



FLORIDA COMMUNICATION ASSOCIATION NEWSLETTER

March 2008

Letter from the President Kim K Johnson

Happy New Year! And what a year it has been already. The 2007-2008 Executive Board met in Gainesville on January 12th and had a very productive meeting.

Before I go any further, let me thank you for allowing me to be your President. I am so honored. I really love FCA. So many positive things have stemmed from my association with and participation in FCA. Besides providing me with an opportunity to present my work and speak about issues that are valuable to me, I have met and made friends with a rich group of interesting people from all over the state of Florida.

We never know from where a new opportunity will come, or what the unexpected benefits of those opportunities might be. (It's one of my favorite theories, Mark Granovetter's – *The Strength of Weak Ties*). My work with Embry Riddle Aeronautical University, while producing the 2007 FCA conference, introduced me to the ERAU administration. Recently Stephen Zeigler of ERAU asked me to sit on their Communications Advisory Board. I have accepted and am very excited. We will be participating in two intense days of student based programs and meetings at the end of January. I'll give you a report in the summer newsletter and let you know more about what that Board does to support their majors.

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For those of you who may not already know, I am a Production Manager for Walt Disney World. It is my job to produce corporate business entertainment. I represent the corporate use of the communication you teach, or are being taught in your schools. The value of outstanding communication skills in the work arena is something that cannot be measured. In any field, it is my belief; it is the person with strong influencing skills that rises to the top. Influencing is a major key to what makes an individual valuable in an organization. Communication skills are what make an individual an influencer.

I see evidence around me daily that communication is growing in importance throughout the business world. There is a focus on collaboration over competition in team projects, and most projects are team based. Improving interpersonal relationships and resolving conflict are being recognized as important employee retention tools. Listening is being taught in seminars and Myers Briggs personality profiling is becoming a standard team building activity.

The 2007 FCA conference theme was "Globalization and Communication: People * Power * Politics". One of the recurring themes was the importance of technology in today's communication. It is critical, in my opinion, that technology has an important role in all communication education. This could be the use of WebCT type web-based collaboration sites, offering online classes, or talking about the affect of technology based communication in an Interpersonal Communication class. The use of PowerPoint instead of overheads is an example of technology integrating into an improved (yes I know, PowerPoint is not always an improvement...ha!) communication tool.

As we begin to prepare for the 2008 FCA conference in Gainesville, FL I ask that you take a look at the Call For Papers later in this newsletter and consider how you might use this topic in your classroom or your research. **Mark the dates on your calendar – October 16 – 18,**

2008. Hotel information will be published in the June newsletter.

I would like to take this opportunity to thank the entire Executive Board for all the really great energy and commitment they have towards improving FCA. Our main goal is assuring that we are providing value to our membership and the schools that support them and our industry.

Diana Karol-Nagy of the University of Florida is doing an outstanding job of establishing the theme and organizing the conference. Her colleague Ed Kellerman, also of UF, has agreed to be the Chair of the Local Arrangements Committee.

Arri Stone is working with our web host and designer Mark Omran of Kairosix, Inc. to make improvements to our web site, flcom.org. I won't give away any of Arri's surprises, look for his article later in this newsletter. I **would** like to share with you that if you or your school is in need of web site hosting or designing you can go to Mark's web site, www.kairosix.com. He does a great deal to support FCA, and we would love to support him back.

Look for an update from Sue Easton of Rollins College and note the great things she's done with the FCA journal. Please join me in thanking Sue for stepping in when we lost Wally Schmidt last year. She has done an incredible job with the last few issues of the journal. Thank you Sue. We also welcome Christa Arnold of UF as our next journal editor.

Expect to hear from Berrin Beasley of the University of North Florida as she re-energizes campus contacts. Beth Eschenfelder of the University of South Florida is our Education Liaison and she will be following issues like SAC accreditation and sharing important information with FCA members. Bonnie Jefferis of St. Petersburg College is in transition as the new FCA Executive Treasurer. Connie Tice of Central Florida Community College is our Newsletter editor, and the pages that follow will communicate to you what she's been working on! Enjoy this first issue of the FCA Newsletter for 2008.

As you can see - lots of activity. Don't forget: **FCA is your association** – we welcome your participation throughout the year, so don't be shy. If you have an idea or want to help with any of our ongoing projects send one of us an

email. Let us hear from you. We want to know what you think is important. What do you think we can do to make FCA a more valuable experience for you? How can we be a valuable service or resource to your school?

Have a great year!see you in October!

Kim K Johnson



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**Globalization and Communication:
People * Power * Politics**

by: Kim K Johnson, Conference Chair 2007

The FCA 2007 Conference, held at "The Shores Resort & Spa" in Daytona Beach Shores, was an excellent three days of sharing. It was so exciting to meet many new members and participants while welcoming back so many of our friends from across the state.

As a group we examined globalization in the classroom, in health, in politics and mass media. We discussed how the Internet has and is changing the way we communicate, how we do business and how we do research.

Some of the ideas discussed during programs like "Internet Research: Shared Best Practices" and "Improving the FCA Journal: A Brainstorming-Based Workshop" have already begun to sprout into action.

Competition was fierce for papers, awards and scholarships. A complete list of winners can be found both on the FCA web site, flcom.org, and this edition of the FCA Newsletter.

Our keynote speaker, Roger N. Conaway, from the University of Texas at Tyler, brought us a poignant perspective when he helped us say good-bye to our friend and colleague, Dr. Wallace V. Schmidt with touching stories of his friend and co-author. He also discussed "Communicating Globally, Intercultural Communication and International Business" the book he and Dr. Sue Easton of Rollins College, current Recording Secretary, and Past President of FCA, wrote in partnership with Wally, published early 2007.

I must also thank Sage Publications. They underwrote a portion of Dr. Conaway's expenses, and also provided (30) copies of "Communicating Globally", which we were able to present to all the faculty members at Saturday's lunch.

Other generous sponsors include: Rollins College, Embry-Riddle Aeronautical University, Pearson-Allyn & Bacon, McGraw-Hill, Walt Disney World & Shari Hodgson. Thank You! Because of these wonderful contributors we had excellent mid-morning and mid-afternoon breaks, coffee services at the morning business

meetings and a few give-aways for the registration packets!

Did I mention the sleeping rooms were really nice with views of the ocean and/or the intercoastal? The food was outstanding and the weather was perfect! If you were not able to join us I hope you will be sure to mark October 16 – 18, 2008 so you can be a part of the FCA 2008 Conference in Gainesville.

Watch for 2007 conference recaps and photos as well as the Call For Papers for the 2008 FCA Conference on the FCA website: flcom.org

Kim K Johnson
1st VP, Conference Chair - FCA 2007

**EXTRA! EXTRA!
FCA Gets a Face (lift)**

Thanks to Arri Stone, our Web Editor, for his continued work on improving the FCA website (flcom.org). He is working closely with Mark Omran of Kairosix, Inc. to add an image randomizer to the home page, which will show the many face(t)s of FCA through randomly changing pictures, by May. They will also be adding additional pages to the web site. One of these pages will become a research portal, a collection of the best communication research web site links. The first links will be a list collected during the FCA 2007 conference during the Internet Research Tips & Tricks program. Our goal as an organization is to add value for our members and the organizations that support them. The focus of our web site improvements will continue to address the needs of our membership. Visit flcom.org often and share with others so they can begin to reap the benefits of FCA membership. As always, we welcome your comments and suggestions.

FCA Journal – Please send journal submissions to Christa Arnold, FCA Editor electronically - carnold@cwoc.ufl.edu.

2007 – 2008 AWARD RECIPIENTS

Teacher of the Year: Shari Hodgson, University of Central Florida

Scholar of the Year: James Katt, University of Central Florida

Outstanding Service: Richard Mercadante, St. Petersburg College

Undergraduate Student Papers: Jie Deng, University of Florida –
“Communication
in Medicine: The Pre-medical Student Perspective”

Graduate Student Papers: Cathy Gharing, University of South Florida –
“Organizational Transparency: A Balancing Act”

Professional Papers: Stephanie Jackson, Lynn University – “Bridging the
Distance Between Politician and Electorate: The Implications and
Consequences of Persuasive Political Symbolism”

FCA Grant Award \$500:

University of Florida Chapter of the National Communication Association
James Careccia – President
Bryan Husman, Kayla Stanley, Officers
Diana Nagy – Faculty Advisor
Proposal – Host a communication workshop for high school students
who are active in student government

FCA Student Scholarship Award \$250: James Careccia, University of Florida

Poster Session Awards:

Top Poster: James Careccia, University of Florida – “Preparing for the
Future: Implementing a Family Communication Course in
High School”

Best Oral Presentation: Bryon Huysman and Kayla Stanley, University of
Florida, “Cohabitation and Communication”

Most Crowd Appeal: Judy Boyce, Dawn Dorris, Jacqueline Tremblay, Rollins
College – “Lambda Pi Eta: Social Media Outlets and the Effects on
Politics”

In Memoriam **** Robin Gould****

Robin Gould, a speech instructor at St. Petersburg College – Gibbs
Campus, died January 5, 2008. Robin was a recent FCA member. Jonathan
Steel, SPC Program director noted that Robin often said “do you see the smile
on my face? It’s because I’m so happy to be working here.” Her colleagues
remember her for her optimistic spirit and strong commitment to communication
education.

**** Robin Gould****

**Conference Report and Jan. 12, 2008
Board Meeting
First Vice President and 2008 Conference
Chair
Diana Karol-Nagy**



The FCA Executive Board met in the Reitz Student Union on the University of Florida campus. Following is the 2008 Conference information I shared:

The 2008 FCA Conference theme is "Communication Across the Disciplines". When I was trying to come up with a theme, I told myself to do what I know. And that's it. That's what we do at UF, and I think the theme is broad enough to accommodate everyone. See the call for papers for more details.



The keynote speaker is scheduled for Friday lunch and the awards for Saturday lunch. I have asked Dr. Creed Greer to be the keynote speaker. Dr. Greer is the Associate Director of the University of Florida's Writing Program and Associate Director Writing in the Disciplines, of the William and Grace Dial Center for Written and Oral Communication. He has accepted, and a speaker's bio will be forthcoming.



Dr. Ed Kellerman of the University of Florida's Dial Center, and longtime FCA member, has agreed to be local arrangements chair. In the works are a tour of UF's campus, a Friday night dinner,

and a list of things to see and do in Gainesville and at the University for those that would like to stay an additional night after the conference.

We are still open for suggestions and ideas for our Thursday Night spotlight program. All ideas for programs or panels are encouraged. Please feel free to email me.

After the board meeting, we took an informal tour of the Paramount Hotel and Conference Center in Gainesville, the site of our 2008 conference. Final contract details are being worked out.

Finally, I am going to be teaching a course at UF in the Fall of 2008, a special topic: "Communication Events Planning". I hope to have 15-25 students in the class. It will



be a very hands-on practical approach to communication, as well as a service learning class. Our FCA

president, Kim, will come speak to the students sometime at the beginning of September, to not only familiarize them with FCA and the conference, but to share her personal experience as an events planner. As part of the course requirements, the students will assist with the actual FCA conference. You will probably see them at the registration desk, assisting with AV set up, and much more. I'm very excited to teach this specific form of small group/organizational communication and have the extra hands on deck for the conference!

**FCA 2008
October 16 – 18, 2008
CONFERENCE THEME
"COMMUNICATION ACROSS
THE DISCIPLINES"**

FCA CALL FOR PAPERS, PANELS & POSTERS

1st VP Diana Karol-Nagy

FCA 2008 – October 16 – 18, 2008 - Gainesville

COMMUNICATION ACROSS THE DISCIPLINES

The newest trend in communication studies is to tailor communication research and teaching to specific disciplines. Whether it be communication for health care professionals, engineers, scientists, sociologists, psychologists, politicians, mass communicators or building contractors, communication skills are more useful when researched and taught to suit a specific discipline.

Our goal is to explore both oral and written communication across the various disciplines and to show how scholarship, teaching and research are following this current trend.

The deadline for submission of proposals is

May 15, 2008

COMPETITIVE PAPERS: (3) Categories – Professional, Undergraduate, and Graduate.

- Submit a 100 word abstract by May 15.
- Final papers will be due by June 30.
- Please indicate “competitive paper” and category on the abstract.

POSTER SESSIONS: (2) Categories – Undergraduate and Graduate

- Submit a 100 word abstract on the nature of the poster by May 15.
- The Poster Session will be held on Saturday, October 18.
- Please indicate category on the abstract.

PANELS, WORKSHOPS, and INDIVIDUAL PAPERS:

- Submit a 100 word abstract by May 15.
- For panels, include the names and affiliations of all panel participants, including your name if you are on the panel.
- For workshops, develop the rationale for the workshop in addition to the abstract.
- Individual papers will be combined into programs around the convention theme.

SUBMIT YOUR PROPOSALS ELECTRONICALLY AT THE FAC

WEBSITE: www.flcom.org

Important: All participants in a program session will be required to pre-register for the convention. The final program won't be printed until just before the convention and those programs that are confirmed with participant pre-registration will be included

Additional Convention Notes

If you have suggestions or would like to help with convention planning, please contact the conference planning chair, Diana Karol-Nagy (dnagy@ufl.edu), with your ideas and indicate how you would like to assist.

Help is needed with program submission/review/selection, moderators for each session, the Thursday evening spotlight program, convention receptions and other critical convention projects.

SPONSORSHIP: We are looking for sponsors for a number of convention related activities including breaks, lunches, printing, keynote speaker, entertainment, etc.

Please contact Diana Karol-Nagy at dnagy@ufl.edu with your interest. This is a great opportunity to highlight your program and institution.

CALL FOR NOMINATIONS

Nominations are currently being accepted for the three FCA member awards for Outstanding Service, Outstanding Teaching, and Outstanding Scholarship. Please consider nominating a worthy member. Self-nominations are permitted. Please send a one-page summary highlighting the accomplishments of the nominee to FCA Immediate Past President Rich Mercadante, mercadante.richard@spcollege.edu. Nominations are due by September 8, 2008.

WANT A SIMPLE AND REWARDING WAY TO GET INVOLVED WITH FCA?

Then become a CAMPUS CONTACT who represents and promotes the Florida Communication Association at your school!!!

- ✚ Post fliers in Classrooms, on Department Bulletin Boards and outside Advisors' offices.
- ✚ Distribute and Share FCA's Brochure.
- ✚ Submit radio and TV announcements to the College or University's stations.
- ✚ Offer extra credit to students who join and/or submit scholarship to the FCA Journal or annual Convention.
- ✚ Discuss FCA and membership benefits at Faculty Meetings as well as College Wide Meetings.
- ✚ Place announcements or secure an editorial in the College/University's Newspaper.
- ✚ Post emails and relevant announcements on Department Listservs or Websites.
- ✚ It's Easy and Fun! Help your discipline and help yourself, even earn a Vitae Line!

FCA Florida Communication Association

www.flcom.org
Info@flcom.org

SAVE THE DATE
OCTOBER 16 – 18, 2008
GAINESVILLE, FL