



# TEXASPEAKS

Texas Speech Communication Association

Fall 2008

## A Message from TSCA President Lois Davis

*This year when I went to the convention, I was a little sad because my dear friend Rosemary Kincaid was not going to be there. Almost from my beginning of attending TSCA conventions, Rosemary had played a huge role. (You will hear more about that in my presidential address in 2009.) My knowing that Rosemary was not going to be at this convention, which I had coordinated, was very difficult for me. She was a great supporter of mine. Fortunate for me, I got through it and today I say, "Oh, what a time we had in Corpus Christ, but I am so glad that one is over"! LOL*

*Even though I was a basket case, the convention was a huge success! I have always lived my life believing "if there is a will, there is a way"! This was proven to me so many times during the planning and implementing of this convention. Many thanks go to each and every one of you who worked tirelessly to accomplish this goal. I would especially like to give a special thank you to the Executive Council for handling the business of TSCA. I greatly appreciated Barb Mayo's leadership and dedication to making sure that all the "i's were dotted and t's crossed" for a well run convention! A stress free registration foreshadows the convention! Behind the expertise of very own computer whiz Brent Hinkle, registration ran smoothly! Isn't the online registration awesome! Thank you, Brent, for keeping us updated and modern, not only at the convention, but also with our website! Our archivist Jana Riggins continues to do a superb job preserving our history. Also, Jana, thank you for your eye and mind to detail! You saved me! What would we do without Glynis Straus's knowledge of Parliamentary Procedure! Her know how enabled us to take care of the business in an orderly manner! "Don't mess with Bill, leave my Billy alone!" I often tease him with those lyrics because he continues to be a quiet force in the success of this organization and the convention by handling our money with honesty. Oh, yea, he also selected great meals for the convention, hopefully enjoyed by all. Ralph Long, you are the bomb! Your immaculate good taste and creative ideas were certainly welcomed from the district chairs who got treats from you. Thank you very much Amy Tilton Jones for continuing to provide us with a first class newsletter. I send a "shout out" to Shawn Wahl for doing an awesome job as editor of the journal. With the team work, energy, time, and effort that all of you gave, the convention came together! Yea!*

*From beginning to end, our Local Arrangements chair Charlene Dietrich and her committee did a marvelous job! Thank you. They worked hard to make sure our stay in Corpus and the convention would be a pleasant experience. We all like to get free things at conventions, so the flower pin was a nice treat, as well as thank you the goodie bags drawings that began in San Antonio. Thank you for continuing it in Corpus!*

*Even though Oral Interpretation chair Myrna Bass came to the convention concerned about the "Meet the Author" program, it turned out to be a highlight of the convention's success! Our "Professor's Performance Hour" certainly captured the essence of the convention's theme. I know many of you like me saw yourself in one of the examples dramatized in the performance.*

*The backbone of the convention's success comes from the continuous efforts of the members. If you submitted a program, presented a program or coordinated a program, my hat is off to you for a job well-done. I thank the Committee Chairs, Interest Group Chairs, and District Chairs for their leadership, guidance and continuous efforts. Because of you, we leave the convention with a wealth of knowledge and information to help us to be better at what we do.*

*I am honored to be the president of this organization! I do not take my responsibility lightly. I am here to serve and to represent you well. Please don't hesitate to call or email me. I wish you Happy Holidays and I look forward to hearing from you.*

*Sincerely,*

*Lois Davis*

# Congratulations to the 2008 TSCA Award Winners!



TSCA 2008 Educator of the Year Award Recipients: (Left to Right) Shawn Wahl (University), Amy Tilton Jones (Community College), Sandra Jones (Middle School), and Barbara Garner (High School).



TIFA 2008 Educator of the Year Award Recipient: Randy Cox



TSCA 2008 Outstanding Service Award Recipients: Natalie Bryant and Ann Shofner



*Congratulations!*

## A Message From Immediate Past President Barbara Mayo

### A SEA OF GRATITUDE

As I drove away from the “Sparkling City by the Sea” I was reminded of the story of the Starfish and the boy who threw the starfish back into the sea, explaining that to this particular starfish it made a difference. Each of you makes a difference and I am continually reminded of just how much each year at our TSCA convention.

The success of this year’s convention could not have been achieved without the hard work of everyone, but as we all know, the yeoman’s task weighs most heavily on the shoulders of your Vice-President Lois Davis, who did a superb job of planning and organizing all of our events and the Local Arrangements Committee chaired by Charlene Dietrich, who provided unequalled enthusiasm and fun – my gratitude continues.

All of your officers worked tirelessly throughout the year; Ralph solicited vendors and kept the district chairs informed; Brent kept our website updated and with great patience managed the lines at registration; Bill managed our finances and got us running in the black again (government take note); Amy patiently and persistently collected newsletter information and always managed to “pretty it up” for us; Shawn masterfully edited our printed and on line journals garnering us continued praise among the academic community; Jana, even throughout all of her own personal trials and tribulations this year, maintained our archives and kept our records safe for generations to come and Glynis kept us all in line according to the by-laws and Robert’s Rules of Order – well, except when we totally out of order! Of course, your Interest Group Chairs who put your panels together, District Chairs who kept us in touch throughout the year and Committee Chairs who managed the nuts and bolts of our association are all examples of people making a difference. Your time and dedication to TSCA does not go unnoticed or unappreciated.

As I ended my Presidency, I reflected on how much difference three years could make and nothing resonated more to me as a testament to that, than when I listened to the resolutions being read in the last general session. Not too long ago, I was the new member, sitting in the last general session not quite “getting” the humor or sentiment of the resolutions. This year, I got them all! As I listened to the resolutions acknowledging all the members of TSCA who served our association and have passed away, I was reminded of the Starfish and how much each of their lives had touched mine or some new young TSCA member’s life and encouraged them to join in. I reflected on those who are still encouraging others and who encouraged me to join in such as Jana Riggins encouraging me to serve as Local Arrangements Chair at South Padre Island, Russell Lowery-Hart and Glynis Straus at the Dallas Convention and all of the others who provided guidance and support along the way. Most importantly, I must recognize the person who provided perpetual guidance, support and her belief that I could “Git ‘er Done” – thank you Natalie for your belief that I could make a difference. As I leave this position, I am encouraged by all of the new faces I saw at TSCA this year and fervently hope that you will mentor them and encourage them to become involved in the TSCA family so they can continue to “Make a Difference”.

Thank you for allowing me to serve you as President.

Sincerely,

Barbara Mayo

TSCA President ‘07



## ***Presidential Address – Barbara J. Mayo***

### **TSCA Annual Convention: Media Morphology**

LOL, BTW, BF, BFF, OMG, BRB, LOL – if it sounds like I am speaking a foreign language, then most likely, you were born BG – Before Google.

Did you know? That in 2006 there were 2.7 BILLION searches performed on Google EACH MONTH? In 2008, that number has increased from 2.7 billion to 6 BILLION!

Globally, there were over 1.1 Billion cell phones sold in 2007 and over 2 Trillion text messages sent.

That's an average of 340 text messages for every man, woman & child on this planet! (And personally speaking, I know several were attempted in my classes.)

If you were born "BG", you are not alone – the average teacher was born before the advent of the World Wide Web. We are "Digital Immigrants" whereas many of our students are "Digital Natives". We have heard as educators that we must work at lessening the gap of the Digital Divide, but we must ask ourselves if we are behind our students in addressing this divide.

Last year when deciding on the theme of Media Morphology for this year's convention, I was hoping to stimulate thinking about the impact of technology not only in the classroom, but in our everyday lives. Additionally, we cannot think about the impact of technology on our lives without thinking about globalization. The world has become flatter through technology and we must be able to address the paradigm shift that these changes bring to education in the 21<sup>st</sup> Century.

This year's theme has indeed garnered a great selection of programs to address these issues including the use of technology such as I-Pods, Blogs, Wikis, PodCasts, and YouTube in the classroom, using virtual worlds in academic settings and many other topics that explore the impact and application of technology in an educational setting. So, today, I would like us to examine what we know, or think we know, about today's learner as we attend our sessions to explore these themes. Let me share a few facts to help us understand just how global we have become and how technology has already changed today's learner and will undoubtedly impact our profession.

In most communication courses, we deal with the concept of Interpersonal Communication. Yet, how are we defining Interpersonal Communication? Most would use one or another form of a standard definition of "face to face dyadic communication". Yet, do you realize that the average MySpace website gets over 30 hits daily and MySpace has over 110 MILLION registered users and in February of this year had close to 1 BILLION hits? Is this interpersonal? Our students think it is. They judge their "Interpersonal Success" by the number of "friends" on their MySpace websites. This isn't a phenomenon limited to teens and in fact, 1 out of every 8 couples married in the U.S. this year met on line. How do we argue with the success of that? Yet, we all know individuals who use e-mail poorly and need our courses to learn how to write business e-mails or determine if e-mail is even the appropriate channel for communication. We have all engaged the person who lacks poor eye contact or nonverbal skills and is unaware of their impact. We have all, at one time or another, experienced the person with low self-monitoring skills who desperately needs our courses so they can know what to say and do when they actually DO meet face to face that person they met on line! Hey, I'm sure they all want to be that 1 in 8 statistic that actually got married!

In our current global economy, and with students seeking jobs both in the U.S. and abroad, it is imperative that we think about how we teach interviewing techniques. While many of us have had jobs for years and plan to retire in our current locations, today's learners will not have that same opportunity. Let me share some statistics from the US Department of Labor. By the age of 38, today's learners will already have held 10-12 jobs. One out of every four employees today has been in that position for less than one year

and one out of every two has been in their current position for less than five. Jobs are changing as well. According to former Secretary of Education, Richard Riley, the Top 10 in-demand jobs that exist today DIDN'T EVEN EXIST in '04. Technology has definitely impacted how one applies for a job. Already, the application process for most jobs is conducted on-line and we must teach our students how to research companies on line, how to post their résumés on line and how to interview via teleconference. Yet, this does not preclude the need for teaching how to properly conduct oneself in an interview or compose a well-written cover letter or résumé. We have all seen poorly written letters, scoffed at the poor grammar and not considered the applicant. We have all seen the interviewee with poor nonverbal skills. Conversely, we have all seen the power of conversation in establishing networks and the impact of GOOD rapport building skills in getting a job. Our task as communication educators in the 21<sup>st</sup> Century is to teach our students how to gain and maintain a job in an intercultural environment, teaching our students about how nonverbals vary between cultures, the importance of a handshake in some and a bow in others or the cultural impact in the use of space, time and language, just to name a few. The communication course is essential to the success of our students in a global economy.

Every communication course deals with the power of language. Yet, do you realize how much has changed with regard to language and the sheer volume of information our students have access to? There are currently over 540,000 WORDS in the English language – that's five times as many as during Shakespeare's times. There are more than 3,000 new books published EVERY DAY! And some estimates state that 1 Week's worth of New York Times newspapers contain more information than a person was likely to come across in a LIFETIME in the 18<sup>th</sup> Century. That's only 7 newspapers – think about it! What does that mean for our students? For us? It means that the sheer volume of information regarding new technology will double every two years by 2010 - is there any way to keep up with that? The obvious answer is no. However, we CAN teach how to effectively access this information. We have all seen the student who lacks adequate search skills on even Google, who needs our courses to learn how to research on line, how to think critically about the data that is discovered, how to string it into some sort of comprehensible argument for a debate. In fact, the statistics you heard today were originally created for a Colorado High School faculty and made available on line. To show you the sheer power of the Internet, the original information was posted in '06 and by June '07, five million had visited the YouTube site. Our job has NEVER been to know everything, it has ALWAYS been to lead our students and encourage thinking outside the box. Every communication course that analyzes speeches, media or arguments does this.

We are indeed living in exponential times, so how do we keep up? The good news is WE don't. The technology will do it for us. What we DO have to do is learn to ADAPT. We must adapt our way of thinking to recognize the global nature of our world and emphasize that with our students. We must adapt by utilizing the technology in our classrooms that our students use daily. We must adapt by continuing to emphasize the need for communication in curriculum – technology does not mean an omission of communication, it means an added emphasis on communication. Now, possibly more than ever, in our growing global society, the demand for Communication courses and Teachers is critical.

As you attend the programs at this convention, I encourage you to think outside the box, to think differently about how to teach your students, about how to become a more global citizen, about what it means to be literate in the 21<sup>st</sup> Century. CYL – OAO- TVM

See you later – over and out. Thank you very much.

**WHEREAS**, the Omni Hotel Staff has been courteous, helpful, and cooperative in the planning of the 2008 TSCA Convention; and

WHEREAS, the entire hotel staff worked together above and beyond their required duties to make sure our facilities were ideal; and

WHEREAS, Mysti Johnson, Convention Services Manager, and her staff have treated us like the Kings and Queens we are, therefore

BE IT RESOLVED, that TSCA express our most sincere appreciation for the Omni staffs' efforts.

**WHEREAS**, Xerox Copiers were supplied by Carmen Guerra and

Whereas, Calallen ISD gave us money under the auspices of UIL to help defray costs of the convention, and

Whereas, Ariel Monte, 2008 Feria de la Flores Queen and Calallen Senior, graced us with her charming presence and shared her beautiful, but practical blooms, and

Whereas, Charlene's 5<sup>th</sup> period class served as slave labor on our behalf, and

Whereas, the Calallen Floral Department students and Mrs. Francis Nelson provided the beautiful podium flowers, room flowers, and the 360 pen flowers

Whereas, the Texas State Aquarium, the Hooks baseball team, Del Mar College, and HEB, and Whataburger donated some of our FABULOUS door prizes, therefore

BE IT RESOLVED, that TSCA express our gratitude to these benevolent individuals and organizations.

**Whereas**, Don Meyers was a long time supporter of TSCA, and

Whereas, Don Meyers was a believer in the education value of communication studies, and

Whereas, Don Meyers unselfishly loaned his wife to TSCA for many, many years, therefore

Be it resolved that TSCA mourn his passing and send our sincere condolences to Virginia and her family.

**Whereas**, tights make a perfectly respectable UIL one-act play costume, and

Whereas, typing probably saved his life during his Vietnam tour of duty, and

Whereas, TSCA could not have bought better "cheap entertainment", and

Whereas, his love of speech, theatre, and UIL showed through his wise words, therefore

BE IT RESOLVED that the membership of TSCA congratulate Arturo Almendarez for his designation of Communicator of the Year.

**Whereas**, Jackie Jerrett coached and taught thousands of students during her career in Lubbock and mentored many of us as we were beginning coaches, and

Whereas Jackie served as president of both TSCA and TFA, and

Whereas Jackie has given Ann Shofner lots of material for her impersonations and

Whereas Jackie was always someone who could laugh at herself- remember her presidential address in Waco where she asked “Who am I and what am I doing here?”

BE IT RESOLVED that TSCA mourn her passing because we knew who she was and why she was here.

**Whereas** it is possible to have a life beyond forensics, and

Whereas, Kristy Thomas Minor is TRULY an Oral Interp and Theatre teacher because she allowed her husband-to-be to dance down the aisle to Michael Jackson’s “Billie Jean” (we heard she did the blocking), therefore

BE IT RESOLVED that we extend our heartfelt congratulations on her recent marriage and wish them many years of happily dancing the night away.

**Whereas**, students from all over the state of Texas benefited from Rosemary Kinkaid’s knowledge, expertise and boundless energy, and

Whereas, those same students, whether they brought home trophies or slunk home in defeat, all knew they were appreciated, challenged and loved, and

Whereas, colleagues respected her devotion to the discipline of speech and to this organization, and

Whereas, we’ll miss her insightful mind, ascerbic wit and always stylish attire (She might be the first angel to debate in blue jeans.),

Therefore be it resolved that TSCA mourn the passing of Rosemary Kinkaid.

**Whereas**, Ralph Long was explicitly instructed to provide fodder for the Resolutions Committee, and

Whereas, he seems to feel that he needs to maintain a certain amount of dignity as befitting his lofty office “as if”, and

Whereas, he should know that it’s ok for vice-president to just be himself (you betcha, wink), and

Whereas, you can run Ralph, but you can’t hide up there on that dais, therefore

BE IT RESOLVED that the REAL Ralph Long show himself.

**Whereas** Julie Fuller served the forensics community for several years in Lubbock at both Coronado and Monterey High Schools, and

Whereas, Julie has moved on to the greener pastures becoming an elementary school librarian and

Whereas, she seems to have every weekend off now,

BE IT RESOLVED that we envy her and wish her well.

**WHEREAS**, Norma Coston and Bo Williamson from Custom Awards have generously provided the plaques for Educator of the Year and TSCA Service Awards; and

WHEREAS, these awards are cherished each year by the recipients;

THEREFORE BE IT RESOLVED, that TSCA thank Norma and Bo for their continued support of this organization.

**Whereas**, Rita Harlien coached speech and debate for over 30 years in the El Paso area and coached numerous state champions, and

Whereas, Rita was a past president of TSCA and

Whereas, Rita exemplified ethical competition, love of her students, and love of the activity of competitive speech, therefore

BE IT RESOLVED that TSCA mourn her passing and send our heartfelt sympathy to her family and friends.

**Whereas**, an extended wait on a transplant list ended this summer, and

Whereas sickness and long hospital stays cannot keep his spirits down, and

Whereas, Karen finally got back to us at convention this year, and

Whereas Karen's final few chapters of 1-800-GIVE ME A LIVER can finally be written, therefore,

BE IT RESOLVED that we all breathe a sigh of relief and say a prayer of thanks that Dr. John Gossett's liver transplant has him on the road to recovery.

**Whereas** Jackie Spradley was a beloved instructor at the University of Texas at El Paso and El Paso Community College, and

Whereas, the El Paso speech and theater community has lost a great friend, therefore

BE IT RESOLVED that TSCA mourn his passing and extend our sympathy to his family.

**Whereas**, we did not know that anywhere in the state of New York could have more cows than people, and

Whereas, the sport of dodge ball has been elevated to the level of theology, and

Whereas, having a series of bad hair days resulted in some truly inspirations poetry, and

Whereas, he saved the Meet the Author with grace and humor, and

Whereas, we were entertained and enlightened by his Beacons of Light and wise words, therefore

BE IT RESOLVED that TSCA membership thank Alan Berecka for a job well done.

**Whereas** Sandy Lucaa was an outstanding coach and mentor to many of us throughout the years and  
Whereas Sandy taught speech and debate at Skyline High School in Dallas forever, and  
Whereas, Sandy served on the Executive Council of the Texas Forensic Associations, and  
Whereas Sandy continued to be an educator after she retired from teaching by working with cancer patients and teaching them to talk again, and  
Whereas, Sandy served this organization in many capacities and received an Outstanding Service Award, therefore  
BE IT RESOLVED that TSCA mourn her passing and take a moment to appreciate her years of service.

**Whereas**, the whole of TSCA loves and truly appreciated her steadfast work ethic, and  
Whereas, we all look to her for wisdom, support, and answer to our multitudinous questions, and  
Whereas, the past year has been demanding and difficult for her and for her family, and  
Whereas, the entire state of Texas forensics understands her love of family and career, therefore  
BE IT RESOLVES that we envelope Jana Riggins with a huge group hug and cover her beloved Johnny and the boys with our fervent prayers.

**Whereas**, Ann Shofner has finally blackmailed enough people to win an Outstanding Service award, and  
Whereas, Ann Shofner can text message like a 12 year old girl, but Ralph Long can't even figure out how to send a response to a text message, and  
Whereas, Ann Shofner teaches Pole Dancing 101 to Ron Dodson, Robert Shepard, Barbara McCain, and Linda Alderson, and  
Whereas, Ann Shofner has a better hairdo than Connie McKee (which isn't hard to do), and  
Whereas, Ann Shofner not only conquered the Iditarod, but made it bow down for mercy, therefore  
BE IT RESOLVED that TSCA membership will henceforth refer to her as "The Shortest, Sexiest, Pole-Dancing Iditarod Champion Queen B"

**Whereas**, the speech community lost a great friend in John Farr, and  
Whereas, John was a gifted coach and director, and  
Whereas he made everyone from the superintendent to the custodial staff feel special with a smile, a joke or a hug, and  
Whereas, he made a difference in the lives of so many students, and  
Whereas, we will all miss the booming voice, infectious laugh, and larger than life presence of sexy John Farr,  
Therefore be it resolved that TSCA celebrated the life of John Farr and tell a joke in his honor.

**Whereas**, many members of TSCA are facing health issues and upcoming surgeries, and

Whereas, some of us are dealing with day to day trials in our lives that the membership might not know about, therefore

BE IT RESOLVED that TSCA keep our members in our thoughts and prayers throughout the year.

**Whereas**, in keeping with this convention's media theme, the resolutions committee has secretly recorded all the dubious proceedings, and

Whereas, we learned some noteworthy items like David Gardiner has friends in high places and Amy Tilton Jones will publish just about anything, and

Whereas, rumor has it Jana Riggins bribed the luncheon speaker to say UIL 152 times (OK that may not be an accurate number, but we don't teach math for a reason), and

Whereas, Lois Davis might not be superwoman, but apparently there are quiet a few who seem to think Brent Hinkle is superman, and

Whereas, many of us digital immigrants who were born bg (before google), which was made obvious by the number of people who have served this organization, for years, and years, and years..... gosh we feel old,

Therefore be it resolved that TSCA members follow the sage advice of the chronologically gifted Glynnis Strause and "get over it".

**Whereas**, Charlene Strickland is a valued and respected member of the TSCA organization, and

Whereas, Charlene was sorely missed at convention this year, and

Whereas, Charlene's beloved mother has recently passed away, therefore

BE IT RESOLVED that TSCA send Charlene Strickland and her family deepest condolences and prayers.

**Whereas**; Krin Brooks Perry has been a dedicated member of TSCA for many years, and

Whereas; Krin has mentored and cared for many members in their time of need, and

Whereas; it is an honor to return said love and care,

Therefore be it resolved that the membership of TSCA express their sympathy and support to Krin Brooks Perry on the death of her sister, Kelly Brooks.

Whereas, Craig Hertel stands tall in stature and in our organization, and

Whereas, Craig is deeply loved by students and colleagues alike, and

Whereas, Craig almost missed convention this year, due to the death of his dear father, therefore

BE IT RESOLVED that the TSCA membership send our sympathies to Craig Hertel and his family in their

time of loss.

\$5.00 Mike's Dancing Disclaimer to help defray the costs of next year's convention

**Whereas**, the Del Mar professors encouraged us to embrace both technology AND our raging hormones, and

Whereas, apparently a cell phone in the bra is worth two in the bush, and

Whereas, to our dismay, Ralph Long sat and merely listened in stately vice-presidential style, free of any trace of leather or spandex, and

Whereas, Mike Jones preformed the part of "token male" to the enjoyment of the masses, and

Whereas, the information on how computers are like both men and women proved highly instructive, and

Whereas, we are still wondering on what level (one through five) of the 5 stages of on-line dating that Mike Jones snagged Amy Tilton, and

Whereas, the term "playing on the computer" has taken on a whole new meaning, therefore

BE IT RESOLVED that the faculty of Del Mar be applauded for a job well done.

Whereas, the dais seemed less that complete this year, and

Whereas, we are not sure old fart is a term that should be archived, and

Whereas, no one dresses as snappy, and

Whereas, all of us melt with her smile and her gracious nature, and

Whereas, she served both officially and unofficially as our President, therefore

BE IT RESOLVES that Natalie Bryant received a hardy hug and thanks for all she has done for TSCA and its membership.

Whereas, the unofficial, emeritus, and actual members of the Resolutions committee D/K if everyone got the inside jokes, and

Whereas, the hotel security is ROFL at the Resolutions Committee meetings, and

Whereas, the 2007 Resolutions Committee hopes everyone we ribbed will GOI (Get Over It!) and LOL, therefore

BE IT RESOLVED that the membership who will CYL, displays their megabytes of appreciation because next year you should be prepared to seen and not heard.

**Respectfully submitted,**

The 2008 Resolutions Committee

Aimee Kasprzyk and Barbara McCain, Co-Chairs, Terrie Robinson, Alicia Dunson, Scott Sowers, Janet Melton, Emeritus, and Shawn Duthie, Un-official

## Call for Manuscripts

Texas Speech Communication Journal  
Volume 34

The *Texas Speech Communication Journal* issues a call for papers that focus on nonverbal communication. Papers can examine topics such as nonverbal communication related to technology, personal relationships, health care, organizations, education, etc.

Contributors may approach the topic from a variety of methodological perspectives. Teaching Tips submitted for Volume 34 should reflect best practices in teaching nonverbal communication. Manuscripts should be received no later than **February 10, 2009**. Manuscripts not devoted to the topic of nonverbal communication will be considered for the research section of the issue as space allows. TSCJ follows a policy of blind review so no author identification should appear in the body of the manuscript.

Manuscripts should not exceed 25 pages and be written according to the *Publication Manual of the American Psychological Association* (5th edition). The title page should include the author's name, academic position, institutional affiliation, full mailing address, telephone number, email address, brief author bio, and a history of the manuscript (presentation at conferences). An abstract of not more than 150 words should accompany the manuscript. The author should also include keywords for the article. Email submissions are preferred for both manuscripts and teaching tips (either in WordPerfect or Word.). The format for Teaching Tips should include learning objectives, description of preparation needed for the activity, a description of the activity, instructions for debriefing and a list of resources.

Queries and manuscript submissions should be sent via email to:

TSCJ Editor, Shawn T. Wahl  
email: [shawn.wahl@tamucc.edu](mailto:shawn.wahl@tamucc.edu)  
Texas A&M University-Corpus Christi  
(361) 825-2296



## TSCA Conference 2009 Call for Papers and Panels

### **Beyond Words: Nonverbal Communication**

#### **A Second Language**

OMNI Mandalay Hotel at Las Colinas

221 East Colinas BLVD

Dallas (Irving), Texas 75039

Phone: (972) 556-0800, FAX: (972) 556-0729

October 6-9, 2009

“To acquire knowledge one must study; but to acquire wisdom, one must observe.”

Marilyn vos Savant

In other words, what one observes about another establishes perception and knowledge of whom that person really is, supporting the notion that one's nonverbal behavior is an important factor in understanding human beings. The nonverbal channels seem to be more powerful than what people say. This becomes even more apparent as our world becomes more culturally diverse. To understand the differences in languages, family background, and life experiences of people we encounter, we must go beyond the words that are uttered, and observe the nonverbal language of behaviors.

I find it fascinating to watch people! I love looking at their eyes and faces or what they do with their hands or how they maneuver their bodies. My observations of their nonverbal behaviors enables me to learn a great deal about an individual before we share verbal communication. My observations can also give me a “heads up” in knowing how to deal with an individual.

Certainly my way comes under scrutiny, but I do believe that nonverbal communication is a strong method of the communication process that offers me ideas and thoughts. With that being my goal, I offer a few suggestions about my theme to the members of TSCA to help you create programs that will:

- Explore the different aspects of nonverbal communication and what they mean.
- Discuss the importance of nonverbal communication in a cross-cultural environment.
- Investigate female and male nonverbal communication differences and similarities.
- Examine how gender and physical appearance affect behavior from others.
- Address how nonverbal communication is as significant as verbal communication to optimal success in the workplace.
- Illustrate how nonverbal communication could be classified as another language.
- Offer interpretations of nonverbal cues and behaviors from culture to culture.

With nonverbal communication being a broad topic of interest, I challenge the members of TSCA to go beyond these suggestions, but to expose us to unique areas of nonverbal communication that will broaden our intellect and peak our interest to greater heights!

**Join us in Dallas at the 2009 Convention.**

**Share your research and ideas.**

**Send all programs, questions, and information to: Ralph Long, Vice President, rlong@ccc.edu**

**Submit your panels through your Interest Group Chairs**

**Additional information online at [www.etsca.com](http://www.etsca.com)**

## **The Texas Association of Communication Administrators (TACA)**

### **Call for Participation**

TACA has proposed the following panels for the 2009 convention. If you are interested in participating on a panel, please contact the designated chair on or before Feb. 1, 2009. The Texas Association of Communicator Administrators (TACA) *is affiliated with TSCA and meets at the annual TSCA convention. This organization also sponsors a limited number of programs dealing with issues facing college/universities. Everyone is welcome to participate*

#### **Chair**

Debbi Hatton

Dept. of Comm. Studied

Sam Houston State University

Campus Box 2299

Huntsville, TX 77340

Email: Hatton@shsu.edu

Work: (936) 294-1498

#### **Proposed Panels:**

**“Recruitment: The Value of TSCA to Community Colleges and University Instructors”**

**Chair: Mary Evelyn Collins scm\_mec@shsu.edu - Sam Houston State University**

With recent mandates to cut travel expenses in higher education, membership at the community college and university levels of TSCA has declined. Please join us in a round table discussion on how to more effectively recruit members of our Community Colleges and Universities across Texas to join TSCA. Discussion will include the benefits of TSCA to higher education as well as creative strategies for funding travel.

**“Graduate Programs in Texas: A Graduate School Showcase”**

**Chair: Trudy Hanson thanson@mail.wtamu.edu - West Texas A & M University**

Graduate programs throughout Texas will be invited to showcase their programs and potential graduate students are encouraged to come “shop” for a great opportunity to continue your education. Come meet professionals from around the state to see what opportunities abound!

**“I Have my MA, now what do I do? Tips to Getting a Teaching Job at the College Level”**

**Chair: Barbara J. Mayo bmayo1@mail.accd.edu - Northeast Lakeview College**

Have you ever wondered what administrators look for when reviewing potential applicants in higher education? Panelists will discuss the various “Dos and Don’ts” of the job search at the community college and university levels while providing tips on attire, non-verbals, CVs, researching, networking and many more insider tips. If you are searching for a job, you won’t want to miss this one!

Other program ideas may be submitted to Debbi Hatton, Hatton@shsu.edu.

# Announcements!!!

Charles Wise is responsible for the third “Town Hall Debate” at the Dallas ‘09 convention. The tentative resolution is: Resolved: That this House deplores the concept of same-sex marriage.

If you are interested in being considered as a principal for the debate please contact Charles at [cwise@austin.rr.com](mailto:cwise@austin.rr.com) or (210) 392-8229



Do you have an announcement, job call, or any other item of interest for the newsletter? If so, please send to Newsletter Editor, Amy Tilton Jones, at [ajones@delmar.edu](mailto:ajones@delmar.edu). The Newsletter Editor reserves the right to edit information and publish only when space allows! Thank you for your input into the TSCA Newsletter!

## The Website is Your Friend!

Check the TSCA website, [www.etsca.com](http://www.etsca.com), throughout the year for job calls, access to the newsletter, committee assignments, and member contact information!



# More Announcements!!!

From Vice President-Elect, Kandi King

Do you have ideas/ suggestions for vendors for next year's convention? A company you would like to see present? A type of service you would like to see represented? If so, let us know!!!

Send an e-mail to Kandi King at:  
kking@neisd.net

E-SWAP the interchange of teaching tips is entering its fifth year. To participate contact:

cwise@austin.rr.com

## Calling All Speech Teachers!

The Public Relations Committee is compiling a list of EVERYONE who teaches Speech Communication and/or Communication Applications!

You can help in 2 ways: 1) Share with the committee the names of all such people at your institution and 2) Suggest ways this task may be expedited.

Contact Michael Merritte—  
Michael\_Merritte@gisd.edu or Charles  
Wise at cwise@austin.rr.com

Are you willing to serve as a mentor to a new teacher/member of TSCA? If so, please e-mail your name, school, city, phone number, email, and subjects taught to Holly Reineking:  
holly.reineking@humble.k12.tx.us.

Currently, there are no mentors from the following districts: 1, 5, 6, 8, 9, 10, 13, and 18.

The mentor list will be updated and posted on the TSCA website, and in the newsletter, in the future.

# More Pictures From Convention 2008!



TSCA Communicator of the Year:  
Dr. Art Almendarez



The nominees for Educator of the Year pose for a group picture after the reception in their honor.

Who could resist the Natalie and Ann "bloopers"? We could not....



In-Coming President Lois Davis, and Out-going President Barbara Mayo.





TEXAS SPEECH  
COMMUNICATION

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Corpus Christi, Texas 78404  
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VISIT THE WEBSITE!  
[WWW.ETSCA.COM](http://WWW.ETSCA.COM)

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TSCA is the largest Speech Communication State organization in the United States! It consists of educators from middle school through University level in the fields of speech and theater, Administrators from all levels, and Professionals from Corporate America. The Texas Speech Communication Association has a member base of approximately 700 members and growing!

Thank You District Two for Your  
South Texas Hospitality!



## 2008-2009 TSCA Executive Officers

President: Lois Davis, Brazosport High School, [ldavis2@brazosportisd.net](mailto:ldavis2@brazosportisd.net)

Vice President: Ralph Long, Collin County Community College, [rlong@ccccd.edu](mailto:rlong@ccccd.edu)

Vice President-Elect: Kandi King, Winston Churchill High School, [kking@neisd.net](mailto:kking@neisd.net)

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Comptroller-Elect: Mike Jones, Del Mar College, [mjones@delmar.edu](mailto:mjones@delmar.edu)

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Immediate Past President: Barbara Mayo, Northeast Lakeview College, [bmayo@accd.edu](mailto:bmayo@accd.edu)