

Ethica

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

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Message from the Division Chair: **Spoma Jovanovic** The University of North Carolina — Greensboro

NCA's 96th Annual Convention is fast approaching. I look forward to seeing as many of you as possible in San Francisco at the varied and interesting panel presentations organized by vice-chair Annette Holba and at our Business Meeting on Tuesday, November 16, 2:00 – 3:15. Please join us there to celebrate the successes of our division award winners for top convention papers, top book(s), and top journal article, and to contribute ideas and influence for the future direction of our division.

The deep commitment to Communication Ethics by many of the active members of our division has led to increased influence within the discipline as evidenced by the strong scholarship in NCA journals, our consultation on matters of priority to NCA, association awards, an increase in the number and depth of communication ethics textbooks, and the well attended short courses and pre-conferences of the past many years. To build on this momentum, I invite you to share your ideas, concerns, hopes, and energies to develop a continuing slate of activities for our members that will be discussed at our Business Meeting. Feel free to contact me at spomajovnaovic@uncg.edu in advance of the convention to help shape our agenda.

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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 January 2010!**

Christina L. McDowell Marinchak
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The 96th Annual Convention of the
National Communication
Association
Sunday, November 14-
Wednesday, November 17, 2010
San Francisco, California

Message from Vice-Chair:
2010 Convention: "*Building
Bridges*"

Annette Holba
Plymouth State University

The NCA convention is fast approaching and in order to make it easier for everyone to support our division sessions, here is a schedule of our ten session slots. Here are the participation numbers as they emerged from submissions this year. We received 33 submissions over all. We had 22 individual paper submissions and 11 panel/roundtable submissions. Out of the 22 individual paper submissions, 15 were accepted. Out of the 11 panel/roundtable submissions, 5 were accepted. This year we (and every other interest group) lost one slot from the previous year, leaving us with only ten slots. We successfully carved out 5 panel session slots, 4 paper session slots, and one business meeting slot. The submissions were of high quality, which made the job of slating our programs extremely difficult. **Thank you to those who reviewed submissions**, who are: Marie Baker-Ohler (Northern Arizona University); Leeanne Bell (Stevenson University); Melissa A. Cook (St. Vincent College); John Hatch (University of Dubuque); Michael J. Hyde (Wake Forest University); Brian Kanouse (Purdue University); Rebecca Lind (University of Illinois, Chicago); Lisbeth Lipari (Denison, University); Melba Velez (Grand Valley State University); and Amanda Young (University of Memphis). The **top student paper** went to Beth Walter from Duquesne University. The **top nonstudent paper** went to Tom Duncanson from Millikin University. Congrats to the both of you!!

As you make your decisions about travel and attendance, remember to support the Communication Ethics Division and attend our panels and sessions. The topics are quite interesting and we should be supporting our colleagues as they work hard to help shape our field. Our division also co-sponsored a panel with the Organizational Communication Division, so look for that session too! See you all in San Francisco!

List of Communication Ethics
Divisional Panels and
Business Meeting

Sunday November 14, 2010

8:00am - 9:15am

Building/Room: Parc 55 Hotel / Davidson
Ethics, Bodies, and Technologies

Session Participants:

**The Body as Technology in the Age of
a Vacant Creator**

Robert Mejia (University of Illinois, Urbana-
Champaign)

**Towards the Development of a Pragmatic
Ethical Criticism: In Bruges, Media Violence,
and the Moral Imagination**

Joshua Ewalt (University of Georgia)

**'Frankenstein,' 'Young Frankenstein,' and
Acknowledgment: Same Tale, Different Stories**

Katherine Hurley (University of Denver)

**Bodies & Persons: The Bioethical Controversy of
Ashley X**

Alexander J. Hayden

(University of Minnesota, Twin Cities)

Chair: Marie Baker-Ohler (Northern Arizona
University)

12:30-1:45pm

Building/Room: Parc 55 Hotel / Stockton
Building Bridges through Mediated Ethics: Blogs,
Music, and the News

Session Participants:

**The Ethics of Open Source Popular Music:
Girl Talk and Aesthetic Experiences in a
Postmodern Age**

Scott Church (University of Nebraska, Lincoln)

**Making Media Accessible: Applying Media
Ethics to Online News Accessibility**

Melinda Schulte Krakow

(San Francisco State University)

**From the Front Lines to the Computer Screen:
Battlefield Blogs and the Gamefication
of the Iraq War**

Francesca Smith

(University of Southern California)

**Defamation and Media Ethics: An Analysis Of
Newspaper Cases and Ethics Codes**

Dianna Conley (Clemson University)

Chair: John Hatch (University of Dubuque)

**2:00pm -3:15pm (Co-Sponsored panel with
Organizational Communication)**

Building/Room: Hilton San Francisco/Powell B

Building Bridges through Organizational

Communication Activism:

Studies of Intervening into Organizational

Discourse to Promote Justice

Session Participants:

Chair: Lawrence Frey

(University of Colorado, Boulder)

Presenter: Christopher Groscurth

(University of Michigan)

Presenter: Steve May

(University of North Carolina, Chapel Hill)

Presenter: Wendy Papa

(Central Michigan University)

Presenter: Michael Papa

(Central Michigan University)

Presenter: Rick Buerkel

(Central Michigan University)

Respondent: Kevin Carragee (Suffolk University)

Abstract:

In January, the U. S. Supreme Court ruled that corporations may be considered “persons” with respect to political speech. Discussion around the decision lacked a vision of the corporation and its speech seen in communicative terms. Therefore, this roundtable—with the benefit of occurring after the 2010 election—will feature scholars specializing in organizational theory, ethics, rhetoric, and free speech pursuing the following questions: In what ways should communication scholarship contribute to conversations and policies regarding corporate personhood? What are the (civic, political, economic, moral, legal) implications of developing communicative explanations of corporate speech?

3:30pm - 4:45pm

Building/Room: Parc 55 Hotel / Fillmore

Building Bridges for Ethics Education in

Undergraduate Communication Ethics

Curriculum and Courses

Session Participants:

Chair: Robert Ballard (University of Waterloo)

Presenter: Paula Tompkins

(St. Cloud State University)

Presenter: Leanne Bell (Stevenson University)

Presenter: Lori Charron (Concordia University)

Presenter: Spoma Jovanovic

(University of North Carolina, Greensboro)

Presenter: William Neher (Butler University)

Abstract:

This panel will discuss the importance of communication ethics in undergraduate communication curricula and courses. The discussion will cover how communication education is best served by integrating ethics across the curriculum or in specific courses, balancing theory and praxis in teaching ethics, pedagogy in traditional and online settings, and different philosophies and practices between traditional and non-traditional students. The discussion will build bridges between fostering ethical communication and the praxis of teaching ethics to undergraduates.

Monday November 15, 2010

8:00am - 9:15am

Building/Room: Parc 55 Hotel / Cyril Magnin III
Bridging Discourses of Ethics and Sustainability

Session Participants:

Presenter: Spoma Jovanovic
(University of North Carolina, Greensboro)
Presenter: Paula Tompkins
(St. Cloud State University)
Respondent: Warren Koch
(Azusa Pacific University)
Presenter: Christopher Poulos
(University of North Carolina, Greensboro)
Presenter: Brent Northup (Carroll College)

Abstract:

The call for equity, care, social justice, and diversity is piercing as we face peak oil use, recession, and human rights atrocities, but will we heed the message? Our round table participants provide short 5-7 minute reflections related to the theme of bridging discourses of ethics and sustainability, followed by extended audience participation to explore research, teaching, and service options within our colleges, universities, and communities.

9:30am - 10:45am

Building/Room: Parc 55 Hotel / Mason
Bridging the Gap between New Communication Technologies and Classical Views of Ethics

Session Participants:

Chair: Sean Lawson (University of Utah)
Respondent: Christopher Johnstone
(Penn State University)
**Unsocial Sociability and the Virtuous Blogger:
Kant on the Normative Ethics of Blogging**
Scott Stroud (University of Texas, Austin),
*Danee Pye (University of Texas, Austin)
**Ethics, Ethos, and Authority in Online
Discussions of Science**
Pat J. Gehrke (University of South Carolina),
*Joshua M. Call (University of South Carolina)
**Telling the Truth: Communication,
Technology and Ethics**
David Gunkel (Northern Illinois University)

Abstract:

Do older ethical theories and concepts give us any guidance in regard to newer communication technologies? This panel presents a unified yet diverse look at communication ethics and new communication technologies. All papers focus on online practices, yet each approaches this topic with different normative concepts, theories, and concerns. Each concludes that there is value to analyzing modern communication practices with the resources from classical theories of ethics, including those stemming from such figures as Kant and Aristotle.

2:00pm - 3:15pm

Building/Room: Parc 55 Hotel / Mission I
"Perfection: Coming to Terms with Being Human"
(Hyde 2010): Interpretation and Response

Session Participants:

Rhetorical Reflections on 'Perfection'
Barry Brummett (University of Texas, Austin)
Hyde, Burke, and Human Perfection
Barbara Warnick (University of Pittsburgh)
**Perfection and the Problem of Ideal Illusion:
Thinking with Michael Hyde**
Arthur Bochner (University of South Florida)
Chair: Pat Arneson (Duquesne University)
Respondent: Michael Hyde (Wake Forest University)

Abstract:

Michael J. Hyde's most recent publication, "Perfection: Coming to Terms with Being Human" (Baylor University Press 2010) negotiates western philosophy, religion, science, and art through skillful argumentation pertaining to the ethical complexities of the human condition. Hyde ultimately ponders the consequences of a perfection-driven impulse and a posthuman future. Scholars will respond to the work and Hyde will then provide comments.

3:30pm - 4:45pm

Building/Room: Parc 55 Hotel / Stockton
Communication Ethics Division Top Three Papers

Session Participants:

**Proximity and Distance in the Kingdom of Ends:
Grounding a Kantian Communication Ethic**

Beth Walter (Duquesne University)

**Agnes Heller's Meta-ethics: Why Speech Acts of
Advice, Judgment and Encouragement
Make Sense**

Tom Duncanson (Millikin University)

**Participation without Guarantees: Documentary
Ethics, Digital Media, and Hegemony**

William McClain

(University of Southern California)

Respondent: Spoma Jovanovic

(University of North Carolina, Greensboro)

Chair: Melissa Cook (St. Vincent College)

Tuesday November 16, 2010

12:30pm - 1:45pm

Building/Room: Parc 55 Hotel / Fillmore
The Stories of Communication Ethics: A Bridge
Between Theory and Practice

Session Participants:

**Postmodern Communication Ethics: Stories
Point toward Common Ground**

Marie Baker-Ohler (Northern Arizona University)

**Communication Ethics Revealed through the
Poetry of the Odyssey**

Melissa Cook (St. Vincent College)

Hasidic Tales: Pedagogy for

Communication Ethics

Annette Holba (Plymouth State University)

**The Virtues, the Graces, the Beauties: Toward
an Ecological Communication Ethic**

John Prellwitz

(University of Pittsburgh, Greensburg)

2:00pm - 3:15pm
Building/Room: Parc 55 Hotel / Fillmore

**Communication Ethics
Division Business Meeting**

Wednesday November 17, 2010

11:00am - 12:15pm

Building/Room: Parc 55 Hotel / Mission II
Communication Ethics: Theoretical, Rhetorical, and
Practical Implications

Session Participants:

**Bridging Universalism and Relativism: An
Inquiry into the Epistemology of Ethics**

Michael Karlberg (Western Washington
University), Todd Smith (University of
Toronto)

**'Prejudice': The Rhetorical Impact on Dialogic
Communication Ethics**

Cyril Latzoo (Duquesne University)

**The Influence of Research Participation on
Uncertainty and Risk Perceptions**

**Associated with GM Foods: A Solomon Four-
Group Design**

Kami Silk (Michigan State University), Julie
Volkman (Emerson College),

Samantha Nazione (Michigan State University)

**An Exploration of Cognitive Complexity and
Person-Centeredness in**

Siblings' Moral Disagreements

Kassandra Zukowski (Arizona State University),

Joshua Danaher (Arizona State

University), Mathew Nolen (Arizona State

University)

Chair: Leanne Bell (Stevenson University)

2009 & 2008 Communication Ethics Division Business Meeting Minutes

The 2009 and 2008 Communication Ethics Business Meeting Minutes are included for review so that division officers and members can address issues raised in them at the next business meeting.

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 10th.
- 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
- 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 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.

Communication Ethics Division 2008 Business Meeting Minutes —NCA Convention, San Diego, CA Sunday, November 23, 2008, 12:30 PM

The Division of Communication Ethics business meeting was called to order at 12:33 p.m. on November 23, 2008 in San Diego, California with Chair Kenneth Chase presiding. Chase introduced the executive officers. Minutes from the previous business meeting held June 13, 2008 at the 10th National Communication Ethics Conference in Pittsburgh, PA were approved.

Pat Gehrke, Vice Chair, reported on this year's convention. Sixteen papers were submitted with 12 accepted on 3 panels. Nine panels were submitted with 7 accepted and one shifted to a Scholar-to-Scholar session. Overall, 6,000 attended this year's NCA, the largest attended west coast convention ever. Gehrke was thanked for his efforts in planning this year's division program.

Spoma Jovanovic, Vice Chair elect and next year's program planner for the division, reported on the 2009 NCA. The theme will be "Discourses of Stability and Change," and the deadline for submitting is February 11, 2009. Next year's acceptance process has been streamlined to move more quickly, so notifications of acceptances should be made in March.

Bert Ballard, Secretary-Treasurer, gave the treasurer's report. The division was officially approved for 501-c-3 non-profit, tax-exempt status on June 26, 2008. This provides the division its own organizational distinctiveness allowing it to enter into agreements, accept tax-deductible donations, grow the division, and make public statements as long as it is in accordance with non-profit rules and

guidelines. Ballard was thanked for his effort in getting this status approved.

Ballard also reported that the bank account was closed because monthly fees were being added to the account, which currently has a balance of \$304.47 from past book sale donations. The executive committee will be looking for a new bank account.

Gehrke reported on this year's Legislative Assembly. NCA reports it is in good financial shape with income higher than expenses. Gehrke mentioned that NCA has small research grants in the amount of \$5,000. Almost every proposal has been funded. The deadline to apply is April 1, 2009, and it will be mentioned in *Spectra*.

In terms of resolutions and voting measures, the Assembly approved a relationship with the Association of Business Communication. Additionally, a resolution of statement of principle against Torture and Solitary Confinement was brought before the Assembly, it failed to meet the necessary two-thirds passage by two votes after significant debate.

An additional resolution on NCA Site Planning and Location was brought before the Assembly related to discriminatory practices of NCA conference sites. Debate on the resolution centered on wording of contracts, and the resolution failing to receive the necessary two-thirds vote. The issue will be revisited during the coming year by a special committee on site selection.

Gehrke reminded everyone about the Communication Currents online journal (www.communicationcurrents.com), which publishes scholarly research in a more popular form, including opinion pieces and original research.

Christopher Poulos, Past Chair, announced the awards for scholarship in the area of Communication Ethics. This year's top book award in applied ethics was awarded to Sandra Borden of Western Michigan University for *Journalism as Practice: MacIntyre, Virtue Ethics, and the Press* (2007, Ashgate). The book examines the moral challenges of journalistic practice. This year's top book in historical perspectives was awarded to

William Keith of the University of Wisconsin-Milwaukee for *Democracy and Discussion: Civic Education and the American Forum Movement* (2007, Lexington Books). The book analyzes the development of speech communication departments in American Universities as ways to consider the role of communication in today's public sphere.

This year's top article was awarded to Peggy Bowers of Clemson University for "Through the objective lens: The ethics of expression and repression of high art in photojournalism." The article was published in *American Communication Journal* (2008, vol. 10, issue S) and examined the ethical implications of how photojournalism imitates art. The editor of the special issue, Stephanie Houston Grey of Louisiana State, was present.

Gehrke presented the convention awards. The top paper was awarded to Rebecca Ann Lind, Korin Isotalo-Hunt, Jill Caravelli, Sarah Milermaier, Nathan Earixson, and Ginnifer L. Mastarone of the University of Illinois, Chicago for their paper "Complainant and respondent protections: An analysis of university research misconduct policies." The top student paper was awarded to Shawn Snidow of the University of Oklahoma, for "Finding the ethical relation in political representation." Monetary awards of \$75 each were forthcoming.

Chase announced that there were two openings on the Division's executive council, Vice Chair elect and Newsletter Editor. The executive council nominated Annette Holba of Plymouth State (NH) for Vice Chair elect. Holba was approved by the membership.

Melissa Cook was recognized for her work as the Newsletter Editor the past four years. Christy McDowell, Ph.D. student from Duquesne, was recommended for the position. The Newsletter Editor position is an appointment, so no vote was necessary, and McDowell was given the position.

Janie Hardin Fritz of Duquesne University provided an update on the 10th National Communication Ethics Conference held this past June. Fritz said that 60 were in attendance and thanked everyone who attended for coming. Ron Arnett commented that the papers and presentations were as strong as

NCA, and he thanked Duquesne and the conference planners for their leadership and work.

Gehrke reported on the division's new website. The division has purchased a URL (through Gehrke – www.commethics.org), and the website is intended to be a repository of information on communication ethics including bibliographies, syllabi, lesson plans, and other resources for sharing among the community. Gehrke expected a fully functional version of the website to be ready by January or February 2009.

Chase reported on the Ad Hoc committees formed from a planning session at Snow Mountain Ranch three years ago. No major progress or movement has been made on committee work at this time. Gehrke stepped down as chair of the publications committee and asked for others to take on the role. Arnett indicated he would be glad to take on the role. Gehrke and Arnett will work closely to develop content for both publications and the website.

Chase moved to new business of the division, beginning with planning for a preconference for next year. The Executive Council recommended not hosting a preconference for next year due to restricted travel budgets, however, after discussion and consensus, it was decided the division should host a preconference. Wood agreed to take the lead, with a topic related to public discourses, communication ethics, and political rhetoric.

Arnett encouraged division members to become involved in the North American Levinas Society as a connection to a broader conversation. He would keep the division updated on the Society's upcoming events.

In regards to this year's controversies related to the boycott of the Grand Hyatt), Chase made a statement on behalf of the executive committee. The council did not come to an agreement on either question, with the following conclusions:

- 1) There was a diversity of opinions on the executive council related to the boycott, which likely reflects the division membership. This is both a strength and weakness of the division.

- 2) This kind of diversity can lead to inaction because of a lack of agreement, which is what was experienced here.
- 3) There is no internal process within the division for coming to an agreement. Discussions by the executive council were conducted via email, but if a face-to-face meeting was held, an agreement of how to respond would have been more likely. This also further raises the question of how the division can respond to NCA related issues.

Chase opened up discussion to the membership, specifically asking what process can be undertaken to address political and NCA concerns. The following statements were made:

- Hesitancy by the division was an appropriate response given that the division did not have access to all of the facts. However, silence was problematic and troubling as well.
- Gaining support and information from a variety of stakeholders should be a priority given that there are many vulnerable others at stake. The division can and should affirm a certain set of values related to how to treat others.
- An analysis of the communication choices from an ethical perspective could be undertaken asking what other kind of communication choices could have been made.
- A letter to NCA on behalf of the division that calls into account NCA's business practices in accordance with their ethical principles and statements would be an appropriate response. The letter would call on NCA to incorporate ethical reflection and ethical responsibility.
- Any response would have to be conducted with the division's bylaws and tax-exempt status.

Before adjourning the meeting, Chase thanked Poulos for his four years of service to the division. The meeting was adjourned at 1:51 pm.

Respectfully submitted,
Bert Ballard, Secretary/Treasurer
University of Waterloo

11th National Communication Ethics Conference gathers scholars in Pittsburgh, PA

The 11th National Communication Ethics Conference was held at Duquesne University in Pittsburgh, PA this past June. Nearly 100 participants joined the discussion of communication ethics scholarship around the conference theme of “Communication Ethics as Loving Struggle: Love, Family, and Social Responsibility in the Technological Age.”



Calvin O. Schrag receives the Scholar in Residence Award from Erik Garrett, chair of the 11th National CEC.

This was the first time that the conference featured three keynote speakers capping off each day. **Calvin O. Schrag** (Purdue University) delivered a paper entitled, “*The Communicative Turn in the Dynamics of Philosophical Discourse*,” **Øyvind Ihlen** (B.I. Norwegian School of Management) paper was “*Wolves Shopping for Sheepskin Clothes: The Ethics of Corporate Social Responsibility Rhetoric*,” and **Lynn Turner** (Marquette University) spoke on “*Constructing and Reconstructing Family: The Ethics of Definition*.” The conference James A Jaska Scholar in Residence recipient, selected by committee, was Dr. Calvin O. Schrag of Purdue University.

The conference had a mix of presenters from the undergraduate to the emeritus level of faculty and featured participants from across the country and even international speakers. The conference was a success that continued the biannual tradition of wonderful scholarship in an intimate setting for which the Communication Ethics Conference has built a strong reputation.

A FEW PICTURES FROM THE 11^H
NATIONAL CEC, JUNE 2010



Integrated Marketing
Communication Conference
Call for Papers and Panels
June 4-6, 2011
University of North Carolina
Wilmington, Wilmington, NC

Submission Deadline: January 15, 2011

The general theme of the conference is “**Integrated Marketing Communication and Coordinated Management of Meaning: Finding Common Ground.**” The conference seeks to find theoretical ground for Integrated Marketing Communication (IMC) in the communication discipline, using CMM as an initial entrance into questions such as:

- How does communication theory ground IMC?
- How can a theoretical approach to IMC encourage ethical practice?
- How can we teach IMC from a praxis perspective to better prepare our students for employment in IMC fields such as public relations, advertising, marketing communication, and event planning?
- How can CMM open up lines of inquiry into issues of integration, corporate narrative, brand coherence, and other IMC areas?

Papers may focus on a variety of contemporary issues, rely on varied methodologies, and arise from multiple fields. We welcome papers addressing all facets of IMC and CMM. Our keynote speaker is Vernon E. Cronen, who with W. Barnett Pearce developed the “practical theory” of CMM. As Cronen stated, “Practical theories facilitate joining and cocreation.^[1]” With this in mind, papers and panels should relate to the ideas offered by CMM's theoretical framework, which include but are not limited to:

- Language games
- Social construction
- Dialogic communication
- Stories lived and stories told
- Cosmopolitan communication
- Community-based action research

Scholars from all related disciplines are invited to submit papers and panel proposals for inclusion in the conference.

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 persuitj@uncw.edu.

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 and 200-word abstract for his/her work. Send the panel proposals as attached files to persuitj@uncw.edu.

Deadline: All papers and panel proposals must be received by midnight **January 15, 2011** to be considered for inclusion in the conference. Participants will be notified by March 1, 2011.

Undergraduate Poster Session: An undergraduate poster session is also planned, but those submissions will be due on **March 15, 2011**. A separate call for posters will be posted on the conference [website](#) in late October 2010.

The [University of North Carolina Wilmington](#) is located in the southeastern region of North Carolina, near the historic district of [Wilmington](#), four miles from the Cape Fear River and five miles west of [Wrightsville Beach](#) and the Atlantic Ocean. Affordable on-campus lodging will be available. Conference events will include an opening reception, the keynote banquet, and a Saturday evening event. Registration information will be forthcoming on the conference website. Conference fees will include all meals.

Conference Website:
<https://sites.google.com/site/imconference2011/>

For more information, contact:

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[1] Cronen, V.E. (2001) "Practical Theory, Practical Art, and the Pragmatic-Systemic Account of Inquiry." *Communication Theory*, 11: 14-35.

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