

COMMUNICATOR

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TENNESSEE COMMUNICATION ASSOCIATION



Tennessee Communication Association

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

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2005-2006 OFFICERS

EXECUTIVE COMMITTEE

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Interpersonal and Small Group Communication

Teresa Collard
University of Tennessee at Martin

Mass Communication

Clay Scott
Volunteer State Community College

Rhetoric and Public Address

Russell Church
Middle Tennessee State University

The Fall 2005 Conference In Review

by Walt Kirkpatrick, University of Memphis

a key dimension in message effectiveness.

Chris Blair of Union University, presenting What Parents Don't Know About Comic Books, examined the history of comic book regulations. His analysis focused on the writing of Wertham, who wrote the *The Seduction of Innocence* as well as additional writings in the *Ladies Home Journal* and the *Reader's Digest*.

The Interpersonal and Small Group Interest Group was chaired by Teresa Collard of UT Martin.

Len Assante of Volunteer State Community College discussed how students can use the results of an Assertiveness Inventory to help them distinguish between assertive and aggressive responses in themselves and others.

Teresa Collard divided the audience into teams to illustrate her points about conflict management and the importance of striving for win/win situations. She contrasted win/lose situations with what Stephen Covey defined as win/win situations, in which solutions are mutually beneficial and mutually satisfying.

Teresa Collard illustrates her points about conflict management and the importance of striving for win/win situations.



The Mass Communication Interest Group was chaired by Steve Beverly of Union University.

Richard Robinson of UT Martin, in his presentation Fox News Network Versus the Cable News Network, reviewed his content analysis of the two networks evening news shows. He found that both networks were generally neutral in their reporting and not biased, as was hypothesized.

Steve Beverly of Union University, speaking on Bill Cullen: Television Legend and Master Communicator, argued that Cullen used his communication and listening skills to create and maintain popularity for 35 years in network television.

Janine Dunlap of Freed Hardman University, presenter of Moral Education Using Entertain education Videos, reported on research from her completed dissertation. Her research, based on children's recognition of messages in *Veggie Tales*, suggests that media can be beneficial to children if the messages are pro social, and that humor is



UT Martin's Richard Robinson presents Fox News Network Versus the Cable News Network

The Curriculum and Instruction Interest Group was chaired by Halina Ablamowicz of Tennessee Tech. The panel shared various effective teaching practices.

Jeffrey Rinkel of Chattanooga State Community College told about Special Occasion Speaking: An Impromptu Opportunity, comparing the purposes, general guidelines, and formats of various special occasion speeches such as introductions, presentations, acceptances, welcomes and tributes.

Continued on Page 4

President's Column

Our Annual Conference

I would first like to thank all of those who worked to make our 2005 TCA annual conference a success. Special thanks is due Len Assante and David Warner for hosting us at Volunteer State, for our program chairs for putting together excellent panels, and for our numerous panelists for their willingness to share their research and teaching strategies with us. Dave has done a fine job as President and has assisted me extensively in preparing our conference program. Thanks also to Dorotha Norton for tirelessly managing our registration process again this year.

Russell Church has invited TCA to conduct our 2006 annual meeting at Middle Tennessee State. The conference date is September 29-30. Those of you who have been to past conferences at MTSU know what an intimate atmosphere and enjoyable conference space the Foundation House can offer. We appreciate the faculty and staff at MTSU for inviting us to their campus next fall. A lot of work goes into hosting TCA.

The 2006 Program

Our positive experience with last year's February deadline for panel participants has led us to begin even earlier in our preparation for next fall. A number of members have already submitted topics for panel submissions for next year. Anyone considering a presentation for the 2006 conference should contact President Elect Steve Beverly, our program planner and the appropriate interest group chair. Interest Group Chairs are: Argumentation & Forensics, Greg Simerly; Corporate & Organizational Communication, Lori Kissinger, Curriculum & Instruction, Debra Jones, Interpersonal/Small Group, Teresa Collard; Mass Communication, Clay Scott; Rhetoric & Public Address, Russell Church. We are also planning another High School Issues Panel and Bob Oliver is the contact person for that panel.

Important Initiative Membership Development

All of us who belong to TCA and who attended a recent conference are aware of the great experience of renewal our annual conference can offer. We certainly do not want the benefits of TCA membership and the joy of participation in our conference to be a light that we hide under a bushel. As we look to planning for next fall we must begin now to engage in a serious effort of membership development. Two positive steps have been taken since our 2005 conference. First, we have opened the door to greater participation of high school speech and mass communication faculty in TCA. I think that we must keep the door of TCA open to our colleagues in the high school programs. I feel that working more closely with high school faculty will help to strengthen

communication standards for everyone while broadening our base of service. Our open door has received a positive response from Mike Gotcher, Executive Director of the Tennessee High School Speech and Drama League, who has indicated a willingness to have a closer relationship between TCA and THSDL in the future. I believe that TCA should seriously consider this invitation.

Secondly, our tremendous growth in student membership is certainly something to cheer about. Our colleagues at MTSU deserve a special recognition for their work to develop student members at their school. Let's all work to expand our student memberships for next year.

Dave Warner, in his capacity as Past President, has agreed to take on the area of membership development as a special project. Dave will be contacting you about this project throughout the year. Our goal is to develop a database for communication faculty throughout the state.

Oral Communication Standards and Our Future

Part of the rationale for growing our membership and reaching out to high school participants goes to the larger question of the ability of our profession to be prepared for the challenges we face. Not everyone may appreciate the close call that our departments in TBR institutions had when the debate was held on what courses would be included in the general education core for BS degrees. I chaired TCA's Committee on Oral Communication (President Linda Lyle appointed me to this task), which made a number of recommendations to Vice Chancellor Kay Clark's ad hoc committee on general education. Fortunately, for communication departments throughout the state, a 3 hour oral communication course standard was adopted. This has led to revitalized departments and the creation of several new faculty positions at TBR institutions. But not all have prospered. Prior to the new TBR guidelines our two year schools had historically had oral communication as a graduation requirement for virtually all degree programs, including technical degrees. With the TBR mandate for a 3 hour oral communication course for 2 year transfer students, came the deletion of the previously mandated oral communication requirement for AAS degree programs. For 2 year colleges AAS students represent over half of the graduates. With total hours for graduation being reduced and the technical programs like Nursing, Law Enforcement, Business and Computer Science having to meet course requirements for their own accreditation boards, our oral communication courses have been put in harms way. Already this omission has had an impact on some of our two year schools resulting in significant losses in students.

Unfortunately, I see what has happened in the two year AAS programs as the trend and the TBR

oral communication mandate for 4 year schools as being the exception. There are just too many pressures going the other way: 1) State budgets are continuing to contract and higher education will continue to be cut. It does not have the governmental mandates that public education does. And, I do not see this financial crunch easing any time soon. 2) Accrediting bodies, whether state boards or regional associations, seem to be reducing standards for both teachers and graduates. The impact is affecting both high school and college programs. SACS has dramatically reduced its criteria for what its colleges must provide their graduates (oral communication standard dropped) and, apparently, weakened its accrediting procedure. In one recent campus visit in Tennessee, it was observed that interviews with actual faculty members were considered unnecessary. 3) The push to embed communication skills in courses in other disciplines or to simply allow other programs to co-opt our duties completely should give us pause. And, 4) while many of us have astutely adapted many of our courses to a web based format, we must realize that the momentum toward the virtual university has the potential to crush traditional views of course requirements and performance standards across the board. Cost savings and ease of delivery have strong appeal to budget strapped administrators.

We are really talking about the future of our discipline and how we can survive and remain vital. Will our future be a profession comprised of communication consultants rather than communication departments and communication faculty?

I think that we must work at every level to strengthen communication programs: public schools through higher education. This includes attempting to open communication channels with SACS, TBR, and the State Board of Education. We should consider lobbying our state legislative bodies for strong communication requirements for all high schools and colleges in our state. We need to work closely with regional and national associations like NCA. In this regard I have asked Len Assante and Richard Ranta to represent TCA at the State's Advisory Council meeting to be held at NCA's November meeting to speak to our concerns pertaining to oral communication standards.

I realize that there is a limit to what we in TCA can do. But as an association of professional communicators, we should at least use our professional voice. I hope that we can continue this discussion into the future and welcome comments and suggestions. It is an honor to serve as your President.

We must all hang together, or assuredly, we will all hang separately

Benjamin Franklin

Malcom Mcavoy
Walters State Community College

MINUTES OF TENNESSEE COMMUNICATION ASSOCIATION

SEPTEMBER 24, 2005

President David Warner called the Tennessee Communication Association to order at 11:30 A. M., Saturday, September 24, 2005, at Volunteer State Community College, Gallatin, Tennessee. He asked for the minutes of the previous meeting. Dorotha Norton distributed copies of both the Fall 2004 minutes, printed in the December 2004 Tennessee Communicator, and the following:

Tennessee Communication Association Executive Committee Minutes 2004 2005



The Tennessee Communication Association Executive Committee approved the following items since the 2004 TCA Conference Business Meeting:

1. Proposal to separate student papers submitted for TCA conference programs into two categories, Undergraduate Student Papers and Graduate Student Papers, and to offer recognition in both categories.
2. Proposal setting the date for the proposed joint TCA/KCA conference to be 2008.
3. Proposal to amend the TCA Constitution and Bylaws.
4. Approval of the amendments to the TCA Constitution and Bylaws which were mailed to TCA membership for vote.

The minutes were approved.

When President Warner called for the financial report, Dorotha Norton distributed copies of two TCA financial reports: (1) November 01, 2004, through April 20, 2005, printed in the April 2005 *Tennessee Communicator*, and (2) April 21, 2005, through September 22, 2005. She explained Subscriptions to *Communication Teacher*, listed in the last of the financial reports as a benefit (perk) of TCA membership. (Individual subscriptions to *Communication Teacher* are \$32 each, while the bulk subscription is \$8 per name in the bulk order.)

President Warner gave the State of the Association, which highlighted the major 2004 2005 TCA initiatives. Next, he stated that at the end of the Student Research and Paper Presentations session, Michelle Violanti, acting on behalf of David Walker, had presented a plaque and a \$50 check to (1) Carlos Yeary, Middle Tennessee State University, Outstanding Undergraduate Student Paper Award winner; and (2) Mary E. Asbury, University of Tennessee Knoxville, Outstanding Graduate Student Paper Award winner.

President Warner recognized Ralph Hillman, TCA Awards Committee chairman, who read the letter of nomination of the recipient of the Outstanding Communicator award. He then presented the Outstanding Communicator award to Tennessee State Representative Steve McDaniel of Lexington, Tennessee. Representative McDaniel expressed his appreciation for the award and his interest in education and communication.

Ralph Hillman asked Michelle Violante to present the Outstanding Communication Educator award. She discussed the impact which this extraordinary educator has had upon many students and colleagues through the years and presented the Outstanding Communication Educator award to Linda Lyle of The University of Tennessee Knoxville. Linda responded with her gratitude for the award and her love for TCA friends.

President elect Malcolm McAvoy reported on his recent meeting with Kentucky Communication Association leaders to discuss plans for a joint TCA/KCA meeting.

President Warner stated that Paul Prill presented the Tennessee Oratory and Orators Book Proposal in the September 24, 2005, Rhetoric and Public Address Interest Group session. In the proposal, the Timeline for the Project called for the presentation of the book to TCA at the September 2007 Conference.

Passing the TCA President's gavel, David Warner turned the TCA leadership over to 2005 2006 TCA President Malcolm McAvoy. President McAvoy recognized David Warner's service as 2004 2005 TCA President with the presentation of a plaque.

President McAvoy stated that plans would proceed for a joint 2008 TCA/KCA annual meeting in Tennessee. He then recognized Mike Gotcher, who expressed an interest in TCAs having an electronic journal, which Austin Peay would be willing to host. President McAvoy appointed the following committee to explore the possibility of an electronic journal: Mike Gotcher, Chair; Linda Lyle; Sharon Smith; James Monroe Stewart, and Len Assante.

Following informal talks about TCAs participating in joint efforts with Tennessee High School Speech and Drama League (THSSDL), Mike Gotcher, in his position as Director of THSSDL, gave TCA an invitation to join THSSDL in a co conference in Fall 2006. The possibility will be explored.

President McAvoy announced that Robert Oliver will chair a TCA High School Interest Group committee.

With there being no other business, President McAvoy declared the meeting adjourned at 1:10 P. M.

Note: Total 2005 Fall Conference Attendance: 56 (That number includes 10 students, 6 spouses, and 2 guests.)

Scott Christen of Tennessee Tech shared his experiences on Advantages of Using WebCT in Communication Courses; he observed that technology does not teach students and that teachers must learn about the technology and what it offers. He conceded that the set up time, initial training, and updating can be time consuming at first, but the advantages outweigh the difficulties.

David Warner of Volunteer State Community College used a simple hardware store washer to generate creative thinking in his presentation, Encouraging Creativity, Starting with Brainstorming; he

Tools, reviewed the process that their department uses in soliciting feedback regarding the quality of instruction, the department's curriculum, student attitudes toward the major, and the effectiveness of advising. The feedback process was developed in response to the need to measure institutional effectiveness. Stephanie Stokes Eley of UT Chattanooga in Applying Kolb's Experiential Learning Theory to a Fundamental of Speech Communication Course, examined how learning styles might influence the structure of a public speaking course. She identified four learning styles: converging, diverging, assimilating, and accommodating.



demonstrated how brainstorming can stimulate creativity in the classroom.

Dorotha Norton of UT Martin shared her teaching method in "Speech Planning Made Simple"; she discussed how encouraging students to create an inventory of their life can assist students in developing interesting, relevant speech topics. She encourages students to focus on such categories of experience as family, university life, selection of a major, organizational memberships, work, hobbies, and home life.

Halina Ablamowicz, speaking on Who is your They? What is your It?, focused on how to reduce misunderstanding in public speeches. She argued that problems arise because of indefinite reference, euphemisms, weasel words, and the use of the verb to be.

Jeffrey Mendenhall of Chattanooga State Community College presented Classroom Contracts: A Foundation of Understanding, in which he noted that learning contracts clarify common student misconceptions, reinforce often overlooked information, and help to facilitate meaningful teacher student interaction. Learning contracts may, however, encourage students to disregard the actual syllabus and may also result in students being overwhelmed with information.

Sharon Smith and Greg Simerly of Middle Tennessee State, presenting Senior Exit Surveys and Focus Groups as Assessment

President elect, Malcolm McAvoy chaired a special panel on Speech/Forensics and Mass Communication Programs in Tennessee's High Schools.

Bob Oliver of the McCallie School discussed teaching communication skills through competitive speaking. Mike Gotcher, Executive Director of the Tennessee High School Speech and Drama League, talked about the symbiotic relationship between the THSSDL and the TCA. Bonnie Hufford, Director of the Tennessee High School Press Association, identified how to make it through one's first year as a high school publication sponsor.

The panel reflected McAvoy's efforts to broaden the base of the conference participants by inviting colleagues from both colleges and high schools. McAvoy believes that we should all join together in the common goal of strengthening the communication discipline across the state.

The Rhetoric and Public Address Interest Group was chaired by Russell Church of Middle Tennessee State University. The program featured a special report of the TCA Publication Project chaired by Paul Prill of David Lipscomb University. The proposed book on Tennessee oratory and orators was initially proposed by Michael Osborn of the University of Memphis. As currently



(L to R) Malcolm McAvoy, Len Assante, James Monroe Stewart and Mike Gotcher discuss Discipline and Curriculum issues.

envisioned, Prill observed that the book will not be a comprehensive and chronological history of Tennessee oratory and orator, but instead will focus on criticism of specific texts to provide snapshots of the how Tennessee eloquence has intersected with events of state and national significance.

The Special Panel on Discipline and Curriculum Issues was chaired by Len Assante of Volunteer State Community College. The panelists included Mike Gotcher of Austin Peay State University, Malcolm McAvoy of Walters State Community College, and James Monroe Stewart of Tennessee Tech University. The panel provided an open forum on issues confronting higher education in Tennessee.

Among the issues discussed were the TBR changes in the General Education Requirements, the reduction in the number of hours required for the B.A. Degree, and the proposal to offer four year degree programs at two year colleges. Panelists also urged faculty to be actively involved in their university governance through participation in their Faculty Senates and the TBR Faculty Sub Council.

The Corporate and Organizational Communication Interest Group was chaired by Janet McCormick of Middle Tennessee State University.

Sharon Smith and Greg Simerly of Middle Tennessee State University, presenting Assessing the Need for Employee Communication Training, reviewed a



Deborah Warner, Yang Soo Kim, Sharon Smith and Janet McCormick

consulting project designed to assess the communication training needs at a health center. The assessment process revealed that training was needed for middle management and not the center's employees.

Yang Soo Kim of Middle Tennessee State University, speaking on The Necessity of Intercultural Training Programs in the Health Care Setting, concluded that because the population is more diverse than ever before, there is a growing need for intercultural sensitivity. People from different cultures think differently about health issues and report pain in different ways. Simply having a professional degree does not ensure effective communication or intercultural sensitivity.

Janet McCormick of Middle Tennessee State University, in Meeting the Intercultural Training Needs of WIC, discussed a training session she conducted for the Women, Infants, Children Organization in Nashville. Her approach focused on a series of exercises designed to explore the question Why didn't you HEAR what I know I SAID? The training focused on issues of translation and how our assumptions influence the way we listen.

Lori Kissinger of Middle Tennessee State University, speaking on Keymunicate, discussed a state wide program to promote artistic achievement for people with disabilities. The arts can be used to break down communication barriers.

Deborah Warner of the Health Management Association, under the topic I'm not asking for brain surgery just another critical procedure, reviewed a number of issues facing rural health care organizations. Health care professionals need to focus on listening and interpersonal skills, accepting responsibility and developing small group skills.

The Student Research and Paper Presentations selection committee was chaired by David Warner of Middle Tennessee State University. There were a large number of student presenters this year.

Abby M. Brooks of the University of Tennessee Knoxville, spoke on Relationships, Clarity, and Feedback in which she examined the values of performance feedback and relational clarity. Her goal was to outline a study that, once executed, would be able to assist supervisors in providing accurate performance feedback in a clear and concise manner that would not harm the integrity of the work relationship.

Dedra Barefoot of the University of Memphis, speaking on Female Leadership Styles: Is There a Difference and Is There a Glass Ceiling? provided a review of the literature that concluded that there was little to no difference in leadership styles. The glass ceiling does still exist, but it is not due to differences in leadership styles.

Anita Hicks of Middle Tennessee State University discussed How the Study of Communication Has Changed My Life. She says that Socrates spoke to her when he said

the unexamined life is not worth living. Ms. Hicks changed her major to Communication and feels that it has given her the ability to be a competent communicator.

Kevin Flavin of Middle Tennessee State University talked about Scouting. He spoke of the benefits of being in groups such as the Cub Scouts and Boy Scouts. He believes that learning effective communication skills starts early when individuals are involved in such groups. He also spoke of the benefits of the diversity of the groups and their board members.

Carlos Yearly was awarded the Outstanding Undergraduate Student Paper Award.



Carlos Yearly of Middle Tennessee State University presented a paper entitled Text Messaging Controlling the Teen World. AKA Generation Y. He discussed the fears that many have about the negative effects text messaging may have on today's youth. It is often viewed as too impersonal, such as using it to ask someone on a date.

Linda Pysher Jurczak talked about A Rhetorical Analysis of the Pastoral Letter. She referred to an August 11, 1837 newspaper article that stated to put an end to the woman problem, women should just stay at home. The recommendation had the opposite effect, bringing the problem to the surface and creating a great deal of discussion on the place of women in the church.

Mary E. Asbury of University of Tennessee Knoxville presented her paper entitled Hate Speech on the College Campus: a Review of the Literature. She examined hate speech from conceptualization, harms and manifestations, using critical race theory. She discussed the psychological harms and emotional distress that hate speech can have ranging from nightmares to thoughts of suicide. *

Mary Asbury was awarded the Outstanding Graduate Student Paper Award.



Past President's State of the Association Report

by David Warner (04-05)

First, allow me to thank each of you for allowing me to serve the Association as your President for 2004-05. This past year has been a most rewarding experience, culminating with the 05 Annual Meeting in Gallatin. I have never failed to come away from an Association meeting feeling refreshed, proud of my colleagues and pleased that I have, yet again, learned much and gained fresh insights that I can pass along to my students.

During the Association's year just passed, you may note among your accomplishments the following. Although the list is not a complete detailing of your activities and initiatives, it is representative of the Association's activities.

The Tennessee Orators and Oratory book project continues as a work in progress. The conversion of past TCA Journals of Communication have been converted to electronic format and are being reviewed to ascertain the best manner they can be made available to the membership.

Member subscriptions for the Communication Educator journal have been continued.

As of the conclusion of the Business Meeting, an exploratory committee has been formed to discuss launching a joint TCA/THSSDL electronic Tennessee Journal of Communication.

The TCA website continues to be hosted at Volunteer State as a resource and means of disseminating information to the membership.

At the direction of the membership, a review of the By Laws was conducted with 8 Amendments being approved by the membership to expedite actions and reduce costs.

The wishes of the Association membership to include a corporate and/or organizational speaker or panel at the Annual Meeting was accomplished with our Friday guest speaker, investigative reporter Willy Stern.

The student paper panel was broadened to include separate undergraduate and graduate presenters and winners.

The proposal deadline for the Annual Meeting was moved to February in order to expedite planning and substantial completion of the program for early distribution.

Exploration has begun to formulate plans to develop a closer relationship between communication educators in Tennessee high schools and colleges and universities.

The Executive Committee secured an agreement with the Kentucky Communication Association to host a joint sub regional Annual Meeting in Tennessee in 2008.

Our financial position and cash flow continues to be positive.

TCA Financial Report

Beginning Balance 04 21 05		\$5,459.32
Deposits		\$2,135.00
Membership Dues and 05 Conference Registration	\$2,135.00	
Expenditures		\$1,694.43
Postage April 05 Tennessee Communicator	\$29.40	
Subscriptions to Communication Teacher	\$488.00	
Mail Labels, Name Tags, Badges	\$49.08	
Gavel with Engraved Plate	\$21.60	
Membership Refund	\$5.00	
Graduate and Undergraduate Student Paper Awards	\$100.00	
Plaques	\$101.70	
Conference Programs	\$97.15	
Spouse Meal Refund	\$12.50	
5 Star Food Services (9 23 05 and 9 24 05 Meals)	\$790.00	
Balance Forward 04 20 05		\$5,899.89

Announcements

TCA Officers Manual

Past President Dave Warner is working on an Officers Manual with the detailed duties for each office. The manual will be made available to each newly elected TCA officer to help them successfully carry out their responsibilities.

TCA Blog

We are looking at the possibility of developing a TCA Blog to promote greater exchange of ideas and issues between members. The Kentucky Communication Association has instituted a Blog for KCA. Our Webmaster, Dave Warner, is working on this project.

TBR Approves Tennessee Tech Dept.

Tennessee Technological University in Cookeville, TN now has a TBR approved Department of English and Communication.

States Advisory Council

Len Assante and Richard Ranta have agreed to represent TCA at the SAC meeting of NCA in November to discuss our concerns for oral communication standards in higher education.

NCA Offers Credit to K 12 Teachers

NCA will offer continuing education credit for K 12 teachers who participate in its conference workshops. The workshops are based on NCA's K 12 Standards for Speaking, Listening, and Media Literacy.

Debate Tournaments

Walters State hosted the Smokey Mountain Autumn Parliamentary Novice Tournament on Saturday, November 19th, to encourage the development of new debate programs in the state. Walters State has recently reactivated its debate program.

MTSU will host the 2006 Tennessee Intercollegiate Forensics Association State Championship Tournament on Saturday, February 4, with competition in parliamentary debate and the "usual" individual events. Contact tournament director Greg Simerly, gsimerly@mtsu.edu.

Upcoming Tenure Track Position at VSUCC

Volunteer State CC will be conducting a search for a full time tenure track position for a Fall, 2006 start date. They expect to have an announcement ready and approved by NCA, with interviews to be conducted in Spring 2006. A position description is currently being developed by the department and will be announced shortly.

Comings and Goings

Kina Mallard, who served as TCA President 1997 1998 and as Executive Director 1994 1997, has moved to Gordon College near Boston, where she is Dean of Academic Programs. She contributed greatly to our organization and her presence was missed at this year's conference!



Malcolm McAvoy (Left) and the MTSU Debate Team, (L to R) Jonathan Hull, Kate Kidwell, Mark Cummins, Bobby Ellis

Dawn DeVeaux has left Volunteer State CC to become Chair of the Department of Fine Arts at Fort Valley State University. She will be missed!

The University of Memphis welcomes Tony de Velasco, formerly of Emory University, and Sandra Sarkela, from State University of New York, to the Communication Department. Both joined the faculty this fall.

Student Success Stories!

University of Memphis grad student and BA recipient, Sarah Haley, has been hired at the Fox News Channel in New York. Congratulations, Sarah!

From the Executive Director's Desk

by Dorotha O. Norton

Nature transforms Tennessee into a wonderland of colors! Excitement begins to fill the air! Fall heralds a season of beloved traditions! Among the traditions for TCA members is Fall Conference. For those who attend TCA Fall Conference year after year, it is truly a special time! It is a time to grow professionally through shared research and tested classroom strategies. It is a time to enjoy the friendships of colleagues from across the state. As 2005 06 TCA President Malcolm McAvoy has noted at this year's conference, We're family.

Each year, there are new Fall Conference faces in the TCA family, and there are missing faces. TCA is delighted to have had this year's newcomers! Although she is no newcomer, it is great to have had Linda Lyle of UT Knoxville back at Fall Conference. Through the years, Linda has given much to TCA in leadership and in service. Several TCA members who regularly attend Fall Conference and who, too, have made vital contributions to the organization are among the missing family faces of this year's conference. Included in those missing faces are two individuals who for years have given so much of themselves to TCA. Michael and Suzanne Osborn of the University of Memphis have been cornerstones of TCA with their scholarship, with their leadership, and with their many areas of service, including annual hosting of the Memphis Party. To the Osborns and to each of you unable to attend this year's conference, TCA says, We hope to see you in 2006. Fall Conference is just not the same without you!

Award Winning Journalist Willy Stern Addresses TCA Conference

The featured speaker at the convention dinner this year was Willy Stern, a former staff writer at *Forbes* and *Business Week* and currently with the *Nashville Scene*. Mr. Stern spoke on The Secret to Saving the Media Industry: Capturing the Next Generation of Smart Ones.

There is a crisis in the news industry, according to Willy Stern, in his address to TCA conference participants. Stern stated that people no longer say I read it in the newspaper. Newspapers no longer stand for anything. The news reports are increasingly driven by talk radio and the bloggers. The bloggers can take an event and define it beyond the control of the mainstream media. The news media are losing viewers and readers at an alarming rate. And, instead of fighting back with truth and stellar reporting, the media have gone corporate. Managers are now guys in expensive suits with degrees from prestigious schools who use focus groups to determine what is news.

The problem is that the corporate solution ain't working. Credibility has been lost and must be earned back.

The solution, according to Stern, is for the news industry to develop strong ethical codes, be willing to do serious reporting, and then find the best and the brightest who are willing to be journalists.

Stern's remarks were well received by his audience. Stern is available to speak to groups and classes and may be contacted at the *Nashville Scene*.



TCA Members:

Holding the distinction as the only high school teacher (I think), I want to express once again my appreciation to the way I have been received into the association. I told the head of our upper school that attending this conference is like a "drink of cold water on a hot day". It is seldom that I am able to hear papers and discussions involving areas that I enjoy studying.

Thanks again to those that hosted the conference. I believe we all had a great time.

Until next year,
Bob Oliver

Kudos

University of Memphis

Marvin Bensman, along with Barbara Moore and Jim Van Dyke, is publishing a book entitled *Prime Time Television: A Concise History*.

Dr. Richard R. Ranta presented his paper, Where do the Arts Live? in Vancouver, Canada in November at the annual meeting of the Council of Colleges of Arts and Sciences.

University of Tennessee at Martin

Dorotha Norton was recently presented with an MTSU scholarship endowment established in her name. Gifts and pledges of more than \$26,000 have been made to date. Norton was presented with a charter list of scholarship donors at the annual Communications Career Day Awards Ceremony.

Volunteer State Community College

David Warner, Assistant Professor of Communication, won the college's first Exemplary Distance Education Course award for his online basic communication course (COM 100). David Johnson, Associate Professor of Communication and English, was also a finalist for this prestigious honor.

Dawn Larsen, Associate Professor of Communication and Theatre, has been named Vice Chair of the History, Literature and Criticism Committee of the Southeastern Theatre Conference. She also recently published *Hysterical, Historical Fun: The Last of the Old Time Tent Shows* Theatre History Symposium 13 (2004).

Shellie Michael, Associate Professor of Communication, was invited to present at the Spring 2005 meeting of the League for Innovation in the Community College. She presented Teaching the Hybrid Public Speaking Course. Shellie was also re-elected to her position as Speaker of the VolState Faculty Council.

Len Assante, Associate Professor and Chair, was selected by the college and the Tennessee Board of Regents to participate in the inaugural year of Regents Academic Leadership Institute (RALI). RALI is an invitation only one year intensive higher education leadership development program designed for department chairs deemed likely for further advancement in academic administration.

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

2005-2006 TCA Membership

Name: _____ Highest Earned Degree: _____

Institution Represented: _____

Check one: Full time Faculty Adjunct Faculty Retired Faculty Student Independent

Preferred Mailing Address: _____

City: _____ State: _____ Zip: _____

E mail Address: _____

Business Phone: _____ Home Phone: _____

Membership Type:

Student (\$5) Regular (\$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.*

Office: (731) 881 7552

Home: (731) 749 5915

MAIL CHECK AND COMPLETED FORM TO:

Dorotha Norton, TCA Executive Director

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University of Tennessee at Martin
Martin, TN 38238

E mail: dnorton@utm.edu



Tennessee Communication Association

c/o Dr. Richard R. Ranta, Editor
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The University of Memphis
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