

**Central States Communication Association
2012 Annual Conference**

Program Planner Packet

***“Connecting in Cleveland”
Exploring Intersections that Unite a Discipline***

**March 28 – 31, 2012
Renaissance Cleveland Hotel**

When seeking election as CSCA's 2nd Vice President, I identified the promotion of stronger relationships across our many disciplinary sub-divisions as a primary goal of my service to the association. Thus, in planning our 2012 annual conference I invite you, as unit program planners, to join me in

“Connecting in Cleveland”
Exploring Intersections that Unite a Discipline

Certainly, others have argued the need to develop connections among our diverse array of communication educators (in fact, our 2009 meeting in St. Louis had us consider *Conversations about Connections*). Still, in 2012 we return to the theme of connections and particularly an exploration of key intersections that might unite our increasingly diverse, often fragmented, community of communication teachers and scholars. As editor Michael Pfau noted in a 2008 “future of the field” special issue of *Journal of Communication*, our growth and increased stature as a discipline has been marked by increased specialization and fragmentation. The continuing proliferation of subfields in communication study is prominently demonstrated within our professional organizations. CSCA, for example, now boasts 23 different interest groups, caucuses, and sections (still far short than the 57 divisions, sections and caucuses found in our National Communication Association). Unfortunately, as Pfau observed, such “fragmentation makes it increasingly difficult for communication scholars to understand . . . developments that lie outside of their specific niches and [we] often lack a general knowledge about other facets of communication.” I must admit that my own conference itineraries are usually guided by a “niche” mentality. Far too often, I attend only those sessions sponsored by my primary interest group, or attend panels featuring scholarship or discussion of topics that reflect my specific teaching and research interests.

The theme of *Connecting in Cleveland* invites members to reflect on those core concepts, fundamental questions, topics and issues that transcend individual areas of study, developing programs that highlight key intersections that unite us as communication educators. For example, within individual interest groups and units, scholars and teachers with different epistemological perspectives and methodological approaches might join together to examine central issues or shared topics of study from alternative perspectives. Across interest groups, I hope to encourage a broad array of co-sponsored panels that highlight theoretical and conceptual intersections. Our “spotlight” panels might feature key scholars from different areas of study examining fundamental questions or concepts central to all of our teaching and research. I also envision exploration of important intersections that can unite the wide range of communication professionals that make up our association. These are just a few examples that I hope will spark our thinking about those things we share in common and unite us as a community of communication educators.

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DEADLINE FOR SUBMISSIONS IS FRIDAY, SEPTEMBER 30, 2011

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Technology Policy

CSCA will attempt to provide multimedia projectors and speakers based on financial considerations to all presenters who request them at the time of the program submission.

CSCA is unable to approve requests for equipment such as personal computers, laser printers, satellite links, teleconference equipment, DVD/VHS players, or Internet access. CSCA members or individuals attending the convention either may elect to rent such equipment from the convention hotel at their own personal expense or may bring their own equipment, unless prohibited by the convention hotel. (Please check beforehand with the CSCA Executive Director Nancy Brule at cscanbrule@gmail.com regarding the convention hotel policy.) If individuals provide their own equipment, the hotel may elect not to help if service is needed. If the hotel does help and assesses a fee, the individual requesting help is responsible for all charges.

Any technology request made by CSCA participants at the convention that was not requested at the time of the program submission can not be charged to CSCA.

Important Dates

April 9, 2011: Program Planners meeting (Program #3505) from 2:00 – 3:15 pm in Executive A.

Also, deadline to submit the Unit Leadership Form. Please give to Mitchell before leaving the conference.

May 2, 2011: Deadline for any final revisions to your Unit Call for 2012. In the final version of your call, please indicate if your unit intends to recognize top papers and, if so, if these papers will be recognized with cash awards. Please also encourage panel submissions involving the conference theme, and mention any specific panel formats that your unit would like to encourage. Send the Unit Call to CSCA2012@missouri.edu.

May 15, 2011: Complete call for submissions will be posted on the CSCA website around this date. The entire call will be forwarded to all unit planners as well as all of our membership in some format (electronically and/or newsletter). However, we want to spread the word beyond individuals who usually come to our conference. After receiving the call, please forward it to colleagues at your own and other institutions you would like to encourage to participate in the 2012 conference. Think strategically about the conference location – Cleveland, OH – as you identify possible conference participants.

Also, if you have ideas for co-sponsored panels, make initial contact with other unit program planners and/or with Mitchell and share your suggestions. Also, if you would like to suggest conference-wide programs, speakers, or entertainment, please send those suggestions to me as soon as possible so that I can begin to work on them in advance.

August 1, 2011: Send a reminder e-mail to all of your unit members, suggesting they spend some of their summer “vacation” developing a competitive paper submission and/or collaborating with others to create an exciting and innovative panel for the 2012 convention (remind them of the submission deadline of Friday, September 30).

August 15 – 30, 2011: As soon as your Fall term / semester begins, submit your Unit Call to CRTNET (crtnet@natcom.org).

September 1, 2011: Send another e-mail to all of your unit members with best wishes for the new semester / term, and remind them that only one month remains for submitting panels or papers. Urge individuals to contact you with their panel ideas and offer your help (sometimes, people don't follow through on panels because they don't know how to get started, or it seems overwhelming to ask others to participate). If you invite their ideas, you could work with them on developing them.

Also, follow up with other unit program planners about ideas for co-sponsored programs.

September 15, 2011: Send an e-mail to individuals who volunteered to review. Please verify that they still remain interested in and available to review for your unit. Please share the upcoming deadlines to be sure that this task fits in their schedules. If not, it's best to find out now so that you can have time to find other people to help.

Also, send an e-mail to individuals who volunteered to serve as chairs, respondents, or facilitators for your unit. Ask if they would still be willing and able to serve in those capacities so that you have those lists available when you're ready to put your panels together.

Finalize forms and letters that you're going to use in the review process so that you're ready to go once you receive submissions on Friday, September 30.

September 23, 2011: Send one final reminder to your unit members, reminding them about the rapidly approaching submission deadline (*one week!*). Again, offer your help in fine-tuning panel ideas.

September 30, 2011: Receive submissions for competitive papers and panels. Prepare those items for blind review and then send them to reviewers.

October 3, 2011: Send all items for review by this date.

October 5, 2011: Follow up with reviewers to confirm receipt of submission materials. Emphasize the deadline for returning reviews.

October 17, 2011: Send a reminder to reviewers about the approaching review deadline.

October 24, 2011: Set this date as the deadline for receiving feedback from reviewers. If anyone fails to send input by October 24, send a gentle reminder and continue to press him/her until s/he sends it.

October 24 – November 7, 2011: Put programs together. If you have any questions or concerns (or would just like to bounce ideas off of someone), e-mail or call Mitchell.

Also during this period, finalize co-sponsored panels with other unit planners so that you know how many slots that you have available for competitive papers and panels.

November 7, 2011: On or before this date, please submit all Panel Proposal Request Forms. (These forms will be available on the CSCA website.)

Around this time, Mitchell's Program Assistant will be contacting you about any members you wish to acknowledge in the program and the Top Papers awarded by your group.

December 12, 2011: Unit program proofs sent to planners by Mitchell on or before this date.

December 15, 2011: Please send e-mails to all contributors on or after this date to either congratulate them on the acceptance of their submissions or to regretfully share that their submission has not been accepted. Please let contributors know that they will receive further information about the conference program, registration and hotel arrangements by e-mail in January.

Also, please send e-mails to all chairs, respondents, facilitators, and invited participants to let them know that they will be on the program and that they will receive additional information about the conference program, registration, and hotel arrangements by e-mail in January. Please be sure to send electronic versions of papers to panel respondents so that they have them on hand.

December 19, 2011: Please send proof-read program for unit to Mitchell on or before this date. Please specify any typographical errors or problems in the scheduling that we should address in the final version of the program.

January 15, 2012: On or before this date, the conference program will be available on the CSCA website. Kathie Cesa will send an e-mail to all participants to let them know about the need to pre-register for the conference and to share details about hotel arrangements. At this time, conference attendees will be able to learn when and where they will be presenting (and to read about all of the exciting events that will be occurring at our conference).

February 1, 2012: Please e-mail all participants for your unit and remind them to (1) pre-register for the conference and (2) make hotel arrangements.

March 14, 2012: With just two weeks until the conference begins, e-mail all panel respondents for your unit and confirm that they have copies of the papers to which they will respond.

Also, e-mail all participants for your unit with last-minute reminders, including (1) submit any revised paper to their panel respondent and (2) remind participants to attend any “special” unit programs and unit business meeting.

Planning Checklist

- Submit Unit Leadership Form prior to departing Milwaukee.
- Submit final changes to Unit Call by May 2, 2011.
- Touch base with other unit leaders about possibility of co-sponsoring panels on or before May 15, 2011.
- Send reminder e-mail to unit members to encourage participation on or before August 1, 2011.
- Post your Unit Call to CRTNET (crtnet@natcom.org) between August 15 – August 30, 2011.
- Send second e-mail reminder to unit members that submission deadline is only one month away; also, follow up with other unit leaders about possibility of co-sponsored panels on or before September 1, 2011.
- Send an e-mail to reviewer volunteers to make sure that they are still able to help; also, send an e-mail to people who volunteered to serve as chairs, respondents, or facilitators at your business meeting and confirm that they are still willing to serve; finally, finalize any forms or letters that you plan to use for the review process on or before September 15, 2011.
- Send a final e-mail reminder to unit members about the rapidly approaching submission deadline on or before September 23, 2011.
- Check your email regularly for submissions. Be prepared to receive lots of e-mails with submission attachments on September 30, 2011.
- Send all submissions for review on or before October 3, 2011.
- Follow up with reviewers to make sure that they received all of their assigned submissions on or before October 5, 2011.
- Send a reminder e-mail to reviewers about approaching review deadline on or before October 17, 2011.
- Receive feedback from reviewers on or before October 24, 2011.
- Contact other unit planners to finalize co-sponsored panels from October 24 – November 7, 2011.
- Send the Panel Proposal Request Forms to Mitchell on or before November 7, 2011. Make sure to confirm the correct spelling of each person's name and affiliation. Remember to respond to Mitchell's Program Assistant e-mails regarding any members you wish to acknowledge in the program and your Top Paper awards.

- Send decision message to all potential contributors to let them know about the outcome of the review process; also, send e-mails to all chairs, respondents, facilitators, and invited participants to let them know that they will be on the program on or after December 15, 2011.
 - Don't forget to send papers to panel respondents so that they definitely have manuscripts to review.
- Return corrected program proof to Mitchell on or before December 19, 2011.
- Remind participants to pre-register for the conference on or before February 1, 2012.
- Please check with Executive Director Nancy Brule (csc.nbrule@gmail.com) to confirm food order for business meeting, if any, on or before February 15, 2012.
- Send "last minute" reminder e-mail to respondents for your unit to confirm they have copies of papers to which they will respond; also, e-mail unit members encouraging them to provide respondents with revised papers, and remind members to attend any "special" unit programs and unit business meeting on or before March 14, 2012.

Program Format Possibilities

Competitive Paper Panel: Scholars work really hard on their research and they should be allowed to present it. However, all of us can benefit from building in time for all participants (including audience members) to share ideas, ask questions, and discuss connections (either between people or ideas).

Roundtable Discussion: This format would work well as a co-sponsored session, especially if the co-sponsors select presenters from diverse perspectives, but it doesn't have to be. Choose four or five individuals with unique viewpoints and invite them to briefly share their views on a topic (such as a social issue, communication challenge, professional concern, or ethical issue). A facilitator should keep a careful eye on the clock to allow ample time for discussion and dialogue among all participants, including "audience members."

Debate: A good, old-fashioned debate between two animated debaters (or two teams of debaters) could be fun, compelling, and intellectually-rewarding. This format could also function effectively as a co-sponsored event, and we could foster additional discussion by empowering the "audience" to discuss the merits of different perspectives after the closing arguments. This type of panel could also involve a town hall meeting.

Spotlight on Collaboration: If your planning unit agrees that a particular topic, issue, or concern merits discussion or could generate ideas for collaborative research, consider proposing a "Spotlight on Collaboration," a panel slot devoted to conversation on that particular area. Unlike the Roundtable Discussion, this panel would not necessarily begin with the "experts." Instead, guided by a facilitator, participants would gather to converse about the given topic. Notably, this session could include sharing perspectives on a common teaching or service matter, examining/sharing data, discussing possible collaborative research projects, and/or brainstorming about ways of handling professional issues, etc. Five or six people could serve as "key discussants" in order to ensure that the session includes individuals with expertise (as potential mentors). These scholars will not give formal presentations, per se, but they can help with starting conversation, encouraging participation from all attendees, and offering input and insights, as the conversation ensues. Given the nature of this session, it could also benefit from co-sponsorship to encourage diverse perspectives and potential contributions.

Spotlight Session: This type of panel could be a very powerful and special way to "spotlight" a scholar (especially one who is going to be retiring soon), a body of scholarship (including a research methodology or a line of research) or approach to teaching (including certain forms of pedagogy, ideas about advising, etc.), or a specific book or article (such as one that an interest group recognizes with an award or that has shown continual influence since its publication, say, 25 years ago). Such sessions tend to be very well-attended and offer a great opportunity to reflect on a career, an approach, or a classic work in our discipline. Usually, the panel consists of three or four speakers with strong connections to the subject of the spotlight (such as advisees, leaders in developing a methodology or teaching technique, or experts in the area of the classic work). However, the panel should also afford time for the subject of the spotlight (e.g., the scholar or author) to share a few comments as well as ample opportunity for others in attendance to share their memories, tributes, or perspectives.

Performance Session: We could put two time slots together and offer a chance to co-view a “performance” and then allow time to discuss and unpack it as a group. Notably, this type of session really lends itself to co-sponsorship because a “performance” might touch on topics relevant to multiple areas, and diverse individuals would likely be drawn to participating, especially in the discussion segment. Note that this will count as two panel submissions, however (but if co-sponsored each co-sponsoring unit would use only one session from their panel allotment for a two-session event).

Senior Scholar Roundtables: This format allows for networking and connections between scholars at various stages in their careers as well as for valuable conversation about research projects. Units could select 16-20 interested participants and divide them into four groups. During the panel slot, each group would rotate around to four different pairs of senior scholars. Group members would then have the opportunity to network with senior scholars and to obtain their ideas about research projects, teaching, professional development, etc. Ideally, the senior scholars would receive a brief description from each participant about his/her research and teaching interests before the conference, and all participants would receive a list of the senior scholars so that they could become more familiar with their work. The unit should schedule a facilitator to announce when the groups need to rotate.

Senior-Junior Scholar Master Classes: The master class format connects senior and junior scholars in a structured setting and provides an opening for newer scholars in our field to network and receive input from more seasoned scholars. Junior scholars could be selected on the basis of conference paper submission or other application whereas senior scholars would be invited based, of course, on their expertise and willingness to serve as a mentor to others in the discipline. Units could take a more traditional approach wherein the junior scholars would present their work and the senior scholar offers a response. They could also opt to construct the master class as a “work session” in which the junior scholars could ask questions, brainstorm about research projects, etc. and, perhaps, interact with two or three senior scholars during the session. Again, this type of panel would benefit from co-sponsorship, especially between the Graduate Student Caucus and other units.

Poster Session: In a traditional poster session, presenters create a visual representation of their work, and interested attendees visit the displays and chat informally with presenters. Although this format allows a great deal of flexibility and opportunity for conversation, presenters can feel isolated if their displays do not generate a good deal of interest. To reduce the possibility of this problem, arrange the poster areas in clusters (i.e., groups of related projects in semi-circles) so that presenters can share their research with each other as well as other attendees. Additionally, consider scheduling a team of respondents to visit the presenters and offer ideas and feedback.

**2012 CSCA Conference
Unit Program Slot Projections**

In 2012, all units will receive approximately the same number of program slots they received in 2011. The following list contains an estimated number of slots per unit for the 2012 Cleveland conference. After I review the most recent membership data following our 2011 conference reflecting trends in unit membership, I will determine a final number of slots per unit and share with program planners by the September 30, 2011 submission deadline.

Unit	Slots
Adjunct/Temporary Faculty Caucus	2
Argumentation and Forensics Interest Group	6
Basic Course Interest Group	9
Communication Education Interest Group	12
Communication Ethics & Freedom of Expression Interest Group	3
Communication Theory Interest Group	10
Community College Interest Group	4
CSCA First Vice President	5
CSCA President	2
Federation Prize Presentation	1
G.I.F.T.	4
Graduate Student Caucus	8
Health Communication Interest Group	8
Instructional Resources Interest Group	8
Intercultural Communication Interest Group	10
Interpersonal & Small Group Communication Interest Group	12
Kenneth Burke Society	3
Media Studies	12
NCA Informational Panel	1
Organizational and Professional Communication Interest Group	9
Performance Studies & Theatre Interest Group	8
Political Communication Interest Group	11
Public Relations Interest Group	6
Rhetorical Theory & Criticism Interest Group	12
Sexual Orientation and Gender Identity Caucus	5
Short Courses	5
States Advisory Council	11
Undergraduate Programs Interest Group	3
Undergraduate Research Honors Conference	9
Women's Caucus	8

Sample Call for Papers

2011 Call

COMMUNICATION EDUCATION INTEREST GROUP

Call for Submissions

2011 Central States Communication Association Conference
Hyatt Regency Milwaukee
Milwaukee, Wisconsin
April 5-10, 2011

"Home"

The Communication Education Interest Group invites all members of CSCA to submit competitive papers, programs, and interactive panels to be considered for programming at the 2011 CSCA conference to be held in Milwaukee. Our interest group focuses on the teaching and learning process. We welcome a range of topics, and we especially encourage members to develop provocative panels that focus upon the convention theme. For panel ideas, discussions about the convention theme, or to simply meet other members of the division, please see the division's Facebook group page at: <http://www.facebook.com/group.php?gid=71002636769>.

We welcome a variety of formats, including competitive paper panels, internet discussion groups for which papers are read prior to the conference and sessions focus on responding and discussing the papers, roundtable discussions, spotlight and dialogue sessions, debates, and high density programming.

Awards: The Communication Education Interest Group presents several awards. The Gustav Friedrich Award is presented to the top student competitive paper and includes a certificate and a \$50.00 prize. We also award certificates to the top three competitive papers submitted to the interest group. In addition, our interest group coordinates The Cooper Award for Outstanding M.A. and Ph.D. Graduate Teaching Assistants. Please see the CSCA website for more information about these awards <http://www.csc-net.org/>.

Guidelines for Submission:

(1) Papers: Only completed papers will be accepted. Papers must conform to APA standards and include a title page that is a separate document from the paper, allowing author identity to be concealed. Remove all author references in the text of the paper. Students (including graduate students) should type "STUDENT" on the upper right-hand corner of the title page. Indicate if author(s) is/are CSCA Members.

(2) Panels: Individuals proposing panels must complete and use the 2011 CSCA Panel Proposal Request Form available on the CSCA website. Panel submissions must also include the following: (a) title, (b) abstract, and (c) a complete list of participants along with their institutional affiliations, contact information (address, e-mail, and telephone), and if they are CSCA Members.

All papers must be submitted electronically using Microsoft Word 2003. Documents sent using any other format will be returned to the sender. An e-mail acknowledging receipt of paper and panel proposals will be sent for each submission. All media requests must be made at the time of submission. Please only request media if it is absolutely essential to your presentation, as media requests will be closely examined before approval. Laptop computers will not be made available for presentations.

Submissions must be received by October 6, 2010.

Send all submissions electronically to:

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ASU Station #10895
San Angelo, Texas 76909-0895
Office Phone: 325-942-2031

Process for Sending Submissions for Review

1. Develop clear instructions and form(s) that you will send to your reviewers. Remember that all of your reviewers must know the criteria for evaluating submissions to your unit so that they are all “on the same page.” For example, if your unit wants to prioritize completed manuscripts (or documents of a particular length), you need to share that information with all reviewers. In advance, determine what criteria that the reviewers should use and be ready to share the list with them when the time comes.
2. Based on the number of submissions, you need to decide how many manuscripts/panel proposals that you will send to each reviewer. One reviewer should be able to handle around 6-8 submissions in the specified time period. I urge you to use three reviewers for each submission, if possible. Thus, Reviewers 1, 2, and 3 could review Submissions #1-8. Reviewers 4, 5, and 6 could review Submissions #8-15, and so on. If you send the same set of papers to three reviewers, their rank-orderings will mean something. If you scatter the papers, the rank-orderings will mean little because the reviewers ranked different submissions.
3. Give each reviewer a reviewer number so that you can track reviews and ensure confidentiality.
4. After you receive the submissions, you need to prepare them for blind review. If you are sending them electronically (which I recommend highly!), you need to take the following steps:
 - a. Delete all info on the cover page that refers to author name and affiliation.
 - b. Save the document on your computer as another Word file. I suggest that you give each manuscript a number and then refer to it only by that number. Thus, you could re-name the first submission that you receive something like CSCA.ms.1 (for CSCA, Media Studies, first submission). NOTABLY, you need to keep careful records about which submission receives which number. I suggest that you create a tracking list (see #7 below) as well as print at least the title page of each submission and mark its submission number on it for your own purposes.
 - c. After you create the new Word document by re-naming the submitted document, go to File and scroll down to Properties. Delete all information throughout each step of Properties and then SAVE. Go to File again, scroll down to Properties, and make sure that no information remains on properties.
5. If you are sending documents through snail mail (a much more timely and expensive process), prepare the documents by labeling each one with its respective code number and then double-checking to be sure that all identifying words and symbols have been removed from the document, including title page, acknowledgements, etc.
6. Be sure to send all submissions out for review as soon as possible. Your reviewers will need time to read and review. If mailing, be sure to include enough forms as well as a clear set of instructions. If e-mailing, be sure to attach the review form, instructions, and all submissions.

7. Keep clear records. I urge you to keep a tracking or Excel sheet with the submission number, author names, date submitted, names of reviewers, date sent for review, and date received. Your unit members will want a report of number of submissions, etc., and you also want to be sure that you know which review belongs to which submission.
8. Be a strong, clear, and efficient communicator. No one likes to wonder what's going on with their work. ALWAYS send a quick acknowledgement of each submission. (You could even use the same one recurrently by cutting and pasting. Again, let me know if you would like an example.) Similarly, ALWAYS send a decision letter/message when it is appropriate to do so. I've heard from members that they just never heard if their work was accepted or not. We should write to potential participants if we're going to program their work or if we're not.