

SPRING 2016

CONNECTIONS

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SOUTHERN STATES COMMUNICATION ASSOCIATION



Austin City Lights. by Stuart Seeger/CC BY-SA 2.0

Austin in April: Bluebonnets, Barbeque, Blues, and Bats!

The 86th Annual SSCA Convention is just a few months away, and it will be my pleasure to welcome you to my adopted hometown of Austin, Texas. This year's program features over 180 panels, plus the excellent presentations from the Theodore Clevenger Jr. Undergraduate Honors Conference. Many of our programs are related to the conference theme of "Communication and Conscience," and will provide a springboard for engaging dialogue about issues of social justice, ethics, and responsibility related to our personal, professional, and public lives.



ROSEANN M. MANDZIUK

Vice President

Southern States
Communication
Association

rm07@txstate.edu

Our convention begins on Thursday, April 7th with a full day of programs that culminates with a special Spotlight Session at 5:00 pm featuring SongwritingWith:Soldiers, with founding artist Darden Smith in at-

tendance. Don't miss this one—you will be inspired by what this non-profit does when they bring veterans together with songwriters as a way of processing their experience and communicating together a vision of hope and healing. Following the SW:S program, we'll gather for our opening reception on the outside patio and enjoy the great conversation and the lovely views of Lady Bird Lake and the downtown skyline.

On Friday we gather in the morning for our annual SSCA Business Meet-

Please see **Austin**, page 4

INSIDE
THIS ISSUE

Investment
Strategy
Page 2

President's
Remarks
Page 3

UHC
Numbers
Page 5

2017
Convention Theme
Page 6

A Note on the SSCA Investment Strategy



**Jerold L.
HALE**

Executive Director

Southern States
Communication
Association

director@ssca.net

Among other things, my article for the Fall 2015 *Connections* highlighted some of the accomplishments of Carl Cates as the Association's Immediate past Executive Director. Carl has left the Association in a very strong financial position. He had its monies invested in the Valdosta area and thought it best to have it reinvested by me. I wanted to use the Spring 2016 *Connections* to explain how I have invested the Association's financial resources and the strategy I used in doing so.

I wanted as much of our money as possible drawing interest, but at the same time wanted fairly easy access to our funds in case of some exigent circumstances. SSCA has six financial accounts. There are three Certificates

of Deposit and a Money Market Account all held by the South Carolina Federal Credit Union. There is also a Certificate of Deposit and a checking account with BB&T.

After consulting with Carl, I invested \$173,770.31 in the following ways:

- \$50,000 in a 24 month CD with a 0.40% annual interest rate (SCFCU)
- \$50,000 in a 36 month CD with a 0.55% annual interest rate (SCFCU)
- \$50,000 in a 60 month CD with a 1.00% annual interest rate (SCFCU)
- \$23,760.31 in a Money Market account with a 0.10% annual interest rate (SCFCU)
- Checking account with a January 1, 2016 balance of \$137,048.63 (BB&T)
- \$54,361.05 in a 13 month CD with an annual interest rate of 0.42% (BB&T)

Rolling lengths of time were chosen for our CDs to ensure that the Association would have access to

money at the end of each 12 month period without early withdrawal penalties. Emmett Winn worked hard to get the Association on sound financial footing, and Carl Cates made a priority of significantly increasing the size of the Association's reserve. Barring a financial exigency the investment strategy outlined above will strike a balance between ready and modest growth in our funds.

Don't Miss A Chance To Vote

The SSCA Nominations Committee, chaired by Immediate Past President John Haas, assembled a very strong slate of candidates for Vice President-Elect and 4 Year Representative to the NCA Legislative Assembly. I would like to thank our loyal members who agreed to be nominated and to serve if elected. The candidate bios/platforms and condensed CVs appear in the members portion of the website.

Voting is done through SurveyMonkey and you can access the electronic ballot at <https://www.surveymonkey.com/r/ssca2016elections>.

Voting closes on March 2, 2016. Please do not miss the chance to vote.

Future SSCA Convention Sites

2017
April 5 - April 9
Greenville, SC

2018
April 4 - April 8
Nashville, TN

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Jerold L. Hale
Executive Director

Thomas Ezell
Editor and Designer

Southern States Communication Association
School of Humanities and Social Sciences
2 Green Way
Charleston, SC 29424



**JEAN
DEHART**

President
Southern States
Communication
Association
dehart2jl@appstate.edu

Outside my window in Boone, NC, the snow and ice are splotched along the frozen ground. Not as much snow and ice as was there a week ago. A warming trend is upon us. I smile as I realize that Spring will arrive before long. Spring brings warmer days, more light, and the SSCA convention. How fitting that we meet in Spring—a season known for renewal and rejuvenation.

This year's convention will be my 27th consecutive. Wow—how time flies! I recall the years early in my career when I would be thinking about what conventions or conferences to attend and weighing the pros and cons for each. Southern quickly became a favorite

Anticipating Springtime!

choice, because of the academic energy at the convention and the warm, friendly demeanor of the attendees.

My hope is that you will join me for one of my favorite rituals of Spring as we journey to Austin, TX, to explore new ideas and engage in dynamic conversations. Wherever you are geographically or whatever point you are at in your career, you have the opportunity to participate in the budding of new ideas and the growth of significant scholarship. Vice-President Roseann Mandziuk has planned an exciting convention program complete with panels that showcase Austin's contributions to communication (including *Songwriting with Soldiers* and *LBJ and Presidential Legacies of Social Justice*). Vice-President Elect Victoria Gallagher has enhanced the outstanding Clevenger UHC program by including a multimedia component.

I want to extend a special invitation to

each of you to attend the President's spotlight panel on Friday afternoon and the Association Business meeting, breakfast, and President's address on Friday morning. The spotlight panel blends my loves of food, Southern traditions, and analysis of the process through which individuals craft personal and community identity. This interactive panel of communication scholars and Austin food professionals promises to be a lively and engaging addition to the afternoon. The Business Meeting provides an opportunity to hear updates about the association, to vote on business items, and to engage in conversation with fellow members while enjoying a delicious breakfast. The session concludes with the President's address, which gives me an opportunity to share with you my insights on relevant communication issues.

Happy Spring, Everyone! I look forward to seeing you this April in Austin!



**VICTORIA
GALLAGHER**

Vice President-Elect
Southern States
Communication
Association
vgallagh@ncsu.edu

For anyone who has helped to plan a conference, be it as a submission reviewer, a division planner, or an officer, I think you will agree that the process between submissions to final program draft can be a bit, shall we say, intense?!

As we prepare to welcome the outstanding undergraduates who will join us in Austin in April, I thought it might be fun, therefore, to share an overview by the numbers:

UHC: 2016 By the Numbers

130 paper, project and proposal submissions received by December 14, 2015

40 intrepid reviewers representing

31 institutions of higher learning provided

260 completed reviews by January 6 leading to

82 accepted papers and

16 panel sessions

10 top paper nominees programmed on

2 top paper panels leading to

1 young scholar named the Shirley Award Winner

All of which will culminate in an AWESOME undergraduate conference!

Please set aside some time to attend a panel (or two!) on Friday or Saturday to hear these students present their work. Greet them at the Welcome Reception on Thursday evening (they will likely be the best dressed and most enthusiastic ones at the party!) and/or join us for the Osborn Reception on Saturday evening.

Having read submissions and engaged in email exchanges with these individuals, I can assure you that your conference experience will be elevated by taking the time to interact with these young scholars.

Looking forward to seeing you in Austin.

For SSCA convention and hotel reservation information visit www.sscanet/convention.

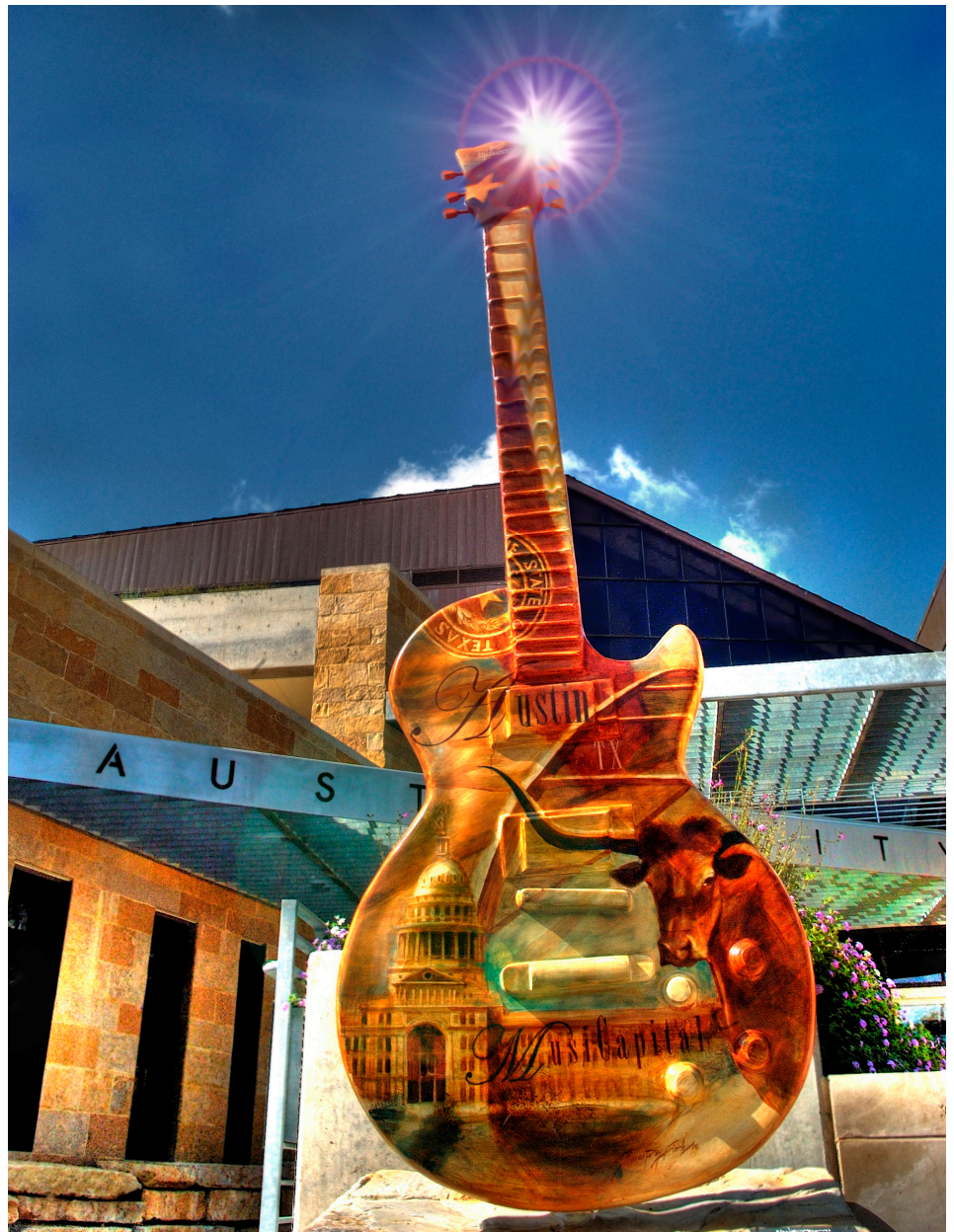
Austin

Continued from page 1

ing, then immediately following there is another Spotlight Session at 10:15 am featuring Mark Updegrove, Director of the LBJ Presidential Library, in conversation with presidential rhetoric scholars David Zarefsky from Northwestern University and Mary Stuckey from Georgia State University. This will be a fantastic discussion about social justice and the presidency. The day continues with a many of our top paper panels as well as GIFTS sessions and many thematic programs. Friday also is the first day of the Undergraduate Honors Conference—special thanks to Vicki Gallagher for all of her hard work in planning those sessions.

Our Saturday programs include more of the top paper programs from our Divisions and Interest Groups, as well as the second day of the UHC panels. We also will gather for the annual SSCA Awards Luncheon, when we will honor the outstanding contributions of our members. Our featured luncheon speaker is a special guest from the Austin nonprofit community, Kelly White, CEO of SAFE [Stop Abuse for Everyone], who is guaranteed to inspire you with her vision of an engaged and conscientious community. Saturday ends with our annual reception hosted by Michael and Suzanne Osborn. Then, we wrap up with a great set of programs on Sunday morning, as well as our Committee on Committee and Nominating Committee meetings.

Our location at the Hyatt Regency on the shores of Lady Bird Lake offers a perfect place to enjoy the city's natural splendors (including the spring bluebonnets and other wildflowers), its varied restaurants, and its legendary music scene. Just outside are boat docks, kayak and bicycle rentals, and the 13-mile hike and bike trail that traverses Lady Bird Lake. Within a short walking distance you will find



Austin City Hall Flare, by Gino/CC BY-SA 2.0

great food and live music in the South Congress, Barton Springs, 2nd Street, and 6th Street entertainment districts.

While you are visiting Austin, there is much culture and cuisine to sample. The Austin Symphony is performing at the nearby Long Center on Friday and Saturday, just a mile from the hotel the Zach Theatre is premiering the play "Ann" about former Texas Governor Ann Richards, and the annual Fusebox Festival of art and theatre will take place at venues all over town. From the original Chuy's Tex Mex location, to the downhome southern cooking

of Threadgills, to the numerous (and tasty) food trailers, to the excellent fare from outstanding chefs, you will have a wonderful set of choices for food in any direction that you choose.

Other "Austintatious" experiences I recommend include a visit to the 6th Street comedy club, Esther's Follies, a visit to the Alamo Draffhouse for a movie, a stroll down South Congress Avenue to visit the funky antique shops, a contemplative walk through the Umlauf Sculpture Garden, and for the adventurous, a dip in Barton Springs, our 68-degree spring fed nat-



Texas State Capitol Building, by Ed Schipul/CC BY-SA 2.0

ural pool. Austin also is home to some fantastic museums, including The Contemporary (just across the river), and the L.B.J. Presidential Library, the

Texas State History Museum, and the Blanton and Ransom Center Museums near the University of Texas campus (all accessible by bus/taxi).

Finally, just to the east of our hotel is the Ann Richards Congress Avenue Bridge, which not only is a direct route to the Texas State Capitol across the river, but also is home to the largest urban bat colony in the U.S. - they are spectacular to see when they depart at sunset! And, this bridge will serve as the starting line on Sunday, April 10th for the Statesman Capital 10,000, the annual "rite of spring" race that brings out over 20,000 participants. Plan now to join the "Southern Striders" [walkers and runners welcome] - you can register at <http://www.cap10k.com/>

I look forward to seeing everyone soon in my beloved Austin—I am confident this will be an engaged and enlightening Convention for all of us!

Theme Announced for 2017 SSCA Convention

Even as we prepare for and anticipate the upcoming SSCA convention in Austin, I am pleased to announce the theme for next year's (2017) Convention: Communication and Innovation.

The 87th Annual Convention of the Southern States Communication Association (April 5-9, 2017) will meet in Greenville, SC for only the second time in the association's history (the first time SSCA met in Greenville was 64 years ago in 1953). It seems fitting, to look back to the 1950s (and before) even as we look forward to the implications of 21st century globalization and to examine Communication and its role in enabling, critiquing, assessing, and crafting Innovation(s). The theme of Communication and Innovation calls scholars and students to consider the historical evolution of "innovation," from its conceptual roots in relation to imitation, invention, creativity, and theology (during the 16th and 17th centuries), to its long association

VICTORIA GALLAGHER

Vice President-Elect

Southern States
Communication
Association

vgallagh@ncsu.edu

(beginning in the 19th century and continuing on to the present) with industry, progress, organizations, and, eventually, consumer culture.

Some possible avenues for inquiry include: rhetorical histories of innovation, the organizational and cultural

uses of (and obsessions with) innovation, a 21st century look at diffusion of innovation research, theological and epistemological wariness in relation to innovation, and the affective and performative possibilities or affordances of innovation.

Greenville provides a particularly felicitous location for considering and interrogating "Communication and Innovation" because of its own history and institutions. Once called the Textile Capital of the World due to an economy based largely on the textile industry, Greenville is now the American headquarters for a variety of automotive and technology-based enterprises including the International Center for

Automotive Research and the Center for Emerging Technologies in mobility and energy. It is also an interesting location to examine questions regarding the role of nature and natural resources in urban development and the role of art, religion, and racial history in civic life, higher education, and politics. At a time when Communication scholars and researchers are making innovative claims related to materiality, ideology, technology, and civic life, Greenville is a promising location to ruminate together on the role of Communication in innovation and the role of innovation in present and future communication research, scholarship, and pedagogy.

The formal call for the 87th convention will appear, as usual, in the conference program for Austin and will be posted on the SSCA website in June. To help you plan ahead, the deadline for all submissions will be September 9, 2016. For more information, contact Dr. Victoria Gallagher by email at vgallagh@ncsu.edu or by telephone at (919) 515-1806.

SSCA DIVISIONS AND INTEREST GROUPS

SSCA DIVISIONS

- Applied Communication
- Communication Theory
- Community College
- Freedom of Speech
- Gender Studies
- Instructional Development
- Intercultural Communication
- Interpersonal Communication
- Language and Social Interaction
- Mass Communication
- Performance Studies
- Political Communication
- Popular Communication
- Public Relations
- Rhetoric and Public Address
- Southern Argumentation and Forensics

INTEREST GROUPS

- Association for Communication Administrators (ACA)
- American Society for the History of Rhetoric
- Ethnography
- Kenneth Burke Society
- Philosophy & Ethics of Communication



Jerold L. Hale, Executive Director
Southern States Communication Association
School of Humanities and Social Sciences
66 George Street
Charleston, SC 29424