Conference Update: Enhancing our Global Connectivity While Building our Scholarly Community in Phoenix

Cynthia Stohl, U of California - Santa Barbara

Enhancing our global connectivity while building our scholarly community in Phoenix. That’s what the last year of planning has been all about. With only a month to go, all 1,000 hotel rooms are sold out in the Sheraton (if you still need a room, check out the Spring Hill Suites or the Holiday Inn Phoenix Downtown North, only three blocks away), 2,000 papers have been downloaded onto the conference site, the virtual conference is ready to go online, more than 300 people have signed up for ICA-sponsored tours, over 15,000 cold drinks and snacks have been ordered, and our amazing ICA staff of six has created a welcoming and supportive infrastructure to make the conference work!

From the moment you arrive at the conference until the closing debate is resolved, you will find several new additions and some small changes in the programming. They are all designed to celebrate and foster a greater sense of our ICA community, expand our scholarly connections, and to make our 62nd conference intellectually stimulating, memorable, and hopefully, great fun.

First, a visit to the exhibition hall will not only provide you the opportunity to browse the latest books and journals and enjoy the complimentary coffee/tea, cold drinks and snacks as you meet up with colleagues and friends, but also the opportunity to explore the art installation "(Im)Migration!"- Community Artists and Activists in the Face of (Im)Migration in Arizona. This exhibit is brought to ICA by the Arizona State University theatre, "The Empty Space," and cosponsored by the Innovative Inquiry Initiative of the Hugh Downs School of Human Communication. Special thanks to Amira De La Garza for organizing this community event. A large screen in the exhibition hall will also display a live feed of conference tweeting, a growing ICA community activity! Our hashtag for the conference is #ica12

Second, this year there will be badge ribbons galore. Ribbons are a way to acknowledge and introduce our new members, editors, board members, life members, sustaining members, section planners, emeritus members, sponsors, speakers, guests, exhibitors, staff fellows, and even those who don't do ribbons! This year we will also have ribbons to recognize the rich linguistic diversity within ICA. When you register you will have the opportunity to pick up as many ribbons as represent the various languages you speak. We hope this will create new connections and opportunities for all our members to meet, start a conversation, and learn about one another.

Third, in addition to more than 400 competitively selected panels, divisions and interest groups are offering intriguing
new forms of "conferencing" (see the extended sessions). Many of our special sessions highlight the conference theme of Communication and Community. Musical and artistic performances, documentary films, debates, workshops, and engagement with academic, community and industry leaders promise to make Phoenix a vibrant and exciting conference.

Below are some highlights of the special community events we have planned. Check out the details on our online program.

**THURSDAY:**

- 6 PM Our opening plenary, "Telling Stories of Community features Kuol Awan and Diing Arok, members of the Arizona Lost Boys of Sudan Center. Our opening Welcome Reception, held at the Grotto, will follow at 7:30 PM.

**FRIDAY:**

- 1:30 PM Four miniplenary sessions reflect the diverse interests of ICA members.
  - Shawny Anderson, Professor: "Engaging and Sustaining Community in Contexts of Extreme Need"
  - Stefan Weitz, Director of Search, Microsoft: "Infusing Social Signals into Search"
  - Glenn Weyant, Musician: "Sound Activism and Community at the Arizona-Mexico Border"
  - The ICA Fellows session includes presentations by four recently elected fellows: Patrice Buzzanell, James Dillard, Ron Rice, and K. Viswanath.
- 4:30 PM A special plenary session, "Creating Community combines musical performance and an interview with Jana Mashone, an award-winning Native-American singer. A reception and tequila tasting at the Heard Museum follows later that evening (a limited number of tickets are still available).
- On Friday evening we are also continuing the very popular regional and graduate student receptions.

**SATURDAY:**

- 12:00 PM JP Gutierrez, our new Communication Director, is leading a session "The Scholars Guide to Promoting Your Research." This is in direct response to requests by ICA members and complements a central goal for this new position, bringing communication research to the attention of the larger community.
- 1:30 PM Following the presentation of ICA awards, ICA President Larry Gross will deliver the presidential address, "Fastening Our Seatbelts: Turning Crisis into Opportunity."
- 6:00 PM Master classes led by James Curran, Stan Deetz, Mark Knapp, and Jack McLeod

**SUNDAY:**

- 1:30 – 2:45 The Plenary Interactive Poster Session along with a special panel on Contemporary Dangers in Practicing Journalism.
- 6:00 PM Master classes led by Chin-Chuan Lee and Dafna Lemish

**MONDAY:**

- 12:00 PM The closing plenary debate: "The Internet Is The End Of Communication Theory As We Know It." It is moderated by Joe Walther and features Jeremy Bailenson, Steve Jones, Carolyn Marvin, and Jack Qui. Expect to experience an entertaining, provocative, and intellectually stimulating event.

Fourth, there are many additions to, and enhancement of, our virtual conference. Starting on 14 May there will be three prerecorded plenary talks by Lance Bennett, Sonia Livingstone, and Hans Henrik Holm as well as two workshops by M. Scott Poole and Alison Bryant. More than 45 papers with commentary will be available. The authors look forward to online discussions about the papers and plenary sessions. A virtual reading room will make available free content from the latest communication publications. Each day, sessions will be live-streamed so our virtual attendees will also be able to experience conference activities as they unfold. And finally, if you are planning to arrive early, remember there are 15 preconferences being offered both on and off site as well as numerous excursions that you can sign up for on our website.

As you can see, our Phoenix conference is truly a community celebration.

I look forward to seeing you all there.
A Message from the Communication Director: Swimming in Information

John Paul Gutierrez, ICA Communication Director

We are just weeks away from jamming ourselves in line for coffee at the Starbucks, getting lost in conference halls and misplacing our conference bags somewhere in the exhibit hall. And we do this for one very important reason, to share research on the most rigorous stage in the Communication world. This is, for many, a jumping off point for the next step in the research process. Perhaps the papers are fine-tuned after the conference, or already in the long queue for peer review in a journal. But the main goal is to publish and disseminate your work throughout the academy, and to push the discourse in new and exciting directions.

This work that you do is compulsory in the ever-criticized world of promotion and tenure, and with the glut of journals flooding the marketplace and Internet, it's hard to stand out from the rest when most entry points are initiated from a simple Google search.

Jean Baudrillard wrote in the *Murder of the Real* that "because of an excess of information, we have lost access to real information," I'll take this as a little less academic (since I'm not working in hyper-reality) and a little more practical (I'm not the scholar here). The information researchers add to the library can get lost with limited capabilities of finding the right piece in an excess of information. Careful curation is still in need, but in this academic world; the curators need to be the authors.

This is where ICA can help. On Saturday May 26 at noon, I'll be holding a session on how to promote your research, how to make your work more findable, and what you can expect from your publisher.

I'll also share how ICA can help you disseminate your work to the mainstream media. Towards the end of the session I hope to gather new ideas from the attendees as well, we can share what works and what doesn't. What success you've had using social media or good old-fashioned email.

See you in a few weeks!

President's Message: Facing the Future

Larry Gross, U of Southern California

The duties of an ICA president are not really very onerous. Once the task of organizing the annual conference is accomplished, and the gavel is ritually handed over - and then quickly removed back to storage, lest the incumbent president actually try to use it - the rest is relatively smooth sailing, especially with the guidance of our skillful pilot, Michael Haley. In fact, the primary obligation of the president, absent an unanticipated crisis - and I have thankfully been spared many of these - is to write a regular column for *Newsletter*. As I approach the writing of my final column I can confess that this has been a welcome chore, as it has allowed me to reflect on the current and future state of our common enterprise.

In some of my columns I have touched on familiar challenges and crises faced by the academic world and by communication scholars in particular. The shortage of secure long-term [aka tenure track] jobs for our doctoral graduates; the overly narrow and often scientistic assessment of program and individual accomplishment; the explosion of new forms of publishing that threaten to debase the common currency of the academic enterprise; the lack of institutional support and appreciation for teaching and scholarship that directly engages societal concerns - these are all familiar and real threats that must be acknowledged and responded to.

But there are also some other, less familiar challenges that we should confront, and that may require us to fashion new bottles in which to store our valuable vintage.
Let me start with an analogy. Not too long ago the profession of journalism, one of the essential pillars of democracy and a central province of the empire of communications, proudly asserted its independence from the grubby realm of the commercial, business side of its institutional edifice. There was, we were frequently told, a wall that separated the editorial from the business function, and journalists were admonished not to worry, or even think about the mundane details of how their work was paid for, lest their objectivity be contaminated. That was the official story, at any rate.

At the same time, the newspaper that was plopped on our doorsteps each morning was a bundle of sections focused on a variety of topics and interests. Like many subscribers, I assume, my first move after bringing in the morning papers has been to sift thru the bundle and toss a large portion into the recycling bin. The business model of the time, one that many no doubt thought was timeless and permanent, attracted sponsors that paid most of the costs of production - reporting, writing, editing, printing, distributing - in the hope that the right readers would see, read, remember, and ultimately be influenced by the ads. As we all know, this business model was unable to withstand the competition from new technologies that pulled the ground out from under their feet. To cite one important example, when Craigslist began putting classified ads online one of the single largest sources of revenue dried up almost overnight.

Much the same sort of fate has befallen most branches of what we now call Legacy Journalism, as the digital revolution upended established practices and undermined established business models. Creative destruction, perhaps, but nonetheless destructive to many institutions and careers. Our colleagues in schools of journalism have been faced by the challenge of preparing students for a world that few of their faculty comprehend. At the same time, it is more important than ever that those who train journalism students for these new realities not lose sight of the central mission of journalism: information in the public interest. As usual, everything new isn't necessarily good and everything good isn't necessarily new.

So what does this excursion into the state of journalism and journalism education have to do with those of us who are comfortable situated on the "scholarly" side of the academic house, for whom the upheavals besetting the "professional" side offer a fascinating set of research opportunities? Well, let me suggest a scenario to contemplate.

Suppose your students had the choice of attending lectures by your colleagues - all of whom, I trust, are engaging and inspiring teachers - or enrolling in courses taught online by some of the best lecturers to be found anywhere in the world? Those of us lucky enough to be ensconced in elite institutions - those that can boast of rejecting most of the applicants to their school - might be confident that their students would choose to sit in a large classroom and absorb the wisdom of the eminent faculty who teach their introductory courses. But, looking across the range of institutions and instructors in most parts of the world, wouldn't it be more likely that students would prefer to enroll in the online courses taught by "world class" teachers? Is it possible that the emerging availability of online instruction will turn many faculty members into de facto teaching assistants whose role will be to supplement, explain and expand on the lectures offered by a new class of online "super teachers"?

Far-fetched? Perhaps. But consider the recent experience of Stanford professor Sebastian Thrun. Last Fall Thrun sent out an email announcing a free online class, Introduction to Artificial Intelligence [https://www.ai-class.com/], offered in parallel with his live Stanford class, that would have quizzes and grades, and a "certificate" for those who were successful. Ultimately, the class enrolled 160,000 students, from countries around the world. Thrun created a website able to handle the scale and demands of the course, and he found that many of the best performers in the class were among the remote cohort, not those sitting in his Stanford classroom. In fact, of the 248 students achieving perfect scores on all of the assessments, every one was remotely enrolled. What lesson did Thrun take from this wildly successful experiment? He's left Stanford - giving up tenure at Stanford isn't a frequent career move - and established a new online university called Udacity [http://www.udacity.com/], and proposes to offer free classes - such as "Building a Search Engine" - to as many as 500,000 students.

Now, I am certainly not proposing that communication faculty emulate Thrun and emigrate en mass to the internet, although I trust that some will. And, I am certainly aware that experiments like this require funding, even if I have no idea how Thrun's enterprise is paid for - it probably doesn't hurt that he remains a key researcher at Google, responsible for their driverless car program. But the model is there, and it's not alone. MIT has been offering online versions of many of its courses, A group of investors and academics have announced a new "elite" institution, Minerva, that will operate online, recruiting "distinguished teachers among great research faculty," who will team up with crews to videotape lectures and craft innovative courses when they are not teaching at their home institutions [http://chronicle.com/blogs/wiredcampus/new-for-profit-seeks-to-satisfy-global-demand-for-elite-education/35938].

Even more recently, a new online education company, Coursera, founded by Stanford professors Andrew Ng and Daphne Koller, announced official partnerships with Princeton, the University of Pennsylvania, the University of Michigan and Stanford. These elite institutions will use Coursera's technology to offer a mix of free online non-credit classes including computer science, business, and literature. The Coursera courses may enroll thousands of students
completing exams and assigned work that will be graded, either by intelligent software or by their peers. It is not difficult to see how these ventures will be able to "monetize" themselves, given their capacity to connect advertisers with highly desirable potential viewers of their ads.

What does this mean for communication programs, in the United States or elsewhere? Will the university as we've known it become "unbundled" as students consume higher education in pieces? Is it time for the "University Without Walls" to replace the groves of academe? No one has a crystal ball and predicting the future has rarely been more challenging. But it is certain that the tides of change wrought by the digital revolution are lapping at the threshold of the ivory tower. And communication scholars should be among the first to recognize and embrace the possibilities these new technologies afford. After all, this is our territory and we should not limit ourselves to the roles of observer, chronicler, analyst, and theorist of the digital age, although all of these are important contributions that we can and should make as scholars of communication. We owe it to our field, our institutions, our students, and ourselves, to be among the pioneers exploring and developing the new world unfolding around us.

Conference City Sites: Restaurants in Phoenix
Mike J. West, ICA Publications Manager

As the capital of the Southwestern United States, Phoenix has long been renowned for "Southwestern style" cuisine: authentic Mexican food, and Mexican-inspired American fare. However, the explosion in the city's population over the past 2 decades increased the ethnic and international diversity of Phoenix. These newcomers brought their culinary traditions along with them, blanketing the city with a variety of restaurants and options for meal and snacktime.

Mexican is still the most popular cuisine in the Phoenix area, but it nonetheless remains only one in a metropolis of possibilities. As one might expect, there's a high concentration of these possibilities in Phoenix's downtown district—which, as luck would have it, is the location of the ICA's 62nd Annual Conference, 24-28 May. A very large number of acclaimed and popular eateries are within an easy walking distance of the conference hotel, the Sheraton Phoenix Downtown.

HOTELS
Indeed, one of these is in the Sheraton Phoenix Downtown: on the ground floor, you'll find District American Kitchen and Wine Bar. The restaurant describes itself as serving "your favorite American comfort foods with a contemporary twist." This includes steaks, pork chops, and poultry; salmon, scallops, and other seafood; soups, salads, and sandwiches, along with breakfast fare for early risers. In addition, District has a bar that serves American wines, microbrews, and house-made mixed drinks, among which is the popular prickly pear mojito.

The Westin, ICA's first overflow hotel located three blocks from the Sheraton (at Van Buren and Central), houses the acclaimed restaurant Province. Its ultramodern decor belies its "old world" inspired menu—South American dishes with Spanish flavors, much remarked upon for its beautiful presentation. But even the aforementioned decor isn't entirely free of that old-word feeling: It contains one wall covered in real, live decorative moss.

ARIZONA CENTER
Across Third Street from the Sheraton is Arizona Center, a large shopping and commercial complex recognizable by its two towers. Like any large-scale shopping center, it has plenty of chain restaurants, including Starbucks, Subway, and Hooters (which faces the entrance to the Sheraton). However, it also has a variety of less franchised cuisine options. Best known, perhaps, is 8130 The Restaurant. They have a lengthy menu featuring pasta, sandwiches, and chicken and seafood dishes. Their flagship offering, however, is steak, in five cuts and five unique cooking styles. Best of all, while the atmosphere is upscale, the menu is easily affordable, with most entrees priced at under $20.

For the true Southwestern culinary experience, Arizona Center also includes Sam's Cafe. In addition to pastas, sandwiches, and appetizers, Sam's has two main menus: Mex-Mex, meaning authentic, unfiltered Mexican dishes, and "Sam-Mex." Sam-Mex is the restaurant's original twist on southwestern cuisine, with Mexican, American, Spanish, and Native American influences, designed by executive chef Memo Ortiz.

The complex also features My Big Fat Greek Restaurant, a family-friendly eatery featuring inexpensive Greek platters as well as a list of other Mediterranean (i.e., Italian) specialties; Kokoro Sushi and Noodle Bar, a Japanese restaurant that specializes in sushi but also features other dishes, including Chinese, Korean, and Vietnamese
options; and **Brick Pizzeria and Wine Bar**, a woodfired pizza place that features unusual options such as the Thai Chicken & Jalapeno pizza and local brews, and on weekend nights turns into a dance club.

**WALKING DISTANCE**

Brick Pizzeria is the closest pizza to the ICA Conference. Consensus, however, says that the best pizza in Phoenix can be had at **Pizzeria Bianco**, four blocks from the Sheraton at Heritage Square. In fact, the restaurant is famous throughout the United States for its pizza, which, combined with its tiny seating capacity (42 seats), leads to colossal wait times of up to four hours—with reservations only available for parties of six or more. But according to its reputation, the pizza at Bianco is worth the wait; The New York Times has posited it as the best pizzeria in the nation.

Six blocks in the other direction, at another shopping complex called Cityscape, is a popular restaurant with quite a memorable name: **The Arrogant Butcher**. Its menu is a familiar list of American comfort foods: fish, chicken pot pie, baby back ribs, ribeye steaks, and sandwiches. There’s also a raw bar, serving oysters, mussels, and crab legs, and renowned and decadent deserts. (Also housed in Cityscape is the taco place **Vitamin T**, as well as **Copper Blues**, an American pub that boasts live music nightly.)

Most of these eateries offer plenty of vegetarian options; the most popular downtown destination for veggie fare, though, is **Carly’s Bistro**, a diner-style lounge located about eight blocks north of the Sheraton. Carly’s is primarily a sandwich place, offering meat options as well. Popular vegetarian items include the Europa sandwich (roasted red peppers, artichoke hearts, tomatoes, and spinach on ciabatta) and the fig salad, in addition to vegetable dips served as appetizers.

Simply put, there’s good eating to be found in Phoenix, and with only a short walk from the conference itself. Bon appetit!

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**Master Classes: This Month Featuring Curran and Deetz**

In each Newsletter leading up to the conference, we will highlight two of the fascinating master classes that have been planned for Phoenix. Master lecturers will feature **Mark Knapp** (U of Texas-Austin), **Chin-Chuan Lee** (City U of Hong Kong), **Dafna Lemish** (Southern Illinois U-Carbondale), **Jack McLeod** (U of Wisconsin), **James Curran** (U of London), and **Stan Deetz** (U of Colorado-Boulder).

**From Misunderstanding the Internet to the Rise of Media Entertainment**

by James Curran

I will begin by contrasting my own rudderless drift as a young academic, in easy-going institutions, with the focused purpose of contemporary young scholars in an intensely competitive university environment. After this autobiographical detour, I will outline three projects that I have been working on.

The first is on the internet’s impact. Numerous academics, politicians, business leaders, and journalists predicted that the internet would transform society. I will revisit these predictions, and check whether they have come true. While the internet has modified the nerve system of the economy, it has not generated a cascade of wealth for most people or equalised the relationship between small and large corporations. The internet has empowered activists, but has done little to promote global understanding. And it has weakened the old order of journalism without, as yet, giving rise to the promised renaissance of citizen journalism. These and other predictions proved wrong for two reasons: They were extrapolations from the internet’s technological prowess that underestimated the wider influence of society. And they did not anticipate that the world would influence the internet more than the other way around.

The second project is my belated involvement in quantitative media effects research. I will briefly describe three comparative studies that have come to the same conclusion: Americans are exceptionally ignorant about politics and international affairs – more so than citizens of all other sampled nations (apart from Colombia) – in part because Americans are badly served by their market-driven television system, and are low consumers of news.

The third is my return, like a homing pigeon, to media history in the form of a study of the rise of mass entertainment in Britain from c. 1800. Media entertainment was not just about entertaining: it also contributed to nation-building, the spread of secularism, the redistribution of esteem between social groups, and much more besides. What do these very different studies have in common? They reflect a desire to apply different methods of research; to
raid different territories of knowledge; yet remain committed to a critical perspective.

James Curran is Professor of Communications at Goldsmiths, University of London, and Director of the Goldsmiths Leverhulme Media Research Centre. The most recent of his 21 media books are *Misunderstanding the Internet* (with Natalie Fenton and Des Freedman), Routledge, 2012; *Media and Democracy*, Routledge, 2011; *Power Without Responsibility*, 7th edition (with Jean Seaton), Routledge, 2010; and (ed.) *Media and Society*, 5th edition, Bloomsbury, 2010. In 2011, he won the C. Edwin Baker Award for his long-term research on media, markets and democracy.

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**Stan Deetz**

2012 is the 20th anniversary of my book on democracy where I tried to chart the course toward a more responsive and generative democracy and detail the potential contribution of new communication concepts and practices to that. A lot has happened since then. I plan to move this discussion forward focusing on “governance” in our contemporary time and the need for communication scholars to be actively engaged in these discussions and the invention of new concepts and practices. The discussion will mostly focus on specific projects. From a more personal standpoint, I will suggest why I remain first and foremost a teacher and how actively engaged scholarship and practice can be integrated into a career.

The problem of governance is one of the most discussed issues of our time. Traditionally governance (the processes for making decisions for the common good) was often left to governments and communication studies focused on related political processes. But problems are evident with this model. Frequently governments do not have the resources, capacity, legitimacy, or processes to make quality creative decisions and nonstate actors have become more powerful. State units have not been able or willing to address diverse social, economical and ecological needs. As interdependence becomes greater the need for alternative forms of governance to produce creative mutually beneficial decisions becomes greater.

Cross-sector—involving civic groups, government units, businesses and communities—decision making seems key to addressing conflict and a number of social and environmental problems. The success of these cross-sector collaborative initiatives has been mixed mostly because they have focused on developing structures and meeting forums but have not developed the theory, expertise, and standard practices necessary for consistently developing and choosing mutually beneficial decisions. Collaborative interaction designs and practices are critical. That is where we can make an important contribution if we are willing to give up a lot of old stuff.

Stan is a Professor, President’s Teaching Scholar, and Director of the Center for the Study of Conflict, Collaboration and Creative Governance and the Peace and Conflict Studies Program at the University of Colorado at Boulder. He is author/coauthor of over 100 scholarly articles and author/editor of 12 books including the award winning *Democracy in an Age of Corporate Colonization*. His research focuses on alternative conceptions and practices of communication and democracy and the micropractices of power. His professional practice has worked with the design of communication processes for cross-functional and multiparty decision making both within organizations and between organizations and external communities. He has lectured and worked on projects in twenty-some countries. He has served as a Senior Fulbright Scholar and is a National Communication Association Distinguished Scholar and an International Communication Association Past-President and Fellow.

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**Eco-Friendly Tips for Phoenix**

Colleen Brady, ICA Staff

ICA is committed to minimizing its environmental impact. To accomplish this goal we’ve taken several steps that will impact this year’s conference in Phoenix. You may have noticed the question at the end of your registration asking whether you came by plane, train, automobile, or bus. The Task Force on the Greening of ICA will use this information to measure the conference’s greenhouse gas emissions (GHG), which will allow ICA to better assess its carbon footprint. This measurement will provide us with a baseline from which to compare in
future years. Ideally, we will see a reduction in year-to-year emissions, but at the very least, this measurement will allow us to keep conservation at the forefront, raising our collective level of consciousness.

While this will measure our emissions as we travel, it does not cover our stay at the hotel. The Sheraton Phoenix Downtown has recycling available throughout the hotel and also features high-efficiency lighting, water-conserving fixtures, and the "Make A Green Choice" program in all of its guest rooms. Additionally, they will provide us with a detailed report on ICA's energy consumption during our stay!

To do your part in being eco-friendly while in Phoenix, consider taking public transportation while sightseeing and travelling to and from the airport, as opposed to taxis. Public transportation and other details can be found below. If you are going out to eat, you can dine at one of Phoenix's green restaurants (listed on Yelp: http://www.yelp.com/search?find_desc=greens+restaurant&find_loc=Phoenix%2C+AZ) Also, if you are interested in the academic side of this topic, consider attending some of ICA's new Environmental Communication Interest Group's sessions while at conference!

Getting Around

Many exciting sites are within walking distance of the conference hotel, including Chase Field, the Arizona Science Center, and the Phoenix Symphony Hall. For sites a bit further away, Phoenix's Light Rail is an excellent and easy way to get around. Tickets on the Light Rail are inexpensive: A one-way pass costs $1.75; an all-day pass is $3.50; and a 3-day pass is $10.50. During the week, trains generally run every 12 minutes from 5 a.m. to 11 p.m. On weekends, they run every 15 minutes from 5 a.m. until 2 a.m. You can learn more about schedules and stations on the Valley Metro's website: http://www.valleymetro.org/

The closest Light Rail stations to the conference hotel are 3rd Street/Washington Station (to travel northwest) and 3rd St. / Jefferson St. Station (to travel southeast). Below are directions on how to get to some of the sites that have been highlighted in the ICA Newsletter over the past several months:

- To visit Papago Park:
  Take the Light Rail towards "Sycamore/Main," exit at the "Center Pkwy/Washington" stop (~20 minutes)
- To visit the Heard Museum:
  Take the Light Rail towards "19th Ave/Montebello," exit at the "Encanto/Central Ave" Station (~6 minutes)
- To visit the Phoenix Art Museum:
  Take the Light Rail towards "19th Ave/Montebello," exit at "McDowell/Central Ave" Station (~5 minutes)
- To visit Downtown Tempe:
  Take the Light Rail towards "Sycamore/Main," exit at "Mill Ave/Third Street" Station (~22 minutes)
- Getting to the Conference Hotel from the Airport:

  Via Light Rail
  Take the Airport Shuttle to the "44th St. / Washington St." Station, then take the Light Rail towards "19th Ave/Montebello," exit at "3rd Street/Washington" Station (~40 minutes)

  Via Car-Sharing
  Super Shuttle is one such service that will transport you and others to your destinations. For $14, you can be delivered right from the airport to the hotel’s doorstep! Learn more on their website at https://reservations.supershuttle.com/default.aspx

Did You Know?

Since 2009, the "Green Phoenix" project, launched by Mayor Phil Gordon, has embarked on an ambitious 17-point plan to "green" Phoenix. According to the City of Phoenix’s website, the project "strives to transform Phoenix into the most sustainable city in America. The intent of Green Phoenix is to leverage current city efforts and resources, build partnerships, create jobs and stimulate the local economy, and sustain quality of life for Phoenix residents." The Green Phoenix projects encompasses everything from installing high efficiency lighting in public traffic lights and street lamps to bringing public buildings up to LEED retrofit standards. Learn more about the efforts Phoenix is making towards sustainability here on their website: http://phoenix.gov/greenphoenix/greenphx/index.html
Preconferences Focus on Video Games, Technology, Health and Community

In each Newsletter leading up to the conference, we will highlight a few of the exciting preconferences that have been planned for Phoenix. This month, learn more about "It’s More Than Just A Game: Best Practices In Video Game Research Design and Methodology," "Third Communication and Technology Doctoral Consortium," "Health Communication Interventions Addressing Health Disparities," and "Communication and Community: Bridging Disciplinary Divides."

It’s More Than Just A Game: Best Practices In Video Game Research Design and Methodology

**Time:** Thursday, 24 May 11:00 – 17:00  
**Location:** Walter Cronkite School of Journalism and Mass Communication, Arizona State U located at 555 N. Central Avenue, Phoenix AZ 85004, less than one block from the Sheraton Phoenix Downtown Hotel (ROOM 314)  
**Limit:** 60 persons  
**Cost:** $ 20.00 USD; $5.00USD Students (Registration includes pre-conference attendance, a catered luncheon on-site and food and beverage refreshments throughout the day.)  

This preconference was sponsored by:

[USC Annenberg School](#)  
[West Virginia University](#)  
[Michigan State U](#)  
[ICA Game Studies Interest Group](#)

Scholarly interest in video games has grown almost as fast as popular interest in the medium itself. Yet, the study of video games - be it experimental or critical - brings with it a nuanced set of challenges, as the medium often finds itself somewhere between video (analogous to television and film) and game (analogous to logic puzzles or sports competition). This issue of definition is not trivial, as it speaks to larger methodological concerns when attempting to understand both how video games are played and how game play affects us at the cognitive, affective, and behavioral levels.

Organized by the Game Studies Interest Group, this preconference will bring together scholars interested in studying video games to discuss best practices in designing research aimed at studying video games. Leading game scholars from diverse backgrounds have been invited to lead discussions in their areas of expertise by drawing from personal experiences and theoretical considerations within a variety of contexts and epistemological to studying video games.

Notably, our preconference will be designed to support ongoing dialogues both during and following each session, providing attendees with a true "workshop" environment with which to refine their own research programs.

The goal of this preconference is to provide all attendees with an opportunity to reflect on and plan future video game research with a small group of similarly interested colleagues. To this end, attendees will be encouraged to submit a video game-related research proposal abstract (no more than 500 words) prior to the preconference that they are comfortable sharing with conference attendees. We will share these abstracts with our discussion leaders to help stimulate conversation during the events, and we will also post them to an accessible web page prior to the preconference so that other attendees can read through them and seek out potential collaborations at the event.

Attendees are encouraged to bring research ideas, laboratory notes, raw data sets and experimental designs with them to the preconference. During our workshop presentations, attendees are actively encouraged to work on their own projects with each other and the presentation discussion leaders; workspaces will be provided to facilitate this format.

**Tentative Schedule of Events:**

*All events held in The Executive Board Room (CRONK314) of the Walter Cronkite School of Journalism and Communication, Arizona State U, 555 N. Central Avenue, Phoenix AZ 85004*

**11:00 a.m. - Noon Informal lunch and "meet & greet"**

- Wrap buffet, including:
  - beef, turkey and vegetarian options
  - pasta salad and Caeser salad
cheese, bread and crackers board

chicken chimichangas

chips and salsa

Other refreshments, including beverages, fruit trays and cookies, served throughout the afternoon

Opening comments from Game Studies Interest Group representatives

12:15 p.m. - 1:45 p.m. Data Acquisition: Best Practices for Understanding Players, Their Motives, and Their Experiences

As video games continue to soar in popularity, increased scrutiny has been placed on understanding gamers by policy-makers and scholars alike. Yet, our understanding of gamers is limited by the quality of data we are able to get regarding their makeup, motives, and experiences while playing. This panel will discuss how we study gamers from a critical, sociopsychological, and psychological perspective.

Workshop leaders include:

- **Jeoren Jansz** (Erasmus U, NETHERLANDS) on the psychology of gamers before and during gameplay
- **Leonard Reinecke** (U of Mannheim, GERMANY) on the intrinsic motivation of video game play
- **John Sherry** (Michigan State U, USA) on developmental processes in gaming from childhood through adulthood
- **Gerald Voorhees** (Oregon State U, USA) on using psychoanalytic and cultural studies as critical tools to analyze gamers
- **Dmitri Williams** (U of Southern California, USA) on working with game publishers to make sense of server-side player data

2:00 p.m. - 3:30 p.m. Constructing a Game: Better Research Through Better Stimulus Design

Having evolved from the two-dimensional monochromatic presentations of Pong, today's video games represent the cutting edge of computing technology and narrative engagement to fully immerse users in vivid and interactive environments. While these aspects of gaming are central to their immense popularity, they present unique challenges to researchers wanting to understand the many nuances of the medium. This panel seeks to walk participants through these nuances by presenting a comprehensive look at video game design, from storyboard to special edition.

Workshop leaders include:

- **Ashish Amresh** (Arizona State U, USA) on the mechanics of video game design
- **James Gee** (Arizona State U, USA) on viewing video games as learning experiences
- **Sven Jockel** (U of Erfurt, GERMANY) on using "off the shelf" video game engines to create experimental environments
- **Wei Peng** (Michigan State U, USA) on best practices of developing or choosing treatment and control stimuli in games research
- **Bonnie Nardi** (U of California-Irvine, USA) on viewing game design through the player's own ethnographic lens

3:45 p.m. – 5:00 p.m. The Spread Gun Isn't Always The Most Accurate: Pairing Up Methodology With Research Questions – Collaborative Workshops

The first session focused on data acquisition techniques and the second section focused on stimulus materials. Building from the above discussions, the final panel of the day will discuss how to apply certain methods to certain research questions. Directly following this discussion, preconference participants will break into smaller groups to collaborate on projects.

This session will end with closing comments and research charge by preconference organizer Nicholas David Bowman (West Virginia U)

Scheduled Workshop Leaders:

- **Ashish Amresh** (Arizona State U, USA) is an Assistant Professor in the College of Technology and Innovation and is leading the Computer Gaming curriculum initiatives at Arizona State U, where he founded the Computer Gaming Certificate and the Camp Game summer program. Dr. Amresh’s workshop discussion will cover some basics of design, mechanics, controls and flow in video games, as well as potential connections between design methodology and experiential learning. He will then facilitate a discussion with attendees on how these themes may influence game studies from a Communication perspective.
- **Jeoren Jansz** (Erasmus U, NETHERLANDS) is a special Professor of Communication and Media in the Department of Media and Communication. Dr. Jansz’s workshop discussion aims to address motivational issues in videogame research. Different theoretical perspectives (e.g., U&G, SDT) have contributed to the emerging empirical tradition of measuring what motivates...
people to play. A critical assessment of available concepts and theories will obviously be part of the workshop; however its focus is on discussing the strengths and weaknesses of different research methods (quantitative and qualitative) and measurement instruments. The workshop will be truly interactive: participants are invited to submit their own past research or planned future research to be discussed during the meeting.

- **James Gee** (Arizona State U, USA) is the Mary Lou Fulton Presidential Professor of Literacy Studies at Arizona State U. Dr. Gee's workshop discussion will focus on the topic of learning within video games and the task of studying how video games facilitate learning. He will introduce his own extensive work in this area, provide recommendations for approaching the study of games for learning, and then facilitate a discussion with attendees about potential research designs in this area.

- **Bonnie Nardi** (U of California-Irvine, USA) is a faculty member in the Department of Informatics in the Donald Bren School of Information and Computer Sciences at the U of California, Irvine. Dr. Nardi's workshop discussion will focus on ethnography as a critical methodology for studying how video games are actually played by human persons conceived holistically as sociocognitive agents. Ethnography entertains questions beyond (or in addition to) narratology or play analyzed statistically as decontextualized variables. Her new book *Ethnography and Virtual Worlds: A Handbook of Method* (Princeton U Press) provides inspiration for her remarks.

- **Wei Peng** (Michigan State U, USA) is an Assistant Professor in the Department of Telecommunications, Information Studies, and Media, Michigan State U who is also affiliated with the Games for Entertainment and Learning (GEL) lab and the Health and Risk Communication Center, both at MSU. Dr. Peng's workshop discussion will examine best practices of developing or choosing treatment and control condition stimuli in video game related experimental studies to ensure internal, external, and ecological validity.

- **Leonard Reinecke** (U of Mannheim, GERMANY) holds a Ph.D. in Psychology from the U of Hamburg and is currently working as a postdoctoral researcher in the research team of Dr. Peter Vorderer at the Department of Media and Communication Studies at the U of Mannheim, Germany. Dr. Reinecke's workshop discussion will present an argument for video games as intrinsically motivating experiences. Research has demonstrated the ability of video games to satisfy a set of intrinsic needs crucial for psychological well-being and vitality. Need satisfaction is a robust predictor for selective exposure to games and game enjoyment, which situates need satisfaction as a crucial motivation to engage in game play.

- **John Sherry** (Michigan State U, USA) is an Associate Professor of Communication at Michigan State U who is affiliated with Games for Entertainment and Learning (GEL) lab and the Media Interface and Network Design (MIND) lab, both at MSU. Dr. Sherry's workshop discussion will argue that games are more than just content; they are intellectual challenges. Thus, game researchers cannot rely on motivational theories from content-dominate media and must rethink the influence of player motivational orientations. This workshop will focus on the theoretical and methodological implications of game play motivations, including how these motivations vary in childhood and adulthood.

- **Gerald Voorhees** (Oregon State U, USA) is an Assistant Professor of Media and Cultural Studies jointly appointed in the Department of Speech Communication and the New Media Communication program. Dr. Voorhees's workshop discussion will present thoughts on using critical studies perspectives to understand video gamers. Critical perspectives on games encourage researchers to interrogate how the experience of gameplay is imbricated in relations of power. This talk discusses cultural studies and psychoanalytic approaches as critical tools for analyzing gameplay as an increasingly important site where culture and identity are constructed, circulated and contested.

- **Dmitri Williams** (U of Southern California, USA) is an Associate Professor at the USC Annenberg School for Communication & Journalism, where he is a part of the Annenberg Program on Online Communities (APOC). Dr. Williams's workshop discussion will focus on the benefits/challenges of partnering with game publishers to conduct research, e.g., acquiring access to large-scale datasets on the back end of MMOs. He will describe this process, highlight some of his own extensive work through such partnerships, and facilitate a discussion about how attendees may be able to use this method in their own research.

- **Sven Jockel** (U of Erfurt, GERMANY) is an Assistant Professor of Communication and Digital Media at the U of Erfurt where he chairs the Master's program on Children, Adolescents and the Media. Dr. Jockel's workshop discussion will investigate the strengths and weaknesses of using "off-the-shelf" video games in research design. Many video games – particularly PC games – come equipped with map and engine editors that allow users to create new content for their own use. As a foundation for this discussion, he will share his experience using the Aurora Toolset in creating stimulus material for a series of experiments. Aurora provides an intuitive but powerful toolset that allows experimenters to craft both action- and story-related gaming content for use even with low-powered PCs.
Sponsors:
This year’s program is made possible through the generous support of the following institutions:
Annenberg School of Communication, U of Southern California; Department of Communication, Michigan State U College of Communication Arts and Sciences; Department of Telecommunication, Information Studies, and Media, Michigan State U College of Communication Arts and Sciences; Department of Communication, West Virginia U Eberly College of Arts and Sciences
We also wish to acknowledge the Walter Cronkite School of Journalism and Mass Communication, Arizona State U, and Dean Christopher Callahan for their generous support in hosting our pre-conference.

Preconference Organizers: Nicholas Bowman, West Virginia U; Rabindra Ratan, Michigan State U; D. Yvette Wohn, Michigan State U; Zeynep Tanes, Purdue U; Elizabeth Newbury, Cornell U

Contact Person: Nicholas David Bowman, West Virginia U, Nicholas.Bowman@mail.wvu.edu

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Third Communication and Technology Doctoral Consortium

Time: Thursday, 24 May 9:00 – 17:00
Location: The Doctoral Consortium will be held off-site. The exact place will be announced later.
Limit: 15 persons, after the review process
Cost: $ 75.00USD (Includes morning and afternoon refreshments, and lunch. Transportation on your own)
Sponsored by the Communication and Technology Division

Goal of the Doctoral Consortium: The consortium intends to bring together Ph.D. candidates working on Communication and Technology to give them the opportunity to present and discuss their research in a constructive and international atmosphere. The goals of the event are to provide feedback and advice to participating Ph.D. candidates on their in-progress research thesis. Moreover, the doctoral consortium will provide the opportunity to meet experts as well as fellow Ph.D. candidates from different backgrounds working on related topics. During the consortium, students will be invited to present their work, following which they will receive feedback from their fellow students and faculty participants, all of whom will have read the proposals in advance of the Doctoral Consortium. In addition, one faculty participant will be assigned to respond in detail to each proposal. Besides the presentations of proposals, there will also be discussion of other topics such as ethics, research methods, publishing the thesis, and positioning one’s work for the job market.

Applicants must be advanced to candidacy, and have their dissertation proposal topic. Ideally, students will be in the early stages of their dissertation, where feedback would be helpful in refining and advancing their work. To apply, students must submit a proposal describing their research. The Communication and Technology (CAT) Division is primarily concerned with the role played by Information and Communication Technologies (ICTs) in the process of communication. It is committed to enhancing theory and methodology pertaining to adoption, usage, effects, and policy of ICTs. Areas of research include human-computer interaction, computer-mediated communication, mobile communication, and other technologically mediated social interaction and networking in all contexts (interpersonal, group, organizational, societal/cultural) and at all levels of analyses. CAT invites papers that make an innovative and original contribution to our understanding of ICTs, with the primary focus on communication aspects of particular technological characteristics. Papers in which technology is not a specific object of investigation but is instead the context or backdrop for a communication study should be directed to other ICA Divisions. As CAT, the Doctoral Consortium welcomes papers that follow any and all disciplinary approaches (psychology, sociology, anthropology, economics, and policy studies, among others) and all methodological orientations (quantitative, qualitative, critical, cultural, historical, legal, and institutional, among others).

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Health Communication Interventions Addressing Health Disparities

Sponsored by the Health Communication Division

Time: Thursday, 24 May 9:00 – 17:00
Location: Phoenix Sheraton Downtown Hotel
Limit: 50 persons
Cost: $ 100.00USD (Includes morning and afternoon refreshments, lunch on your own)

Over the last 5 decades, the gaps between the haves and have-nots have consistently increased in the realm of access to healthcare services, quality of
healthcare services, access to health supplies and technologies, access to and usage of health information and health prevention services, vulnerability to certain types and categories of diseases, and health outcomes. Burdens of morbidity and mortality vary dramatically within and between populations across the regions of the globe, mapping out the dramatically differential patterns of economic growth experienced in different sectors of the globe.

These gaps continue to persist within the US and across the globe, between nation states and also within nation states. There are more and more people across the globe who do not have access to what would be considered basic healthcare. The disparities in health typically play out in the realm of social class, race, and gender, but they also play out in other realms such as age, geographical area of residence (rural/urban), and nation state (north/south, first/third, east/west). Health disparities are a global problem that calls for innovative and systematic solutions, drawing upon multiple paradigms and utilizing multiple theoretical approaches and methodological insights.

In recent years, multiple intervention programs have been developed, implemented, and evaluated in the field of communication in an attempt to address these healthcare disparities. These approaches use a wide range of methodologies employed at a wide array of levels ranging from the micro to the meso to the macro. The theoretical foundations of these approaches to health disparities are varied and so are the corresponding methodologies and applications. Although their theoretical commitments are widely divergent, these health communication programs seeking to address disparities share an underlying thread in their conceptualization of communication solutions to the issues of disparities in health.

The proposed preconference brings together the works of a diverse group of leading health communication scholars working on communication solutions to the problems of health and healthcare disparities, and creates a space for training and dissemination of ideas through hands-on sessions on various approaches to interventions addressing health disparities. It proposes to present scholarship on disparities across a variety of geographical contexts, and utilizing a wide range of theories and methodologies. The ultimate goal of the preconference is to offer a space for collaboration and debate among the community of health communication scholars working on the topic of health disparities. Based on a case study, the preconference will embrace a dialectical-dialogical approach that will highlight debates, discussions, and collaborative entry points for health communication scholarship on health disparities.

The preconference will be set up as combinations of brief lectures and hands-on workshops to train participants in the different aspects of development of health communication interventions addressing health disparities. The different workshops will bring together scholars working in the areas of health disparities that will collaborate with small groups of workshop attendees on developing research questions, research design, and research methods for addressing healthcare disparities.

Workshop Sessions:

- **Theoretical Overview of Health Disparities Research in Health Communication**
  - Gary Kreps
  - Mohan J. Dutta

- **Mass Mediated Health Disparities Campaigns**
  - Jeff Niderdeppe
  - Elisia Cohen

- **Social/New Media and Health Disparities Interventions**
  - Dave Buller
  - Kathryn Greene

- **Community-Based Health Disparities Research**
  - Mohan J. Dutta
  - Melinda Villagran

- **Wrap-up: Future Directions for Health Disparities Research**
  - Gary Kreps

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**Communication and Community: Bridging Disciplinary Divides**

**Time:** Thursday, 24 May 9:00 – 17:00

**Location:** Phoenix Sheraton Downtown Hotel

**Limit:** 25 persons

**Cost:** $50.00USD (Includes morning and afternoon refreshments, lunch on your own)
This seminar brings together scholars and professionals from multiple areas within the communication disciplines, and also from other related fields such as architecture, design, and urban planning. Our purpose is to explore and discuss theoretical perspectives, new and ongoing field research findings, as well as case studies aimed at enhancing our understanding of: (a) communication patterns in urban communities, (b) how these patterns are shaped by and shape the physical, built, and social environment of the places we live in, (c) how the communication ecologies we construct in the process of our everyday lives impact our well-being, and (d) the positive and negative ways in which policy interventions influence the communication environment of cities. In addition, this seminar offers an opportunity for researchers interested in urban communication to explore possibilities for collaboration that can lead to the development of research grants, new books and other publications, new courses, and conferences. Within the framework of the conference theme, "Communication and Community," the research papers and field projects selected for presentation and discussion will bridge traditional disciplinary boundaries and seek to connect individuals and groups in community settings.

Extended Session Preview: Mass Comm, Org Comm, Poli Comm, Pop Comm, PR, and Visual Comm Studies

Spotlight on Extended Sessions

New to the ICA Conference this year is the Extended Session - a conference slot of 2.5 hours that gives each Division and Interest Group the opportunity to go beyond the typical four- or five-paper presentation and respondent format. The goal of the extended session is to enable more dialogue and intellectual debate, more time for creative presentations, greater possibilities for members to exchange ideas and expertise in a less constrained manner, and more opportunities to engage the larger community.

In each Newsletter leading up to the conference, we will highlight several extended sessions. Stay tuned to see what each Division and Interest Group is planning!

Mass Communication Extended Session: Theory and Research in Memory for Media Content: Cultivation and Beyond

A fundamental effect posited for media content is the creation of audience memory for social facts. Memory traces can affect audience perceptions of self and others, can mold social norms, and can drive political beliefs and attitudes. A number of different models have been suggested to account for these effects. Cultivation is perhaps the most enduring of these, but it is not the only one. More than 40 years after the introduction of Cultivation theory, scholars continue to suggest theory and method that can elucidate how media exposure leaves memory in its wake. This extended session is devoted to charting the current history of cultivation research and its cousins. The goal is the development of road maps for ongoing research in media-influenced memory; a series of research presentations and commentary by leading scholars are the means by which we hope to achieve this.

Organizational Communication Extended Session: The Research Escalator

In this extended session, contributing authors have been matched up with mentors—experienced organizational scholars—to discuss how their papers can be "escalated" to prepare for publication or conference submission. This session is open to ICA members who are interested in observing the process by which papers are elaborated, edited, and prepared for publication.
Political Communication Extended Session: What Do We (Really) Know About Online Political Participation?

Online political participation is one of the most important current topics in political communication research. This extended session brings together eight competitively selected papers on this topic in an attempt to take stock of our current knowledge. The session will be opened by Professor Michael Xenos who will also moderate the session. There will be ample time for reflection and discussion.

Popular Communication Extended Session: Popular Communication Workshop

Popular Communication's extended session examines, through a workshop/discussion-format, the state of research into popular culture and media. What pressing concerns face the field? What innovative solutions and methods are emerging? What will tomorrow's research look like? And what should it look like?

This extended session is meant to capture some of the interactive energy that is usually generated in pre-conference conversations - only this time it will be within the main conference sessions. The session will highlight current debates across Popular Communication in order to establish a space for many different scholars at all career levels to participate. After preliminary comments, the session will divide into three groups - Publics, Production, and Methods - each tasked with looking at a different area and theme. Several scholars on each group will offer some guiding and initial thoughts, and then open discussion to all present. At the end of the session, all three groups will reunite to share insights and highlights from the discussions. Please join us and bring your ideas: This is an experiment for all involved, but one that we're all very excited by.

Public Relations Extended Session: Global Issues and Opportunities: International and Cross-Cultural Research in Public Relations

One of the repetitive claims of every generation is that society is changing - and more rapidly than ever. We have discussed for many years in communications that technology can be one driver (McLuhan, 1964), but it's not the only one. Currently in society we are seeing transformations across the sociopolitical landscape which are affecting how, when, with whom and possibly why we engage in communicative dialogue with stakeholders. In this extended session, an expert panel of public relations scholars from around the globe will discuss the central challenges and opportunities facing public relations, leading edge global and cross-cultural research and pose some key questions they see public relations facing. This will provide the starting point for participants to engage in a world café to explore questions and opportunities to stimulate our thinking, engage in research and educate future practitioners back in our home universities.

Visual Communication Studies Extended Session: Young Scholars Research Workshop

In addition to the usual difficulties of conceptualizing and designing communication research, studies in visual communication present specific challenges related to the analysis of analogic visual fields, cultural iconography, questions of design and multimodal media forms. This Visual Communication Studies Division session uses the extended 2.5-hour session to foster interaction and mentoring among senior visual communication studies scholars, young faculty, and graduate students at various stages of visual studies project development.

The goals include providing guidance, feedback and professional socialization to newly minted visual communication studies faculty, and graduate students at the master's and doctoral levels, introducing young scholars to ICA, inviting them to take part in the specific academic discourse that characterizes the Visual Communication Studies Division of ICA, and cultivating a network of young visual communication scholars through ICA. To achieve these goals, the extended session will bring together a panel of senior scholars, all of whom are current or former officers of the Visual Communication Studies Division who have had extensive experience reviewing research papers and planning conference programs, and a select group of young faculty and graduate students working on visual communication studies projects.

The session will provide young scholars with an opportunity to present and discuss their projects in a constructive atmosphere with free-flowing back-and-forth feedback and advice concerning issues raised by research paradigms, the operationalizing of research questions and the particular challenges of different methods.
Participants will break-out in work groups for questions, feedback, and give-and-take during the first portions of the session, and then all will reconvene together to share observations and address the common challenges of visual communication research. Participants will be encouraged not to think of these overviews as formal conference presentations, although they count as submissions accepted for the ICA conference; rather, they should be brief introductions of research questions, issues and challenges that invite immediate feedback and discussion designed to escalate the research and/or prepare the work for publication or further conference submission. Free-flowing roundtable discussions of the individual presentations will follow, with general observations on common issues and challenges and suggestions and encouragement for going forward.

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**Excursions: Red Rocks of Sedona and Night Hiking**

**Red Rocks of Sedona Tour Sedona**

**Thursday, 24 May & Tuesday, 29 May 2012**

**Time:** 9am - 5pm  
**Price:** $85.00 per person  
**25 person minimum**

Known worldwide for its brilliant red rock mountains, breathtaking scenery and quaint artisan shops and galleries, Sedona is a "must see" destination for visitors to Arizona.

During the 2-hour drive north, the group will travel through the diverse terrain of the Sonoran Desert, Verde Valley and Camp Verde before arriving in Sedona. Along the way, the guide will provide interesting narration about the area and answer any questions.

Upon arrival in Sedona, your guide will point out the numerous red rock formations for which Sedona is famous - Snoopy Rock, Bell Rock, Chapel Rock, Submarine Rock and others. During the 3-hour stay in Sedona you will have time to explore the galleries and shops of Main Street and Tlaquepaque.

Includes:
- Full day tour  
- Boxed lunch and beverage  
- Private chartered transportation  
- All taxes and gratuities

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**Night Hiking**

**Sunday, 27 May 2012**

**Time:** 7:30pm - 11:30pm  
**Price:** $95.00 per person  
**25 person minimum**

Nature lovers and exercise enthusiasts will enjoy a scenic hike through our unique desert wilderness. A knowledgeable guide will direct the hiking or walking tours towards spectacular views. Picturesque areas for hiking include Camelback Mountain, Squaw Peak, the Superstition Mountains, South Mountain and Cave Creek Park. Each area offers a different hiking experience from the higher elevation change of Camelback Mountain to the meandering trails of Cave Creek Park.

Experience the natural side of Arizona as you explore the local terrain and learn about the desert animals and vegetation indigenous to the Sonoran Desert. Options range from a highly educational nature walk to an
ultra-challenging mountain climb. The guides will choose the tour that fits the interest and experience level of the group.

Includes:
- Guide(s) to escort guests from hotel departure throughout trip
- Radio and/or cell phone communication with lead guides
- Flashlights for each participant
- 1-8 guide to guest ratio
- Taxes, permit fees and insurance
- 2-hour scenic hike customized to meet the level of the participants
- Bottled water and snacks
- Private chartered transportation

Student Column: Don’t Miss These Activities at the 2012 ICA Conference in Phoenix!

Diana Nastasia, Southern Illinois U

We are hoping that, by now, student members of the International Communication Association have their plane tickets purchased and their hotel rooms booked for the annual conference of the organization to be held in Phoenix, AZ, 24-28 May 2012. There will be numerous activities organized just for students that they simply can’t miss at this conference.

One important activity to participate in is the ICA Opening Welcome Reception, which this year will be held at the Grotto at the Arizona Center (located at 400 East Van Buren Street, across from the conference hotel) on Thursday, 24 May, 7:30-9:30 p.m. This is the first opportunity for you to network at the conference and meet other ICA members, whether students, emerging scholars, or established scholars.

Another key networking activity for ICA student members is the Student Reception, which this year will be held at the Walter Cronkite School of Journalism and Mass Communication at Arizona State University (located at 555 N. Central Avenue, within walking distance of the conference hotel) on Friday, 25 May, 8:00-10:00 p.m. Student members of ICA will have opportunities to enjoy the taste of local foods, listen to music offered by Live AZ DJ, visit the university which graciously hosts us, discuss with peers, and learn how to better navigate the ICA conference!

Those interested in a specific area of communication studies should identify the division mainly focused on that area, and attend the division’s business meeting as well as the division’s reception. There, you will hear from and about scholars in the respective subdiscipline of communication, and might find opportunities to get further involved with topics that you are passionate about. Additionally, many division receptions are held in places outside of the conference hotel, providing student members of ICA with chances to learn more about the culture of this year’s host city of the ICA conference.

This year, the Organizational Communication Division of the International Communication Association is organizing a New Members’ Breakfast, which will be held at Arizona State University Mercado Downtown Campus, CZ, on Saturday, 26 May, 7:30am - 8:45 a.m.

In addition to the networking activities, there are general sessions of interest for ICA student members. There is the New Member and Graduate Student Orientation, held in Phoenix Sheraton Downtown Hotel, Laveen B, on Friday, 25 May, 10:30-11:45 a.m., which will offer details about the organization, the conference, and opportunities for participating in ICA.

There is also the Annual Awards and Presidential Address, held in Phoenix Sheraton Downtown Hotel, Valley of the Sun C on Saturday, 26 May, 4:30-5:45, during which the contributions of various top scholars will be honored by our organization, and Larry Gross, the President of ICA, will give a speech.

And there is "Meet the Editors of ICA Publications," held in Phoenix Sheraton Downtown Hotel, Valley of the Sun C on Sunday, 27 May, 3:00-4:15 p.m., which will be devoted to addressing questions that you may have about specific ICA publications.

As we have announced in a previous article for the ICA newsletter, there are also the ICA Master Classes organized specifically for students, this year featuring Mark Knapp, Chi-Chuan Lee, Dafna Lemish, Jack McLeod, James Curran,
and Stan Deetz. The Master Classes will be held on 26 and 27 May, 6-7:15 p.m.

We also hope you will not miss the miniplenaries, which are special programs that focus on a key issue in communication studies. The following miniplenaries will be held simultaneously on Friday, 25 May, 1:30-3:00 p.m.:

- "Engaging and Sustaining Community in Contexts of Extreme Need," at Phoenix Sheraton Downtown Hotel, Valley of the Sun B;
- "ICA Fellows' Panel," at Phoenix Sheraton Downtown Hotel, Valley of the Sun E;
- "Infusing Social Signals Into Search," at Phoenix Sheraton Downtown Hotel, Valley of the Sun C;
- "Sound, Activism, and Community at the Arizona-Mexico Border," at Phoenix Sheraton Downtown Hotel, Valley of the Sun D.

Last but not least, we are hoping that you will attend many paper and panel sessions of your choice, as well as the interactive paper or poster sessions held in Phoenix Sheraton Downtown Hotel/Phoenix D on Sunday, 27 May, 13:30-14:45 p.m.

Some final pieces of advice: Look for the top papers and the top student papers awarded by your divisions of interest, and also do not hesitate to look for (and talk to) the leaders of ICA. Have a productive and rewarding ICA conference in Phoenix!

News of Interest to the Profession

Ted Zorn has been appointed Pro Vice-Chancellor and Dean of the College of Business at Massey University, New Zealand.

Division and Interest Group News

GLBT Studies Interest Group:

The GLBT Studies Interest Group would like to congratulate our two Top Paper Award winners.

- **David Gudelunas**, Fairfield U, "Generational Differences Among Gay Men and Lesbians: Social and Media Change"
- **Elena Martinez**, California State University, San Bernardino, "Sperm Stealers! ...And other Representations of Lesbian Parenting across Television"

Both papers will be featured during our Extended Session "Coming Together: Online, Offline, and Transmedia Studies of GLBT/Q Politics and Representation" Sunday, May 27, 10:30am-1:15pm, Phoenix Sheraton Downtown Hotel, Encanto B. They will also be available via the Virtual conference.

Updates from Ethnicity and Race in Communication

ERIC is pleased to invite all members to a number of important events organized and hosted by the division at the 2012 conference in Phoenix.

- **ICA Preconference - Borders, Migration, Community: Arizona and Beyond/ Frontera, Migración, Comunidad: Arizona y Más Allá**
  Thursday, May 24, 2012, 9:00 am - 4:30 pm
  Walter Cronkite School, ASU Downtown Phoenix, Cronkite Theater

Co-sponsored by ERIC and five other ICA divisions, this daylong preconference features an international roster of scholars, artists, and filmmakers, and includes field trips (via chartered bus) to visit local border activist organizations in the Phoenix area. $100 registration fee (includes lunch) payable at the time you register for the 2012 ICA conference. Our poster announcing the preconference is now available for download on ERIC's blog, http://ericdivision.wordpress.com/2012-events/. Please help us spread the word by printing, posting, and sharing the announcement across your networks. The poster is printable on us 8.5x11 (letter) and european a4 (letter)
sizes. Color copies will be better than b&w.

**ERIC Extended Session – Battleground Arizona**

Friday, May 25, 2012, 10:30 am – 1:15 pm

Phoenix Sheraton Downtown, Encanto B

ERIC’s extended session at the 2012 conference features an international panel of ethnicity and race scholars from across the US/Mexico border in a discussion about ongoing struggles over citizenship, marginality, and community against the ravages of ethno-racial repression playing out in Arizona. Our flyer announcing the extended session is now available for download on ERIC's blog, http://ericdivision.wordpress.com/2012-events/.

You are invited to print, post, and share it across your networks. The flyer is printable on us 8.5x11 (letter) and european a4 (letter) sizes. Color copies will be better than b&w.

**ICA Theme Extended Session – Precious Knowledge**

Sunday, May 27, 2012, 10:30 am - 1:15 pm

Phoenix Sheraton Downtown, Cave Creek

ICA’s theme extended session this year is sponsored by ERIC, and will feature a film screening and discussion of the new documentary *Precious Knowledge* (Ari Palos and Eren McGinnis 2011, 75 min). The film follows students enrolled at Tucson high school as they mobilize against new state legislation that seeks to ban ethnic studies in Arizona high schools. The screening will be followed by a discussion with the filmmakers and several Tucson high school students featured in the film. Details about the screening are available on ERIC’s blog, http://ericdivision.wordpress.com/2012-events/ and the ICA website, http://www.icahdq.org/conf/2012/preciousknowledge.asp.

**ERIC Business Meeting and Top Paper Awards**

Sunday, May 27, 2012, 4:30 pm – 5:45 pm

Phoenix Sheraton Downtown, Encanto B

Come celebrate ERIC’s 2012 top paper winners. Student winners include: Rahul Mitra (Purdue U), Alfred Leonard Martin, Jr. (U of Texas – Austin), and Shepherd Mpofu (U of the Witwatersrand, South Africa). Faculty winners include: Choonghee Han (Hope College), Amber Lauren Johnson (Prairie View A and M U), and Christine Lohmeier Christine Lohmeier (U of Munich).

**ERIC Joint Reception**

Sunday, May 27, 2012, 6:00 pm – 7:15 pm

Bliss Rebar

901 N 4th Street, Phoenix, AZ 85004 (8 minute walk from the Sheraton)

Eat, drink, mingle. Talk shop or not. Come celebrate the work of the division at ERIC’s joint reception co-hosted with Comm History, Feminist Scholarship, GLBT Studies, Phil Comm, and Pop Comm.

• Renew your ERIC membership and register for the preconference we’re co-sponsoring (you can do this online when you register for the 2012 ICA conference).

We look forward to seeing you all in Phoenix.

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**Update from ICA Organizational Communication Division for 2012 Conference**

The Organizational Communication Division is hosting its first in years Junior Scholar Workshop on Thursday May 24 adjacent to the ICA conference site. The cast of mid-career and senior facilitators is stunning, including Boris Brummans, Noshir Contractor, Laurie Lewis, Scott Poole, Dave Seibold, Michele Shumate and Sarah Tracy, with organizers Janet Fulk and Karen Myers. The activities are customized to requests previously received from a select panel of junior members of our field. The topics include:

• Strategies to recruit organizations to participate in organizational communication research
• Selecting journals for submissions and managing revisions
• Strategies for mentoring and being mentored, and managing reviews (three-year, tenure)
• Securing external funding for research
• Balancing the demands of professional (research, teaching, service) and personal lives

The workshop is open to tenure-track and clinical faculty, post-docs and industry researchers.

Detailed information on the structure of the day is provided at the following link.
http://www.icahdq.org/conf/2012/preconferences.asp

You can register for the preconference at the ICA registration site up until May 18. If you are a junior scholar, we’d love to have you join. If you are a senior scholar, we hope you will make your junior colleagues aware of this event.
and facilitate their attendance. It should be a fun and enlightening day. Questions? Contact Janet Fulk, fulk@usc.edu or Karen Myers, myers@comm.ucsb.edu

Updates from Political Communication:

Our program for the upcoming Phoenix conference includes a variety of 26 exciting and interesting panels, high-density sessions, an interactive poster session and (for the first time) an extended session titled “what do we (really) know about online political participation?”.

Division members are invited to our Annual Business Meeting (to be held on Sunday, May 27, 4:30-5:45 at Room Maryvale A at the conference hotel). We will honor our award winners and discuss a variety of division-related issues. The meeting will be followed by our annual off-site reception (jointly with the Journalism Studies Division), which will be held at The First Amendment Forum at the nearby Walter Cronkite School of Journalism and Mass Communication. The agenda for the business meeting and directions to the reception will be emailed to participants as the conference approaches.

Hoping to see you there,
Claes de Vreese and Yariv Tsfati

Available Positions & Other Advertising

This year, ICA is teaming up with Guidebook to bring you the conference program as a Mobile App! Instead of lugging around a conventional paper program, enjoy the convenience of having the entire program in the palm of your hand with ICA’s Conference App. Use the app to view sessions, plan your daily schedule, navigate the conference halls, and engage in social media with other conference goers. It’s easy to use, environmentally friendly, and no paper cuts.

No need to worry about roaming charges—Guidebook downloads the guide to your mobile device, allowing you to view information without connecting to wi-fi or needing a cell signal.

The Mobile App is compatible with iPhone, Android, and Blackberry phones.

Features:

Schedule & My Schedule: The entire schedule is right on your phone. You can pick sessions and add them to your personalized agenda with reminders. If you want more details, simply click on a session.

Exhibitions: Learn more about presenters and exhibitors at Phoenix in the "Presenters" section. After finding out where your favorite exhibitors have set up, you can add them to your to-do list.

Journals: Read abstracts of articles published in ICA journals right on your phone, and follow links to articles of
interest.

*Maps:* View high-resolution maps of the venue. You can scroll and zoom in order to navigate your way around the conference, finding room numbers and points of interest.

**How to Get It:**

When asked which form of program you would like, select the "Mobile App" option during Registration.

Download the Guidebook App for free and select ICA before the conference. ICA’s Mobile App will be available mid-May.

Visit Guidebook’s website to download the app.