

# Organizational & Professional Communication

Central States Communication Association Newsletter  
Spring 2008

**“Communication: An Activist’s Tool for Exploring, Explaining, and Engaging Human Behavior”**

## **What a diverse and well rounded program!**

Greetings and Happy Spring! I hope this pre-conference newsletter finds all of you in great spirits and better health. It is difficult to believe it is already April. “Hats off” and a big “thank you” to Nancy Brule and her staff for putting together what looks like a terrific conference. Throughout the entire planning process, Nancy’s energy and enthusiasm were infectious. All of her hard work will pay off with a great conference. Our Interest Group had a very solid number of competitive and quality submissions this year. We have ten panel slots in addition to four other co-sponsored panels with Health Communication, Public Relations, and the Graduate Caucus. One of our panels is even a Spotlight Panel. We are very pleased with the breadth and diversity of our program content. The programming highlights our scholarship, our teaching, our students, and our practitioners. Please also note that several of our “applied” panels include local, Madison organizations. As such, we are confident that you will find exciting panels to attend that will stretch your thoughts on the scholarship of our discipline, inform your own research agenda, improve your teaching, and help you promote our work in your local communities. Please forward this to colleagues and students and feel free to contact me with comments or questions. I am looking forward to spending time with you in Madison. Safe travels and be good to yourselves.

Sincerely,

*Lance Lippert, Chair*

[llipper@ilstu.edu](mailto:llipper@ilstu.edu), (309) 438-8869

## **Business Meeting**

As you plan your schedule for this year’s CSCA convention, plan on attending the OPC business meeting. Please note a change in this year’s meeting time. **We will meet in “University A” from 12:30-1:30 Thursday afternoon.** Hopefully, this business meeting will allow us to “explore, explain, and engage” where we are going and what we do in our interest group. Please contact me if you have any items for the agenda. The gavel will be passed to incoming Chair, Angie Jerome of Western Kentucky University. We will use this time to elect a new vice-chair and paper readers. Be thinking of who you think would be a great future chair for the division. Are you or anyone you know interested in serving in this capacity? At the meeting, we’ll also begin planning for the next convention in **2009 at St. Louis** and discuss ideas of other things we’d like to see this division doing. Next year’s conference planner, Christina Beck of Ohio University, will also stop by for a quick visit. Beyond this, the meeting is a great opportunity for networking with others who share similar research and teaching interests.

## **Organizational & Professional Communication Diamond Anniversary Paper Award Update: Still Alive and Kicking!**

The Organizational & Professional Communication Diamond Anniversary Endowed Paper Award Fund was established several years ago to celebrate CSCA's 75<sup>th</sup> anniversary. We are still collecting contributions. Once the dollar total is large enough, this cash award will recognize the Top Papers in our interest group each year, in addition to the certificate we award. We will update the fund total at the business meeting. If you would like to make a contribution, please make your check to CSCA and send it to Debbie Ford, Endowed Award Coordinator, at the address below. Please note "OPC" in the memo line. Help us continue to celebrate 75 years and counting of our regional professional organization and honor our top scholars in years to come!

Debra J. Ford  
Assistant Dean, Student Affairs  
KU School of Nursing  
Mail Stop 2029  
Kansas City, KS 66160

## **Thanks for Giving Time and Talent to the OPC Division**

We are very excited about this year's convention and want to thank several division members for their unselfish work in shaping an engaging conference. Thanks to last year's chair, Scott Dickmeyer for his advice and insights. Also, the following division members reviewed, ranked, and critiqued competitive paper and panel submissions:

<b>Mary F. Hoffman</b>	<b>Texas State University, San Marcos</b>
<b>Scott G. Dickmeyer</b>	<b>University of Wisconsin, La Crosse</b>
<b>Renee L. Cowan</b>	<b>Texas A&amp;M University</b>
<b>Stacy Tye-Williams</b>	<b>University of Nebraska, Lincoln</b>
<b>Debra J. Ford</b>	<b>University of Kansas</b>
<b>Julie A. Davis</b>	<b>College of Charleston</b>
<b>Angela M. Jerome</b>	<b>Western Kentucky University</b>
<b>Michael Pfahl</b>	<b>Ohio University</b>
<b>Andrew F. Herrman</b>	<b>University of South Florida</b>
<b>David R. Novak</b>	<b>Clemson University</b>
<b>Margarita Refugia Olivas</b>	<b>University of Wisconsin, La Crosse</b>
<b>Anna Carmon</b>	<b>North Dakota State University</b>
<b>Sarah Bonewits Feldner</b>	<b>Marquette University</b>

## **Celebrating OPC Top Papers!**

Congratulations to the authors of the top papers in the OPC division—especially to Melissa Jan Bridgewater and Patrice M. Buzzanell who authored the top paper and Elizabeth Williams who authored the top student paper in the division! All of our top papers represent the best of the work submitted to the division this year. **Plan to join us on Thursday, April 10<sup>th</sup> at 11:00 in University Room A** to celebrate the division's outstanding scholarship.

**Program #1301      11:00 AM- 12:15 PM      University Room A**

*TOP COMPETITIVE PAPERS IN ORGANIZATIONAL AND PROFESSIONAL COMMUNICATION*

*Sponsor:* Organizational and Professional Communication

*Chair:* Angela M. Jerome, Western Kentucky University

*Participants:*

\* "Caribbean immigrants' identities and identifications: Negotiations of opportunities, work ethics, racism, and the American dream." Melissa Jan Bridgewater, Purdue University and Patrice M. Buzzanell, Purdue University

\*\* "The negotiation of identity through scandal: Relying on relationships and common enemies." Elizabeth Williams, Purdue University

"Long live the mensi-mob': Communicating support online in regard to organizational dialectical tensions of menopausal working women." Jaime E. Bochantin, Texas A&M University

"Rocking the boat and continuing to fight: Un/Productive episodes and the problem of workplace bullying." Renee L. Cowan, Texas A&M University

*Respondent:* Willis M. Watt, Methodist University

\* **Top Paper**

\*\* **Top Student Paper**

**Organizational & Professional Communication Interest Group  
Schedule**

**(Convention program at <http://www.csca-net.org/>)**

**THURSDAY....THURSDAY....THURSDAY....THURSDAY**

**Program #1109      8:00 - 9:15 AM      Conference Room 5**

*STUDENT COMPETITIVE PAPERS IN ORGANIZATIONAL AND PROFESSIONAL COMMUNICATION*

*Sponsor:* Organizational and Professional Communication

*Chair:* David R. Novak, Clemson University

*Participants:*

"Exit and entry as complimentary processes: A narrative approach to the EVLN." Andrew Herrman, University of South Florida

"Does it matter that they are not family?: A social identity theory perspective of non-family member employees in family businesses." Anna Carmon, North Dakota State University

"High stakes: Building rapport in interrogative, law enforcement-related settings." Ryan Kozey, State University of New York at Buffalo

"Heavenly sights for blame research: Investigating inter-organizational blame in faith-based organizations." Lacy G. Urbantke, University of Texas, Austin

*Respondent:* Mary F. Hoffman, Texas State University



This panel of former students and friends, and advisor pays tribute to the scholarship, teaching, leadership, and humor of Dr. James I. Costigan. Costigan was the department chair at Fort Hays State University and taught organizational communication for over twenty years touching many lives and training many current teachers. This is a chance for us to reflect on our teachers and consider how we continue to pass it forward in our careers and lives. Even if you didn't know Jim, this is also an opportunity for everyone to share a memory of an individual who played an important role in their professional and personal development. Please join us as we share those teachable moments that influenced how we teach organizational communication.

**Program #1615      3:00 - 4:15 PM      Conference Room 5**

***ENGAGING THE WORLD TO ERADICATE POLIO: ROTARY INTERNATIONAL'S POLIO PLUS PROGRAM***

**Sponsor:** Organizational & Professional Communication Interest Group  
Health Communication Interest Group

**Chair:** Robert Greenstreet, East Central University

**Participants:**

"Polio and post-polio syndrome: Fifty-five years later." Hugh and Melissa Beall, University of Northern Iowa.

"Rotary International's polio plus program." Carol A. Pandak, Rotary Foundation of Rotary International

"Spreading the work: Rotary International's Polio Plus public relations campaign." Rebecaa Gatz, East Central Univeristy

"Rotary's Polio Plus campaign: Adapting to cultures." Arlie Daniel, East Central University

"Sharing the vision: Rotarians commit to Polio Plus." Robert Greenstreet, East Central University

**FRIDAY....FRIDAY....FRIDAY....FRIDAY....FRIDAY....FRIDAY**

**Program #2202      9:30 - 10:45 AM      University Room C**

***SOCIAL DISCOURSE: STORIES OF ORGANIZATIONAL MEMBERS***

**Sponsor:** Organizational and Professional Communication

**Chair:** Renee L. Cowan, Texas A&M University

**Participants:**

"I Play Damn Well: Transitional identity and the graduate student academic life." Andrew F. Herrman, University of South Florida

"A Discursive Analysis of Dirty Work: Performing humorous scripts." Zachary A. Schaefer, Texas A&M University

"Dialogic Narratives and Sport: The University of Colorado Rape Scandal." David R. Novak, Clemson University, Leslie A. Thorton, Clemson University

**Respondent:** Irwin Mallin, Indiana University-Purdue University, Fort Wayne

**Program #2502      3:00 – 4:15 PM                      University Room C**

*EXPLORING EMPLOYEE MOTIVATION: WHAT ORGANIZATIONS CAN DO*

*Sponsor:*      Organizational & Professional Communication

*Chair:*          Jayne M. Witte, University of Northern Iowa

*Participants:*

Tom Hall, University of Northern Iowa

Kris Lines, Martin Bros. Distributing, Inc., Cedar Falls, IA

Jayne M. Witte, University of Northern Iowa

Leslie Yound, Lands' End, Inc., Dodgeville, WI

This roundtable discussion will focus on what organizations can do to create a culture that energizes, recognizes, and sustains employee engagement in and passion for the work. The academics on the panel will discuss how people-based motivators such as leader, peer, and customer relationships are central to a motivating workplace. The HR professionals on the panel will discuss the processes and outcomes of implementing specific reward-based motivators such as incentive, recognition, and outreach programs.

**Program #2513      3:00 – 4:15 PM                      Chairman's Parlor**

*SPOTLIGHT PANEL*

*COMMUNICATION SCHOLARS IN UNIVERSITY ADMINISTRATION*

*Sponsor:*      Organizational and Professional Communication/Spotlight Panel

*Chair:*          Scott Dickmeyer, University of Wisconsin-La Crosse

*Participants:*

Jack Kay, Chancellor, University of Michigan – Flint

Joe Gow, Chancellor, University of Wisconsin – La Crosse

Mark Braun, Vice President of Academic Affairs and Dean of the  
College, Augustana College

Fernando Delgado, Dean of the College of Liberal Arts, Hamline  
University

Mary Gill, Dean of Communication and Art, Buena Vista University

Richard Haven, Interim Dean Arts and Communication, University  
of Wisconsin, Whitewater

Recently, during a classroom interview, a university chancellor claimed, "The advantages I have had in administration, due to my background in communication studies, are amazing, it is almost unfair!" Bantz, DeWine, and Shockley-Zalabak (2005) agree, claiming that their backgrounds as communication studies faculty and scholars positively influence the ways they perform their roles as university administrators. The advantages of a deep understanding of communication theories include, being more vigilant about sending the right messages & interpreting the messages of others, increased sensitivity to interpersonal conflicts, and the ability to effectively construct messages in crisis situations. On this panel communication faculty from all levels of university administration will share their stories and experiences. Additionally, they will identify how the various theories, practices, and skills we teach in communication studies have helped them effectively perform their roles as university administrators. This panel should prove interesting to anyone who wants to see how what we teach in communication studies can positively influence the university, its leadership, and organizational culture.

## SATURDAY....SATURDAY....SATURDAY....SATURDAY

**Program #3314**    **9:30 - 10:45 AM**

**Chairman's Room**

### *SENSEMAKING OR LACK THEREOF ABOUT THE RETIRING OF WORK*

*Sponsor:* Organizational and Professional Communication

*Chair:* Melanie Morgan, Purdue University

*Participants:*

“The meaning of retirement: Is there life after paid employment?” Patrice Buzzanell, Purdue University

“Gender in retirement: An assessment of the male model.” Jeremy Fyke, Purdue University

“I don't have time to retire. The spatiotemporal boundaries of retirement.” Jerri Faris, Purdue University

“Socialization of women and men into U.S. retirement ideologies.” Suchitra Shenoy, Purdue University

“We have to talk to each other? Finding space in retirement.” Melanie Morgan, Purdue University

“Media portrayals of retirement: How realistic are they?” Paula Hopeck and Kristen Imboden, Purdue University

*Respondent:* Dawn Braithwaite, University of Nebraska

Jordan Soliz, University of Nebraska

Retirement is typically depicted as the end of employment or paid work experience as well as the last phase in organizational socialization models (see Jablin, 2001). In the past, it also meant that individuals were middle-aged or older and were supposed to pursue leisure, volunteer, family, and personal interests. However, with workplace changes including downsizing, job hopping, and multiple career transitions, individuals' meanings of and abilities to do what traditionally has been known of as retirement in the United States may have changed irrevocably.

**Program #3401**    **11:00 AM- 12:15 PM**

**University Room A**

### *IMAGINE THE POSSIBILITIES: DISCUSSION ABOUT THE VARIETY OF COMMUNICATION TRAINING AND DEVELOPMENT OPPORTUNITIES*

*Sponsor:* Organizational and Professional Communication

*Chair:* Scott Dickmeyer, University of Wisconsin—La Crosse

*Participants:*

Kevin Barge, Texas A & M University

Paaige Turner, St. Louis University

Scott Dickmeyer, University of Wisconsin—La Crosse

Jayne Witte, University of Northern Iowa

Sarah Bonewits Feldner, Marquette University

Most organizational executives, managers, and members recognize that their company has a “communication problem.” Unfortunately, a common misperception persists as organizational members consider communication to be a skill that when done well yields the desired results. Meanwhile communication scholars recognize that because organizations are symbolic constructions, communication is often both the problem and the “solution” to most

organizational challenges. The purpose of this panel is to argue that several popular organizational concerns are communicative in nature and the solutions are found in communication scholarship. The panelists will demonstrate their efforts to illuminate strong communication scholarship to internal (university) and external (specific organizational audiences or groups of adult learners) through a variety of training and development seminars.

**Program #3603      1:30 - 2:45 PM      University Room C**

*ORGANIZATIONAL COMMUNICATION YOUNG SCHOLAR MASTER CLASS*

*Sponsor:*      First Vice President – Nancy J. Brule  
Graduate Student Caucus  
Organizational and Professional Communication  
*Master Class Instructor:*      Patrice Buzzanell, Purdue University  
*CSCA Young Scholars:*  
Jaime E. Bochantin, Texas A&M University  
Renee L. Cowan, Texas A&M University  
Andrew F. Herrmann, University of South Florida  
Sarah Steimel, University of Nebraska, Lincoln  
Amy o'Connor, North Dakota State University  
Aimee Shandy, Northern Kentucky University

The Graduate Caucus, the Organizational and Professional Communication Interest Group, and the Central States Communication Association is proud to announce the first Organizational Communication Young Scholar Master Class. This exciting new mentoring opportunity allows six young scholars to engage in the ultimate classroom experience as they discuss media studies and develop potential research projects with a seasoned scholar in the discipline. Although the session not open to general attendees, as Young Scholars have been competitively selected, please join CSCA in recognizing this year's inaugural class of outstanding young scholars!

**Program #3609      1:30 - 2:45 PM      Conference Room 5**

*ORGANIZATIONAL TENSION: INDIVIDUALS AT WORK*

*Sponsor:*      Organizational and Professional Communication  
*Chair:*      Anna Carmon, North Dakota State University  
*Participants:*

“The agonistic unification of physicians’ work: Conceptualizing a study of a healthcare organizations role in shaping physicians’ work experiences.” Daniel Stuart Wilbur, Purdue University North Central

“She told me to just stick it out: Exploratory research on communication between nannies and parents.” Rebecca S. Imes, Carroll College, Elizabeth Ramus, Carroll College

“Anti-clutter, pro-mess: Exploring professional organizing as ‘women’s work.’” Elizabeth Petre, Southern Illinois University, Carbondale

“Who’s not asking and what’s being told: Student athlete’s as puppets in the game of control.” Brittany L. Peterson, University of Texas, Austin, Nicole Laster, University of Texas, Austin

*Respondent:* Debra J. Ford, Kansas University School of Nursing

**Program #3704      3:00 - 4:15 PM                      Conference Room 2**

*NONPROFIT ORGANIZATIONS: ATTRACTING AND RETAINING EMPLOYEES AND VOLUNTEERS*

*Sponsor:*      Organizational and Professional Communication

*Chair:*            Bethany Schmelzer, University of Illinois, Urbana

*Participants:*

“Effects of coaching on ministry team development: A case study exploration of employee attrition using an agent based model.” Ryan Kozey, State University of New York at Buffalo, Derek Lackaff, State University of New York at Buffalo

“Volunteerism: Conceptualizing volunteer work as a life role.” Disraelly Cruz, University of Missouri

“Learning by the “seat of your pants”: Board member assimilation in nonprofit organizations.” Theresa Castor, University of Wisconsin, Parkside, Mary Jo Jiter, University of Wisconsin, Parkside

*Respondent:* J. Kevin Barge, Texas A & M University

**Program #3808      4:30 - 5:45 PM                      Conference Room 5**

*CRAFTING HEALTH COMMUNICATION FOR CONSUMERS: A HEALTH CARE MARKETING ORGANIZATION INTERACTS WITH CLIENTS*

*Sponsors:*      Organizational & Professional Communication  
Health Communication

*Chair:*            Larry W. Long, Executive Director, School of Communication, Illinois State University

*Participants:*

Mark Clark, Strategic Marketing Manager, CPM Marketing Group, Inc.

Megan Taylor, former Marketing Director, CPM Marketing Group, Inc.

Lance R. Lippert, Illinois State University

*Respondent:* Jim L. Query, University of Houston

A pragmatic model of health care communication involves crafting an appropriate message. This panel will identify the trajectory of communicative strategies involved with informing health consumers. A Madison-based health care marketing organization provides health care practitioners with strategies, channel choice, and health information to communicate effectively with patients in a timely fashion. Practitioners and scholars examine the role communication plays in influencing consumer healthcare behavior and patient loyalty. (CPM Marketing Group, headquartered in Madison, Wisconsin, has been a pioneer in healthcare relationship and data management technology since the early 1980s.)