# FLORIDA COMMUNICATION ASSOCIATION NEWSLETTER

Fall 2006

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Communication Journal

Papers

## PRESIDENT'S MESSAGE

Greetings to all FCA Members and Friends!

Happy New Year! For those of us in the classroom, the year really starts with the school year instead of in January. I wish all of you the very best as you pursue your teaching and research objectives.



For FCA the New Year actually comes in mid-October. We will meet October 19 – 21 and have the opportunity to renew our friendships and meet new friends while expanding our knowledge of the field. Carol Bledsoe, 1<sup>st</sup> VP, has put together an incredible program. (See other parts of this newsletter for details.)

As you make hotel/travel plans or put polishing touches on your paper, I would like you to think about your FCA experience. The conference starts on Thursday evening with the Spotlight Program. Please make travel arrangements so you can be at the hotel for this event. We hope that you will be at every event through the Saturday luncheon.

FCA has an incredible roster of talent in its membership. When you look at the program you will be amazed at the diversity of scholarship. There is so much to learn from your colleagues, even (especially!) if it is not in your primary research interest. We can proudly say that we have one of the strongest state associations in the country. From teaching tips to technology, from media to family communication, there's a program included.

Recently there seems a trend with "drop-in conventions." I've seen this with NCA and SSCA. I am always dismayed when people only attend a convention long enough to present their own paper. They miss the opportunity to learn from colleagues. I hope that all of our FCA attendees will take full advantage of the entire convention. This is especially true for our student members. This is the foundation of your professional career. Please join us for the full three days and leave excited about FCA and the role of communication in Florida.

I look forward to seeing all of you in beautiful St. Pete Beach!

Deborah Hefferin, President



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"MODELS OF EXCELLENCE: RAISING THE STANDARDS IN TEACHING, RESEARCH, AND SERVICE."

## REGISTER NOW!

≥ 2006 FCA ANNUAL CONVENTION @ ST. PETERSBURG BEACH
≥ HOTEL REGISTRATION @ THE TRADEWINDS HOTEL
≥ FCA ANNUAL MEMBERSHIP REGISTRATION

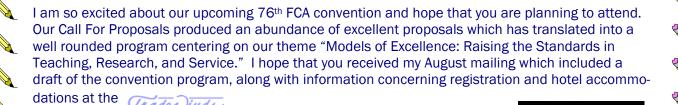
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## 2006 FCA Convention Update October 19-21, 2006 — St. Petersburg Beach

## "Models of Excellence:

Raising the Standards in Teaching, Research, & Service"

Carol Bledsoe 1st VP, Convention Chair



What better way to spend a weekend than enjoying a beautiful beach setting while making new friends, renewing old friendships, and engaging other professionals in lively discussion?

We are privileged to have two special guests for the entire convention. Dr. Steve Brydon and Dr. Mike Scott from the Department of Communication Arts and Sciences, California State University, Chico, will be presenting both the Thursday evening spotlight program, as well as giving the luncheon address on Friday. They also look forward to attending sessions the entire weekend. You will enjoy meeting and getting to know them.

Don't delay getting registered for the convention and making your reservations at the



Register for the convention at our FCA website (<a href="www.flcom.org">www.flcom.org</a>) or by mailing the registration form and fees to Jim Katt.

All program presenters must register for the convention by <u>September 8</u> to be included in the convention program brochure.

Hotel registrations must be made by <u>September 19</u> to guarantee the convention rate.

Help us spread the word about this year's convention and invite other colleagues to join you. If you have questions about the convention, please don't hesitate to contact me. I'll see you in October!

Carol Bledsoe, 1st Vice-President Nicholson School of Communication University of Central Florida cbledsoe@pegasus.cc.ucf.edu 407-823-5537

Please share this information with your colleagues and begin thinking about how you want to be involved in this year's convention. I look forward to a good turnout and worthwhile convention in a beautiful setting!

## MEMBERSHIP UPDATE

Christina Gesmundo 2nd VP, Membership Chair



As this fall semester begins, I eagerly anticipate increased membership and active participation from our current members. If you have thought, "What can I do for FCA?" Now is the time to step up! If you were active in the past and would like to become active again, there is no time like the present. FCA needs your help to grow, meet the needs of our members, and run smoothly. There are a variety of opportunities for which your assistance is needed...volunteering at conference, serving on a committee, becoming a campus contact, spreading the word within your department as well as highlighting membership benefits to students and other

departments within your college/university. Opportunities range from serving 1 hour at the conference registration desk this October, hosting a donut snack for your department, or distributing membership flyers to colleagues and students. The choices—and time commitments—are highly flexible. Contact me for more information!

One of the membership goals of FCA is to increase our primary and secondary membership, as well as reaching out to the local and statewide debate/forensics teams. If you are active in such events, please contact me. Or, if one of your colleagues is a debate coach, send them FCA's brochure and membership application. Again, FCA needs you!

Finally, volunteers are urgently needed for our upcoming conference. Consider how valuable your effort and assistance are in conference organization, not to mention the earned Vitae line!

Contact me, Christina Gesmundo, 2<sup>nd</sup> VP, Membership to find out what you can do now!

Sincerely, Christina Gesmundo 2<sup>nd</sup> VP, Membership

## FCA 2005—2006 OFFICER INFORMATION

President: Deborah Hefferin <u>dhefferi@broward.edu</u>

Immediate Past President: Sue Easton <a href="mailto:seaston@rollins.edu">seaston@rollins.edu</a>

1st VP: Carol Bledsoe <u>cbledsoe@pegasus.cc.ucf.edu</u>

2<sup>nd</sup> VP: Chrissy Gesmundo <u>discodiva1974@yahoo.com</u>

Recording Secretary: Kim K Johnson <a href="mailto:kkjohnson@adelphia.net">kkjohnson@adelphia.net</a>

Executive Treasurer: Jim Katt <u>jkatt@mail.ucf.edu</u>

Journal Editor: Wally Schmidt <u>Wschmidt@Rollins.edu</u>

Florida Education Liaison: Beth Goldman <a href="mailto:Db8coach@aol.com">Db8coach@aol.com</a>

Newsletter Editor: Kim K Johnson kkjohnson@adelphia.net

Webmaster: Shari Hodgson <u>Sharivn@aol.com</u>

NCA Rep: Richard Quianthy <u>Rquianth@broward.edu</u>

The 75th FCA
Jubilee
Photo Gallery











## RECOGNIZING AND HONORING OUR FCA COLLEAGUES Sue Easton FCA Immediate Past President



As we look forward to the 2006 convention let us continue to celebrate the FCA and each other.

Each year we offer three important awards to recognize the efforts of outstanding FCA members:

- 1) Outstanding Service for achievement and service to the FCA over several years.
- 2) Teacher of the Year for outstanding performance as a class-room teacher.
- 3) Scholar of the Year for outstanding scholarly achievement in one's career.

Nominations of FCA members can be made by any FCA member.

Send a nomination letter to the Past President (2006 Past President-Sue Easton, seaston@rollins.edu (email preferred) or mail to 149 Edgewater Circle, Sanford, FL 32773). This letter should highlight why this person deserves the award and provide details on their accomplishments. The letters will be used as the primary evidence to be reviewed by the awards committee for selection.

This is a good time to think about who deserves recognition – you can even self nominate. For more information visit our website <a href="https://www.flcom.org">www.flcom.org</a>. Dr. Susan S. Easton Communication Department, Rollins College <a href="mailto:seaston@rollins.edu">seaston@rollins.edu</a> Home Office: 407-328-1549

In the interest of encouraging you to nominate for the FCA awards, here are some FAQs about our FCA Awards (taken from the website <a href="https://www.flcom.org">www.flcom.org</a>)

Q: Why should I nominate some-

#### one for an FCA Award?

A: Often our work is done as volunteers or seems to go unnoticed by others. Receiving an award is a great way to acknowledge the contributions made by a colleague. It is also a way to professionally give that individual credibility in a formally recognized way that becomes a permanent part of their personal vitae and record.

## Q: What faculty and professional awards to you have for FCA members?

A: Each year we offer three important awards to recognize the efforts of outstanding FCA members: 1) Outstanding Service, 2) Teacher of the Year, and 3) Scholar of the Year.

## Q: Who is allowed to nominate for an award?

A: Nominations of FCA members can be made by any FCA member. You are also welcome to self nominate for any of these awards

## Q: Where do I send my nomination letter?

A: Send a nomination letter to the Past President (2006 Past President- Sue Easton,

seaston@rollins.edu (email preferred) or mail to 149 Edgewater Circle, Sanford, FL 32773). This letter should highlight why this person deserves the award and provide details on their accomplishments. The letters will be used as the primary evidence to be reviewed by the awards committee for selection.

## Q: What is the Teacher of the Year Award?

A: This award recognizes outstanding performance as a classroom teacher.

## Q: What is the Scholar of the Year Award?

A: outstanding scholarly achievement in one's career.

## Q: What is the Outstanding Service Award?

A: This award recognizes achievement and service to the FCA over several years.

#### Q: Are there any student awards?

**A:** Yes, there is an "Outstanding Student Scholar award" given for outstanding performance and scholarly activities as a student member of the FCA. Students must be members of FCA for one year prior to receiving this award. This award also has a monetary gift that goes to the recipient.

## Q: Are there other awards for student papers?

A: Yes, we have two juried paper awards given at the undergraduate and graduate/faculty level for top papers. These papers need to be submitted as a part of the Call for Papers and are presented at our convention. To be considered for this award, the student must indicate that the paper is being submitted for this category and have the name and email address (or contact information) of the faculty member who has read this paper and approves its submission.

FCA Student members are eligible for a scholarship. Any student who has been a member since January 1 can be nominated. Do you have an outstanding communication major? Is there a student in your class that deserves recognition? It is easy to nominate. Send me a letter of recommendation, a copy of the student's vitae, and an unofficial transcript (available through FACTS.org)

## TEACHING SCHOLARSHIP SERVICE

## The 75th FCA Jubilee Photo Gallery











## FCA GRANT

#### Vi Asmuth

At the start of the school year we often have an idea for a great project but we have no money. Last October the Florida Communication Association presented its first annual grant of \$500 to Dr. Ken Cissna who had an idea and the FCA grant was going to allow it to happen. We will hear how Ken's project developed this year.

How about you? Could you use up to \$500 for a project? Listed below are the guidelines. Let the committee hear about it.



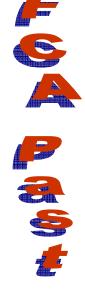
**Purpose of the Grant:** To support the development of communication project within the State of Florida by providing a funding opportunity for FCA members.

### **Guidelines:**

- 1. Applications must be received by September 15<sup>th</sup> each year providing rationale for how the funds will be used for communication projects within the State of Florida. Rationale should include how the proposal furthers communication issues with the State of Florida and provide an estimated budget for us of funds (Approximately 2-3 pages).
- 2. The selection will be made by a committee of three members appointed by the president. Criteria for selection will include:
  - a. rationale is clearly articulated
  - b. project furthers communication in the State of Florida
  - c. Recipient must be a member of FCA for at least one year before applying for the grant.
  - d. Recipient must agree to present the result or outcome of the project at the following year's convention.
- 3. Recipients will be announced at the second luncheon of the convention (Saturday).
- 4. These guidelines will be reviewed in September 2007 to modify and/or confirm for members approval.

The proposal should be sent by Email with an attachment to bobviasm@aol.com.

Committee: Vi Asmuth, chair, Phil Taylor, and Rich Mercandante.







## LOCAL ARRANGEMENTS COORDINATOR

Dr. Bonnie Jefferis St. Petersburg College



Getting to the convention hotel: The Sandpiper Hotel and Suites is a part of the TradeWinds complex, located north of the big Island Grand hotel.

If you are coming north on Gulf Boulevard, you'll pass the entrance to the TradeWinds' Island Grand before coming to the Sandpiper entrance—you'll be making a left turn, so get into that center turn lane

when you see the big Island Grand entrance coming up and you'll be ready when the Sandpiper entrance comes up.

If you are coming south on Gulf Boulevard, be on the lookout early because the Sandpiper entrance is not very large and not well-marked.

After you turn off of Gulf Boulevard, you'll be in a large parking lot. Tell the parking attendant that you are attending the FCA convention, and then drive up to the front of the hotel. The hotel just finished a \$15 million renovation, but this entranceway of parking lot to the front door is really not very pretty. Don't let that bother you. Just go inside, check in, then go park your car and unload your stuff. You will find that the interior of the resort, and the beachfront/pool areas, and the restaurants are all just amazing!

At the convention hotel: Of course you can get more details on the resort's website: <a href="http://www.tradewindsresort.com/sp\_default.asp">http://www.tradewindsresort.com/sp\_default.asp</a> and I am writing a list of nearby restaurants and attractions to be included with your convention packet you will get when you arrive.

But briefly, let me encourage you to check out the on-site eating opportunities. The Sandpiper has a patio bar and a deli and you can take just a short walk on the beach to the Island Grand where you'll find RedBeard's Sharktooth Tavern, B. R. Cuda's sports bar, and two restaurants: Palm Court and Bermudas.

If you have kids, bring them along and enroll them in the fully-supervised children's program called KONK (Kids Only, No Kidding). Also available are the activities through TAZ (TradeWinds Action Zone) which offers scheduled daily activities like aerobics, swimming lessons, and tennis clinics.

The convention prices arranged for our convention already include the Resort Amenity Fee. Originally designed as a pass for free on-site parking, more and more opportunities have been added to the RAF at no additional charge. The RAF now includes on-site parking, a Kennedy-style beach cabana, tennis, a ride on the Tradewinds paddleboats that travel though the property on waterways that feature swans and Nile Perch, and more.

Please come, re-energize yourself professionally while pampering yourself personally in the beautiful Sandpiper resort! See you there!

## NCA 2006 — November 16—19, 2006 San Antonio, TX

FCA Program! Members of the FCA Board of Directors will be attending the upcoming NCA Conference. The will represent FCA by presenting a panel discussion on the importance of state organizations through the lens of the various board positions. Program chair is Kim K Johnson. Panel participants are Deb Hefferin, Richard Quianthy, Sue Easton, and Wally Schmidt.

St. Petersburg Beach Things To Do Places to See



The Don Cesar



The Pelican Diner



Woody's Waterfront Cafe



Annie Moore's Irish Pub



Gulf Beach Historical Museum



The Hurricane





# Florida Communication Association 2006 CONVENTION

October 19-21, 2006 TradeWinds Sandpiper, St. Petersburg Beach



## **REGISTRATION FORM**

Please note that your 2006-2007 membership fees are due. Membership fees are separate from convention registration, but can be mailed together using the separate membership form. Both convention registration and membership renewal can also be submitted electronically on the FCA website (www.flcom.org)

## Please CIRCLE your package/fee selection(s):

Package A for regular registrants includes convention	\$90 early*	\$100 on-site
fees plus both Friday and Saturday luncheons		
Package B for student registrants includes all the items above	\$50 early*	\$75 on-site
Package C for regular registrants includes either Thur./Fri. or Sat	\$60 early*	\$65 on-site
convention and luncheon for that day.		
Choose (circle) ONE: Thur./Fri. or Sat.		
Package D for student registrants includes either Thur./Fri. or Sat.	\$25 early*	\$40 on-site
convention and luncheon for that day.		
Choose (circle) ONE:Thur./Fri. or Sat.		
Package E for student registrants includes Thursday Evening program only	\$10	

Scholarship Fund Donation	
Total Owed (Sum of fees noted above)	7 FCA
Your Name & Home Address	
Zip	
Affiliation:	

Make a photocopy of this form for your records, then mail it and your fees to the following address:

Jim Katt, FCA Treasurer 4625 Gatlin Oaks Lane Orlando, Fl. 32806

\*These items must be received by October 12, 2006 if the "early" rates are to apply.

The FCA's Federal Employer Identification Number is 59-2414616.





### RESERVATION REQUEST

PLEASE USE THIS FORM TO MAKE YOUR GROUP RESERVATIONS Reservations Fax #: (727) 363-2222 or E-Mail: groupreservations@twresort.com

Group: FCA Annual Conference
Date of Function: October 19-22, 2006

Property: TradeWinds Sandpiper Hotel & Suites, located at 6000 Gulf Blvd., St. Pete Beach, FL

o Standard Hotel Room \$109.00 o Tropical Hotel Room, based on availability \$124		idard One Bedroom Suite, based on availability \$139.00 ical One Bedroom Suite, based on availability \$169.00
REQUESTS:	o Smoking	o Non Smoking
A specific number of rooms are being held at this at the group rate, subject to availability. Please n	•	ember 19, 2006. After this date, all group requests will be ation as soon as possible.
Name	Organization/F	
Address		Phone Number
		Fax Number
City State	Zip	E-Mail:
Arrival Date Departure Date	e (Check-out noor	n)
Arrival Hour (Check-in 4:00pm) # of	People in Room _	Sharing With
A one night deposit by check or credit card is requ (Personal checks are not accepted for payment a		nclosed \$
Please charge to: o Mastercard  Deposits will be billed on receipt of reservation re	o Visa equest.	o American Express.
Card Number		Exp. Date
Name on Card	<del></del>	Signature
able basis only.	prior and departu	ires two days after above group dates are on a space avail-
Group rates may not be combined with any other REFUNDS: Deposits are refunded provided your date.		ckage or discount. ancelled at least 48 hours prior to 4 p.m. on your arrival
Please retain the cancellation number given.		
A nightly resort amenity fee (EVP/Parking) is incluance appear as an incidental and is subject to 12% tax		r night Hotel Room or One Bedroom Suite. This fee will ti-bedroom units is an additional \$10.00.

### Return this form with deposit to:

TradeWinds Island Resorts/Group Reservations Dept. PO Box 66307 St. Pete Beach, FL 33706 Group Reservations: (800) 808-9833 Fax: (727) 363-2222 E-Mail: groupreservations@twresort.com



# Florida Communication Association 2006-2007 Membership Form



Benefits of FCA Membership include:

- The Florida Communication Journal (delivered twice a year) provides current and informative research articles
- Information to improve your classroom effectiveness through networking and convention sessions
- The FCA Newsletter keeps you current on events and information between conventions
- Annual convention guest speakers, informative panels, papers, and posters, allow you to stay current about issues relevant to communication scholars in Florida.

Name
Home Address
Zip
Affiliation
Address at Affiliation
Zip
Home Phone ( )Phone at Affiliation ()
Email Address (exact, proper case)
Were you an FCA member in the past year? YES NO
Enclosed is to reflect the following (check as appropriate):
Student Membership @ \$10.00Regular Membership @ \$30.00
Patron Membership @ \$50.00a Scholarship Fund Donation of

[Please make checks payable to FCA]

The FCA's Federal Employer Identification Number is 59-2414616.

Make or print a copy of this form for your records and return it and your fee to:

Jim Katt, FCA Treasurer 4625 Gatlin Oaks Lane Orlando, FL 32806

Membership year begins October 1st and ends September 30th

"Teaching Oral Grammar using the Story-Telling Method" (Adeline Evans, Ana Lamikanra, Virden Evans –

FAMU)

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#### Friday, October 20 (cont.):

9:30-10:45

### Session #2

#### Sandpiper East -Panel (Excellence in Service)

Is there a Professional Life after Retirement?" (Phil Taylor – UCF, Bob Asmuth – UF, John O'Hara – UCF, Vi Asmuth - ?)

#### Macaw - Workshop/Panel (Excellence in Teaching)

"Raising the Standards of Teaching: Using Case Studies in the College Classroom" (Sue Easton – Rollins)

"Teaching a Class in Public Discourse" (Ken Cissna - USF)

### Sandpiper West - Papers (Excellence in Research)

"Attaining Excellence through Cognizance: Native American Art and Spirituality" (John Friesen – University of Calgary)

"The Social Construction of Graffiti Culture: An Ideological Analysis of Cultural Divarication by News Media" (Kimberly McCormick – UNF)

"An Olympic Social Drama: Italian Identity Enactment during the 2006 Winter Olympic Games" (Sally Hastings – UCF; Gino Perrotte - UCF)

10:45-11:15

#### "Hobnob" Break (Coffee & danish provided in the registration area)

11:15-12:30

### Session #3

#### Sandpiper East - Papers (Excellence in Research)

"She's Just a Girl: Family Business Daughter's Productive and Invisible Care Giving Contributions" (Angela Day – USF)

"Consequences of Mental Illness Discourse" (Tracy Sullivan – USF)

"Memorializing Children in Cyberspace: A Comparison of Father-Daughter and Father-Son Relationships" (George Musambira – UCF, Sally Hastings – UCF, Judith Hoover – Western Kentucky)

#### Macaw - Workshop (Excellence in Teaching)

"Dealing with Challenging Students in the Classroom: A Counselor's Perspective" (Stephan Ihde -UCF & Kristie Ihde )

#### Sandpiper West - Papers (Excellence in Research )

"Pepper Dennis: Did Creators Sell Out Journalism Ethics for TV Ratings?" (Berrin Beasley – UNF)

"Beyond Routine News: Failed Media Coverage of the Ford vs. Firestone Tire Crisis" (Brett Becker – UCF)
"Sermon on the Ranch: Toward the Desecularization of American Presidential Discourse" (Gary Brooten – Florida Atlantic)

12:45-2:15

#### Convention Luncheon & Keynote Address ("Engaging the Me Generation")

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Tindall – U. of Oklahoma)

"Movienda Adelante (Moving Forward): Adjusting to Society as a Migrant Hispanic" (Juan Mendez – UF)

"They Say You Can't Choose Your Family...Or Can You?" (Kayla Stanley - UF)

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1:15-2:30 Convention Luncheon & Awards

## NOMINATIONS COMMITTEE

Kim K Johnson Recording Secretary

### NOMINATIONS COMMITTEE

🕰 Kim K Johnson - Chair

Deb Hefferin

Wally Schmidt

Jim Katt Adeline Evans





## During the Conference:

If you know someone that would be interested in serving as a member of the FCA Board of Directors be sure to seek out one of the Nominations Committee members listed above. A full slate of open positions will be presented at the first business meeting. Remember — self-nomination is acceptable! Get involved this year and help make FCA everything you wish it to be.

Nominations Committee Chair Kim K Johnson



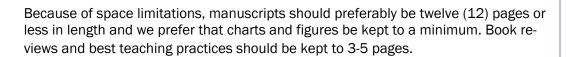
# CALL FOR FLORIDA COMMUNICATION JOURNAL PAPERS

Wallace Schmidt Journal Editor



The *Florida Communication Journal* is seeking submissions for its next publication. *FCJ* is a professional, refereed publication. We encourage the submission of preciously unpublished articles and research reports related to all aspects of the human communication process. We are also interested in relevant book reviews and best teaching practices. *FCJ* is interested in publishing material that makes noteworthy contributions to

the advancement of human scholarship and that may be helpful to the teaching community.



Authors should submit one hard-copy and a computer disk with an accurate copy of the manuscript saved as a Word document (not Works nor Word Perfect). Prepare all manuscripts, double-spaced, according to the latest edition of MLA or APA guide-lines. Prepare a separate cover page with author(s) names, address, e-mail address, affiliation, and an abstract of no more than 100 words. Remove all references to the author(s) within the manuscript to facilitate a blind review.

Submit manuscripts to: Dr. Wally Schmidt, Editor. *The Florida Communication Journal*. Communication Department, Rollins College. Winter Park, Florida 32789. Questions and inquiries may be e-mailed to: <a href="mailto:wschmidt@rollins.edu">wschmidt@rollins.edu</a>





