

**Southern States Communication Association Executive Council Meeting**  
**Friday, November 21, 2008**  
**2:00-4:45 pm**  
**Manchester Grand Hyatt**  
**San Diego, CA**  
**Parlor Room 905**  
**AGENDUM**

- 1. Call to Order**
- 2. Welcome**
- 3. Approval of Minutes of SSCA Executive Council, Annual Meeting, Savannah, GA, April 2, 2008 and April 3, 2008 (published on SSCA Web Page [http://www.ssca.net/files/Savannah08\\_Executive\\_Council\\_Min.pdf](http://www.ssca.net/files/Savannah08_Executive_Council_Min.pdf) )**
- 4. Approval of Agenda**
- 5. Officers' Reports:**
  - 5.1 President – Jerold L. Hale**
  - 5.2 Vice President – Patricia Amason**
  - 5.3 Immediate Past President & Nominating Committee – Craig Smith**
  - 5.4 Vice President Elect – Thomas Socha**
  - 5.5 Executive Director – J. Emmett Winn**
  - 5.6 Marketing Director – Kelli Fellows**
  - 5.7 SCJ Editor – John Meyer**
  - 5.8 NCA Legislative Assembly Representatives – Brigitta Brunner, Monette Callaway-Ezell, & Tom Sabetta**
  - 5.9 NCA Nominating Committee Representative - Roseann Mandziuk**
- 6. Standing Committee Reports**
  - 6.1 Time and Place Committee – Robert Denton**
  - 6.2 Committee on Committees – Jerry Hale**
  - 6.3 Constitution – Rachel Holloway**
  - 6.4 Finance – Katherine Hawkins**
  - 6.5 Local Arrangements – Thomas Socha**
  - 6.6 Minority Recruitment and Retention – Kelly Albada**
  - 6.7 Publications - Tom Socha**
  - 6.8 Resolutions – Darren Goins**
  - 6.9 Resource Development – Todd Goen**
- 7. Division and Interest Group Reports**
  - 7.1 Applied Communication – Elissa Foster**
  - 7.2 Communication Theory – Monette Callaway-Ezell**
  - 7.3 Community College – Catherine Gragg**
  - 7.4 Freedom of Speech – Pat Arneson**
  - 7.5 Gender Studies – Debbie Phillips**
  - 7.6 Instructional Development – Deborah Hefferin**
  - 7.7 Intercultural Communication – Dominique Gendrin**
  - 7.8 Interpersonal Communication – Abby Brooks-Fitzgerald**
  - 7.9 Language and Social Interaction – Heather Gallardo**
  - 7.10 Mass Communication – Wendy Hajjar**
  - 7.11 Performance Studies – Rebecca Kennerly**
  - 7.12 Political Communication – Barry Smith**
  - 7.13 Popular Communication – Mike Eaves**
  - 7.14 Public Relations – Laura Richardson Walton**
  - 7.15 Rhetoric and Public Address – Ann Burnette**
  - 7.16 Southern Forensics Association – Tyler Thornton**
- 8. Ad hoc Committee on the Undergraduate Honors Conference – Marilyn Young**
- 9. Announcements and Adjournment**

1. Hale called the meeting to order.
2. Hale welcomed all present and asked each person to introduce themselves. The following were in attendance at the beginning of the meeting (others arrived later): J. Emmett Winn, Executive Director; Trudy Hanson, Chair Ad Hoc Committee on Leadership materials; Kate Hawkins, Finance Committee Chair; Marilyn Young, UHC Ad Hoc Committee Chair; Monette Callaway-Ezell, SSCA Representative to the NCA Legislative Assembly and Communication Theory Division Chair; Carl Cates, Finance Committee member; Deborah Hefferin, Chair IDD; Catherine Gragg, Community College Division Chair; Todd Goen, Resource and Development Committee Chair & IP Division Vice-Chair; Elissa Foster, Applied Communication Division Chair and Finance Committee member; Pat Arneson, Freedom of Speech Division Chair; Brigitta Brunner, SSCA 4-Year College/University Representative to the NCA LA; Tom Sabetta, SSCA Community College Representative to the NCA LA; Tom Socha, Vice President-Elect; Jerry Hale, President; Becky Kennerly, Performance Studies Division Chair & Ethnography Division Vice-Chair; John Meyer, SCJ Editor; Patricia Amason, Vice President; Craig A. Smith, Past President & Nominating Committee Chair.
3. The minutes were approved.
4. The agenda was approved as amended.
5. Officer's Reports
  - 5.1 Hale thanked all those who helped him plan the Savannah convention making it one of the best attended in SSCA history.
  - 5.2 Amason provided copies of the draft program for the Norfolk convention for review and notification of presenters.
  - 5.3 Smith called for feedback and nominations.
  - 5.4 Socha reminded all of the UHC call for papers and the deadline of Dec. 15. He explained that he would need a quick turnaround on reviews in order to get the UHC panels slotted in the Norfolk Program. He provided an early call for the 2010 Memphis convention (attached) and explained its theme and announced that he is investigating publishing opportunities from the presentations.
  - 5.5 Winn presented the membership and financial reports for the association, including the 2008 Financial Review. Winn also announced that as chair of the ad hoc committee to choose the next SSCA Executive Director that he was pleased to announce that the committee had selected Carl Cates of Valdosta State University. Dr. Cates has a long and distinguished record of service as Head of his department and as a SSCA member who has served in many leadership positions. Winn moved that the Executive Council appoint Dr. Cates as Executive Director-Elect and the motion was carried without dissension.
  - 5.6 Fellows strongly encouraged all members to ask their departments to purchase ads in the convention program.
  - 5.7 Meyer thanked all members for their support during his tenure as SCJ Editor and announced his final figures for his term: 364 submissions, 42 accepted, 4 passed along to the Editor-Elect yielding a 12.6% acceptance rate. Meyer explained that taking the special issues into account the acceptance rate was approximately 17% for his 3 year term.
  - 5.8 See attached report.
  - 5.9 Mandziuk explained that the NCA candidates had not been announced yet and suggested that SSCA needs to find a way to increase interest in our members to run for NCA positions.
- 6.0 Standing Committee Reports
  - 6.1 Winn presented the work of the T&P committee and moved that Louisville, KY be approved as the site for the 2013 convention. The motion passed without dissension. Dr. Tom Sabetta agreed to head up local arrangements.
  - 6.2 Hale asked all present to encourage their colleagues to nominate themselves or others for SSCA positions.
  - 6.3 See attached Report
  - 6.4 See attached Report
  - 6.5 Socha announced that his local arrangements team is very excited to be hosting SSCA this spring. He provided a sheet of highlights (attached).
  - 6.6 No report
  - 6.7 Socha, as chair of the Publications Committee, moved that he be empowered to present Taylor and Francis with a proposal for a new SSCA journal tentatively titled Qualitative Studies in Communication. The motion passed with no dissention and one member abstaining. Winn reported that Taylor and Francis has approved SSCA's request to increase SCJ's issues to 5 per year. Winn moved that SSCA accept Taylor and Francis' offer. The motion passed without dissension.
  - 6.8 No report
  - 6.9 Goen explained that in 2002 only one SSCA named award was endowed at the \$5,000 mark but now, through the good work of the Caring Connections fundraiser, all but one named award is with at least \$5,000.
- 7.0-7.16: There were no Division and Interest Group reports.
- 8.0 Young questioned what had happened with the report she had produced in the past concerning the UHC. Hale promised to investigate and report back.
- 9.0 There were no announcements and Hale adjourned the meeting.

Early Call for Papers  
Southern States Communication Association  
80<sup>th</sup> Annual Convention

April 7-11, 2010  
The Peabody Hotel  
Memphis, TN

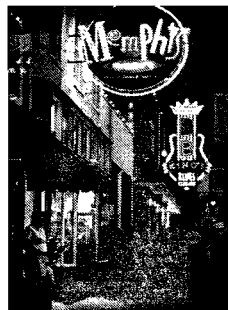
## Positive Communication

SSCA members and guests are invited to reflect on communication's role in happiness and in living meaningful lives (eudemonia, Aristotle).

Founding positive psychologist, Martin E. P. Seligman, asked, "Can there be a psychological science . . . about the best things in life? Can parents and teachers use this science to raise strong, resilient children ready to take their place in a world in which more opportunities for fulfillment are available? Can adults teach themselves better ways to happiness and fulfillment" (M. E. P. Seligman, 2002, *Authentic Happiness*, New York, Free Press, p. 29)? Since then, positive psychology has grown and made tremendous progress addressing such questions (e.g., The Positive Psychology Center, University of Pennsylvania, <http://www.ppc.sas.upenn.edu/>).

As communication scholars and educators we now ask: What does communication leading to happiness look like across the contexts of relationships, groups, organizations, cultures, publics, and media? What is the status of research and education about communication processes considered to be positive (e.g., comforting, communication activism, dialogue, empathic listening, forgiveness, humor, negotiation, nurturing communication, positive emotional communication, prayer, pro-social media, service learning, spiritual communication, supportive communication, and so on)? How are positive character-traits such as curiosity, valor, honesty, fairness, humility, appreciation of beauty, gratitude, hope, playfulness, and more communicated, and affect communication? What is communication's role in the development of positive character traits (e.g., C. Peterson & M. E. P. Seligman, 2004, *Character Strengths and Virtues: a Handbook and Classification*, New York, Oxford University Press)? What might positive mass media look like? What might positive communication pedagogy look like (e.g., C. Peterson, 2006, *A Primer in Positive Psychology*, Oxford University Press)? And, since we will meet in Memphis—will singing the Blues make us happy?

The final and complete call for papers for all divisions and interest groups will be posted in early 2009 on SSCA's website: <http://www.SSCA.net> with a preliminary due date of September 11, 2009. Until then, ideas and questions pertaining to the conference should be directed to Dr. Thomas Socha, SCCA Vice President Elect, Department of Communication & Theatre Arts, Old Dominion University, [tsocha@odu.edu](mailto:tsocha@odu.edu), (office: 757-368-4114).



*Come to Memphis. Sing the Blues. Be Happy.*

**To: J. Emmett Winn,**  
SSCA Executive Director  
**From: Brigitta R. Brunner,**  
SSCA Representative for Four-Year Colleges and Universities  
**Monette Callaway-Ezell**  
SSCA Representative for K-12  
**Tom Sabetta**  
SSCA Representative for Community Colleges

### **NCA Legislative Assembly 2008 Report**

#### **Friday, November 20, 2008**

- The 2008 Legislative Assembly to order at 12:35 in San Diego, California on November 20, 2008.
- Introductions were made.
- The following business was quickly conducted:
  - Approval of the minutes from previous meetings - 12:43
  - Approval of the roster—113 members present as of 12:45
  - Approval of the rules – 12:46
  - Approval of the agenda – 12:48
- In Memoriam – 12:50
- **Financial Report.** The financial report was given by Thomas Nakayama, Northeastern University. The report included items covering:
  - Summary of NCA's financial position
  - NCA's financial activities
  - NCA's financial proposals
  - NCA's proposed financial goals
  - Points of general interest addressed were that 78 % of NCA's income is from membership, subscriptions, and the convention; 75% of expenses are for membership, administration, subscriptions, and the convention
  - At the same time in 2007 NCA had 7,857 members; whereas, NCA had 8,257 in 2008
  - Primary goals are to increase membership and services, enhance non-member sources, reduce costs, and build the contingency fund
  - There was a motion to approve – passed – 1:21
- At this time, Art Bochner announced that the NCA executive committee (EC) and legislative assembly were policy makers and that the national office only carried out the policies—it has no policy making authority at NCA. It was stressed that we were all in this together in order to build a better NCA and even though we won't always agree...we should still treat all with respect.
- **Affiliate Status.** There was a request for Affiliate Status with the Association for Business Communication (ABC). Points of concern and discussion follow.
  - When accepting ABC as affiliate, this means that they would be provided 2 slots at NCA (they would be governed by our rules at the convention) and we would be granted slots at their convention

- It was mentioned that NCA slot assignment is under the 1<sup>st</sup> VP so no definite # of slots per division is not named...however, most divisions ask for more slots...if granted we usually end up going off hotel site...no guarantee ABC would be the ones off site
- This could lead to a possible increase in membership
- Although the executive committee passed a motion that puts a “moratorium on considering proposals from affiliate organizations until the EC resolves the issue of adding new units.” This proposal had already been viewed and passed by the EC.
- Motion called and passed – 1:48
- **Resolutions Committee.** It was noted that if a resolution is brought after June 30, it requires a 2/3 vote.
  - **Substitute Escape Clause.** A motion was brought to consider a substitute clause for inclusion in the “Convention Site Locating & Planning Resolution.” The clause stated:
    - (f) NCA will include the following escape clause in all its hotel and service provider contracts:
      - “NCA reserves the right of termination of this agreement, without penalty or liability, if a hotel chain, the municipal government, or the state in which the hotel is located establishes or enforces laws that, in the estimation of NCA, abridge the civil rights or advocate discrimination on the basis of gender, race, color national origin, sexual orientation, sex, gender identity, marital status, physical handicap, disability, or religion. NCA also reserves the right to withdraw from this agreement, without penalty or liability, if a labor or other organized protest arises such that attendees would be required to cross picket lines or violate a boycott in order to participate in an NCA conference.”
  - There was a friendly suggestion to strike “physical handicap” and leave only disability – agreed.
  - After a lengthy discussion of pros/cons on the substitute clause, there was a motion to cease discussion...passed – 2:40
  - Substitute clause was passed – 2:41
  - **Escape Clause.** Discussion began on whether or not to include the escape clause in the Policy on Convention Site Locating and Planning. The clause would be standard in all contracts, beginning in 2010, if passed.
  - A lengthy discussion followed and at 3:06 there was a motion to refer it back to the task force...the motion failed.
  - A substitute motion stating... “NCA will attempt to have included” was forwarded and failed – 3:12
  - A substitute motion stating... “NCA will make every effort...” was forwarded and failed in a standing vote – 3:20
  - A substitute motion stating... “NCA will seek to include...” was forwarded and failed – 3:23
  - Previous question was called and carried – 3:23
  - The motion to add the escape clause failed – 3:25, there was a call to count – 3:25; the motion still failed 72 for and 45 against – 3:26
  - **Extending Solitary Confinement and Torture.** Discussion occurred questioning whether this was a political statement we should be involved in or not...and whether this would lead to NCA taking a stand on more speech acts that occur in the form of abuse.
  - There was a motion to table it indefinitely – it failed – 3:33

- It went to a counting vote and the motion still failed 50 for and 53 against – 3:36
- Discussion continued until question was called and the resolution failed – 3:54
- LA members from divisions were asked to take information gather sheets back to their respective units.
- **Elections.** (Results not reported until Sunday, November 23, 2008)
  - The new Committee on Agenda members are:
    - Raymond
    - Terry Robertson
  - The new Committee on Committee members are:
    - Thomas Bovino
    - Anthony Slagel
- There was a brief report on *Communication Current*.
- The LA was adjourned at 4:22 Thursday, November 20, 2008

### **Sunday, November 23, 2008**

- The 2008 Legislative Assembly to order at 8:09 in San Diego, California on November 20, 2008.
- 119 was the final roster for the 2008 LA.
- There was data collection concerning members benefits...all members were to participate.
- Special recognitions were given.
- **New Registration System for NCA.** Submitters will know if their papers/panels have been accepted between March 16 and March 22, 2009. In addition, the deadline for registration for the 2009 Conference will be September 17.
- **Largest West Coast Conference.** The 2008 conference was the largest West Coast conference in history. As of 3 p.m. on Saturday, November 22, 2008, there were 5,5,50 attendees registered.
- The members of the legislative assembly were also reminded that sustaining membership was meant as a way for sustaining members to give more money to the organization to help sustain it. Registration now separates convention fees and membership dues.
- The 2008 LA was adjourned at 9:20 on Sunday, November 23, 2008.



College of Liberal Arts  
and Human Sciences

**Department of Communication**  
130 Shanks Hall (0311)  
Blacksburg, Virginia 24061  
540/231-7166 Fax: 540/231-9817  
E-mail: rhollowa@vt.edu  
[www.comm.vt.edu](http://www.comm.vt.edu)

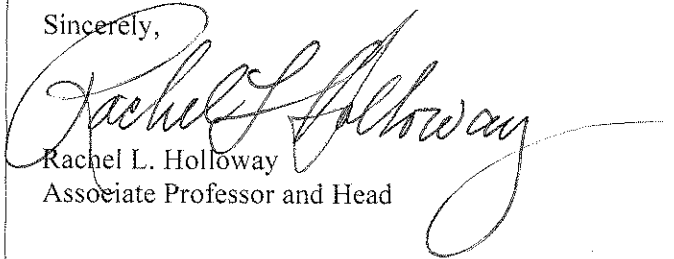
December 15, 2008

Dr. J. Emmett Winn  
Executive Director  
Southern States Communication Association  
Auburn University  
2046 Haley Center  
Auburn University, AL 36849-5223

Dear Dr. Winn:

The Constitution Committee of SSCA has not received queries, questions, or proposals since the 2008 SSCA annual meeting.

Sincerely,



Rachel L. Holloway  
Associate Professor and Head

*Invent the Future*

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY  
*An equal opportunity, affirmative action institution*

TO: J. Emmett Winn, SSCA Executive Director  
FR: Katherine Hawkins, Chair, SSCA Finance Committee  
DA: December 12, 2008  
RE: Report for Inclusion in Executive Council Minutes from 11/21/08

The SSCA Finance Committee is pleased to confirm that the finances of SSCA continue to be in excellent shape. A recent review of our financial statements by John D. Harvard, CPA, PA, revealed that our financial statements are in order and in conformity with the cash basis of accounting, which is the form of accounting we use. Our net assets for 2008 are slightly increased over 2007, which is positive news. As Finance Committee chair, I have been receiving and have reviewed all of SSCA's monthly bank statements since I took over as committee chair. I have seen nothing that appears to me to be outside of the maintenance of ordinary business operations.

Regarding the membership of the SSCA Finance Committee, committee vice-chair Carl Cates will soon resign from the committee to accept new duties within SSCA. Professor Trudy Hanson of West Texas A&M will assume the balance of his tenure on the Finance Committee and will take over as chair after the 2009 SSCA convention in Norfolk, VA. We happily welcome Trudy to the committee!

Regarding the SSCA Award Funds, the Finance Committee, in collaboration with SSCA Executive Director Emmett Winn, is working on a Memorandum of Understanding with Professor Tom Frentz, who generously endowed an SSCA Award to honor his late wife. This is the only SSCA award with a significant enough endowment to warrant such an MOU. I will be working with Tom and Emmett to finalize the MOU, which we hope to have in place by the Norfolk convention. Emmett and I continue to work with Marilyn Young and the Ad Hoc Undergraduate Honors Conference Committee regarding their fund-raising efforts on behalf of the UHC.

The Finance Committee is working with SSCA ED Emmett Winn to revise the presentation of the SSCA annual budget to make it easier to comprehend for SSCA members. Emmett suggested doing so as a way to enhance the openness and transparency of the budget process. We hope to have some recommendations to present to the SSCA Executive Council at the Norfolk convention.

The Finance Committee wishes to commend the SSCA ED for his conscientious attention to protecting SSCA assets. Case in point: As the economic situation in the US has worsened and therefore, as our expectations for convention attendance in Norfolk become more modest, the ED has been working with the hotel to reduce our room block to more closely match the expectations for convention attendance. Doing so will reduce our risk of financial exposure, as it reduces the chance that SSCA will be forced to pay for any unfilled room block at the convention hotel. Emmett is also keeping in close touch with the hotel in Memphis regarding our convention room block for 2010.

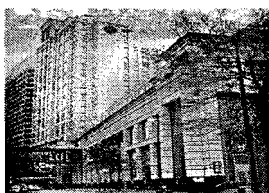
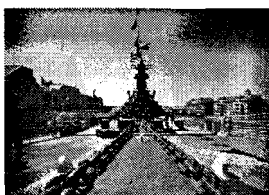
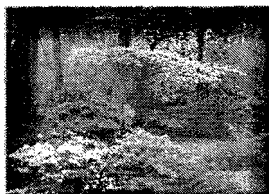
Please feel free to contact me ([hawkin5@clemsun.edu](mailto:hawkin5@clemsun.edu), 864-656-5384) if there are any questions about any of this information.



# Savor Spring on Virginia's Coast

---

*By Tom Socha, Old Dominion University. SSCA Vice President Elect, UHC Planner, and Chair of Local Arrangements- Norfolk conference.*



Imagine . . . fragrant azaleas in bloom, a comfortable bed at the Norfolk Marriott Waterside Hotel, and warm, engaging dialogue with colleagues. Watch cruise ships and carriers glide the Elizabeth River and its working harbor. After a short walk, envision world-class shopping at McArthur mall as you sip an afternoon Nordstrom's special latte. Or, how about an evening of theatre to see "Ella," the First Lady of Jazz known the world over, who hailed from right here in Tidewater. The powerful voice and rich life of Ella Fitzgerald are told in an exhilarating new musical that re-imagines her 1967 landmark concert in Nice, France (Virginia Stage Company, Wells Theatre, <http://www.vastage.com>)

Look forward to the flavors of delectable, freshest catches of the day. How about lunch or dinner aboard ship on *The Spirit of Norfolk*, as you view the world's largest naval base and sites of historic naval battles? Maybe visit museums where you stroll on a battleship's deck, or, a take a drive to walk down paths of early America (Jamestown, Williamsburg), or on the beach of the warming waters of the Atlantic or the Chesapeake Bay (surfers bring your spring wetsuits).

Come to learn, communicate, and savor spring at SCCA—Norfolk: <http://www.odu.edu/~tsocha/SSCA/ssca-norfolk.shtml>

Whether you are an undergraduate coming to the Undergraduate Honors Conference, or a veteran of many SSCA's, we look forward to sharing our wonderful southern coastal city with you this spring. Drop us a line and let us know if we can help.

Warm regards,

*Tom Socha,*

Old Dominion University  
[tsocha@odu.edu](mailto:tsocha@odu.edu)