

## ... And all the good that I can do

*For the cause that lacks assistance,  
For the wrong that needs resistance,  
For the future in the distance,  
And the good that I can do.*  
— George Linnaeus Banks

One of the most daunting tasks as an officer of SSCA has been my work on the Committee on Committees.

The Committee on Committees is comprised of the Board of Officers for the Association.

The committee is charged with appointing members to the various standing committees, awards committees and ad hoc committees that conduct a great deal of the Association's business.

No matter how well networked the officers may feel, we have tended to worry a bit about whether we are going back to the well of voluntarism too often by approaching some members repeatedly to ask for service.

We also know that there are members who are willing, and perhaps even eager, to serve SSCA, but who might never be asked because we are unaware of their willingness to do so.

The long-term health of SSCA depends on voluntarism of all sorts. It requires not only members who are willing to stand for election to the presidential line of succession, but also those willing to serve on committees or to serve interest groups in various capacities.

If you have an interest in serving on a standing committee, and award committee or an ad hoc committee please send an e-mail to Trish Amason (pamason@uark.edu) or me (jhale@uga.edu).

In my experience, or perhaps with my memory, a little redundancy goes a long



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way, so please remind us at the annual conference in Norfolk even if you have sent us an e-mail prior to the conference. The follow-up will be very helpful.

Annual appointments are made to six standing committees (Constitution, Finance, Publications, Resolutions, Resource Development, and Time and Place), seven awards committees (Freshley, Johnson-Paget, Minority Recruitment and Retention, Osborn, Outreach, Rushing, and Sisco), and ad hoc committees as appointed each year by the President (this year one).

Typically one person is appointed to the standing and awards committees and the usual term of service is three years.

A handful of members are appointed to each ad hoc committee and the typical term of service is one year.

So if you express a willingness to serve, but are not tapped in a given year, it is most likely because of a small number of appointments. Please be persistent and do not give up.

Descriptions of the awards are available on the SSCA Web site and the duties related to the standing committees are in the SSCA constitution.

The constitution is also posted on the Web site.

For SSCA's "future in the distance," please do the good that you can do by joining in service to the association.

## Convention highlight: Visiting with former mentors, teachers

BY ROBERT E. FRANK

There are many reasons to attend the SSCA convention every year. But for me, one of the highlights is knowing that I will get to visit with my undergraduate adviser and mentor, Jerry L. Tarver.

As a professor, adviser and friend, Jerry Tarver has provided a role model for me and a multitude of other former University of Richmond students.

Jerry came to the speech communication discipline through one of the early leaders in our field, Waldo Braden.

While at Louisiana State University, Jerry took his first speech class from Braden, who suggested he join the debate team. That recommendation led to a speech major followed by a M.A. and Ph.D. from LSU.

In between his two graduate degrees, Jerry taught for two years at Southeastern Louisiana State University. After completing his doctorate under the direction of Owen Peterson in 1963, Jerry accepted a position at the University of Richmond where for the next four years he was mentored by Bert Bradley.

When Bradley left Richmond for a position at the University of North Carolina at



**TARVER**

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# Norfolk has lots to offer UHC participants

The 2009 SSCA Undergraduate Honors Conference is not only an important academic event, but also a time for new friendships, mentorships and fun.

Starting on Friday, April 3 and running through Saturday, April 4, panels will showcase a new generation of communication thinkers and researchers as they share their papers covering the communication spectrum.

After students share their thoughts, seasoned SSCA communication scholars offer supportive guidance and direction to help further idea development.

On Saturday morning, UHC participants



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and guests are invited to share in the annual UHC Breakfast, this year sponsored by the College of Arts & Letters of Old Dominion University Dean Chandra de Silva, where

we announce the top-paper award winner and present the monetary prize. Later, UHC participants are also honored during the annual Osborn Reception.

During the conference, UHC participants can attend programs given by SSCA communication stars, learn about graduate communication programs across the south, meet graduate program directors, share meals in the many nearby affordable restaurants, enjoy a video café at Jillian's (<http://norfolk.jilliansbilliards.com>) and much more.

We look forward to seeing you in Norfolk. Drop us a line if we can help ([tsocha@odu.edu](mailto:tsocha@odu.edu)).

## Make plans now to attend convention

It's time to start preparing for our Norfolk convention. Please remember there are several things you need to do, if you are planning to attend the convention.

First, make your hotel reservations now. We have a great rate at a wonderful hotel, the Norfolk Marriott Waterside, but we have a limited number of rooms in our block (and when those rooms are gone, we don't have any more).

The cut-off date for the special rate is March 11.

After that date, the great rates disappear even if there are still rooms available at the hotel. However, we usually run out of rooms long before the deadline.

So, PLEASE book your room now.

Just go to our Web site at <http://ssca.net> and click on the convention information link.

Second, buy your Caring Connections by filling out the order form in this newsletter



**J. EMMETT WINN**

**Executive Director**  
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and mailing it with a check before March 1.

Third, PLEASE pre-register for the convention before the March 5 deadline.

You'll save money and help us make the convention experience better for all. To pre-register, please visit our website at <http://ssca.net> and click on the convention information link.

As always, if you have questions, please email [director@ssca.net](mailto:director@ssca.net).

See you in Norfolk!

## CONNECTIONS

**VOL. 27, NO. 1**

**SPRING 2009**

Connections is the official newsletter of the Southern States Communication Association (SSCA). It is published two times a year by the Department of Communication and Journalism at Auburn University.

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### Check out SSCA Web site for updated association information

The SSCA Web site is a great resource for our members. It always has the most up-to-date information about our convention, elections and business.

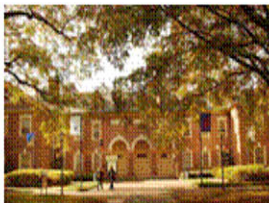
Please take a moment to familiarize yourself with our Web site at <http://www.scca.net> and check it often for information.

Some of its many features include:

- Updated information about our convention including the convention program and pre-registration
- Bios and platforms for the candidates in our election
- Latest association news
- Most recent calls and announcements
- SSCA Committee assignments and more

# 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 SSCA—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)

# Plenary speaker to focus on health communication

As final plans are being made, I wish to welcome you to attend the annual convention of the Southern States Communication Association. This year we are meeting on the waterfront in beautiful Norfolk, Va., April 1-5.

Norfolk is an exciting destination.

It is a city rich in history known for its morning breezes, glistening waterfronts, and maritime operations. Our convention hotel, the Marriott Norfolk Waterside, is an outstanding facility offering a brilliant view of the waterfront and is conveniently located near restaurants, museums and shopping.

The theme for the 2009 convention is "Crossing Ideologies: Communication and Collaboration in a Changing World" showcasing the contributions of scholars, educators and professionals engaged in collaborative works.

Our Plenary Session speaker is Gary Kreps. Kreps is the Eileen and Steve Mandell Endowed Chair in Health Communication, Professor and Chair of the Department of Communication at George Mason University.

Kreps is the former Chief of the Health



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Communication and Informatics Branch at the National Cancer Institute. Kreps' presentation topic is "Opportunities for Transdisciplinary Collaboration and Community Participation in Communication Research."

His presentation will feature the significant outcomes of much of the health communication research he has conducted in the past, his current projects as well as those planned for the future.

His research connects such issues as improved communication and public health concerns and community-based interventions in the effort to bring theory into praxis.

Our luncheon speaker is the current NCA First-Vice-President Dawn Braithwaite.

The Vice-President's Spotlight Series will feature the integration of theory and praxis both inside and outside of academic contexts and/or using blended disciplinary ideologies and panels illustrating significant scholarship or pedagogical practices conducted via collaborative efforts.

Spotlight Sessions will feature presentations by a number of scholars including Howard Sypher of Purdue University, Jim Query of James Madison University, Joy Hart and Kandi Walker of the University of Louisville, and Rajiv Rimal of the Bloomberg School of Public Health at Johns Hopkins University.

Additionally, topics will address issues such as those confronting academics outside the walls of the academy, academics working in collaboration with members of the private sector and may include work involving communication scholars and members of the medical community and industry, interdisciplinary team teaching, and other forms of cross-disciplinary research.

I look forward to seeing you at the convention in beautiful Norfolk, Va.

# SSCA New Year's resolutions you can keep

Happy New Year! Have you made your New Year's resolutions? Have you already broken some of them? The key to resolutions is to set realistic goals that can be accomplished in stages. If we set the bar too high, then we may become overwhelmed and just give up.

In the spirit of the season, I would like to offer a resolution for each of you that you can begin today – become an active supporter of SSCA. While it sounds like a lofty goal at first blush, I have a specific action plan to help you meet your goal.

First, purchase an ad for the SSCA program. Ads are an affordable way to promote your department while supporting the organization. Imagine, for \$275 your institution can garner the attention of hundreds of attendees.

And you only have a limited time to take action. Jan. 19 is the deadline. Best of all – the process is easy – simply go to SSCA.net, click on the link for advertising in the conference program, and mail in your check or call Jennifer with that Visa number.



**KELLI FELLOWS**

Marketing Director

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Just think, Step One of your resolution complete and it will only be mid-January!

Now that you have completed Step One, you are ready to continue on the road to a successful resolution.

You can reserve exhibit space for your department or organization. Interpersonal contact is critical in recruiting and sales efforts, as communication scholars I hope we all know that.

Let's take Step Two of our resolution and practice what we preach.

Your exhibit provides exposure for your group while affording conference attendees the opportunity to learn more about the amazing breadth of offerings

within our SSCA membership.

And best of all, you can reserve your exhibit space in the same way you secured your ad for the program.

Wow! You have finished two steps of your resolution, but your work is not done – that would be too easy.

Step Three is the most difficult of the steps, but I am confident that you are up to the challenge.

Rather than considering becoming more involved through leadership or volunteer opportunities, I want you to DO IT!

E-mail the chair of an interest group of which you are a member, an officer or the Executive Director and tell them that you are ready to be involved.

The continued success of our organization is completely up to you – our members. Each of you possesses unique skills, talents and abilities that will enhance the conference for all of our members.

You can do complete this resolution – you can be "that person" who made a resolution and kept it!

# Meet the people behind the journal

As many of you have already noticed, everything about the Southern Communication Journal is now online at the Taylor & Francis site, Manuscript Central: <http://mc.manuscript-central.com/rsjc>.

So far the process seems to be going smoothly, and we're delighted with the number and quality of submissions to the journal. Submissions from all subfields in Communication are welcome.

The first issue has just appeared, and I thought this would be a good time to publicly acknowledge all those whose work is required to bring the journal to life.

First, I need to thank Georgia State University's Department of Communication, and especially its Chair, David Cheshier, for the institutional support the journal receives.

In addition, my thanks to my colleagues who have cheerfully helped review essays, suggested others who would be suitable reviewers, and in general have provided considerable assistance.

I am excited that so many fine scholars have decided to remain or to join the editorial board, and they have already been



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Editor

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working very hard to make sure that the review process is as professional and rapid as possible.

I have been impressed with the quality and speed of the review process, and have heard positive comments from many authors. Serving on editorial boards is a major time commitment and is often a thankless task; no journal could survive without its reviewers, and I would like to offer the first of what will undoubtedly be a series of thanks to them.

If you have submitted to the journal or have had any other reason to contact us, you will probably have already met my fine Editorial Administrator, Sam Perry.

Sam is in charge of the day-to-day work of the journal and is the point person for

much of the administrative work. Sam can be reached at [jouspp@langate.gsu.edu](mailto:jouspp@langate.gsu.edu).

If you have any technical problems with the MC site or have any data issues at all, then Kris Curry is the person to contact. Kris is in charge of managing the information flow and doing all of the technical work with the site. If you need the sort of help Kris can supply, then please e-mail her at [scj@gsu.edu](mailto:scj@gsu.edu).

I also have a team of copy editors and quotation checkers who work behind the scenes, Joshua Ritter and Saadia Carnes.

And, of course, David Houck is the book review editor. If you have books you'd like to review or see reviewed, please contact him at [davidhouck@hotmail.com](mailto:davidhouck@hotmail.com)

As you can see, it takes a lot of people to keep the journal running. After these introductions it may be hard to believe, but I work with the journal as well.

Any issues, comments or questions can be sent to me either through [scj@gsu.edu](mailto:scj@gsu.edu) or directly to my own e-mail account at [mstuckey@gsu.edu](mailto:mstuckey@gsu.edu).

This is your journal too, and we're always interested in your input and happy to address any questions you may have.

## SSCA CONVENTION REGISTRATION FEES

	PRE-REGISTRATION	AT CONVENTION
• Regular Members ( <i>see membership costs below</i> )	\$45	\$55
• Student Members ( <i>see membership costs below</i> )	\$25	\$30
• Undergraduate Honors Conference Participants	\$50	\$50
• Non-members	\$65	\$80

### MEMBERSHIP CATEGORIES

- LIFE: A one-time payment of \$1,250 (or four consecutive payments of \$325 equals a standing patron membership).
- PATRON: An annual fee of \$190 provides special support for SSCA, and includes convention registration fee, subscriptions to the four regional association journals, and listing in the convention program.
- SUSTAINING: Annual fee of \$90 provides membership and convention registration fee.
- REGULAR: Annual fee of \$50 provides membership privileges.
- STUDENT: Annual fee of \$30 provides membership privileges and is available only to full-time students.

### CONVENTION PRE-REGISTRATION

Pre-registering is good for your bank account and it leaves you more time to have fun with your friends at the convention.

Plus, if you pre-register, you make the registration staffers' lives a lot easier.

It is so much easier for us to have everything ready for you when you get to the convention.

Otherwise, you have to wait and we have elevated stress levels because there are long lines of folks waiting to register.

So, please pre-register, if not for yourself then for the sake of the poor volunteers who handle registration at the convention. It's easy to pre-register, just go to our Web site: <http://www.scca.net/memberships>

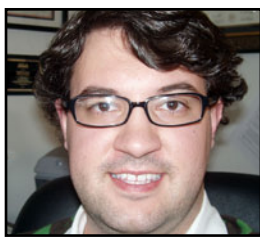
# Help fund the Johnson-Paget Award

Since 2002, the goal of the Resource Development Committee has been to fund all of the association's awards at the \$5,000 level, which is the level required for an award to be self-sustaining.

When this project began, only one of the awards was funded at this level. Through the generosity of members of the association and the hard work past RDC chair Frances Brandau-Brown, seven of the 10 awards now exceed the \$5,000 mark.

This year our goal is to fund the T. Earle Johnson—Edwin Paget Distinguished Service Award. This award currently has a balance of \$693. Please consider making a tax deductible donation to fund this award.

In addition to direct donations, members



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RDC Chair

Southern States  
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of the association can also contribute through the purchase of Caring Connections.

Since its inception in 2002, members of the association have honored friends and colleagues with Caring Connections.

Recipients of this honor are always delighted to learn that colleagues or friends have honored them in this way. Please consider showing a friend or colleague how much you care by sending a Caring Connection.

To purchase Caring Connections, please fill out the order form on page 7 and mail to the address below by March 11.

Pre-convention orders will be waiting with your recipients' nametags when they arrive at the convention.

Caring Connections also will be available for purchase at the convention during for the purchaser to deliver to those he or she wishes to honor.

Thanks for your support of the association and the awards!

## Tarver

Continued from page 1

Chapel Hill, Tarver took up the position of department chair. For the next 34 years, Jerry taught countless students in a variety of courses, including public speaking, business and professional communication, speech writing, and classes in the areas of public address and rhetoric.

I recalled with particular fondness his classes in Classical Rhetoric and American Public Address that I took as a college senior. As a professor, his classes were perceived to be challenging, but at the same time, he was approachable and accessible.

In 1997, Jerry retired from the University of Richmond. Characteristically for him, this was merely the beginning of a new adventure.

As head of Tarver Communication Services, Jerry gave full-time attention to providing training to professional speech writers.

His "The Speechwriter's Manual," published by Ragan Communications, is a

leader among public relations firms around the world. His expertise and teaching have taken the form of workshops conducted in the United States, Canada, Great Britain and Asia.

He reported that he particularly enjoyed his annual trips to Singapore where he would train speech writers for the Singapore government. He has written numerous publications on business communication, including a chapter in Lee A. Iacocca and Matthew W. Seeger's "I gotta tell you": Speeches of Lee Iacocca."

As a life member of SSCA, Jerry Tarver has a long, distinguished service to the association.

He is one of three individuals to have served in all three of the association's top positions: from 1972-1975, executive secretary; in 1978-1981, editor of Southern Communication Journal; and in 1983, president.

Each year during the annual convention, he is a regular attendee at the past presidents' luncheon. With such dedication to the association, I asked Jerry to comment on the importance of being an active mem-

ber in SSCA.

He responded:

"I have great respect for colleagues who volunteer to run our professional associations. They get little institutional credit as a rule, but the profession obviously needs the journals and conventions. Association officers are a true meritocracy.

"There's nothing subjective about making sure the meeting rooms are available and the journals come out on time. I remember when we used to meet to select people for association jobs and Wayne Thompson would occasionally shake his head and administer a veto with the words, 'Doesn't return phone calls.'"

The time for our annual meeting will be here before some of us will have completed our papers and presentations. But for me, I know that once again I get to visit with a man who has greatly impacted my life and my professional career.

Much of what I take as a given for what it means to be a teacher comes from my experience of having been taught by Jerry Tarver.

Thanks, Jerry!

## Make Norfolk convention hotel reservations early

Everyone planning to attend SSCA's 79th Annual Convention, April 1 to 5 at the Norfolk Marriott Waterside in Norfolk, Va., is strongly encouraged to make hotel reservations early.

The Norfolk Marriott Waterside offers great facilities and great prices.

Space at the hotel will fill quickly at our low rate.

The group rate of \$149 per night will be honored as long as rooms are available or until the cut-off deadline of Wednesday, March 11.

You can find all the reservation information at: <http://www.sscanet.net/convention-info/index.php>

# CARING CONNECTIONS PRE-SALE ORDER FORM

Please complete this order form and return it to Todd Lee Goen, Department of Speech Communication, University of Georgia, 110 Terrell Hall, Athens, GA 30602-1725, with a check for your order. Caring Connections are \$5 each and you will receive a tax receipt. Pre-convention orders must be received by March 11 in order to be processed and waiting for your honoree when he or shee arrives at the convention. You may purchase and deliver additional Caring Connections at the convention. Please note that Caring Connections are distributed to convention attendees only. If you wish to honor someone not in attendance, you may mail the honor yourself.

Your Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

Your University Affiliation: \_\_\_\_\_

Honoree's Name	Honoree's University Affiliation

Number purchased: \_\_\_\_\_ X \$5 = \$ \_\_\_\_\_

Please make check payable to Southern States Communication Association

# This newsletter is GARBAGE!

Many SSCA members favor electronic versions of newsletters rather than paper copies. One popular reason for relinquishing the paper version is Green.

By forgoing your paper copy of this newsletter, you help SSCA cut down on its use of paper products.

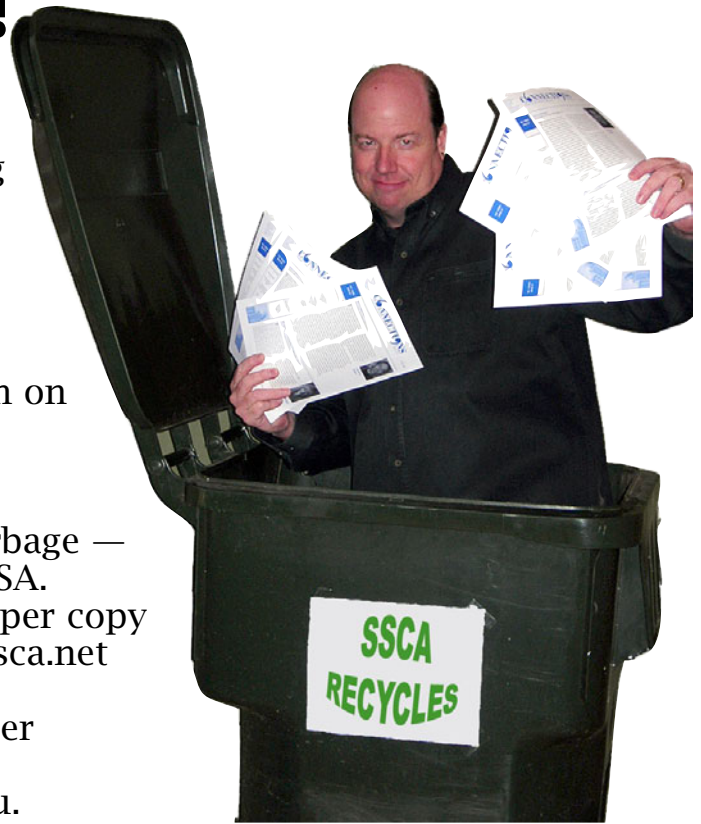
When SSCA uses less paper, it helps to protect our natural resources and cuts down on the waste and pollution associated with the manufacture of paper products.

It also reduces the inevitable disposal of hundreds of copies of this newsletter as garbage — the end result for most paper used in the USA.

If you would like to stop receiving your paper copy of this newsletter, simply e-mail [director@ssca.net](mailto:director@ssca.net) and let us know.

If you want to continue receiving your paper newsletter then do nothing.

We are happy to continue sending it to you.



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