

The Religious Communication Association is an academic society founded in 1974 by people interested in the study of all aspects of public religious communication.

As an interfaith scholarly and professional organization, RCA seeks to promote honest, respectful and profound dialogue which reflects the diversity of religious beliefs, subject matter concerns, methodologies, and professions of its members.

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## From the Office of the President

**Mark A. E. Williams**  
*California State University, Sacramento*

The lull of summer is, of course, the Great Myth of academia. True, the duties can sometimes be markedly different from the autumn and spring demands of lecture, discussion, grading, and committee work, but most of us are still stewing on how to improve some particular class exercise that went so inexplicably wrong last spring, or tweaking our notes on *ethos*, or doing research for our own papers and presentations that are approaching faster than we care to admit.

You probably won't be surprised to hear that the Executive Committee of RCA has also been at work this summer. Most notably, the organization is moving toward full "incorporation" as required by NCA in order to maintain the rich affiliation we have with that organization. This effort is being spearheaded by our indefatigable Executive Director Janie Harden Fritz. You'll hear much more about this transition in the days to come, and you'll have ample opportunity to have any questions answered. Watch your email. And we can't mention NCA without reminding everyone that the conference this year in Chicago will mark NCA's cen-

## From the Office of 1st Vice President

**Kristen Lynn Majocha**  
*University of Pittsburgh at Johnstown*

Greetings and peace! By now you have received notice regarding your submission to NCA 2014. Our acceptance process is more complex than other NCA divisions. The RCA used to hold the annual conference during the summer months. But because most RCA folks attended NCA, we soon affiliated with NCA, were given NCA

conference slots, and held our larger conference the day before NCA (hence the name "preconference"). Allow me to outline the acceptance process. All NCA submissions to RCA are peer reviewed. The top RCA submissions are slated for the NCA conference. The rest of the accepted papers are slated for the preconference.

I am happy to announce the location of the 2014 **preconference**. We have reserved the **University of Illinois Chicago, 1200**

W Harrison St, Chicago, IL 60607 for **November 19th, 2014**. Registration will open at approximately 9am, with the first session starting at approximately 10am. The NCA conference schedule will be available in early July and the RCA preconference schedule will be developed soon. Please make your travel arrangements accordingly.

(Continued on page 6)

## New Publication Announcement

### ***A Narrative Rhetorical Analysis of Six Hollywood Films About Christ, 1912-2004***

is a new book published by Edwin Mellen Press and written by Aaron V. Burton, Ph.D., an Assistant Professor of Communication at Tiffin University. Dr. Burton investigates popular film

interpretations of Christ's life and how the narratives function rhetorically. The selected films have become part of the rhetorical dialogue and add to the discussion of Christianity. This book seeks to understand each film in the particular period that it was produced. Using rhetorical analysis and

history data, this investigation attempts to understand the ways that films about Jesus aid in spreading the message of the Gospels.

**Aaron V. Burton**  
**Tiffin University**

## JOIN THE RCA LISTSERV!

You may join the e-mail based listserv by sending a message to [majordomo@calvin.edu](mailto:majordomo@calvin.edu) with no subject line and the words "subscribe rca" in the message body text. (Don't include the quotation marks in the address or the message).

You can unsubscribe by sending a message to [majordomo@calvin.edu](mailto:majordomo@calvin.edu) with the text "unsubscribe rca" in the message body. To post a message, simply address it to [rca@calvin.edu](mailto:rca@calvin.edu).

## RCA Announces New Website and Electronic Curator

**[Previously published on RCA listserv on May 7, 2014]**

On behalf of the President of the Religious Communication Association (RCA) and its Executive Council, I am pleased to announce the presentation of a new RCA website and website (URL) address. Please point your browser, and update your bookmarks accordingly, to <http://relcomm.org>.

In addition, please welcome **Mark Ward Sr., Assistant Professor of Communication at the University of Houston-Victoria**, who, with the unanimous and enthusiastic consent of the RCA Executive Board, has agreed to assume the duties of the **RCA Electronic Communication-Website Curator**. Dr. Ward brings a considerable level of professional experience and administrative talent to the position, and RCA is indeed fortunate to have him serve in this position. Following Professor Edward Lamoureux and myself, Mark is the third scholar in RCA's history to hold the position.

For my part, it has been an honor and high privilege to serve in the foregoing capacity for the last 10 years. I step away in a spirit of gratitude, and with great expectations for the Religious Communication Association in the years to come. Great things are afoot and I, along with you, can look forward in the not-too-distant future to sharing in their fruition.

**Michael E. Eidenmueller**  
**University of Texas at Tyler**

## Has Your RCA Membership Expired? Renew online!

Be sure to renew your membership! For your convenience, **you can now renew your membership via PayPal** on our website:  
<http://www.relcomm.org/how-to-join-rca.html>

If you are in doubt about your membership's expiration date, send me an email at [harden@duq.edu](mailto:harden@duq.edu).

## Current Membership Fee Structure

**Type of Membership**  
(International Memberships add \$10 per category):

- Regular (\$50)
- Student (\$25)
- Life (\$500 once – a great deal!)

**Prefer to send in your membership  
by mail?**

**Mail to:** Janie Harden Fritz, RCA Executive Director, 340 College Hall, 600 Forbes Avenue, Duquesne University, Pittsburgh, PA 15202

## From the Office of the President (cont'd from p. 1)

ennial. In addition, we'll be celebrating RCA's fortieth anniversary as well. Our preconference is scheduled for November 19, the day before NCA kicks off.

Most of you will be aware that RCA now has a new web presence. After almost a decade of keeping us up to date and efficiently accessible to our members, Michael Eidenmuller announced that it was time for him to step down. After a careful review, Mark Ward was invited to serve as the coordinator of our online presence. Michael and Mark worked together to make certain the transition was smooth, and if you haven't visited the new website get over there right away. You'll find us at [relcomm.org](http://relcomm.org). Of course, our very hearty thanks are due to Michael for his years of service. Mark Ward has jumped in with both feet and we are delighted with what he has to offer. If only we could get his sonorous baritone voice narrating a welcome to the web page every time anybody signed on! Mark. . .?

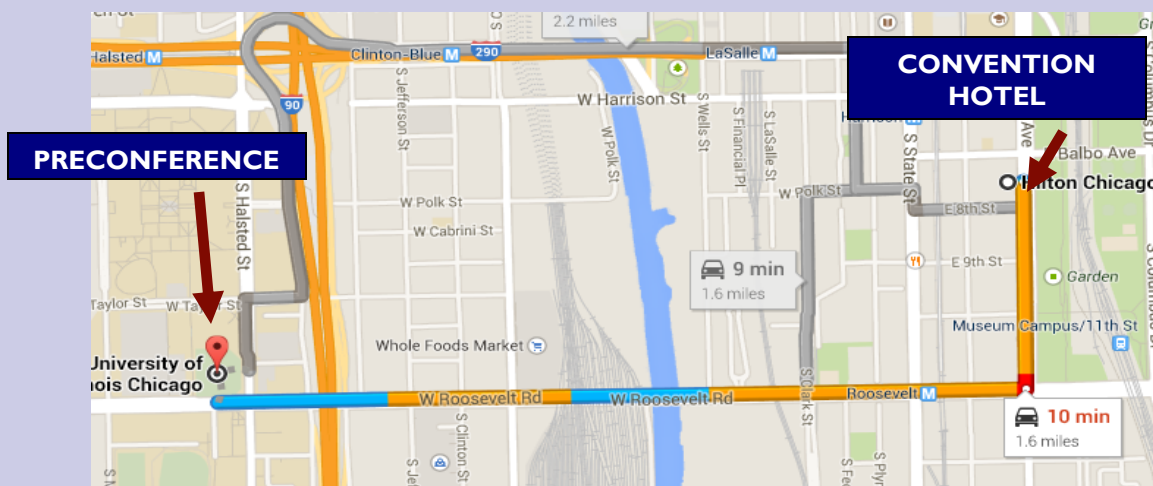
For forty years RCA has been looking to apply the best academic standards to the most nuanced arena of comm studies: the intersection of religious belief and communication. Those forty years have been a great beginning, but keep your hands and arms inside the buggy (and keep your membership up to date!), because we are just getting started and anyone who knows this organization knows that the best is yet to come.

*See you all in Chicago!*

### Religious Communication Association Preconference Information

*November 19, 2014  
University of Illinois at Chicago*

The Religious Communication Association is pleased to announce that it will hold its 2014 preconference at the University of Illinois at Chicago on November 19, 2014. Just a short distance away from the NCA hotels at the Hilton Chicago and the Palmer House Hilton, the University of Illinois at Chicago offers a wonderful space for scholarly discussion and fellowship for RCA members to begin their annual convention experience.



**Registration for the preconference and convention opens soon —  
you won't want to miss it!**



# The 2013 RCA Awards Banquet in Washington D.C.



Father Thomas Reese Jr., keynote speaker, takes questions from the audience

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J. Matthew Melton (Lee University), Immediate Past President of RCA



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## Congratulations to RCA's 2013 award recipients!

Book Award: **William D. Romanowski**, Calvin College (photo #1)

Student Paper Award: **Jamie Downing**, University of Nebraska-Lincoln (photo #2)

Article Award: **Margaret M. Poloma and Mathew T. Lee**, University of Akron, Ohio (photo #3)

Dissertation Award: **Christy E. Mesaros-Winckles**, Bowling Green State University (photo #4)

Scholar of the Year: **Robert Woods**, Spring Arbor University (No Photo Available)



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**Calvin Troup** (Duquesne University) is honored for his service as *Journal of Communication and Religion* Editor.



**Denise Ferguson** (Pepperdine University) is honored for her service to RCA.





Send your story ideas, announcements, and tips for the next newsletter to:

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RCA Newsletter Editor  
Western Governors  
University



WESTERN  
GOVERNORS  
UNIVERSITY.  
ONLINE. ACCELERATED. AFFORDABLE. ACCREDITED.

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THE RELIGIOUS COMMUNICATION ASSOCIATION  
**THE R C A NEWS**  
AN INTERFAITH SCHOLARLY AND PROFESSIONAL ORGANIZATION

### From the Office of 1st Vice President (cont'd from p. 1)

The **RCA awards banquet** will be held **Friday evening November 21, 2014**, at approximately 6pm (location TBD). And don't forget to check the NCA schedule for the RCA business meeting.

Please contact me for more information. I look forward to seeing you in November!



Don't forget to register for the national convention starting in July!

## Executive Council of the Religious Communication Association

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