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Volume 79, Issue 2

## ***“Connecting in Cleveland”***

### ***Exploring Intersections that Unite a Discipline***

**Mitchell S. McKinney, CSCA First Vice-President**

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In just a few days I’ll be traveling to Cleveland, OH, along with CSCA Executive Director Nancy Brule, to make plans for the association’s 81<sup>st</sup> annual conference. I hope you’ll place yet one more item on your busy summer “to do” list: develop competitive paper and panel proposal submissions for our meeting next spring in Cleveland. You’ll find the Call for Papers for each of CSCA’s 23 different units at [www.cscs-net.org](http://www.cscs-net.org) under the Convention tab. The submission deadline for all units is **Friday, September 30**.

When seeking election as CSCA’s 2<sup>nd</sup> 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 to join me in ***Connecting in Cleveland: Exploring Intersections that Unite a Discipline***.

Our 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’ve invited program planners to develop a broad array of co-sponsored panels that highlight theoretical and conceptual intersections. A series of “spotlight” panels will feature key scholars from different areas of study examining fundamental questions and concepts central to all of our teaching and research. I also invite

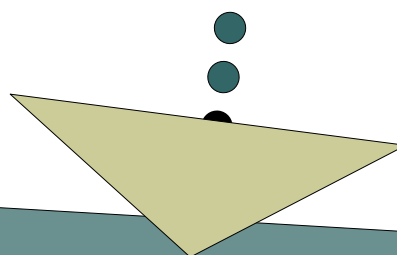
exploration of important intersections that can further unite the wide range of communication professionals that make up our association. These are just a few examples that I hope will spark your thinking about those things we share in common and unite us as a community of communication educators.

Please contact me ([CSCA2012@missouri.edu](mailto:CSCA2012@missouri.edu)) with your suggestions for spotlight programs, featured speakers, or other conference activities you'd like to see included next spring. Have a great summer, and I'll see you in Cleveland in 2012!

**Dr. Mitchell S. McKinney**

University of Missouri

Department of Communication



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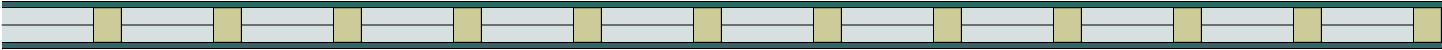
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## Scott A. Myers, CSCA President



Time sure flies when you're busy with teaching, research, service, and students. Although it is only early June as I write this column, it is hard to believe that that our 2011 convention was just two months ago. But what a convention it was! We established a record of having 903 people register to attend the convention. We had over 100 members enroll in one of seven short courses. We had an average of 140 members in attendance per time slot on Thursday, 234 members per time slot on Friday, and 201 members per time slot on Saturday. We had over 130 undergraduate students attend the Undergraduate Research Honors Conference. We inducted four members--Tom Pace, Donn Parson, Judy Pearson, and David Zarefsky--into the CSCA Hall of Fame. We awarded the Federation Prize to Mike Allen, Kelly Tenzek, and Emily Cramer and the Outstanding New Teacher Award to Andrew Ledbetter. We recognized Jimmie Manning as the first CSCA Superstar when he won first place at the B 4 U Go Home Bash Talent Show.

We also changed some of the ways in which we conducted events at the convention. We chose to place Interest Group/Caucus business meetings throughout the convention schedule rather than in clusters as we have done in previous years. We provided CSCA members with the opportunity to showcase the textbooks that they have edited or written. We distributed door prizes donated by CSCA members that were given away at select times during the convention. We integrated the Undergraduate Research Honors Conference into the regular convention schedule. We held the President's Reception off-site at the Milwaukee Public Museum. We continued the Saturday night tradition of hosting a dance, but modified it to include a talent show, karaoke singing, and several impromptu dance-offs between schools.

None of this, however, would have been possible without the involvement of our members. Nancy Brule, Stephanie Shimotsu, and Sydney Staggers were instrumental in planning the convention. Sarah Bonewits Feldner, Scott D' Urso, and Deb Uecker served as our Local Arrangements Co-Chairs. Our fantastic door prizes were supplied by Alisa Agozzino, Melissa Beall, Christie Beck, Dawn Braithwaite, Nancy Brule, Leah Bryant, Linda Dickmeyer, Chad Edwards, Erich Hayes, Steven Hunt, Jimmie Manning, Brad Mello, Dennis Patrick, Amy Aldridge Sanford, Deb Uecker, Richard West, and Deborah Whitt. Matt Martin sponsored the Welcome Reception and Mike Mishkin of Tapestry Press sponsored the Interest Group/Caucus Program Planners breakfast. Many, many of you contributed your time and your energy, whether it was through



## From the President (continued from page 3)

submitting, planning, reviewing, scheduling, coordinating, chairing, responding, or attending. It is these collective efforts that help make CSCA the exemplary academic association that it truly is.

Given the success of this year's convention, I'm sure we're all anticipating what First Vice President Mitchell McKinney has in store for us as he plans the 2012 convention to be held March 28-31 at the Marriott Renaissance in Cleveland. I look forward to "Connecting in Cleveland" with you!

--scott



## Connecting in Cleveland Stephen K. Hunt, CSCA Past President

When we gather in April 2012 the theme of the convention will highlight the importance of connections. Mitchell McKinney and his team are doing outstanding work to develop programming for the 2012 convention that spotlights the many intersections that unite us as discipline. I want to encourage all of our members to maintain the enthusiasm from the 2011 conference and turn those many rich ideas and conversations from Milwaukee into submissions for the 2012 conference.

As always, if I can be of any service to you, please do not hesitate to contact me. I would be happy to help in any way that I can. I look forward to seeing you in Cleveland and I hope you all have a wonderful summer!

Sincerely,

Dr. Stephen K. Hunt, Past President

Central States Communication Association

## 2012 Call for Submissions

### ***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

## Call for Submissions (continued from page 5)

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.

I look forward to working with unit planners and all members of the association in organizing our Cleveland conference. Please contact me ([CSCA2012@missouri.edu](mailto:CSCA2012@missouri.edu)) with your suggestions for spotlight programs or featured speakers. See you in Cleveland in 2012!



## "Connecting in Cleveland"

Marriott Renaissance  
Cleveland, Ohio  
March 28 - 31, 2012

Primary Program Planner:  
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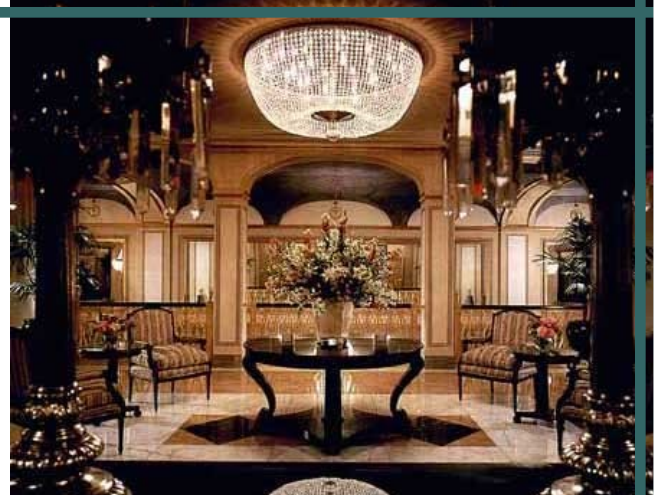
## Call for 2012 Short Courses

Proposals for short courses to be held at the 2012 CSCA convention in Cleveland, OH, March 28 – 31, are now being accepted. Proposals should contain a:

- Title
- 75-word abstract of the proposed short course content (if selected, this abstract will appear verbatim in the 2012 convention program).
- List of all course facilitators and full contact information (with institutional affiliations).
- Rationale for the short course (which includes a statement regarding need and target audience for the course).

In developing proposals, please note that short courses will be restricted to one regular panel slot (i.e., 75 minutes); and also refer to the CSCA technology policy (found under the Convention tab at [www.cscs-net.org](http://www.cscs-net.org)) before submitting the proposed short course.

Proposals should be sent electronically to First Vice President and Program Planner Mitchell S. McKinney at [CSCA2012@missouri.edu](mailto:CSCA2012@missouri.edu) no later than **Friday, September 30, 2011**.



Conference **Hotel** Registration Opens in October!

**2012 Conference Cleveland, OH  
March 28-31st**

**Conference Theme:  
*Connecting in Cleveland***

**Conference Hotel:  
Marriott Renaissance  
Convention Submission Deadline:  
September 30, 2011**

<http://www.casca-net.org>

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