THE RELIGIOUS COMMUNICATION ASSOCIATION

THE R C A NEW AN INTERFACION SCHOLARLY AND PROFESSIONAL ORGANIZATION

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Fall 2012

President's Memo to the Religious Communication Association Bienvenidos a Orlando!

Kathleen M. Edelmayer
President
Madonna University

What a year we have had at RCA! We have remained THE international voice for religious communication scholarship. But this accomplishment could not have happened without the tireless effort of our many dedicated volunteers at RCA.

Please join me in wholeheartedly thanking 1st VP Matthew Melton (Lee University) for his work this year in planning our conference and pre-



conference. As we like to say, there is always an untold story!

Matthew was able to plan a first-rate conference at the NCA convention location while serving as dean of the School of Arts and Sciences at Lee University. We can all look forward to strong leadership as Matthew steps up to the role of RCA President in the coming year.

We also thank 2nd VP Mark Williams (California State University, Sacramento) who along with our wonderful councilors, Mark Allan Steiner (Christopher Newport University), Denise P. Ferguson (Pepperdine University), and Daniel Brown (Grove City College) played a major role in the scholarly award process.

Many other RCA members assisted in the submission review process, served on committees, have agreed to chair or respond to papers, etc. We are grateful for their service to RCA.

Calvin Troup (Duquesne University) continues to strengthen the quality of our journal. Janie Harden Fritz (Duquesne University) has made great strides in streamlining communication to the RCA membership.

We also have Janie to thank for bringing Pay-Pal to the RCA membership. Calvin and Janie's work so often goes unseen. But without them, we would not be the same!

RCA is "THE international voice for religious communication scholarship."

Kristen Lynn Majocha's (University of Pittsburgh at Johnstown) has continued to produce a strong newsletter.

And Michael E. Eidenmuller (The University of Texas at Tyler) has earned RCA a number of distinctions for our RCA website http://www.americanrhetoric.com/rca/.

As I transition to RCA's Immediate Past President, I look forward to continuing my work with our wonderful organization.

I hope you will join me in this gift of service. I look forward to seeing you in Orlando!

Kathleen M. Edelmayer President Madonna University

Memo from the First Vice President Orlando Welcomes RCA and NCA in November



J. Matthew Melton

Ist Vice President

Lee University

If you're like me, you have several "smart" devices buzzing or chiming at you every few minutes with some exciting new message from a colleague about her

new book (she got a sabbatical!). There's the plea from a student needing a recommendation from a graduate program that still requires printed letterhead. Maybe a helpful administrator has just informed you about the new budget cuts. Or you have urgent notifications from that list-serve you meant to unsubscribe from two years ago.

When we're not being buzzed and chimed, we're peering through books and papers and manila folders. Or we're leaving our coffee sitting on the desk as we rush through the door on the way to class.

So...take a breath and count to three. Fall Break is around the corner. And then there's our little

conference in Orlando. Yes, that's right. Orlando.

"I'd like to thank the legion of friends who helped with RCA/ NCA."

The 2012 Religious Communication Association Preconference, scheduled for

November 14, is moving toward 3D high definition. I'd like to take a moment in this little space to thank the legion of friends who helped with the reviewing load, not just for the RCA/NCA panels and presentations but for the increased number of articles, books and dissertations we saw this go round. We could not have

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First Vice President J. Matthew Melton | Continued from Page I

done this without a record number of people pitching in. I, for one, am very grateful the many who lent time and expertise to their colleagues in such an unselfish way. It was a terrific thing that made me especially proud to be a part of this association. Thank you.

The pre-conference is scheduled for **November 14, 10 am – 7:30 pm**, with a reception

following. We're planning to be in the same hotel as the NCA conference, the Swan & Dolphin, for all our sessions. We will be providing break items (light refreshments) during the day but meals will be on your own. For

meal choices, this mega-hotel complex has a lot of choices. Just a note—the reception will ONLY offer light refreshments, so the hotel dining choices should be pretty attractive in the evening. I'll be giving you more information about those options soon.

In addition to the pre-conference, we have several RCA-sponsored sessions during NCA, and you can look those up on Convention Central. We'll be providing a handy little info sheet on when and where all of those will be.

Please do not forget the RCA annual business session: Friday, November 16, 12:30 PM - 1:45 PM, Dolphin, Northern Hemisphere Salon E2 - Fifth Level. We hope you'll pencil that one in as a priority on your personal convention itinerary. We've got a lot of association business to discuss and we'd love for you to be part of it.

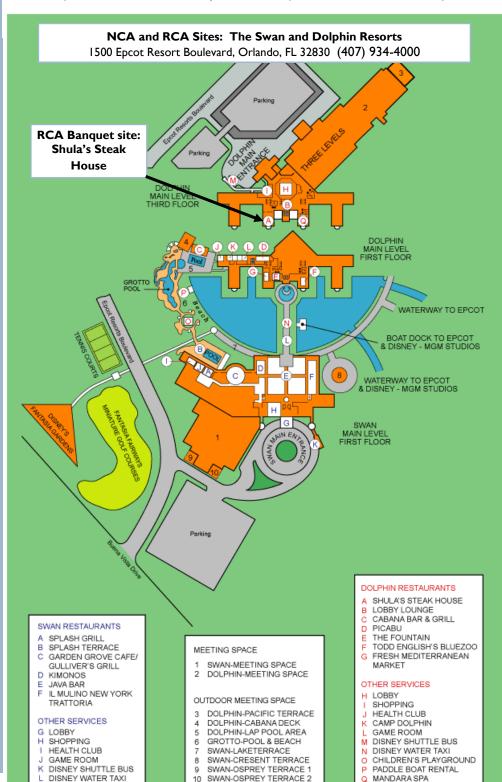
This year's Awards Banquet (Friday November 16 at 6 pm) will be special. We're going to be in one of Shula's gorgeous dining rooms (that's Don Shula for you Miami fans). The menu is semi-fixed, but with a very nice range of choices for each plate. I know you won't be disappointed. We'll very much need for you to sign up for the banquet as our space should be big enough for all the participants, but we do have a ceiling on our numbers.

I've visited the conference hotels and seen just how great they are. This is going to be a great preconference and conference. I'm looking forward to seeing you there.

J. Matthew Melton

1st Vice President

Lee University



2012 Candidates for 2nd Vice President



Kristen Lynn Majocha, Ph.D.

University of Pittsburgh at Johnstown

Johnstown, Pennsylvania

am honored. I have been an active member of RCA for seven years: attending and presenting at the conference, reviewing submissions, etc. For the past three years I have served on the Executive Board, first as a councilor and currently as the Editor of the RCA News. I am an assistant professor at the University of Pittsburgh and will soon be reviewed for tenure.

My faith journey has been full of challenges, not the least of which has been unexpectedly

raising my four children as a single mother. By the grace of God, my research in religious communication, among other things, has helped keep me close to Him.

Every year at RCA/NCA, my enthusiasm is renewed for my research in religious communication and thus my faith in Him deepens and is renewed. A true blessing!

We have many challenges ahead of us: our journal, membership, budgets, and conference issues. I plan to work steadfastly with the executive board to strengthen the presence of JCR, reach out to potential members and invite them into our ventures, increase RCA's visibility, and maintain our quality of research. I look forward to serving you.



The nomination for 2nd Vice President of the RCA pleasantly surprised me, especially as I just handed over the reins of our First Year Experience program to another faculty member.

I am especially interested in the prospects of working in the membership recruitment role, encouraging others to learn of the benefits of the RCA, an organization that continues to demonstrate excellence in research and the connections to all faith

Barbara S. Spies, OFS, Ph.D. Cardinal Stritch University Milwaukee, Wisconsin traditions. I am an associate professor in Communication Arts at Cardinal Stritch University in Milwaukee.

Religious communication and service have been my research focus. Recently, I have contributed a chapter on St. Francis, the Sultan, and the Interfaith Youth Core to Daniel Brown's communication theory and interfaith dialogue book. I gave three presentations in June to the Association of Franciscan Colleges and Universities symposium. Teaching our Service-Learning Senior Seminar, I involve students fully in the application of their education to their vocation.

I would be honored to serve the RCA.

2012 Candidates for First-year Councilor



aving been both practitioner and researcher, the mission of RCA is immediate and important to me. Each phase of my journey, from nonprofit and religious communicator to academia, has relevance for service to RCA.

My years as communications director for several national membership associations and religious organizations afford experience in areas from member recruitment to public relations. And my scholarship spans all three

Mark Ward, Sr., Ph.D. University of Houston-Victoria Victoria, Texas RCA interest groups: communication studies, rhetorical studies, and media studies.

I have reported my ethnographic fieldwork on the speech and rhetoric of religious communities in *JCR* and elsewhere. A multivolume series I am now editing explores how believers construct religious cultures and identities through mass media. Earlier I authored two books on religious broadcasting, while my studies of religious radio have appeared in the *Journal of Media and Religion* and the forthcoming *Evangelicals and Popular Culture*.

Contributing to the book Interfaith Dialogue: Listening to Communication Theory recently brought home to me the importance of what we study. RCA is a voice to show how the study of religious communication matters to the rest of the discipline and in the world today. I would welcome the opportunity to aid these endeavors through service as an RCA Councilor.



am grateful for the nomination and would be honored to serve as a Councilor for the Religious Communication Association. As a First-Year Councilor, I would strive to work in conjunction with the other Executive Board members to continue what RCA does so well: enabling the presentation and publication of excellent scholarship, and fostering a committed and welcome community for new and veteran teacher-scholars.

I am appreciative of the mentoring I've re-

Sara A. Mehltretter Drury, Ph.D. Wabash College

ceived from RCA members, and see this position as an opportunity to serve and give back to this organization. I

would welcome and promote efforts to continue reaching out to new members and audiences, particularly graduate students and early career professors.

I am beginning my second year as a Byron K. Trippet Assistant Professor in the Rhetoric Department at Wabash College in Crawfordsville, Indiana. My research and teaching interests include American religious rhetoric and political rhetoric, particularly concerning democratic discourse and civic engagement. I have published on the Catholic Worker Movement and the religious narratives of Democrat Timothy Kaine, and teach courses on American religious rhetoric, classical rhetoric, presidential rhetoric, and public speaking.

Thank you for your consideration.

RCA Pre-conference Schedule

Wednesday November 14th, 2012

Time	Room	Panel			
IA	Parrot I	'Figuring the Black Christ: Love, Violence, and the Future'			
10:00 to 11:45		Chair: Aric E Putnam, St John's University Presenters: Roy Kay, De La Salle High School Markus Weidler, Columbus State University Description: In "Figuring the Black Christ: Love, Violence, and the Future" scholars from Philosophy, Literary Studies, and Communication Studies bring their respective disciplinary perspectives to bear on the symbolic dynamics of the crucifixion within the black imaginary and the political struggle for black rights.			
IB	Parrot 2	CommUNITY as the Stewardship of Gifts			
10:00 to 11:45		Chair: Robert H. Woods, Spring Arbor University Respondents: Ronald Arnett, Duquesne University and Janie M. Harden Fritz, Duquesne University Presentations: "Personalism in the Critical Explorations of Communication of Walter Ong and Chiara Lubich." Dennis Cali, University of Texas, Tyler "A Phenomenology of Women's Leadership: The Responsible Burden of Giftedness in Religious Institutions." Annette M Holba, Plymouth State University "Catholic Charisma and the Dance of Difference." Craig T Maier, Duquesne University "Fostering" Communities of Faith: Communication, Gifts, and Traditions." Denise Ferguson, Pepperdine University			
IC	Macaw 2	Rhetorically Unraveling America's Religious Community: Christian Housewives, New Atheists, Political Fundamentalists and Catholic Citizens			
10:00 to 11:45		Chairs: Brandon Chase Goldsmith, University of Memphis and Sean Connable, Christopher Newport University Respondent: John L. Pauley, Eastern University Presentations: "A Barren Landscape: Sam Harris and the Undermining of Science." Mark A. Steiner, Christopher Newport Univ; Ron Von Burg, Wake Forest University "Rhetorical Analysis of the Excellent Wife by Martha Peace." Kristin Leigh Davis, University of Central Florida "In Order to Make a More Perfect Fundamentalism: Conservatism, Faith and Fundamentalism as a Discursive Frame." Sean Connable, Christopher Newport University "Makes You Throw Up.' A Discourse Analysis of Rick Santorum's Critique of JFK's 1960 Speech to the Houston Baptist Ministers." Brandon Chase Goldsmith, University of Memphis			
12:00 to 12:45	Parrot 2	Media Studies Interest Group			

Time	Room	Panel (RCA Pre-conference Schedule Continued)			
2A	Parrot I	Kierkegaard & the Art of Indirect Communication in Faith, Story & Film			
1:00 to 2:15		Chair: Kathleen M. Edelmayer, Madonna University Presentations: "Not Challenge, But Change: The Indirect Approach of Kierkegaard and Jesus in Regards to Religious Illusion." Jonathan Peterson, Life Pacific College; Terrence Lindvall, Virginia Wesleyan University "Kierkegaard's Concepts of Hiddenness, Concealment, and Silence." Elizabeth Robertson Hornsby, Regent Univ; Benson P. Fraser, Regent University "Instant Uplift: Flannery O'Connor's View of Sentimentality and Christian Arts." Paul Radford, Bob Jones University "Terrence, This is Confusing Stuff: The Indirect Challenge of Certainty and Faith in Terrence Malick's The Thin Red Line." Andrew Rosbury, Regent University "You've Got a Friend in Me: Pixar's Three Toy Storys and CS Lewis' Four Loves." Jeff Salyer, Lee University			
2B	Parrot 2	Make No Law: When Freedom of Religion Meets Freedom of Expression			
1:00 to 2:15		Chair: Daniel S. Brown, Grove City College Respondent: Pat Arneson, Duquesne University Presentations: "In Defense of Unpopular Religious Practice: When the IRS Restrains Religious Freedom." Daniel S. Brown, Grove City College "Shifting Ground & Shifting Boundaries: Gradual Erosion of Religious Free Expression." Ken Danielson, Kutztown University Christian Universalism: A Legal and Rhetorical Ploy. Ramesh N. Rao, Longwood University COMMunicating for Change: The COMMunity of faith in the public sphere. Denise Ferguson, Pepperdine University			
2C	Macaw 2	Religious Continuity in COMMunity: Tensions, Contradictions and Opportunities of Ministry and Expression			
1:00					
2:15		Chair: Mark Ward, University of Houston-Victoria Respondent: Naaman Wood, Presentations: Equal and Opposite?: An Ideological Look at Tea Party Jesus. Christina Ivey, Kansas State Unversity Nature and the Voice of God: Christian Sacrament and Environmental Responsibility. Erik Hjalmeby, University of Wisconsin, Madison God's (Profitable) Liberation: The Prophetic Imagination and the 'Freedom' of the Prosperity Gospel. Michael Souders, University of Denver Translating Spiritual Care in the Chaplain Profession. Emily Cramer, University of Wisconsin, Milwaukee; Kelly Tenzek, University of Wisconsin, Milwaukee			
2:30 to 3:15	Parrot 2	Rhetorical Studies Interest Group			

Time	Room	Panel (RCA Pre-conference Schedule Continued)			
3A	Parrot I	Cultural COMMunities: Adaptive Religious Rhetorics			
3:30 to 4:45		Chair: John Pauley Respondent: Joel Kailing, Lee University Presentations: Cultural Masquerade: Graphic Novel Islam. Laura Maninger, University of North Texas "The Way" of the Modern Pilgrim: Analysis of Spanish and U.S. American Newsletters of the Camino de Santiago. Timothy Foster, Vanderbilt University; Erika Kirby, Creighton University Beyond Partisan Spaces of Popular Religious Fiction: Analyzing The Shack. Kevin Crawford, Regent University; William Brown, Regent University "The Chosen One" (by God?): On the Archetypal Construction of Tim Te- bow. Brandon Boatwright, Clemson University			
3B	Parrot 2	The Incarnation and the Performance of Rhetoric			
3:30 to 4:45		Chair: Joel S Ward, Bethel University Respondent: Craig E Mattson, Trinity Christian College Presentations: "The Healing of Eloquence." Kenneth R Chase, Wheaton College "Invitational Rhetoric as an Act of Incarnation: The Blurring Lines between Human and Divine, Audience and Rhetor." Kate Simcox, Messiah College "Incarnate Acts & Answerability: A Philosophy of Communication in Mikhail Bakhtin." Calvin L. Troup, Duquesne University			
3C	Macaw 2	Up Close and Religious: Marriage, Women, Body and Ministry			
3:30 to 4:45		Chair: Mark A.E. Williams, Cal State, Sacramento Respondent: Denise P. Ferguson Presentations: What Would Jesus Do? A Rhetorical Examination of a Community Collision of Catholic's Arguments For and Against Same-sex Marriage. Cassandra Con- stantini, California State University, Sacramento A Community on the Margins: An Analysis of the Rhetoric of the Roman Catholic Womenpriest Movement. Krista Phair, Central Texas College Corporeal Love: Contact Rhetoric and Communion in John Paul IIis Theology of the Body. Jon Radwan, Seton Hall University Ezra's 'Holy Seed': Marriage and COMMunities of Others in the Bible. Luke Winslow, University of Texas, Austin; Karen Winslow, Azusa Pacific University			
5:00-	Macaw 2	Communication Studies Interest Group			
5:45 6:00- 7:30	Parrot	2012 RCA Awards: Panel Presentation by Award Winners			
7:30– 9:00	Toucan, Swan Bldg.	Reception			

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2012 Registration Form

RCA Preconference

Date and Time: Wednesday November 14th, 10:00am until 9:00pm

Registration: Begins at 9:00am at the Swan and Dolphin Resort

Location: The Swan and Dolphin Resorts 1500 Epcot Resort Boulevard, Orlando, FL 32830

Included: Break items (light refreshments) throughout the day and at the reception. Meals on your own.

NCA/RCA Awards Banquet and Keynote Address

Date and Time: Friday November 16, 6:00 pm

Location: Shula's Steak House, The Swan and Dolphin Resorts

Included: Dinner with a range of choices

Name:			
Name as you would like it to appear on your badge:			
Institutional Affiliation:			
Address:			
E-mail:	Phone:		
INDICATE ANY DIETARY RESTRICTIONS:			

Circle amounts that apply	PRE-CONFERENCE	AWARDS BANQUET	SUB-TOTALS
STUDENT	\$25	\$25	
RCA MEMBER	\$50 →	\$50 -	
GUEST OF MEMBER	\$60 →	\$60 →	
NON-MEMBER	\$75 →	\$75	
MEMBERSHIP DUES (Circle One)	Regular \$50 Institutional \$50 Student \$25 Life \$500	Write in Membership Amount Here	
		Total Due	→

Make checks payable to RCA

Print out and mail to: Kristen Lynn Majocha Communication Department University of Pittsburgh at Johnstown 450 Schoolhouse Road Johnstown, PA 15904

Pay by PayPal

- Enter your "Total Due" on Paypal.
- Note in the "Special Remarks/Note to Seller" or send an e-mail to Janie Harden Fritz (harden@duq.edu) regarding what you're paying for (preconference, banquet, etc.).
- Mail or email this registration form to Kristen Lynn Majocha (klynn@pitt.edu) or register onsite.

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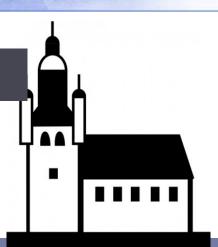
THE RELIGIOUS COMMUNICATION ASSOCIATION

THE R C A NEWS

An Interfaith Scholarly and Professional Organization

NEEDED: Feature Story Writers

If your campus, or one with which you are familiar, has a piece of public art distinctively religious in nature, contact the RCA News Editor Kristen L. Majocha at klynn@pitt.edu. Each spring issue of the RCA News will feature a work of art: a painting, a sculpture, stained glass, or architecture. All faiths apply.



Executive Council of the Religious Communication Association

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