

COMMUNICATOR

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TENNESSEE COMMUNICATION ASSOCIATION



Tennessee Communication Association

December 2004

<http://www2.volstate.edu/tca>

Volume 11, Issue 1

2004-2005 OFFICERS

Congratulations to the newly-elected officers and thanks to those currently holding offices who will serve TCA 2004-2005

EXECUTIVE COMMITTEE

President
David Warner
Volunteer State Community College

President-Elect
Malcolm McAvoy
Walters State Community College

Immediate Past President
David Walker
Middle Tennessee State University

Executive Director
Dorotha Norton
University of Tennessee at Martin

Newsletter Editor
Richard Ranta
University of Memphis

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David Warner
Volunteer State Community College

INTEREST GROUP CHAIRS

Argumentation and Forensics
Debbie Zimmerman
Motlow State Community College

Corporate and Organizational Communication
Janet McCormick
Middle Tennessee State University

Curriculum and Instruction
Halina Ablamowicz
Tennessee Technological University

Interpersonal and Small Group Communication
Teresa Collard
University of Tennessee at Martin

Mass Communication
Steve Beverly
Union University

Rhetoric and Public Address
Randall Osborn
University of Memphis

A Look Back at the 2004 TCA Annual Convention

by Richard R. Ranta

The 2004 Tennessee Communication Association Annual Convention was held at the beautiful Fall Creek Falls State Resort Park in Pikeville, Tennessee, September 24-25. It was an enjoyable weekend from beginning to end, and everyone who attended had great things to say about the annual meeting.

As TCA members arrived at the inn on Friday afternoon, they were greeted by Executive Director Dorotha Norton and her husband Robert, who had set up registration in the lobby. While we waited for the first meeting to begin, members renewed old acquaintances and made new friends in the very comfortable chairs that surrounded the large fireplace in the lounge area of the lobby.

The first panel, chaired by Steve Beverly of Union University, was called to order just after four

o'clock, and began with a presentation by Richard Robertson of University of Tennessee of Martin. His paper, "Arkansas to Cuba: KAAY's Role During the Cuban Missile Crisis," examined the use of private commercial medium wave

radio stations to broadcast Voice of America propaganda in Spanish to Cuba during the Cuban missile crises.

Janine Dunlap of Freed-Hardeman University followed with her paper, "Veggie Tales: Moral education through the media using entertainment-education strategy." In her paper she discussed teaching values and virtues such as honesty and truth through the use of childrens' video programs. Her investigation of the use of cucumbers and tomatoes as a computer generated childrens' video image is part of a work in progress that she is



President-Elect Malcolm McAvoy chats with Executive Director Dorotha Norton and her husband, Robert, at the registration table

pursing as part of a Ph.D. dissertation.

The third presentation in the Mass Communication Interest Group afternoon program came from Michael Chute of Union University. His paper, "Framing: How Two Wire Services Reported the Controversy in the Southern Baptist Convention," produced a good and lively discussion regarding the reporting of Southern Baptist events and fundamentalist rhetoric in general. His study showed how the two rival Baptist wire services (ABP and the BP) covered Southern Baptist Convention news, and compared how stories of the issues were framed.

Steve Beverly, who examined the "The Ken Jennings Phenomenon," gave the final presentation of the evening. Steve looked at the summer of 2004 phenomenon of Ken Jennings and his run of victories and money on the quiz show Jeopardy. He discussed how Jennings' "Water Cooler Factor" attracted viewers and gave new popularity to the ever present but nearly dead television program. Jeopardy's ratings rose 67% after Jennings first appeared on the show and local ad rates jumped two to three times over this period. Steve raised questions about the possible fatigue factor setting in on Jennings and whether the audience would stay and keep bringing the profits to Sony Pictures Television, which produces the show.

The Mass Communication Division group session ended around 5:30 p.m. and was followed

continued on page 4

President's Column

Our 2004 Annual Convention at Fall Creek Falls State Park attracted representatives from institutions from across our state to enjoy the quiet and beauty of the flora and fauna of the park. Thanks to all who were able to attend and share research, teaching techniques, insights and visions and make the Annual Meeting a very enjoyable weekend for all in attendance. Although we missed many of our colleagues who couldn't attend because of other obligations, we look forward to "catching up" at next year's Annual Convention. A special thank you goes to David Walker, Norma Cook and Dorotha Norton for their usual excellence and service to our association, planning and execution of various aspects of the Annual Convention and associated program requirements.

President-Elect Malcolm McAvoy of Walters State CC is currently making arrangements for our 2005 Annual Convention, to be conducted at Volunteer State Community College in Gallatin. Len Assante, Department Chair, and members of the Vol State faculty are looking forward to working with Malcolm to plan the weekend. In addition to some of the new features added at our 2004 meeting, several special events are being discussed to make TCA's 2005 Annual Meeting another enjoyable event.

During the year ahead, I hope that each of you will continue to be actively involved in our association. Participation of our members enables our association to grow and to contribute to the advancement of our discipline. There are numerous opportunities for involvement, and I am hopeful that each member will continue to participate to improve the value of our state association to the discipline.

First, send your ideas and initiatives to your Executive Committee and to the membership. During the year, between our annual meetings, opportunities arise for you to select the "reply to all" feature in your e-mail program to open dialogue with all our members. Feel free to share with your colleagues.

Second, send your program ideas to the Interest Group Chairs and to our meeting planner and President-Elect Malcolm McAvoy. Interest Group Chairs and institutions are listed on the TCA website at <http://www2.volstate.edu/tca/intgrps.htm>. Proposals, paper submissions and suggestions for Argumentation & Forensics, Corporate & Organizational Communication, Curriculum & Instruction, Interpersonal & Small Group Communication, Mass Communication and Rhetoric & Public Address are welcomed. President-Elect Malcolm and many of your other colleagues are working diligently to affect an "early-planning" program for the Annual Convention and to have the program essentially complete by spring.

Third, consider serving as an Interest Group Chair for the 2005-06 TCA year. Chairs are responsible for planning and proposing programs to the President-Elect for the next year's conference. They also serve on

the membership committee under the leadership of the Immediate Past President. Nominations are due to Dorotha Norton (UT-Martin), Executive Director, by March 1 of each year, with new chairs taking office at the conclusion of each annual Business Meeting.

Fourth, support the work of the Committee on Awards. Be prepared to nominate worthy candidates when the call for nominations is made. The Outstanding Communicator of the Year and the Outstanding Communication Educator of the Year Awards are intended to recognize excellence in communication, scholarship and teaching. Contact me directly if you wish to serve on this committee.

Fifth, support the work of the membership committee (under the direction of Immediate Past President David Walker). Let's set a record year by reaching out to our colleagues and students in all our sister institutions.

Call one or two (or more) high schools in your institution's service area and invite those teaching courses in communication to become a member and to attend our Annual Meeting. Our Association may be the only opportunity for our colleagues in secondary institutions to belong to a professional association, to interact with colleagues and to attend an Annual Meeting.

Ask all the members of your department(s) - full-time, part-time and/or adjunct - to join us in TCA. Annual dues are nominal (as are our Annual Meeting registration fees) and the rewards gained from interaction with colleagues across the state are worthwhile to our discipline, our students, our institutions, our colleagues and ourselves. Annual Meeting attendance (along with membership) is an excellent professional development opportunity for these faculty members.

Select a colleague from another or sister institution, give them a call and invite them to join our Association.

Introduce your students to our association, both undergraduate and graduate. Our students will benefit from professional association membership and involvement in numerous ways. Consider giving a membership "gift" to at least one student in your institution, and encourage them to attend our Annual Meeting.

Finally, support the efforts of our main communication tool, the Tennessee Communicator, and our Editor, Richard Ranta (U of Memphis). Institutional and member information and announcements are welcomed for each publication.

Let's build a record-year through participation with suggestions, with our discussion, membership activities, committee support and attendance at the Annual Meeting in September, 2005. Thanks to each of you for the opportunity to serve as your President this year. Another team effort will make for another successful TCA year.

~ Dave Warner



Minutes of the

TCA

Tennessee Communication Association



Annual Convention

September 25, 2004 • Dorotha Norton, Executive Director

President David Walker called the Tennessee Communication Association to order at 12:40 P. M., Saturday, September 25, 2004, at Fall Creek Falls State Park, Pikeville, Tennessee. President Walker asked for the minutes of the previous meeting and the financial report. Dorotha Norton distributed copies of the Fall 2003 minutes, printed in the April 2004 *Tennessee Communicator*, and copies of two TCA financial reports: May 1, 2003, through December 31, 2003, printed in the April 2004, *Tennessee Communicator*, and January 1, 2004, through September 23, 2004. Since there were no corrections to the minutes or financial reports, President Walker declared them approved.

Russell Church, Chairman of the Select Committee on the proposed TCA book, reported that the committee's target is to develop a publication to be published by the Tennessee Press and will move that forward to next year.

Michelle Violante moved (second) that TCA again consider the *Communication Teacher*. Motion passed.

[Copied from the September 20, 2003, TCA Minutes:

A motion from the 2002 meeting..."to defer a final decision on *Communication Teacher* until next year [2003]" was introduced as Old Business. The motion concerned TCA's continuing to provide the *Communication Teacher* as a perk of TCA membership. . . . The decision was made that TCA will continue to provide *Communication Teacher*.]

Donald Page moved (second) that TCA continue the bulk subscription to *Communication Teacher* for all members, to be distributed at Fall Conference with the understanding that those who do not attend Fall Conference and wish to receive paper copies shall send to the Executive Director the cost of postage for mailing *Communication Teacher*, which will be mailed on a first-come-first-served basis until all copies have been

distributed. Motion passed.

There was discussion of some possible needed amendments to the TCA Constitution and Bylaws, especially with regard to the definition of *mail* to include e-mail and with regard to clarity of term of TCA membership. It was decided that since the term of TCA membership is not in the TCA Constitution and Bylaws, the Executive Committee should deal with that issue.

President Walker recognized Ralph Hillman, Chairman of the TCA Awards Committee, who introduced the other members of the committee, Kina Mallard and Richard Ranta. Richard Ranta announced the recipient of the Communicator of the Year award to be John Angus Campbell of the University of Memphis and read a letter from John Campbell expressing his feelings about both the award and TCA. Kina Mallard presented the Outstanding Communication Educator of the Year award to Paul Prill of Lipscomb University, who gave a response.

TCA Awards Chairman Hillman announced that Abdulrahman Al-Zuhayyan of the University of Memphis received the Outstanding Student Paper award. Abdulrahman Al-Zuhayyan was presented a plaque and a \$50 check at the conclusion of the Student Research and Paper Presentations session.

President Walker recognized Michael and Suzanne Osborn for their dedication and years of service to the Tennessee Communication Association. TCA thanked the Osborns with a round of applause.

Len Assante suggested that John Campbell's remarks, read by Richard Ranta upon the announcement of the Communicator of the Year, be included in the next *Tennessee Communicator*. (page 6)

Recognition of Robert Oliver of McCallie School, a high school in Chattanooga, brought about discussion of the need to involve high school teachers in TCA.

Ralph Hillman advanced the idea that the

2005 TCA Fall Conference focus on teaching and offer a workshop in that area. Michelle Violante urged TCA members to generate suggestions of ways to reach out and recruit people for TCA.

TCA president-elect and 2004 Conference Planner David Warner and wife, Debbie, presented door prizes to the holders of "lucky numbers." President Walker thanked David and Debbie for the superb conference arrangements and the special amenities of "goodie bags" and door prizes. TCA applauded the Warners for their outstanding work as conference hosts.

President David Walker turned the TCA leadership over to 2004-05 TCA President David Warner. Thanking David Walker for his leadership during the past year, President Warner presented a plaque to David Walker in recognition of his 2003-04 service as TCA President.

TCA 2004-05 president-elect and 2005 Conference Planner Malcolm McAvoy stated that both Middle Tennessee State University and Volunteer State Community College had offered to host the 2005 TCA Fall Conference and that the Kentucky Communication Association had expressed an interest in a future joint conference with Tennessee Communication Association. (A joint TCA/KCA Conference was held September 14-15, 2001, at Kentucky Dam Village Resort State Park, Gilbertsville, Kentucky.) Through discussion, it was agreed that the 2005 TCA Fall Conference would be held at Volunteer State, that the 2006 TCA Fall Conference would be held at Middle Tennessee State, and that TCA would talk with KCA about a joint conference in Tennessee in 2007.

With there being no other business, President Warner declared the meeting adjourned.

Note: Thirty-five members (including five students) and five guests (one speaker and four spouses) attended all or part of the 2004 TCA Conference and/or meals.

by an enormous seafood buffet dinner in the lodge and a reception sponsored by Mike & Susie Osborn and the College of Communication and Fine Arts at the University of Memphis, with Mike and Susie and myself acting as hosts. Even this party turned into a quasi-business meeting as, late in the evening, plans were being formulated for next year's convention.

The next morning may have come too soon for the late-nighters, but we were roused by an early breakfast in the lodge, followed by an 8:30 a.m. meeting. While the breakfast and conversations were enjoyable, much attention was turned to the tame wildlife around the lodge, particularly the deer. We half expected that a fawn would join us for a session.



The ubiquitous convention attendees

Kina Mallard of Union University chaired the session sponsored by the Curriculum and Instruction Interest Group. This session focused on "Best Practices in Teaching Public Speaking and Interpersonal Communication." The first presentation was by Halina Ablamowicz of Tennessee Technological University. She presented a talk on the practical problems facing students in a beginning public speaking class, including an extremely vivid demonstration of the problems of using a podium. But fortunately the problem of the podium, seemingly

wanting to fall apart, was solved by the new TCA hero Jim Bryce of Tennessee-Martin who received a "hero" award for doing an on-the-spot repair of the podium. Halina also gave us other tips on getting an audience's attention and using humor.

The second presentation was by Janet McCormick of Middle Tennessee State University. She indicated using impromptu speeches for the first several weeks of class, after covering the text, is a method she finds to be extremely effective. The first speech does come somewhat late. In this activity she has each audience member do a strength or weakness written comment to add to the teacher's evaluation. Videos are also used for speakers to see themselves and others in the class. In this way students get to know what audiences expect and begin to adapt to their audience and its expectations.

Executive Director Dorotha Norton of University of Tennessee Martin, did the third presentation entitled "Human Ball-Plus." We didn't have to wonder long as to what the meaning of "Human Ball" was as she all got us on our feet and trying to form two human balls. This is a technique she uses in class as an ice breaker to introduce communication



Convention attendees participating in an exercise on cultural differences

concepts such as learning through experiential learning. She then ran us through exercises and group participation in teaching eye contact and communication space as part of cultural difference.

At 9:40, Ralph Hillman of Middle Tennessee State University introduced the Corporate and Organizational Interest Group Program entitled "Organizational Communication: Are We Teaching the Right Things?" The program consisted of a

presentation by Ralph of some data collected by Michelle Keene of Middle Tennessee State's Industrial Organizational Psychology area and information provided by Eric Rogers, in person, who is the Human Relations and Organizational Communication Manager for Dollar General stores. Ralph and Eric discussed communication challenges of students relating to the business world and what businesses are teaching students, as they do not always come with the needed skill set. Some of the things he indicated were missing were the ability to ask appropriate difficult questions and to probe deeply enough to get clarity.



The Student Paper Panel: (l to r) Abby Brooks (UTK), Abdulrahman Al-Zuhayyan (UM), Linda Pysher Jurczak (UTK), Christie Kleinmann (UTK), and panel chair Paul Prill (David Lipscomb)

In at 11:00 a.m., Paul Prill of David Lipscomb University chaired the panel on Student Research and Paper Presentations. The first presenter was Linda Pysher Jurczak of University of Tennessee, Knoxville. Her presentation "Women's Talk About Mentoring and Socialization in Local Politics" addressed why so few women were elected to office and advance up the ranks. She found that possible answers might be that very little mentoring is going on, and also very little socialization in politics for women except some peer mentoring, which tends to lend emotional support. These opinions were derived from interviewing nine women who hold various offices.

The second presentation, by Christie Kleinmann of the University of Tennessee Knoxville, was entitled "Producing Sports Information at a Small College: An Examination of Sports Information as a Public Relations Function." Christie had interviewed three people in a small Southeast college sports program. These were people who were basically forced to take on sports information activities as part of other duties as coaches. One actually was a "part-time" sports information person. The rest were coaches having to do sports information activities. She discovered that they lacked the time, support, and resources to carry out their sports information task. Their working with the media was haphazard. They seemed to just assume they would not get press coverage.

These people lacked skills even to carry on the most basic sports public information model and were far from what is needed for true public relations sports information person.

The third presentation, by Abby M. Brooks of the University of Tennessee Knoxville, was entitled "What's That You Say?: Managers' Communication Clarity and Subordinate Motivation." Working on organizational theories and taking them into a workforce environment was the major thrust of her study. She's looking at dyad communication for clarity between managers and subordinates.

The fourth presentation was made by Abdulrahman Al-Zuhayyan of the University of Memphis. His paper was "Construction of Saudi Arabia by the United States Media in Light of September 11, 2001." He basically examined how the U.S. media looked at Saudi Arabia after the horrific events of September 11, 2001. He indicated most of the coverage presented negative images of Saudi Arabia and was exploring why this was the case. He developed a meter for a framework for congruency theory for determining if the media is constructing a country's image as positive or negative. Some of the areas examined were communism, free trade, democracy, human rights, and friendliness, which all played into the image being created. Employing this framework on Saudi Arabia seemed to produce media attacks in almost every aspect of Saudi Arabian life. At the end of the session, Abdulrahman Al-Zuhayyan was presented the award for the best student paper.

are supplied on page 3 of this newsletter. Three individual awards were given out during the course of this meeting. The Communicator of the Year Award went to Professor John Campbell of the University of Memphis. John was not able to attend the convention due to a prior commitment, so in his absence I read an exceptional statement of appreciation from John, which can be read on page 6 of this newsletter. The Communication Educator of the Year Award went to Paul Prill



Kina Mallard presents the Communication Teacher of the Year Award to Paul Prill

of David Lipscomb University, who thanked the important people in his life and the association for the award.

The gavel was passed from TCA President, David Walker of Middle Tennessee State University to incoming President, David Warner of Volunteer State Community College. Warner presented Walker with a plaque in recognition of his service as TCA President.

It was decided that next year's meeting would take place at Volunteer State Community College, and Malcom McAvoy of Walters State Community College is already hard at work planning the convention. Details can be found on page 7 of this newsletter. Finally, Executive Director Dorothea Norton was thanked for all of the hard work she did in putting together this conference. *



Abdulrahman Al-Zuhayyan receives the award for Best Student Paper from Paul Prill

After a break for lunch, the general business session began, the minutes of which



A note to TCA Members:

"I am trying to locate other high school public speaking teachers to encourage them to join the TCA. If you know of any high schools in your area that have a public speaking class, please pass that information on to me (boliver@mccallie.org). Many high school speech teachers teach only one class on public speaking and spend most of their day teaching other subjects. I believe it would be extremely helpful for them to get to exchange ideas at the conference."

I greatly enjoyed getting to meet so many of you at the convention."

Kudos

Union University

- Chris Blair and Steve Beverly of Union University produced "Bill & Ralph: 2 of America's Best Friends," a half-hour documentary retrospective of the careers of Bill Cullen and Ralph Edwards for the Game Show Congress in Burbank, Cal. Steve Beverly emceed the first Game Show Congress Legends Luncheon to honor Cullen and Edwards in August and introduced seven broadcasting legends during the event: Bob Barker, Betty White, Dick Clark, Tom Kennedy, Jack Narz, Jayne Meadows and veteran producer Bob Stewart. I've also done more than 80 interviews in various publications and for broadcast, including "The Today Show," "Cold Pizza" (ESPN 2), "Lester Holt Live" (MSNBC) and Voice of America on the phenomenon of Ken Jennings on "Jeopardy!"

- Kina Mallard has been promoted to the position of Associate Provost at Union University, an appointment which will take effect this summer. She will also continue in her role as coordinator of faculty development for the Coalition for Christian Colleges and Universities (CCCU).

- For the next year, Steve Beverly will be serving as acting chair of the Department of Communication Arts at Union University. Union is in the midst of launching a search for a permanent chair.

University of Memphis

- The UM Department of Communication's Ph.D. program in Rhetoric has been ranked as the 13th best in the nation for "Scholarly Quality of Program Faculty" by the National Communication Association. The program also ranked 18th for "Program Effectiveness in Educating Researchers" and 1st for "Quality Change in the Last Five Years."

- David Appleby and the university received the prestigious Alfred I. duPont-Columbia Award, considered the broadcast equivalent of the Pulitzer Prize, for his documentary about the early effort to integrate schools in Hoxie, Arkansas - *Hoxie: The First Stand*.

To have your news included in Kudos, please send it by email to rranta@mempshis.edu.

TCA Financial Report

Beginning Balance 01-01-04		\$4,481.45
Deposits		\$2,450.00
Conference Fees and Membership Renewals*	\$2,450.00	
Expenditures		- \$1,807.13
Communication Teacher - 60 Subscriptions	480.00	
First State Bank Maintenance Fee	7.00	
Postage - April 04 Tennessee Communicator	47.00	
Ballots - Duplicating and Postage	24.62	
Name Badges and Money Receipt Book	51.78	
Plaques	63.80	
Outstanding Student Paper Award	50.00	
Fall Creek Falls Conference Expenses	1,082.93	
Balance Forward 10-31-04		\$5,124.32

*The TCA membership year runs from Fall Conference to Fall Conference.



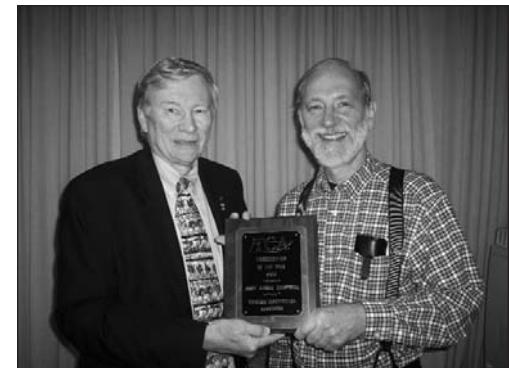
2004 Communicator of the Year Award

This year's Communicator of the Year Award was presented to John Campbell of the University of Memphis. John was not able to attend the Convention to receive his award, but he sent the comments below to be read in his absence. He was later presented with his award by Dr. Richard Ranta, Dean of the College of Communication and Fine Arts at the U of M.

Friends,

I am most honored to receive the Communicator of the Year award. TCA is an organization close to my heart because these yearly conferences provide an atmosphere of welcome not only for myself and my colleagues but most particularly for our graduate students. In the reception it provides for student papers, TCA combines both the rigor of professional expectations and the fun of collegiality.

Argument is our profession. I am sorry not to be here to receive this award in person - but the cause for which you honor me is the reason for my absence. I believe that argument can be an invitation to civic friendship between those who do not agree. I would like to use my expertise to urge that Darwin's theory can be taught without compromise to science or offense to conventional religion in Tennessee and across the nation if it is taught, as Darwin taught it, as an argument. This Friday and Saturday I am at the McLaren Institute in Minneapolis speaking to a predominantly, but not exclusively, Christian audience on this theme - and addressing both secular and Christian skeptics. Next month I have been invited to present the same message to the Tennessee Academy of Sciences. Your honoring me with the Communicator of the Year Award is a great boost to my spirits and gives me fresh confidence that our professional faith in the promise of civic deliberation - even on seemingly intractable issues - is not in vain.



Dr. Richard Ranta presents the 2004 Communicator of the Year award to John Campbell of the University of Memphis.

~ John Campbell

In Other News

The TCA officers are once again working with officers from the Kentucky Communication Association to plan a joint meeting between our two associations. No date has been set yet, but fall 2008 is currently being discussed as a possible time for the sub-regional conference.

Why join TCA?

Here are a few things to keep in mind when you talk to students and colleagues about joining TCA.

What is the TCA?

The Tennessee Communication Association is a professional organization for communication scholars -- including, but not limited to, faculty and students -- who seek to improve communication education at all levels in Tennessee, encourage research in communication, and foster community recognition of effective communication.

TCA serves its membership in a variety of ways:

- Seeks the improvement of communication education at all levels in Tennessee.
- Encourages research in communication.
- Fosters community recognition of effective communication.
- Hosts an Annual Meeting to share papers and ideas that present research and offer practical suggestions for teaching.
- Publishes newsletters to provide reports and disseminate information concerning all areas of communication scholarship and education.
- Offers award incentives to encourage excellence in scholarship and teaching.
- Provides its members a subscription to *Communication Teacher: Ideas & Strategies for the Classroom*.
- Provides a forum for undergraduate and graduate students' reports on works in progress.

TCA Conference Information

Fall 2005

Date: September 23-24, 2005

Host: Volunteer State Community College

Conference Motel: Jameson Inn, Gallatin*

Rates: \$65.00/night

Booked: 40 rooms + Social Hour Suite

Theme: *Communication: Teaching, Learning and Applications*

Submission Date: February 21st; For Panel Topics, Paper Topics, & Presenters

We are asking all members to help recruit colleagues from college, high school, and professional ranks to attend and to participate in our Fall 2004 Conference. We are focusing on what and how we teach, best practices for teaching, and the business/professional applications of what we teach. We will make a special effort have one or two programs designed for high school teachers with topics such as: "Teaching Speaking and Listening in Public Schools" and "Directing the High School Forensics Program." We are asking our members to reach out to public school teachers in their geographical area to invite them to the conference.

We are also prepared to work around the preferred schedule time of the high school teachers to facilitate their involvement with our conference. Further, we want to have business professionals attend both as presenters and conferees.

For the most up-to-date information on the 2005 TCA Conference, please visit our website at <http://www2.vscctc.tn.us/tca/convention.htm>. Information on our Interest Groups proposal and submission deadlines can be found there, as well as additional information regarding the hotel amenities, the meeting facility, registration and more.

We hope to see you there!

* Jameson Inn of Gallatin
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http://www.jameson-inns.com/Hotel_Detail.asp?ID=36

2004-2005 TCA Membership Form

Name: _____ Highest Degree Earned: _____

Institution Represented: _____

Preferred Mailing Address: _____

City: _____ State: _____ Zip: _____

E-mail Address: _____

Business Phone: _____ Home Phone: _____

Membership Type:

Student (\$5) Regular for Full-time Faculty (\$25) Regular for Adjunct Faculty (\$10)
 Sustaining (\$50 with free conference registration)
 Emeritus (No fee - must be retired from active service and have been a regular member for 15 continuous years)

List areas of interest: _____

MAKE CHECKS PAYABLE TO:
Tennessee Communication Association

*The TCA membership year runs
from Fall Conference to Fall Conference.*

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Tennessee Communication Association

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...and more!