



Florida Communication Association

Our purpose is to coordinate the efforts of teachers, students, and others interested in advancing the communication arts and sciences in the state of Florida.

Special Points of Interest:

- This year's 87th Convention
- Member Spotlight
- Column from Scholar of the Year

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2017 Convention News—Deadline for Submissions is June 2nd!

Message from the FCA Board

Greetings FCA Members and Friends,

We hope that this letter finds all of you well, and in the midst of a productive, rewarding Spring semester. We are happy to announce our 2017 Convention theme, **"Communication, Culture, and Connection."**

Our theme for this year recognizes the important role our field plays in examining culture within our communities. Further, it invites an interrogation (from a variety of scholarly perspectives) of those things that both connect us, and divide us, as cultural persons. We believe that this year's theme will connect meaningfully to the work of many scholars, as well as extend discussions beyond the strictly academic.

For more information on the 87th Florida Communication Association Convention, please see pages 2-3 (or the FCA website).

Elsewhere in this edition of the newsletter, we are happy to feature two of our outstanding members, Myra Walters and Chris Gurrie. Professor Walters has been a true supporter of FCA as one of our Patron Members. She is the subject of this edition's "Member Spotlight." Dr. Gurrie is the 2016 Florida Communication Association Scholar of the Year. He joins us this issue with his thoughts on the importance of FCA and addressing a question that follows many scholars doing research—"So what?"

The Board would also like to thank Stephen Ziegler for his service to FCA as our journal editor. Stephen has decided to take his bow, having successfully guided the journal for over seven years. Thank you, Stephen, for your hard work and tireless dedication to FCA, and to advancing scholarship in Communication. We will keep you up to date as we near the selection of a new editor.

Finally, we would like to thank you for your continued support of the Florida Communication Association, and to invite you to contact us with feedback, news, ideas, concerns, or anything else that you feel will better enable us to serve you.

We look forward to a stimulating, thoughtful discussion of Communication, Culture, and Connection this October. See you in Orlando!

Best,

The FCA Board

87th Annual Convention Call

October 19th-21st, 2017 — Orlando, Florida

2017 CONVENTION THEME

*“Communication,
Culture, &
Connection”*



THANK YOU TO OUR 2016/17 SPONSORS:

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The 87th annual convention's theme is **Communication, Culture & Connection**. This emphasizes our field's vital role in helping to articulate and investigate those things that connect and divide us as cultural persons within our communities. The voices of communication extend to both academic and professional venues and highlight the vital role communication plays in the world. We welcome voices from numerous scholarly enterprises including critical or scientific research and pedagogical applications and discourse.

Submitting your Proposal

This year's convention will have three tracks: **Communication Trends** (scholarly or professional non-competitive papers), **Communication Pedagogy** (either the G.I.F.T.S individual teaching submission or a teaching workshop) & **Competitive Scholarship** (papers or posters submitted for competitive review). Please indicate which of these tracks your submission fits in when submitting.

All proposals should be submitted electronically using the FCA website at <http://www.floridacom.org>. Use the "Convention" link in the top menu and then click on "Proposal Submission." If you experience problems submitting your proposal, please contact Laura Winn, Vice President, at lwinn@fau.edu.

All discussion panel, workshop and paper panel proposals must include a one-page attachment containing: (1) a rationale for the proposed panel/workshop/paper, (2) a brief (50-word) description AND a brief (100-word) abstract for the proposed panel/workshop/paper (3) a list of all participants/authors including names, titles, affiliations and contact information (email and phone number). Please clearly identify the chairperson of the panel/workshop/paper, who shall serve as the primary contact for notifications.

The Deadline for Submissions Is June 2nd, 2017

Convention Registration

Deadline for Early Registration is September 1st.

Deadline for Regular Registration is October 1st.

Please register via <http://www.floridacom.org>.

All Presenters Must Register for the Conference.

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Location and Hotel Information

The 87th Annual Convention of the Florida Communication Association will be held at the Holiday Inn in the Walt Disney World Resort, Lake Buena Vista, Florida. We have secured a special room rate for the convention. Reservations can be made by calling 877-394-5765 and asking to speak with the reservations department. Reference the Florida Communication Association rate, group code **CSA**. Reservations must be made by September 20, 2017 in order to guarantee this special group rate.

Sponsorship Opportunities

FCA is seeking financial sponsorship for a number of convention related activities including breaks, lunches, printing, keynote speaker, entertainment, etc. Becoming a sponsor is a great opportunity to highlight and promote your organization. For additional information about sponsorship, please contact Jennifer Toole, Marketing Coordinator, at Jennifer.Toole02@saintleo.edu.

Get Involved

We are in need of moderators and poster judges for the Convention. We ask that any faculty or graduate students interested in serving as a Moderator contact Laura Winn at lwinn@fau.edu by June 2nd. Interested Poster Judges, please contact Christine Holland at cholland@unf.edu by October 1st.



If you have suggestions or need any additional information about the upcoming conference, please contact Laura Winn, Vice President, at lwinn@fau.edu.



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2017 Call for Nominations

Florida Communication Association Awards and Recognition

Each year the Florida Communication Association presents awards at the annual convention to recognize the efforts of outstanding members. The FCA is currently accepting nominations for the 2017 convention. Interested individuals may nominate others or individuals may nominate themselves. All nominees must be current members of the FCA.

Faculty and Professional Awards

Teacher of the Year

For Outstanding Performance as a Teacher

Scholar of the Year

For Outstanding Scholarly Achievement

Outstanding Service

For Achievement and Service to the FCA

Student Awards

Student Scholarship Award

For Outstanding Scholarly Activities as a Student Member of the FCA

FCA Grant

For Outstanding Scholarly Research or Service Activities by an Individual Student Member or Group of Student Members of the FCA

The deadline for all nominations is August 31st, 2017. If you wish to nominate yourself or another, please visit floridacom.org/2017-call-for-nominations on the Florida Communication Association's website.





FCA Member Spotlight:

Myra Walters

Florida SouthWestern State College

Myra Hale Walters received her M.A. degree in Speech Communication from the University of Alabama in 1983. Shortly before her degree was officially conferred, she visited the employment booth at the National Communication Association's Annual Meeting in Orlando, Florida and applied for a teaching position at Edison Community College (now, Florida SouthWestern State College). A few days after flying to Fort Myers, Florida for an interview, she was very excited to receive the phone call to offer her the position. During the first few years of her career, Myra travelled with her colleague and mentor, Dr. Vi Asmuth (former FCA president), who coached the college's forensic team. When the funding for forensics was cut, Myra sought out new opportunities to advance the discipline by getting in on the cutting edge of advancing communication skills through distance learning as she worked with the textbook authors, Pearson and Nelson to produce and appear in some of the earliest videos for their communication tele-courses.

In 1994, Edison Community College awarded her the Thomas A. Edison Award for Excellence in Teaching. She served as the Chair for the Department of Speech Communication and Foreign Languages for six years and is currently serving as the Coordinator for Professional Development and Faculty Engagement. According to Myra Walters, "Majoring in communication has not only fulfilled my career dreams, but applying the knowledge that I have gained from our discipline has enriched my life. Advocating on behalf of my department to keep our basic courses in the general education core has strengthened my resolve that our courses should remain at the core of the foundation for educating citizens in a democratic society. Therefore, I am proud to be a patron member of FCA because I have received much from our discipline, and I feel it is only fair to give something back. "The cost of the patron membership is a small amount to pay to help defray the annual meeting cost of an organization that does much to promote dialogue, discussion, debate and collegiality among people in our discipline who have a lot of cleaning up to do to make America whole again after the last presidential campaign."

The FCA Board would like to thank Professor Walters for her scholarship, and her support of the Florida Communication Association.

Florida Communication Association 2016 Scholar of the Year

Chris Gurrie

University of Tampa



The Florida Communication Association has always been close to my heart because of its accessibility to us as scholar teachers, but also to our students and other creative types. Many of our Florida Communication Journal articles come from scholars and students from out-of-state. This idea of inclusivity in scholarship is one to be commended. Additionally, other associations are so large in scope that it is much more work to maintain relationships and collaborative ventures; FCA allows for work across the state in a quicker fashion. Strong state associations in any discipline help to foster stronger regional, national, and even international associations. It also allows for folks newer to the arena a seat to learn how governing bodies work. In total—a win for everyone from bottom to top.

At FCA in October one of the pieces I submitted was a proposal for a pedagogical workshop on Mehrabian's concept of "immediacy." This theory intimates we are drawn to people who we perceive to be more like ourselves. Using this theory in delivery of PowerPoint and mediated speeches and teaching can offer the writer/speaker to be more audience-centered. So many presenters are self-focused (Did I get through everything? I like this? I don't like this? They hate ME, they like ME)...we need to shift to the earnestness of understanding and working to the strengths of the audience. Sometimes higher education's laboratory silos don't foster this sense of connection—my workshop offered ways to reconnect with our student and faculty audiences.

Pragmatism is important to me as a scholar—asking the "so what?" question. Why does anyone want to know this information? Why do I want to spend hours answering these questions? To what end could the findings aid people in the social sciences and beyond? One of things mentioned in the Scholar of the Year nomination was my history of writing about scholarly topics in trade publication ways for the Huffington Post. This way, the research and scholarship moves from the idea to the question to the research to the data to the results to the academic paper. It THEN continues going to a conference, journal, and ultimately in my case blogs and websites. I believe it is important to show the relevance of our work to people outside of discipline. This has the opportunity to make real change. Some call this applied scholarship. I believe it to be necessary in a climate like ours where assessment and relevance are continuously scrutinized and we have to show the public the absolute value the humanities and social sciences have in the fabric of the culture.

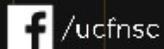
Chris Gurrie is an Assistant Professor and the Speech Program Coordinator at the University of Tampa. He is FCA's 2016 Scholar of the Year. The Scholar of the Year award recognizes outstanding scholarly achievement among FCA members. It is given annually at the convention in October.



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About the Florida Communication Association

The purpose of the Florida Communication Association (FCA) is to coordinate the efforts of teachers, students, and others interested in advancing the communication arts and sciences in the state of Florida.

The FCA is an affiliate of the National Communication Association (NCA). It welcomes a diversity of members from all communication disciplines, including speech communication, mass communication, organizational communication, public



relations and theater.

Members represent both public and private institutions and enjoy numerous benefits ranging from convention registration discounts through free journal subscriptions to the mere joy of being able to share and explore practical teaching, learning and research

methods in the field. Indeed, FCA's objective is to promote the study, criticism, research, teaching, and application of the artistic, humanistic, and scientific principles of communication while connecting with colleagues in the region.

FCA membership is open to faculty and students at the high school, college, and university levels, and to anyone who is interested in becoming part of a vibrant and embracing community united by great scholarship.

Become a Member

Join FCA's supportive community and get connections that will last a lifetime. Some other benefits include access to:

- The *Florida Communication Journal* (delivered bi-annually), which provides current and innovative research articles
- *Networking* and *convention workshops* on relevant communication topics
- The *FCA Newsletter*, which keeps you up-to-date on events and information between conventions
- The *Annual FCA Convention*, where you can listen and meet guest speakers, interact with informative panels, and survey paper and poster presentations on current issues
- A personalized website profile so you and others can search the Internet database for FCA members

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You Can Make a Difference

As an FCA member, you can learn while inspiring others to do the same. Send me membership highlights, classroom tips and practices, and anything you think might be relevant for our fellow FCA members to read in these newsletters. Contact the Newsletter Editor at jyouakim@fgcu.edu with "FCA" in the subject .