

## Thanks, encouragement, and ready for the races

I would like to extend a Texas-size “thank you” to everyone for helping to make the San Antonio Convention a great success. The division planners were on top of their game, presenters were outstanding, Janet Fisher was indispensable, Frances Brandau was ever faithful, and Carl Cates was patient. We were also fortunate to have Dr. Martin Medhurst as a fantastic keynote speaker. In addition, some guest spotlights included Dr. Clyde Muse, Dr. Robert Frank, and Dr. Martin Medhurst. The special events and all around programs served SSCA proud. Again, I extend a special thanks to all of you who served and attended the convention!



**MONETTE CALLAWAY**

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Churchill Downs by Jeff Kubina/CC BY 2.0

Along the same lines, I would like to encourage you to begin preparing for the upcoming convention in Louisville, Kentucky. I want to remind you of an important component of the strategic

Please see **RACES**, page 5

## Past president looks back with an eye on the future

As I look back over my service to SSCA, I have so many memories. Planning the program for Little Rock was complicated and confusing at times, but something that taught me a great deal, helped me make new professional connections, and strengthened my existing SSCA friendships. I am very glad that I had the chance to serve the Association. My service has brought my membership full circle, from being a UHC presenter to being the president. The friendships I have made over the



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last 20 years mean so much to me. I enjoyed working with everyone to strengthen SSCA

to be sure it remains strong and welcoming for UHC presenters, graduate students, new members, and all of us “old timers.”

During the years I held office, the Administrative Council held a meeting to develop the current Strategic Plan. Tom Socha chaired this meeting and did an excellent job of sorting and prioritizing all of the input and then drafting the Five Year plan for the Association. Under this plan, my

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# New SSCA website a big hit

The response to the website has been outstanding! As of this writing the homepage has had nearly 4500 hits in the first few weeks since the launch. The association has every right to be pleased with the changes. However, with any change comes the item of missing information or typo. Please let me know so we can fix those as quickly as possible.

Please make plans to join us in Louisville, Kentucky next April for the 83rd SSCA Convention. I know there will be great papers, panels, and locations. There is plenty to do when not in sessions! Megan Ratts, our new student assistant, wrote:

With a growing list of activities for tourists spanning from comedy houses to sports museums, there is no wonder it was a desired location for the conference. Nestled along the Ohio River in Northern Central Kentucky, the city is predominantly known for the iconic Kentucky Derby races. The Kentucky Derby Museum offers a journey through derby history. Explore the eclectic architecture at Old Louisville and the Highlands. Bardstown Road and Baxter Avenue houses local shops and pubs. Accompanying shopping and dining are the best parks in the town. Cherokee Park offers guests a laid-back atmosphere



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with scenic loops, a bird sanctuary, and Frisbee field. Fourth Street Live houses an abundant selection of dining and nightlife. The Improv Comedy Club is located inside, with a history of notable comic performances. The complex is a short step from the conference hotel. You may want a scenic dining cruise along the Ohio River. The iconic oldest operating Mississippi style steamboat, Belle of Louisville is located close by. Or its sister vessel, the Spirit of Jefferson. Just around the corner is the West Main Museum District. The district houses the Louisville Slugger Museum and Factory, the Muhammad Ali Center, the Kentucky Museum of Art and Craft, and the Sons of the American Revolution Museum and headquarters.

I hope to see you in Louisville!

## CONNECTIONS

VOL. 30, NO. 2

FALL 2012

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 ~

**83rd Annual SSCA Convention**  
**April 10-14, 2013**  
**The Seelbach Hilton**  
**Louisville, Kentucky**  
**Communication, Choices,**  
**and Consequences**

Ideal communication events facilitate the choices we make in life. The 2013 convention will be a chance to consider the variety of ways communication enhances choice-making. Sometimes, problems with communication inhibit effective choice-making. This negative aspect of communication attracts study as well. Much human history, it seems, has been pushing toward more freedom and creativity inherent in diverse human choices. Likewise, several lines of research have pursued the enhancement of decision-making

through and the consequences of choices. The richness of our field is reflected in the areas we research where choices must continually be made: individual wellness and health, personal relationships, organizational life, public advocacy, persuasive campaigns, and the political future of localities, nations, and the world.

Louisville, Kentucky, is an ideal geographic setting to explore the topic of choice-making and its consequences. Strategically placed on the Ohio River, the city witnessed journeys long ago by explorers and pioneers downstream to the West, and returns upstream to civilization back East. Later, people could travel north or south from Louisville and encounter political systems diverging from one another in contrasting pursuits of the American democratic ideal. Some were sold South into slavery, some fled North toward freedom. As our forbears sought to

improve their conditions through the choices they made, today's communication scholars often seek ways to improve human choices through communication, whether intentionally or by happenstance. This theme gives us the opportunity to focus on that goal, ideal, or effect of communication further.

I anticipate a warm welcome to all in 2013 for an exciting and reinvigorating convention experience. Along with submitted research papers, I look forward to spotlight panels, G.I.F.T. panels and roundtable discussions, especially those focused on communication and choice-making. Plenary Speakers and special social gatherings will also be part of the mix. Look for submission details on our website, [www.sscanet.net](http://www.sscanet.net), and in upcoming Connections. Contact me at [John.Meyer@usm.edu](mailto:John.Meyer@usm.edu). I look forward to seeing you in Louisville!

# Support SSCA and 'Share The Southern Experience'

The Southern States Communication Association has long been known for its camaraderie, hospitality, and scholarship. There is no greater time to see and feel the Southern traditions than each year at convention. However, you can Share The Southern Experience all year long! I have adopted this slogan for my tenure as Marketing Director and invite you to do the same. Read on for simple ways you can support SSCA and help others learn more about the Association we call 'home'!

## Social Media

SSCA hit the social media scene last spring with a push for a greater presence on Facebook and Twitter. The social media table at the 2012 Convention in San Antonio was a great success, and several members walked away with SSCA T-shirts, pens, and pad folios! To date, SSCA has attracted 133 Likes on Facebook and 96 Followers on Twitter. You can Share The Southern Experience by inviting your colleagues to join us online, and be sure to share your own thoughts and information by posting and tweeting!



**JENNIFER  
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## Membership

SSCA continues to enjoy a healthy membership, but you can do your part to help it grow! Share The Southern Experience this fall by committing to one of the following:

- 1) Invite a colleague to join SSCA. Remember those new hires looking for a professional home!
- 2) Collaborate with a non-member(s) and submit a paper or panel for the 2013 conference in Louisville. Don't forget about graduate students!
- 3) Encourage an undergraduate student(s) to submit to the Theodore Clevenger Undergraduate Honors Conference.
- 4) Ask your department chair about

becoming an Institutional Member—even comes with a free student membership!

## Convention Advertising

The convention program is a great way to publicize your institution, department, programs, and faculty. It's also a great way to support the Association. As you begin the fall semester, make sure your department chairs and other administrators are aware of this opportunity. Look for advertising details and rates coming your way soon!

## Thanks to Our Supporters

A special thanks to our exhibitors at the 2012 Convention: Taylor and Francis, Kendall Hunt, and Bedford/St Martin's. As you make textbook decisions for next semester, please consider these publishers. We want to support those who support us!

As always, thank YOU for your continued membership in SSCA, and remember to Share The Southern Experience with others!

# UHC offers learning opportunity for students and faculty

The 23rd annual Theodore Clevenger Undergraduate Honors Conference (UHC) will take place during the Southern State Communication Association meeting in Louisville, KY April 10-14, 2013. The UHC brings together exemplary undergraduate students and their more senior faculty colleagues to discuss current research projects and consider directions for future communication scholarship. The goals of the UHC include supporting undergraduate scholarship, networking and exchanging ideas with other communication scholars, and exploring opportunities for graduate study.

Students participating in past conferences represent a wide range of colleges and universities that extends beyond the southern states region. The topics of papers have also been wide-ranging and include social science, humanistic, critical and perfor-



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mance oriented approaches to the study of communication. While not all past participants elected to pursue an academic career, many current members of the association can point to the UHC as their first step toward a career in the academy.

For all of the opportunities the UHC provides undergraduates, this forum also presents a unique mentoring opportunity to communication scholars from across the

communication discipline. The UHC offers a unique opportunity for faculty to engage undergraduate students in a more intimate setting than what might be available to many professors in a traditional classroom context. Just as students benefit from this contact with some of the top scholars in the field, the faculty members gain from interacting with gifted students who welcome this chance to share their ideas and excitement about research.

As you prepare for the upcoming semester, please consider promoting the UHC to students in your classes and possibly structuring fall semester assignments with the UHC in mind. The deadline for submission to the UHC is Friday, December 14. I look forward to seeing you and your undergraduate colleagues in Louisville!





Louisville Skyline by Fleur-Design Photography/CC BY 2.0

## Louisville conference an exploration of choices

Communication, Choices, and Consequences—a theme designed to cover all areas of communication study, but which provides a focus on its centrality to humans making choices and what happens after. Many of us study communication because of a desire to understand its influence on consequences—to relationships, groups, or human cultures.

A convention focused on that theme presents those attending with the usual variety of choices. Some of the potential features of the Louisville 2013 gathering include study of communication and choices made about power, politics, and society. Major political choices will be made in 2012, and those will certainly be discussed in papers, roundtables, and perhaps a debate or two.

Studies of rhetoric, showing how we avail ourselves of all means of persuasion, often pivot on what alternatives are advocated and impressions are given of potential consequences. Rhetorical scholarship will be showcased at the convention through both long and short sessions.

Organizations are facing decisions on how to survive and move forward in a difficult economy with more demanding publics. People are making extremely complicated choices through advocacy on interpersonal and small group levels that travel through extensive network structures. How effective are they? What factors affect organizational choices? Those choices, both made and



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already made, will be explored in panels and plenary sessions.

Individuals make choices all the time, and we underestimate how central communication is to those choices. Advocacy tilts us all one way and then another from all directions. Through communication, we make choices that create, build, damage, or end relationships. A rich set of convention offerings will explore relationships, persuasiveness, and individual choice-making through competitive papers, panels, and forum discussion groups.

All these are meant only to compose snapshots of our upcoming Louisville convention. Many more topics and presentation types are under formulation. Ideas for panels that may be sponsored by the Vice President may still be forwarded to me for consideration, depending on site and time availability as well as general fit with the theme.

The choice of convention venue turns out to be exciting. Louisville provided a

truly pleasant riverside surprise to me when I first attended a convention there. I did not expect much, expecting a generic Midwestern city, but I was charmed. The downtown, historic college and residential areas (like Old Louisville not far away), and the riverside are attractive and make for excellent walking and views of interesting architecture. Horse aficionados can check out Churchill Downs, site of the Kentucky Derby and museum as well as horse farms out in the country. Baseball fans will enjoy the Louisville Slugger Museum & Factory, a short walk from the hotel. Louisville Slugger Field is also nearby. Museums downtown include the Muhammad Ali Center and the Frazier History Museum.

The Louisville Science Center is also close by, with an Imax theater adding to its many hands-on displays. The Louisville Zoo also beckons for those interesting in seeing animals (outside the convention venue, that is...).

Certainly there are key choices to be made about journeying to Louisville, followed by what to do there—as scholarly presentations and discussions, catching up with colleagues, and local attractions compete for our attention. I sure hope that connections, scholarship, and sightseeing lead to many rewarding choices that carry you there next April. I certainly look forward to seeing everyone in Louisville.

# Races

Continued from page 1

plan set in motion two years ago, and encourage all our members to become part of an outreach effort among our high schools, community colleges, and universities. We must continue to grow as an organization and strengthen our discipline at all levels. Central to this goal is the need to build communicative roads free of debris and roadblocks. How can we pave these new paths? Here are some simple ways to begin that will be less strenuous than the summer construction jobs we encounter on the highways during high tourist season.

- Visit your State Communication Convention and encourage friends and colleagues to attend SSCA.
- Share teaching and research ideas with each other, then share them in the GIFT program at SSCA.

- Encourage faculty colleagues at your institution to join and attend SSCA if only for a day or two.
- Visit other institutions in your area—both high schools and colleges—and establish a networking program from which you can encourage SSCA attendance.
- Spread the word about SSCA and let us use the new website to help build SSCA and share ideas. SSCA seems to be behind the times in this area—we should be leading the pack. Let's work together to utilize the new website in a most productive way.

Communication is our discipline. Let us make human interaction the centerpiece of a better tomorrow for our association, for higher education, and for the places we live.

I would also like to take this time to thank all of you who have agreed to serve on a committee this year. This is a great task; a task that is not to be taken lightly. Typically, each slot

serves a three year term, with the last year being your year to serve as chair of the committee. We have a new committee this year, one that will play a very important role. It is the Federal Compliance Committee. This committee will ensure we are in compliance with federal guidelines.

On behalf of SSCA, I would like to express my gratitude to Drs. Michael and Susan Osborn because they have funded a Community College Award of \$10,000.00. The award will be named for Susan Osborn. A committee will be created to determine the criteria for recipients for this reward. I am certain we agree this is quite an honor. We thank them for their continued contributions to the association.

A final word...Louisville. Please be sure to get on board for this exciting convention city! I know John Meyer will do a grand job as this year's planner with John Haas as the Theodore Clevenger Undergraduate planner.

See you at the races!

## RDC fundraising campaign underway with new goals

The Resource Development Committee proudly reports the underwriting for all SSCA awards and Clevenger Undergraduate Honors Conference support now exceeds \$5,000.

Past President Francis Brandau began the work to fund these awards several years ago. As of this year a total \$156,425 has been donated. 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.

We will continue the multi-year campaign targeting 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.



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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 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 more self-sufficient. We will continue Caring Connections and all monies will go to a specific award fund each year until all

award balances reach \$10,000. For 2013 Caring Connections monies will go to the Michael Osborn Teacher Scholar Award fund.

More focus will be placed on the goal to raise the balance of the association's reserve fund. The Administrative Committee continues to express concern for 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 for use. 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.

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.



# Hendrix garners Osborn award in San Antonio

At the 82nd annual Southern States Communication Association (SSCA) convention in San Antonio, Texas Dr. Katherine Grace Hendrix was named the recipient of the 2012 Michael M. Osborn Teacher-Scholar Award. Unhappily the assembly was not able to hear a full introduction of Dr. Hendrix though I am personally grateful for Dr. Kathleen Turner rising to express thoughts included in her support letter. While these notes cannot undo the moment in San Antonio, I trust these will more fully help us appreciate the work and scholarship of Dr. Hendrix.

The Osborn award honors SSCA members known for strengths in publication and teaching. Dr. Hendrix serves as a Full Professor in the Communication Department at the University of Memphis. She is no ordinary member of SSCA, having previous SSCA awards and having held several chair positions.

She previously was the recipient of the John I. Sisco Excellence in Teaching Award Association from SSCA in 2002. Regarding her teaching, a former colleague wrote, "I was able to watch first-hand as she deftly and persistently strove for excellence as a teacher-scholar." As her dean noted in his support letter, a former student of Dr. Hendrix, now also a professor, stated that she is "a model teacher." She works to create credibility among her students and equality within the workplace. Her positive attitude towards teaching can be comprehended through her several nominations for University of Memphis Distinguished Teaching Awards.

Dr. Hendrix's scholarship includes various editorial roles for SCJ and other journals. A supporter of Dr. Hendrix wrote, "From campus presentations to NCA's Legislative



*Dr. Katherine Grace Hendrix*

Assembly to six editorial boards to SSCA awards committees and divisions to tenure reviews, the organizations she values know that she is dedicated to them." Perhaps most important consideration for this award is her demonstrated interest in the inclusion of marginalized voices. Another noted scholar wrote, "Dr. Hendrix is fundamentally concerned with exploring the communicative experiences of those in the academy, in general, but particularly the experiences of people of color, to understand ways in which the academy can and has engaged in hegemonic practices that discriminate against members of minority groups, and how those practices might be changed to produce a more inclusive education."

Finally, as one supporter wrote, "Dr. Hendrix has led an exemplary professional life that has achieved a balance of teaching, research, and service for which the Michael M. Osborn Teacher-Scholar Award was established."

*-Carl Cates, Executive Director, SSCA*

## Future

Continued from page 1

presidency was to oversee the digital upgrade for data storage and web site redesign. With Carl Cates as the chair of the committee, we worked to select a company that meets the Association's current and future needs. You only have to visit our new web site to see the improvement in our digital presence! It is much easier to navigate and it can easily grow with us in the future. This was just one more of the rewarding experiences I shared during my time as an officer in SSCA.

It is with these reflections in mind that I ask you to think about your service to SSCA. We are only as strong as our active members. So if you are not involved, I would challenge you to become active. Your service is needed on every level. Divisions and Interest groups need members willing to serve as the Chair. Committees need your help in selecting Award recipients, planning resource development, managing the association's finances, and keeping our constitution a viable living document.

I know we are all busy with research projects, classes to teach, papers to grade, papers to write, and endless hours of committee work to fulfill. Yet, I would encourage you to look for a place you can serve SSCA. If you see a need or something you could improve, take action. Your creative ideas and solutions can be used to benefit everyone in the Association. Not only should you consider serving, I would ask that you encourage your friends and colleagues to serve. Sometimes, people don't see themselves assuming a leadership position and they just need a little push to do so. As the chair of the nominating committee, I am soliciting your nominations for SSCA Vice President-Elect. You may self-nominate or you can nominate someone else (with their consent, of course). This is an important position that will shape the future of SSCA and the committee is interested in your input. Please email me at [FBB@shsu.edu](mailto:FBB@shsu.edu)

**Southern States Communication Association  
2013 Convention  
Panel Proposal Form**

**Program Title:** Crossing Ideology

**Sponsor:** Rhetoric and Public Address Division

**Name of Submitter/Panel Organizer:**

**Mailing Address:**

**Office Phone Number:**

**Other Phone Number:**

**E-mail Address:**

**Special Room Requests:** None

**AV Equipment Requested:** None

**Rationale for AV Equipment:** N/A

**Southern States Communication Association  
2013 Convention  
Program Copy Sample**

**Panel Session Proposal**

**Panel Session Title:** Crossing Ideology: Rhetorical Responses to Hurricane Ike in a World Forever Changed by Katrina

**Sponsor:** Rhetoric and Public Address Division

**Participants:**

A Storm of Press Announcements: Mayoral Responses Before and After Hurricane Ike. Robert J. Glenn, Owensboro Community College

Finger-Pointing and Federal Agencies: Examining the Shift in Rhetorical Riposte after Hurricane Katrina. Misty L. Knight, Shippensburg University

From Katrina to Ike: George W. Bush's Evolving Rhetorical Responses Vis-à-vis Natural Disasters. Richard A. Knight, Shippensburg University

Louisiana Lessons Learned: Lone Star Rhetoric in Response to Hurricane Ike. George Pacheco, Angelo State University

Moderator: Thomas Sabetta, Jefferson Community and Technical College

Respondent: John C. Meyer, The University of Southern Mississippi

**Abstract:**

During the 2006 SSCA Convention in Dallas, the Rhetoric and Public Address Division offered a panel with similar membership to this one that presented papers addressing the self-defense rhetoric employed by important figures in the aftermath of Hurricane Katrina in 2005. Three years later, another hurricane has devastated a large portion of the southern coast of the United States. While not as overwhelming as Katrina, the responses in advance of and after the arrival of Ike were indelibly shaped by the previous lessons learned on the Gulf Coast. This panel comprises scholars of rhetorical, political, and public communication who will examine the rhetorical responses by leaders from President George W. Bush and Texas Governor Rick Perry to the mayors of the greater Galveston and Houston areas, as well as federal agencies such as FEMA and the National Guard. Participants will explore how these key actors learned from the public response and their own apologetics in the aftermath of Katrina, and how it changed the rhetorical approach in the face of Ike.

# 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

Don't forget to visit the new SSCA website at [www.sca.net](http://www.sca.net)!



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