

Texas Speech Communication Association

TEXASPEAKS

Kirkscey Encourages Adaptation in Diversity

Special points of interest:

- Russell Kirkscey speaks on the importance of adapting amidst extreme diversity
- Updates on House Bill 5 and the SBOE Reaction for Speech in Public Schools
- GTA Award gets a new and fitting name and honors both the recipient and its new name-sake

TSCA President Russell Kirkscey completed his active term in Corpus Christi with a conference aimed at empowering members to adapt to all people and situations that we as speech educators and human beings face on a daily basis.

Given the extreme diversity of the membership, itself, the theme felt like a perfect jumping off point for an amazing array of programs and courses, which will benefit us in a time when HB 5 threatens the future of the speech education world for students, teachers, and professors, alike.

“Still, we must be able to adapt our message to the world outside our

classroom, also, to explain better why our discipline is important to society as a whole,” Kirkscey commented in his timely speech.

Notably during his term, Kirkscey spent countless hours involved heavily in communicating about and helping to influence legislation and SBOE decisions that affect speech education on every level.

The 2013 Conference also showed a new take on diversity by diving deeper into the digital universe with Kirkscey’s implementation of Guidebook, Twitter, and an official Facebook Page, in an attempt to provide even more efficient, accurate and immediate communication to and among members.



Russell Kirkscey, TSCA President encourages the membership to see, appreciate, and appeal to all forms of diversity in our world.

TSCA salutes the leadership of President Russell Kirkscey.

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SBOE Considers House Bill 5

Implications of initial SBOE findings on HB 5 could spell disturbing limitations on speech education in Texas public high schools.

Lacye Matejowsky, Chair of Governmental Affairs, reported in late November that SBOE members

initially voted to take the speech requirement out of the curriculum. Final voting comes January 20-21, 2014.

Russell Kirkscey added, “I would like to thank TSCA members who have given their time and energy

to speaking with SBOE members and testifying before the board. Lacye Matejowsky has done a stellar job in the past year. Our challenge continues to be to underscore the importance of speech courses at the secondary and post secondary levels.”

Visit the TSCA website at www.etsca.com for links to Resolutions and Committee Lists

The official proclamation from the Communicator of the Year Award Ceremony



“I am looking forward to the next few years, working together with the officers and members to promote our organization and profession.”



Communicator of the Year Skype Session

One of the most important tasks of the Local Arrangements Committee each year has become making the choice of TSCA’s Communicator of the Year.

This year, the LAC named Corpus Mayor Nelda Martinez. However, neither Mayor Martinez nor the Committee originally anticipated her receiving the impressive national award that took her away from Corpus for the duration of the conven-

tion in October.

Ever the problem-solvers, the Corpus Local Arrangements Committee took TSCA’s commitment to technology to a new level by attempting to bring the membership Mayor Martinez’s speech through Skype. Though the Skype session proved unsuccessful, Martinez still brought an impassioned speech that we simply listened to, lauding both her background with education

in general and speech education in particular as pivotal in her life and success.

To top off the special experience, Mayor Martinez sent her representative with an official document proclaiming October 11, 2013 as Texas Speech Communication Association Day in Corpus Christi.

Congratulations, Mayor Nelda Martinez, TSCA Communicator of the Year.

Congratulations to Amy Tilton-Jones

A new chapter in TSCA’s future will see Amy Tilton-Jones serve a 4-year term on the road to presidency, beginning as Vice President Elect.

Tilton-Jones, active TSCA member, has most recently served as Chair of the Local Arrangements Committee for the Corpus 2013 Conference. However, many will remember her successful tenure

as Newsletter Editor, in which she moved the document from a hard-copy format to a much more efficient and accessible online newsletter.

Amy’s work as a speech professor at Del Mar, alongside her husband Mike, TSCA’s Comptroller, remains busy, and her two children keep her on her toes as well. However, Amy Tilton-Jones has

rarely met a challenge she hasn’t readily stepped up to the plate to face.

“I am honored and excited to be elected TSCA Vice President-Elect. I am looking forward to the next few years, working together with the officers and members to promote our organization and profession,” remarked Amy Tilton-Jones recently.

Teaching Responsibility in an Irresponsible World

The end of convention each year provides a time for both reflection and excitement as the current TSCA President passes the gavel to the incoming President. This year was no different, as the responsibilities of leading our organization were passed from

Russell Kirkscey to M’Liss Hindman of Tyler Junior College.

Hindman’s theme for the 2014 TSCA Convention in Lubbock, Teaching Responsibility in an Irresponsible World, encourages real discussion of what responsi-

bility means. Hindman said recently, “This theme can have some very interesting discussions about what we as educators can and cannot do to help our students become better citizens and become more responsible adults.”

Educator of the Year News

In a year of atypical situations and developments, the TSCA Educator of the Year saw its own new twist when a Co-Educator of the Year pair was named for the high school award.

Kim Falco of Franklin High School and Victoria Beard of Spring Woods High School both received the High School Educator of the Year distinction, as Middle School recipi-

ent, Stacy Thomas of the Kinkaid School rounded out the slate of award winners.

Educator of the Year Committee Chair Meredith Wang reported that when the portfolios of the two high school award-winners proved to be equally impressive to committee members, a decision for a co-award was made.

Wang, on behalf of the committee, also requested that districts in general and individuals in

particular who are responsible for the compilation of portfolios should take care to adhere to limitations, rules, and deadlines so that nominees may be properly represented.

Wang also requested that the committee and officers begin looking into a more user-friendly and efficient method of submitting the nominees' portfolios. Presently, a large number of the portfolios are required.



TSCA congratulates our Educator of the Year nominees, Stacy Thomas, Victoria Beard, Wendy Brandenburg, and Kim Falco

New Compressed Schedule Review

The Corpus Convention brought with it many changes, but the most obvious was a change to what officers termed a "compressed schedule" that removed a day from the official business of the conference.

The new schedule, the result of a membership-wide survey that indicated that people would prefer a shorter convention with

longer panels and programs took creative planning, but thanks to the efforts of Vice President M'Liss Hindman who organized the program, a workable format emerged.

Recently, after the 2013 Convention, Hindman produced an additional survey to ask the membership about the effectiveness of the schedule, what needed to be

changed, and whether TSCA would continue with the shorter format in coming years.

Hindman reported that 65% of the respondents said they would be willing to keep the compressed schedule but stay longer on Saturday to accommodate some needed changes and provide more time for closure.

A large percentage of respondents to a recent survey on the type and length of the compressed schedule indicated they were in favor of keeping it with some notable changes.

Newly-renamed Dr. June Smith GTA Award

This year's winner of the Graduate Teaching Assistant Award, Carlos Garanzuay of A&M Corpus University, received the prestigious award and helped to provide a meaningful surprise for one of TSCA's most loyal and active members as well.

Garanzuay received the award for his teaching prowess and also for the passion he displays both for speech and for education in general at A&M Corpus.

The award was not the only honor in store for a special member, though.

A truly surprised and humbled Dr. June Smith of Angelo State University welled up with tears, expressing appreciation for the distinction of having the award named for her.

Congratulations to both Carlos Garanzuay and Dr. June Smith.



Dr. June Smith and the Dr. June Smith GTA Award-winner Carlos Garanzuay

RUSSELL KIRKSCEY'S PRESIDENTIAL ADDRESS

As I began to contemplate how we approach the idea of diversity in our field, I was reminded of the poem by John Godfrey Saxe that recounts the story of the blind men who, upon touching an elephant, found a wall, a snake, a spear, a tree, a fan, and a rope. Saxe concludes by saying they all were wrong. However, I suggest when the poem is used as a metaphor for communication, all were right. And while I'm on the subject of elephants, I'd like to complicate this idea by suggesting that communication is the elephant in every room. We're all bumping into it and either ignoring it, misunderstanding it, or finding some other way of justifying it.

"Oh, what's that?"

"It's a snake! Run!"

"It's a wall! Go a different way!"

"It's a spear! Kill the snake with it!"

And so on....

However, rarely do we stand back, acknowledge that it's an elephant, behold its gargantuan beauty, and learn how its many parts function together. We're too busy admiring its ears or being revolted by its trunk—or simply running the other direction because we're afraid of being trampled by it.

We've all been in situations where we've heard laypeople say that they can do something as well as experts: the man sitting in front of the TV saying that he

could call football plays better than the coach; the woman bragging to her friend that she can sing as well as Katy Perry. As experts in communication, we often get that reaction: "Hey, I can talk, so I must be good at verbal communication;" or "I make great grades, so I must be a good listener." Or, maybe more importantly, "I spoke in front of several hundred people, so I must be a great rhetorician."

When we see a physician, thanks to the Internet, we may come with some background knowledge and some educated guesses about what our condition may be and how to treat it. However, the very fact that we have entered into a discussion with that physician proves that we expect some form of expertise from her or him—that the physician can look at the signs we present, order some tests, diagnose the problem, and treat it. Many times, however, the underlying causes of the patient's problems are out of the control of the physician.

Communication professionals face the same challenges as physicians. Through our training, we are experts in our discipline. However, we live in a world full of people who think they are also experts. We as instructors of communication skills have two tasks every time we approach our classes. First, we must convince them that they should improve their communication skills. Then we must convince them that we know how to help them become better communicators. It is only then that we can actually begin to

Kirkscey Presidential Address

address diversity in our classrooms. However, I also want to address the diversity of our job descriptions in adapting our message of the need for increased communication skills and our role as experts in the discipline of communication studies and how we perform our roles in the larger arena of education.

As we all know too well, each class we teach comes with its own configuration of nonexperts, a crowd of people with diverse backgrounds, individual talents and weaknesses, and differing mental and physical abilities, all loaded down with the constructed societal baggage that the very act of living fills them with. Nevertheless, most of the time, when we think of diversity, we think of ethnic and racial division.

We're all familiar with the numbers:

- Texas schools are the fifth most diverse in the U.S.
-
- “Two-thirds of the immigrants on this planet come to the United States.”
-
- “It is estimated that more than 40 million U.S. residents learned something other than English as their first language...”
-

But let's broaden the definition of diversity and see what we get:

- Nine million Americans are gay or lesbian.
-
- Millennials outnumber Baby Boomers in our society today.
-
- 1.6 million Americans use wheelchairs.

And the list could go on: people who are left handed, people who were reared in nontraditional homes, the many ways our students construct their genders. It's a daunting task to address such a varied audience.

But let's not forget the many and various subjects that fall under the heading of communication studies. Just look at the program for this convention. Yes, we have public speaking in all its forms covered, but also the media that we use, the ways we rhetorically construct our world, the ways organizations communicate, how we assess effective communication, and several sessions (that will do a better job than I will in this brief message) on how we address our diverse student populations. In each of these sessions, people talk about our core topics: listening, nonverbal, small group, interpersonal, and intrapersonal communication. Yes, we have much, much expertise.

Still, we must be able to adapt our message to the world outside our classroom, also, to explain better why our discipline is important to society as a whole. Johanna Hartelius, in her excellent new book, *The Rhetoric of Expertise*, describes two ways that researchers have defined experts in our society: *autonomy and attribution*. *An autonomous expert “can possess expert knowledge without others’ acknowledgement.” We, as members of the communication studies discipline, are—to ourselves and to other academic disciplines—obviously autonomous. This convention is a great example of our ability to produce fine research and to disseminate that information effectively among ourselves.*

Hartelius goes on to explain that a person with attributed expertise “exists only as a symbolic relationship [with others]: One is an expert only insofar as one is recognized as such. Attributed expertise is thus a performance.... From this perspective, the astrophysicist with autonomous expertise may know her stuff, but it does not matter if she fails to persuade others.” We, as members of the communication studies discipline are also doing quite well in instructing our students—persuading them that our expertise is important and necessary to enhance their quality of life. Those students do a great job in giving us attributed expertise. We have heard—or will hear—many stories during this convention of the power of our work.

However, the idea of attribution also brings me today to what I see as our greatest challenge—the

Kirkscey Presidential Address Complet-

giving us attributed expertise. We have heard—or will hear—many stories during this convention of the power of our work.

However, the idea of attribution also brings me today to what I see as our greatest challenge—the need for persons outside our discipline to attribute expertise to us. Our discipline is constantly questioned by other powers—administrative and political (as if there’s a great deal of difference)—by persons who wonder aloud, “If everyone has a voice and a body, then why do we need experts to tell us how to use them effectively?”

(And I wonder aloud about what would happen if the armchair quarterback actually got to call the plays. Most of us are familiar with the first few rounds of any number of popular TV shows in which laypersons have failed to be introspective enough to understand that they—in fact—do not have the requisite skills necessary to be considered expert dancers or singers.)

Laypeople have a difficult time attributing expertise to us. So we console ourselves with the fact that we know we have autonomous expertise and...so what? We’ve only adapted to half of our diverse world.

Let’s turn to Aristotle a moment to see how this works. We can give these authorities all the inartistic proofs in our academic world: studies showing how businesses demand employees who are competent communicators, studies showing how interpersonal communication is the key to satisfying relationships, studies showing that students learn these strategies in our courses and not in other disciplines. Nevertheless, we tend to wrap ourselves in those numbers so much that we forget that we must also use all the artistic proofs available to us to justify our positions to our other audience.

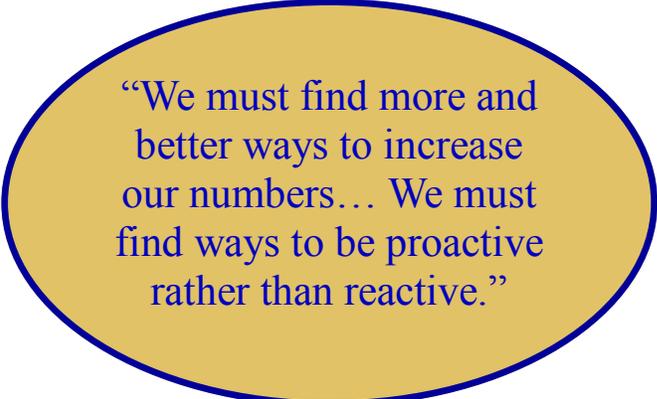
In the past two academic years, political and administrative authorities have challenged our very existence as a discipline at both the secondary and post-secondary levels. And professional organizations such as our own have taken actions to support our disciplinary goals. But we have much, much more to do. And we cannot do it with the few people sitting in this room. Yes, we are the heart of this organiza-

tion. But we must find more and better ways to increase our numbers—and to increase our professional activities and those of our future members through increased communication with political and administrative powers. We must find ways to be proactive rather than reactive.

This is a huge challenge, and I don’t pretend to stand before you today and have more than the vaguest of answers to our dilemma. However, I do know that increasing communication among ourselves and our peers who aren’t in this room must be a place to begin. We have all the media that we need at our disposal. We just need to use those multiple ways of communication to... communicate.

We must understand that every class we teach, every discussion we have with our administrators and legislative representatives, every conversation with our colleagues in other disciplines, is an opportunity to prove our value as academic professionals with the skills necessary to assist people in making the world a better place—not just for public speaking, but also for all the other essential skills we teach. We ourselves must use nonverbal skills, and listening skills, and small group communication, and interpersonal skills in conjunction with our voices to be heard—and understood—for the professionals we are so that the world attributes to us the expertise we know we have.

On a daily basis, we must strive to see the entire elephant in the room for what it is— an opportunity to share our expertise with our students, our administrators, and our legislators—and maintain our ability to adapt to all our diverse audiences.



“We must find more and better ways to increase our numbers... We must find ways to be proactive rather than reactive.”



President Russell Kirksey congratulates 50-year member Charles Wise.



The resolutions Committee, chaired by Melissa Witt (far left) provided laughter and reflection on the 2013 conference and membership in our final session. Find this year's resolutions at the TSCA website at www.etsca.com

**TSCA Corpus
2013 in
pictures**

The 2013 conference provided much-needed fellowship and enrichment for our members. These photos show an array of the events and people that help to make TSCA a relevant and vital part of speech education on all levels in Texas.



High School Educators of the Year, Kim Falco and Victoria Beard



Vice President M'Liss Hindman receives the Presidential gavel from Russell Kirksey in the final 2013 General Session.



TSCA Past Presidents enjoyed an evening together while at the Omni Bayfront in Corpus Christi. In attendance (Front row left to right) June Smith, Trudy Hanson, Connie McKee, Ann Shofner, Jana Riggins (Back row left to right) Ralph Long, Barbara Mayo, Teresa Lee Galiazzo, and Kerry Moore



Middle School Educator of the Year, Stacy Thomas



Talented authors and TSCA members Barbara Ixba and J.P. Fugler helped to combine two of TSCA favorites by presenting Meet the Author and Professors' Performance Hour in one session. Laughter and tears ensued.



Newly sworn in officers (left to right) Comptroller Mike Jones, VP Elect Amy Titlton-Jones, Newsletter Editor Aimee Kasprzyk, President M'Liss Hindman, Immediate Past President Russell Kirksey, Executive Secretary Lou Ann Seaborn, Vice President Mellessa Denny, and Journal Editor George Pacheco, Jr.

**Get involved with
TSCA**

Call for Manuscripts– TSCJ Volume 39

The Texas Speech Communication Journal issues a call for papers that focus on Hispanic/Latino/a Studies in Communication. Contributors may approach the topic from a variety of methodological perspectives. Manuscripts should be received no later than **March 30, 2013**. Manuscripts not devoted to topic of Hispanic/Latino/a Studies in 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 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 Word-Perfect or Word).

Queries and manuscript submissions should be sent via email to:

TSCJ Editor, George Pacheco, Jr.
Email: george.pacheco@angelo.edu
Angelo State University

TSCA Conference 2014 Papers and Panels

Though the deadline for submission of papers and panels by Interest Group Chairs has past, Mellessa Denny, 2014 TSCA Vice President, has already begun working on the program for the Lubbock 2014 conference. Accurate organization of the document always proves challenging for any TSCA Vice Presidents, but we

can all help make the process go more smoothly each year.

As always, the success of the conference depends on the work done by Chairs and members in providing beneficial and creative panels. Chairs are asked to stay in contact with those who volunteered

their service to provide various sessions and that they adhere to all necessary guidelines and deadlines so that rough drafts and final drafts of the 2014 theme **Teaching Responsibility in an Irresponsible World** can be published in a timely manner.

Proposed By Laws Changes Generate Lively Discussion

Much discussion over by laws changes ensued this year, as Barbara Mayo, Chair of the By Laws Committee, brought the proposed changes to the body.

The first Article III amendment provided official approval of the Newsletter Editor's duties to include all official TSCA social media, in addition to the publication of TexaSpeaks. Memebrs voted for approval of the amendment.

Next, from Article III as well, a resounding "No" vote came from the proposition that voting rules be changed to provide online voting privileges for members in

officer elections.

Third, from Article III, members voted that the by laws reflect a change to show that the time and place of each convention will be decided by the Executive Committee upon recommendation of the Time and Place Committee at least two years in advance of the convention. In addition, the wording was changed to allow that the Comptroller, alone, shall sign the contract due to logistical issues.

In what became the most-discussed proposed by law change also from Article VIII, the membership voted not to change

wording that specified the roles of the Chair of Time and Place alongside of the Comptroller in negotiating and signing hotel contracts.

Finally, from Article IX, a change allowing the membership fee to include the cost of the luncheon ticket was discussed and referred back to the By Laws committee for further consideration.

Thank you to the By Laws committee for their work in keeping our guiding rules current, efficient, and correct.

Hindman Announces Openings on Various Committees

Our President is still looking for a few openings to be filled for committees for this year. If you are interested in serving on a committee, please contact M'Liss Hindman ASAP at mhin@tjc.edu and indicate which committee you have an interest in serving. Consult the informative leadership handbook, available at www.etsca.com for more information on each committees' responsibilities.

The strength of the convention each year

and TSCA as a whole depends on all of us as members knowing our responsibilities and communicating with each other about them.

As a volunteer organization, TSCA depends on people who give of their time, talents, and efforts toward making all of our goals come to fruition. Chairs and committee members should be prepared to work before, during, and after the convention each year for the success of con-

vention and our organization as a whole.



Members J.P. Fugler, Nicole Yeakley, and Rory McKenzie fulfill their responsibility in providing an impressive 2013 program on Ethics in Forensics.

2014 TSCA Convention Information

Comptroller Mike Jones reports sound fiscal health for TSCA and announces some important information for members for the October 2014 Conference.

The convention will be held October 2-4, 2014 at the Overton Hotel in Lubbock. Much interest in the venue and its cost has generated early excitement among TSCA members. The 2014 conference will be

the second year for the "compressed schedule" for the conference. The hope is also that the shorter schedule will accommodate travel home more efficiently.

The Overton, an impressive 4-Star property offers an economical room rate of \$85 per night, the state rate preferred by most school districts across the state.

Take advantage of the reasonable rates

and the TSCA Early Registration discounts to make the Lubbock Convention give you the best bang for your TSCA buck.

**Join us for TSCA Conference
in Lubbock, October 2-4
2014**

New Members Wanted



TSCA welcomes new members each year with a filling, fun, and informational breakfast meeting that introduces them to the organization, its goals, and some of its veteran members and officers.

One of the most urgent goals of TSCA in recent years has been successful recruitment of new members from both secondary and post-secondary ranks. Veteran members can help in achieving this goal by identifying and urging unaffiliated colleagues to join TSCA and encouraging inactive members to become active again.

In a world of shrinking budgets and ever-growing time constraints, we all understand how recruiting might be a challenge, both for present members and those being recruited. However,

in a time when the SBOE and the State Legislature constantly question the validity of what we teach and love, the question remains. Can we afford not to remain active and growing as an organization?

Check with other speech teachers in your own school and districts at large. Arm yourself with information about issues like teaching mentoring programs, the speech coaching website, networking, and everything else that TSCA offers its members both on a tangible and an intangible level.

Aimee Kasprzyk

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TEACHING COMMUNICATION
 TODAY FOR THE LEADERS OF
 TOMORROW

We're on the web!
www.etsca.com

TSCA is the largest and most active state-wide speech association in the nation. Become a part of an amazing group of educators who share the common goals of promoting the benefits of speech and forensics and in building life-long and vital learners for our world today and for the future.

RECENT TSCA MEMBERSHIP ANALYSIS

Charles Wise recently completed a brief but informational analysis of current TSCA membership numbers. His findings illustrate the fact that though TSCA enjoyed recent growth, effort needs to continue to serve the approximately 2,600 speech educators from Middle School through Post Secondary throughout Texas better. Find your classification and determine to help grow that number before next year's conference:

- Middle School- 19
- High School- 450
- 2-Yr. College- 39
- 4-Yr. Univ.- 51
- Unclassified- 11
- TOTAL- 570

TSCA Officers At A Glance

- President-** M'Liss S. Hindman- Tyler Junior College
- Vice President-** Mellessa Denney- Amarillo High School
- Vice President Elect-** Amy Tilton-Jones- Del Mar College
- Executive Secretary-** Lou Ann Seaborn- Amarillo College
- Comptroller-** Mike Jones- Del Mar College
- Journal Editor-** George Pacheco, Jr.- Angelo State University
- Newsletter Editor-** Aimee Kasprzyk- Hillsboro High School
- Archivist-** Jana Riggins- University Interscholastic League
- Immediate Past President-** Russell Kirkscey- Blanco High School



Members enjoy Russell Kirkscey's 2013 Presidential Reception

CONNECT WITH OTHER MEMBERS BY USING OUR ONLINE MEMBERSHIP DIRECTORY AVAILABLE AT WWW.ETSCA.COM

