

CONNECTIONS

FALL 2011

VOL. 29, NO. 2

SOUTHERN STATES COMMUNICATION ASSOCIATION

President reflects on Little Rock, looks forward to Texas

Planning the 2011 Little Rock convention was a challenging experience.

However, I was fortunate to have wonderful division planners who were really on top of their game.

The division planners put together some amazing programs related to the convention theme of Traditions, Trends, and Technology. Although Little Rock may not have been a well known convention site like New Orleans or Savannah, it was a wonderful convention city.

The city has a long list of appealing attractions ranging from the River Market to the William Jefferson Clinton Presidential Library.

In addition, Little Rock is the home of Central High, where the nation's attention was riveted in 1957 as the Little Rock 9 integrated the previously all-white school.

We were fortunate to have Dr. John Kirk and Dr. Minniejean



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Photo courtesy of San Antonio Convention & Visitors Bureau

Please see **PRESIDENT**, page 3 **The Alamo**

Past president suggests publishing Southern Communication Monographs

For over 76 years, The Southern Communication Journal (SCJ) has been the flagship of SSCA's scholarly mission to "promote the study, criticism, research, teaching, and application of the artistic, humanistic, and scientific principles of communication" (SSCA, www.ssca.net).

SCJ began in 1934 when "Rose B. Johnson, a Birmingham, Alabama, high school speech teacher, convinced her colleagues in the Southern Association of Teachers of Speech (now SSCA) to fund the Southern Speech Bulletin (now SCJ), making it the first journal sponsored by



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one of the regional communication associations and the third journal in the whole of the newly emerging communication field" (SSCA, www.ssca.net).

From its humble roots, SCJ has evolved into a "nationally and internationally read scholarly publication ... [that] publishes original scholarship mak[ing] significant contributions to understanding human communication. The journal is not limited with regard to topic, context, methodology, or theoretical perspective on communication, yet articles published must establish the importance of the topic, soundness of the methodology, and the appropriateness of the theoretical perspective. SCJ publishes

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SSCA begins work to improve association's website functions

As my first year as executive director is coming to a close, I have been reminded often of how collegial our membership is in their actions and work. SSCA is truly a good group of people working hard to improve their campuses and communities.

I am excited that work has begun on improving SSCA's website. Although there may be glitches as we move forward, I know it will make access, registration, and membership function smoother through the use of the most up-to-date technology.

As part of the strategic plan, the Administrative Committee is working on changes that will help us highlight the achievements of SSCA members. As the one charged with developing the plan and process for that enhancement, I value your suggestions. You can send me an email at ssca@valdosta.edu.

I want to encourage those of you getting a printed copy of this newsletter to move to reading it online. Did you know that of our nearly 700 members less than 60 members are mailed a printed copy?



**CARL
CATES**

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We could eliminate the setup, printing, and postage expense if we will all move to an online readership. Email me if you would like to no longer receive a copy in the mail.

As we continue to grow, we continue to need to develop the next generation of leaders for SSCA.

Please consider attending division and interest group business meetings. As I mentioned last year, these meetings provide opportunities for networking with those of similar interest and the possibility of gaining experience by taking key roles for the advancement of the association.

I hope to see you in San Antonio!

CONNECTIONS

VOL. 29, NO. 2
FALL 2011

Connections is the official newsletter of the Southern States Communication Association (SSCA). It is published two times a year by the Department of Communication Arts at Valdosta State University.

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SSCA Call for Papers and Participation

82nd Annual SSCA Convention
April 11-April 15, 2012
The St. Anthony Hotel
San Antonio, Texas

Global Communication: Customs,
Challenges, and Changes

The theme for the SSCA 2012 convention will be "Global Communication: Customs, Challenges, and Changes." As communication scholars we are able to examine human interaction in all its forms — domestic, international, face-to-face, mediated, etc.

It is through such exploration that we discover how communication customs, challenges, and changes impact us globally and personally.

For example, new technologies change behaviors, break customs, and create challenges. Some embrace new forms while others reject them.

More specifically, take presidential elections. We no longer gather on the White House lawn to listen to candidates speak; now we can

watch on television, the Internet, YouTube, and Facebook.

The delivery of healthcare has been fundamentally changed as patients can now reference treatments across the globe and diagnose their own symptoms via the Internet. The world is made smaller in business as more and more transactions are global and conducted via conference calls, the Internet, and Face-time. Interpersonal communication has certainly been forever changed by the advent of text-messaging and other forms of mediated communication.

Our host city, San Antonio, shares our theme as well. This is where Texas history begins. The Alamo and the 18th century missions are legacies to the challenges of effective communication, as they portray the results of the clash of cultural customs and norms, both negative and positive.

The Vice-President seeks papers, panels, GIFT ideas, roundtable discussions, spotlight panels, and more and encourages co-division

sponsored panels. There will be Vice-Presidential Plenary Speakers and spotlight panels.

The Vice President is especially interested in panels that address the convention theme. Divisions and interest groups are encouraged to submit at least one panel consistent with the convention theme.

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

The complete call for papers for all divisions and interest groups may be found on SSCA's Web site: <http://www.ssca.net>.

Papers and panel proposals should be submitted to the appropriate division or interest group Vice Chair or the Vice President by Friday, Sept. 16, 2011.

Questions or ideas regarding the conference should be directed to Monette Callaway at mezell@hindscc.edu.

New marketing director wants members to 'Share the Southern Experience'

I'm only beginning to get my feet wet as the new Marketing Director, but I am already excited about the many opportunities that lie ahead for SSCA! Hats off to my predecessor, Kelli Fellows, for her hard work and enthusiasm over the past three years!

As outlined by the SSCA Constitution, one of my responsibilities is "membership development and maintenance."

Although SSCA has enjoyed steady membership growth over the years, I am quite certain that we have not reached our full potential.

No doubt, many of our colleagues have yet to experience the professional networking, comfortable camaraderie, and good ole' hospitality that are uniquely Southern.

Therefore, I encourage you to Share The Southern Experience by introducing others to SSCA!

You can do that in a number of ways:

1) Invite a new colleague to join SSCA. New hires are often looking for a professional organization "home" where they can get involved in the discipline.



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Intimate conference venues, leadership opportunities, and a top-notch journal — there's no better place than Southern!

2) Collaborate with a non-member(s) and submit a paper for the 2012 conference in San Antonio. A great way to get someone interested in SSCA is to showcase their work!

3) Recruit a non-member(s) to participate on a conference panel. And don't forget graduate students — they often affiliate with the regional organizations of their professors and mentors. Make sure they hear you promoting Southern!

4) Encourage an undergraduate student(s) to submit to the Theodore Clevenger Undergraduate Honors Con-

ference. Remember, the UHC deadline is later, so there's plenty of time to complete student projects during the fall semester, and it's a great way to engage them in communication scholarship.

5) Ask your department chair about becoming an institutional member. Departments can provide valuable support for the Association and the many opportunities afforded to faculty and students.

Recruiting new members is everyone's responsibility and will ensure our Association continues to grow and flourish!

However, I recognize the importance of current members, and I'm equally interested in making sure the Association is meeting your professional and departmental needs.

A recent member survey inquired about membership benefits, but always feel free to contact me with any suggestions as to how your membership can be enhanced.

Thank you for your continued membership in SSCA, and remember to Share The Southern Experience with others!

President

Continued from page 1

Trickey as our Plenary Speakers to discuss this important event in the struggle for Civil Rights.

Last summer the Strategic Plan was created. Several important elements of this plan are the update of our database, the storage of our electronic records, and the revisions of the website.

This is an important step because updating the database and the records will enable the Executive Director to function more efficiently and it will enable the association to better respond to the members' needs.

Although the changes to the SSCA database won't be obvious to the membership, they will be a huge benefit to the association by streamlining and helping us to better manage our records.

In addition to updating the records management and storage, the website will also get a face lift. The goal is to make the website more user friendly with information that is easier to find, and to add links and other content that will be a resource for our membership.

Though we are working toward making

these changes, understand they will take time.

As with most important SSCA issues the committee and the Administrative Council will carefully consider any changes to our current systems to ensure the Association achieves the maximum benefit.

We all owe a big "thank you" to the Immediate Past President Thomas Socha for the outstanding work he has done over the last few years. The Memphis convention was well organized and great fun for everyone!

Also, Tom has dedicated a lot of hard work to developing the Strategic Plan. This plan was a joint effort of all those who attended the Orlando meeting, but Tom really has done a great job in developing the plan for everyone to use over the next five years.

And what a year this has been for our "new" Executive Director, Carl Cates. His first convention is in the books and it was a job well done! I personally heard lots of positive comments about how smoothly registration went and how everyone really seemed to love the name tags. Planning a convention and keeping up with all of the countless details is not an easy job.

Fortunately for me, I only had to plan the 2011 convention, but Carl will be in the trenches for many future conventions.

I owe both Carl Cates and Janet Fisher a huge debt of gratitude for all they did to help me with my convention and I know they will continue to be resources and friends throughout my presidency. Our Association is lucky we have moved from one strong and reliable Executive Director, Emmett Winn, to another with a seamless transition. This is a testament to how hard they both have worked for SSCA.

Finally, we should all be excited about our 2012 Convention in San Antonio. Monette Callaway is the 2012 convention planner and I know she will do a great job.

The convention call is Global Communication: Customs, Challenges and Changes, and she has already shared with me some of her ideas for plenary sessions and programs so I know this is going to be a memorable convention.

I am sure everyone is looking forward to an opportunity to explore Global Communication and enjoy all the fun of the San Antonio Riverwalk.

And when you're there, as always, remember to "Remember the Alamo!"



Photo courtesy of Al Rendon/San Antonio Convention & Visitors Bureau

River Walk in San Antonio

San Antonio has something for everyone

San Antonio! The city where Texas history began is host for the 2012 SSCA annual convention, a city indicative of this year's theme, Global Communication: Customs, Challenges and

Changes. As your Vice President, I invite you to take advantage of participating in our 82nd Annual Convention. San Antonio is a city where The Alamo and the 18th Century Missions remind us of the challenges of effective communication and the consequences of ineffective communication.

As communication scholars we are able to examine human communication in all its forms — domestic, international, face-to-face, mediated, etc. It is through such exploration that we discover how communication customs, challenges, and changes impact us personally and globally.

Once in San Antonio you will be able to glimpse its historical and



MONETTE CALLAWAY

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21st century allure via a variety of venues, starting with the convention in the beautiful and historic Saint Anthony Hotel.

Next you may want to take a stroll, carriage ride, or trolley through the King Williams Historic District. You could end your ride with the famous River Walk where you could enjoy a boat tour or dinner cruise. If art is more to your liking, you are in luck! There are several museums you may visit: Buckhorn Saloon Museum, San Antonio Museum of Art, Museo Alameda (an affiliate of the Smithsonian), or the Witte Museum.

If it is Texas-sized thrills you seek, try a helicopter ride or hot air balloon tour, Six Flags Fiesta Texas, Sea World, or Breckenridge Park Underground Caves. Nature lovers will find the Botanical Gardens, the San Antonio Zoo, the Hill Country, and a variety of state parks. And, finally, remember the Alamo and stroll through La Villita (home to Spanish soldiers serving at the Alamo). The city, like our convention, has something for everyone.

Alas, after a spectacular Little Rock convention I find myself with “sparkly” shoes to fill (thanks, Frances!). Nonetheless, with the help of you, the members, I am confident we can make San Antonio an equally wonderful convention. Oh, and bring your appetites! Thank you for your dedication and continued support of SSCA.

SSCA Call for Nominations

The SSCA Nominating Committee seeks self- or other nominations for two important offices:

Vice President-Elect: Once elected, the successful candidate commits to a four-year obligation beginning as the Vice President-Elect who will plan the Undergraduate Honors Conference in 2013, plan the 2014 annual convention as Vice President, and then serve as President May 2014-April 2015. After serving as President, the Immediate Past President then

serves as Chair of the Association's Nominating Committee.

K-12 Representative to NCA: Candidates for the K-12 Representative to NCA should be committed to attending the NCA and SSCA conventions during the 3-year term of this position. The term begins May 2012 and ends April 2015.

If anyone would like information about these offices, contact committee chair Tom Socha, SSCA Past President at tsocha@odu.edu.

SCJ Editor wants suggestions for special journal issues

Please consider this article to be both a progress report and a request for suggestions. I began receiving manuscripts for the 77th volume of SCJ in June, 2010. The first number of that volume will appear in early 2012.

I am reinstating with that issue a policy abandoned some time ago of publishing the SSCA Presidential Address.

For whatever reasons that policy was abandoned, I think there are several quite compelling ones for recording the address in SCJ.

As far as the other pieces to be included in that first issue are concerned, there is an eclectic mix of methodologies, topics, and points of view. This mix is a strength of SCJ, and it should encourage potential authors to submit their best work with the full assurance that it will be fairly and impartially considered.

Members of the current Editorial Board represent a broad spectrum of interests and methodologies in communication studies.



**J.D.
RAGSDALE**

Editor

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I am pleased to announce that Susan Dummer, of Georgetown College, has agreed to serve as Book Review Editor during my tenure.

There may not be book reviews published with every issue of SCJ over the next three years, given the changes book publishing is undergoing in the current financial climate, so Susan is going to emphasize the most significant and relevant books that are available. She will also emphasize in-depth reviews rather than cursory ones.

Now let me ask for suggestions. I am very interested in publishing one special issue of

the journal each year, especially since there is now a fifth issue for each volume.

More than that, however, special issues allow for an intensive focus on a restricted area of interest and often result in highly attractive issues.

Some of you will remember Lynne Webb's special issue on relational commitment during John Meyer's tenure as Editor.

Others will recall Mary Stuckey's special issues on the queering of the South and on race.

I have had one suggestion only about a special issue since my appointment, and that was for an issue on organizational communication research. I am going to pursue that suggestion, and I also have a personal interest in publishing a special issue on visual communication/persuasion.

I invite you to write me with your reactions to these ideas and to submit your own suggestions for a special issue you would like to see, or to edit, or in which to appear (ragsdale@shsu.edu).

RDC begins campaign with goal of funding each association award at \$10,000

The Resource Development Committee is proud to report the balances for all SSCA and Clevenger Undergraduate Honors Conference awards now exceed \$5,000.

SSCA President Francis Brandau-Brown began the work to fund these awards several years ago. This year, we raised \$12,919 through Caring Connections and gifts from individual members. On behalf the entire committee and those who served on the committee in the past, I would like to thank all those who made this possible.

For the past several years, the RDC focused its development efforts on ensuring that each award fund had a balance of \$5,000. Due to the generosity of many SSCA supporters, we are excited to end this campaign, and launch our next fundraising campaign.

This year, we begin a multi-year campaign targeting three specific needs identified by the RDC and the SSCA Executive Committee. The goal of this campaign is to ensure the long-term financial health of the association through a series of steps designed to preserve the association's ability to continue many of the projects that make SSCA a strong organization.

First, we have a long-term goal of continuing to build the SSCA award funds. When we began the process to fund the awards, \$5,000 was the amount required to generate



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the revenue needed for the awards each year. Since that time, the economic landscape changed.

In today's market, \$5,000 is not enough to generate the funds needed for the awards. Thus, the association continues to defray the costs of the awards each year. Raising the individual award balances to \$10,000 will ensure the awards are self-sufficient in any economic climate. We will continue Caring Connections and all monies will go to a specific award fund each year until all award balances reach \$10,000. This year, all Caring Connections monies will go to the Michael Osborn Teacher Scholar Award fund.

Our second goal is to raise the balance of the association's reserve fund. If you attended convention this year, you most likely heard Executive Director Carl Cates speak of the need to protect SSCA against the possibility of a variety of economic hardships.

The primary method for SSCA to do this is through maintaining a healthy reserve fund the association could use in the unlikely event of a catastrophe. One of the hallmarks of Emmett Winn's tenure as Executive Director is SSCA's current financial position. His legacy is one of fiscal responsibility, without which we could not undertake a campaign such as this.

Continuing the trend of fiscal responsibility, one of Carl's goals is to prepare SSCA for any potential economic threat and the RDC is working to achieve that goal.

The third goal is to grow the UHC fund into a sizeable endowment. The UHC is a particular strength of SSCA, and part of our national reputation. As part of SSCA's effort to ensure active participation in the UHC, the association provides students with discounted conference fees and hosts the annual UHC breakfast. The goal is to grow the endowment to where it generates enough money to cover the costs associated with the UHC. We recognized that this process will take many years, but we're committed to including it as a part of the current campaign.

The RDC will gladly address any ideas or concerns you have. Please know that we cannot help build a strong association without you, and we appreciate your support! Remember that any donation you make to SSCA is tax deductible.

UHC a great place to find 'unexpected jewels'

Often, I have seen the panels of the Undergraduate Honors Conference on the program or passed by rather harried soon-to-be-presenters in a hallway and wondered if I should not make some time to go to some of those panels. Whenever I have done so, I find that, far from "wasting time," I am refreshed, excited, and glad I came.

I have heard interesting papers on topics I never would have thought of, and interesting approaches using ideas that I thought I "had already heard all about that before."

I confess, I am usually there because I am responding or one of my students is on there — but even at times when neither of those were the case I have found these panels to be the most "fun" in several ways:

(a) It provides a venue for the "new" to interact with the "old" (with apologies for that label, but I must now include myself in the latter) as the ideas of those just encountering the field meet those for whom an "old hat" idea is suddenly made new.

(b) It provides a place to start for those interested in becoming a part of our organization — a large number of the people I now work with or run into as part of SSCA first started at a UHC panel.

(c) It provides a reminder of what two key functions of our conferences should be — sharing one's research and getting feedback on it, and forming relationships with other scholars interested in what we do.

In short, it is a winner all around. I am glad that, having found these panels so unexpectedly rewarding through the years, it is my honor this year to plan them and



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share their rewards with you all.

So, undergraduate students: You are writing lots of papers anyway — why not send in a good one and spark a trip to San Antonio to meet lots of inspiring colleagues?

So, faculty members: You are reading and assessing lots of papers anyway — why not encourage submissions and read research that nurtures the future of our field?

Any SSCA members interested in encouraging this process through reading, reviewing, and/or responding to submissions to the undergraduate honors conference should contact me at John.Meyer@usm.edu before the submission deadline of Dec. 12.

Finally, I'd say make a point to include at least one UHC panel as part of your conference routine.

You'll encounter a surprising amount of intellectual "fun," and will find yourself excited by the efforts of young scholars.

Becoming a part of the UHC, you will be reinvigorated in your teaching, inspired doing your own research, and perform a crucial service for our chosen field of study.

The St. Anthony to serve as San Antonio convention hotel

The St. Anthony showcases a truly rich heritage, and has been designated a National Historical Landmark.

Named after the city of San Antonio as well as the Saint San Antonio de Padua, the St. Anthony was built in 1909 as the first luxury hotel in the city. The St. Anthony overlooks Travis Park in the heart of downtown San Antonio. The St. Anthony is renowned for its distinctive meeting and function rooms.

The hotel is 1 1/2 blocks from the famed River Walk, restaurants, shopping and entertainment venues. The St. Anthony has



an outdoor heated swimming pool overlooking the city skyline, easy access to downtown Trolleys and Segway and 15 minutes from the airport.

— <http://www.thestanthonyhotel.com>

Call for Papers

22nd Annual Theodore Clevenger Undergraduate Honors Conference in Communication

April 13-15, 2012
St. Anthony Hotel, San Antonio, Texas

Undergraduate students are welcome to submit papers for the undergraduate honors conference in San Antonio this April. What a great place and time to become involved in the Southern States Communication Association, whose convention is held in conjunction with the honors conference.

Papers on any topic relevant to the study of human communication are welcome.

The convention theme will focus on "Global Communication: Customs, Challenges, and Changes." Turn in your work to see it recognized by fellow students and communication faculty from across the region, to escape the normal routine and see what a convention in San Antonio is all about, and to begin and enhance friendships in the communication field for a lifetime.

Send papers via email attachment in Word or rich text format to John.Meyer@usm.edu. In two separate documents, send one as a title page including name, mailing address, email address, telephone number, and school affiliation of the author(s); the other document should include the full paper that begins with the title and abstract without any author identification. Receipt of all submissions will be confirmed by return email.

Submissions should not exceed 30 pages (including all references, figures, tables, and appendices), should avoid sexist language, and should include an abstract of 100-150 words.

A set of reviewers will evaluate and select papers to be presented at the conference.

The author(s) of the top-ranked paper will receive a cash award and plaque. All UHC participants will be recognized at the Undergraduate Honors Conference Awards Breakfast and at the SSCA Awards Luncheon.

The deadline for submission of essays is December 12, 2011.

Submission of a paper implies the author's commitment to attend the conference if selected and pay a registration fee of \$50, which provides a one-year association membership with the Southern Communication Journal, ticket for the awards breakfast, two receptions, and a convention program.

All submissions must be original and cannot have been previously presented at an SSCA Undergraduate Honors Conference.

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

Any questions may be sent to John Meyer at: John.Meyer@usm.edu, or call 601-266-4280.

Monograph

Continued from page 1

manuscripts and book reviews that will be of interest to scholars, researchers, teachers, and practitioners across the communication field. SSCA has long welcomed scholars and students from all fields of communication, and Southern Communication Journal reflects that, incorporating articles through its 76-year run from a mix of scholarly avenues advancing both communication theories and practical applications in tandem” (Taylor & Francis, <http://www.tandf.co.uk/journals/titles/1041794x.asp>).

Although submissions to SCJ historically may tend to skew a tad rhetorically, it is very clear that the scope of SCJ remains, to say the least, about as broadly defined as it can be — welcoming literally everything the field of communication has to offer. And, SCJ’s current publisher, Taylor & Francis, also continues to offer to expand SCJ’s allotment of pages (currently we could go as high as six issues a year) to accommodate any increased space needs.

So, if everyone and everything are welcomed in our association’s premier, highly respected, primary publication outlet, and there seems to be, at least at present, enough space for everyone, should SSCA think about expanding its publication program? And, if so, how?

More than five years ago, the publications committee confronted these questions posed by then SSCA President Chuck Tardy. The answer, back then, was, yes — SSCA is positioned to expand its publications program by adding a second serial publication.

After much thought, discussion with members, aggressive negotiations with the EC (peppered with Tom Frenz’ humor), a gigantic special issue, and more, I lead an effort that sent a draft of a proposal for a second journal that was to have focused on qualitative communication studies to our current publisher.

To make a long story short (ask me about the details when we next meet, preferably over a pony keg), at the time, our publisher was unable to support a move forward with a second serial publication for SSCA, and suggested that we think about using space within our SCJ allotment to develop our idea as kind of “journal within a journal.”

So, what’s next? In a recent development, we learned that the work begun

“... I suggested SSCA should think about heading in an opposite direction, and develop a publications platform that would give authors 75 to 100 pages to develop ideas of significance — something similar to Journalism & Communication Monographs.”

— Tom Socha,
SSCA Immediate Past President

within SSCA on a proposed qualitative communication journal was not for naught.

Left Coast Press announced the publication of a new journal — Qualitative Communication Research (<http://www.lcoastpress.com/journal.php?id=14>) — that involves many of those who had a hand in working on the idea within SSCA.

The addition of this new journal is very good news for the communication field, and those involved in the new QCR are to be congratulated for their vision and persistence. We wish all well.

But, where does this leave SSCA and its publications program? Not wanting to let good ideas and good efforts go into that goodnight, as SSCA President, I charged the publications committee to next examine ways to expand SSCA’s publication program to include not only serial publications, but also books and monographs.

In partial response to this charge, future open forums have been proposed to re-open discussion with the membership about SSCA publications.

Of course, such communication is a good idea, but in my experience, while talking about SSCA’s publication needs (for over five years) can be useful, and ah, “fun,” without an historical context, such talks could, once again, leave SSCA

with a nagging, persistent feeling of “back to the started-ness.”

So, in my waning hours in SSCA high office, what do I recommend? Back when we were casting about for ideas for a second serial publication for SSCA, I had noticed that the other regional communication associations chose to go “brief” for their second serial publications.

This resulted in Communication Reports (WSCA), Communication Research Reports (ECA), and Qualitative Research Reports in Communication (ECA) that offer limited space for lots of encapsulated “reports of research.”

Back then, perhaps enjoying a Southern minute, I suggested SSCA should think about heading in an opposite direction, and develop a publications platform that would give authors 75 to 100 pages to develop ideas of significance — something similar to Journalism & Communication Monographs (J&CM), published by AEJMC (see http://www.aejmc.org/_scholarship/_publications/_journals/_jcm/mission_submission.php),

Among the upsides of this suggestion is that, besides J&CM and other than books, the communication field at present does not offer its authors the luxury of this kind of expansive serial publication space.

Also, given SSCA’s penchant for welcoming all comers, such a publication could also be defined in concert with SCJ and leave its topic-area windows wide open.

Further, the job of editing a true monograph publication of this kind is likely to be viewed as enticing to prospective editors, especially by those who have edited quarterly serial publications (as a past editor of the Journal of Family Communication, I know that I would).

So, as I head into the dawn of a new day to enjoy a Southern minute, and make my reservations for the SSCA Past President’s luncheon in San Antonio (great people, great food, great fun!), I would love to see SSCA give the idea of Southern Communication Monographs (SCM) its full consideration.

I would be very happy to support and help its growth — to help once again roll the SSCA publication rock (whatever form it may take) uphill, as long as it takes to reach the top.

And who knows, maybe SCM just might not roll back down the hill, like it also did for the other guy with the funny-name, Sisyphus.

Please let me know what you think:
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CONNECTIONS

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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