Within walking distance, access to even more art, restaurants and shopping with the...

- Free trolley for the First Friday Art Gallery Hop
- 25-cent trolleys traversing the Main Street and Fourth Street corridors all day

Additionally, students from the University of Louisville's Communication Department are working with the University's Exercise Physiology classes to create "Thousand-Step Tours" of downtown and Ohio Riverfront architectural, artistic, historical and natural sites that we hope will encourage conference goers to walk for exercise and understand some of the reasons we love Louisville.

That's just a part of the University's commitment to put out the welcome mat for SSCA. Our provost, Shirley Willihnganz, who is a former member of our communication department, has agreed to issue the official greeting from the University to conference goers at the general meeting. Volunteers from the Communication Department's Lambda Pi Eta chapter are assembling tourism packets to help maximize the Louisville experience for SSCA visitors, and will be assisting on-site at the conference.

If there's anything I can do to help you with local arrangements, suggest a fun off-site meeting place or entertainment option, feel free to contact me:  
wethom01@louisville.edu.

**Submitted by William Thompson, University of Louisville**

5.3 Immediate Past President & Nominating Committee – Kenneth Cissna

**TO: Executive Council**  
**FROM: Ken Cissna, Immediate Past President**  
**SUBJ: Nominating Committee Report**  
**DATE: November 17, 2006**

1. The Committee is considering four potential nominees for the position of Vice President Elect. All have indicated their interest.
2. The Committee has one willing and one possible nominee to the position of SSCA Representative to the NCA Legislative Assembly, and one willing nominee as SSCA Representative to the NCA Nominating Committee. More suggestions would definitely be useful for these positions.
3. I suggest amending the Constitution to change the method of selecting members of the SSCA Nominating Committee. I have discussed this with the current officers of the Association and the two past presidents who served as Nominating Committee chairs.

Change Article VII, Section 1, A to read:

A. Method of Selection. (1) The Nominating Committee shall consist of the Immediate Past President of the Association (as chair) and the Immediate Past Chairs of all Divisions. (2) All members will serve for one year. (3) The Committee Chair (or designee) shall give a report to the Executive Council at its annual meeting during the National Communication Association convention.

The existing subsection says:

**ARTICLE VII: NOMINATIONS, ELECTIONS, AND APPOINTMENTS**

**Section 1. Nominating Committee.**

**A. Method of Selection.** A Nominating Committee shall be chosen in the following manner:

- (1) Each Division of the Association shall select one member to serve a two year term on the committee. The member selected may not have served on the Nominating Committee in the last two years. This selection may be done at the Division's convention business meeting or by mail ballot to members
- (2) Terms shall be staggered so that half of the members are elected each year. In odd numbered years, members shall be selected from those divisions listed in Article X, Section 2, A, C, E, G, I, K, M, et cetera. In even numbered years, members shall be selected from those divisions listed in Article X, Section B, D, F, H, J, and L. The service of the two-year term shall begin in the year following election.
- (3) The Immediate Past President shall chair the Nominating Committee. The Chair shall coordinate the committee's work. The Chair or designee must give an update to the Executive Council at its annual meeting during the National Communication Association convention.

#### **5.4 Vice President Elect – Jerold L. Hale**

**Hale reported that the UHC call for papers had been issued and that he is working with the Vice President on determining which hotel rooms to use and other technical issues related to the convention in L'ville. Hale reported that he is prepared to receive the UHC paper submissions and oversee the planning of the conference.**

#### **5.5 Executive Director – J. Emmett Winn**

**Winn thanked Ken Cissna, Craig Smith, Jerry Hale and Jean DeHart for their hard work and help during the year. Winn also thanked Jennifer McCullars Johnson for handling the business of the association in a professional manner. Winn recognized Trish Amason for her outstanding work as Finance Committee chair. Winn also recognized Frances Brandau-Brown for her fundraising efforts, especially Caring Connections. Winn reported that the association membership data was all on-line on a secure server and that this database will serve as the foundation for the upcoming members' only area that will include a membership directory and the ability for members to manage their memberships on-line. Winn also presented written reports on SSCA membership figures and the annual financial review for the year ending July 31, 2006.**

#### **5.6 Advertising Manager – Jean L. DeHart**

**DeHart sent a written report reminding all members of the deadline for SSCA program ads.**

## Southern Communication Journal

Published by the Southern States Communication Association

John Meyer, Editor

The University of Southern Mississippi

Speech Communication

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To: Southern States Communication Association Executive Council

From: John Meyer, Editor, *SCJ*

Re: Journal Report

Date: November 16, 2006

1. This fall began the service of a new editorial assistant, Janey Mattina, whose help I greatly appreciate. The two who preceded her (Matt Ramsey and Emily Cain) I am also grateful to for helping get the manuscript processing system running smoothly.

2. Manuscripts for *SCJ* Vol. 71, all issues, have been sent to the publisher, Taylor and Francis. The first three issues have been published and the fourth should be within weeks. Also within weeks, manuscripts for Volume 72 Number 1 will be sent. It should include a special section on the history of the Association written by members "who were there." These manuscripts came out of a panel in Dallas marking the 75<sup>th</sup> anniversary of the association, and I thought such perspectives needed circulation and preservation in print in our journal.

3. Later in the Spring a special issue is planned that focuses on Communication and Commitment in Close, Personal Relationships, guest edited by Lynne Webb. The next year should see a special issue guest edited by Rob Ulmer and John Patton focusing on Communication Issues Related to Hurricane Crises. Their submission deadline is set for mid-January and the call has been publicized widely, including in the journal itself.

5. Submission numbers seem to be running somewhat ahead of this point during the previous editor's term. I am excited by the variety of research areas and methods represented by submissions, and very grateful for the expert help of our very able and hard-working editorial board.

6. So far, I have received 255 manuscripts. That number includes several forwarded from Joy Hart, including 5 that had undergone one round of review under her editorship. I counted them as new manuscripts, but tried to use the same reviewers for those 5 as much as possible. That number does not include any manuscripts submitted for special issues/sections (39 so far, 24 of which have been accepted), or manuscripts submitted a second or third time as revised and resubmitted to me. Manuscript disposition at this point may be classified as follows:

Received	Not Accepted	Under Review/Possible Revision	Accepted	% Accepted
255	185	47	23	9

John C. Meyer  
Editor

John.Meyer@usm.edu

Charles Howard  
Book Review Editor  
choward@tarleton.edu

## **5.8 NCA Legislative Assembly Representatives – Dave Sutton, Deborah Hefferin, Monette Callaway-Ezell**

**On 15 November 2006, the Legislative Assembly of the National Communication Association convened in Mission Room 103A of the Henry B. Gonzalez Convention Center in San Antonio, Texas. The following is a summary of the activities for that session.**

**NCA President Dan O'Hair called the meeting to order at 12:30 p.m. After introducing himself, he invited those LA members present to introduce themselves.**

**The LA approved the standing rules and the agenda (with flexibility).**

**The LA observed a moment of silence for the NCA members who had passed away during the previous year: Brett Aldridge, Bert E. Bradley, Bernie Brock, James W. Carey, Marie Carr, Lenora Marguerite "Maggie" Coe, Gary Cronkhite, Tom Farrell, Leland Griffin, Janet Horne, James P. Lalumia, Mark A. Nordstrom, and James R. Wilcox.**

**The LA approved the minutes from previous meetings of the NCA Executive Council (January 2006, June 2006, September 2006) and the LA (November 2005).**

**The LA reviewed various administrative reports printed in the agenda: officer reports (president, first vice-president, second vice president, immediate past president); board reports (finance, publications, educational policies, research); editor reports from all journals published by NCA; NCA national office and executive director; Routledge/Taylor & Francis; and NCA unit reports. These items were for information purposes only; no action was required.**

**Kate Hawkins, director of the NCA Finance Board, presented three reports for FY 2005-2006: an auditors report, a statement of financial position, and a statement of financial activities. Hawkins reported that the association is in good financial condition. The LA approved these reports.**

**Hawkins presented proposed budgets for FY 2006-2007, 2007-2008, and 2008-2009. The LA approved these proposed budgets.**

## **5.9 NCA Nominating Committee Representative: Kim Golombisky**

**Golombisky reported that the SSCA membership needed to nominate more members from the southern region to be considered for NCA office. Golombisky reported the following candidates were slated for NCA offices by the NCA nominating committee:**

### **Second VP**

**Dawn Braithwaite, University of Nebraska-Lincoln; Diana Carlin, University of Kansas**

### **Legislative Assembly (At Large)**

**Brenda Allen, Colorado-Denver; Ross Buck, U of Conn.; Leda Cooks, UMASS; Lynn Disbrow, Sinclair Community College-Dayton; Richard Vatz, Towson; David Woods, Marshall**

### **Committee on Committee (At Large)**

**Ann Darling, U of Utah; Marsha Houston, Alabama; Mary Kahl, SUNY; Sherwyn Morreale, Colorado Springs**

**5.91 Proposed Ethnography Interest Group. Dr. Tom Frentz moved that SSCA adopt a new Ethnography Interest Group based on the successful petition submitted at the Dallas Convention. The motion was seconded and passed without dissent.**

## **6. Standing Committee Reports**

**2006-2007 SSCA Time & Place Committee  
December 2006 Executive Council Report**

Chair: **Katherine Grace Hendrix** (University of Memphis)  
Members: **Robert Denton** (Virginia Tech), **Susan Siltanen** (University of S. Mississippi)

**Top Cities 5 Cities for Consideration:**

Little Rock, AR, Atlanta, GA, Charleston, SC, San Antonio, TX, *Ashville, NC*

**Eliminated from consideration:**

*Charleston, SC - too expensive, city not easily accessible*

*Ashville, NC - too expensive, city not easily accessible, attractions too far from hotel*

**Cities & Hotels Ranked Order of Preference:**

**Little Rock (1st)**

Attractions: Clinton Library, Little Rock 9 Central High Museum, River Market, Arkansas Arts Center,  
Possibly shuttles to nearby Hot Springs, AR

Hotels: Embassy Suites - 1st Choice

We be the primary convention at the hotel taking up approx. 175/250 rooms

10 classrooms accommodating 30-65; 2 boardrooms seating 10

Double Tree - 2nd Choice

Good possibility if breakout rooms can be arranged at a reasonable (or no) cost with the adjacent Robinson Center

**San Antonio (2nd)**

Attractions: Riverwalk, Alamo, Sea World, San Antonio Museum of Art, etc.

Hotels: El Tropicano - Riverwalk - 1st Choice

3 star/3 diamond - Susan Siltanen has received good reports about this hotel

9 theater and 2 classroom formats available for breakout sessions

We take up approx 2/3 of their guest rooms

Omni San Antonio - 2nd Choice

4 star/4 diamond

We take up a little over half of their guest rooms

Just barely enough room - 7 classrooms, 3 theater rooms, 1 boardroom for 10

**Atlanta (desirable but not realistic)**

Highly improbable as only two bids were submitted out of 20+ requests for information

We are too small a convention to be of interest to hotels in this city

**6.1 Committee on Committees – Charles Tardy-No report**

**6.2 Constitution – Norma Cook**

The Constitution Committee has been asked to examine the specified membership terms for the Resource Development Committee with the goal of making the terms more compatible with actual practice where the pattern of participation is linked to specific projects. The Constitution Committee currently is considering changes in Article IX, Section 1.C. that would provide for appointment on an ad hoc basis and for exemption from the standard three-year term. Proposed Amendments will be presented to the Executive Council at the 2007 annual convention.

The Committee welcomes feedback on the issue under consideration as well as referral of additional matters of concern to the membership.

**6.3 Finance – Patricia Amason**

The Chair of the Finance Committee has 24-hour access to the Association’s financial records via the online accounting program QuickBooks allowing for careful monitoring of all credits and debits. Since the 2006 convention, the Finance Committee and the Executive Director Emmett Winn have restructured a working budget for the Association based on actual expenses and proceeds from the 2006 convention in Addison, TX as well as from membership dues and revenues from Taylor and Francis. This budget reflects real numbers rather than the projected figures used in developing past budgets. This new budget allows the Executive Director’s office to run on a more efficient and cost-effective basis. Emmett Winn transferred surplus funds to our reserves account with that account showing a healthy balance. Generous contributions to our awards funds from members’ individual gifts to specific awards as well as the Caring Connections project have resulted in a substantial increase in the balance of our awards CD which matures in the summer of 2007. The Finance Committee currently is investigating options for reinvesting the awards funds to allow for the greatest return.

The following constitutional changes were presented and upon recommendation of the Executive Council are being forwarded to the Constitutional Committee:

**Article IV, Section, 4H: Executive Committee**

Currently reads: “The Executive Committee includes the President, the Vice President, the Vice President Elect, the Executive Director, the Advertising Manager, and the Immediate Past President.”

Proposed change: “The Executive Committee includes the President, the Vice President, the Vice President Elect, the Executive Director, the Advertising Manager, the Immediate Past President, and the Chairperson of the Finance Committee.”

**Article V, Section 1A Executive Council, Membership:**

Currently reads: “. . . President, the Vice President, the Vice President Elect, the Executive Director, the Advertising Manager, and Chairperson of the Finance Committee . . .”

Proposed change: “. . . President, the Vice President, the Vice President Elect, the Executive Director, the Advertising Manager, Chairperson and members of the Finance Committee . . .”

**Article IX, Section 1 Standing Committees, item 3 Finance Committee**

Currently reads: “Finance Committee, whose purpose shall be to prepare an annual budget, present it to the Council for approval, and supervise its use. The Executive Director shall be an Ex Officio member of the Finance Committee”

Proposed change 1: “Finance Committee, whose purpose shall be to prepare an annual budget, present it to the Council for approval, maintain a balanced budget, and supervise its use. The Executive Director shall be an Ex Officio member of the Finance Committee.”

**Proposed change 2: “Finance Committee, whose purpose shall be to prepare an annual budget, present it to the Council for approval, maintain a balanced budget and supervise its use. The Executive Director shall be an Ex Officio member of the Finance Committee. The Finance Committee must approve payment for non-budgeted items in excess of \$1000.**

**6.4 Local Arrangements – William Thompson. See 5.21 above.**

**6.5 Minority Recruitment and Retention – Michael Eaves. No report**

**6.6 Publications - Tom Frentz**

#### **Interim Report on SCJ Editor Selection Process**

**The Call for nominations was issued in September. It was posted on CRTNET and on the SSCA website; in addition, it has been or will be published in Spectra and Connections. Completed applications are due by February 9, 2007. All application materials should be sent to David Cratis Williams at Florida Atlantic University. We asked that applicants submit the following materials:**

- (1) A statement by the nominee indicating a willingness to serve in accordance with SSCA publication policies**
- (2) An outline of editorial policies and publication philosophy he or she would follow**
- (3) A letter of institutional support (e.g., released time, office space, and secretarial and financial assistance)**
- (4) Three letters of support**
- (5) A current curriculum vita.**

**As of November 13, we have received the following applications:**

**Mary E. Stuckey, Georgia State**

**Received to date: application letter, Statement of Editorial Policies and publication philosophy; CV; one letter of support**

**Lacking: Statement of Institutional Support; two letters of support**

**J. Donald Ragsdale, Sam Houston State University**

**Received to date: nomination, Statement of Editorial Policies and publication philosophy; CV; Statement of Institutional Support; two letters of support (including nomination letter; excluding letter of institutional support)**

**Lacking: one letter of support**

**Although I have had a couple of additional inquires or expressions of interest, these are the only two applications at this point.**

**The Committee will deliberate between the February deadline and the SSCA conference, and we will be prepared at SSCA with a recommendation.**

**6.7 Resolutions – Karyn Brown. Brown encouraged all to email her resolutions prior to the convention in L’ville.**

**6.8 Resource Development – Frances Brandau-Brown. Brandau-Brown reported on her committee’s efforts to raise funds for various SSCA awards. Noted that the Shirley Award will be the recipient of Caring Connections for the L’ville convention. Also suggested possible fundraisers such as Dollars, Dialog and Doughnuts and winning a dinner with Ken Cissna raffle.**

**Marilyn Young reported ideas to raise funds for the UHC including asking the Clevenger family for a sizable donation; asking members for donations; adding a \$5 charge to convention registration; raising the UHC fees by \$10.**

- 7. Division Reports
- 7.1 Applied Communication – David Gesler. No report
- 7.2 Communication Theory – Cole Franklin. No report
- 7.3 Community College – Robin Jensen. Mentioned that division is very excited about the Community College Panels for Louisville.
- 7.4 Freedom of Speech – Susan Mallon Ross. No report
- 7.5 Gender Studies – Sandra Halvorson. Very excited to have Julie Wood as their spotlight panel this year.
- 7.6 Instructional Development – Richard Quianthy. No report
- 7.7 Intercultural Communication – Mary Rucker. No report
- 7.8 Interpersonal Communication – Michael Arrington. No report
- 7.9 Language and Social Interaction – Christine Davis

For our Louisville convention, we had 10 paper and two panel submissions. Everything was sent out for review, and 9 papers were accepted and one was rejected. We have submitted the following panels: Analyzing Relationships in Language and Social Interaction; Empowerment Stories in Interpersonal Interaction; Catching Ourselves in the Act, Revisited: Reflections on the Summer NCA Institute on Social Construction; and Investigating Language Use Through Speech Acts, Acquisition Skills, and Reflexivity.

- 7.10 Mass Communication – Tony DeMars. No report
- 7.11 Performance Studies – W. Jay Baglia. Reported 12 papers accepted and 4 panels accepted for a total of 7 panels.
- 7.12 Political Communication – John Allen Hendricks. Reported that the division is working on its Bylaws.
- 7.13 Popular Communication – Wendy Hajjar. No report
- 7.14 Public Relations – Brigitta Brunner. No report
- 7.15 Rhetoric and Public Address – Jim Kuypers. Reported that Ken Zagacki is doing a terrific job and that all is well.
- 7.16 Southern Forensics Association – Jason Hough. No report

8. Unfinished Business. There was no unfinished business.

9. New Business

9.1 Ad hoc Committee for Advertising Manger Search Report: J. Emmett Winn. Winn reported that the committee had chosen Kelli L. Fellows and moved that the Exec. Council appoints her as Ad Mgr. Elect so that the membership could ratify her in L'ville. The EC appointed her.

9.2 Ad hoc Committee on Association Awards Policies Report: Marilyn Young

Young reported that the committee was considering the following:

A minimum \$ amount on naming awards

No awards should be named until all the money was collected

Awards with balances between 0-\$9,999 should only receive a plaque and luncheon ticket; no cash prizes.

Awards with balances of \$10,000 or more should only receive cash prizes that are within the current interest rate.

Endorsed Frances Brandau-Brown's plan to use Caring Connections funds to raise named awards to the \$5,000 level.

9.3 Ad hoc Committee on Electronic Submissions Report: Joy Hart

The committee is charged with exploring electronic submission services for SSCA. In particular, our objectives are identifying potential vendors for electronic submission of convention materials, securing information about costs and services, assessing benefits and limitations, and, ultimately, recommending what action SSCA should take. Below we summarize our information to date in several areas.

### Current Practices

We contacted a number of associations to determine current practices. NCA and ICA both use All Academic. None of the regional associations in communication (i.e., CSCA, ECA, or WSCA) currently uses an online submission service and none reported plans to begin doing so. However, many divisions within such associations do allow/encourage online submission by attachment. Further, professional associations in other disciplines (i.e., anthropology, history, women's and gender studies, urban affairs) do not report wide usage of such systems. One exception is the Organization of American Historians (OHA), which created and manages its own system.

AEJMC is currently converting to an online submission system. Below we provide some details of their decision-making process as these may be useful to SSCA.

In 2005, AEJMC decided to pursue electronic submissions and solicited proposals from four vendors (i.e., All Academic, Mira Digital Publishing, Confmaster, and Steve Anderson from James Madison University). Although all proposals/vendors had strengths, All Academic was selected in 2006. Key factors in the selection were: a good price, the best human availability (“people qualities/support”), and tech support.

Mira was quite positively perceived as was Confmaster (however, it is located in Germany, didn’t seem as “responsive,” and different time zones presented potential problems for tech support, although the Advertising Academy uses this group). Telecomm Professor Steve Anderson also has developed some software that BEA uses, but there were concerns about depending on only two people for tech support (Anderson and his son) for such a large group.

AEJMC’s contract with All Academic is for electronic submissions (up to 2,000) and reviewing only. Additionally, many AEJMC divisions have used electronic submissions (usually by email) for a few years, but some larger divisions have contracted with vendors, paying as they go (usually around \$450 depending on division size and vendor).

AEJMC will be paying for All Academic by increasing its convention registration fee (likely around \$5). Eventually, AEJMC likely will move that cost to membership dues. AEJMC will be paying roughly double what SSCA’s All Academic proposal listed.

Another area of inquiry was whether or not SSCA should undertake development and management of an online submission system on its own. Our recommendation here is not to pursue such a system for several reasons. First, considerable time would be involved with developing, maintaining/refining, and supporting (e.g., troubleshooting, “customer service”) such a system (and SSCA has no current staff to handle these functions; although staff could be hired, the costs are prohibitive). Second, current vendors (e.g., All Academic, Mira) are considerably further along in developing such systems, their products likely vastly surpass what we could afford (given time and money considerations) to develop, and we would spend time “reinventing” what others have already done. In short, although developing such a system is technically possible, it is not practically feasible. Thus, SSCA should continue current submission practices or contract with an outside vendor.

#### Possible Vendors

Beyond the possible vendors mentioned above (i.e., All Academic, Mira, Confmaster, and Steve Anderson), SSCA might be able to work out an arrangement for such services with Taylor and Francis. We include information on T&F possibilities below:

T&F/Routledge, now publishing SCJ, is associated with an online submission service, ManuscriptCentral, which has a component for conference submissions (called Abstracts and Proceedings Central). Using this system would require a separate contract and additional costs would be incurred (i.e., this service is not part of our current journal publishing arrangement). SCJ is scheduled to begin online submissions in 2008, and it might be possible to explore setting up/beginning an online convention submission system then. T&F staff will supply additional information on pricing after their meetings in January and June 2007.

#### Other Considerations

If we pursue a contract with an electronic submission service, the following were suggested as key considerations/tips:

Any contract should include technical support services for both submitting and reviewing (i.e., SSCA should not try to manage this process). In short, the vendor needs to have staff available to handle questions and problems.

An association group (e.g., task force, working group) needs to be composed to work with the vendor, especially for the initial years. Such a structure will ensure overseeing of the process as well as managing the learning curve.

## **Member Input**

**We hope to solicit input from SSCA members at NCA as well as through email (perhaps inviting members to comment on a form posted at Survey Monkey or a similar Web site).**

- 9.4 Ad hoc Committee on Research Support Guidelines Report: Andy King. No report**
- 9.5 Proposed Ethnography Interest Group: Thomas Frenz. See 5.91 above.**
- 9.6 Proposed award name: Robert Frank. Moved that the Outstanding New Teacher Award be named for Dwight Freshley. Frank summarized Dr. Freshley's career. The motion was seconded and passed.**
- 10. Announcements and Adjournment. Tardy adjourned the meeting at 4:30 p.m.**