

SOUTHERN STATES COMMUNICATION ASSOCIATION

## Socha counts his Southern blessings

**A**t the SSCA convention in Memphis we focused our attention on the positive sides of communication.

It was an historic and fun convention and I am grateful for the many programs, papers, and plenary addresses that focused on the conference theme and broke new ground.

I am particularly happy that the convention also sparked at least two new books pertaining to positive communication as well as courses in positive communication offered at universities in the South.

Over three years ago, as I developed and taught a course on positive interpersonal communication at Old Dominion University, I encountered wonderful work in positive psychology that includes many classroom exercises designed, in general terms, to develop positive outlooks, positive attitudes, positive moods, and positive relating with others.

One memorable exercise focuses on increasing our mindfulness of what is working and good in our lives by means of developing a gratitude list.

So, for this column I want to pause, count my Southern blessings, and express my gratitude to my Southern colleagues.

Of course, a danger in writing a column of this kind is that limitations of space and my aging memory may result in a person(s) not being mentioned.

So, first, let me say that I am grateful to all the members of SSCA for your support, assistance, and well wishes of both me and SSCA.

Second, I am particularly grateful to the current SSCA Administrative Committee members for participating in our strategic planning meeting and for your service to SSCA, as well as the Chairs of the Divisions and Interest Groups that planned



**TOM SOCHA**  
President

Southern States  
Communication  
Association  
[tsocha@odu.edu](mailto:tsocha@odu.edu)

the Memphis convention.

And third, I would like to mention just a few of the many individuals (in a stream-of-semi-consciousness, quasi-chronological order) for whom I am particularly grateful.

- Jim Applegate (University of Kentucky) — while SSCA President in 1989, Jim came to give a guest-lecture at ODU when I was a new faculty member. Jim was my first contact with SSCA — he set in motion plans to have SSCA come to Norfolk and I have been involved with SSCA ever since.

- Susan Siltanen (University of Southern Mississippi) — my first SSCA mentor and supporter, got me to serve with local arrangements, as well as taught me how to buy wine in bulk for suite receptions (and lose my car in the process).

- Larry Hosman (University of Southern Mississippi) — Susan's always happy husband, fellow Iowa alum, and someone who can always be counted on to help. I first learned about some of what goes on behind the scenes at the Past President's luncheons from Larry.

- Jef Dolan (Marymount University, Arlington, VA) — taught me how to plan and execute receptions in hotel suites where I learned how to avoid committing social blunders like selecting low-rent pic-



Courtesy Photo

River Market District.

## Greetings from Little Rock, Ark.

**BY KIRSTEN (KIKI) HEINTZ**

Pulaski Technical College  
Local Arrangements for Little Rock Convention

**T**he SSCA conference will be in the heart of downtown Little Rock. The downtown area has so much to offer SSCA Members.

The River Market District is Little Rock's version of Beale Street in Memphis and offers several art galleries and shops, and a wide variety of restaurants and night clubs.

You can also experience several museums and attractions, such as The William J. Clinton Presidential Center and Park, Museum of Discovery, Heifer International, Old State House Museum, Little Rock

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# Hotel rooms going fast for Little Rock convention

If you have read the report from our SSCA Vice-President then you know we have an interesting convention ahead.

Let me urge you to take two actions upon reading this column. First, make your hotel reservation. The convention is in the Little Rock Doubletree and has an outstanding rate.

As I write this in December, rooms are already going quickly.

Because of our March convention dates, the reservation deadline is March 1, 2011.

You can book your room by connecting



**CARL  
CATES**

Executive Director  
Southern States  
Communication  
Association  
[director@ssca.net](mailto:director@ssca.net)

through the SSCA website at <http://www.ssca.net/convention-info/hotel-reservations.php>.

The second action is to pre-register for the convention.

You do save money by pre-registering. It is also a great help to the staff and to you if we can hand you a prepared convention packet with your convention badge ready.

I also suggest you read the column written by our local arrangement chair KiKi Heintz. She has already done great work organizing volunteers and getting information for visit. Thank you KiKi.

See you in Little Rock!

## Little Rock Convention Notes

### CONVENTION

### PRE-REGISTRATION

#### **Pre-Registration Deadline is March 5**

Pre-registering is good for your bank account and it leaves you more time to have fun with your friends at the convention.

Plus, if you pre-register, you make the registration staffers' lives a lot easier.

It is so much easier for us to have everything ready for you when you get to the convention.

Otherwise, you have to wait and we have elevated stress levels because there are long lines of folks waiting to register.

So, please pre-register, if not for yourself then for the sake of the poor volunteers who handle registration at the convention.

It's easy, just go to our Web site: <http://www.ssca.net/memberships> to register link. See you in Little Rock!

### SSCA CONVENTION REGISTRATION FEES

(Please note that your membership must first be active before qualifying for the fees listed below.)

- **Regular Members** (see membership costs below): Pre-register: \$45; At Convention: \$55

- **Student Members** (see membership costs below): Pre-register: \$25; At Convention: \$30

- **Undergraduate Honors Conference Participants**: Pre-register: \$50; At Convention: \$50

- **Non-members**: Pre-register: \$65; At Convention: \$80

### MEMBERSHIP CATEGORIES

**LIFE:** A one-time payment of \$1,250 (or four consecutive payments of \$325 equals a standing patron membership)

**PATRON:** An annual fee of \$190 provides special support for SSCA, and includes convention registration fee, subscriptions to the four regional association journals, and listing in the convention program

**SUSTAINING:** Annual fee of \$90 provides membership and convention registration fee

**REGULAR:** Annual fee of \$50 provides membership privileges

**STUDENT:** Annual fee of \$30 provides membership privileges and is available only to full-time students.

## CONNECTIONS

**VOL. 29, NO. 1**

**Spring 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.

**Carl Cates, Ph.D.**

Executive Director

**Jennifer Wood Adams, Ph.D.**

Editor and Designer

Southern States Communication Association

Department of Communication Arts

Nevins Hall

1500 N. Patterson Street

Valdosta, GA 31698

## Future SSCA Convention Sites

**2012**

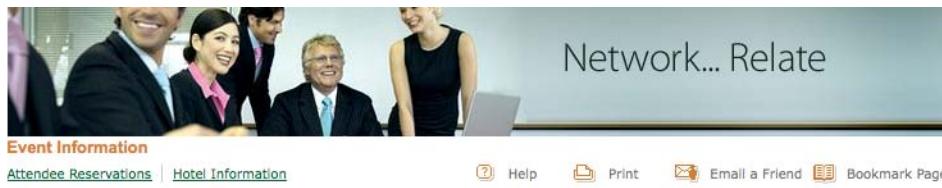
April 11 - April 15  
The St. Anthony Hotel  
San Antonio, Texas

**2013**

April 10 - April 14  
The Seelbach Hilton  
Louisville, Kentucky

# Doubletree Hotel Little Rock Reservations

**PLEASE review this entire page before booking your room, then visit:**  
<http://www.ssca.net/convention-info/hotel-reservations.php>



**Need to Book Multiple Group Reservations?**

## Southern States Communication Association

Welcome to the Southern States Communication Association reservation site!

A block of rooms have been reserved for March 22, 2011 - March 27, 2011. The special room rate will be available until March 1st or until the group block is sold-out, whichever comes first.

Booking a reservation from our site is simple. To begin the process, click on "Book a Room" below to receive your group's preferred rate.

See you at the Doubletree Hotel Little Rock in March! We hope you enjoy your stay and your group's event!

**Click the "Book a Room" button 1/2 way down the right-hand side of the screen.**

### Quick and Easy Reservations for Attendees

Attending an event at our hotel? Special room rates have been arranged for this event. Click on the room type below to view room details.

Special Room Rates:

[2 DOUBLE BEDS SMOKING](#)

rates from  
119.00 USD/Night

[1 KING BED NONSMOKING](#)

rates from  
119.00 USD/Night

Check-in Date:  
22 March 2011 - 27 March 2011

Book by March 1st to reserve your room!

[Terms & Conditions](#)

[Book a Room ▶](#)

**Hotel reservations must be made by March 1 to reserve the group rate.  
BOOKING CODE**

**The Group and duration information should already be filled in for you, but if not please use:**

**Group Name: Southern States Communication Association**

**Group Code: SSC**

**Check-in: 23-Mar-2011**

**Check-out: 26-Mar-2011**

**Additional nights may be available at the group rate. Contact the Doubletree at 501-372-4371 for any and all questions.**

**IMPORTANT!! The group rate begins on the 22nd, but**

### Stay Information

Check-in:

23 Mar 2011

Check-out:

26 Mar 2011

Rooms:

1

Guests per Room:

1 Adult 0 Children

**Make sure to input the correct dates for your stay.**

**Need to Book Multiple Group Reservations?**

If you have a Group Code, click here to book reservations.

### Room Type Preferences

Your room type preferences will be submitted with your reservation and are subject to hotel availability.

Smoking:

Non-Smoking

Smoking

Beds:

King

Two Beds

No Preference

Types:

Accessible

Suites

Club/Towers/Executive

Disabled and Traveling with Service Animal

### Special Accounts (Optional)

Promotion/Offer Code:

Corporate Account Number:

Group/Convention Code:

Travel Agent Number:

Special Rates:

Government/Military\*

AAA Number:\*

U.S./Canada (16-digits)

**Make sure the group code is listed.**

**conference check-in is on the 23rd. Please adjust the start date to the 23rd if you are booking for the standard Wednesday - Saturday stay.**

**The group rates start at \$119 for single/double occupancy. There is a 11.50 percent per room per night tax.**

# Make time to visit SSCA convention exhibits

**L**ittle Rock here we come! Yes, it is that time of year and the annual SSCA convention promises to be as wonderful as ever.

Between research presentations and roundtable discussions, coffee with colleagues and attending the business meeting, there is a wonderful way for you to stay in touch with the discipline. Visit our exhibitors!

Each year at the conference, I dedicate time to go and examine new textbooks for courses I teach and explore books for courses that I have never taught. Through this process I familiarize myself with ongoing trends in the field, and identify ways to infuse new material into long standing classes taught.

Reviewing books that are outside my interest area exposes me to aspects of the field for which I am less familiar.

Beyond skimming new books, visiting the exhibits is a tremendous opportunity for scholars of all professional levels of



**KELLI FELLOWS**  
Marketing Director  
Southern States Communication Association  
[fellowsk@uncw.edu](mailto:fellowsk@uncw.edu)

accomplishment to familiarize themselves with the publishing process.

Not everyone aspires to write a textbook. But, there are ways to be involved and develop comprehensive teaching materials that may be beneficial to both you as the author and scholars within the communication discipline.

You will not know what opportunities await you unless you talk with the exhibitors.

So this year, between your presentations and panels, I encourage you to visit the exhibits. And be proactive – engage with

the exhibitors beyond skimming books.

It has been said that in order to get the most of your membership in an Association, you must be involved.

I took that statement to heart a few years ago when I accepted the opportunity to serve as the Marketing Director. It has truly been a wonderful experience to work with colleagues from across the country in soliciting and coordinating advertising and exhibits at the annual convention.

And while significant financial challenges plagued the country during my service, we as an Association remained strong and financially supportive through advertising. As a new Marketing Director takes the reigns, it is with excitement that I look toward the future of the Association.

There are boundless possibilities that we participate in to move the Association forward.

It is with sincere gratitude that I bid each of you so long as Marketing Director, but not farewell as an active member of SSCA.

## Convention

Continued from page 1

Central High School National Historic Site and Visitors Center, the Arkansas Inland Maritime Museum and the Arkansas Arts Center.

Getting around downtown and the River Market is easy!

Little Rock has several replica vintage trolleys operating on a 2.5-mile route.

The River Rail route includes the River Market District, several area attractions and hotels.

You can also walk or jog through Riverfront Park while enjoying the beautiful and relaxing view of the Arkansas River.

I look forward to seeing you in Little Rock! If you have any questions about hotels or things to do while in Little Rock please email me at [kheintz@pulaskitech.edu](mailto:kheintz@pulaskitech.edu).



Photo courtesy of the Little Rock Convention & Visitors Bureau

**Little Rock skyline**

**Check out the SSCA Web site for updated association information at: [www.scaa.net](http://www.scaa.net)**

# Plenary sessions to focus on 'Little Rock Nine,' history of city

**A**s the finishing touches are being added to the Little Rock program, I would like to encourage you all to attend the 81st Annual Southern States Communication Association's convention.

Little Rock is a wonderful city with lots of interesting places to visit.

The hotel has a nice view of the river and the River Market area is just a quick trolley ride away. There are many of interesting shops and restaurants in the River Market area. In addition Little Rock is also the home of the William J. Clinton Presidential Library, the Governor's Mansion, the Capitol Buildings, and Heifer International.

If you are interested in other types of attractions you could visit the Little Rock Zoo or the Le Petite Roche, the city's name sake.

The theme for the 2011 convention is "Traditions, Trends, and Technology" and there are many submissions related to this theme for the convention.

The division planners did an outstanding job putting together well balanced and interesting panels. This convention has something for everyone.

In addition to the more than 150 panels, we have some very exciting Spotlight panels. One of which is '53 Years of Traditions, Trends, and Technology Changing Times at Central High.' This panel is both relevant to the convention theme and location.



**FRANCES  
BRANDAU  
BROWN**

Vice President  
Southern States  
Communication  
Association  
[fbb@shsu.edu](mailto:fbb@shsu.edu)

The plenary sessions were also selected based on the significance of the history of Little Rock specifically referencing the "Little Rock Nine." Dr. John A. Kirk from University of Arkansas at Little Rock will discuss the 1957 Little Rock School Crisis.

Dr. Kirk's research focuses on the history of the civil rights movement in the United States, the South, and Arkansas, and the history of post-New Deal Southern politics, society and culture.

He has won a number of awards for his research including the F. Hampton Roy Award (1993) from the Pulaski County Historical Association, and the Walter L. Brown Award (1994), the J. G. Ragsdale Book Award (2003), and the Lucille Westbrook Award (2005) from the Arkansas Historical Association.

A second plenary session will be an interview with Minnijean Brown Trickey a Member of the Little Rock Nine. Dr. Trickey is one of nine African-American

students who collectively resisted the opposition to desegregation and entered Little Rock Central High School in 1957 with protection from federal troops.

This setting provides an opportunity to look back at history as well as to consider what trends still need to be altered to realize goals related to achieving "liberty and justice for all."

Finally, our Awards Luncheon speaker will be Dr. Sandra Petronio. Petronio is a Professor in the Department of Communication Studies at Indiana University-Purdue University, Indianapolis and Core Faculty in the Indiana University Center for Bioethics in the School of Medicine.

She is also an adjunct faculty in the IU School of Nursing and the IU School of Informatics. Petronio's area of research is in privacy, disclosure, and confidentiality.

During the last 25 years, she has developed the "Communication Privacy Management" theory, which is detailed in her book "Boundaries of Privacy: Dialectics of Disclosure."

This book has won the Gerald R. Miller Award from the National Communication Association in 2003 and the 2004 IARR book award from the International Association of Relationship Research.

This convention offers us an opportunity to discuss how Traditions, Trends, and impact of Technology influence each of our divisions and interest groups.

I am looking forward to seeing all of you in Little Rock.

# Theodore Clevenger Jr. UHC turns 21

Okay, how many of you did a double take? Actually, the Theodore Clevenger Jr. Undergraduate Honors Conference turns 21! It is true!

For 21 years, UHC has afforded young scholars the opportunity to mingle with seasoned scholars, make graduate school connections, present their scholarship in an environment that promotes insightful and constructive comments, and promote the opportunity for networking ... among many other things.

Yes, over the last 21 years, many UHC participants have gained not only mentors, but friends; not only information on graduate schools, but programs that helped them grow into fine scholars.

The Theodore Clevenger Jr. Undergrad-



**MONETTE  
CALLAWAY-  
EZELL**

Vice President-Elect  
Southern States  
Communication  
Association  
[mezell@hindscc.edu](mailto:mezell@hindscc.edu)

uate Conference is more than just a conference for undergraduates.

It has proven to directly benefit our discipline. So, as our SSCA conference in Little Rock grows near, please make it a point to add UHC panels to your agenda!

Attend the panels and interact with these talented students!! They are the future of SSCA. The UHC conference will be held Friday, March 25 to Saturday, March 26.

Hint: To help welcome these newcomers, you might consider purchasing a "Caring Connections" and write a note of encouragement on the back! The annual UHC breakfast will recognize these young scholars and the Top Paper recipient will be announced at this time. At the awards luncheon we will present the Top Paper award and will have a special award as well. The Osborn Reception, in its 20th year, will continue to be held to honor all award recipients.

So, please join us in Little Rock! We look forward to seeing you there!

# Caring Connections helps fund Outreach Award

This year the Resource Development Committee (RDC) is continuing its work to fund the Outreach Award.

This award honors SSCA members who have made significant contributions to the profession by facilitating the success and access of under-represented populations or the integration of specific groups of students, professionals, or scholars into the communication discipline or professional organizations.

You can help fund this award in two ways: either by a direct contribution to the award fund (on your membership form) or through your support of Caring Connections. Since its inception in 2002, mem-



**TODD LEE  
GOEN**

RDC Chair

Southern States  
Communication  
Association

[dtlgoen@yahoo.com](mailto:dtlgoen@yahoo.com)

bers of the association have honored friends and colleagues with Caring Connections.

Recipients of this honor are always delighted to learn that a colleagues or friends have honored them in this way.

Please consider showing a friend or col-

league how much you care by sending a Caring Connection. Direct donations and Caring Connections purchases are both tax deductible.

To purchase Caring Connections, please fill out the order form on page 7.

Mail the order form to the address at the top of the form by March 2.

Pre-convention orders will be waiting with your recipients' nametags when they arrive at the convention.

Caring Connections will also be available for purchase at the convention during for the purchaser to deliver to those s/he wishes to honor.

Thanks for your support of the association and the awards!

## Blessings

Continued from page 1

nic paper plates.

- Dick Ranta (University of Memphis) — an energetic and wise Dean who always seems to be smiling and happy, an incredibly generous person with help and advice (a fellow Iowa alum), and an all-round great guy.

- Chuck Tardy (University of Southern Mississippi) — a long-time friend, fellow Iowa alum, one of my SSCA Presidency role models, and of particular help with strategic planning. I have Chuck to thank for getting me to run for office and for introducing me to Biloxi.

- Tom Frentz (University of Arkansas) — I love Tom's spirit, humor, and wit; Tom added new meaning to the expression "let's hang out" when he thought we should go bungee jumping (and for me to share the ride down with him) during a convention site visit to Norfolk/Virginia Beach. We did not jump, but he still wants to.

- Mike and Suzanne Osborn (University of Memphis) — my idea of Southern elegance and eloquence, who along with the dearly departed Mike Leff (University of Memphis) shared a most memorable dinner at the Rendezvous Restaurant, where Mike and Mike (not to be confused with ESPN's morning show guys) analyzed for us the newly inaugurated President Obama's first speech. Rhetoric, red meat, and the rendezvous — yum.

- Bill Edwards (Columbus) — for his friendship, gentle spirit, and sharing his

energies with SSCA going way back to our involvement in the founding of SSCA's Interpersonal Communication Division (and sharing the joys of positively managing a few moments of insanity)

- Ken Cissna (University of South Florida) — a most highly respected communication professional, my second SSCA presidency mentor, and of particular help with strategic planning. I love Ken's energy, thoughtful spirit, and wished I had his hair.

- Janet Fisher (ConferenceDirect) — we are really fortunate to have Janet involved with SSCA, she is a kind, gentle and supportive professional whom it is a genuine pleasure to know!

- Emmett Winn (Auburn) — one of the most organized individuals I have ever met, his humor and devotion to SSCA is contagious; had great fun with Emmett in planning Memphis during his last year as ED. And, he looked great with the ducks, didn't he?

- Carl Cates (Valdosta)—a gutsy, go-to SSCA guy. I was very fortunate to get to know Carl and his wonderful family this year. I value and respect Carl's Southern sense of honor, duty, and tradition as well receiving his e-mails — the shortest I have ever received.

Carl also taught me a positive way to ask "How?" instead of saying "No." when people make requests that you cannot grant. So, if you ask for something, and Carl asks "How?" at least you will walk away thinking about why you do not have what you need. He too looked great with the ducks.

I am so very grateful to these and many

others with whom I was privileged to share SSCA joys and successes and wanted to let them know that I appreciate them all.

But, to be honest, and balanced, there is also at least one lament I want to mention in closing, with the hope that one day others might be able to succeed where I could not.

During my time as the chair of the publications committee (when I was transitioning to VP-elect), I extended the work of Tom Frentz and wrote the full proposal for Qualitative Research in Communication (that was to have become SSCA's second journal).

To my surprise, the proposal was subsequently turned down for publication, due mostly (at least to my understanding) to the changing economic circumstances in the publishing industry.

A hallmark of a positive organization is resilience, and I hope that SSCA and the publications committee will shake off the dust of rejection and continue to seek ways to bring this journal (in whatever form it may take) to fruition as well as develop a broader publications program to share the many great ideas, critical insights, and important work of the members of SSCA with our members and beyond.

SSCA will always be my professional and academic home and I am happy to help its continued growth as a positive force in the field of communication studies.

So, if you're happy and you know it, or not, please let me know what you think. Email me at: [tsocha@odu.edu](mailto:tsocha@odu.edu).

## **CARING CONNECTIONS PRE-CONVENTION ORDER FORM**

Please complete this order form and return it to Todd Lee Goen, Department of Communication Studies, Clemson University, Box 340533, Clemson, SC 29634-0533, with a check for your order. Caring Connections are \$5 each and you will receive a tax receipt via e-mail after the convention. Pre-convention orders must be received by March 2 in order to be processed and waiting for your honoree when s/he arrives at the convention. You may purchase and deliver additional Caring Connections at the convention. Please note that Caring Connections are distributed to convention attendees only. If you wish to honor someone not in attendance, you may mail the honor yourself.

Your Name: \_\_\_\_\_

E-mail: \_\_\_\_\_

Your University Affiliation: \_\_\_\_\_

Honoree's Name	Honoree's University Affiliation

**Number purchased:** \_\_\_\_\_ **X \$5 = \$** \_\_\_\_\_

**Please make check payable to Southern States Communication Association**

# CONNECTIONS

Dr. Carl Cates, Executive Director  
Southern States Communication Association  
The Department of Communication Arts  
1500 N. Patterson Street  
Valdosta, GA 31698

## 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 Forensics

### INTEREST GROUPS

- Association for Communication Administrators (ACA)
- American Society for the History of Rhetoric
- Ethnography
- Kenneth Burke Society