

# ECA The Eastern Communication Association



Meet the Candidates for First Vice  
President Elect-Select

pp. 2-5

Fall 2008 Issue

## A MESSAGE FROM THE PRESIDENT

As I sit here writing, it is sunny, warm and the sky is perfectly blue. The air is crisp, however, and that signals a change from summer to fall and for most of us, the beginning of a new school year. While it isn't easy to let go of the slower pace of summer, going "back to school" is exciting and filled with opportunities for growth and innovation. For ECA, this year is especially exciting and important because we will celebrate our 100<sup>th</sup> annual convention next April in Philadelphia. Our anniversary provides us with the chance to reflect back on our past, examine our present and envision our future. We have grown steadily over the years and today we are a strong, vibrant and engaged association that will continue to grow thanks to our dedicated and hard working membership.

Our 99<sup>th</sup> convention in Pittsburgh was a big success due to the efforts of many individuals. My message on the home page of our website thanks them—I am extremely grateful for their contributions! We had over 750 participants from over 35 states and 4 countries. Now it is time to turn our attention to our 100<sup>th</sup> convention that will undoubtedly be a wonderful and memorable celebration of our association. Please be sure to check the convention area of our website for convention information.

In other news, we will shortly begin work on two new *ad hoc* committees. One group will study how present committees are structured for the various awards we give annually and how future award committees will be structured. Another group will investigate how we can best mentor those just entering the field. In addition, Jim Chesebro has informed me that our 100<sup>th</sup> anniversary volume is off to the printer. You will be hearing about these subjects and more in the near future!



Thank you for your continued commitment to ECA and best wishes for a wonderful academic year!

*Sara*

[Sara.weintraub@regiscollege.edu](mailto:Sara.weintraub@regiscollege.edu)

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# First Vice President Elect-Select Candidate Statement

I am honored to be considered for the Eastern Communication Association's First Vice President Elect-Select. I have been a member of ECA since 1984 when I began teaching at George Mason University (GMU). My first ECA conferences were spent attending and presenting papers. I found my home in what was then called the Mass Communication Interest Group, now called Media Communication. I reviewed conference papers, programmed a conference, became chair, helped change the Interest Group name, served on the ECA Executive Council, reviewed for Communication Quarterly, and am now the ECA representative for the NCA Nominating Committee. I have had the honor of working with many good and dedicated people on the ECA Executive Council over these years and have come to understand the history and direction of ECA. I am in awe by what our past presidents and executive directors have accomplished. They have done a wonderful job in terms of our finances, conferences, history, direction, and future. What would I bring to the table if elected?

I consider myself a scholar-teacher. I have completed the scholarly work to earn full professor but I love teaching, especially when introducing practice into the classroom. I received my undergraduate education in Upstate New York and was fortunate to have mentors who saw things in me I did not see. They guided me to graduate school in the Midwest and upon graduation from the University of Iowa, I came to GMU. My area is Mass Communication, Women and Media, and Visual Communication. I

**"I believe connecting class work with ECA activities is important to make the organization relevant to faculty and students."**

**- Cindy Lont**



have been a member of ECA, AEJMC, NCA, and ICA but ECA has been a special place for me because of my work with students. I love to introduce students to new ideas and new experiences they never thought they could accomplish. ECA has helped open up those options to students many times over the years.

In undergraduate and graduate classes alike, my students have put together panels and submitted them to ECA. We set up practice panels (even with the podium) and each student practiced their presentation. We critiqued them, talked about how the audience would react, and what they could do to keep the audience interested. **NO READING PAPERS.** Students traveled to West Virginia, Pittsburgh, Maine, Washington, D.C. and beyond. I remember when a senior faculty member from another institution came up after a panel of undergraduate papers to tell these students they should teach some faculty members how to present at conferences. The students beamed and walked away with a great learning experience. Graduate students saw the worth of presenting their work. Undergraduates considered potential graduate degrees. I believe connecting class

work with ECA activities is important to make the organization relevant to faculty and students. Several years ago, I asked my visual communication students to create an ECA 100<sup>th</sup> anniversary logo as a class assignment. Eight were submitted. Two made it to the vote and one now sits on the right corner of the ECA website. Celebrating ECA's 100<sup>th</sup> anniversary by integrating student work is a prime example of ECA's connection to teaching.

If I am lucky enough to be elected what would I contribute? In addition to continuing the great work of our past presidents, I would focus on our dedication to teaching, reconnecting ECA to institutions in our region, and working with others to recognize the inherent value of their regional conference as a way to foster disciplinary work and bring new students into the discipline. To me, connections and relevancy are two of the most important foundations of ECA.

**For instructions on how to vote, please turn to page eight of this newsletter.**

## First Vice President Elect-Select Candidate Statement

I am honored to be considered by ECA for the offices culminating in its presidency because of ECA's history and reputation. As I approach my career's concluding years, I see serving ECA as a wonderful culmination of my work in the communication discipline.

I am Professor of English and Communication at Randolph-Macon College in Virginia. I have taught at this liberal arts college since 1980. My undergraduate work at Duquesne University and my graduate work at Penn State University were in English. I have authored books on South African literature, Canadian women novelists, and Australian film-makers; I have published articles on Canadian and Australian authors and am editor of *Margaret Atwood Studies* and president of the American Association of Australian Literary Studies. That's my English side.

I was hired at Randolph-Macon to coach debate. I have written a textbook on debating, and I have published on debate in several journals. My work in debate led to involvement in political communication and public address scholarship. Through the years I have worked on conference planning for various NCA and ECA units; and through those years I have published critical work in *Communication Quarterly*, *Southern Communication Journal*, *Howard Journal of Communications*, and *Rhetoric and Public Affairs*. In 2000, I published *When Congress Debates*; in 2005, I published *Maryland Politics and Political Communication, 1950-2004*; and, in 2007, I published the co-edited *Readings on Political Communication* and the co-authored *Perspectives on Political Communication*.



**"I see serving ECA as a wonderful culmination of my work in the communication discipline."  
-Ted Sheckels**

I am also very interested in curriculum, an interest informing my work as director of my college's Communication Studies and Communication Across the Curriculum programs and Communication Center. I am also interested in the extra-curriculum, as my 30+ years in debate/forensics and my leadership in NDT District VII, the American Debate Association, and the Collegiate Forensic Association demonstrate. I am committed to faculty development. I directed a Mellon-funded six-college institute in the '80s, a Gwathmey-funded across the curriculum initiative in the '90's, and I co-direct the NCA-supported "Hope Conference" now in the '00's. I am also committed to outreach—to those within the discipline who feel marginalized in smaller or struggling programs, to schools that have not embraced communication, to cognate disciplines with which communication can form partnerships.

ECA needs a continuation of its strong leadership. Our journals are sound; our convention is a model, celebrating the accomplishments of revered scholars while providing a

comfortable environment for new ones.

As an ECA officer, I would, first, help ECA negotiate a changing publishing terrain—for scholarship and textbooks. Second, I would push ECA to maintain its openness to undergraduate scholarship. Third, I would sustain ECA's openness to teacher/scholars from a range of institutions, giving all a voice in governance. And fourth, I would put the energy of ECA behind the promotion of the study of communication at Eastern colleges where it has been shunted aside. And, as a native and long-time resident of the greater DC area, I hope I have the opportunity to plan the ECA convention a few steps outside the national capital.

**For instructions on how to vote, please turn to page eight of this newsletter.**

# MESSAGE FROM THE FIRST VICE PRESIDENT

ECA 2009

## Defining Moments: A Century of Communication

When someone says “Philadelphia” what is the first thing that comes to mind? Elton John fans might start humming the lyrics to “Philadelphia Freedom” and Rocky devotees may envision Stallone running up the steps of the Philadelphia Museum of Art. For history enthusiasts, images of the Liberty Bell may appear. If you are reading this at lunchtime, you might ponder a delicious Philly cheesesteak topped off with a Tastykake for dessert. While all of these things have made the city famous, there is one more thing to add to the list of notable things about Philadelphia – it is the host city for ECA’s 100<sup>th</sup> Anniversary Celebration!

Recognized as the birthplace of our nation, Philadelphia is a city of many "firsts." Boasting the oldest theatre in America and the first U.S Mint, Philadelphia is a historical city that has evolved over the years. It is only fitting that ECA celebrate our 100<sup>th</sup> anniversary in this city of “firsts” – ECA has the distinction of being the nation’s oldest professional communication association. In essence, ECA has provided the foundation for the organization of communication as a discipline.

Our 2009 convention theme, "*Defining Moments: A Century of Communication*," provides us with an exciting backdrop as we reflect on the contributions of the scholars and officers who have helped build our Association and our discipline. Many surprises are in store as the 2009 convention team prepares special programs to recognize our Centennial Scholars and commemorative events such as the Centennial Luncheon and the Saturday evening Presidents’ Reception. Our 100<sup>th</sup> anniversary volume, edited by Jim Chesebro, is currently at press. Be sure to purchase your copy at the convention, and mark your convention calendar to attend the author signing session in recognition of the volume’s contributors. We will officially kick-off our anniversary celebration this Fall when Sara Weintraub visits Swarthmore College, site of ECA’s first convention, to present a commemorative plaque. Be sure to watch for upcoming e-Bulletins which will provide additional details as we countdown to April.

Our site for the 100<sup>th</sup> anniversary is ideal! We will return to the Sheraton Society Hill which is centrally located to some of Philadelphia’s best dining, nightlife, and historical landmarks. Since our last visit to the hotel in 2006, features such as a complimentary lobby Internet café have been added to make your stay more enjoyable. To assist our members in travel planning, our goal is to have the convention schedule finalized by early January. So be sure to reserve your room early! Hotel information will be available under the “Convention” section of the ECA website.

As you begin the Fall term, don’t forget to put the finishing touches on your research paper or take a moment and contact colleagues to participate on a panel. Throughout the summer several ECA e-Bulletins have been sent with guidelines for submitting papers and panels by the October 15<sup>th</sup> deadline. Additional information for each group’s call for papers can be located on the ECA website. Don’t forget to include your students in your convention plans! Encourage them to submit their projects from your Fall classes to the Undergraduate and Graduate Poster Sessions. Deadline for submissions is December 15<sup>th</sup>.

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## MESSAGE FROM THE FIRST VICE PRESIDENT (CONT'D.)

In order to assist us in planning for special programming, we need your assistance in helping us secure additional financial support. Please take a moment and encourage your Department Chair or Dean to purchase an advertisement in the convention program to promote your program. Consider gaining some extra attention by sponsoring a coffee break, a reception, or making a contribution toward the prizes for our poster session winners. Gain everyone's attention at the convention by putting your school's name on the convention briefcases or sponsoring other commemorative items. Additional information about sponsorship opportunities can be located on the convention website, or contact Jason Wrench at [wrenchj@newpaltz.edu](mailto:wrenchj@newpaltz.edu).

We have so much to be proud of as an Association! Be sure to claim your part of this memorable convention by sending your submissions by October 15th. I look forward to seeing you in Philadelphia!

## CALL FOR NOMINATIONS FOR 2009 AWARDS

ECA members are invited to nominate colleagues for the Association's 2009 Awards. The deadline for all award nominations and materials to be submitted is January 10, 2009. Specific criteria for each award and information about where to send nomination materials appear below.

### *Donald H. Ecroyd & Caroline Drummond Ecroyd Teaching Excellence Award*

The Ecroyd Award is presented annually to recognize excellence in teaching. The specific criteria include: (1) ECA membership for five continuous years; (2) a full-time teaching position at any level of education at the time of nomination and (3) a demonstrated record of employing communication principles as the foundation for constructing pedagogical principles applied in teaching practices.

Nominations for the Ecroyd Award must include the following information and four copies of materials: (1) a letter of nomination; (2) five letters of support; (3) a complete, current curriculum vita; (4) evidence of teaching competency and effectiveness for the last three years or more and (5) additional materials as appropriate. All nominations and materials should be sent by **January 10, 2009** to:

Bonnie Jefferson  
2 Kimberly Drive  
Medway, MA 02053

### *Past President's Award*

The Past President's Award is presented annually to an outstanding ECA member. To be considered for the award, the nominee must: (1) be a current member of ECA; (2) be 7-15 years beyond the doctorate; (3) be a tenured faculty member; (4) have contributed a significant body of research to the communication discipline and (5) possess a significant record of continuing service to ECA.

All members of the Past Officers' Club as well as members of the Association at large are encouraged to submit nominations. ECA past officers are ineligible for the award. Electronic submissions will not be accepted.

Nominations must include: (1) a letter of nomination; (2) three copies of the nominee's current vita; and (3) additional supporting materials (e.g., books, reprints of articles, additional letters of endorsement, or other appropriate information). All nominations and materials should be sent by **January 10, 2009** to:

Ronald L. Jackson II  
Institute of Communications Research  
810 S. Wright St.  
Urbana, IL 61801  
[identity@illinois.edu](mailto:identity@illinois.edu)

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# CALL FOR NOMINATIONS FOR 2009 AWARDS (CONT'D.)

## *Everett Lee Hunt Award*

The Everett Lee Hunt Award is presented annually at the discretion of the ECA Committee of Scholars. The Hunt Award reflects the philosophic commitment and scholarly contributions of Everett Lee Hunt, one of the founders of the discipline of communication and the eighth president of ECA (1927-1929).

The nominee should have provided a major contribution to the understanding of rhetoric and communication as a human function in the contemporary world; a means of explaining and realizing public responsibilities beyond the discipline of communication; and/or an intellectual and humane instrument for merging diverse fields of knowledge in a way that infuses them with moral purpose and public significance.

The guidelines for the Hunt Award include: (1) the nominee must be a member of ECA at the time of nomination; (2) the nominee's published work (e.g., an article, book, position paper or monograph) must be dated in the previous calendar year; (3) nominations must be for scholarly (including creative) work.

Nominations should include: (1) a letter of nomination and (2) additional materials as appropriate. All nominations and materials should be sent by **January 10, 2009** to:

Richard West  
[Richard\\_West@emerson.edu](mailto:Richard_West@emerson.edu)

## *Distinguished Service Award*

The Distinguished Service Award honors an individual ECA member for his/her contributions to the field of communication in general and to ECA in particular. A committee appointed by the President, who acts as chair, selects the recipient.

Nominations for the Distinguished Service Award must include: (1) a letter of nomination; (2) three copies of the nominee's current curriculum vita and (3) additional support materials as appropriate. All nominations and materials should be sent by **January 10, 2009** to:

Sara Weintraub  
Associate Professor and Chair  
Department of Communication  
Regis College  
235 Wellesley St.  
Weston, MA 02493  
[sara.weintraub@regiscollege.edu](mailto:sara.weintraub@regiscollege.edu)

## *Urban Communication Foundation Prize for Translational Communication Research*

The Urban Communication Foundation Prize for Translational Research is an annually endowed prize given to foster and promote significant interdisciplinary communication research contributions that extend the boundaries of "applied research" by investigating real-life communication phenomena affecting urban communities. The prize is to be awarded to

fund the development of original research that meaningfully centralizes the concerns of everyday citizens and their struggle to define, identify with, and/or construct "spaces" for discourse and/or engagement within cities.

The recipient of the prize will receive a medal and a \$1,000 grant-in-aid to be awarded to fund communication research related to urban communication. Nominees will be evaluated based on the potential impact of their work as well as the quality and rigor of their contribution. Nominees must be members of ECA.

All nominations should include: (1) a cover letter explaining why the nominee is deserving of the award; (2) a 500-word description of the work the nominee plans to do, outlining the anticipated outcomes, intended mode of dissemination of the research as well as how the research will translate in such a way that it addresses urban community needs and/or concerns; (3) anticipated budget and timetable for completion of the project; (4) a copy of the nominee's CV; and (5) at least one supporting letter from someone well-acquainted with the nominee. Self-nominations are encouraged. Nominees shall submit five copies of the nomination packet and send the materials directly to the selection committee chair. The award will be presented at the annual meeting of the Eastern Communication Association.

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## CALL FOR NOMINATIONS FOR 2009 AWARDS (CONT'D.)

All nominations and materials should be sent by **January 10, 2009** to:

Richard West  
Professor & Chair  
Department of Communication  
Studies  
Emerson College  
120 Boylston Street  
Boston, MA 02116  
richard\_west@emerson.edu

### *ECA Research Fellows*

Research Fellow status may be awarded annually in recognition of distinguished research. The specific criteria include: (1) recognition of distinguished research in the field of communication; (2) the nominee must be a living member of ECA at the time of nomination who has been an ECA member for a minimum of ten consecutive years prior to the nomination and (3) a record of active and continuous service to ECA as manifested by such activities as an association officer, chairing an interest group, editing an ECA journal, etc.

Nominations for Research Fellows must include the following information and materials: (1) a letter of nomination; (2) a complete and current curriculum vita and (3) additional supporting documentation of an outstanding record of research as appropriate. All nominations and materials should be sent electronically by **January 10, 2009** to:

Susan Drucker  
sphsjd@hofstra.edu

### *ECA Teaching Fellows*

The Eastern Communication Association (ECA) is now soliciting nominations for "Distinguished Teaching Fellows" recognition. The teaching fellows program recognizes a distinguished career of teaching excellence in the field of communication and is limited to colleagues who have active and continuous service to ECA. Potential candidates must be a living member of ECA at the time of nomination and have a minimum of ten years of consecutive ECA membership. There are no self-nominations for the "Distinguished Teaching Fellows" program.

The submission process must include a letter of nomination, current vitae, up to five letters of recommendation, and representative supporting materials that suggest at least ten years of excellent teaching activity (e.g., student evaluations, peer reviews, citations). All nominations and supporting materials must be submitted electronically to Jerry Allen at [jlallen@newhaven.edu](mailto:jlallen@newhaven.edu). Deadline for all nomination materials to be received is **January 10, 2009**. For additional information, please contact Dr. Allen directly.

### POSITION ANNOUNCEMENT

In January, we will begin seeking applicants for the position of ECA Executive Director, to assume the post on July 1, 2010. For further information about the position, please feel free to contact Al Mueller at [agm6@psu.edu](mailto:agm6@psu.edu)

### BALLOT ISSUE

The Executive Council wishes to amend Article VII, Section IV of our bylaws, which reads:

Section 4. The Executive Director shall perform the usual duties of secretary, treasurer, and business manager of the Association. The Executive Director shall, subject to the approval of the Executive Council, be responsible for the administration of all Association funds and shall prepare an annual financial report to the Association. The Executive Director shall be responsible for the distribution and tabulation of all regular and special ballots for voting on candidates and issues. The Executive Director shall have an up to date listing of current Association members available upon request. The Executive Director shall be responsible for the publication and distribution of a periodic newsletter to the members.

to read (amended in bold):

Section 4. The Executive Director shall perform the usual duties of secretary, treasurer, and business manager of the Association. The Executive Director shall, subject to the approval of the Executive Council, be responsible for the administration of all Association funds and shall prepare an annual financial report to the Association. The Executive Director shall be responsible for the distribution and tabulation of all regular and special ballots for voting on candidates and issues. The Executive Director shall have an up to date listing of current Association members available upon request. The Executive Director shall be responsible for the publication and distribution of **periodic eBulletins** to the members.

## ECA's 2008 Election Information

Once again, ECA will be conducting its annual election online through the association's website (<http://www.ecasite.org>). Unlike last year, however, the Executive Council has decided to increase the time allotted for the election from one to two weeks, with this year's election being conducted from Sunday, October 19 to Saturday, November 1.

Before October 19, each member will need to make one simple preparation. Since the vote will be conducted in the members-only section of our website, you will need to be certain to create your members-only login information (<http://www.ecasite.org/amform.htm>). If you already know and use your members-only username and password, you need to do nothing else. If you once created your username and password but have since forgotten them, please contact Kathie Cesa. On behalf of Kathie, please do not wait until the last minute to request your login information.

Please do not hesitate to e-mail me with your questions and/or catcalls at [agm6@psu.edu](mailto:agm6@psu.edu). Snide comments, grumbling, and hate mail about the election being conducted online may be kept to yourself.

Have a wonderful semester!  
Al Mueller  
Executive Director

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1 Campus Drive  
Mont Alto, PA 17237