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### DALLAS ROUNDUP

By Dr. Charles Tardy, President ([charles.tardy@usm.edu](mailto:charles.tardy@usm.edu))

Though perhaps obvious to those in attendance, I'm happy to report that our Texas convention was a resounding success. With 546 registered participants, turnout matched or slightly eclipsed Baton Rouge's. Not counting our joint conventions with the Central States Communication Association, the number of individuals included in the program was the highest since 1998. The new features of our convention proved quite successful. A large audience for a plenary session heard Rod Hart overview his systematic research on the language used by our presidents. The breakfast discussions drew almost maximum attendance despite their 8:00 a.m. start times. With the exception of one that was cancelled, the workshops all had moderate to high attendance and were deemed successful by their leaders. Next year's convention should include similar programs in the form of short courses, as are offered at the convention of the National Communication Association.

The regular features of our convention were also successful. Spirited but earnest

discussions of association issues occurred during the executive council and the general business meetings. Six members received association awards for outstanding accomplishments while 38 received recognition from the divisions and interest groups. Another large cohort of undergraduates presented papers, made new friends, and reminded us why we are teachers.

However, the most important events for many conventioners may not be reflected above. The most memorable episode may have been a debate that continued long after a program, dinner with old friends and new, a compliment given or received in the hallway between sessions, epiphanies during conversations over breakfast, a penetrating comment or question asked about a presentation, etc. These are the real reasons our meetings are successful, and why the members of our association will work diligently over the next year to ensure that we have these opportunities in Louisville.



**CHARLES  
TARDY**

### RUSHING FUNDRAISER SURPASSES GOAL!

By Dr. Mike Osborn ([mosborn1@bellsouth.net](mailto:mosborn1@bellsouth.net))

The exceptional success of the fundraising campaign is simply one more measure among many of the incredible impact of Janice's tragically shortened life. Many people sensed the appropriateness of the award as a celebration of the meaning of her life. Each spring as we offer this encouraging award to young and promising scholars, we will remember her venturesome work at the intersection of mythology, rhetoric, feminist theory, and popular culture. The Janice Hocker Rushing Early Career Research Award will forever associate her memory with the

dawning of scholarly promise. Janice would have been pleased.

Many people worked hard to write letters and make telephone calls to raise this money. I am sure they will agree that it was easy to work for Janice. Among them conspicuously were members who agreed to serve on the fundraising committee: Art Bochner, Tom Frentz, and Kathy Turner. Emmett Winn was always there for us with a helpful suggestion and friendly encouragement. He helped smooth over the rough places.



**JANICE HOCKER  
RUSHING**

*continued on page seven*





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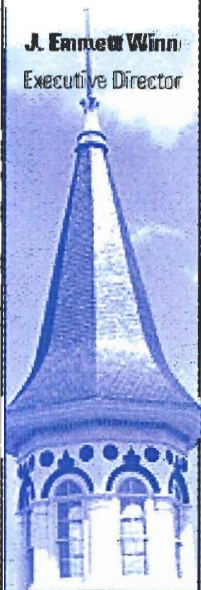
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Executive Director



**PAST PRESIDENT CISSNA CALLS FOR ACTIVE PARTICIPATION AND ACCOUNTABILITY IN SSCA**

*By Ken Cissna, Past President (kcissna@luna.cas.usf.edu)*



**KEN CISSNA**

Twenty years ago, SSCA president Keith Erickson wrote an article similar to this one for the SSCA newsletter about the importance of being involved in our regional associations. Until then, I had never presented a paper at SSCA and rarely attended the annual convention. I had been much more involved in SCA and ICA. That year, I submitted a paper and volunteered to review papers. The next year, I submitted another paper and served as a respondent. Now I'm writing a column as "immediate past president."

Two events of my presidential year surprised me and many others, and our officers and members responded with dedication, flexibility, and good humor. Hurricanes Katrina, Rita, and Wilma devastated significant sections of our region, disrupting the lives of many of our members and officers, and affecting the submission of papers and programs. Vice President Chuck Tardy and his planners coped exceptionally well, and the outstanding series of programs on crisis communication and the hurricanes was surely

an example of receiving lemons and making lemonade.

The transition between Executive Directors also presented unexpected challenges, and, again, I was very impressed with the devotion and professionalism of the officers who shaped SSCA's response. I hope we learn two interrelated lessons from these events: First, the importance of developing and maintaining structures that require that we submit full and accurate information, financial and other, to the scrutiny of others. Second, and far more importantly, that SSCA officers and members develop and maintain a culture in which insisting on receiving that information and reviewing it carefully are seen as ways to love and serve our Association and our field.

In the next two decades, I hope each of you will find the satisfaction that I know Keith and I and many others have received from contributing to the continuing success of SSCA.

**GET A ROOM, WILL YA?**

*By J. Emmett Winn, Executive Director (director@ssca.net)*



**J. EMMETT WINN**

SSCA secures low convention hotel rates by contracting to fill a certain number of rooms in the convention hotel. The way we receive credit for our members at the hotel is by having members use the special SSCA code when booking reservations. If we fail to reach the contracted number of rooms then the association must pay thousands of dollars in penalties to the hotel, a situation that we could not afford.

In the past, our members have experienced many problems with making reservations at our convention hotels. This causes frustration for all of us. But this year, I've been working with the wonderful folks at the Louisville Marriott Downtown since April to insure that the reservation problems are minimized. We have a dedicated reservations website that is accessible through our official association website <http://ssca.net>. Several of

our members tested the dedicated reservations site and it worked superbly.

Please visit our dedicated reservations website and make your reservations early. We have a fabulous rate (\$139 for a single and \$149 for double/triple/quad per night) at a beautiful and nearly brand new hotel in the heart of thriving downtown Louisville. You will love this hotel and the wonderful attractions, restaurants, and bars that are accessible via a short walk through the covered pedestrian bridge. I think it's the best convention hotel we've had in years.

Also, when you book your reservations be sure to keep the confirmation number and bring it with you to the convention. Having that number when you check in at the hotel can help you quickly resolve any reservations problems onsite.



## **THEODORE CLEVINGER UNDERGRADUATE HONORS CONFERENCE IN COMMUNICATION 2007 CALL FOR PAPERS DEADLINE IS DECEMBER 16, 2006**

*By Jerry Hale, Vice President Elect (jhale@uga.edu)*

Undergraduate students are encouraged to submit papers for the Theodore Clevenger Undergraduate Honors Conference (UHC) to be held in conjunction with the 2007 Southern States Communication Association (SSCA) convention March 28 – April 1, 2007 in the Marriott Hotel Downtown in Louisville, Kentucky.

Papers are welcome across the many areas, topics, theories, and methodologies of communication study. Papers may, but need not necessarily, deal with the conference theme, "Relationships and Communities in the Digital Age."

Any currently enrolled undergraduate student is eligible to submit a paper. Although single- and multiple-authored papers are welcome, one student must be designated as the submitting/presenting author of each paper and no student may present more than one paper.

The author of the top paper will receive a cash award of \$100 and a plaque. All UHC participants will be the guests of SSCA at an Undergraduate Honors Conference Awards Breakfast.

Papers must be double-spaced in 12-point font with one inch minimum margins. Submissions should not exceed 25 pages (including all references, figures, tables, and appendices), should avoid sexist language, and should include an abstract of 100-150 words. Except for the title page, the identity of the author(s) or the author(s)'s institution should not appear anywhere in the paper.

Submission of a paper implies the author's commitment to attend the Louisville conference if the paper is selected for presentation. All UHC authors are expected to support SSCA by registering for the conference and paying the \$50 UHC registration fee, which includes UHC and SSCA convention registration, admission to the UHC Awards Breakfast, and one issue each of the Southern Communication Journal and of SSCA's newsletter Connections.

Papers should be submitted by the author(s) and not by a student's professor. Papers should be submitted elec-

tronically as e-mail attachments to [jhale@uga.edu](mailto:jhale@uga.edu). The subject line of the email should contain the phrase "UHC Paper Submission." The e-mail message to which an electronic copy of the paper is attached must contain: (a) a submission letter in which the student requests that the paper be reviewed for the Undergraduate Honors Conference; (b) the title of the paper; (c) the name, mailing address, telephone number, e-mail address, and school affiliation of the author; and (d) a statement that explains any audio-visual equipment that is essential for presenting the paper. (Please Note: AV equipment is expensive, difficult to procure and often unreliable at the convention site. It should be requested only when absolutely essential.) Authors whose papers deal with the conference theme should state this in the submission letter. All submissions are assumed to be original. If work has been published or previously presented to a professional meeting the publication outlet and/or professional meeting should be noted in the submission letter. SSCA reserves the right to disqualify any paper where reason exists to suspect plagiarism.

Submit a paper by attaching it in Microsoft Word or Word Perfect format to an e-mail message to: [jhale@uga.edu](mailto:jhale@uga.edu) Direct questions Dr. Jerold L. Hale, SSCA VP-Elect and UHC Director at: [jhale@uga.edu](mailto:jhale@uga.edu)



**JERRY  
HALE**

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### **ARE YOU "LOST IN [CYBER]SPACE"?**

Please help us keep your membership information current by emailing to us any changes in your postal or email addresses. Also, if you have not received any informational emails from us recently, we may not have an email address for you on file. A quick email from your preferred email account to [director@ssca.net](mailto:director@ssca.net) with your name, postal address, and email address will enable us to keep members in good standing from being lost in "cyberspace" (a situation where we no longer have your current email address).

## SSCA LOUISVILLE 2007: WINN, PLACE AND SHOW!

By Craig Allen Smith, Vice President ([ca.smith@ncsu.edu](mailto:ca.smith@ncsu.edu))



**CRAIG  
ALLEN  
SMITH**

The Louisville Downtown Marriott is the site for our 2007 convention, March 28th-April 1st. Our theme of "Relationships and Communities in the Digital Age" will encourage us to explore not only the emerging communication forms and technologies, but also the changing nature of traditional communication. H. L. (Bud) Goodall, Director of the Hugh Downs School of Communication at Arizona State University, will deliver the Plenary Session lecture, "The Scholar as Detective." The Keynote Address, "Bird by Bird," will be delivered by Martha Watson, Immediate Past President of the National Communication Association and Dean of the Greenspun College of Urban Affairs at the University of Nevada Las Vegas. Although we will be in Louisville prior to the Kentucky Derby, our site visit convinced me to bet on this convention Winn, Place and Show.

**WINN:** Some 31 years in SSCA have shown me the importance of an excellent Executive Director, and Emmett Winn is quickly becoming the best we have ever had. He reads the fine print in our contracts, he establishes and maintains good relations with the hotel staff, he learns from our best executive directors and aims to serve the membership, the Finance Committee and the Executive Committee. Emmett, Jennifer Johnson and their assistants at Auburn will work diligently and well to make this a smooth and enjoyable convention for all of us.

**PLACE:** Frankly, I expected Louisville to be a fairly typical SSCA venue – nice hotel at a good rate, some restaurants and some planned fun. Wow. Have you been to Louisville lately? Indeed we do have a nice hotel at a good rate – a block away from the 4th Street Live area of

restaurants, music and fun (they even have a Borders if the excitement proves a little too much). We walked to both the Louisville Slugger Factory and Museum and the new Muhammad Ali Center that focuses not only on his athletic achievements but on ways for each of us to overcome challenges and become the kind of people we aspire to be. An inexpensive cab ride took us to Churchill Downs, where museum and tours are available even when races are not. In short, it seems to me that it has been several years since we have had a hotel this nice situated so near this many

interesting attractions.

**SHOW:** Yes, "The Show" is us. You can bet on us to show up, and you can bet that our programs will provide a good show. The deadline for submitting panels and papers is not until September 15th (<http://www.scca.net/convention-info/2007/division-cfp.php>), but some elements are in place:

Keynote speaker Martha Watson returns to us as a Past-President of SSCA and NCA and as Past-Editor of the Southern Communication Journal and the Quarterly Journal of Speech. Throughout her distinguished career at Auburn, Maryland and UNLV, Martha has always challenged us to reach higher and to demand more of ourselves and one another.

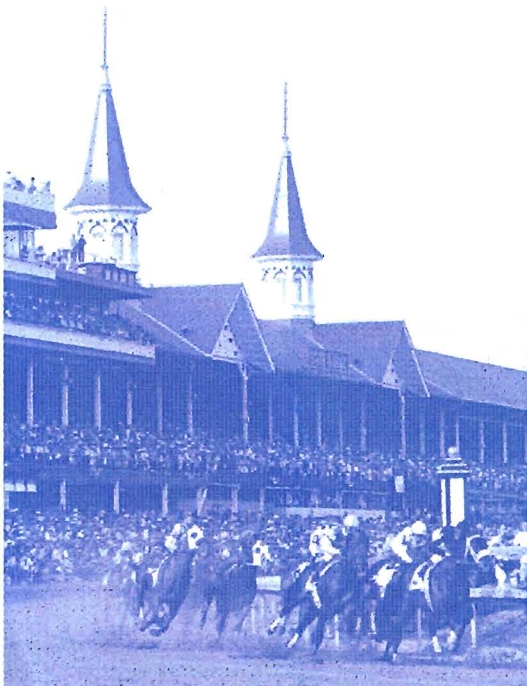
Bud Goodall is the author of 15 books and more than 40 articles and chapters. He shaped and led departments at Alabama-Huntsville, Clemson and the University of North Carolina at Greensboro prior to leading the Hugh Downs School. He is one of those rare people who sees things that others miss, and his latest book, *A Need to Know* (2006), is one of the most moving books I have ever read.

Many of us first saw "Louisville" on a Louisville Slugger baseball bat, and the historian Jacques Barzun once wrote that anyone who would understand the United States needs to understand baseball. Ed Pappas, Professor Emeritus at Wayne State University and co-author of the baseball history *They Tasted Glory*, will host a panel on baseball narratives in American culture. I hope to have a similar program on the Kentucky Derby, possibly at Churchill Downs, and a program on Muhammad Ali.

It is also my fervent hope that we will be able to offer a series of workshops and short courses at this year's convention. Plans are in the works for one devoted to SACS reviews and accreditation, and I would like to see sessions for those interested in preparing for positions of departmental leadership.

Vice-President-Elect Jerrold Hale is planning this year's Theodor Clevenger, Jr. Undergraduate Honors Conference. He is going to take several new steps this year that are sure to excite the students. So please encourage your students to submit the papers that you think deserve to be recognized.

In short, I am very excited about the potential for our Louisville convention. In the final analysis, of course, it will come down to the papers and program ideas that you submit and to your attendance. So plan now to join us March 28-April 1 at the Louisville Downtown Marriott because if we adjourn without you, you might be the April fool.





## LOUISVILLE OFFERS FAMILY ENTERTAINMENT AND ADULT PLEASURES

By William Thompson, University of Louisville, SSCA Local Arrangements Chair (wethom01@louisville.edu)

I think you'll find Louisville, the host of the 2007 SSCA conference next March 28-April 1, to be a surprisingly entertaining city.

As befits a Bible-belt city in a state with a heritage of horse racing, tobacco raising and bourbon producing, Louisville offers family entertainment and adult pleasures. And, with the return of the conference to a downtown hotel, the city's many attractions will be much more accessible to conference goers.

Within walking distance is the West Main museum district, center for the city's family fun. Four city blocks host the Louisville Slugger Museum, which features a seven-story baseball bat leaning against the adjacent building; the Louisville Science Center; and the Frazier International History Museum, which is the North American home of the British Royal Armouries Collection, another part of which is exhibited in the Tower of London. In that same complex, Louisville's own Muhammad Ali is profiled in the new Ali Center.

While Churchill Downs' spring meet will not have begun, the Kentucky Derby Museum south of downtown lets you explore the excitement of one of the world's premier horse races. To celebrate Louisville's river heritage, immediately across the Ohio River is the Howard Steamboat Museum as well as the Falls of the Ohio, which lets visitors explore a large fossil bed on the river's floor.

The city also has adult attractions too. Actors Theater, which at the time of the conference will be staging its new plays series, is a short walk, as is the Kentucky Center for the Arts, which has a full schedule of Broadway musicals, plays, dance performances and concerts.

Louisville is also a superb restaurant town, with several four-star restaurants within walking distance, and many more located on two major "Restaurant Rows," Frankfort Avenue and Baxter Avenue/Bardstown Road. Baxter Avenue is home to some of Louisville's premier night-clubs, but the conference hotel is also within blocks of Fourth Street Live and its tribute to one of Kentucky's famous products in the upscale Maker's Mark Bourbon House.

The conference will also coincide with Louisville's First Friday Gallery Hop. A free trolley takes you to most of the downtown art galleries, and to bars, clubs and restaurants along the Market and Main street corridor. That includes the innovative Glassworks, which houses a working glass studio, galleries, and a jazz club in a single building.

As is to be expected, transportation is also a little easier at a downtown conference. Downtown Louisville is only eight miles from the airport, and 25-cent trolleys run along the Main Street corridor and down Fourth Street all day long.

And with a car, the area's tourist sites include bourbon distillery tours, significant botanical gardens, a major casino, the horse farms of the Bluegrass and the Kentucky Horse Park, as well as the Patton Armor Museum at Ft. Knox, scores of historically significant homes, and Mammoth Cave and other natural attractions.

If you want to explore Louisville via the Internet, there's a lot of information at [www.gotolouisville.com](http://www.gotolouisville.com).



**WILLIAM THOMPSON**



## MEMBER SPOTLIGHT ON JENNIFER JOHNSON

If you've sent SSCA an email, letter, or called us in the last year, chances are good that you communicated with Jennifer Johnson, SSCA's Executive Assistant. Her responsibilities include membership activities and running the registration at SSCA's conventions. Members often comment on her helpfulness and professionalism.

Jennifer received her B.A degree in Journalism (magna cum laude) and her M.A. degree in Communication from Auburn University. Since completing her Masters degree, she has taught Communication, Journalism and Radio, TV & Film classes in the Department of Communication and Journalism at Auburn. She is also a master of Information Technology and works with AU's Instructional Media Group specializing in

WebCT/Blackboard and Adobe Acrobat applications.

Before returning to school for her advanced degree, Jennifer was the Oxford Bureau Chief for The Anniston Star newspaper. During her educational career she was honored with memberships in Phi Kappa Phi and The Golden Key National Honor Society. She also received the Lena Meherg Scholarship and was awarded the Bert C. Bradley Award for Leadership, Professionalism, Teaching and Research. The Bradley Award is named for former SSCA President and SCJ editor Dr. Bert Bradley.

Jennifer and her husband Matt Johnson live in Auburn and are active in their community. You can contact Jennifer by emailing [director@ssca.net](mailto:director@ssca.net).



**JENNIFER JOHNSON**



## GENERAL CALL FOR PAPERS

SOUTHERN STATES COMMUNICATION ASSOCIATION

77th Annual Convention  
**March 29 to April 1, 2007**  
Marriott Louisville Downtown Hotel  
Louisville, Kentucky

### **Relationships and Communities in the Digital Age\*** **Deadline Sept. 15, 2006**

Our personal relationships, universities, politics, leisure activities and professional associations are being transformed by new communication technologies. People in workplaces and communities the world over are seeking sound advice to help them use these new technologies to enhance their communication.

The Vice President is especially interested in papers and programs that explore topics related to the conference theme. Divisions and interest groups are encouraged to develop one panel consistent with this theme. Co-sponsored panels are also welcome.

In addition to traditional panels of papers, the Vice President is interested in workshops and interactive programs that maximize engagement.

Program proposals that do not fit within SSCA's divisional and interest group structure may be submitted directly to the Vice President for consideration as part of the Vice President's Spotlight Series.

The complete and detailed call for papers is posted on SSCA's website at <http://ssca.net>. All program proposals and papers are due to the appropriate Division or Interest Group Vice Chair (or, to the Vice President under the paragraph above) by September 15, 2006.

As you plan your submissions, please limit your requests for audiovisual equipment, which is difficult to transport and prohibitively expensive to rent.

**For more information, contact  
Craig Allen Smith of North Carolina State University at [sscauhc@social.chass.ncsu.edu](mailto:sscauhc@social.chass.ncsu.edu).**



**SEE YOU IN LOUISVILLE IN 2007!**

