



Spring 2009  
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Newsletter of the Iowa Communication Association | Established 1965 | <http://www.iowacomm.org>

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**President's Message**



**ICA President Marilyn Shaw**

As I sit here this morning, the sun is shining and it looks to be another glorious day. The winter months have gone by rapidly and we are all looking forward to a wonderful spring. It has been a busy beginning to the new year. UNI will host the Iowa High School All-State Individual Events Speech Festival in a few days and we have been busy here in the dept. getting ready for the event.

As I think about all of the excitement All-State brings to the students of Iowa, I can't help but reflect back on the importance of communication and its impact on our students as they develop into young men and women. With an estimated 75 percent of our day spent in communication of some sort, it is one of the most important skills we can develop as a person.

Recently I was visiting with a former graduate who is now working as a sales representative for American Woodwork, the third largest cabinet manufacture in the U.S. She explained to me that the biggest part of her job is training. "The more you train someone on your product, the easier it is for them to sell it. You have to be willing to give presentations in front of small and large groups." Her advice to undergraduates was to get as much practice in public speaking as you possibly can. Building a good relationship is also important. She stated that if you have good interpersonal skills, you can become better acquainted with a client and they are more likely to remember you and want to use your product. Isn't it nice to know that what we do and find important in our own organization is actually what our students are finding are necessities in the world outside of academia!

In the fall we announced that the 2009 convention will be Sept. 25-26 at the Waterloo Ramada and Five Sullivan Brothers Convention Center. The convention will be held one week later due to scheduling conflicts with the convention center. Celebrate! Communicate! Collaborate! is the theme for the 2009 convention. We would like to celebrate our members, communicate through various mediums, and collaborate with others to bring sound programs to our conference. Mr. Matt Carver, lawyer for the School Administrators of Iowa, will be our keynote speaker and will address "Laws and Regulations of the Internet." With the fast-paced communication changes inside and outside of the classroom, we are pleased that Mr. Carver will be providing us with some direction in how we can navigate through this Internet world.

Once again, ICA will waive the registration fees of all first-time attendees. Call for programs can be found elsewhere in this newsletter. Please work together with colleagues in and out of the classroom to design new and innovative programs to highlight our conference. This will be our 45th anniversary! We plan to do a few special things, but would love to hear from you as to what you might like to see as well. Our annual convention always provides us the opportunity to renew friendships, learn new information, and energize ourselves for another busy year. Mark the date on your calendars! We will see you in September!

—Marilyn

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## 2009 ICA Convention: Celebrate! Communicate! Collaborate!

Planning is underway for what promises to be another enriching 45th Iowa Communication Association fall conference to be held Friday and Saturday, September 25 and 26 at the Waterloo Ramada Inn and Convention Center.

The conference provides a forum for sharing new ideas and an opportunity for members of the academic and business communities in Iowa to reflect on the past, to prepare for

present challenges, and to anticipate future challenges.

Our 2009 convention theme is “Celebrate! Communicate! Collaborate!” Mr. Matt Carver, Lawyer for the School Administrators of Iowa, will lead off the conference with a keynote address, “Laws and Regulations of the Internet.”

Constructing panels is a wonderful opportunity to reach out to members you would like to hear more

from as well as providing the opportunity to share research and interests with others. We encourage you to visit with colleagues and friends and plan to be a part of the 45th convention.

This year’s program planner is Marilyn Shaw. Deadline for your proposals is **May 29, 2009**. E-mail your proposals or questions to: [marilyn.shaw@uni.edu](mailto:marilyn.shaw@uni.edu).

## Come home to ICA

This is a call to “Come Home to ICA” for 2009. The Iowa Communication Association Conference to be held this September needs you—yes, YOU!

We are in troubling times with the economic downturn. Instructors are faced each new day with the challenges to teach their students, to encourage them to continue to attend courses even when money for transportation is scarce and to invite them to re-enroll when money is needed for everyday living expenses instead. Instructors are in need of educational renewal and are encouraged to seek opportunities to learn from one another.

Those on the Executive Board recently met via Skype, an online communication program. We were “home” sitting at our computers discussing how to encourage YOU to attend the 2009 ICA Conference.

I think back ten years ago when I first became a student member of the ICA. I had no inkling that in 2009 “coming home” would mean that I would be privileged to be a part of an executive planning committee to encourage you to increase your academic knowledge and excellence through ICA.

Then this is my call to you, as a fellow member and instructor, to gather together this coming September in ICA’s “re-creation” room for a “Fireside Chat.” Let’s encourage one another to air our teaching ideas like “Fresh Linen” on a backyard clothesline and share together our “recipes for success.”

Come home to ICA and remember to invite someone new to join you!

—Diana L. Elrod-Sarnecki

2008-2010 Executive Committee Member-At-Large

## Call for panel participants for an audience-driven G.I.F.T.S. session

During the post 2008 Executive Board meeting, a request was shared that we have audience-driven G.I.F.T.S. sessions. Here is a call for such a session.

**SESSION TITLE:** Sharing Our Experiences with Testing

**PARTICIPANTS:** Any conference attendee who would like to participate in a workshop on testing.

**MATERIALS:** A few copies of tests that you feel work well because the students can demonstrate what they have learned, or a few copies of tests or questions on tests that are not as successful as you would like them to be and you would appreciate some feedback for improving them.

**FORMAT:** Depending on the number of participants, we will either work as a single group, or in small groups. If no one chooses to participate, I will get a cup of coffee and attend another session.

**ACKNOWLEDGEMENT:** Since there will be no names in the conference program, I will be happy to send a letter to your principal or dean stating that you participated in a program at the 2009 Iowa Communication Association Convention.

Alan Lerstrom  
Professor of Communication Studies  
Luther College  
Decorah, IA 52101  
[lerstral@luther.edu](mailto:lerstral@luther.edu)  
(563) 387-1216

## Call for nominations: Outstanding Adjunct Teacher Award

ICA is currently seeking nominations for the Outstanding Adjunct Teacher Award. Deadline is **June 1, 2009**. Please send your information to the Outstanding Adjunct Teacher chair:

Judy Vogel, DMACC Speech Professor  
 President-elect for ICA  
 javogel@dmacc.edu  
 Des Moines Area Community College  
 Building 2  
 2006 S. Ankeny Blvd.  
 Ankeny, IA 50021

1. Nominees must be currently teaching as an adjunct at any post-secondary level.
2. Nominees must be teaching at least five (5) years in an adjunct position.
3. Nominees must teach within the state of Iowa.
4. Nominees are not required to be members of ICA.
5. Nominees will be encouraged to attend the ICA conference to accept the award if selected.
6. Self-nomination is acceptable.
7. Three of the following materials are to be submitted for nomination:
  - A. The nominee's current academic vita.
  - B. A total of three letters of recommendation from students, supervisors, colleagues, or administrators that cite specific reasons why the nominee should be selected for the award.
  - C. Evidence of teaching effectiveness such as course/instructor evaluations or a letter from an academic supervisor.
  - D. A listing of the nominee's current teaching and co-curricular responsibilities for the past five years.
  - E. An example of a most effective teaching strategy, assignment, or lesson.
  - F. A current teaching philosophy.

“The Iowa Communication Association is a professional organization whose purpose is to unite those persons with an academic or professional interest in all disciplines of Communication and the Performing Arts at all educational and professional levels in Iowa for the promotion of their mutual interests and the advancement of their common field.”

## Carl J. Couch Student Award

The Carl Couch Center for Social and Internet Research (<http://www.cccsir.org>) issues its annual call for student-authored papers to be considered for the Carl J. Couch Internet Research Award. Competition is open to graduate or undergraduate students of all disciplines. Winning authors will receive cash prizes and will be invited to present their work at a session of the 2009 meeting of the Association of Internet Researchers (<http://www.aoir.org>) at the University of Wisconsin at Milwaukee. Submissions are due by **April 30, 2009**. For complete details on this award, and on the several other award programs sponsored by the Couch Center, visit the award Web site at <http://www.cccsir.org/Awards.html>.

## Doctoral Colloquium planned

The 10th annual conference of the Association of Internet Researchers (AoIR), “Internet Research 10.0 - Internet: Critical” will be held in Milwaukee, Wisc. this fall, October 8-11, 2009. A pre-conference event, The Internet Research 10.0 Doctoral Colloquium, offers Ph.D. students working in Internet research a special forum on Wednesday, October 7, 2009 where they will have a chance to briefly present their dissertations-in-progress and discuss them at length with peers and established senior researchers. Initial application are due by **May 1, 2009**. For further details, please visit the doctoral colloquium Web page at: [http://ir10.aoir.org/?page\\_id=144](http://ir10.aoir.org/?page_id=144).

## ICA Outstanding New Teacher Award

Who do you know who is an outstanding teacher in his or her first seven years of full-time teaching? Nominees do not need to be members of ICA; please nominate deserving new faculty members for our award. Application deadline will be late May but now is the time to think about who you would wish to recognize for the Iowa Communication Association Outstanding New Teacher award. Questions regarding nominations may be directed to Melissa Beall at [melissa.beall@uni.edu](mailto:melissa.beall@uni.edu).

### Outstanding New Teacher Nomination Procedures

Nomination for the ICA Outstanding New Teacher Award is open to teachers in their first seven years of full-time teaching at any level, grade school through graduate school in the state of Iowa who are distinguishing themselves as outstanding classroom teachers. Nominees need not be members of ICA but will be encouraged to attend the fall conference to accept the award; self-nominations are appropriate.

Three copies of the following materials are to be submitted for nomination:

- A. The nominee's current academic vita.
- B. A total of three letters of recommendation from students, supervisors, colleagues, or administrators that cite specific reasons why the nominee should be selected for this award.
- C. Evidence of teaching effectiveness such as course/ instructor evaluations or a letter from an academic supervisor.
- D. A listing of the nominee's current teaching and co-curricular responsibilities.
- E. An example of a most effective teaching strategy, assignment, or lesson.
- F. A current teaching philosophy.

Nomination materials should not exceed 30 pages. Deadline for nominations is **June 1, 2009**.

#### Send nomination packets before June 1 to:

Melissa Beall  
326 Lang Hall  
University of Northern Iowa  
Cedar Falls, IA 50614-0139

## ICA Top Student Paper Award

Undergraduate and Graduate students are invited to submit papers for presentation at the 2009 Iowa Communication Association Conference to be held September 2009.

All submitted papers that are accepted for presentation at the conference will be organized into thematic and/or top paper panels. The top three papers will be recognized on a top student paper panel, with the best undergraduate or graduate student paper receiving:

- Publication of the paper in the 2010 issue of the Iowa Communication Journal
- Recognition at the conference banquet on Friday evening
- A one year membership to the Iowa Communication Association (includes journal subscription)
- 2009 ICA conference dues paid

Papers should be no longer than 25 pages in length, typed, double-spaced, and may be on any communication topic. Papers are accepted on a rolling basis until **June 1, 2009**.

#### PAPERS SHOULD BE SUBMITTED ELECTRONICALLY TO:

Kimberly Powell  
Professor/Editor of the Iowa Journal of Communication  
Luther College  
[powellki@luther.edu](mailto:powellki@luther.edu)

## Conferences & Conventions

### 2009 Conference of the International Communication Association

May 21-25, 2009  
Marriott Downtown  
Chicago, Illinois

Keywords in Communication, the theme for ICA 2009, gives us a chance to take stock of the field of communication – its place, its core knowledge, its terms, its debates and its direction – in conjunction with larger tensions related to the necessary and sometimes risky growth and expansion of existing fields of knowledge.

### 95th Annual Convention of the National Communication Association

Nov. 12-15, 2009  
Hilton Chicago &  
Palmer House Hilton  
Chicago, Illinois

The 2009 convention theme, "Discourses of Stability and Change," encourages us to engage multiple discourses that are at the heart of meaning-making. We manage discourses of stability, continuity, and routine, while simultaneously managing opposing discourses of change, novelty, and surprise.

## Iowa Communication Association Recognition of Achievement in Speech Communication

The Iowa Communication Association Executive Committee recognizes college students who have completed a required number of credits in speech communication courses with a high level of accomplishment by giving the Iowa Communication Association Recognition of Achievement in Speech Communication.

### Criteria:

1. Completion of 9 credits of speech communication or related courses for students at two-year institutions and completion of 18 credits of speech communication or related courses for students at four-year institutions.
2. A GPA of 3.25 for communication or communication-related courses.

### Implementation:

1. ICA will offer separate recognition both to four-year and two-year institutions.
2. Students will complete a brief application form and submit it to a full-time speech communication faculty member of that institution. Applicants may download a copy of this form from the ICA Web site at [www.iowacomm.org](http://www.iowacomm.org).
3. The registrar of the institution will verify the course work and grade point of the student and then submit it to the secretary of ICA by **June 1**.
4. There will be no fee to submit an application to ICA.
5. The Secretary of ICA will provide an electronic award to the student's instructor to print for the recipient.
6. The faculty member will then present the award to the student and request the institution to include the student's achievement in the student's academic file.
7. The ICA secretary will send information of the recognition to the student's local newspaper.
8. The ICA secretary will submit the recipients' names to the ICA newsletter editor.

### Submit applications to:

Susan Cantine-Maxson  
1437 Country Club Dr  
Concordia, KS 66901-3907

## Call for IJC editor

A new editor is sought for the Iowa Journal of Communication. The editor is responsible for soliciting manuscripts, managing the review process, and seeing the journal through to publication. The editor also serves on the ICA executive board. Contact the current editor, Kim Powell ([powellki@luther.edu](mailto:powellki@luther.edu)), for a more complete list of duties.

Send nominations to Kim Powell, IJC Editor, at [powellki@luther.edu](mailto:powellki@luther.edu) by **June 1, 2009**. Nominations include a letter indicating interest and qualifications, which should include commitment from the host school to time and resources, and a CV.

## Gill honored with ICA's 2009 Citation Award

ICA member Mary Gill was recently selected by the ICA Executive Committee as the recipient of the 2009 Citation Award.

Gill currently serves as a professor in the Communication Studies department and is the associate dean of faculty at Buena Vista University. She will be formally recognized at the ICA convention in September.

## Powell named new editor of Central States journal

Kim Powell, Luther College, was named the new editor of Communication Studies, Central States Communication Association's journal. Her issues will begin appearing in 2010. As such, the 2009 issue of the Iowa Journal of Communication will be the end of her 8 years editing the state journal.

## NCA grants Sigma Chi Eta Chapter to DMACC

The National Communication Association has granted a charter to Des Moines Area Community College for Sigma Chi Eta, NCA's honor society for two-year institutions. DMACC's chapter name is Alpha Epsilon. To become a member of Sigma Chi Eta, students must take nine credits of speech or speech-related courses (six of the nine credits must have a speech acronym), earn a 3.25 GPA in those courses, and earn a 3.0 GPA overall.

DMACC has also begun a new speech club: Communicate! Communicate! is open to all students and meets on a monthly basis to conduct activities which will develop students' knowledge and skills in communication.

Judy Vogel serves as the advisor for both groups.

**2009 Iowa Communication Association Proposal Form | Deadline: May 29, 2009**

Panel Organizer:

E-mail address and telephone numbers for organizer:

Panel Title:

Panel Description:

Panel Chair (if one):

Panel Participants: (Please list as you wish them to appear in the program):

Panel Respondent (if one):

ICA will only provide a TV for conference use. Other AV equipment will need to be provided by panel members.