

CONNECTIONS

Fall 2021

Vol. 39 No. 2

Resilience Through Resistance *Opportunity, Growth, Renewal, and Change In 2022*

Greenville, South Carolina



Returning to
In-Person
Conference
by Wendy Atkins-Sayre

2022: Growth,
Connection, and
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by Andrew Pyle

The Grass Will Be
Greener in
Greenville
by Tina M. Harris

2022 Convention Information

April 6th - 10th, 2022
Hyatt Regency - Greenville

Hotel Reservation Information

[Click Here to Book Your Room with SSCA's Special Rate!](#)

Hyatt Regency Greenville: This is the conference hotel. The reservation cut-off date is March 16th, 2022, or when the room block is full - whichever occurs first.

Complimentary airport shuttle service is based upon availability. Reservations must be made in advance by calling 864-235-1234 Ext 25.

[Join World of Hyatt for various amenities, complimentary internet, points, etc.](#)

Greenville, South Carolina



Photo by Maksim Vakarchuk



Photo by Emmy Gaddy

Returning to In-Person Conference in 2022



Wendy Atkins-Sayre
President

It's hard to believe that 2021 is coming to an end and we are now focusing on the 2022 SSCA conference. The virtual 2021 conference was a success, with 174 meetings/panels, almost 600 participants, 13 sponsors, loads of people who "gamified" their conference experience (more to come on that), and, in the end, almost 35,000 desktop page views. I'm not surprised that SSCA made the best of a virtual gathering, even meeting for a virtual Osborn reception filled with toasts and stories. After all, our organization thrives on relationships and traditions, happily welcoming in new attendees into the mix each year. The cancelled 2020 conference and the virtual 2021 conference mean that it will have been 3 years since we have gathered in person by the time our Greenville conference happens in April 2022.

I know we are all still nervous about attending in-person events, but we are very happy to be planning a safe conference that will bring us back together again to have important disciplinary conversations. We've also missed those hallway conversations, reception toasts, excited conversations at the end of an inspirational panel, the opportunities to celebrate student presentations and our colleagues being praised at the award ceremony, dinner outings with old and new friends, and everything else that comes with meeting in person. Even the early-morning business meetings may draw a faint sense of nostalgia. And so, I ask you to join me in getting excited about our 2022 SSCA Homecoming. I hope it will be an experience to help us come back together as a group and to celebrate all that we have missed. See you in beautiful Greenville!

Undergraduate Honors Conference 2022

"Supporting excellence in undergraduate scholarship"

The 32nd annual Theodore Clevenger Undergraduate Honors Conference (UHC) will take place during the Southern States Communication Association's annual meeting in Greenville, SC, April 6-10, 2022. The UHC provides an opportunity for outstanding undergraduate students to present their research and engage in conversations about their scholarship and future research topics with faculty and fellow students. The goals for the UHC include supporting excellence in undergraduate scholarship while providing opportunities for participants to network and exchange ideas with other scholars and to explore graduate study opportunities. Undergraduate students are invited to submit papers and digital and/or applied projects for the UHC on any topic relevant to the study of human communication or mass communication. Past conference participants represent a wide range of colleges and universities and their communication-related research has represented rhetoric; social science; humanistic, critical, and performative approaches; and/or applied communication. We especially welcome papers or projects that connect to the conference theme, "Resilience Through Resistance."



Ann Burnette
2nd Vice President
UHC Planner

2022: Growth, Connection, and Renewal



Andrew Pyle
Strategic
Communications
Director

My name is Andrew Pyle and I am the Strategic Communication Director for SSCA. In many ways, it feels as though I'm just beginning this role, even though I'm now in my second year as SCD. The past couple of years - living through COVID-19 - have felt like a fever dream at times. As we have weathered the pandemic, we have experienced pain and loss. Since the pandemic began, in addition to all of the hardships of the pandemic, SSCA members experienced the tragic passing of Shawn Long. As we reflect on the challenges of the pandemic, I am hopeful that we will also be able to connect with those around us in ways we may not have without experiencing the past months of hardship. The pandemic has required us to think about every aspect of our lives and our work in new ways. We had more than a year of socially distant, virtual-living. I am hopeful that the coming months will show us opportunities to again gather in person.

As I mentioned in this missive last year, to do this job well I will need your help. We are discussing the future of SSCA in light of this time of change and transition, and one of the things that has become clearly vital is how much we need to work together to elevate and support each other during the 11 months of the year that we don't typically see one another. As we work on developing the next iteration of the strategic plan for SSCA, we want to think carefully about how we can best engage with one another, especially by honoring the accomplishments of our SSCA colleagues. While we typically think of research when we consider academic work, many of our members are also doing incredible teaching, service, and various kinds of community engagement. We want to highlight successes in all of these areas. To that end, if you or a SSCA colleague you know of are doing something noteworthy in one of these areas, we want to share about it. Please reach out to me (apyle@clemsun.edu) with notes about service/service-learning, teaching successes/teaching-focused articles, research, and awards. It's so important that we take time to recognize and support one another.

Let's continue forward to new opportunities, to growth, connection, and renewal.

You will be hearing from me in the coming weeks as well as I invite renewals for institutional memberships (or new institutional memberships!) and as I solicit ad purchases for the convention program.

I wish you all well, and look forward to connecting with you soon.

Visit SSCA on the Web!

www.SSCA.net



The Grass Will Be Greener in Greenville

As 2021 winds down, the plans for the 92nd Annual Convention of the Southern States Communication Association continue to come together and is shaping up nicely. Our meeting in 2022 will be in Greenville, SC, and is the first time we will be coming together since 2019. COVID-19 forced us to cancel, and rightly so, and it let us ease slightly into conference mode for 2021 with a completely virtual conference. Next year will mark our return to face-to-face meetings, and I believe I can speak for us all when I say we are excited to reunite with friends and colleagues from the southeastern conference yet again. I can hardly wait.

The conference theme of “Resilience Through Resistance” was created to capture the essence of what many of us has experienced over the last two years. We have struggled to maintain a semblance of normalcy during these very difficult times. There has been a considerable amount of loss, but for those still standing – or even sitting – we have shown ourselves to be resilient, standing strong during the tests of our will and fortitude. Convening in Greenville will be a time of celebration and remembrance as we come together to attest through our scholarship, activism, and camaraderie to the true meaning of theory to practice. That is at the core of this year’s conference. Showcasing scholarship that boldly addresses the reality of systemic oppression, such as racism, sexism, classism, and heteronormativity, and its material consequences for both the oppressed and the oppressor is important now more than ever. I envision the conference as a time for healing and restoration as we come together to recalibrate and reenergize with each other.



Tina M. Harris
Program Planner
Vice President

The planning has hit a few bumps that have slowed us down a bit, but thanks to a groundswell of members who have jumped in at the midnight hour, we are sure to have a great conference next year. (Thank you all for your service. You know who you are!) I am planning several Spotlight panels that are in keeping with conference theme and vision, while pointedly promoting inclusivity as a type of response to the difficulties of the last two years. The overarching goal of the conference is to promote inclusivity, which will be achieved in part through moving theory to practice. I am creating several panels and activities that will connect SSCA with the Greenville community, for example, by way of a walking historic tour that is off the beaten path. Rather than offering a simple touristy jaunt through downtown, this excursion will take members on an experiential learning opportunity that intertwines racism, history, and social activism in thought-provoking and insightful ways. One of several lessons I have learned from 2020 is that, in order to have a better future, we must learn from our past, and I believe it is incumbent upon us as an organization to follow suit. The south in particular has a storied past when it comes to race, and rather than erase it from our collective memory, we must reconcile that past and forge ahead towards a present and future brimming with hope and change.

For the conference and the discipline, I am prioritizing SSCA’s commitment to reconnecting with the local communities hosting our conferences. Our time in Greenville, SC, is temporary, as it is with other host cities, but we aim to leave a lasting impression as an organization that prides itself in southern hospitality. Thus, we are reviving old and introducing new plans that foster connections with community members. Panels will be designed to foster collaboration between members and locals, bringing together our respective expertise and experiential knowledge in powerful and engaging ways. Other plans that are in-process include the proposal for new divisions that reflect our growing scholarly interests as well as centering social justice and inclusivity. Many members are seeking intellectual homes in regional conferences where they can engage with other scholars interested in and supportive of scholarship on marginalized identities and realities. SSCA is working to be that place one can call home, hence the multiple efforts we are making towards that end.

As we gear up for SSCA 2020, let’s recognize this long-awaited reunion for what it is: a wonderful opportunity to translate recent difficulties into victories. The conference is a platform that allows us to showcase our resilience in the midst of the unimaginable. Convening will reaffirm for us all the necessity of communication, both in theory and practice. Let’s come together in Greenville and participate in panels and activities that connect our scholarship and service with the local community and beyond.

Thanks to everyone for helping make next year’s conference a great success! I am excited about seeing everyone in Greenville...where the grass will certainly be greener.

Celebrating 97 Years of Excellence with SSCA



John Haas
Executive Director

Our 97th annual convention is just four months away! We are looking forward to returning to a face-to-face meeting format. The convention in 2022 will take place in the beautiful city of Greenville, South Carolina. For those who have not been to Greenville, you are in for a treat! Greenville is located in the foothills of the Blue Ridge Mountains. It is the largest metropolitan area in South Carolina with a metro population of more than 930,000. Greenville is home to museums, locally owned boutiques, and scenic walking trails.

The Hyatt Regency Greenville is the site of the conference. The property is conveniently located in the downtown area within walking distance to over 100 restaurants. The hotel has taken multiple precautionary measures to provide a safe, healthy environment for our conference attendees.

As we navigate our way to a more normal conference experience, I encourage you to become actively involved with the association. The COVID pandemic has caused many of us to reflect on the role of an association in our professional and personal lives. I've had conversations with some who believe that academic associations may soon be a thing of the past. Pre-COVID, I took for granted that we will always meet in a face-to-face format to share scholarship and connect with friends. The past two years brought into sharp focus that what was once assumed can change in unexpected ways. It turns out that we can meet virtually as we did during the 2021 conference. Or, we may not be able to meet as happened in 2020. For me, the 2022 conference has taken on more meaning because of what we miss when meeting in person is difficult or impossible. Going forward, I will not take for granted the opportunity to learn from colleagues and reconnect with friends in a face-to-face setting. It is my sincere hope to see each of you in Greenville to renew old ties and make new connections.

See you in Greenville!

Future SSCA Convention Sites

2023	2024	2025
April 12-16, 2023	April 3rd - 7th, 2024	April 2025
Hilton St. Petersburg Bayfront	Embassy Suites	Norfolk The Main - Hilton
St. Petersburg,	Frisco, TX	Norfolk, VA

SSCA Divisions And Interest Groups

Divisions

Applied Communication
Argumentation and Forensics
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

Interest Groups

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

CONNECTIONS

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