

# CONNECTIONS

Fall 2022

Vol. 40 No. 2

## Communicating Our Future

*Long Live The Southern States Communication Association!*



St. Petersburg, FL

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# “Communicating Our Future” in St. Petersburg

At the time of this writing, we are 194 days away from our annual conference in St. Pete, FL! April 12th will be here before we know, but we still have ample time to gear ourselves up for what will surely be yet another amazing conference. I am looking forward to seeing “seasoned” friends and making new ones.

The theme of “Communicating Our Future” captures the spirit of SSCA. As we continue to mature with the passage of time, we become wiser and come closer to realizing the many ways we can evolve into the best version of ourselves as a collective body. We are comprised of scholars from culturally, racially, ethnically, ideologically, sexually, and politically diverse scholars committed to advancing the discipline in the classroom, our communities, and beyond. Our time in St. Pete is yet another opportunity to achieve these attainable and necessary goals.



Tina M. Harris  
President

Please join us in April as we come together and theorize, hypothesize, and revolutionize new ways of conceptualizing communication!

**Don't forget to visit the SSCA website at [www.scca.net](http://www.scca.net)  
Click to connect with SSCA!**

## Make Plans For The 2023 SSCA Convention!

As you plan for the 2023 SSCA Convention, we hope the links below will provide you with a sense of what the area around the hotel is like.

The property is an easy walk to restaurants for a wide range of pocketbooks and tastes. In addition, the hotel property is a 5-minute walk to a Publix Supermarket and CVS pharmacy.

Some helpful links to help you prepare for SSCA 2023 include:

<https://www.visitstpeteclearwater.com/>

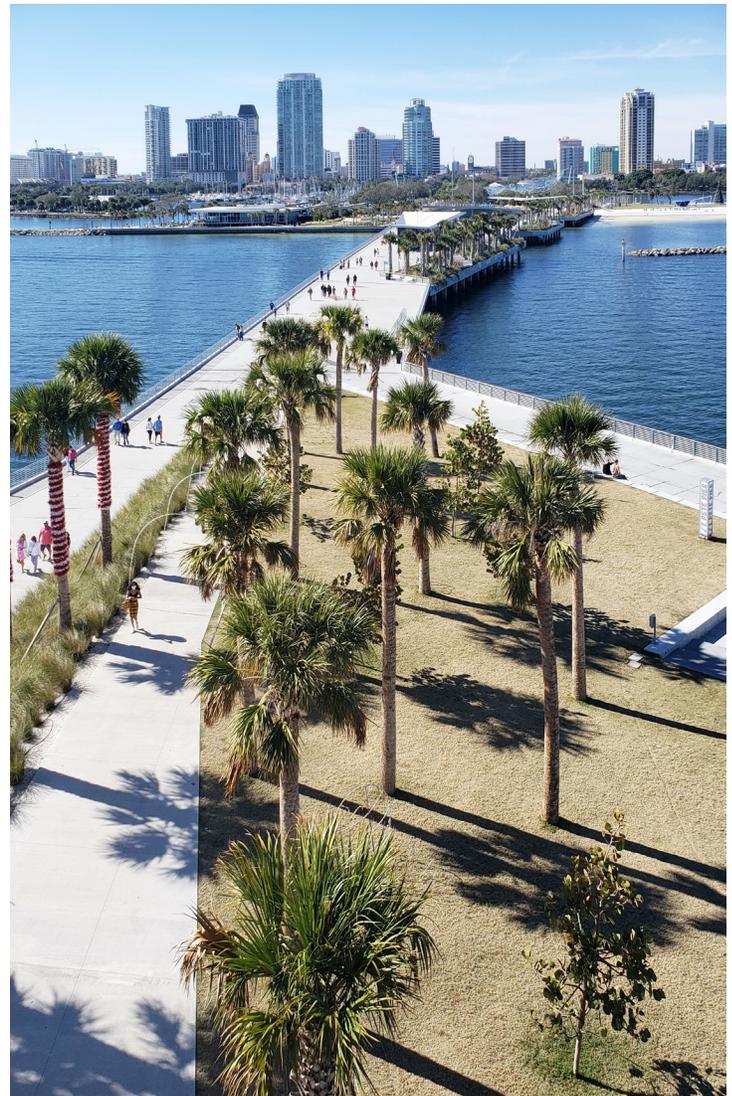
<https://www.facebook.com/VisitStPete-Clearwater/>

<https://twitter.com/vspc/>

<https://www.youtube.com/stpetecvb>

<https://stpetepier.org/>

The St Pete Pier is within walking distance to the convention hotel and offers restaurants, a park, beach access, and a playground!



# Planning for Our Future in St. Petersburg

I hope that everyone is having an inspiring and productive fall semester. It's not too early to start planning for our 2023 Convention in St. Petersburg, Florida, April 13-16. Our location features restaurants, shopping, public parks, performance venues, sports events, and museums all in close proximity to the conference hotel. This will be an enjoyable opportunity to gather and discuss our teaching, our research, and our plans for the future.

Our conference, "Communicating Our Future," presents a chance for us as communication scholars and practitioners to imagine and discuss how we will create our future through communication. As we negotiate crucial issues—social justice, pandemic response, climate change, and the preservation and practices of democracy—our communication will be a significant factor in how we foster a positive future. We define, frame, and convey our visions of our future through the symbols and practices we use to express them. Our communicative choices center some voices and experiences and de-center others. Through our communication we foster inclusion and diversity, or their opposites. Our persuasion invites people to frame experiences positively or negatively and suggests different courses of action in response. The conversations we have in St. Petersburg will inform us as we communicate our future to audiences within and outside academia.

The submission process for the 2023 Convention went smoothly. Thank you to everyone who submitted competitive papers, panels, or round tables. Now the reviewers and planners are doing their work. We would not have a Convention program without the people who volunteer their time to review work and plan the programs for the 18 Divisions and six Interest Groups of SSCA. This year's program promises to create opportunities and spaces for us to interrogate, and define the values that will define our future. Stay tuned for more details as the convention planning continues. And start planning for the convention in St. Petersburg in April 2023. I look forward to seeing you there.



**Ann E. Burnette**  
1st Vice-President  
Convention Planner

## Undergraduate Honors Conference 2023

The 33rd annual Theodore Clevenger Undergraduate Honors Conference (UHC) will take place during the Southern States Communication Association's annual meeting in St. Petersburg, FL, April 12-16, 2022.

I encourage faculty members and graduate students to recruit the work of outstanding undergraduate students for submission to the UHC. What an exceptional opportunity for students to become acquainted with the research and scholars outside of the classroom context. Further, these undergraduate students get to explore graduate study possibilities. Papers and digital and/or applied projects may be submitted for the UHC on any topic relevant to the study of human or mass communication, especially those connecting to the conference theme of "Communicating Our Future." Please go to the SSCA website to submit.



**Carl Cates,**  
2nd Vice-President  
UHC Planner

**The deadline is Dec 9, 2022.**

# Last Year to Wrap Up Some Duties

As you know, this is my last official year of service to SSCA in the leadership cycle. It's been a privilege serving this organization in this capacity. Before transitioning out of the office, however, I have a few last items on my "to do" list.

First, I am currently working with the Administrative Committee to develop a slate of nominees for our spring elections. Let me pause for a moment here to mention how important it is for SSCA to have a strong body of volunteers. Many of you have served your divisions and interest groups as reviewers, chairs, respondents, and even planners. For those who haven't stepped up to serve in this way, please consider doing so this next year. Put those business meeting on your schedule and plan to help in some way. And, having served those groups, please consider putting your name forward for other SSCA committees (standing committees and award committees) and leadership positions.

Second, I am working with the Administrative Committee to put together the Strategic Planning Task Force. As you may recall, we passed a strategic plan this last year (previously outlined in this publication); it's now time to oversee implementation of the plan and that's where we need volunteers to help us carve a clearer path for the next 5 years. If you would like to serve, be in touch with me soon.

Third, I am also working on updating the Officers' Handbook so that all leadership roles and procedures are as clear as possible. I also hope that with a clearer understanding of the work, more people will be willing to step up and serve.

This really is the most fulfilling service experience that I've ever had. It wasn't always easy work (who needs easy?), but at the end of the day, I have always felt that I was making an important contribution to the continuation of the organization. I'd love to talk to you about how you can get more involved in the next few years. See you in St. Petersburg!



**Wendy Atkins-Sayre**  
**Immediate**  
**Past President**

## Planning For Our Future *In A Rapidly Changing World*



**John Haas**  
**Executive Director**

Planning for our future has been a challenge the past few years. A pandemic, changes in the design and delivery of educational programs, and, most recently, a hurricane has made planning for the future a challenge. Forgive me for using a less than original thought but challenges do create opportunities. Planning for our future should include reviewing how our beloved association operates and meets the professional needs of our members. The jobs of educators have become more complicated, and we are asked to adjust to an evolving work environment. Our association has an important role to play in assisting our members plan for the future. Over the next year we will announce additional services to both individual and institutional members.

One change you will notice in this edition of the newsletter is the Senior Scholar Spotlight. Michael Osborn kicks off this new feature of the newsletter. We are excited about making this column a permanent part of the newsletter. We also seek to provide additional services to institutional members including program review-relevant information for administrators. To individual members, we seek to grow our promotion of your scholarship and pedagogy.

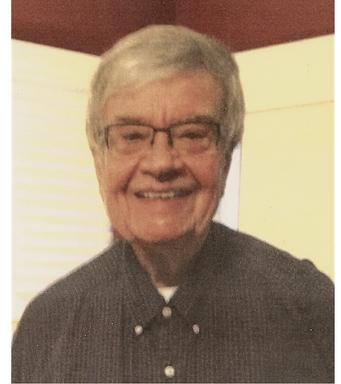
Planning for the future also includes our conception of family. SSCA has provided a supportive academic family for many of us. From my first SSCA meeting in 1985 at Houston's Shamrock Hilton, the feeling of "family" was evident. Whatever direction planning for the future may take us, we must maintain SSCA as a family of scholar/teachers.

# SENIOR SCHOLAR SPOTLIGHT

## SSCA: Memories and Meanings

*Michael Osborn, Professor Emeritus, University of Memphis*

SSCA is the source of some of my fondest professional memories. One of those memories goes back to 1961, when I made my first presentation at an SSCA convention in Miami. I was 23 years old, and had been in a doctoral program at the University of Florida for only a year. But someone—perhaps my mentor Douglas Ehninger?—had maneuvered to get me on a blue-ribbon panel.



I was clearly out of my depth. I remember that one of the participants was Ted Clevenger, future dean at Florida State University, fine scholar in his own right, and an all around good fellow. Later, Southern would name its Undergraduate Honors program for him. Critic for the Miami program was Waldo Braden of LSU, the lion of Southern speech. Waldo had established Southern public address as a respectable, focused field for critical study. At that time our field had a “great speakers and speeches” emphasis, focused on the public oration. This young fellow at Wisconsin, Lloyd Bitzer, had written a provocative essay that encouraged closer attention to the reasoned structure of these speeches. Since I had just completed a program in literary studies, Ehninger encouraged my counter interest in what we originally called the symbolic nature of speaking, how speeches can draw upon the myths, popular beliefs, and civic emotions of listeners. This interest soon came to focus on how powerful metaphors can influence how speakers and audiences interact. This convention presentation was my first effort to plot out a direction for this study, and Waldo’s critical suggestions did much to move the project forward. This early convention of Southern and the many since have helped me in so many ways.

The programs they featured and the informal conversations they made possible have kept me informed about the changing, expanding horizons of our field. I have witnessed the growing richness of our scholarship, and have traced the emerging importance of questions concerning human communication that challenge us in our time. We return to our home colleges and universities inspired to grow and lift the importance of what we do in our professional and civic communities. Our conventions encourage us to teach more effectively and to research more productively. Our highly respected SSCA journal helps us find audiences within and across disciplines.

From the beginning for me, Southern has been a place to come home to. Its conventions have offered sites for enduring friendships, for enjoyable experiences that continue to grow in hilarity as we recall them to each other every year. I suspect that we Southerners hug more than other regional associations! Susie and I are so honored that the Southern would name its concluding convention reception for us. That moment, we believe, has become a celebration of all the great professional and personal meaningfulness that Southern makes possible. It is always a happy occasion. So, join us in a toast:

*Long live the Southern States Communication Association!*

# Thank You To Our Institutional Members

2021-22

Clemson University  
East Tennessee State University  
Georgia College and State University  
Miami University  
Middle Tennessee State University  
Missouri State University  
Sam Houston State University  
Texas State University  
University of Arkansas  
University of Central Florida - Nicholson School of Communication and  
Media  
University of Georgia  
University of Memphis  
University of Montevallo  
University of South Carolina - Aiken  
University of Tennessee  
University of Texas of the Permian Basin  
Virginia Tech

## Future SSCA Convention Sites

2024	2025	2026
April 3rd - 7th, 2024	April 2025	April 2026
Embassy Suites	Norfolk The Main - Hilton	Hilton
Frisco, Texas	Norfolk, Virginia	Birmingham Alabama

# Annual Financial Review Underway

Harvard and Associates, Certified Public Accountants is now in the process of conducting our annual financial review. SSCA has worked with Harvard and Associates since the tenure of J. Emmett Winn as Executive Director. The firm is based in Tallahassee, Florida.

Harvard and Associates examine the SSCA budget, banking records including income and expenditures, and documents related to governance. SSCA maintains financial accounts at two separate financial institutions and Harvard and Associates have read-only access to all of the accounts maintained by SSCA. The results of the review will be posted to the members area of the website and presented at meetings of the Executive Counsel and membership.

## SSCA Divisions And Interest Groups

### Divisions

Applied Communication  
Argumentation and Forensics  
Communication Theory & Methodology  
Community College  
Freedom of Speech  
Gender Studies  
Health Communication  
Identity, Inclusion & Social Justice  
Instructional Development  
Intercultural Communication  
Interpersonal Communication  
Language and Social Interaction  
Mass Communication  
Performance Studies  
Political Communication  
Popular Communication  
Public Relations  
Rhetoric & Public Address  
Southern Argumentation & Forensics

### Interest Groups

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

## CONNECTIONS

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**Mik Davis**, Editor and Designer

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**Connect on the web at  
[www.SSCA.net](http://www.SSCA.net)**

Connect  
with SSCA  
on Social Media!

