

Disruptions in Texas



Shawn D. LONG

First Vice President

Southern States Communication Association

shawn.long@uncc.edu

The 2020 SSCA Annual convention is shaping up to be an exciting one in Frisco, Texas. There are several new developments afoot that will make our members' experiences from submission to the actual convention a bit more accessible, streamlined, and robust. For example, this year we are piloting an electronic submission, review, and scheduling system for the 90th Annual convention. This will make the submission, review, and scheduling process more streamlined and in alignment with our sister associations and our peer associations across the country. From early reviews by submitters and program planners, it appears to be a welcomed upgrade and a natural evolution to our submission process. I am grateful to the executive committee and the membership for agreeing to pilot this program for the upcoming conference.

The conference theme "Disruptive Communication: A Discipline without Constraints" embodies the unexpected and predictable circumstances that are changing



Frisco, TX (3 of 27) by jamiemw/CC BY-SA 3.0

the contours of our everyday communication. From the disruptive "fake news" narrative to the recent upheaval in our discipline concerning issues of diversity, inclusion, access, and equity, we are truly living in an era of constant disruption. To capture this moment and to be as "real-time" in our efforts to understand these disruptive events, a number of Vice-President's Spotlight panels will focus on these disruptive opportunities (e.g. pedagogy, sport, health/death, organizations, diversity, etc.).

I am excited about the conference and I hope that you are ready to talk about disruptive communication in your own special way.

Please submit your papers and panels to ssca.net. The online submission portal is on the home page. The submission deadline is September 6, 2019. Additionally, if you have ideas about a potential spotlight panel or ideas to improve your conference experience, please send me an email at slong70@kennesaw.edu.

I'm looking forward to seeing you in Frisco!

Shawn D. Long,
Disruptor-in-Chief
2020 SSCA Program Planner
Vice-President, SSCA

INSIDE
THIS ISSUE

ED Transition
Page 2

Time and Timing
Page 3

Membership Matters
Page 4

UHC Turns 30
Page 5

Click to connect with SSCA.



The Transition Begins



**Jerold L.
HALE**

Executive Director

Southern States
Communication
Association
director@ssca.net

At the midyear meeting in Salt Lake City the SSCA Executive Council approved recommending the appointment of John Haas as Executive Director. Dr. Haas is Director of the School of Communication Studies at the University of Tennessee, Knoxville. He is a past President of SSCA and has served the association in a variety of governance roles. His appointment as Executive Director begins July 1, 2020. John is ideally prepared to take over the day to day operations of the Association.

Members may recall that the executive directorship includes a year where a newly appointed directors shadows the current director. John has been actively participating in ZOOM meetings and conference calls with the current SSCA staff, reviewing financial documents, and will take part in the annual pre-conference travel to the site of the next SSCA conference.

As the transition occurs, I would like to thank the current SSCA staff for their dedicated and excellent work on behalf of the association. Katie Monk has performed finance and accounting work for us over my tenure as executive director. Her work has been impeccable and has drawn high praise from John Harvard and Associates, the firm that conducts our annual financial reviews. Christine Ragusa has performed work related to member services and various IT functions. Between our website and a complex relationship with MemberClicks, the membership management software we use for membership and conference registration, Christine's work has been invaluable.

Over my tenure as executive director I have also appreciated the assistance of Andrew Pyle and Kevin Bryant. Andrew and Kevin provided important assistance at our annual conferences and each began their work on our behalf during Carl Cates' tenure as executive director. John Haas has begun the process of assembling his staff. Those persons will work in close collaboration with Katie, Christine, and me in the upcoming months as responsibilities are handed off to John and his team.

Annual Financial Review Underway

SSCA's annual financial review is underway. The association is continuing its relationship with Harvard and Associates, Certified Public Accountants. The firm is based in Tallahassee, Florida and has been conducting SSCA's annual financial reviews for several years across the tenures of three executive directors. The review includes an

examination of the SSCA budget, banking records including income and expenditures, and of meeting agenda and minutes related to governance. The results of the review will be posted to the members area of the website and presented at meetings of both the Executive Counsel and membership.

CONNECTIONS

VOL. 37, NO. 2

FALL 2019

Connections is the official newsletter of the Southern States Communication Association (SSCA).

It is published two times a year by the School of Humanities and Social Sciences at the College of Charleston.

Jerold L. Hale
Executive Director

Thomas Ezell
Editor and Designer

Southern States
Communication Association

School of Humanities
and Social Sciences

2 Greenway
Charleston, SC 29424

Don't forget to visit the SSCA website at www.sca.net!

I've Had the Time of My Life: SSCA, *Kairos*, and Rhetorical Situations



**JASON
MUNSELL**

Immediate
Past President

Southern States
Communication
Association

jmunsell@columbiascedu

I've had the time of my life serving as SSCA's President. I never felt this way before. I swear. It's true! And I owe it all to you, SSCA members. In my first Immediate Past President article for *Connections* I will be brief because time, and timing, is important.

I'll avoid the complications and complexities of discussing "rhetorical situations," but conferences are themselves such situations that we respond to through our planning, our presentations, our business meetings, our social gatherings, our interpersonal dynamics, etc. My sincere gratitude to Pam Bourland-Davis for planning the conference and for crafting a theme fitting for our location (both spatially and temporally) that no doubt encouraged much reflection on our ongoing struggles for Civil Rights. Thanks, as well, to all the division and interest group planners, the reviewers, presenters, panel chairs, responders, etc. Shawn Long, too, did a brilliant job with our UHC, and all his reviewers, chairs, and respondents also did amazing work. The whole conference went incredibly well.

Additionally, I was very pleased with the changes we agreed to through our various business meetings. I thought it was timely and fitting that the Executive Council unanimously endorsed NCA's recent Statement on Diversity, Equity, and Inclusion, as well as NCA's statements on anti-harassment and ethics. Endorsement does not mean complete adoption, though. And I know

Pam is putting together an ad hoc committee to fashion our own statement regarding professionalism and ethics. Since our SSCA Constitution stipulates that the EC has the role of making and endorsing such statements, we offered that information to our full membership during our breakfast meeting. I'm pleased our EC endorsed those important statements, but there's a big difference between hanging one's hat on a statement and taking that hat out for a walk on the streets. As our discipline grapples with needed evolution it is my great hope that SSCA will distinguish itself as an organization that sincerely realizes the riches of diversity, equity, and inclusion. I know Pam has also created an ad-hoc committee for us with that essential endeavor.

Further, at our full, breakfast business meeting our membership made several changes to our constitution. For instance, we renamed our Marketing Director to the Strategic Communication Director and made additional alterations to our committee structures and duties in light of that general change. I thank Ashley Stokes for her continued work as now our Strategic Communication Director. And through the initiative and drive of Shawn Long and our ED, Jerry Hale, we will be piloting an online automatic submission process for our 2020 convention to be held in Texas. And, of course, we unanimously selected a new Executive Director, John Haas. He starts shadowing this year.

Those are some highlights and I'm very, very pleased with the processes and outcomes of our recent convention and I offer my sincere congratulations and appreciation to all those involved.

I've always loved that Byrd's song, "Turn, turn, turn." And turns out they stole those lyrics from the Bible. Who knew? There is

indeed a time and place for everything. Most of us are likely familiar with the ancient idea of *Kairos*. It's obviously related to "rhetorical situations" and I won't go into complications and complexities, but I see it as being less temporally opportunistic, and more contextually sensitive. Arguments are situated in time and place and all the various components of that time and place; including audience. Effective communicators study the components of a specific circumstance and create rhetoric that is savvy and fitting. We do this not to acquiesce, but to rhetorically succeed. And I think we were rhetorically successful in Montgomery and we worked that idea of *kairos* in important ways for the greater good of our SSCA community. I'm very, very proud of our SSCA ED, officers, and all the members of our SSCA community.

Dirty Dancing is not my favorite film. I actually like the Dirty Dozen better. Dirty Harry? Nah... Though I do often talk to empty chairs. I do think all these films teach us something important about life. Though I fear it is not the right time to divulge those lessons. I'm granted limited space in this venue and I respect my audience and hopeful that my readers "get" the Dirty Dancing references and the whole "time" stuff. If not, I've utterly failed in this article; but no one puts Jason in a corner (lol!).

SSCA is a great organization and I'm amazingly humbled that you gave me the honor of serving as its President. I am grateful to the membership and to my fellow officers for the work behind and ahead. We're all in this together. So we can take each others' hands, because we seem to understand the urgency. I've had the time of my life serving as SSCA's President, and I owe it all to you. Thank you. I shall now dance; but not in any dirty way.

Membership Matters

Kudos again to all of the divisions on their programming for the Montgomery conference under the theme of Conflict and Crisis at the Crossroads of Change. Our venue—thanks to the Time and Place Committee’s work—was perfect, and I was so impressed with how all the divisions and interest groups, representing our members, embraced our location and the theme as an opportunity to explore crossroads which are ever so evident in Montgomery. In fact, over 50 panels had this focus.

Then President Jason Munsell led a discussion at the conference for SSCA to consider having some statements for our members related to diversity, equity and inclusion, and related to ethics. The Executive Council approved endorsing NCA’s statements on these topics, so that we would have guidance moving forward. Given the current discussion at the national level, the timing was perfect, and Jason’s leadership in also making our commitment public is appreciated.

To further these discussions, SSCA will have two ad hoc committees this year:

- Ethics – to reflect on the NCA statement to determine whether it represents us as well as it could or should, and if not, to propose an alternative.
- Diversity, Equity and Inclusion – I am in the process of appointing this committee to review SSCA policies and practices. From that assessment, may come recommendations. I hope so, because we will be at our best when we have the action to back up our commitments.

The work of these committees may well provide information for strategic planning, generally scheduled to occur every five years, so 2020, I believe, will be the time to reflect and plan for the future of SSCA. Part of that future was honed at the conference with the adoption of the title and work of the Strategic Communication Director, and the adaptation of the Resource Development Committee, now expanded to the Resource and Membership Development Committee. Having members focused on members and their interests is a formal variation, I believe, of what has always made SSCA special.

This committee also allows us to address recommended strategies from the Strategic Plan, especially in the area of Enhancing Convention and Membership Services. Add to that Shawn Long’s yeoman work in piloting an on-line submission process which will also help tremendously with the program scheduling, and we should be able to identify significant progress in this area.

Since our Montgomery conference, I have worked with the Committee on Committee’s nominees to fill out the next rotation of Standing Committee Membership. All committee chairs have received updates on the new committee members, as well as charges for the upcoming year. Key work to accomplish for our next conference includes the Publication’s nomination of the SCJ editor elect (see information in this newsletter on that call). The Finance Committee will also review the budget



**Pamela
BOURLAND-
DAVIS**

President

Southern States
Communication
Association

pamelagb@georgiasouthern.edu

to determine coverage of the on-line submission service subscription costs for the future, pending an evaluation of the process. Thank you to all of these members for their service and vital SSCA support.

I am also pleased to say that we are bringing back the “Local Host.” In the contemporary iteration of this role, the University of North Texas will serve as local host to (1) serve as a resource for anyone who might need a local practitioner or professor for a panel, (2) identify students to help with UHC registration as University of Auburn Montgomery assisted last year (thank you Larry Moore and students), and (3) help make sure area faculty and students know we’ll be in Frisco in April. Brian Richardson, Chair of Communication Studies at UNT, will be the contact: Brian.Richardson@UNT.edu.

As we look to a fantastic Frisco conference focused on Disruptive Communication, I hope we can keep those communication channels open as more young and new-to-SSCA scholars connect with us—because, well, membership matters. I personally have already identified a panel proposal which will include SSCA scholars and some who have never attended SSCA. I challenge you to do the same!

Future SSCA Convention Sites

2021

April 7-11 • Norfolk, VA

2022

April 6-10 • Greenville, SC

30th annual Theodore Clevenger Undergraduate Honors Conference



**Wendy
ATKINS-
SAYRE**

**Second
Vice President**

Southern States
Communication
Association

wltnkssy@memphis.edu

So many members of SSCA speak fondly of the memories surrounding their first time presenting at the conference. It might have been tinged with a little anxiety at first, but the warm welcome that attendees often receive from Southern members is what makes the experience so meaningful. For 29 years, the

Southern States Communication Association has extended that welcome to undergraduate researchers, reviewing their submissions, responding to their panels, and inviting them to consider themselves a part of the SSCA community. We are thrilled to continue that tradition, for the 30th year, at the annual conference in Frisco, Texas. As usual, the conference aims to support excellence in undergraduate scholarship, provide opportunities for participants to network and exchange ideas with other scholars, and to explore graduate study opportunities. SSCA provides a uniquely supportive experience for first time presenters, but also gives students an opportunity to see beyond their classroom discussions and into

the larger disciplinary conversations. We can't have a successful undergraduate conference without the support of faculty and graduate students who help recruit these outstanding students, though. So, please consider sharing details about the conference in syllabi, through departmental social media, and in talks with students. The submission deadline is December 13, 2019 and papers/projects will be submitted electronically: <https://www.xcdsystem.com/ssca/abstract/index.cfm?ID=PugAYz3>. If you have any questions, please contact Wendy Atkins-Sayre; wltnkssy@memphis.edu. Please be sure to include "UHC Submission Question" in the subject line.

Pre-Conference Visit

SSCA 1st Vice President Shawn Long, Executive Director Jerry Hale, incoming Executive Director John Haas, and Janet Fisher of ConferenceDirect will be visiting the Embassy Suites in Frisco, Texas for the annual pre-conference site visit. The pre-conference visit is undertaken several months in advance of the annual conference so that planning for the use space can be completed. Look for a report on amenities in Frisco, and at the hotel, from Shawn at the midyear meeting in Baltimore, and on the website.

Reminder: The Membership Approved It!

At the annual meeting in Greenville, the SSCA membership approved a service charge to sustaining members who did not pre-register for the annual conference. The service charge was intended to be an incentive for early registration. Early registration figures are used to help with food and beverage orders so that we can adequately provide for members attending our conferences. Each year since the adoption of the service charge there have been a small number of sustaining members who do not pre-register for the conference and are surprised by the charge, because conference registration is free for sustaining members *if they pre-register*. Multiple blast emails are also sent to members each year regarding pre-registration and the service charge. Notice related to the service charge is also on the conference registration portion of the website. If you are a sustaining member of SSCA please remember to pre-register. If you do not, the service charge will be imposed without exception.

A Meaningful Montgomery, and Looking Forward to Frisco!

Greetings from your newly titled Strategic Communication Director, a position that underwent a name change from “Marketing Director” at our meaningful Montgomery conference. Like many of you, I was moved and amazed at the wonderful programming held in Montgomery, and I greatly appreciated the opportunity to visit such important Civil Rights sites like the Equal Justice Initiative’s Legacy Museum and National Memorial for Peace and Justice, among others. Along with great programming, I found last year’s conference important in moving the Association forward, and I appreciate your ongoing support. In terms of marketing, we made some meaningful progress: the membership voted on Constitutional changes that allow us to enrich our marketing function and tap into the talents of our diverse membership. Starting this year, the Strategic Communication Director will

work in concert with the slightly revised Resource and Membership Development Committee to pursue ad sales, institutional memberships, exhibitor sponsorships, and UHC sponsorships (what were the old duties of the Marketing Director) along with continuing to find new ways to reach out to our internal and external communication channels. Being assisted from what was formally called the Resource Development Committee in attending to our membership and marketing goals will help us to achieve more, in terms of meeting members’ needs and spreading the news about our great Association. Stay tuned at this work continues, but in the meantime, we could use your support in all the familiar ways: if your department wants to take out an ad, sponsor the UHC breakfast, or become an institutional member before the meeting, we’d greatly appreciate it! A heartfelt thanks to our group



Ashli Q. STOKES

Director of Strategic Communication

Southern States Communication Association

aqstokes@uncc.edu

of longtime supporters, and contact Ashli at AQSTOKES@uncc.edu to reserve your spaces as the academic years begins—you don’t want to miss out on these (very) affordable opportunities to get your message in front of your favorite SSCA audiences. Enjoy the start of the Fall semester, and I look forward to hearing your marketing ideas any time one strikes you—I always learn much from our many talented members and look forward to learning more this academic year.

Search for SCJ Editor

The Southern States Communication Association (SSCA) seeks an Editor for *The Southern Communication Journal (SCJ)* published by Taylor & Francis. Candidates must be a current member in good standing of SSCA and will assume the role of Editor-elect at the National Communication Association convention in Baltimore, Maryland (November 14-17). The *SCJ* editor appoints members to the *SCJ* editorial board, works with Taylor & Francis, provides bi-annual reports to SSCA, and will oversee *SCJ*’s content for three years, three volumes (2021-2023). Interested parties should submit a letter of application, a statement of institutional support, and a current vita. The SSCA Publications Committee (Beth Goodier, Stephanie Kelly, and Brigitta Bruner-Johnson) will begin to review applications immediately, but to receive full consideration materials should be sent via email by November 1, 2019 to Bethany Goodier, Department of Communication at the College of Charleston at goodierb@cofc.edu.

Keep up with everything SSCA. Click to connect.



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

Don't forget to visit the SSCA website at www.sca.net!

Click to connect with SSCA.



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