

Florida Communication Association Newsletter



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Message from the President Donald Painter, Jr.



Greetings FCA Members and Friends,

I hope you are enjoying your summer and are finding creative ways to beat the heat. Fall is around the corner and that means our 80th annual convention is fast approaching.

First Vice President and Convention Coordinator Natalia Cherjovsky is hard at work on the schedule and program. We have some exciting things planned. FCA's annual convention is an excellent way to see some great scholarship, get new ideas to invigorate your teaching and research, and most importantly, socialize with friends and colleagues. I hope you can join us.

If you haven't already registered for the convention, please do so. You can register by visiting <http://www.flcom.org/conventions.asp> and clicking on the "register" button. Don't forget that in order to receive the early registration discount you must register and pay by September 30. You may also register using the form included in this newsletter.

You'll also want to make your hotel reservations. We've again secured a great rate at our host hotel, the Lake Buena Vista Resort Hotel. Rooms are \$76 per night and the hotel has waived the \$7.99 per night resort fee and has included one free breakfast per room per night. Reservations can be made by calling 1-800-348-3765 and asking for the Florida Communication Association Convention rate. Reservations must be made by September 14 to secure this special rate. Don't miss out!

To our members, please don't forget to renew your FCA membership. The membership year ends on September 30. You can renew membership online by logging in to our website. If you are not yet a member of FCA, please consider joining. FCA members receive a variety of benefits including two issues of our journal, the Florida Communication Journal, each year. To join, please visit <http://www.flcom.org/membership.asp>. You may also join using the form included in this newsletter.

Enjoy the remaining days of summer and I hope to see you soon!

Donald Painter, Jr.
FCA President

2010 Convention Early Registration is Open!
Rethinking Communication: 21st Century Trends

October 14 – 16, 2010 Lake Buena Vista, Florida

Go to www.fcom.org today and register for the 2010 Convention. All participants in a program session will be required to pre-register for the convention. Only those participants confirmed by participant pre-registration will be included in the program.

Package A \$100.00 (onsite registration fee: \$125.00)

Includes total convention fees plus Friday and Saturday and luncheons.

Package B (student registrants) \$60.00 (onsite registration fee: \$85.00)

Includes total convention fees plus Friday and Saturday and luncheons.

Package C \$65.00 (onsite registration fee: \$90.00)

Includes either Fri. or Sat of convention and lunch for that day.

Package D (student registrants) \$35.00 (onsite registration fee: \$55.00)

Includes either Fri. or Sat of convention and lunch for that day.

Register for the FCA Convention today!
Rethinking Communication: 21st Century Trends

**FCA Constitution
Proposed Changes**

On Saturday, July 17, 2010, the FCA Executive Board met for its summer workshop. At this meeting, changes were proposed to FCA's Constitution. The process for changing the constitution requires that changes and amendments be presented at the first business meeting held during the October convention. The changes are then voted upon by the FCA members in attendance at the second business meeting of said convention.

You can view the proposed changes at <http://www.fcom.org/constitution.aspx>. All changes are in red. Proposed removals are indicated with strikethrough. Proposed additions are underlined.

The proposed changes will add a new position to the FCA Executive Board - Marketing Coordinator. In January, the president appointed an ad hoc Marketing Coordinator and the board felt this was a beneficial position to add on a permanent basis. The role of the Marketing Coordinator will be to promote FCA, drive membership, develop marketing materials, and procure sponsors for our conventions.

Comments about these proposed changes can be sent to DPainter@polk.edu.

**NCASC: My Experience
Mariah Watson**

Starting at a young age, children are always asked "what do you want to be when you grow up?" Upon entering my first semester of college, I realized I still didn't know. I became overwhelmed with decisions that had to be made; which classes do I want to take? What degree should I pursue? In the mist of utter chaos that was my first semester of college, I did make the decision to work towards a minor degree in Communication Studies. Little did I know that one simple choice would soon become a passion.

Being involved with the NCASC has in many ways fueled my interest in Communication Studies. One of the initial benefits to being involved with the NCASC was the opportunity to connect with other individuals that enjoy Communication Studies. Since the NCASC is affiliated with the NCA, NCASC members are immediately connected to a network of professionals that share a common interest. Involved students are given the opportunity to attend conferences and social gatherings where they can reach out to these individuals to create lasting relationships; both personal and professional.

Becoming a member of the NCASC is also appealing because the opportunities to learn through this organization are limitless. The NCASC provides students with the information and knowledge to improve upon their own communication skills. They can go beyond the knowledge shared in the classroom to explore other areas of communication and research. The chapter that I am associated with invites guest speakers to our meetings that can share insight and expertise into new areas of study to keep our members open to different areas of Communication Studies.

Looking back on my last two years of membership with the organization, I can see how much it has helped me both personally and professionally. As I prepare to enter the workforce, I feel more confident in my ability to prosper and advance in my career. The NCASC has taught me how to be a leader, how to take initiative, and to be a better communicator. I owe a great deal to the NCASC, and I look forward to staying involved with the NCA in the years to come.

The Gossip Column



Diana Karol Nagy (FCA Immediate Past President) and Wayne P. Hovden (Porterville, California) announce their engagement. An August, 2011 wedding is planned.

Stephanie Jackson (FCA Newsletter Editor) was named Chairperson for the Hugh O'Brian Youth Leadership World Leadership Congress, 2012 - the annual conference hosts 400 high school students from 20+ countries.



Send your announcements to sjackson@lynn.edu for publication in the next newsletter!

Awards & Recognition

Nominations, including self-nominations, are invited for all Florida Communication Association awards. Nominees must be FCA members in good standing. For all FCA awards, a single letter of nomination is required. Although this may be written by the nominee, most nomination letters are written by colleagues who know the nominee and his or her qualifications well. In addition, a maximum of three (3) supporting letters and five (5) pages of additional supporting documentation may be submitted, but are not required. For all FCA awards except the FCA Grant, the nominee's curriculum vita is required (or in the case of the student scholarship award, the nominee's resume).

The Teaching Award honors FCA members who have demonstrated teaching excellence. Nominees must teach courses in communication and have taught full-time for at least two years. In addition to the requirements noted above, each nominee must submit a statement of not more than 500 words on his or her "Philosophy and Practice of Teaching."

The Research Award honors FCA members who have demonstrated exceptional scholarly ability through research and publication in their academic careers. Nominees must be instructors, lecturers or professors in the field of communication. In addition, nominees must have presented at annual convention at least twice (or presented once at the convention and published an article in the Florida Communication Journal). In addition to the requirements noted above, one (1) but not more than three (3) representative publications by the nominee must be submitted.

The Service Award honors FCA members who, through their service and leadership to the Association and the profession, have made significant contributions and merit recognition.

Student Scholarship Award \$250 for outstanding performance and scholarly activities as a student member of the FCA. The nominee must be an FCA student member as of Jan. 1 in the year the award is received.

FCA Grant \$500 for outstanding scholarly research and performance activities as a student, faculty or professional member of FCA. A proposal should be submitted to the President by the September 1 deadline. Note: The recipient of this award is expected to return to the following year's conference and present to the membership the results of the research or activities funded by the grant.

Deadline for faculty, professional and student award submissions is September 15, 2010 to Diana Karol-Nagy dnagy@ufl.edu.

FCA Membership....

Why become a member of the FCA?

The Florida Communication Journal
The FCJ is a state journal that attracts national and international submissions.

Annual Conference

Every year participants comment on the "warm" atmosphere of our annual convention. In contrast to larger conventions, it is easy to make new contacts, share information and be involved.

Information to improve your classroom effectiveness

Many of our conference panels provide helpful teaching strategies and classroom activities that are geared toward a variety of communication sub-specialties.

Guest Speakers

The opportunity to meet and discuss important communication issues with knowledgeable guest speakers. Our guest speaker in 2008 was Creed Greer, PhD, Associate Director of the William and Grace Dial Center for Written and Oral Communication, and the Director of the University Writing Program at the University of Florida.

Great Value!

At \$30.00, membership for faculty in FCA is the most economical in the communication discipline, and student membership is offered at an even lower cost to encourage participation.

Our Newsletter

The newsletter provides a way to keep members updated and connected throughout the year. It now features a *Teaching Tips and Best Practices* section!

Our Website

The website provides added value where you can keep up with the association's activities. We are currently working on complete website revision to suit member needs.

Social Media in Academia

Andrea Campbell & Marcela Moyano-Rosero
St. Thomas University



In the 21st century, social media have become ubiquitous means of communication. While originally intended primarily for socializing, the opportunity to connect in many ways by multiple platforms can also be useful in the academic setting. Some of the most common platforms currently being used are twitter, blogging, social networking and YouTube.

Twitter, the 140 character mini-blog platform, allows for concise and instantaneous communication. Because of its tweet-to-phone feature, even mobile phones without Internet access can tweet. Most obviously it can be used for emergency communication between faculty and students (e.g. “Stuck on I-95 nobody leave”). But, Twitter can also be used to keep students engaged outside and inside the classroom. Faculty can send reflection questions for students to consider between classes, students can share ideas or resources they have discovered, and the class can respond to world events that happen between class meetings (e.g. “Check out the new article on social media in the FCA newsletter”.) While tweeting during class is generally frowned upon, it can actually be a useful tool to increase student participation, particularly in large classes. Students can post their comments or questions about the class lecture, which faculty can access during class breaks or during the lecture itself (e.g. “Professor, can you explain again how the Heegelian dialectic is functioning in *General Hospital*?”). Other large academic settings like conferences or festivals could make use of twitter in a similar fashion (e.g. “At Campbell/Moyano presentation in Pelican Room...great theory, awesome examples”).

Blogs (online journaling venues) can be used for richer exploration of academic topics. Its feature of reversed chronology, where the most recent writing appears first and the previous posts are present in the reverse order from which they were written, allows for an immediacy of information while providing a rich historical context of the discussion. Students and professors can blog about the class, which provides a place for them to further explore ideas that were discussed in class as well as taking class topics in new directions. Outside of the classroom, faculty members can blog about their areas of expertise, which provides a way to stay updated on current research and to communicate with other scholars in and out of the field. Faculty can also use blogs to connect at a more personal level about issues in teaching and research.

Social Networking Sites (SNS: online communities in which users create personal pages and have the capacity to link to others’ personal pages) provide a simple way for faculty to communicate with one another or sometimes even with students. The SNS Academia.edu is a social networking site devoted entirely to academics where faculty can post information about their own research and connect easily with others researching similar topics. Traditional SNS’s usually provide a group feature where professors can create pages devoted to specific interest groups, which also allows group members to communicate with each other (e.g. departments, graduate students, students going to the FCA conference, alumni).

Youtube, a social media platform that allows users to upload videos, offers a rich vein of material for professors to mine for visual content for teaching. Users have the ability to create their own personal accounts and save access to their favorite videos. This feature allows faculty and students to easily access in class materials that they have discovered outside the class (e.g. Professors create a viewing list for class lectures, students find examples of topics to share in class, etc.). The variety of content uploaded on Youtube provides easy access to hard to find video material such as movies, old TV shows and commercials, and personally produced videos by experts. Students can also upload their own videos and use Youtube as a distribution platform.

While you may have been using social media to keep up with your friends’ birthdays and view your nephew’s graduation video, they can actually make your teaching and research easier and fun. Get plugged in and turn your students on!

We invite everyone to contribute their favorite best practice, assignment or activity. Please send your submission to: sjackson@lynn.edu and use “FCA Teaching Tips” as your subject line.



Florida Communication Association
80th Annual Convention
October 14-16, 2010
Lake Buena Vista Resort Hotel - Lake Buena Vista, Florida

Registration Form

Please circle your package/fee selection(s):

Package A - for regular registrants, includes convention registration plus both Friday and Saturday luncheons. **\$ 100 early*** **\$120 on-site**

Package B - for student registrants, includes convention registration plus both Friday and Saturday luncheons. **\$ 60 early*** **\$ 85 on-site**

Package C - for regular registrants, includes either Thursday/Friday or Saturday registration and luncheon for that day.
 Choose either Thursday/Friday **\$ 65 early*** **\$ 90 on-site**
 or Saturday **\$ 65 early*** **\$ 90 on-site**

Package D - for student registrants, includes either Thursday/Friday or Saturday registration and luncheon for that day.
 Choose either Thursday/Friday **\$ 35 early*** **\$ 55 on-site**
 or Saturday **\$ 35 early*** **\$ 55 on-site**

Scholarship Fund Donation \$ _____

TOTAL \$ _____

Name _____

School Affiliation _____

Home Address _____

_____ Zip _____

E-Mail _____ Phone _____

** In order to pay early rates please register and pay online on or before September 30, or mail this form with your check, payable to FCA, postmarked by September 25. After these deadlines you will be required to register on-site and pay on-site rates. Please note that registration forms that do not include payment will be returned unprocessed.*

Mail completed registration forms with your check, postmarked by September 25, to:

Donald Painter, Jr.
 FCA President
 6971 Grande Vista Way South
 South Pasadena, FL 33707

The FCA's Federal Employer Identification Number is 59-2414616. Please direct all registration questions to fcatreasurer@gmail.com.

Florida Communication Association

2010-2011 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 @ \$10.00 ____ Regular Membership @ \$30.00

____ Patron Membership @ \$50.00 ____ a Scholarship Fund Donation of _____

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

Please pay by PayPal through the FCA website on or before September 30, 2010, or mail this form with your check, payable to FCA, postmarked by September 25, to:

Donald Painter, Jr.
FCA President
6971 Grande Vista Way South
South Pasadena, FL 33707

Membership year begins October 1, 2010 and ends September 30, 2011.
Please direct all membership questions to fcatreasurer@gmail.com.