

CONNECTIONS

Spring 2022

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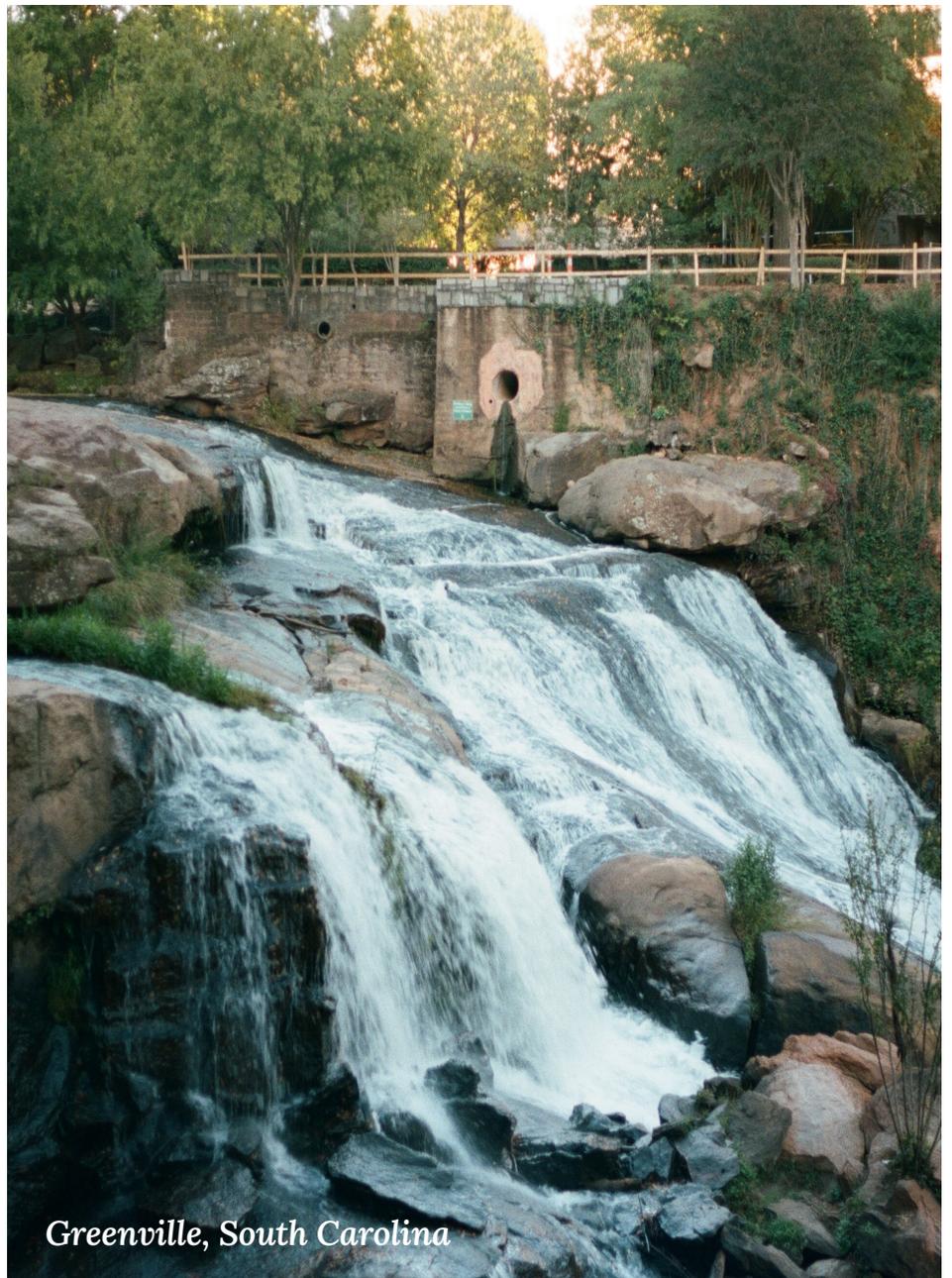
SSCA Past, Present, & Future *Moving Forward With The Association*

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Greenville, South Carolina

Looking Forward:

Showing Resilience in the Association

The theme for this year's conference, "Resilience through Resistance," also reflects the continued strength of our organization. Given all of the obstacles that we have faced in the last three years, it would have been understandable if we had seen our regional organization stumble and fall. And yet, despite it all, our First Vice President, Tina Harris, and all of our planners have put together a fantastic program for our first in-person gathering in three years. Our administrative committee (Past President Pamela Bourland-Davis, Executive Director John Haas, Second Vice President Ann Burnette, *Southern Communication Journal* Editor Ben Bates, Strategic Communication Director Andrew Pyle, Finance Chair Patrick Wheaton, and SSCA Assistant Kevin Bryant) has continued to steer the organization, providing long term guidance and the day-to-day structure that is necessary. All of the committee chairs and committee members have contributed hours of service to the organization. Reviewers have provided guidance for research and professional development. And members have continued to submit their fine work, renew their memberships, and make plans to gather for our spring conference. We have shown resilience by fighting against the forces that might have made the organization stumble. We are stronger together and I can't wait to celebrate that resilience in Greenville.



Wendy Atkins-Sayre
President

Looking beyond the conference and into the next few years, the Administrative Committee has drafted our newest strategic plan to keep our organization resilient. Pulling from the best ideas of our predecessors and recognizing needs that we feel haven't yet been met, we have focused on the following themes:

Making Diversity and Equity Initiatives a Priority.

We oversaw the creation of the Diversity, Equity, and Inclusion committee last year and are now in the process of making the DEI committee chair a sitting member of the Administrative Committee. Beyond that, we plan to make DEI initiatives a part of each of the strategic goals.

Providing Additional Mentoring and Leadership Opportunities.

We know that providing leadership opportunities in SSCA is one of our strengths and we aim to develop a more diverse and inclusive group of leaders through appointments and leadership development.

Providing Additional Professional Development Opportunities.

Not only do we want to provide more leadership opportunities for a wider group of people and provide guidance for those individuals, we also want to give all SSCA members—at every type of institution, at every level of education and higher education position—resources for meeting their professional goals.

Improving Communication.

We recognize the irony of making this a goal for SSCA, but there is more work to be done in strengthening the communication with our membership.

Increasing Revenue for the Association.

SSCA operates on a tight budget, but increasing revenue will afford more opportunities to provide services for members.

Study the Future of our Conference.

After experiencing the benefits of online conferences, we will consider possibilities for enhancing our spring in-person conference.

Finally, in an effort to create a model of accountability in the strategic planning process, we have committed to the following steps:

- Create a task force to continue to develop ideas between strategic planning years and to collect ideas from members
- Report back on strategic plan accomplishments regularly

The details for the strategic plan will continue to emerge after additional brainstorming and feedback from members. We welcome your input (email me at wendy.atkins-sayre@memphis.edu) and look forward to moving our already strong organization into the future.

Celebrating SSCA Past And Present



Andrew Pyle
Strategic
Communications
Director

Happy spring 2022 semester, everyone – I am hopeful that your semester is off to a good start and that you are well (despite the Omicron surge, seasonal illnesses, and the rigors of a new year)! The past two years have been a challenge for everyone, but we are hopeful as we move into the new year.

As we begin thinking about the annual conference in Greenville, SC in April, you will begin to see some previews and promotions about what you can expect while you are there. Make sure you are connected to our Facebook page and our Twitter account as we gear up for the conference – we'll be promoting conference highlights, spotlight sessions, and award winners. We want to tell your stories – so if you have an exciting development or news to share, please let us know so that we can celebrate you together. Feel free to send info to me at apyle@clemson.edu – we'll get it posted to our social accounts to share with the SSCA community.

Keep an eye out as we get closer to the conference – Dave Nelson is pulling together people to develop this year's podcast and it will be a really neat piece to engage with. The Exec team is working hard to ensure we will have a robust, engaging, and safe conference.

We are excited to see you in Greenville in April – until then, stay safe and send me your stories!

Undergraduate Honors Conference 2022

The Theodore Clevenger, Jr., Undergraduate Honors Conference has an exciting program planned for the SSCA Convention in Greenville! We have scheduled 50 undergraduate scholars to present their research on 13 panels that will take place on Friday, April 8, and Saturday, April 9. The research presented during the UHC will examine subjects including political rhetoric, persuasion in media and entertainment, interpersonal communication, corporate messages, communication in the classroom, rhetoric and social movements, communication and identity, and advertising appeals. Everyone is welcome to attend the UHC panels and participate in the conversations that the UHC scholars are initiating.

I am grateful to the dozens of communication scholars who devoted their time and effort to reviewing the submissions for the UHC and providing feedback for the authors. I also want to thank those scholars who will chair and respond to the UHC panels. The UHC could not happen without these contributions. We want this to be a positive and inspiring experience for our undergraduate presenters.

We also look forward to honoring the top undergraduate paper with the Franklin Shirley Award during the UHC breakfast on Saturday. We invite all UHC scholars, along with their faculty mentors and guests, to join us. This will be a time to honor our UHC students and their work. Please join me in supporting and celebrating our undergraduate scholars!



Ann E. Burnette
2nd Vice President
UHC Planner

“Resilience Through Resistance”

This year’s conference is an historic one, to say the least. When we convene in Greenville, SC, for our 92nd conference April 6th-10th, it will be the first in-person meeting we have had since the beginning of the COVID-19 pandemic and the racial pandemic of 2020. This is a tremendous feat considering all that we have dealt with both professionally and personally. A great deal has happened for us all since our last meeting. We have experienced loss, disappointment, and a rollercoaster of emotions as we pressed or waded through all the adversities that has been hurled at us. Thankfully, we can come together in a couple of months to connect with old friends, make new ones, and celebrate the communication discipline in its many forms.



Tina M. Harris
Program Planner
1st Vice President

“Resilience Through Resistance” is our theme, and I chose it because it embodies our ability to survive and thrive during difficult times. Despite whatever we faced, we each needed to find a way to balance the many demands placed on us by loved ones, students, and colleagues. The nearly-400 submissions to this year’s conference are a testament that our scholarship and pedagogy are vital and instrumental in helping us cope and recognize the practicality of our scholarship. Whether our work has been therapeutic or a safe space, we clearly appreciate and affirm what we are all doing by making this conference a success through reviewing, submitting, planning, presenting, and doing so much more. Personally, it has been a great joy preparing for our conference. Granted, a considerable amount of time, energy, and effort have gone into making this conference a success; however, it would not be possible without the collective efforts of the officers, planners, and members to bring everything together. This has been a team effort, without a doubt.

As we approach the conference, let’s remain vigilant in protecting ourselves and others during these uncertain times. We will continue monitoring regulations/recommendations of the city of Greenville and keep membership updated via email and website posts. Come prepared to be safe and enjoy a long-awaited conference experience!

Attending this conference will hopefully leave an indelible mark on each of us as we attend to the different interpretations and applications of the theme “Resilience Through Resistance.” I hope that we are able to appreciate our ideological, theoretical, and methodological differences while reimagining the various ways we explore and critique difficult issues in our scholarship such as racism, sexism, classism, heteronormativity, ableism, and other forms of system oppression. These issues are difficult and complex, but it is critical and necessary for us to engage with them to achieve a more equitable and just society.

I hope we all leave the conference with a commitment to:

- **Create a space for historically marginalized voices to be heard**
- **Sustain genuine commitment to inclusivity in SSCA, the field, and all communal spaces we occupy**
- **Appreciate and respect our scholarly and human differences**
- **Recognize and appreciate the value of other worldviews and perspectives of all communication processes**
- **Actively create theories and strategies inclusive of and applicable to historically marginalized groups**

Please make a point to come support the Spotlight Panels being featured this year. It was a joy working with members in assembling panels centering the spirit of this conference and our organization. Moreover, we are tackling deep issues of systemic oppression vis-à-vis racism in an effort to further demonstrate the practical relevancy of the transformative work that we do.

SPOTLIGHT PANELS

- **UHC Alumni Reunion Panel: “The Resilience and Practicality of Scholarship”** is a panel reuniting alumni to discuss their experiences with UHC and how it has impacted them
- **“This Land is Their Land: The Issue of Land Acknowledgement, History, Social Justice, and Identity Politics”** will address both the symbolic and material ways that Land Acknowledgements impede and facilitate interracial dialogue and local efforts to address the interconnectedness of Land Acknowledgement, local history, social justice, and identity politics in relation to Cherokees and the local community of Greenville.
- **“Greenville’s Racist and Reparative Landscape”** focuses on monuments, the state’s Heritage Act, and the tensions regarding visual rhetoric and racial injustice.
- **“Extending the Reach of Resilience: Regionalizing the Black Caucus - SSCA Edition”** will identify strategies toward galvanizing Black membership and participation in and at SSCA; improving regional policies and practices that benefit scholars and graduate students of color and creating a SSCA division or interest group dedicated to the scholarship, service, and support of Africana Communication and scholars.
- **“Rhetorics of Resilience and Resistance in South Carolina’s Civil Rights Struggle”** focuses on the three phases of South Carolina’s rhetorical struggle: the construction of a culture of segregation, resilient Black activism that sought to overthrow that culture, and White Christian resistance to the Civil Rights Movement. The interactive nature of this will lead to fruitful conversation between and among panelists and audience members about the issues raised by the papers presented.
- **“Form in the Crucible of Resistance: Examining the Black Rhetoric and Public Address Tradition”** highlights Black rhetorical and oratorical traditions through powerful sermons, speeches, and spoken word performances.

As you can see, we have so much to look forward to in Greenville, SC. The conference is an opportunity for us to reconnect, reenergize, and recalibrate as we adapt to new ways for engaging in communication scholarship. I remain hopeful for and about all of the possibilities on the horizon!

Tina M. Harris, Louisiana State University
SSCA First Vice-President and 2022 Program Planner

SSCA 2022 Award Winners

Celebrating Excellence In The Association

Dwight L. Freshley Outstanding New Teacher Award

Crystal Daugherty, Northern Kentucky University

John I. Sisco Excellence in Teaching Award

Camille Lewis, Furman University

Janice Hocker Rushing Early Career Research Award

Benjamin Medeiros, State University of New York, Plattsburgh

Shawn D. Long Outreach Award

Joy L. Hart, University of Louisville

Kandi L. Walker, University of Louisville

T. Earle Johnson-Edwin Paget Distinguished Service Award

Wendy Atkins-Sayre, University of Memphis

Pamela Bourland-Davis, Georgia Southern University

Michael M. Osborn Teacher-Scholar Award

Stephanie Schulte, University of Arkansas

Robert Bostrom Young Scholar Award

Colin Cameron, The University of Southern Mississippi

Rose B. Johnson SCJ Article Award

Brandon W. Lenoir, High Point University

Franklin Shirley Award

Serenity Wiles, Campbell University

J. Donald Ragsdale Mentor Award

Andre E. Johnson, University of Memphis

SSCA After COVID: Growth, Strength, Longevity



John Haas
Executive Director

We are excited about the upcoming 2022 conference! For the first time since spring 2019, we will be meeting face-to-face. We've been working behind the scenes for months to prepare for this moment. We've been reviewing convention procedures that we haven't used in a few years. The association officers and staff have devoted a great deal of time and effort to create an exceptional conference experience.

The COVID experience taught us the value of each opportunity to come together for fellowship and the opportunity to discuss our work. As we've prepared for the convention, we've tried to keep in mind the values we hold in SSCA.

The COVID experience also taught us the importance of caring for the association. We cannot take SSCA for granted – we must constantly work at building and maintaining the association.

With that in mind, we plan to grow the association along several dimensions.

- **First, we seek to increase our membership.**
Individual memberships remained relatively stable pre-COVID but we should not assume membership stability going forward.
- **Second, we seek to grow institutional memberships.**
We plan to do this by increasing the services available to institutional members.
- **Third, we seek to more fully develop our web-presence and generate new revenue streams for the association.**

We're excited to reconnect, see familiar faces, and meet new colleagues in Greenville. We look forward to seeing you in the next few weeks!

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, FL	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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Knoxville, TN 37996

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Connect on the web at
www.SSCA.net