

## A NOTE FROM NATALIE BRYANT, 2005- 2006 TSCA PRESIDENT

### Success Shall Continue

As I sit back and ponder over the events of the 2004 – 2005 TSCA year, all I witnessed was success! From the Officers, District Chairs, Interest Group Chairs, Presenters, Attendees, Local Arrangements, and Hotel staff, all I saw was professionalism at its best. Why is that? Success is derived through multiple individuals being accountable: Accountable to the association's leadership and membership. I commend and thank each of you for your professional acts of accountability over this past year and encourage you to keep up the good work.

As we rapidly approach 2006, keep in mind the goals and mission of TSCA. It is our mission to:

- Promote effective communication
- Prepare our members for the challenges of tomorrow through educational and political awareness
- Stimulate the intellectual and professional enrichment of our members
- Develop a partnership among the various disciplines and professions in the field of communication, and
- Act in the best interests of our members, students, and community to advance the importance of effective communication.

We must stay informed daily of the political arena and how we can best serve the students of Texas and our membership. Becoming complacent and lackadaisical can only put our profession in danger. We must not argue among the membership as to our stance because our goals are the same. We should be one in our efforts on all levels.

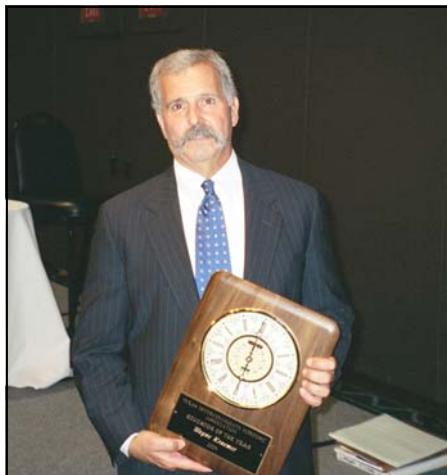
Preparing for the 2006 convention in Amarillo should be a top priority. We should keep the same professional momentum experienced at this year's convention and produce quality programs on Civility from all Interest Groups. I am extremely excited to have the 2006 convention in West Texas because I KNOW the West Texas Gang will roll out the red carpet and make this event one to remember! No matter what location, whether Galveston, Dallas, Houston, Austin, Corpus Christi, or Amarillo, the TSCA Convention will always be a highlight of my year because we are all there together, sharing ideas that are "committed to excellence in communication instruction, student performance, research, scholarly accomplishment, professional service and political awareness."

If you need anything my phone and email are open! Have a great 2006 and remember "Every action done in company ought to be with some sign of respect to those that are present." George Washington

**2005 TSCA CONVENTION IN GALVESTON**

2005 TSCA Educator of the Year award winners: (L to R) University: Dr. Mary Trejo, Community College: Marla Chisholm, and Secondary: Sammy Green.

2005  
Award  
Winners



2005 TIFA Educator of the Year: Wayne Kramer



2005 Outstanding Service Award Winners:  
Linda Alderson and Lou Ann Seabourn

Congratulations!

Congratulations!

## 2005 PRESIDENTIAL ADDRESS BY ANN SHOFNER

A few years ago, my speech team went to San Antonio on a chartered bus for a tournament. As they typically do, many of my students brought along snacks for this 10 hour trek. About midnight, they became bored and decided to have a contest to see how many grapes they could put in their mouths. The winner managed a record-setting 36 grapes. He could not talk (for once) and could not even start to chew them up. I won't tell you how this escapade ended (it was not pretty and involved a plastic bag) but I can tell you that over the last few months there have been many days that I have felt the same way as the grape champion. I had bitten off more than I could chew.

The leadership of TSCA has been called upon this year to make several decisions. TEA asked for our help in seeking teachers who would be willing to serve on a TEKS review committee. TSCA members have assisted in writing the new Exit exam for college speech majors. We were asked to be a part of a committee on extracurricular activities. We have been constantly monitoring State Board of Education actions. We have brainstormed for ideas to increase our membership on the secondary and the higher levels of education. And to top it all off, a hurricane named Rita threatened to shut down our convention. I have never watched as much CNN and Fox News in my life as I have in the last few weeks.

Through all of this, I have learned one major lesson. There is such a thing as accountability. With the help of TSCA members and the officers of TSCA, I am happy to report that our organization is alive and well and thankfully, we are here today to share our ideas, our concerns and to enjoy this incredible island. Thanks in large part to the accountability standards to which many ascribe and have ascribed to over the years, keeping TSCA strong and Galveston safe. And yes, I discovered I could still chew. Thanks to the accountability that many of you exhibited.

My gratitude goes out to those teachers who were called upon to contact their State Board member to be nominated for the TEKS review committee and acted without reservation. You are incredible. The program that we have this weekend would not be possible without the diligence of our vice president Natalie Bryant and the amazing work of the interest group chairs and presenters. Kudos to you on the finished product. Thank you district chairs and committee chairs who immediately went into action when South Texas was threatened two weeks ago and you were asked to get a notice out to their districts to keep our members in their thoughts and prayers as we waited for Rita and the decision about convention. Our local arrangement committee has been awesome in their diligence to provide our convention with the necessary materials and some special perks to make our visit memorable. You have set a standard for future groups to work toward.

And finally, I am so proud of our membership who started e-mailing the Monday after Rita wanting to know if we were still having convention and how disappointed they would be if it were cancelled. Joe Trevino sent me a note saying that his area was ready to head to Galveston even after being evacuated at a moment's notice.

After making the final decision to go forward with convention, I received an e-mail that simply stated, "Yeehaw...git er done!" What an awesome organization!

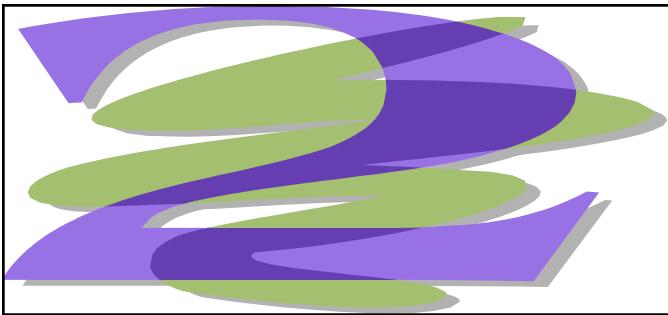
In preparing my speech for today, I fretted about what I was going to say about accountability. How could I talk about this topic and say something meaningful? I had prepared a long speech about what we need to do as an organization and as speech professionals that we have not been doing. But that is not the speech I wanted to give today. In the last few weeks, we have lived a life of accountability and now we are in a beautiful setting with our friends, our mentors, our colleagues. We have weathered a fierce hurricane. We are grateful.

Recently, you have been accountable to your students by calming their fears about the storm. You have counseled with Katrina evacuees who were enrolled in your schools. You have dealt with sudden evacuations, long lines in traffic, a shortage of essential supplies, and making up for lost time in the classroom. You have opened your door to displaced family and friends. You have been evacuated from your homes only to wonder what you would find when you returned. You have boarded up your homes and hunkered down to wait. How much more accountable can you get?

In their book "The Power of Personal Accountability," Mark Samuel and Sophie Chiche share a tale about two men who were walking along the side of the road. Each man was carrying rocks. One was complaining and hating every minute of it. The other one was whistling and clearly having a good day. A third man came along and asked, "What are you doing?" The complainer answered: "Can't you tell? I am carrying rocks." The whistler answered: "I am building a cathedral." As you came into this meeting today, you were handed a rock. My challenge to you is to build cathedrals. Don't look at the pressures of your job, your personal life, and natural disasters as rocks to carry. Look for your cathedrals. Rocks can be found anywhere but a cathedral sends a message.

## District Spotlight

A Note from the Newsletter Editor: As announced at convention, each newsletter will feature reports from two district chairs. We are beginning this feature with Districts Two and Twenty!



District Chair: Mike Jones, Del Mar College, mjones@delmar.edu

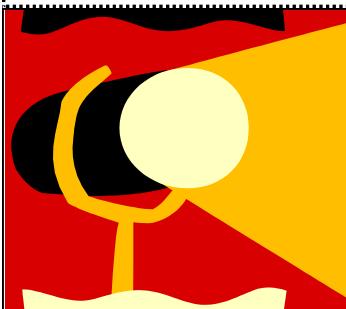
The members of District 2 who attended this year's convention were very pleased with the programs. High School members expressed the need to focus more on panels that help new coaches and teachers.

One of the issues we discussed in our meeting was the limited number of schools represented from our district. District 2 currently serves forty-two school districts and several colleges and universities, but only a fraction of those districts are represented among the TSCA membership. One of our goals for this year is to contact the speech educators and administrators from the area to encourage participation in our organization.

District Chair: Gilbert Casas, McCollum High School, gilbert.casas@harlandale.net

At the District 20 meeting in Galveston members of the district brainstormed ideas to recruit more members within District 20, as well as how to get more people within District 20 to attend convention. The members of the district decided to focus on recruiting people and getting the word out. One way they plan to accomplish that is to distribute a District Twenty newsletter!

Members of District 20 also discussed the Galveston convention and ideas they would like to see implemented/tried at future conventions. These ideas include more live performances with a critiquing element. They feel that these workshops will help beginning teachers. Members mentioned one act play performances, duet acting, and debates as performances they would like to see in the future at TSCA.



Look for the District Spotlight in the Summer 2006 TexaSpeaks where we will hear from Districts 4 and 18!

## The Texas Speech Communication Journal

### Call For Manuscripts

#### Volume 31, Issue 1

Jim Kuypers in his book, *Presidential Crisis Rhetoric and the Press in the Post-Cold War World*, writes of the increased scrutiny that U.S. Presidents have encountered in times of crisis: “As the public’s need for information increases, and media provide focused coverage on a particular event, evaluation of the president’s performance during the event comes under greater scrutiny than is otherwise expected” (p. 41). The *Texas Speech Communication Journal* issues a call for papers that focus on crisis rhetoric of the 21<sup>st</sup> century, in an effort to provide “greater scrutiny” of words used to justify or explain actions not taken or actions taken, not only by U.S. Presidents but others who, by virtue of their position, become the spokespersons for their organizations in times of crisis. Contributors are urged to consider public discourse that is offered in response to a crisis and the impact of that discourse on both policy and perception from a variety of standpoints: governmental officials, those affected by the crisis, and relief workers. Manuscripts should be received no later than March 15, 2006. We welcome manuscripts that address crisis rhetoric from a variety of perspectives: rhetorical, research based, narrative and experiential. Manuscripts not devoted to the topic of crisis rhetoric of the 21<sup>st</sup> century 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 (5th 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.) This issue will also feature a section on Teaching Tips focusing on learning activities that promote an awareness of public discourse and public address. 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. Book reviews for this issue will focus on crisis rhetoric. If you are interested in writing a book review, contact TSCJ Book Review Editor Jessica Mallard ([jmallard@mail.wtamu.edu](mailto:jmallard@mail.wtamu.edu)). Queries and manuscript submissions should be sent to:

TSCJ Editor Trudy L. Hanson

[thanson@mail.wtamu.edu](mailto:thanson@mail.wtamu.edu)

West Texas A&M University

806 651 2800



# Job Postings

Part-Time Instructors

Prison Programs

Coastal Bend College

Beeville and Cuero Prison Sites

Applications are being accepted for Part-Time Instructors for our Prison Programs at the Beeville and Cuero Prisons. All positions require the following Master's degree:

Speech: Master's degree with eighteen graduate hours in Speech

English: Master's degree with eighteen graduate hours in English

Applicants are required to undergo a security clearance with the Prisons. Copies of college transcripts required with application.

Salary: \$550 per semester hour. Position Begins: January 2006 Application deadline: Open until filled. Contact: Personnel Office at 361-354-2211 or website [www.coastalbend.edu](http://www.coastalbend.edu). Equal Opportunity Employer.

Coastal Bend College

3800 Charco Road

Beeville, TX 78102

Phone: 361-354-2211

FAX: 361-354-2210

The immigration Reform and Control Act of 1986 requires all prospective employees to provide proof of identity and eligibility to work in the United States before any offer of employment can be extended.

An Equal Opportunity Affirmative Action Employer

South Texas College

Job Announcement #2007-3032 Job Title: Faculty (Speech Instructor- 4 full time)

Salary: Commensurate with experience and education

Starting Date: Fall 2006 Closing Date: Open until filled

Education Required: Masters Degree from an accredited institution and at least 18 graduate hours in discipline.

How to Apply: Submit 1) letter of application, 2) STC application, 3) resume (no personal information please), 4) copies of transcripts (official transcripts required BEFORE assignment begins), 5) list of five professional references with addresses and phone numbers to the address below:

South Texas College

Office of Human Resources

PO Box 9701

McAllen, TX 78502

If you have a job opening at your school and would like to advertise it in the newsletter, please send a short description of the position and requirements to the TexaSpeaks editor, Amy Tilton Jones, [ajones@delmar.edu](mailto:ajones@delmar.edu). Position information will be posted based on available space and at the discretion of the TSCA Executive Committee.

## TSCA Conference 2006 Call for Papers and Panels

### The Rise of Incivility: Establishing Respectful Communication

Ambassador Hotel

3100 I-40 West  
Amarillo, Texas 79102

(806) 358-6161 or (800) 817 - 0521

<http://www.ambassadoramarillo.com/>

**October 4 - 7, 2006**

According to Civility Associates (<http://www.civilityassociates.com/>) a recent United States Department of Justice study concluded that the most dangerous place to be in the United States today is the workplace. When there is aggressive and disrespectful behavior the result is a negative impact on productivity, morale, retention, profits and wellness of the company, school and individual employees. In short, we seem to be living in the midst of an epidemic of incivility which tends to delay, and often deny, justice and progress. We were not born civil. Civility is a code of behavior acquired by learning from others and by constant practicing. Uncivil, abrasive, abusive, or obstructive conduct impedes the fundamental goal of resolving disputes rationally, peacefully, and efficiently. The hallmarks of every profession should have civility and professionalism as the twin goals in order to be successful in anything and everything. Life is a relational experience. We do not live in a vacuum. Instead we live among others, depend on others, and seek comfort and life meaning in others. Our individual identities, sanity, and health are shaped by the presence of others in our lives whether we want to admit it or not. The quality of our lives depends, to a large extent, on the quality of our relationships. If we agree that life is relational, we agree that by bettering our relationships we better the quality of our lives; thus it makes sense to acquire relational competence.

**Civility** - the idea of being civil, courteous, respectful, mannerly, polite and displaying integrity. Civility is being mindful of the dignity of the human being in your sphere at all times. Trust and respect are two essential ingredients in rebuilding a foundation of civility. Civility is linked to the Latin word *civitas*, which means 'city' and 'community.' Thus, civility implies a larger social concern. When we are civil, we are members in good standing of a community; we are good neighbors and good citizens. Perhaps this is why civility is on the decline. We have replaced "Do unto others as you would have them do unto you" and "Love your neighbor as yourself" with "Look out for #1." For the sake of tomorrow's world, let us teach, let us learn, and let us practice civility.

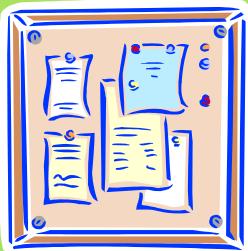
We have many challenges facing us today in every facet of life regarding CIVILITY, and it will take a combined effort at home, school, and the workplace to develop character! Therefore, our conference challenges its members to:

- Incorporate ways to make Character Count through teaching, learning, and practicing the Six Pillars of Character - Trustworthiness, Respect, Responsibility, Fairness, Caring, and Citizenship. (Josephson Institute, 2005),
- Investigate the who, what, when, where, why, and how of Incivility, and what must happen to turn this epidemic toward civility in homes, schools, and the workplace, and
- Determine successful methods to promote efficient problem solving, effective conflict management, respectful communication, and improved relational competence.
- Recognize the causes of incivility within the discipline of Speech Communication and within TSCA and take steps to alter this behavior.

**Send all program questions and information to Vice President, Joe D. Trevino, Jr., [jtrevino1@bishopcisd.esc2.net](mailto:jtrevino1@bishopcisd.esc2.net) and submit panels through your Interest Group Chairs. A complete call for papers is online at <http://www.etsca.com>.**

**Deadline: March 1, 2006**

## Collectively Speaking.....



Now that the dust has settled from Convention 2005, I compiled lists of the District Reports and Interest Group Reports that were turned in to me. To make our TSCA Archives complete, I need the following District Reports to be e-mailed to me from the 2004-2005 District Chairs: Districts 1, 2, 4, 5, 7, 8, 10, 11, 14, 18. I also need the following Interest Group reports: Argumentation and Debate, Instructional Development-Colleges and Universities, Instructional Development-Grades K-12, Interpersonal/ Organizational, Mass Communication, Theatre, Rhetoric and Communication Theory, Texas Forensic Association, TIFA, and TCCSTA.

I also wish to remind Past Presidents that I am working toward compiling all Presidential Addresses. If you have your speech in electronic form, please e-mail it to me at [jriggins@mail.utexas.edu](mailto:jriggins@mail.utexas.edu). I will be glad to accept the speech in whatever form you have it so the rich history of our organization can be traced. Thanks to those leaders who have already sent me their address.

Special thanks to Charles Wise for videoing highlights of the convention for our archives.

Your Archivist,

Jana Riggins

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[rjhawkins@nederland.k12.tx.us](mailto:rjhawkins@nederland.k12.tx.us) **Fax:** (709) 726-2679

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TSCA is the largest Speech Communication State organization in the United States! It consists of educators from middle school through University level in the fields of speech and theater, Administrators from all levels, and Professionals from corporate America. The Texas Speech Communication Association has a member base of approximately 700 members and is growing!

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