

# Ethica

## The Newsletter of the National Communication Association's Communication Ethics Division

**VOL. 23 No. 1  
Spring 2010**



**Messages from Vice-Chair:  
Submit to the NCA  
Communication Ethics Division  
Call for Papers: 2010 Convention:  
Building Bridges  
Annette Holba  
Plymouth State University**

The call for papers for the Communication Ethics Division of the NCA 2010 Convention that will be held in San Francisco is out! Be a part of the NCA Communication Ethics Division excitement and submit an individual paper or a panel session that you find interesting. The call for papers is presently on the NCA website and included in this edition of *Ethica*. Please join us in 2010 and contribute your hard work and ideas as we continue to move the communication discipline toward scholarly excellence toward the second decade of the 21<sup>st</sup> century. The submission deadline is February 17, 2010.

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**Editor for this issue of Ethica:  
Christina L. McDowell Marinchak**

**Written contributions for Ethica  
REQUESTED and ENCOURAGED!**

Send articles, notes, news, requests to the Editor!  
The next edition is tentatively scheduled for fall  
2010. **Deadline is August 2010!**

Christina L. McDowell Marinchak  
Duquesne University  
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*NCA Communication Ethics Division Call  
for Papers*

The Communication Ethics Division invites completed papers, paper sessions, panel discussions, and other programs exploring the significance, impact, and necessity of communication ethics. We welcome submissions that focus on advocacy, research, theory, pedagogy and/or practice with special consideration given to programs and papers that address the 2010 convention theme, “Building Bridges” that 1) emphasize linking our scholarship with professions beyond our disciplinary borders; 2) bridge areas of scholarship and teaching; 3) connect research and pedagogy to community projects; and 4) maximize the potential benefits and overcome the difficulties of new technologies that make connecting with one another easier and at once, more complicated. Submissions open December 21, 2009.

DEADLINE: On or before Wednesday, February 17, 2010. Programs that involve innovative formats emphasizing interaction among participants and audience members are also highly encouraged.

I. Competitive paper submissions should include a title and 75-150 word abstract. To ensure blind review, all author references should be removed from the manuscript. Papers need to be double-spaced, using a 12 pt. type and be no more than 7000 words (25 pages), exclusive of references, tables, and appendices. As a reminder, only one paper may be submitted by a principal author to the division. Papers will also be evaluated for possible inclusion in the Scholar-to-Scholar sessions. Those papers authored solely by students or persons who have not previously submitted to NCA should be identified with "student" or "debut" on the upper right hand corner of the title page. Formal recognition will be given to the top papers and a cash award to the top student paper.

II. Paper sessions, panel discussions, and other interactive session proposals need to include the title of the program, a rationale of approximately 250 words focusing on the substance of the panel, and the names and qualifications of the panelists. A short abstract for each panelist presentation, for paper sessions, is encouraged so that reviewers can evaluate the relevance and appropriateness of the submission.

III. Submission Protocol: As we are limited in the number of programs we can schedule, it is important to recognize that when you submit, you are making a commitment to attend the San Francisco convention upon notification of acceptance. Please specify requested audio visual equipment needs in the proposal. All papers and panels must be submitted online through the All Academic system using one of the following file formats: Microsoft Word, Word Perfect, PDF, Rich Text Format. Compressed or zip files will not be accepted.

The Communication Ethics Division looks forward to examining submissions quickly in accordance with NCA's goal to send acceptance and rejection notification to all submitters by March 29, 2010.

Questions may be directed to the 2010 Communication Ethics Division Program Planner: Annette Holba, Communication and Media Studies, Plymouth State University, [aholba@plymouth.edu](mailto:aholba@plymouth.edu) or 603.536.3142

## **2009 Communication Ethics Division Award Honorees:**

**Pat Gehrke**  
**University of South Carolina**

### **Top Single Authored Book:**

John B. Hatch. *Race and Reconciliation: Redressing Wounds of Injustice*. Lanham, MD: Lexington, 2008.

### **Top Edited Book:**

Lee Wilkins and Clifford G. Christians, eds. *The Handbook of Mass Media Ethics*. New York: Routledge, 2009.

### **Top Journal Article:**

Lisbeth Lipari. Listening Otherwise: The Voice of Ethics. *The International Journal of Listening* 23 (2009): 44-59.

## Communication Ethics Division 2009 Business Meeting Minutes —NCA Convention, Chicago, IL

**Friday, November 13, 2009, TIME 3:35pm**

The Division of Communication Ethics business meeting was called to order at 3:35 pm on November 13, 2009 in Chicago, Illinois with Chair Pat Gehrke presiding.

Spoma Jovanovic, Vice Chair, reported on this year's convention. Twenty papers were submitted with eleven accepted (55% acceptance rate). Ten panels were submitted with seven accepted (70% acceptance rate). A five-year out panel was organized and chaired by Melissa Cook and involving Ron Arnett, Pat Gehrke, and Annette Holba. All who were accepted were congratulated.

Jovanovic announced the top three papers. They were: "A communicative ethic for an uprooted age: Simone Weil and community," Craig Maier, Duquesne University; "On discursive performativity: The limits of dissent and ethical agency in critical existential phenomenology," by Brian Kanouse, Purdue University; and "Measuring sensitivity to conflicts of interest: A preliminary test of method," by Rebecca Lind, University of Illinois-Chicago and Tammy Swenson Lepper, Winona State University. Jovanovic also thanked the reviewers for turnaround in record time. The reviewers were Melissa Cook, Tom Duncanson, Janie Harden Fritz, Annette Holba, Stephanie Houston Gray, Stephen Kriss, Tammy Swenson Lepper, Rebecca Ann Lind, and Melba Vélez.

Immediate Past Chair Ken Chase gave an update on Legislative Assembly. Christopher Poulos and Chase represented the ethics division. Here are outcomes from the assembly:

- NCA is looking to fill leadership slots and develop leaders on their various service committees and interested persons should contact NCA.
- NCA pushed the pre-registration policy back as far as possible, but 750 individuals were still affected and 60% of the program was affected.

- NCA has created a task force to develop a ranking template to evaluate sites in light of last year's controversy with the Manchester Hyatt; it will be a five-year project.
- The calendar for voting for NCA has been shifted to January 10<sup>th</sup>.
- Chase passed out the 5-years out strategic plan for NCA and asked for comments from the division, especially around Objective 5.3 on ethical communication.
- The resolution on torture and solitary confinement failed 65-63. The ethics division remains at an impasse about if and how to take positions on issues given the diversity of opinions and positions in the division – a source of richness and challenge.
- The resolution to eliminate fees on short courses failed 73-51 (two-thirds was needed).
- The resolution for determining the slate of nominees passed; burden to overturn now resides with the committees.
- Budget was approved; NCA has a surplus of \$4M and the proposal to increase fees failed.

Chase announced the 2009 Ethics Division awards:

- Top edited book: "The Handbook of Mass Media Ethics," by Lee Wilkins (University of Missouri) and Clifford G. Christians (University of Illinois, Urbana-Champaign)
- Top article: "Listening Otherwise," by Lisbeth Lipari (Denison University)
- Top single author book: "Race and Reconciliation: Redressing Wounds of Injustice," by John Hatch (University of Dubuque)

All accepted their awards and were congratulated.

Vice Chair elect and 2010 program planner Annette Holba announced the call for papers and submissions for next year's NCA. The theme is "Building Bridges" and Holba encouraged thinking outside of disciplinary boundaries. The deadline is February 17, 2010.

Secretary/Treasurer Bert Ballard gave the treasurer's report. There is \$304.47 in the account. Ballard filed the annual report to maintain federal

non-profit status for the division. Ballard informed the division that a bank account was still in process. Due to international borders, fees and the business status of the division, it has been difficult.

Jovanovic and Poulos agreed to look into possibilities in Greensboro, NC as they have a stable contingent of members in the division.

Roy Wood reported on the ethics pre-conference, "Campaign Ethics: Lessons from 2008 to 2012." Following up on Ed Schiappa's (University of Minnesota) call to become involved as a division in political ethics, the preconference offered two key contributions. First, NCA is "us" and it might not be the best place because of its mechanisms to accomplish political statements and involvement around campaign ethics. Second, there was discussion about bringing together various individuals already involved in campaign ethics or wanting to get involved for a summer conference for education, training and conversation, possibly in 2011.

Chair Pat Gehrke gave a report on this year's business.

- The NCA Research Board has announced multiple opportunities and requests, which Gehrke will post on [www.commethics.org](http://www.commethics.org)
- Gehrke sent a letter to former NCA executive director Roger Smither regarding the Manchester Hyatt, but as he has stepped down, he requested that the letter be allowed to send the letter to the new executive director. The motion carried. The letter would maintain the forward-looking tone of the letter and recognize there is a new policy consistent with the division's recommendations.
- Division is up to 275 member
- [www.commethics.org](http://www.commethics.org) is now a fully functional website with features like a news page, discussion board for resources and materials, and a research database. Gehrke requested content, but also asked for patience, as he is the only one working on it at the moment.
- Gehrke encouraged all to attend Clifford Christians retirement celebration later in the evening.

Two positions needed to be filled on the division's

executive committee: Secretary/Treasurer and Vice Chair elect. Ballard nominated Melba Velez (Grand Valley State University, MI); seconded by Chris Johnstone. Motion carried. Ballard was appreciated for his service.

Jovanovic nominated Lipari for Vice Chair elect, seconded by Poulos. Motion carried. Gehrke expressed gratitude for Lipari's willingness to serve.

In other business:

- Lee Wilkins announced a call for papers for the Journal of Mass Media Ethics.
- Gehrke indicated that the bylaws needed to be updated, but that the vote would be delayed until the next board meeting per the bylaws and need to announce the changes to the membership prior to the meeting. The changes proposed were as follows:
  - Introduction of an Excellence in Teaching Award by inserting, "In addition, one award may be given for outstanding teaching in communication ethics."
  - Strike "monetary award" from the description of awards given by the division.
  - Strike that the website is hosted by NCA, which is no longer correct.
- There was discussion related to the dissemination of plaques and monetary awards for division awards. Wood moved that money would be disseminated to student winners and plaques to faculty; seconded by Lipari; motion carried.
- Erik Garrett (Duquesne) announced the Summer Ethics conference for June 2-6, 2010 in Duquesne, PA. The theme is Love, Family and Social Responsibility. The deadline to submit is January 15, 2010 (extended to February 15, 2010)
- Appreciation and applause was extended to Gehrke for his service as Chair.
- Christy McDowell was recognized for her work on the division newsletters.

The meeting was adjourned at 4:38 pm.

Respectfully submitted by Bert Ballard, past Secretary/Treasurer, Melba Velez, current Secretary/Treasurer.

## Message from the Division Chair: 2009 Chicago Convention Congrats

**Spoma Jovanovic**

**The University of North Carolina — Greensboro**

Our 2009 convention in Chicago featured varied and engaging papers and panels by talented communication ethics scholars. Another successful pre-conference program on “Campaign Ethics” was organized by former division chair Roy V. Wood. From an enthralling “Top Paper Panel” to an invited “Spotlight Panel” on the history and future of our division to the many other featured papers and panels, echoes reverberated that collectively we have a duty and responsibility through our scholarship to address environmental concerns, political action, narrative impact, and freedom of speech, to name just a few of the important topics discussed.

Though our views and positions within the division feature fine distinctions, clearly we have embraced the concept of “Building Bridges” that will be the thematic of next year’s conference in San Francisco. Our lively Business Meeting and panel-audience conversations attest to as much. Cheers to all who presented a paper, attended a panel, reviewed a paper, and organized an event for our division in 2009. The invitation remains open to all to contribute and build upon what we have done thus far, in the year and years ahead.

## Note from Immediate-Past Chair:

**Pat Gehrke**

**University of South Carolina**

First and most important, I wish to express my gratitude to Professor Ken Chase of Wheaton College for his service and dedication as an officer of the division. As his last task before rotating out of the immediate past chair position, Ken assembled and chaired the division’s awards committees. We owe him and the members of those awards committees our gratitude for their hard work in looking over the growing nominations for our expanding list of awards. Likewise, I would like to take a moment to congratulate our honorees this year: John B. Hatch for *Race and Reconciliation: Redressing Wounds of Injustice* (Lanham, MD:

Lexington, 2008); Lee Wilkins and Clifford G. Christians for *The Handbook of Mass Media Ethics* (New York: Routledge, 2009); and Lisbeth Lipari for “Listening Otherwise: The Voice of Ethics” in *The International Journal of Listening* (vol. 23, 2009, pp. 44-59). I know this was an especially competitive year for these awards.

In the coming months I will be taking over the awards committees for the 2010 cycle. I will be assembling committees between now and August for each of the different award categories. You should look for the call for nominations to be distributed in early August with a deadline of early September. Publications with publication dates between August 2009 and July 2010 will be eligible for nomination for the book and article awards. We also have a proposal to add a new award for contributions to teaching and pedagogy, which may be debated and voted upon at the summer communication ethics conference at Duquesne University. If the membership approves that award, then we will include it in the 2010 cycle.

Speaking of the Duquesne conference, I look forward to seeing many of you there. If you are looking for additional information about the conference, you can find the call with dates and details on the Communication Ethics Division website at [www.commethics.org](http://www.commethics.org). The website is also still hungry for submission of teaching materials such as syllabi, lesson plans, and assignments. If you have materials useful for teachers of communication ethics please do consider offering them to the community by posting them in the community resources section of the site.

As always, if you should have questions or issues related to the website, the awards, or anything else you think might fall within my bailiwick, please do feel free to email me at [PJG@PatGehrke.net](mailto:PJG@PatGehrke.net) or give me a call at 888-852-0412. In the meantime, I wish you a superb semester and a splendid summer. Hopefully many of us will meet up once again in Pittsburgh this June.

## Proposed Changes to Communication Ethics Division Bylaws

Pat Gehrke

University of South Carolina

### *Proposed Change to Bylaws: Article X, Section 2. Teaching Award & Elimination of Monetary Prizes*

#### **Current wording:**

- Section 2. The Awards Committee (see Committees, Section 4) shall seek nominations and review submissions for the following awards to be presented each year at the DCE's business meeting in the following categories: Top edited book, top single author book, and top journal article with a communication ethics focus. Awards will be given only in years when the committee deems submissions merit recognition. Each award will include a monetary prize from the Division's annual budget, the amount to be set at the preceding year's business meeting.

#### **Proposed new wording (changes are underlined):**

- Section 2. The Awards Committee (see Committees, Article VI, Section 4) shall seek nominations and review submissions for awards to be presented each year at the DCE's business meeting. Awards for scholarship will normally be given in the following categories: Top edited book, top single author book, and top journal article with a communication ethics focus. In addition, one award each year may be given for outstanding contributions to teaching or pedagogy in communication ethics. Awards will be given only in years when the committee deems submissions merit recognition.

**Justification:** To establish an award for teaching and pedagogy in addition to the existing awards for scholarship, in recognition of the outstanding and dedicated work our members perform in the classroom as well as the contributions division members make to each others' teaching. The elimination of the monetary awards allows greater flexibility for the division in managing its meager financial resources. These changes do not preclude the possibility of monetary awards but simply remove the mandatory requirement for such.

### *Proposed Changes to Bylaws: Article X, Section 1. Elimination of Monetary Prizes*

#### **Current wording:**

- Section 1. The Division will give awards to the top paper and the top student paper each year, as determined by the Vice Chair and the paper reviewers. Each award will include a monetary prize from the Division's annual budget, the amount to be set at the preceding year's business meeting.

#### **Proposed new wording (changes are underlined):**

- Section 1. The Division will give awards to the top paper and the top student paper each year, as determined by the Vice Chair and the paper reviewers.

**Justification:** As per changes to X.2 above

### *Proposed Changes to Bylaws: Article IX, Section 2. New Website*

#### **Current wording:**

- Section 2. Information will be available to members on the DCE webpage, which is available on the NCA webpage "Units" section.

#### **Proposed new wording (changes are underlined):**

- Section 2. Information will be available to members on the DCE webpage, which is available at www.commethics.org.

**Justification:** NCA no longer provides divisions with web space on their site. We have built a new website for the division at the address above. The site is currently paid for through at least 2013.

## **Report on the NCA 2009 Town Hall Meeting**

**Annette Holba  
Plymouth State University**

On Saturday, November 14, 2009 during the National Communication Association Convention annual meeting in Chicago members came together to constructively explore a variety of positions related to the role of the NCA in political contexts. The goal of the meeting was explicitly identified as “to clarify the various positions concerning if, when, and how the NCA should take a stand on political issues. More broadly, the NCA-F hopes to assess the membership’s thinking about the political stakes, obligations, and futures of the NCA” (taken from the program guide). The format of the meeting involved starting with defined positions listed below. The participants would then break out into these positions and produce the best possible argument in support of each position. Subsequently, each position would be verbally articulated and then the meeting organizers would facilitate a question and answer period designed to guide a constructive discussion. The idea was to have a “roaring discussion held in good cheer” (program guide).

The positions/caucuses were identified as:

Caucus #1: Yes, the NCA should take political stands; it should be a vocal and progressive organization.

Caucus #2: Yes, the NCA should take political stands, but only on questions tied directly to questions of communication, such as free speech or media reform.

Caucus #3: Yes, the NCA should take political stands, but we do not know under what means of implementation.

Caucus #4: No, the NCA should not take political stands, for that is not its function.

Caucus #5: No, the NCA should not take political stands, for we have no mechanism for determining how to do so.

Caucus #6: No, the NCA should not take political stands, for the group is too diverse to attempt to speak as a whole with a unified voice (and those of us who identify as conservatives are tired of feeling marginalized around this question).

Caucus #7: We do not care if the NCA does or does not take political stands, but want the rancor spewed over CRTNET to stop.

Caucus #8: As graduate students, we want to help the NCA to take political stands, but do not want to hurt our career opportunities by doing so.

Caucus #9: As graduate students, we do not want to help the NCA take political stands, but do not want to hurt our career opportunities by not doing so.

Caucus #10: Regardless of how we answer these questions, we want to begin a broad conversation about what the NCA does, should do, or could do; without taking a specific political position, we need a space for a conversation about institutional reform.

Summary of discussion:

Of the extreme positions, some members held that the NCA has a rich history of precedents that support the NCA taking political action, which is supported by the NCA’s strategic plan to support civil discourse and free communication. Yet others argued that unifying behind one particular position would actually work against the spirit of free civic discourse and because we are a large and diverse organization there cannot be an assumption of unification in perspective/position. Therefore, voices will be ultimately marginalized in the spirit of civic responsibility.

Other members considered the practical implications and consequences of the NCA becoming a political machine as opposed to a scholarly organization. Some of the specific concerns include implications to the NCA’s tax status if we move from a scholarly organization to a political advocacy organization and potentially losing our tax exempt status. A provocative

discussion considered the different types of tax exempt statuses and political consequences.

Another concern emerged regarding how our dues to the NCA would be reported on our individual tax returns, either as professional development or as political [campaign] contributions. Still other concerns were raised as to the idea of taking positions on certain political issues and not others. Questions were raised as to who would make these decisions and would there be expertise that includes scholarship in the area of the particular issue.

Finally, points were raised regarding the types of institutions connected to the NCA either through individual or departmental memberships and their willingness to be able to remain members of the NCA once the organization becomes a political advocate, especially if the positions conflict with institutional missions or philosophies.

Other concerns raised were less specific and more ambiguous suggesting that before we decide to become a political entity or act as a political entity, that the NCA should take a sufficient amount of time to explore this pursuit collectively since there are many voices either against political actions by the NCA or who are not aware of the historical consciousness of the organization. Additionally, graduate students want to be part of this discussion without negative implications to their future career. As a result of this robust gathering each caucus was charged with creating a position statement that will subsequently be made available in a report on the Town Hall Meeting at a later time. It should be noted that I participated in Caucus 4 & 5 (two groups merged into 4.5) and I advised the group members that I was not representing the Communication Ethics Division position by participating in that group. Though, caucus 4.5 resonates with my own individual position on the issue.



**11<sup>th</sup> National Communication  
Ethics Conference  
Call for Papers, Graduate Fellows,  
and Panels  
June 3-6, 2010  
Duquesne University,  
Pittsburgh, PA**

Join us for the 11th National Communication Ethics Conference on June 3-6, 2010, hosted by Duquesne University. The theme of the conference is **“Communication Ethics as Loving Struggle’: Love, Family, and Social Responsibility in the Technological Age.”**

We will have three exciting keynotes by:

**Calvin O. Schrag**

The George Ade Distinguished Professor of  
Philosophy Emeritus  
Purdue University

**Lynn Turner**

First Vice-President National Communication  
Association  
Marquette University

**Øyvind Ihlen**

BI Norwegian School of Management

The conference seeks to have broad application to human communication while immersing itself in current ethical questions. We welcome papers addressing all facets of communication ethics. Of particular interest are papers relating to communication ethics in three threads which our invited scholars exemplify in their work:

- Philosophy of communication/ethics
- Communication theory/ethics
- Corporate communication/ethics

**Papers:** Submissions should be double-spaced, with a maximum of 30 pages including references. Any citation style is permitted (e.g., MLA, APA) as long as the author utilizes it properly and consistently. The author(s) should remove name(s) and all identifying data from the manuscript. A separate title page with title, author name(s), and contact information should also be included. Please

indicate on the title page if the author is a graduate student and also if this is a debut submission, having never previously presented at a professional conference. Send papers as attached files via email to [cec@duq.edu](mailto:cec@duq.edu).

**Graduate Fellows:** Single-authored papers submitted by graduate students (M.A. or Ph.D. programs) are eligible for a Graduate Fellowship at the conference. Title sheets submitted with papers should identify the author as a graduate student. Conference planners will select the top graduate student paper(s) and invite the author to participate in the conference as a Graduate Fellow(s). Graduate Fellows present their papers in a spotlight session and are guests of honor at a special reception on the final evening of the conference.

**Panel Proposals:** Panel proposals may include up to five participants (not including a respondent). Please include one title page with a 500-word (maximum) abstract and rationale for the panel. Each presenter should include a title, 200-word abstract, and working bibliography for his/her work. Send the panel proposals as attached files to [cec@duq.edu](mailto:cec@duq.edu).

The Communication Ethics Division of the National Communication Association supports and promotes teaching, research, and advocacy of communication ethics and encourages the application of ethical communication practices in society at large.

**Deadline for submission is February 15, 2010.**

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## To become a user in the Communication Ethics Division LISTSERV

### Follow these guidelines:

- To start sending messages to members of our group, send an e-mail to [comethics@yahoogroups.com](mailto:comethics@yahoogroups.com)
- To reply to a message, simply answer the message and your reply will be sent to all members.
- To become a new subscriber to our listserv, send an e-mail to [comethics-subscribe@yahoogroups.com](mailto:comethics-subscribe@yahoogroups.com)
- To communicate with the moderator, send an e-mail to [comethics-owner@yahoogroups.com](mailto:comethics-owner@yahoogroups.com)
- If you do not wish to belong to our com ethics group, you can unsubscribe by sending an e-mail to [comethics-unsubscribe@yahoogroups.com](mailto:comethics-unsubscribe@yahoogroups.com)

If you wish to receive a private response from our group members, enclose your own e-mail address in your note and encourage people to send you a note using that address, rather than the group address.

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