



# NEWSLETTER

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**SAVE THE  
DATE:  
FCA 82<sup>ND</sup>  
CONVENTION  
OCTOBER 18  
TO  
OCTOBER 20**

Greetings FCA Members and Friends,

We hope that you all had a well-rested and productive summer. As you return to campus and begin your semester, FCA board members have been diligently working to plan an exciting 2012 convention. This year's submissions are in and we look forward to providing you with the schedule shortly.

The annual convention is a wonderful opportunity to gain insightful teaching and research methods, see great scholarship and connect with colleagues in the area. If you have not already registered for the convention, please do so by visiting [www.flcom.org/conventions.asp](http://www.flcom.org/conventions.asp) and click on the Register button. To receive early rates registration must occur online before Sept. 30. All registration problems or questions should be directed to [fcatreasurer@gmail.com](mailto:fcatreasurer@gmail.com).

We have also secured a special room rate of \$105 per night at the convention hotel. Reservations may be made at this rate through Sept. 18. Reservations can be made by calling (800) 327-1366 and asking to speak with the reservations department. Reference the Florida Communication Association Convention rate. These special rates are available from Oct. 17 through Oct. 20.

Also, to our members, please do not forget to renew your FCA membership. You can renew membership online by logging into 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.

We look forward to seeing all of you in Orlando!

Best,

FCA Board Members

## FLORIDA COMMUNICATION ASSOCIATION



ABOVE: FCA MEMBERS AT PREVIOUS CONVENTIONS

## FOUR POINTS BY SHERATON ORLANDO STUDIO CITY



### NEW LOOK

Recently renovated with a fresh new look, the Four Points by Sheraton Orlando Studio City offers 301 contemporary guest rooms of uncomplicated comfort. Four Points by Sheraton offers guests free bottled water daily and free high-speed Internet access. There is also a Tropical Breezes patio located next to the outdoor heated pool. Plus, one could bring their four-legged friends along to this pet friendly Orlando hotel!



**Four Points  
by Sheraton  
Orlando  
Studio City**  
5905  
International  
Drive  
Orlando, Fl.  
32819

## 2012 REGISTRATION OPTIONS

<b>Package A - for regular registrants,</b> includes convention registration plus both Friday and Saturday luncheons.	<b>\$100 early*</b>	<b>\$120 on-site</b>
<b>Package B - for student registrants,</b> includes convention registration plus both Friday and Saturday luncheons.	<b>\$60 early*</b>	<b>\$85 on-site</b>
<b>Package C - for regular registrants,</b> includes either Thursday/Friday or Saturday registration and luncheon for that day.	<b>\$65 early*</b>	<b>\$90 on-site</b>
<b>Package D - for student registrants,</b> includes either Thursday/Friday or Saturday registration and luncheon for that day.	<b>\$ 35 early*</b>	<b>\$55 on-site</b>

## CALL FOR PROPOSAL: GREAT IDEAS FOR TEACHING STUDENTS

As a seasoned teacher, graduate teaching assistant or someone in between, help celebrate this year's theme by participating in the community of teachers and learners. Great Ideas for Teaching Students are class-tested activities, assignments, projects, games, simulations, or assessment techniques that address a specific communication theory, concept, skill, or learning objective. FCA encourages submissions from across the discipline. The GIFTS session is scheduled for Thursday, Oct. 18, from 4:45 p.m. to 5:45 p.m. at this year's convention.

### SUBMISSION INFORMATION:

Please submit all GIFTS via email to: Shelly Stein at [sstein2@hccfl.edu](mailto:sstein2@hccfl.edu) In your submission, include a brief abstract of the G.I.F.T. and up to three pages of supporting materials that articulate the goal, justification, directions, and explanation of how the submission connects to/with communication concepts, theories and/or various skills. Those with submissions related to the convention theme should clearly label the title of their submission with the phrase, "Critiquing Communication: Research, Pedagogy & Practice." Supporting documents should be no more than 3 pages in length. For questions, contact Shelly Stein at [sstein2@hccfl.edu](mailto:sstein2@hccfl.edu).

# FCA MEMBERSHIP:

## WHY BECOME A MEMBER OF FCA?

### ANNUAL CONFERENCE

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

### THE FLORIDA COMMUNICATION JOURNAL

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

### INFORMATION TO IMPROVE CLASSROOM EFFECTIVENESS

Many of the 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.

### GREAT VALUE

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.

### NEWSLETTER

The newsletter provides a way to keep members updated and connected throughout the year.

### WEBSITE

The website provides added value where you can keep up with the association’s activities.

## 2012 MEMBERSHIP

### **RATES:**

\$20 Student

\$45 Regular

\$75 Patron

Becoming a member of FCA is easy! Simply visit [www.flcom.org](http://www.flcom.org) and click Membership on the left-hand side of the screen. You can pay online using a credit card via the secure payment gateway, PayPal. You will receive a receipt and confirmation email directly from PayPal. You may also choose to pay by mailing a check or money order. For questions or problems, email [fcatreasurer@gmail.com](mailto:fcatreasurer@gmail.com).

*“I have been a member of FCA for four years now and absolutely love the organization. It allows me the opportunity to reconnect with members of the academic world and has given me ideas as well as strategy concepts for the classroom,” said Stephanie Jackson, assistant professor at Lynn University.*

## GETTING AN AUDIENCE TO PAY ATTENTION WHEN THEY DON'T, WON'T, OR CAN'T

By: Richard Skaare

When I stepped into the classroom of a university course titled “Computer-mediated Communication” as a guest lecturer, I faced approximately 40 students sitting at rows of tables, peering politely at me from behind computer screens, and tapping on keys. I was well prepared to use human-mediated communication (that’s me!) to talk about computer-mediated communication. I was not prepared, however, to compete against another medium.

That situation was not unlike making your way through a choreographed PowerPoint presentation only to realize that many attendees are looking down, not taking notes but checking emails and social networks on their phones. I suppose I could have told the students to turn off their machines and listen to me. But even if they were to store away physical distractions, that does not mean paying attention. Our talking does not equate to the audience listening.

Rather than becoming a frustrated lecturer, I became inquisitive. I wanted to know:

- Can humans rapidly switch between two sources of communication and still absorb information?
- Was the choice either-or: could these students simultaneously link to my messages and to their networks?
- In short, how could I – how can you — get important message and information into heads with short attention spans?

**Here is what I learned – or relearned:**

1. **Non-verbals don’t always reflect listening.** Sure, there are obvious signs of distraction: a smiling student typing while looking at her computer screen meant an Instant Message had supplanted me; or your audience may suppress yawns. However, most of the time, the audience will appear to be attentive by sitting upright and staring at you. But are they listening? Who knows?
2. **My periodically distracted audience could be exhibiting “continuous partial attention,”** a phrase coined by social analyst Linda Stone and particularly applicable to tech-centric young folks. Continuous partial attention involves prioritizing, keeping one source of information such as my remarks as primary but staying accessible and jumping impulsively and often emotionally between any opportunity at the moment – for instance, a rumor on Facebook — that lets people feel connected and alive.
3. **Connecting emotionally unlocks attention.** People learn by connecting with people who connect them with information. If we cannot connect with the speaker at the front of the room talking at us, then we will connect with the people next to us through whispers or with our colleagues and friends through our phone screens — or, in my case, computer screens.

How then do you do you connect emotionally as the presenter when you are one and they are many, when you are standing above them on a stage, when you control the information, and when they know you only as “our esteemed speaker?”

**Here are 4 suggestions.**

### **Connect before you present**

I made a point of chatting with several students as everyone settled into the classroom. A much better approach is what I was told another guest lecturer does. He greets students as they enter and then uses their names in his remarks and in the Q&A. Smart. Swap names and you start a connection. Try it.

### **Walk around the room as you present.**

Scary, huh? Scary for you as you leave the security of the lectern and your PowerPoints and scary for the audience who doesn’t know what to expect from this unexpected move. Yet surprise spawns attention. The audience pays more attention to you and you pay more attention to their reactions (up close) and can adjust your message and animations accordingly.

### **Use connected media to connect.**

Ask a question and tell those with smartphone browsers to find the answer while you get the audience speculating. Or ask those with Twitter on their phones or laptops to poll their groups for opinions on a particular question, and then read the results to the audience. Link what people know with what you know.

### **Turn what you know into questions you had to ask yourself in order to know it.**

In other words, rather than presenting your findings on a particular topic, insert questions such as, “How could I reconcile this piece of data with that piece? How would you?” Ask two or three people in the audience whom you met earlier how they would answer the question. That will get a discussion rolling, after which flip to the visual that shows your conclusions.

Competing for attention is trying. Yet, trying to control an audience by over-talking, over-informing, and over-PowerPointing results in under-connecting. You are there not to be a speaker but to make a memorable impression that changes the audience.

*Richard Skaare specializes in executive and management communication, and can be found at [skaareworks.com](http://skaareworks.com)*