

**Central States Communication Association  
85<sup>th</sup> Annual Conference**

**Program Planner Guide**

*Difference*

**Hilton Milwaukee City Center  
Milwaukee, WI**

**April 4-8, 2018**

**Conference Planner and CSCA 1<sup>st</sup> VP:**

Amy Aldridge Sanford  
Texas A&M University-Corpus Christi  
amy.aldridge.sanford@tamucc.edu

**Assistant Planner:**

Kristopher D. Copeland  
Northeastern State University  
copela03@nsuok.edu

**Communication Coordinator:**

Molly C. Turner  
Northeastern State University  
mollycatherineturner@gmail.com

# Table of Contents

Conference Theme	2
Hotel Information and Milwaukee Highlights	3
Interest Group Planners	4
Unit Slot Projections	5
Program Planner Dates and Responsibilities	6
Program Planner Responsibilities – Explanations & Tips	8
Technology Policy	15
Panel Formats	16
Competitive Paper Submission Form	17
Discussion Panel Submission Form	18
Paper Panel Submission Form	20
Sample Paper Evaluation	22
Sample Panel Evaluation	23
Forms	
Form A: Ranked Panels	24
Form B: Panel Information	25
Form C: Unit Reviews	27
Form D: Top Paper Award	28
Form E: Top Panel Award	29
Form F: Unit Leadership	30
Form G: Example Unit Call	31
Form H: Planner’s Report to the Executive Director	33
Form I: Graduate Student Debut Papers	35

## Call for Papers and Panels

**Central States Communication Association (CSCA)  
Annual Convention in Milwaukee, Wisconsin  
April 4-8, 2018  
*Difference***

The leadership of the Central States Communication Association (CSCA) invites competitive papers, panel discussions, and performance sessions for the 85<sup>th</sup> Annual Convention in Milwaukee. Members are urged to use the theme of *Difference* creatively and thoughtfully. We hope that the theme will inspire CSCA members to use both critical and traditional approaches to define intercultural differences, celebrate difference, problematize difference, explore intersectionality, and/or look at how communication scholars are making a difference in their communities. There are many compelling opportunities for research and conversations centered on the theme of *Difference*.

Faculty, students, independent researchers, and community members are all encouraged to submit and attend the convention. University and community partnerships (AKA “town and gown collaborations”) are particularly welcome. Submissions inclusive of all methodological perspectives in the communication discipline are expected and embraced.

Look for specific calls and submission information from each of the 20+ CSCA interest groups, caucuses, and sections. For questions about the general call or the 2018 annual convention, please contact Amy Aldridge Sanford, 2018 program planner, at [amy.aldrige.sanford@tamucc.edu](mailto:amy.aldrige.sanford@tamucc.edu) .



## Hotel Information and Milwaukee Highlights

### Hotel Address and Contact Information

Hilton Milwaukee City Center  
509 W. Wisconsin Avenue  
Milwaukee, Wisconsin, 53203, USA  
Tel: +1 414 271 7250

### Rate Information

*Complimentary high-speed internet in all guest rooms in the CSCA block.*

<b>Room, Double</b>	\$149
<b>Room, King</b>	\$149

### Hotel and Room Highlights

Business Center  
Pet-friendly Hotel  
Deluxe Amenities  
Room Service, Four Restaurants, and Starbucks on Site  
Indoor Heated Pool  
Fitness Center with Individual Televisions  
Barber Shop and Gift Shop

### Milwaukee Highlights

**Attractions:** Old World Third Street is half a mile from the hotel and houses cheese and sausage shops as well as terrific German restaurants. Brady Street is a cab ride away and is a local favorite for Karaoke and bars.

**Dining:** There are many restaurants within walking distance of the conference hotel. Additionally, Friday night fish fries are not to be missed in Milwaukee. One great place to enjoy a family-style fish dinner is Lakefront Brewery, where you can enjoy a brewery tour and a polka band!

**Shopping:** A great place for souvenir shopping (or eating), the Milwaukee Public Market is a little more than half a mile from the conference hotel.

**Outdoor Activities:** The two-mile Milwaukee Riverwalk is nearby and winds through three distinct riverfront neighborhoods: Downtown, Historic Third Ward, and Beerline B. The Riverwalk gives access to restaurants, brewpubs, shops, nightlife, and the Bronze Fonz.

# CSCA 2018 Interest Group Planners

**Adjunct and Temporary Faculty:** Tammie Wiebers, North Central Missouri College,  
TWiebers@mail.ncmissouri.edu

**Argumentation and Forensics:** Jason Edgar, Missouri Western University, jedgar@missouriwestern.edu

**Basic Course:** Aimee Sorensen, University of South Dakota, Aimee.Sorenson@usd.edu

**Communication Education:** Kathryn B. Golsan, Southern Illinois University, Carbondale, kgolsan@siu.edu

**Communication Ethics, Activism, and Social Justice:** Laura Russell, Denison University, russelll@denison.edu

**Communication Theory:** Sarah Symonds LeBlanc, Indiana University-Purdue University, Fort Wayne,  
leblancs@ipfw.edu

**Community College:** Allison Beltramini, Waubensee Community College, abeltramini@waubensee.edu

**G.I.F.T.:** Gordon S. Carlson, Fort Hays State University, gscarlson@fhsu.edu

**Graduate Student:** Riley Richards, University of Wisconsin, Milwaukee, richa369@uwm.edu

**Health Communication:** Sarah Symonds LeBlanc, Indiana University-Purdue University, Fort Wayne,  
leblancs@ipfw.edu

**Instructional Resources:** DeAnne Priddis, Middle Tennessee State University, deanne.priddis@mtsu.edu

**Intercultural Communication:** Hsin-I Sydney Yueh, Northeastern State University, yueh@nsuok.edu

**Interpersonal and Small Group:** Tiffany R. Wang, University of Montevallo, twang@montevallo.edu

**Kenneth Burke Society:** Nick Nickols, Missouri State University, njnickols@gmail.com

**Media Studies:** Jerralyn Moudry, Wisconsin Lutheran College, Jerralyn.Moudry@wlc.edu

**Organizational & Professional Communication:** Deb Ford, University of Kansas, dford@kumc.edu

**Performance Studies and Theatre:** Erin Briddick, Portland Community College, Rock Creek,  
erin.briddick@pcc.edu

**Political Communication:** Michael W. Kearney, University of Kansas, mkearney@ku.edu

**Popular Culture:** Jennifer Willis-Rivera, University of Wisconsin, River Falls, Jennifer.willis-rivera@uwrf.edu

**Public Relations:** Richard Murphy, McKendree University, remurphy@mckendree.edu

**Rhetorical Theory & Criticism:** James M. Proszek, Northwestern University, james.proszek@gmail.com

**Sexual Orientation & Gender Identity:** Sara Baker, Southern Connecticut State University, sabaker3@gmail.com

**States Advisory Council:** Kim Weismann, Williston State College, kim.weismann@willistonstate.edu

**Undergraduate Education and Administration:** Christine L. North, Ohio Northern University, c-north@onu.edu

**Women's Caucus:** Karla Mason Bergen, College of Saint Mary, kbergen@csm.edu

## CSCA 2018 Unit Slot Projections

*Note from the planner: These numbers are a starting point. Submit everything that you believe should be slotted, whether the number of submissions is above or below the listed projections.*

Unit	Projected Slots
Adjunct/Temporary Faculty Caucus	4
Argumentation and Forensics Interest Group	6
Basic Course Interest Group	10
Communication Education Interest Group	12
Communication Ethics, Activism, and Social Justice Interest Group	4
Communication Theory Interest Group	10
Community College Interest Group	7
CSCA First Vice President	5
CSCA President	2
Federation Prize Presentation	1
G.I.F.T.	6
Graduate Student Caucus	8
Health Communication Interest Group	9
Instructional Resources Interest Group	8
Intercultural Communication Interest Group	11
Interpersonal & Small Group Communication Interest Group	16
Kenneth Burke Society	3
Media Studies Interest Group	12
NCA Informational Panel	1
Organizational & Professional Communication Interest Group	12
Performance Studies & Theatre Interest Group	6
Political Communication Interest Group	11
Popular Culture Interest Group	10
Public Relations Interest Group	8
Rhetorical Theory & Criticism Interest Group	12
Sexual Orientation & Gender Identity Caucus	8
Short Courses	5
States Advisory Council	11
Undergraduate Education & Administration Section	4
Undergraduate Research Honors Conference	9
Women's Caucus	12

# CSCA 2018 Program Planner Dates and Responsibilities

<u>Date(s)</u>	<u>Responsibilities</u>
March 16-18, 2017	Attend Program Planner Meeting and your Unit Meeting during the annual CSCA conference.  Make sure to collect names of potential Reviewer Volunteers during Unit Meeting.  Submit Unit Leadership Form F to Kathie Cesa at the registration desk.
March 31, 2017	Submit Unit Call for the CSCA website to Amy at amy.aldridge.sanford@tamucc.edu.
April 15-May 1, 2017	Craft an email message encouraging your unit membership to submit to the conference. Send the email to amy.aldridge.sanford@tamucc.edu for it to be forwarded to the unit membership.
August 28-Sept. 8, 2017	Submit Unit Call to CRTNET, social media, and/or any other places that you think it will reach interested people.
Sept. 1, 2017	Send Unit Call to Unit Members and encourage submissions (again). You may want to remind them of the ideas generated during the Unit meeting in March.
Sept. 25, 2017	Contact Reviewer Volunteers and verify service. Make sure they understand the process and the deadlines.
Oct. 2, 2017	Contact Unit Members, Reminding them of Upcoming Deadline.
<b>Oct. 9, 2017</b>	<b>Deadline Day for Submissions to the Unit—prepare correspondence for Reviewer Volunteers.</b>
Oct. 10-12, 2017	Send submissions to Reviewer Volunteers.
Oct. 26, 2017	Receive rankings and feedback from Reviewer Volunteers.
Nov. 3, 2017	Submit Unit Proposal Forms A-C and Forms D, E and I (if applicable) to amy.aldridge.sanford@tamucc.edu.

Nov. 16-19, 2017	NCA Conference in Dallas, TX.
Nov. 24, 2017	Receive Program Proofs from Conference Team.
Nov. 27, 2017	Contact Submitters with Acceptance or Rejection.
Dec. 15, 2017	Respond to amy.aldridge.sanford@tamucc.edu regarding Program Proofs and edits.
Jan. 1, 2018	Deadline for Submitting Unit Report (Form H) to CSCA Executive Director Jimmie Manning at jman@niu.edu.
Jan. 10, 2018	Contact Unit Members and encourage them to register and book hotel.
March 15, 2018	Contact Unit Members and Encourage Attendance.
March 21, 2018	Verify Respondents Possess Papers for Review and Act Accordingly.
April 4-8, 2018	Enjoy the fruits of your labor at CSCA 2018!

## **CSCA 2018 Program Planner Responsibilities – Explanations and Tips**

First, thank you for your important service to CSCA. The program planners play a vital role in success of our conference. I look forward to working with you in preparation for the 2018 convention and will do my best to answer any questions you have in a timely manner. You can reach Amy Aldridge Sanford, primary planner, at amy.aldridge.sanford@tamucc.edu or Kristopher Copeland, assistant planner, at copela03@nsuok.edu.

**Note:** Unless directed to do so, please do not contact Kathie Cesa with general planning questions. Kathie is contracted by CSCA, and we are charged every time she is contacted with a member concern. If you contact her with planning questions, the charges will have to be deducted from the \$100 allocation for your Unit and the response you need will be delayed since Kathie will need to forward your message to Amy or Kristopher. It's best to contact Amy or Kristopher directly.

### **Attending the Unit Meeting**

The program planner is the incoming chair of the Unit and will take over the meeting once previous and present business has been addressed. It is the responsibility of the newly-established chair to address new/upcoming business which includes planning for the next conference. This is a good opportunity to gather volunteers to serve as reviewers, chairs, and respondents. This is also a good opportunity to begin generating panel ideas. Members of the 2018 Conference Team will visit the meeting of each Unit in order to discuss the conference, answer questions, take suggestions, and encourage attendance.

**Tips:** Use the time at the Unit meeting to complete Form F. It needs to be left with Kathie at the registration desk by the last day of this year's conference.

Send a sign-up sheet that gathers contact information and a willingness to serve as chair, reviewer, and/or respondent. A quick scan for legibility will prevent associated problems in the future.

Make sure the secretary records panel ideas as they are generated. It is also good to record names of people who express interest in a given panel idea. Be sure to keep this information for later use.

### **Submitting the Unit Call**

Your Unit most likely has a call that has been passed down and is slightly modified each year. Feel free to modify the document as you see fit. It is your opportunity to make a positive contribution and impact on the Unit. However, please make your guidelines (like the due date) and procedures consistent with those of other Units and with the general call to minimize confusion.

For consistency, each Unit call must include the following centered at the top of the page:

**DIFFERENCE COMMUNICATION INTEREST GROUP**  
Call for Papers and Panels

Central States Communication Association (CSCA)  
Annual Convention in Milwaukee, Wisconsin  
April 4-8, 2018  
*Difference*

Next, include a paragraph or two explaining the purpose of your Unit, conference theme, what types of proposals you are seeking, and what types of topics you are seeking. A list of the most common panel formats is located on Page 16. You may simply solicit topics of a general nature, such as in the example provided below. Or, you may wish to provide specific examples of topics, perhaps those generated at the business meeting. Further, indicate that strong preference will be given to those panels which include panelists from multiple institutions. Finally, if your Unit has established awards, include that information here as well.

*The Difference Communication Interest Group invites the submission of competitive papers, panels, roundtable discussions, and innovative programming for the 2018 CSCA convention in Milwaukee, Wisconsin. The purpose of the Difference Communication Interest Group is to promote the interests of faculty and students, as well as others interested in the way our communication promotes Differences. A range of topics encompassing Differences are welcome, and we especially encourage members to address issues related to the convention theme of Difference. In terms of panels, preference will be given to those with panelists representing multiple institutions rather than representing a single institution.*

*Awards will be given to the top competitive paper. The award for top paper will be recognized during the Unit Meeting.*

Next, include submission details for your interest groups. Submission details must be included for both competitive papers and panels. For papers, remember to specify that only completed papers will be accepted and that author name and identifying information must be removed. Also remember to indicate that the proper form must be submitted along with the paper and that this form can be located on the website. For panels, be sure to indicate that panels must be submitted using the proper form, also located on the website. The forms are located on Pages 17-21.

*Papers: Only completed papers will be accepted. Papers must include a title and a brief abstract. Graduate students should type "STUDENT" on the upper right-hand corner of the title page. If the paper will be a graduate student debut, please type "DEBUT STUDENT" on the upper right-hand corner of the title page. To be considered a graduate student debut paper, (1) the author must be a graduate student, (2) the paper must have single authorship, and (3) the paper must be the author's first paper to be presented at CSCA. Indicate if author(s) are CSCA members. Author names and any identifying information must be removed prior to submission. A Competitive Paper*

*Submission Form must be submitted along with the paper. This form is located on the CSCA website: <http://www.cscs-net.org/>.*

*Panels: Discussion panels and paper panels must be submitted using the respective forms located on the CSCA website: <http://www.cscs-net.org/>.*

Next, include notice that technology requests must be made at the time of submission. The association's complete technology policy can be found on Page 15. Also, include notice that submissions must be made using Microsoft Word. Finally, include the deadline for submissions and where to send submissions.

*All technology requests must be made at the time of submission.*

*Submissions must be received by **October 9, 2017**.*

*Send submissions electronically using Microsoft Word to the following:*

*Milly Planner, Planner University*

*[Milly.planner@planneru.edu](mailto:Milly.planner@planneru.edu)*

Note: An example call is included as Form G.

### **Contacting Unit Members**

Some Units maintain a dedicated social networking site page and/or a listserv. These are helpful ways to provide information about the conference, to enable members to maintain contact as well as to generate and collaborate on ideas, and to provide information about the conference and to encourage attendance. If your Unit does not have such a site or listserv, you may want to consider developing one while program planner for your group.

At minimum, you should maintain contact with your group through email. Correspondence through email is encouraged even with the above resources, since many members may not visit the social networking site page or participate in the listserv.

To contact all members of the Unit, all you have to do is submit your message to Amy Aldridge Sanford: [amy.aldrige.sanford@tamucc.edu](mailto:amy.aldrige.sanford@tamucc.edu). Do not send them to Kathie Cesa.

Tips: Encourage potential submitters to put people from multiple institutions on their panels. Additionally, no one person should serve more than one role on a panel. For example, a chair should not be a paper presenter or discussant on the same panel.

It is good to keep in contact with members, but do not overwhelm them with messages. Keep in mind that our members have multiple Unit affiliations and receive email from all of them.

Be sure to provide members with relevant information but also be sure to generate excitement and encourage participation. This is an opportunity for you to assist the association and to develop the presence of your group.

### **Submitting Unit Call to CRTNET**

CSCA is always looking to attract new members and to include people from beyond the region. CRTNET (<https://www.natcom.org/crtnet/>) is one way to reach nonmembers of the association. Also feel free to submit the call for your Unit to other listservs associated with the focus of your group and to send the call for your Unit to scholars who may be affiliated with your area but who are not members of the association.

Tips: When submitting the call on CRTNET or other listservs, do not just use *Call* or *Call for Papers and Panels* or something similar as your title, since such titles will likely not catch the attention of interested parties when presented at the top of the message. Instead, use a title that ensures readers will know what your announcement entails. For instance: *CSCA 2018 "Difference" Call for Papers and Panels*. You may also want to include the name of your unit in the title.

Also when submitting the call on CRTNET or other listservs, be aware that formatting (bolding, italics, and tabs) may not transfer and may interrupt the spacing of your post. Accordingly, it is best to remove such formatting prior to submitting your post.

### **Receiving Submissions and Preparing for Review**

Upon receiving submissions, verify that the proper form has been used and submitted. For competitive papers, also verify that the paper does not include author name or any other identifying features (be sure to check the Properties). If the proper form has not been used or is not complete, or if the paper includes identifying material, notify the submitter what must be done in order to ensure review. In all cases, be sure to acknowledge receipt of the submissions and let the submitter know that he or she will be notified about its status by the end of November.

Your Unit may have its own forms for reviewing papers and panels. If so, you may wish to use these, modifying them to suit your own specifications. You may also wish to develop your own. Sample evaluation forms can be found on Pages 22 and 23.

When sending papers and panels to reviewers make sure to include (a) how many papers/panels are being sent for review, (b) specifications and guidelines for reviewing, (c) forms developed for reviewing, and (d) the deadline to submit reviews.

Tips: Some people choose to create a special email address to receive submissions, but a person's regular email could certainly be used. In either case, it is advisable to create a special email file to keep track of submissions and to transfer the actual materials to a file on your computer as a soon as they are received.

When preparing competitive papers for anonymous peer review, make sure author identification is not evident in the Properties section or in the author signature section of the document.

You may wish to cut the entire document and paste into a new document to save as another Word file, which will have your own signature. When and if doing so, this would be an opportunity to assign a number or code to each paper.

One reviewer should be able to handle around 6-8 submissions in the specified time period. You are strongly urged to use three reviewers for each submission, if at all possible. Thus, Reviewers 1, 2, and 3 could review Submissions #1-8. Reviewers 4, 5, and 6 could review Submissions #8-15, and so on. It is important to balance submissions so one person is not reviewing unequally to other members.

As the deadline for reviews nears, send a reminder to reviewers about the approaching deadline. If you have not received materials from a reviewer by the day after the deadline, it is more than acceptable to contact them.

Unfortunately, sometimes a reviewer does not complete the assignment. Consider calling upon a unit member that has not reviewed for you to complete the task, being careful not to give them more than they can handle in the extremely short turn around time. In fact, it may be necessary to split one reviewer's load amongst two members.

Keep all documents related to the programming of your group until after the conference.

### **Preparing and Submitting Proposal Forms**

Once the reviews are returned, you can then go about preparing and submitting the panel proposals for your group. In doing so, you will use Forms A, B, and C as well as Forms D and E should your Unit have awards established for the top competitive paper and top panel. The Student Debut Panel should be sent with Form I.

**Developing Competitive Paper Panels:** The first thing you may wish to do is to develop panels for the competitive papers. These panels usually include at least three but no more than five papers. These panels will also need to have a chair and a respondent. As with the guidelines set for paper panel submissions, a single person should not assume both roles. Rewarding paper reviewers with these positions is customary, but you may also draw from your list of volunteers from the previous business meeting. In either case, make sure you contact each person to make sure they are willing to serve in this capacity. You will also need to develop a title and description for each competitive paper panel created.

**Tips:** When developing titles for competitive paper panels, strive to develop titles which include the conference theme, are memorable and are likely to draw an audience. This same advice applies to the descriptions of these panels.

**Preparing Form A:** To complete Form A, you must rank all of the panels you are submitting from the highest rated to the lowest rated. The highest rated panels will usually receive the most favorable time slots, while the lower rated panels will usually receive less favorable time slots. Generally, competitive papers, especially those featuring top ranked or award winning papers, are ranked near the top of this list.

However, the ranking of your panels is based on your discretion. Also, be sure to include a greater number of panels than your Unit is allotted. If at all possible, Units will receive more slots and be able to program more panels than indicated.

Tips: Although it is good and advisable to pay close attention to the feedback of your reviewers, you ultimately decide the rankings of your group. Accordingly, if you disagree with how the rankings turn out, you are not bound by them. You are the program planner for your Unit and are ultimately responsible for what is moved forward.

As program planner for your group, it is also your prerogative to develop a premier panel or panels of your own. These panels should include the best of the best scholars in your area and ideally correspond with the convention theme. If, for some reason, your Unit receives fewer submissions than will fill its allotted slots, developing panels to fill those slots is especially encouraged.

It is not necessary to include your Unit's business meeting on this list.

**Preparing Form B:** In a single word document, include copies of Form B for each panel listed on Form A, as Form B must be provided individually for each panel submitted. This form will include basic information about the panel and will include a program copy of the panel, exactly as it may appear in the program. A discussion panel model and a paper panel model are included on this form to help guide you in the completion of the program copy. All copies must be submitted in a single document labeled as indicated below.

Tips: You must use your editorial license to rewrite the program descriptions and program titles as you see fit so that they are grammatically correct and clear.

Make sure presenter names and institutions are accurate and spelled correctly. Also make sure presenter names are consistent. For instance, if a person appears on more than one of the panels you are submitting, their name should be the same in all cases (i.e., Minnie M. Planner, Minnie Planner, or Minnie Marie Planner, not multiple versions).

Institutions should also be consistent. In one regard, a single presenter should have the same institutional affiliation, if appearing on more than one panel. In another regard, institutions should be written in the same format. Do not use abbreviations (i.e., University of Iowa, not U of Iowa or other variation).

Use a comma for schools with directions or place names in the title rather than a hyphen (i.e., University of Minnesota State, Mankato, not University of Minnesota State - Mankato).

**Preparing Form C:** To complete Form C, simply list the people who served as reviewers for your group. These individuals will be acknowledged for their service in the program.

Tips: Only include those individuals who actually reviewed. Do not include those individuals who volunteered but ultimately could not serve or those individuals who never returned their reviews.

Make sure names and affiliations are consistent as discussed above.

**Preparing Forms D and E:** Complete Form D and/or Form E only if your group has an award for the top competitive paper and/or the top panel.

Tips: When completing Form D, include all authors if the paper is a co-authored piece. When completing Form E, include all participants (i.e., chair, presenters, and respondent, if applicable).

Make sure names and affiliations are consistent as discussed above.

**Preparing Form I:** Complete Form I only if your Unit received a graduate student debut paper. Send the completed form and an electronic copy of the paper so that it may be considered for the Past Officers' Debut Graduate Student Debut Program award. To be eligible for participation in the Debut Program, (a) the author must be a graduate student, (b) the paper must have single authorship, and (c) the paper must be the author's first paper to be presented at CSCA.

**Submitting Forms A-E and I:** These forms are due no later than **November 3, 2017**. However, please send them as soon as they completed; the earlier the better. Forms A-E should be saved and submitted in the following format:

UnitNameFormA  
UnitNameFormB  
UnitNameFormC  
UnitNameFormD  
UnitNameFormE  
UnitNameFormI

### **Receiving and Responding to Program Proofs**

You will receive program proofs on or about **Nov. 24, 2017** and will need to return them with corrections by **Dec. 15, 2017**. It is very important that these proofs are reviewed carefully and completely.

**Contacting Submitters with Acceptance or Rejection:** Once you have received the proofs, you will be able to contact submitters about the status of their submissions. It is imperative that you contact everyone who submitted. Failure to do so is extremely unprofessional and discourteous. For accepted competitive papers, provide the submitter

with the name and email address of their respondent and indicate that papers should be sent 4-6 weeks prior to the conference. Do not let anyone know about days and times of panels, since these may change between this point and the final version of the program. Remember to contact chairs and respondents of competitive paper panels as well.

Tips: When contacting submitters be sure to include the specific title of the submission and the Unit you are representing.

Regardless of the status of their submission, genuinely thank the person for their submission.

Use tactful professionalism when rejecting a submission. When you reject a competitive paper, include a rationale for the rejection. Be kind, informative, and supportive. Encourage revision and resubmission for CSCA 2019. The same things apply, although to a lesser degree, when rejecting panels. People will remember how you offer rejection of a submission more than how you offer acceptance of a submission. When rejecting a submission, indicate that you still hope to see the person at the conference and encourage their attendance.

Let all submitters know that they will receive information about the conference program, registration, and hotel registration by January. Remind them that the conference hotel will fill quickly, and so they should reserve as soon as possible if they wish to stay at the official conference hotel.

### **Submitting Your Unit Report to the Executive Director**

Each Unit must send Form H to Jimmie Manning, CSCA Executive Director, by Jan. 1, 2018. Failure to do so means that your Unit will not have award certificates for the convention, nor will your Unit be able to spend any of its \$100 fee allocation. See Form H for more details, including Jimmie's contact information.

## **Technology Policy**

CSCA will attempt to provide multimedia projectors and speakers based on financial considerations to all presenters who request them at the time of the program submission.

CSCA is unable to approve requests for equipment such as personal computers, laser printers, satellite links, teleconference equipment, DVD/VHS players, or Internet access. CSCA members or individuals attending the convention either may elect to rent such equipment from the convention hotel at their own personal expense or may bring their own equipment, unless prohibited by the convention hotel (Please check beforehand with the Executive Director about the convention hotel policy). If individuals provide their own equipment, the hotel may elect not to help if service is needed. If the hotel does help and assesses a fee, the individual requesting help is responsible for all charges.

Any technology request made by CSCA participants at the convention that was not requested at the time of the program submission cannot be charged to CSCA.

## Panel Formats

The most common panel formats are listed below along with their descriptions. However, feel free to be creative in the panels that are developed and proposed.

**Competitive Paper Panels** are those including competitively-selected papers grouped together by the program planner. These panels must have a *chair* to introduce each paper and to moderate the discussion and a *respondent* to discuss connections between the papers and to provide supportive criticism and guidance. Scholars filling these roles will be selected by the program planner. Generally, these panels will include at least three but no more than five papers. It is especially important to limit the number of papers included so that sufficient time is allowed for the delivery of the papers, for the respondent's feedback, and for the audience to provide questions and reactions following delivery of the papers and the response.

**Paper Panels** are those including completed papers encompassing a specific topic. These panels must have a chair, but a respondent is not always necessary. Generally, these panels will include at least four but no more than five panelists. Audience questions and reactions usually are reserved until after everyone on the panel has presented their paper.

**Discussion Panels** are those including 4-7 panelists who provide a brief opening statement concerning a topic and then engage in discussion. These panels must have a chair to introduce the panelists and to moderate the discussion. Audience questions/participation are encouraged.

**Spotlight Panels** are those dedicated to a scholar, a body of scholarship, or a specific piece of research (i.e., book or article). The subject of these panels must be determined by the sponsoring Unit to have made a significant contribution to the discipline. Generally, these panels include 4-7 panelists with a connection to the subject of spotlight who offer a prepared statement. A chair must be included to introduce the panelists and to moderate the session. If possible, the subject (i.e., scholar or author) will serve as respondent. Audience questions and participation are strongly encouraged.

**Debate Panels** are those featuring two debaters or two teams of debaters offering pros or cons and rebuttals concerning a predetermined topic or resolution. These panels usually include a chair to introduce the panelists and to moderate the debate. Audience questions and reactions are encouraged following the debate. It is also possible that the audience may be asked to determine the "winner(s)."

**Central States Communication Association  
2018 Annual Conference  
*Difference***

**Competitive Paper Submission Form**

<b>Paper Title</b>	[Panel Title]
<b>Interest Group</b>	[Interest Group]
<b>Author(s)/Affiliation(s) Email Address</b>	[Name, Affiliation, Email Address]
<b>Paper Abstract</b>	[Abstract – no more than 75 words]
<b>Debut Paper</b>	[Please indicate if this is a debut paper]

**Central States Communication Association  
2018 Annual Conference  
*Difference***

**Discussion Panel Submission Form**

<b>Submitters Email Address</b>	[Submitters Email Address]
<b>Panel Title</b>	[Panel Title]
<b>Interest Group</b>	[Interest Group]
<b>Chair</b>	[Name], [Institution]
<b>Panelist<sup>1</sup></b>	[Name], [Institution]
<b>Panelist</b>	[Name], [Institution]
<b>Panelist</b>	[Name], [Institution]
<b>Panelist</b>	[Name], [Institution]
<b>Panelist</b>	[Name], [Institution]
<b>Panelist</b>	[Name], [Institution]

---

<sup>1</sup> Please include at least four but no more than seven panelists. If fewer than four panelists or more than seven panelists are included, justify the number of panelists in the rationale section on the next page. Preference will be given to those panels with panelists representing multiple institutions. Further, the chair of the program should not also be listed as a panelist.

<b>Panelist</b>	[Name], [Institution]
<b>Panel Description</b>	[Description – no more than 75 words]
<b>Rationale for Panel</b>	[Rationale – no more than 75 words]

**Central States Communication Association**  
**2018 Annual Conference**  
*Difference*

**Paper Panel Submission Form**

<b>Submitters Email Address</b>	[Submitters Email Address]
<b>Panel Title</b>	[Panel Title]
<b>Interest Group</b>	[Interest Group]
<b>Chair</b>	[Name], [Institution]
<b>Respondent</b>	[Name], [Institution]
<b>Panelist One<sup>1</sup></b>	[Name], [Institution]
<b>Paper Title One</b>	[Paper Title]
<b>Panelist Two</b>	[Name], [Institution]
<b>Paper Title Two</b>	[Paper Title]
<b>Panelist Three</b>	[Name], [Institution]
<b>Paper Title Three</b>	[Paper Title]
<b>Panelist Four</b>	[Name], [Institution]
<b>Paper Title Four</b>	[Paper Title]
<b>Panelist Five</b>	[Name], [Institution]
<b>Paper Title Five</b>	[Paper Title]

<sup>1</sup> Please include at least four but no more than five panelists. If fewer than four panelists or more than five panelists are included, justify the number of panelists in the rationale section on the next page. Preference will be given to those panels with panelists representing multiple institutions. Further, a single person should not serve more than one role on the panel (i.e., chair, respondent, or presenter).

<b>Panel Description</b>	[Description – no more than 75 words]
<b>Rationale for Panel</b>	[Rationale – no more than 75 words]

## Sample Paper Evaluation

Complete this form for each competitive paper. Use as a general standard what you consider to be an average CSCA paper presented at recent CSCA conventions. By this standard, if you consider a paper to be an average paper, you should assign it a 4. If it is below average, assign it a value between 1 and 3. If it is above average, assign it a value between 5 and 7.

**Manuscript Title:**

**Manuscript Number:**

**Overall Rank:**

<b>Evaluation</b> (Circle or bold the applicable ratings)
---

### Conceptual Framework

Below Average      1      2      3      4      5      6      7      Above Average

### Method and Analysis

Below Average      1      2      3      4      5      6      7      Above Average

### Presentation (Organization, Grammar)

Below Average      1      2      3      4      5      6      7      Above Average

### Discussion and Conclusion

Below Average      1      2      3      4      5      6      7      Above Average

<b>Program</b> (Circle or bold the applicable response)
---

YES

NO

## Sample Panel Evaluation

Complete this form for each panel. Use as a general standard what you consider to be an average CSCA panel presented at recent CSCA conventions. By this standard, if you consider a panel to be an average panel, you should assign it a 4. If it is below average, assign it a value between 1 and 3. If it is above average, assign it a value between 5 and 7.

**Panel Title:**

**Panel Number:**

**Overall Rank:**

<b>Evaluation</b> (Circle or bold the applicable ratings)
---

### Clarity of Purpose and Format

Below Average      1      2      3      4      5      6      7      Above Average

### Institutional Diversity of Panelists

Below Average      1      2      3      4      5      6      7      Above Average

### Appropriateness of Panelists (Expertise, Experience)

Below Average      1      2      3      4      5      6      7      Above Average

### Anticipated Interest of Conference Attendees

Below Average      1      2      3      4      5      6      7      Above Average

<b>Program</b> (Circle or bold the applicable response)
---

YES

NO

**CSCA 2018 RANKED PANELS – FORM A**

*Rank your Units proposed panels for the CSCA 2018 conference. Be sure to list the complete title of each panel. This will need to be sent with Forms B, C, D, E, and I to the conference planner.*

**Unit Name:**

**Panel Rankings**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

**PANEL INFORMATION – FORM B**

*This form must be provided individually for each panel submitted. Please acknowledge a top competitive paper panel or other top panel in the Panel Title. You may also want to distinguish the very top paper with an asterisk and notation.*

**Unit Name:**

**Panel Title:**

**Program Ranking:**

**Submitter Name:**

**Submitter Email:**

**Special Requests** (i.e., equipment, room, time):

**Convention Program Copy**

Using the models provided, please type copy as it will appear in the convention program. Use Times New Roman 12-point font and standard margins/tabs.

*Discussion Panel Model*

**They Served Us, Now We Should Serve Them: The Impact of Returning Veterans in the Classroom**

Sponsor: CommUnity College Interest Group

Chair: **David Wendt**, Keokuk High School/Southeastern CommUnity College

Presenters: **Joy Daggs**, Northwest Missouri State University  
**Keith Hardeman**, Westminster College  
**Donna Pawlowski**, Creighton University  
**Judy Vogel**, Des Moines Area CommUnity College  
**Lora Wolff**, Western Illinois University

As the U.S. presence in Middle Eastern conflicts diminishes, instructors are seeing an increase in returning veterans in the classroom. This roundtable discussion will focus on instructional strategies, personal insight into the barriers to veteran academic achievement and personal success stories.

*Paper Panel Model*

**Digital Rhetoric: Traditional Rhetorical Criticism in the Emerging Online World**

Sponsor: Rhetorical Theory and Criticism Interest Group

Chair: **Ryan Neville-Shepard**, Indiana University-Purdue University, Columbus

Respondent: **Andrew M. Ledbetter**, Texas Christian University

Happiness, Humor, and Everyday Heroines: A Mythic Analysis of the Modern Memoir, the Blog  
**Jacqueline A. Irwin**, California State University, Sacramento

140 Characters of Remorse: The Rise of Tweeted Apologia  
**Kirsten Theye**, Concordia College

The Campaign Style of the Failed Americans Elect Project in Social Media  
**Joshua Hawthorne**, University of Missouri, Columbia  
**Matthew Spialek**, University of Missouri, Columbia

Opening Pandora's Box: The Rhetoric of Social Protest Music in the Digital Age  
**Don Rice**, Concordia College

Using Science to Silence: How the Popular Press Undermines the Digital Crowd  
**Nathan Carpenter**, Michigan Technological University

The emerging online world is frequently described as a revolution that will improve communication and spread democracy. With these high hopes for the digital revolution, it is imperative that rhetorical criticism explore the potential shortcomings and successes offered by new media. This panel explores the online rhetorical world. Discussions of social media, the blogosphere, and other online communication will help us unravel how technology both helps and hinders people.

**CSCA 2018 UNIT REVIEWERS – FORM C**

*Alphabetically (by last name), list all of the reviewers for your Unit. Include each reviewer's preferred name and affiliation. Institutions with a city should be separated by a comma and not a hyphen (ex. Texas A&M University, Corpus Christi).*

**Unit Name:**

**Reviewers**

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

<b>TOP COMPETITIVE PAPER AWARD – FORM D</b>
---

*Complete this form if your Unit recognizes the top-ranked competitive paper submitted for presentation at the conference.*

**Unit Name:**

**Award Name:**

**Title of Paper:**

**Author Name(s) and Affiliation(s):**

**Author Contact Information:**

<b>TOP PANEL AWARD – FORM E</b>
---------------------------------

*Complete this form if your Unit recognizes the top-ranked competitive panel submitted for presentation at the conference.*

**Unit Name:**

**Award Name:**

**Title of Panel:**

**Panelist Name(s) and Affiliation(s):**

**Panelist Contact Information:**

**2017-2018 UNIT LEADERSHIP – FORM F**

*Please complete and return to the registration desk by the final day of the 2017 conference.*

**Unit Name:** \_\_\_\_\_

**Chair**

**Professional Name:** \_\_\_\_\_

**Affiliation:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

**Vice-Chair**

**Professional Name:** \_\_\_\_\_

**Affiliation:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

**Secretary**

**Professional Name:** \_\_\_\_\_

**Affiliation:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

# Form G

## Unit Call Example

### Argumentation and Forensics Interest Group

Call for Papers and Panels

2017 Central States Communication Association Annual Convention

Annual Convention in Minneapolis, Minnesota

March 16-18, 2017

*Create*

The Argumentation and Forensics Interest Group promotes investigation of the practical, pedagogical, and theoretical dimension of Forensic discourse and encourages research that uses an argumentative perspective to understand social problems, promote civic engagement, and encourage educational excellence in speech and debate training. The Argumentation and Forensics Interest Group invites submissions for participation at the 2017 Conference. **October 3, 2016** is the deadline for submission. Proposals that incorporate the conference theme of “Create” are encouraged but not mandatory. A range of topics encompassing how the Argumentation and Forensics Interest Group “creates” is welcome.

Some areas of interest discussed at the 2016 business meeting include: creating an informed public, creating community, creating awareness of the activity to campus and community stakeholders, creating an image for a team, debates on current events related to the discipline (United States Federal Government should pay for a student’s community college education.), graduate or undergraduate student paper panel, and the current culture of forensics. Competitive paper submissions are encouraged.

**Awards:** The Argumentation and Forensic Interest group gives awards for the Top Paper, Top Graduate Student Paper, Top Panel Award (goes to the person who submitted the panel), and a Lifetime Award for Outstanding Contributions to Argumentation and Forensics at Central States Communication Association.

#### **Guidelines for Submission:**

- (1) Papers:** Only completed papers will be accepted. Papers must conform to the most current APA standards and include a title and a brief abstract. The word “STUDENT” should be marked on all papers written by student authors. If the paper will be a graduate student debut, please type “DEBUT STUDENT” on the upper right-hand corner of the title page. Student authored papers do not include those co-authored with faculty members. Author names and any identifying information must be removed prior to submission. A Competitive Paper Submission Form must be submitted as a separate attachment along with the paper. This form is located on the CSCA website: [www.cscs-net.org](http://www.cscs-net.org)
- (2) Panels:** Discussion and paper panel submissions must include the following: (a) title, (b) description (75 words or less), (c) rationale (75 words or less), and (d) a complete list of participants along with their institutional affiliations, contact information (address, e-mail, and telephone), and if they are CSCA Members. Paper panels should also include titles and

brief abstracts (100 words or less) for each paper. Submitters must use the Discussion Panel Form or Paper Panel Form. These forms are located on the CSCA website: [www.csc-net.org](http://www.csc-net.org)

All media requests must be made at the time of submission. Please only request media if it is absolutely essential to your presentation, as media requests will be closely examined before approval. Laptop computers will not be made available for presentations. Your submission implies that you agree to follow appropriate presentation guidelines if your paper/panel is accepted (i.e., it is generally unacceptable to read your paper to those in attendance).

All papers/panels must be submitted electronically using Microsoft Word. Documents sent using any other format will be returned to the sender. An e-mail acknowledging receipt of paper and panel proposals will be sent for each submission.

Submissions must be received by **October 3, 2016**.

Send submissions electronically using Microsoft Word to the following:  
Kristopher D. Copeland, [copela03@nsuok.edu](mailto:copela03@nsuok.edu), Northeastern State University

# Form H

## 2018 Planner's Report to the Executive Director

Please submit to Jimmie Manning at [jman@niu.edu](mailto:jman@niu.edu) by Jan. 1, 2018.

**Planner Name:**

**Planning Unit:**

**Email:**

**Phone:**

---

---

**UNIT AWARD INFORMATION.** *If you do not offer an award in a specific category, please mark with N/A.*

1. Top Paper Title:

Author(s), title(s), and institution(s):

Quote about paper from planner (to be used in press releases):

2. Top Student Paper Title:

Author(s), title(s), and institution(s):

Quote about paper from planner (to be used in press releases):

3. Top Panel Title:

Author(s), title(s), and institution(s):

Quote about paper from planner (to be used in press releases):

---

---

## EXPENDITURES.

Do you give cash awards for your awards? If so, please list the amounts for each here and who should receive the check. This information should be in your Unit bylaws. *Remember, only one check can be written for each award.*

Do you have any other expenses you wish to have covered? *Remember, unless you have an endowed award within your Unit, you are limited to \$100 worth of expenditures each year. Please review the bylaws (online – see the CSCA website) to examine how money can be spent.*

**Failure to submit by the Jan. 1 deadline will result in forfeiture of awards and funds. Unfortunately, no exceptions can be made for this rule.**

## **Form I: Top Graduate Student Debut Paper\***

*Please send the top graduate student debut paper from your division. To be eligible for participation in the Debut Program, (a) the author must be a graduate student, (b) the paper must have single authorship, and (c) the paper must be the author's first paper to be presented at CSCA.*

**Author Name:** \_\_\_\_\_

**Paper Title:** \_\_\_\_\_

**Author E-mail:** \_\_\_\_\_

**Adviser's Name:** \_\_\_\_\_

**Adviser's Email:** \_\_\_\_\_

\*Please e-mail the manuscript along with this form.