

ETHICA

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

VOL. 25 No. 2
Fall 2012

Message from the Division Chair:
Lisbeth Lipari
Denison University

If you are a communication scholar, you will see clearly that there is a cloud floating in this piece of digital paper. Without a cloud, there will be no rain; without rain, trees cannot grow; without trees, we cannot make paper; and without paper we cannot make computers. If you look even more closely, you will also see yourself clearly floating in this piece of digital paper. Without you, there will be no NCA members; without NCA members, there will be no Communication Ethics members; and without division members, there would be no meeting together; and without meeting together, we are nothing.*

Please attend the division Business Meeting on Friday, November 16th from 3:30 PM - 4:45 PM.

Sincerely, Lisbeth

*adapted from *Interbeing*, by Thich Nhat Han.

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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 spring 2013. **Deadline is January 2013!**

Christina L. McDowell Marinchak
Duquesne University
mcdowel338@duq.edu



**The 98th Annual Convention of the
National Communication Association
Thursday November 15-
Sunday November 18, 2000
Orlando, FL**

**Message from Vice-Chair:
2012 Convention Plans Feature
"Discourses of Stability and Change"
and "Five Year Out" Panels**

**Melissa Cook
St. Vincent College**

As vice chair and program planner of our Communication Ethics Division, it was an honor to be responsible for preparing the slate of presentations and panel discussions. We hope you all join us for the 98th annual convention of the National Communication Association, to be held in Orlando, Florida November 15-18, 2012.

The work could not be done without our reviewers. Please thank our colleagues when you see them in Orlando and we will again recognize them during our business meeting on Friday, November 16, at 3:30 pm.

Thanks to the reviewers: Ron Arnett, Robert Ballard, Annette Holba, Michael Hyde, Spoma Jovanovic, Lisbeth Lipari, Tammy Swenson Lepper, Paul Turpin, and Cem Zeytinoglu

The topics of the papers and panels are vast yet are tied together with our thread of communication ethics, as well as the convention theme of "Celebrate Community". I hope you will consider joining us for many of our panels, including our business meeting and our top papers panel. Our top paper panel includes top student paper and three top papers written by scholars in our field. The following

is a daily list of all sessions sponsored by the Communication Ethics Division of NCA. We hope to count on you to bring a friend and join us for intriguing scholarship and discussion.

**List of Communication Ethics
Divisional Panels and
Business Meeting**

THURSDAY, November 15th

The Elephant in the (Class) Room: Academic Integrity and the Scholarly COMMunity

Sponsor: Communication Ethics Division

Thu, 11/15: 8:00 AM - 9:15 AM

Swan

Room: Lark 1 - First Level

Chair

Leslie Reynard, Washburn University

Co-Chair

Audrey W. Allison, Kennesaw State University

Presenter(s)

Daniel Cochece Davis, Illinois State University

Clarke Rountree, University of Alabama, Huntsville

The Ethics of Civil Discourse: An Exploration and Invitation

Sponsor: Communication Ethics Division

Thu, 11/15: 11:00 AM - 12:15 PM

Swan

Room: Lark 1 - First Level

Chair

Craig Rood, Penn State University

Presenter(s)

Ronald Arnett, Duquesne University

Sonja K. Foss, University of Colorado, Denver

Cindy L. Griffin, Colorado State University

Josina M. Makau, California State University, Monterey Bay

Dialogue in the Community

Sponsor: Communication Ethics Division

Thu, 11/15: 3:30 PM - 4:45 PM

Swan

Room: Lark 1 - First Level

Chair

Robert L. Ballard, Pepperdine University

Respondent

Melba Hoffer, Grand Valley State University

Presentations

Contrasting Possibilities: Creating Spaces for Ethical Action in Public Discussions

Anna Wiederhold, Ohio University

Language, Communication and Ethics in the Wake of the Holocaust

Mikaela Malsin, Wake Forest University

Living in the Truth and 'The Power of the Powerless' as an Ethical Treatise

Kristyn Eske-Ballard, Wake Forest University

Under the Influence: Creating COMMUNITY through an Honor Code

Lynn O. Cooper, Wheaton College

Co-Author(s)

Rebecca Sietman, Wheaton College

Young Kim, Wheaton College

Jenessa Liang, Wheaton College

Kelly Bowles, Wheaton College

FRIDAY, November 16th

Feminine Responsiveness in Vocational COMMUNITY

Sponsor: Communication Ethics Division

Fri, 11/16: 9:30 AM - 10:45 AM

Swan

Room: Lark 1 - First Level

Chair and Respondent

Pat Arneson, Duquesne University

Presentations

Are Women Human? Femininity, Humanity and Discursive Vocation

Celeste Grayson Seymour, Duquesne University

Jane Addams: Communication and Community Responsiveness

Jill K. Burk, Penn State University, Berks

Practical Wisdom and an Ethic of Care

Jen Jones, University of Pittsburgh, Greensburg

St. Catherine of Siena: Care and Communicative Responsiveness for the Community

Christina Marinchak, Duquesne University

Top Papers in Communication Ethics

Sponsor: Communication Ethics Division

Fri, 11/16: 12:30 PM - 1:45 PM

Swan

Room: Lark 1 - First Level

Chair

Melissa Cook, St. Vincent College

Respondent

Lisbeth A. Lipari, Denison University

Presentations

Toward an Ethical Model of Effective Crisis Communication

Young Kim, Louisiana State University

Conflict in an Age of Ethical Dispute

Ronald Arnett, Duquesne University

Co-Author(s)

Leeanne Bell McManus, Stevenson University

Amanda Grace McKendree, University of Notre Dame

Rejecting the Solicitous Self: Addressing Bruce Maxwell's Paradox of Compassionate Empathy through an Ethic of Acceptance

Marianne Pabis, Duquesne University

Dialogic Courage: The Voice of Dissent in Oppressive Regimes

Cyril E. Latzoo, Duquesne University

SATURDAY, November 17th

Trauma, Rhetoric, and Community: What Can Communication Scholars Learn from the Penn State Child Abuse Scandal?

Sponsor: Communication Ethics Division

Sat, 11/17: 11:00 AM - 12:15 PM

Swan

Room: Lark 1 - First Level

Chair

William Saas, Penn State University

Presenter(s)

Rosa A. Eberly, Penn State University

Pat J. Gehrke, University of South Carolina

Rachael Hernandez, Penn State University

Charles E. Morris III, Boston College

Craig Rood, Penn State University

William Saas, Penn State University

Building COMMunity via Student Engagement: Classroom/Extracurricular Activities Enact Communication Ethics

Sponsor: Communication Ethics Division

Sat, 11/17: 12:30 PM - 1:45 PM

Swan

Room: Lark 1 - First Level

Chair

Marie H. Baker-Ohler, Northern Arizona University

Presenter(s)

Marie H. Baker-Ohler, Northern Arizona University

Nanci M. Burk, Glendale Community College

Kasey J. Clawson, Duquesne University

Kim Feld, Glendale Community College

Annette M. Holba, Plymouth State University

John H. Prellwitz, Univ of Pittsburgh, Greensburg

Melissa Cook, St. Vincent College

Living Well with Others: Surveying Ethical Implications of Communicative Understandings and Performances of Well-being

Sponsor: Communication Ethics Division

Sat, 11/17: 2:00 PM - 3:15 PM

Swan

Room: Toucan 1 - First Level

Chair

Steven P. Phalen, Ohio University

Respondent

William Rawlins, Ohio University

Presentations

Communicating Well-being: Exploring the Role of Acknowledgment in Living Well with Mental Illness

Steven P. Phalen, Ohio University

Legislating Well-being: Framing 'Wellness' in School Health Policy Discourse

Anne E. Kerber, Winona State University

Performing in Hospitals: Ethical Acts

Margaret M. Quinlan, University of North Carolina, Charlotte

Recovery as Discovery: Co-authoring the Temporal Dimensions of Well-being

Laura D. Russell, Denison University

COMMUNICATION ETHICS
DIVISION BUSINESS
MEETING

Friday, November 16th

3:30 PM - 4:45 PM

Lark 1 - First Level, Swan

**12th NATIONAL COMMUNICATION
ETHICS CONFERENCE
"Communication Ethics:
Attending to the Other"
DUQUESNE UNIVERISTY**

The 12th National Communication Ethics Conference was held at Duquesne University in Pittsburgh, PA this past June. Nearly 80 participants joined the discussion of communication ethics scholarship around the conference theme of "Attending to the Other."

The conference featured three Keynote Speakers. **Gerard A. Hauser** (University of Colorado Boulder) delivered his paper entitled, "*Quo Vadis* America: National Conscience in Framing Prisoner Bodies at Abu Ghraib," **Brenda J. Allen** (University of Colorado Denver) presented her paper entitled "Communication, Diversity, and Ethics in Higher Education," and **Amit Pinchevski** (The Hebrew University of Jerusalem) discussed his paper entitled "Levinas as a Media Theorist: Toward a Radical Ethics of Media." All three scholars received Keynote Speaker plaques commemorating their valuable participation in the conference.

The conference featured presenters ranging from undergraduate communication majors to scholars with international reputations in the communication discipline. The successful conference maintained the biannual tradition of providing an intimate space for engaging ideas situated in communication ethics. The 12th National Communication Ethics Conference continued to advance academic conversations in the field of communication.



**Review of *What Money Can't Buy:
The Moral Limits of Markets*, by
Michael Sandel, Farrar, Straus
and Giroux (2012)**

Paul Turpin
University of the Pacific

Michael Sandel's latest book is a worthy examination of the pervasiveness of the market mentality in American culture, going well beyond a critique of consumerism to illuminate the extent to which market thinking has permeated habits of thought at virtually every level. Sandel, whose popular Harvard course on justice was recently distilled into *Justice: What's the Right Thing to Do?*, is primarily a virtue ethicist who is particularly adept at promoting virtue ethics through pointing up weaknesses in deontological and utilitarian approaches in the case studies he examines.

Sandel's case studies are a great strength and something of a weakness in the book. The best aspect of them is how thoroughly researched and wide-ranging they are. I learned of events I had not heard of before. That alone makes the book a valuable resource. The weaknesses are minor, and perhaps something of a quibble, but I found myself wishing for more analysis of the economic dynamics involved to show how the usual market mentality often oversimplifies human motivation. In the case of questioning payments to students for reading books, Sandel does not mention the process of habituation in cultivating virtue—an odd oversight considering that his virtue ethics appear to owe a lot to Aristotle's ethical theory. Instead (and this is his consistent theme), Sandel tests his cases with considerations of fairness and of corruption, with the latter being especially troublesome where the cultivation of virtue is important.

This winds up casting learning to read as a virtue to be cultivated (which is undermined by offering money), but it overlooks the degree to which learning to read is a costly activity in terms of students' time and attention, and it overlooks the correlation of poor reading with poor economic living conditions. Instead, Sandel's main strategy is to appeal to readers' moral sentiments as he thinks through how issues like honor or love are changed

into something different—and spoiled—when made the object of monetary exchange.

Nevertheless, Sandel more than adequately demonstrates the pervasiveness of the problem, even if his method tends to stay within an evocation of the personal experience of moral sentiments. While I quite agree that moral sentiments are indeed personally experienced and an important factor in moral judgment, I find Sandel's approach a little too beholden to methodological individualism, and hence too little cognizant of how such moral sentiments are formed in a crucible of social interaction (psychologist Jonathan Haidt is an even worse offender in this regard). To make up for that, I would recommend Daniel T. Rodgers' superb *Age of Fracture* as a companion reading. Rodgers provides an excellent account of the late-twentieth century shifts in economic theory and the related rise of libertarian political philosophy (and much, much more) that underlie the market mentality whose applications Sandel deplors.

Call for Papers and Panels: Integrated Marketing Communication Conference

**Call for Papers and Panels
Integrated Marketing Communication
Conference
University of North Carolina Wilmington
June 6-8, 2013**

Deadline: Friday, February 1, 2013

The theme of the conference is “**Integrated Marketing Communication and the *Polis*.**” The conference seeks to find theoretical ground for Integrated Marketing Communication (IMC) in the communication discipline as it is applied in and informed by the public sphere, asking 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 does the polis figure into issues of integration, corporate narrative, brand coherence, and other IMC areas?
- How can various IMC contexts be more deeply understood and appreciated by applying ancient and contemporary theorizing on the polis?

Papers may focus on a variety of issues, rely on varied methodologies, and arise from multiple fields. We welcome papers addressing all facets of IMC functioning in the ancient, medieval, or contemporary conception of the *polis*. With this in mind, papers and panels should relate to the study and practice of communication and its theoretical roots, which draw from but are not limited to:

- Communication Ethics
- Communication Theory
- Instructional Communication
- International and Intercultural Communication
- Mass Communication
- Performance Studies
- Philosophy of Communication
- Political Communication
- Rhetorical Theory
- Visual Communication

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

Full 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 **IMC@uncw.edu**.

Extended Abstracts: Submissions should be 500-750 word extended abstracts so as to give reviewers a sense of the direction of the paper. The author(s) should remove name(s) and all identifying data from the abstract. 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 extended abstracts as attached files via email to **IMC@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 **IMC@uncw.edu**.

Deadline: All papers, extended abstracts, and panel proposals must be received by midnight **Friday, February 1, 2013** to be considered for inclusion in the conference. Participants will be notified by March 1, 2013.

Undergraduate Poster Session: An undergraduate poster session is also planned, but those submissions will be due on **March 22, 2013**. A separate call for posters will be posted on the conference website in Fall 2012. Please consider adapting course assignments now to encourage worthy submissions from your students!

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.

For more information, contact:

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Conference Planner
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Wilmington, NC 28403-5933
Phone: 910.962.2616
Email: IMC@uncw.edu
Conference
Website: <http://www.uncw.edu/com/IMC.html>

Call for Papers: Twenty-second APPE Annual Meeting

**Association for Practical and Professional Ethics
Twenty-Second Annual Meeting
February 28—March 3, 2013
St. Anthony Hotel in San Antonio, Texas**

Call for Papers and Meeting Announcement

This call invites individual presentations from all disciplines and professions interested in advancing scholarship, teaching and a general understanding of practical and professional ethics. Submissions may include formal papers, panel presentations, roundtable discussions, case studies, and pedagogical demonstrations.

We also encourage authors to submit a recent publication for an Author Meets the Critics session and/or Lunch with an Author.

Special Paper Competitions are:

- § Best Formal Paper by an Early Career Scholar-\$500 prize
- § Karen M. T. Muskavitch Award for Graduate Work in Practical Ethics
- § Best Formal Paper by a Graduate Student-\$500 prize
- § Best Formal Paper on Pre-College Ethics-\$1,000 prize
- § Undergraduate Formal Paper Competition

All paper competition submissions must follow the Annual Meeting paper submission guidelines and must include a completed Submission Form indicating for which competition they are submitting a paper. Additional information on the special paper categories can be found [here](#). The submission form can be found at [2013 Submission Form](#). For more information and submission guidelines, see [Submission Instructions](#).

The Submission Deadline is October 15, 2012

Forum Announcement: After the Genome: A Language for Our Biotechnological Future

(A National Forum Sponsored by Wake Forest University and Baylor University, April 11-13, 2013, to be held at Wake Forest University)

The rapidity with which biotechnological advances appear and make their way into our lives is changing not just the ways we experience life, but how we understand ourselves. Many of these same technologies promise, or perhaps threaten, to change the nature of what it means to be human. Medical science no longer looks like a neutral method of inquiry, and it is now difficult to see biotechnology as simply providing us a new a set of tools. What ethical principles will guide our uses of miraculous new technologies? Moreover, how will these technologies affect the theory and the practice of medicine?

There is today a rising awareness that the language which we use to discuss science and technology is not neutral, but conveys values and suggests agendas. Increasingly we recognize the important role played by narratives and other linguistic strategies—arenas traditionally explored by the discipline of rhetoric—in shaping public expectations regarding science, including medical science. It is even the case that terms of transcendence and redemption are employed to describe technological advances, thus suggesting a challenge from science to traditional conceptions of religion and religion's dominion over human life and flourishing.

An exploration of the intersection of biotechnology, ethics, language, religion, and science is both timely and critically important. This national forum will provide a location for leading scholars from a variety of disciplines to discuss the vital topic of how language is shaping medical ethics, religion, and competing visions of our biotechnological future.

The forum is based on the forthcoming book *After the Genome: A Language for Our Biotechnological Future* (Baylor University Press, 2013), eds.

Michael J. Hyde (Ph.D., University Distinguished Professor of Communication Ethics, Program for Bioethics, Health, and Society, School of Medicine, Wake Forest University) and **James A. Herrick** (Ph.D., Guy Vander Jagt Professor of Communication, Hope College). The book will be available at the forum.

Contributors/Presenters include:

- 1) **Anthony Atala** (M.D.), W. H. Boyce Professor and Chair of the Department of Urology, Director, Institute for Regenerative Medicine, School of Medicine, Wake Forest University.
- 2) **Howard Brody** (M.D., Ph.D.), John P. McGovern Centennial Chair in Family Medicine, Director of the Institute for the Medical Humanities, University of Texas Medical Branch, Galveston.
- 3) **Leah Ceccarelli** (Ph.D.), Department of Communication, University of Washington.
- 4) **Tod Chambers** (Ph.D.), Director, Medical Humanities & Bioethics Program, Northwestern University School of Medicine.
- 5) **Arthur Frank** (Ph.D.), Dept. of Sociology, University of Calgary (Canada), Fellow of The Hastings Center and of the Royal Society of Canada.
- 6) **Ronald M. Greene** (Ph.D.), Eunice and Julian Cohen Professor for the Study of Ethics and Human Values and Director of the Ethics Institute, Dartmouth College, and Guggenheim Fellow,
- 7) **Ezra Griffith** (M.D.), Professor Emeritus of and Senior Research Scientist in Psychiatry; Deputy Chair for Diversity and Organizational Ethics, Department of Psychiatry, Yale University.
- 8) **Lisa Keranen** (Ph.D.), Dept. of Communication, Associate of the Program for Arts and Humanities in Health Care, University of Colorado, Denver.

9) **Nancy King** (J.D.), Department of Social Sciences & Health Policy, Division of Public Health Sciences, Wake Forest University Health Sciences, Co-Director, Program for Bioethics, Health, and Society, School of Medicine, Wake Forest University.

10) **Bill Leonard** (Ph.D.), James and Marilyn Dunn Professor of Baptist Studies, Professor of Church History and Religion, Wake Forest University.

11) **Thomas Lessl** (Ph.D.), Department of Communication Studies, University of Georgia.

12) **Judy Segal** (Ph.D.), Dept. of English, University of British Columbia, Canada.

13) **Kenneth Starr** (J.D.), President and Louise L. Morrison Chair of Constitutional Law, Baylor University.

Registration for the forum is free. For more information about the Forum and nearby hotel/motel facilities, contact Michael J. Hyde (hydemj@wfu.edu).

Book Announcement:

"Michael J. Hyde, *Openings: Acknowledging Essential Moments in Human Communication* (Baylor University Press, September, 2012).

The book is the next step following his trilogy on conscience, acknowledgment, and perfection."

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
- 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
- To communicate with the moderator, send an e-mail to 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

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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