

TEXASPEAKS

MCKEE PROMOTES DECISION-MAKING CHALLENGES

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In October, Connie McKee's TSCA Presidency culminated in a conference aimed at challenging her fellow TSCA members to face challenges head-on and to make proactive decisions in their personal and professional lives.

McKee's Presidential address, published in this edition of TexaSpeaks, made a case for realizing and accepting the challenges that occur daily.

Many sessions at the conference this year took speech and communication precepts and framed them within the conference's theme, proving that TSCA takes the job of improving instruction—and communication in general—to heart.

San Antonio provided the back-

drop for a well-attended convention this year, giving rise to some new ideas for making future TSCA conventions even more user-friendly and successful.

When asked, McKee said this of her term as TSCA's leader: "This is one of the most demanding and rewarding experiences I've ever had, and I appreciate the help of my friends and colleagues that supported me through it all."

TSCA salutes you, Connie McKee, for your service and invites you to the challenge of enjoying your year of Immediate Past Presidency with joy and lots of well-deserved rest from the pressing TSCA tasks at hand.



2012

TSCA President Connie McKee

TSCA's Website:

www.etsca.com

Join us there!

MEET NEW VP ELECT, MELLESSA DENNY

Mellessa Denny, teacher and Fine arts Coordinator at Amarillo High School, begins her four-year term in TSCA leadership this year.

A native of Borger, Texas, Denny competed in high school and college forensics, earning her BA in Communication from

WTAMU, where she met her husband, Steven. They have one son, Grant.

An avid reader and Pinterest-addict, Denny has taught and successfully coached speech and debate at Lubbock High as well as Amarillo High.



A WORD FROM PRESIDENT RUSSELL KIRKSCEY

The fall term has flown by, and the spring semester is moving quickly toward us! As the holiday season comes to a close, I hope that everyone has had some time to reflect on last fall's convention and how we all can contribute to make TSCA a stronger and more vibrant professional organization. I thought I'd take a moment to discuss some of the committee activities that have already begun.

Thanks to members who took the time to participate in the Time and Place Committee survey. Your comments were especially insightful as the Executive Committee begins to plan next year's convention. The results showed overwhelmingly in favor of a Thursday-Saturday convention.

Comptroller Mike Jones has been hard at work negotiating a revised hotel contract that will reflect the new, shorter schedule. This should also decrease housing costs. I encourage everyone to begin thinking this spring about travel plans to carpool and/or share rooms.

Journal editor George Pacheco, Jr. and Meredith Wang, who chaired the GIFTS session from last year's convention, are working toward publishing some of the information in the next edition of the TSCA e-journal.

Ronda Craig, chair of the Public Relations committee, is looking for contacts in the corporate world to begin building sponsorships for TSCA. Please email her at rcraig@hisd.com if you have

any former students who work for companies that might benefit from a business relationship with our organization. The PR committee will also be updating the membership brochure and creating a proposal portfolio for business support.

The Speech and Theatre in Public Schools Committee, chaired by Nicole Yeakley, is working on a curriculum for the professional communication course. Please email her at nyeakley@athensisd.net if you have materials, ideas, and/or wisdom to add to the process.

Thanks again to Danny Moss, chair of the Two Year and Community College Committee, and M'Liss Hindman for taking the lead in writing the TSCA position

paper to the Texas Higher Education Coordinating Board. You can find the link to that document on the homepage of etsca.com. I'd like to hear more from members about how the core curriculum situation is affecting your departments.

I'd also like to encourage members to email me or any of the committee chairs if you have ideas that you'd like see implemented. Remember that you can find all member contact information on the TSCA website. Just click on Member Login on the upper right of the homepage. After you've logged in, click on the Member List and enter a name or school to find that person.

HINDMAN AND MOSS CLARIFY TSCA THECB STANCE

This past year has proven to be a challenge for many of TSCA's secondary school members, as they learned to bridge the gaps between Communication Applications and the newer course, Professional Communication.

However, for our post-secondary

members, a similar and troubling trend in college curriculum reared its head this year, in the form of a proposed shift in the traditional block. With this change, speech and communication classes would no longer be required in the way that they had in the past, creating new challenges for the ranks of our

post-secondary colleagues' professional world.

Thanks to the help of Vice President M'Liss Hindman and Danny Moss, chair of the Two Year and Community College Committee, a white paper clarifying TSCA's stance on the subject has been published and

disseminated to the Texas Higher Education Coordinating Board.

All TSCA members should go to the etsca.com home page, find the link to the position paper, and familiarize yourselves with this important trickle-down issue.

RESOLUTIONS AVAILABLE ON THE ETSCA.COM WEBSITE

In an effort to make the newsletter more digitally accessible, a new link to the yearly resolutions can now be found on the home page of the etsca.com website.

Many members of TSCA may not understand what a huge

and complicated task it is for the Resolutions Committee to produce well-written, clever, and meaningful resolutions while attending the sessions and special events at the conference each year.

Hats off to Resolutions Chair,

Melissa Witt and her diligent and creative committee for providing both chuckles and tears to the membership.

You can find the Resolutions link on the home page [here](#).



Resolutions Committee members present their work.

CHANGES IN THE TSCA EXECUTIVE COMMITTEE

San Antonio provided a fun and relaxing venue for a convention that saw a number of changes prior to and during the conference.

TSCA was honored to have M'liss Hindman step in as acting VP Elect. Hindman has proven to be an asset in helping to bridge the gap between the college and the public school members of TSCA in many ways.

In addition, as previously stated, Mellessa Denny of Amarillo High School became our new Vice President Elect.

Finally, though we will miss him on the dais, Brent Hinkle chose not to run for another term as TSCA's Executive Secretary, clearing the way for Lou Ann Seabourn to be elected TSCA's new Executive Secretary Elect.

Seabourn, a veteran to the TSCA dais, has served in a number of EC capacities, most recently serving this past fall as Parliamentarian.

Seabourn will begin her term as Executive Secretary at next fall's convention in Corpus Christi.



TSCA Executive Committee 2013

Congratulations to all of the new and continuing members of the Executive Committee of TSCA!

Send us your ideas for improving TSCA

TSCA WEBSITE GETS A NEW, FRESH LOOK

Brent Hinkle, past Executive Secretary for TSCA, may have decided not to run for office again this past conference, but he remains an invaluable member of the organization as our webmaster.

Just prior to convention in October of 2012, Brent updated the TSCA website, making it

more user-friendly and visually appealing.

Brent seeks all of our help, though, in his continuing effort to make the site truly our own. He asks that we all look at our photos from convention and send him some of the best to post on the website.

After logging in, you will find a

tab to the right that requests photos to upload. Please take the time to help make the website a wonderful reflection of us as an organization.

Check out the new layout at www.etsca.com and login to the directory to check your own information.

Just prior to convention in October, Brent Hinkle updated the TSCA website, making it more user-friendly...

JONES KEEPS TSCA AWAY FROM THE FISCAL CLIFF

The jobs of the members of TSCA provide challenges and time constraints that other teachers and professors would find daunting. Add to that the difficulties many of the officers of the organization face, and typical educators might balk.

Mike Jones, known hard-worker and Comptroller for TSCA, has done an amazing

job for the organization—through his own physical trials and family health and wellness issues—to give due diligence, to keeping our organization more than solvent.

Jones is presently working to alter our hotel contract with Omni to reflect the decision to go with a Thursday to Saturday conference this next year in

Corpus Christi, while remaining fair to the organization and to the Omni Corporation.

Please take a moment to send Mike an email or give him a call to thank him for the extra time, effort, and stress that being responsible for our fiscal health requires.



Mike Jones watches the dollars and cents for TSCA.

**CONVENTION 2013
ADAPTING IN A WORLD OF DIVERSITY
OCTOBER 10-12, OMNI BAYFRONT, CORPUS CHRISTI**

Presidential Address 2012

Connie McKee

We have all had those mornings when we wish that the world would just go away, and we could just stay in the warm, of covers of our beds. We want to avoid the challenges of the day. Unfortunately, that is never possible, and we must get up and face what the world has to offer for the day. Thus, we have made our first choice: to get up... followed by a strong coffee for many of us. It is only the beginning of another day when countless challenges will be brought before us, and we will make countless decisions. Thus is the way of life. Ralph Waldo Emerson tells us that once we make a choice, world conspires to make it happen. Oh, yes. If it were only that easy. Well, it is, but the hard part is to keep us from getting in our own way.

We all have the potential for happiness. Happiness is a choice, but it isn't as easy as just saying, "Hey, today I think I'll be happy." Maybe the first step we should take is to examine the obstacles that stand in the way of being happy. For example, if our mornings are rushed and filled with chaos, look for the solution that will enable you to start out more peacefully. Try getting up thirty minutes earlier. (That would never work for me, but you can try it.) This could lead to going to bed thirty minutes earlier, which also won't work for me. Maybe you could look at cutting out some of the clutter that is causing you distress, or at reorganizing your morning. Buy a Kuereg!

Our attitude is another big barrier to our happiness. Next time you are sitting in a boring in-service meeting, wishing you were being productive

with students, or actually, anywhere else (even putting nail shards under your fingernails) change your attitude. Attend the meeting with an open mind. Look for something positive. You will probably gain at least one useful nugget of from the meeting. Hey! We teach our students to listen with an open mind. Maybe we should learn from ourselves. You don't have a choice about the meeting, so try to find something positive about it. It could be worse. At least you have a job. As Zig Ziglar says, the road to success begins with getting rid of stinking thinking. If you change your thoughts, it will change your attitudes, and in turn, it will change your life. Instead of looking at the glass as half empty, look at it as half full. Try looking AT the positive and not FOR the negative. Sure, we all have serious problems, unfortunately, but would we ever really know happiness if we never know sadness?

Last year under the leadership of Kandi King and many members, TSCA once again came to the aid of the high school speech teachers. As a result, the speech requirement remains a required class for high school. It has had a name change and has been tweaked a bit, but it still remains, and some of you even got new computers. This year, the colleges have been facing difficulties with the possibility of losing the speech requirement in the core. Russell Kirkscey, Danny Moss, and M'Liss Hindman have written a white paper helping to justify the importance of communication for colleges and universities.

Presidential Address Continued:

Trudy Hansen has given some great suggestions about sending the paper to all colleges and universities. There is always change in our futures, and we should appreciate the diligence of our members who are willing to make the choice of sacrificing time and money for the body. The organization works for you, and in turn, you should be willing to work for the organization. Is it perfect? No. Will you always agree with the decisions of the leadership? No, but throughout the years, the organization has helped and protected each of you in many ways.

As coaches, we are very busy people. I challenge most people to try to keep up with the schedule of any speech coach. You constantly have to fight to keep your travel budget, get your administration to understand what you do, figure out a way to spend family time, and keep everyone happy. It is exhausting but fun. When the fun goes away from coaching, it is time to reexamine your choice as a choice. Coaching needs to be fun but not “win at all costs.” I am sure you have all been at tournaments when someone is just looking for a way to get their student a leg up, taking the extra mile to help them get the win. They come to protest the judge, the script, the sectioning, and the temperature of the room, just trying to get the win. With this kind of attitude, all we are showing our students is that it is a “win at all costs” activity, and it is stressful. We are teaching students the wrong lesson. I found myself with some of that attitude last year. I had a very talented young team. If the win didn't come, and in the end, it did not, it wasn't fun, so I did some self-assessing. I looked at the situation and discovered that it was not the student's fault. It was my attitude. I wasn't focusing on the important lessons of life, but, instead, on a silly piece of plastic.

This year, I have a change of attitude, and I have already noticed a difference in my team. This year, the focus is on becoming better individuals, better equipped to go out into the world and handle the challenges. Simon Sinek explains that people are motivated internally by the why. If we teach the students that they have a message to share, we are giving them the why. Then, amazingly enough, a side effect tends to be that the winning will take care of itself. The cream will rise to the top, if we will just let it. We have to make the choice to let go and to let the student soar to his or her own heights.

As teachers, we face challenges every day in our classrooms. So many challenges you can't count, but there is no greater pleasure for any teacher than to see the break-through moments you have when you see a student get it and REALLY get it. We all have the paycheck and, no doubt, would not be teaching if we weren't getting paid, but I hope that is not the reason you are teaching. Each of you is an angel to someone in your classroom. Later today, when we have the opportunity to hear words from students, parents, and administrators of our own Educator of the Year candidates, know that these great teachers are representative of you. You all have these qualities and very similar stories. I am sure that many of you helped a homeless student, have guided a student from tragic situations, and all of you have been that “go-to adult” for so many of your students. The greatest reward is when you see these students gain their own successes. You make the choice every day to help spread greatness to our future generation. It is all too easy to forget just how important you are when you get bogged down in the challenges. Take time to pat yourself on the back for a job well done!

Call for Manuscripts

Texas Speech Communication Journal

Volume 38

The *Texas Speech Communication Journal* issues a call for papers that focus on popular culture and communication. Contributors may approach the topic from a variety of methodological perspectives. Teaching Tips submitted for Volume 38 should reflect current trends in popular culture. Manuscripts should be received no later than **March 30, 2013**. Manuscripts not devoted to the topic of popular culture and communication will be considered for the research section of the issue as space allows. TSCJ follows a policy of blind review so no author identification should appear in the body of the manuscript.

Manuscripts should not exceed 25 pages and be written according to the *Publication Manual of the American Psychological Association (6th edition)*.

The title page should include the author's name, academic position, institutional affiliation, full mailing address, telephone number, email address, brief author bio, and a history of the manuscript (presentation at conferences).

An abstract of not more than 150 words should accompany the manuscript. The author should also include keywords for the article. Email submissions are preferred for both manuscripts and teaching tips (either in WordPerfect or Word.). The format for Teaching Tips should include learning objectives, description of preparation needed for the activity, a description of the activity, instructions for debriefing and a list of resources.

Queries and manuscript submissions should be sent via email to:

TSCJ Editor, George Pacheco, Jr.

email: george.pacheco@angelo.edu

Angelo State University

Call for Papers and Panels

TSCA Conference 2013

Adapting in a World of Diversity

A fundamental concern of rhetoric is the adaptation of the message to the audience. Aristotle noted that, “People always think well of speeches adapted to, and reflecting their own character....” However, in our increasingly diverse, multimodal existence, we must think even more deeply about the meaning of adaptation, not just in the classroom, but within our entire professional world.

Join us by sharing your research and ideas at the 2013 TSCA Conference in

Corpus Christi—October 2013

Submit panels through Interest Group Chairs to Vice President M'Liss Hindman

mhin@tjc.edu

A complete list of chairs is available at www.tsca.com

Omni Bayfront Tower

900 N. Shoreline Blvd.

Corpus Christi, TX 78401

(361) 887-1600

[Www.omnihotels.com](http://www.omnihotels.com)

Special thanks to the Time and Place Committee for making the effort to create and to analyze a meaningful survey about the length of future TSCA conferences.



TSCA congratulates our 2012 Educator of the Year nominees: Ronda Craig, Barbara Ixba, Gay Hollis, Cheryl Potts, Kim Falco, George Tennison, and Dr. Jim Towns.



Educator of the Year Recipients pictured with Committee Chair Sandra Brown from left to right: George Tennison, Junior High; Gay Hollis, High School; Jim Towns, College and University

Thanks as always to Custom Awards and Engraving for the lovely awards!



The first winner of the Graduate Student Teaching Award was Melissa Murphy of the University of Texas, pictured here with presenter Vice President Russell Kirkscey.

TIFA Award-winner Leigh-Anne Williams is pictured here with her presenter, VP Elect M'Liss Hindman.



Thank you to some of our special guests, from left: Professor Chris Collins of Angelo State University, our talented Professor's Performance Hour one-man-show; the Honorable Phillip Kazen, TSCA's Communicator of the Year; and Kevin Burke and Bill, aka Good Ghost Bill Moran, who provided us with a memorable Meet the Author session.

TSCA Committees and Interest
Groups Provide an Invaluable
Service to the Organization.
Thank you to our chairpersons!

Check the TSCA website for lists of Committee
Members, Interest Group Chairs, and the rough draft
of the upcoming TSCA Conference in Corpus Christi.

*More information is to come about the new
Thursday to Saturday schedule*

Contact Ronda Craig, Chair of the Public
Relations Committee with any ideas or in-
formation on corporate sponsors:

rcraig@hisd.com

*Make your plans to meet us in Corpus in
October of 2013 for TSCA's yearly confer-
ence featuring:*

**Sessions for educators of all levels*

**Communicator of the Year*

**Meet the author*

**Professors' Performance Hour*

**Fun by the bay*

**...and much more!!!*

Help us increase our membership by seeking new members in your own district and beyond. TSCA remains one of the best buys in terms of professional organizations in the state!



Texas Speech Communication Association

Membership in TSCA is open to any communication educator, communication student, communication consultant, or any individual interested in learning about the field of speech communication. All levels of instruction and areas of interests are represented in the association. The rewards of membership in TSCA include updated professional awareness, networking with other professionals, and exposure to innovation, teaching methodologies, and scholarly works relevant to the discipline of speech communication.

TEXAS SPEECH COMMUNICATION ASSOCIATION

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TSCA LEADERSHIP AT A GLANCE

President– Russell Kirkscey, Blanco High School

Vice President– M'Liss Hindman, Tyler Junior College

Vice President Elect– Mellessa Denny, Amarillo High School

Executive Secretary– Lou Ann Seabourn, Amarillo College

Comptroller– Comptroller, Del Mar College

Newsletter Editor– Aimee Kasprzyk, Ennis High School

Journal Editor– George Pacheco, Jr., Angelo State University

Archivist– Jana Riggins, University Interscholastic League

Immediate Past President– Connie McKee, West Texas A&M University