

Tennessee COMMUNICATOR

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December 2007

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2008 TCA/KCA JOINT CONFERENCE

On October 27, 2007 representatives from the Tennessee Communication Association (TCA) and the Kentucky Communication Association (KCA) conducted a site visit at beautiful Montgomery Bell State Park to begin planning for the 2008 Joint TCA/KCA conference. Tentative plans are being shared at this time as details continue to be finalized. Fees for the 2008 joint conference are \$50.

The theme will be "Building Community: A Communication Perspective." The call for papers will begin in December, and the deadline for submissions will be March 1, 2008. The deadline for student papers has not been finalized at this time.

The planning committee has worked hard to develop a process for program development that will maximize interaction between the members of the two Associations. Members of each Association will submit papers/presentations separately using the TCA Interest Group headings. TCA interest group chairs and president-elect and KCA 1st vice president will then work together to plan two panels for each interest group. Each panel should ideally contain members from each state organization and will

be based on common threads. Additional panels for an interest group may be created if indicated by interest or numbers of submissions. The two (or more) panels for each interest group will not be scheduled during the same time slot. One panel for each group will be led by the TCA interest group chair and the other panel will be chaired by a Kentucky representative. There will also be a poster session for teaching tips and service projects.

The change of venue for this joint conference will also involve a one-time change in conference fees due to an increased cost for food and other conference needs. The TCA executive committee recently voted to approve an increase in conference fees to \$50 for 2008 only.

Conference plans will include ample opportunity for relaxation and socializing. Each state organization will have a separate registration table, and each institution is asked to bring an item to decorate the registration table. Each institution is also asked to bring a gift item representing that institution to be contributed to a basket of door prizes. Participants are being asked to wear school colors during the social hours on Friday night.

WE WANT TO HEAR FROM YOU!

Send us your news for the Tennessee Communicator, TCA's bi-annual newsletter.

Please send submissions and photos to:

Simone Notter Wilson
The University of Memphis
College of Communication & Fine Arts
232 CFA Building
Memphis, TN 38152

E-mail: snotter@memphis.edu

For more information about the Association please contact Judi Truitt

E-mail: judi.truitt@volstate.edu

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TENTATIVE SCHEDULE FOR 2008 JOINED CONFERENCE

This tentative schedule is provided to assist in your early plans to attend the joint conference on September 12 & 13, 2008.

Friday, September 12

Morning: Special programs such as a golf scramble, tennis, local tours and wildlife programs by the park. Plans are in progress.
12:30-1:00 Joint Welcome Session
1:00-1:50 Panels 1A & 1B
2:00-2:50 Panels 2A & 2B
3:00-3:50 Panels 3A & 3B (Undergraduate & graduate student papers)
4:00-4:50 A Special Joint Session
5:00-5:50 Poster session
6:00-8:00 Picnic with Keynote Speaker and Entertainment

8:30 Until Memphis Party and Kentucky Afterglow

Saturday, September 13

7:00-8:00 Breakfast
8:00-8:50 KCA/TCA Business meetings (separate)
9:00-9:50 Panels 4A & 4B
10:00-10:50 Panels 5A & 5B
11:00-11:50 Panels 6A & 6B
12:00-1:30 Luncheon & Awards (joint)

All members are urged to register early to facilitate planning for this special event. Registration information will be forthcoming.

Call For Papers

& PUBLIC ADDRESS INTEREST GROUP
Robin Ringer, Walters State Community College, robin.ringer@ws.edu

CORPORATE & ORGANIZATIONAL COMMUNICATION INTEREST GROUP
Janet McCormick, Middle Tennessee State University, jmcormi@mtsu.edu

CURRICULUM & INSTRUCTION INTEREST GROUP
Lori Kissinger, Middle Tennessee State University, lkissing@mtsu.edu

INTERPERSONAL & SMALL GROUP COMMUNICATION INTEREST GROUP
Teresa Collard, University of Tennessee-Martin, tcollard@utm.edu

MASS COMMUNICATION INTEREST GROUP
Chris Blair, Union University, cblair@uu.edu

POSTER SESSION – TEACHING TIPS & SERVICE PROJECTS
Submit to Debra Jones, Chattanooga State Technical Community College, debra.jones@chattanoogastate.edu

UNDERGRADUATE & GRADUATE STUDENT PAPERS
Walt Kirkpatrick, University of Memphis, wgkirkpa@memphis.edu

A top undergraduate and a graduate paper from each state association will be recognized. Submission deadline for student papers is May 5, 2008

2007 CONFERENCE OFFERED WIDE RANGE OF PRESENTATIONS

By Eunice and Walter Kirkpatrick

On an early Friday and Saturday at the stately Foundation House of Middle Tennessee State University (MTSU), a broad range of faculty and students presented programs on the conference theme of Experiential Learning.

On Friday, Greg Simerly (MTSU) introduced a panel that included Len Assante (Volunteer State College), Chris Blair (Union University), Debra Jones (Chattanooga State Technical Community College), and Beth Stewarts (Jackson State Community College)), who discussed the goals, process and emphasis of a departmental academic audit and offer tips for making such an audit a positive experience. Immediately following, Margaret McCree of MTSU chaired a workshop on "Crafting Student Learning Outcomes," leading participants through the process of writing student-learning outcomes for departments and courses.

The mid-afternoon time slot offered attendees two panels: "Curriculum Instruction and Experiential Learning" and "Contemporary Issues in Public Address." The first panel consisted of five presenters—Robin Ringer (Walters State Community College), who identified and gave examples of seven characteristics of excellent educators; Arthur Hunt (University of Tennessee at Martin), who presented compelling arguments for adding Media Ecology to the curriculum in order to examine the effect of new technologies on our culture; Kevin Trowbridge (Lee University) who, in his presentation on "Service Learning through Client-Based Projects in Undergraduate Public Relations Classes," described a service learning course he developed and its advantages for the students; Taylor Richard (Walters State Community College), who explained a method he used in class to help students understand the

difference between facts and assumptions; Larry Stephen Clifton (Walters State Community College), who argued for the teaching of cinema in community colleges, based on historical, theoretical, and social impact of the medium; and Jeff Mendenhall (Chattanooga State Technical Community College), who explained the use and advantages of individual student checklists.

Michael Leff (University of Memphis) led the second panel. The first presenter, Arthur Hunt (University of Tennessee at Martin), suggested that a sales presentation is the ideal first graded speech in a public speaking class. The second speaker, David Walker (MTSU), examined "The Rhetoric of Human Cloning." He presented arguments pro and con on the controversial issue as expressed by diverse contemporary speakers.

The final program of the afternoon focused on "Experiential Learning and Organizational and Corporate Communication." Janet McCormick (MTSU) chaired the panel, of MTSU presenters. Deana Raffo, speaking on "Leadership and EXL," described experiential learning activities that enable students to understand and analyze leadership representing both the industrial and post-industrial paradigms. Lisa Moore, under the title "Country When Country Wasn't Cool," explained that many valuable exercises she has used for years in her courses would be termed experiential learning today. Eletra Gilchrist encouraged blending service learning with small group pedagogy. In her Small Group Communication course students complement textbook scholarship with applied, practical knowledge gained from experience in the community. Lori Kissinger, in "Learning to 'Excel': The

continued on page 4



Walters State Community College's faculty enjoyed the 2007 Conference. Pictured are (front row from left) Larry Clifton, Robin Ringer, Richard Taylor, and Malcolm McAvoy (back)



Graduate student paper winner Andre Johnson (University of Memphis), and undergraduate paper winner Vanessa Bordelon (Middle Tennessee State University) during a panel at the 2007 Conference.

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Kris Markman joined the Department of Communication at the University of Memphis as assistant professor. Markman holds a BA in media communications and an MA in media communications management, both from Webster University in St. Louis. She received her PhD in communication studies from the University of Texas at Austin in 2006. Her research interests center on the ways individuals and groups adapt their communicative competencies and everyday interactions to the Internet. Prior to returning to school for her PhD, Markman spent six years working as public radio manager in Texas and Missouri. In the communication department she will teach courses in broadcast, electronic media and other topics and play an active role in advising and directing the work of graduate students.

Utilization of the Excel Program to Connect to the Community," described a successful EXL experience at Nashville's Ryman Auditorium. Janet McCormick detailed experiential learning aspects of the Interview Communication course at MTSU, consisting of creating an interview portfolio and setting up a real or mock interview in the community. Sharon Smith explained students gains from experiential learning in two of her courses: Event Planning, in which they are involved in campus and community committees as well as classroom learning; and Organizational Communication Analysis, in which students in the research class formulate, conduct, and analyze data from surveys, interviews, and questionnaires.

Saturday began with a series of student paper panels. The first, "Learning through Rhetorical Action: Southern American Women Advocate Social Change," was chaired by Sandra Sarkela (University of Memphis) and consisted of four papers by U of M students. Thomas Scudder, the sole undergraduate on the panel, examined the correspondence of Sarah and Angelina Grimke, 19th century sisters from South Carolina who advocated abolition of slavery and wrote on women's issues. Jonathan Woodall analyzed the arguments of Silena Moore Holman, President of the Tennessee Christian Women's Temperance Union, who argued for more freedom for women in the Church of Christ and for greater educational opportunities for women. Jodie Gobler examined Lillian Smith's 1961 Georgia speech "The Mob and the Ghost," in which the "ghost" was her symbol for irrational fears. Morgan Ginther presented her study of the power of Fannie Lou Hamer's strong testimony before the National Democratic Credentials Committee on behalf of the Mississippi Freedom Democratic Party in 1964, in which the illiterate African-American speaker used compelling stories to present her arguments.

The second panel, consisting entirely of University of Memphis graduate students, continued the theme of "Learning through

Rhetorical Action," focusing on the work of 20th century women rhetoricians. Kimberly Johnson introduced the panel's emphasis on ways in which women responded to new political realities. Melody Lehn examined Senator Margaret Chase Smith's eloquent challenge to the message of Senator Joseph McCarthy in her 1950 speech, "Declaration of Conscience," in which she called on Senators to act based on conscience rather than fear. A paper by Shirley Oakley explored the rhetoric of Hebe de Bonafini, president and co-founder of the Madres de la Plaza de Mayo in Buenos Aires. The final paper—and the one which provoked the most discussion—was Jennifer Jackson's study of activist Cindy Sheehan's use of the term "matriotic" to contrast what she views as traditional, masculine views of patriotism.

Malcolm McAvoy (Walters State Community College) led the final student panel. Vanessa Bordelon (MTSU) summarized research on masculine and feminine learning styles, including brain difference research and studies on gender bias in the classroom. Andre Johnson spoke on the prophetic discourse of an African-American pastor Turner, whose "celebratory prophecy" later turned to jeremiads as he became disillusioned regarding the fulfillment of what he viewed as God's covenant.

The final panel of the conference, just prior to the awards luncheon and business meeting, focused on Interpersonal Communication and Learning. Teresa Collard and Lisa LeBleu, (both University of Tennessee at Martin), shared their views on how to help students become engaged and succeed. Collard emphasized that teachers need passion to generate true intrinsic motivation within their students and offer them more choices and control of their learning. LeBleu stressed that strong interpersonal relationships between faculty and students develop when faculty show awareness of their own fallibility, along with authenticity, accessibility, knowledge of students, communication skills, trust, and respect.



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PAST PRESIDENT'S MESSAGE

We are blessed with a strong and vibrant association with a mix of members whose diverse interests come together each year to provide a stimulating convention. We need to thank Greg Simerly of Middle Tennessee State University (MTSU) and his interest group chairs for an excellent, wide-ranging set of convention programs. The Association also needs to thank the folks at MTSU for their wonderful hospitality. It is always a pleasure to come to their campus. Every year, the undergraduate and graduate student presentations demonstrate that as a field we continue to attract exciting new minds.

As an association, we need to be mindful of the importance of next year's joint convention with the Kentucky Communication Association at Montgomery Bell State Park. We should make special efforts to promote full participation in the convention's programs and

use this as an opportunity to actively recruit new TCA members. At the 2007 TCA business meeting, we created a membership recruiting committee consisting of Abby Lackey (West Tennessee), Arthur Hunt (Central Tennessee), and Taylor Richard (East Tennessee), who are going to be contacting the institutions in their regions to identify and interact with faculty who may be interested in the work of our Association. Further, if any of you have new faculty in your departments, please let us know how to contact them so we can let them know about TCA's activities and programs.

Thank you all for the opportunity to serve once again as president of the association. I have always been enriched by the interactions with our members.

Walter Kirkpatrick

ALLAN YEOMANS HONORED

Four former TCA Presidents met recently in Knoxville to present the "TCA Special Recognition Award for Service" to G. Allan Yeomans, University of Tennessee professor emeritus, who served TCA for many years. Yeomans was the Association's president in 1973 and was selected "Educator of the Year" in 1984. Yeomans was "overwhelmed" by the honor and greatly appreciated it. His wife Jo was with him for the ceremony. Participants included Norma Cook, Faye Julian and Malcolm McAvoy, all former TCA presidents.

After receiving his master's degree in theatre from Louisiana State University in 1952, Yeomans taught public speaking at the University of Mississippi in Oxford. In the fall 1952, he accepted the headship of the Department of Speech and Dramatic Arts at Howard College (now Samford University) in

Birmingham, Alabama, where he taught and coached a winning debate team for fourteen years.

He received his Ph. D. in Rhetoric and Public Address from Louisiana State University in 1966. In 1966-67, he taught at the University of Southwestern Louisiana; in 1967-68, he was head of the Department of Speech at Mississippi University for Women in Columbus, Mississippi.

In 1968, Yeomans accepted a teaching position in the Department of Speech and Theatre at the University of Tennessee, Knoxville where he remained until his retirement.

While at UTK, he taught public speaking, business and professional speaking, oral interpretation, organizational communication, *continued on page 6*



Alan Yeomans (left) receives TCA's Special Recognition Award. Malcolm McAvoy (pictured right), Norma Cook, and Faye Julian, all former TCA presidents, presented the award.

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NEWS

John Campbell, University of Memphis professor emeritus of communication, was recently elected to the North Mason school board in Belfair, Washington. Campbell received more than twice the votes than current school board president Glenn Landram.

Robert McDowell, associate chair of the Department of Communication at the University of Memphis and general manager of WUMR, the University's radio station, was the producer and voice talent on a recent set of public service announcements for Keep Tennessee Beautiful (KTB). The announcements won first place in the Roger's Radio Awards national competition. This was the second consecutive year that McDowell's work won.

Stephen Ross, professor of film at the University of Memphis, accepted an invitation from the Indie Memphis film festival to screen two of his previous films: "A Game of Catch," adapted from the short story by Pulitzer Prize winner Richard Wilbur, and "Black Diamonds, Blues City," his hour-long documentary about the Memphis Red

Sox of the old Negro baseball League, narrated by Samuel L. Jackson.

Ross also continued traveling with his latest documentary, "Winslow Homer: Society and Solitude." During the summer and fall he presented the film at The Cleveland Museum of Art, The Dallas Video Festival, The University Film Association Annual Conference (where it received the juried certificate of artistic achievement), The Brooklyn Museum, The Boston Museum of Fine Arts, The Carnegie Museum of Art, and The Cornell Museum of Art at Rollins College.

introduction to graduate research, classical rhetoric, British oratory, and American public address. He was head of the Speech & Theatre Department from 1981 to 1984.

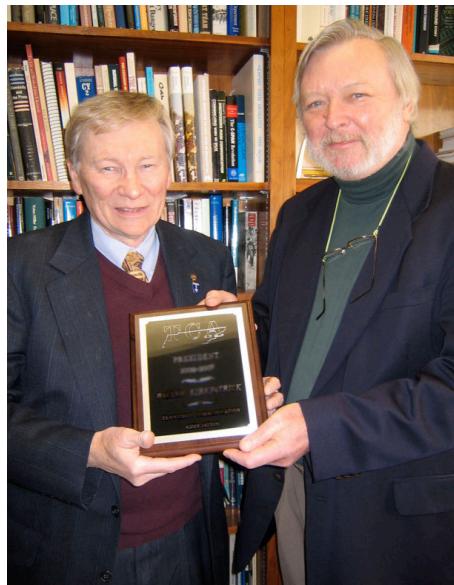
While teaching at UTK, Yeomans served as a communication consultant for Union Carbide at Oak Ridge. He wrote a public speaking manual for the corporation, and taught in-plant short courses in communication skills, executive development seminars, communication diagnosis, organizational communication, technical speech writing and delivery.

Even after his retirement in 1987, Yeomans continued to teach. His love of teaching and influence on his students continues to be felt. One of his students, Archie Wortham, (B.A. 1973; M.A. 1976) expressed his regard for Yeomans in a recent University of Tennessee alumni publication.

The mark of a true professor or mentor is one who continues to coach. Though it has been 30 years since I graduated from the University of Tennessee, Dr. Yeomans' influence is still strong and evident. He was instrumental in my acceptance in a doctoral program at the University of Texas, Austin, coached me as instructor at the 12 different colleges and universities I've taught at since the University of Tennessee. His name was one of the three I provided when I applied for and received my current tenure-track position in speech, after I secured my Ph. D. He has remained a confidante, friend, and committed member of my life. In the words of Dr. Yeomans, "Whatever you are able to bring to your students pales significantly when contrasted with what your students bring to you." I used those words in my dissertation and the first book I customized to teach speech. Dr. Yeomans will always be the benchmark I will use to measure my success as well as those with whom I work.

2007/08 TCA AWARDS

Dorotha Norton Spirit of Giving Award



Richard Ranta (left) receives Dorotha Norton Spirit of Giving Award from past president Walter Kirkpatrick.

By Michael Osborn

Frankly, I cannot think of anyone more deserving. For as long as I can remember, and that covers many years, Dick has been a

strong, steadfast, constant supporter of TCA. He has sponsored the newsletter for many years, supporting it with both staff and funds. Even at conventions, you will remember him with his camera, taking photos for the newsletter. Another example: Susie and I received a lot of credit for sponsoring our annual University of Memphis party at the convention, but it was Dick—behind the scenes—who did everything from paying for the drinks and supplies to actually often bringing them with him from Memphis. He also let the communication faculty know that he honored their participation in TCA and its activities. In short, whatever the need, Dick has always been there for our Association. I can think of no one more deserving, and it gives me considerable pleasure to nominate Richard Ranta, dean of the College of Communication and Fine Arts at the University of Memphis for the Dorotha Norton Spirit of Giving Award.

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Outstanding Communication Educator of the Year

By Linda Lyle

The recipient of this year's award for Outstanding Communication Educator had a rather unique experience at her first TCA conference. It was nearly ten years ago, at a time when many of us were still trying to figure out exactly how to transform ourselves from a speech communication association into the more inclusive tent of communication in all its iterations. A lively discussion was in progress, and a lone voice shot out of the hubbub to declare that she'd never cared for Plato or any of those "old guys" anyway. Even Dorotha Norton was struck speechless.

Good teachers don't have to know everything; good teachers do, however, set their sights on new horizons, even if they have to use shock therapy— as Michelle Violanti, of the University of Tennessee at Knoxville did on that memorable day.

The point here is that a good teacher always goes beyond the call of duty, and maybe she does know something about everything—as Michelle's 13-page, tightly typed resume would suggest, jam-packed as it is with papers, panels, and presentations at countless conventions, these being squashed out by more service activities than the law allows. Good teachers are always learning, and good teachers always serve.

Michelle has supported TCA's student panels in every conceivable manner—not to mention the countless other ways she's contributed to the life of this organization as well as to the lives of her students.

TCA is honored by the opportunity to present the 2007 Outstanding Communication Educator of the Year Award to our esteemed colleague, Michelle Violanti.



Michelle Violanti (left) receives TCA's Outstanding Communication Educator of the year award from Linda Lyle.

Communicator of the Year

By Linda Lyle & Ralph Hillman

For the 2007 recipient of the Communicator of the Year Award, our committee cast a wide net to find someone whose conscious investment in pure communication capital has returned both rich and meaningful benefits, not only for the State of Tennessee, but also for the greater good. Our award winner is a unique match on all counts, even though he began his career as an electrical engineer serving as program manager on the design of communication satellite. Perhaps it was an omen.

This year's award goes to Michael Stahl, chief architect and "construction engineer" for the nation's most successful MBA program for physicians. Since its inception in 1998 at UT Knoxville, the Physicians Executive MBA Program (commonly called PEMBA) has experienced exponential growth and resounding success, having been consistently ranked as the #1 program of its kind by the likes of *Modern Physician* and *Modern Healthcare*.

What does all this have to do with

communication? Stahl launched the program by using interpersonal persuasion, not only in steering the program through a Byzantine academic approval process, but also in convincing its pioneer participants to enroll. Mike persisted in personally communicating the program's way to unparalleled success. On a more tactical level, Mike knows that quality health care is dependent upon quality communication. From the beginning, and at Mike's insistence, the PEMBA curriculum has not only emphasized the development of top drawer interpersonal and organizational communication skills, but has also provided participants with numerous opportunities to improve their oral and written communication competencies. The program employs a communication specialist who designs and delivers PEMBA's communication curriculum. We are honored to present the 2007 Communicator of the Year Award to Michael J. Stahl.

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2007/08 TCA Membership Form

Name: _____

Highest earned Degree: _____

Institution Represented: _____

Full-time Faculty Adjunct Faculty Retired Faculty Student Independent

Mailing Address: _____

Permanent Address (if different from above): _____

E-mail Address: _____

(The TCA newsletter will be send electronically!)

Areas of interest: _____

Membership:

Student \$5

Regular \$25

Adjunct Faculty \$10

Sustaining \$50 with free conference registration

(Check for details on fees for 2008 joint conference)

Emeritus, no fee

Must be retired from active service and have been a regular member for 15 continuous years.

The TCA membership year runs from fall conference to fall conference!

Please make checks payable to: Tennessee Communication Association

Mail check and completed form to:

Judi Truitt
TCA Executive Director
Volunteer State Community College
123 Ramer Administration Bldg.
1480 Nashville Pike
Gallatin, TN 37066

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